

OUTDOOR LIONS WINNERS



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
B03 Ambient: Special Build				
POWER TO THE PEOPLE	NEDBANK	BANK	NET#WORK BBDO Johannesburg	SOUTH AFRICA
GOLD LION				
A02 Sweet Foods & Snacks				
STAIRCASE	SIMBA POTATO CHIPS	GHOST POPS CRISPS	NET#WORK BBDO Johannesburg	SOUTH AFRICA 1 OF 3 CAMPAIGN
ORPHANAGE	SIMBA POTATO CHIPS	GHOST POPS CRISPS	NET#WORK BBDO Johannesburg	SOUTH AFRICA 2 OF 3 CAMPAIGN
BEDROOM	SIMBA POTATO CHIPS	GHOST POPS CRISPS	NET#WORK BBDO Johannesburg	SOUTH AFRICA 3 OF 3 CAMPAIGN
A05 Household: Cleaning Products				
SOY SAUCE	PROCTER & GAMBLE	ULTRA TIDE CLOTHING DETERGENT	SAATCHI & SAATCHI New York	USA 1 OF 3 CAMPAIGN
MAYO	PROCTER & GAMBLE	ULTRA TIDE CLOTHING DETERGENT	SAATCHI & SAATCHI New York	USA 2 OF 3 CAMPAIGN
KETCHUP	PROCTER & GAMBLE	ULTRA TIDE CLOTHING DETERGENT	SAATCHI & SAATCHI New York	USA 3 OF 3 CAMPAIGN
A06 Household: Other				
WALLPAPER	SARA LEE MALAYSIA	COCKROACH TRAP	LOWE & PARTNERS KUALA LUMPUR	MALAYSIA 1 OF 3 CAMPAIGN
TILES	SARA LEE MALAYSIA	COCKROACH TRAP	LOWE & PARTNERS KUALA LUMPUR	MALAYSIA 2 OF 3 CAMPAIGN
CARPET	SARA LEE MALAYSIA	COCKROACH TRAP	LOWE & PARTNERS KUALA LUMPUR	MALAYSIA 3 OF 3 CAMPAIGN
A07 Home Appliances, Furnishings, Electronics & Audio-Visual				

BUSH	ARNO	BLENDER	PUBLICIS BRASIL Sao Paulo	BRAZIL 1 OF 2 CAMPAIGN
CLINTON	ARNO	BLENDER	PUBLICIS BRASIL Sao Paulo	BRAZIL 2 OF 2 CAMPAIGN
A10 Pharmacy				
LAKE	KOPELCO	TULIPÁN CONDOMS	Y&R BUENOS AIRES	ARGENTINA 1 OF 3 CAMPAIGN
FOOTBALL	KOPELCO	TULIPÁN CONDOMS	Y&R BUENOS AIRES	ARGENTINA 2 OF 3 CAMPAIGN
VOLLEY	KOPELCO	TULIPÁN CONDOMS	Y&R BUENOS AIRES	ARGENTINA 3 OF 3 CAMPAIGN
A13 Cars & Automotive Services				
BRAKING SYSTEM	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 1 OF 5 CAMPAIGN
INTELLIGENT TRACTION	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 2 OF 5 CAMPAIGN
POP UP HOOD	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 3 OF 5 CAMPAIGN
COLLISION CONTROL	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 4 OF 5 CAMPAIGN
LIGHTING SYSTEM	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 5 OF 5 CAMPAIGN
A14 Retail Stores				
BEAR	DUENDE AZUL	COSTUME SHOP	OGILVY & MATHER SANTIAGO	CHILE 1 OF 2 CAMPAIGN
TIGER	DUENDE AZUL	COSTUME SHOP	OGILVY & MATHER SANTIAGO	CHILE 2 OF 2 CAMPAIGN
A17 Entertainment & Leisure				
RAIL	CLIMA	BICYCLE LOCK	LEO BURNETT Bangkok	THAILAND 1 OF 2 CAMPAIGN
BARRIER	CLIMA	BICYCLE LOCK	LEO BURNETT Bangkok	THAILAND 2 OF 2 CAMPAIGN
BUILDERS OF TOMORROW	LEGO	LEGO	JUNG von MATT Hamburg	GERMANY
A18 Publications & Media				

LINGERIE	FHM SINGAPORE	MAGAZINE	OGILVY & MATHER Singapore	SINGAPORE 1 OF 3 CAMPAIGN
KINKY	FHM SINGAPORE	MAGAZINE	OGILVY & MATHER Singapore	SINGAPORE 2 OF 3 CAMPAIGN
BIKINI	FHM SINGAPORE	MAGAZINE	OGILVY & MATHER Singapore	SINGAPORE 3 OF 3 CAMPAIGN
CITIZENS/CRIMINALS	BBC WORLD	BBC WORLD CHANNEL	BBDO NEW YORK	USA 1 OF 4 CAMPAIGN
IMMINENT/PREVENTABLE	BBC WORLD	BBC WORLD CHANNEL	BBDO NEW YORK	USA 2 OF 4 CAMPAIGN
OCCUPIER/LIBERATOR	BBC WORLD	BBC WORLD CHANNEL	BBDO NEW YORK	USA 3 OF 4 CAMPAIGN
BEFRIEND/BEWARE	BBC WORLD	BBC WORLD CHANNEL	BBDO NEW YORK	USA 4 OF 4 CAMPAIGN
A23 Public Health & Safety				
RED SOFA	ADESF	SMOKING AWARENESS	NEOGAMA/BBH Sao Paulo	BRAZIL 1 OF 4 CAMPAIGN
BEDROOM	ADESF	SMOKING AWARENESS	NEOGAMA/BBH Sao Paulo	BRAZIL 2 OF 4 CAMPAIGN
KITCHEN	ADESF	SMOKING AWARENESS	NEOGAMA/BBH Sao Paulo	BRAZIL 3 OF 4 CAMPAIGN
BOOKCASE	ADESF	SMOKING AWARENESS	NEOGAMA/BBH Sao Paulo	BRAZIL 4 OF 4 CAMPAIGN
A24 Public Awareness Messages				
TREE	WWF THAILAND	WORLD WILDLIFE FOUNDATION	OGILVY & MATHER Bangkok	THAILAND
A25 Fundraising & Appeals				
LIBERIA-WINTERTHUR	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 1 OF 11 CAMPAIGN
MYANMAR-LUGANO	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 2 OF 11 CAMPAIGN
IRAQ-ZURICH	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 3 OF 11 CAMPAIGN
CHINA-ZURICH	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 4 OF 11 CAMPAIGN
SUDAN-BASEL	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 5 OF 11 CAMPAIGN

KONGO-WINTERTHUR	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 6 OF 11 CAMPAIGN
GUANTANAMO-ZURICH	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 7 OF 11 CAMPAIGN
CHINA-GENEVE	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 8 OF 11 CAMPAIGN
GAZA-ZURICH	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 9 OF 11 CAMPAIGN
ABU GHRAIB-LUGANO	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 10 OF 11 CAMPAIGN
SOMALIA-GENEVE	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	WALKER Zurich	SWITZERLAND 11 OF 11 CAMPAIGN
B02 Ambient: Small Scale Special Solutions				
BRACELETS	MÉDECINS SANS FRONTIÈRES	3RD WORLD APPEAL	DUVAL GUILLAUME Brussels	BELGIUM
B04 Ambient: Stunts & Live Advertising				
BIG SHADOW	MICROSOFT CORPORATION (JAPAN)	XBOX360	GT Tokyo	JAPAN
C01 Point of Purchase: Posters				
BONDED BY BLOOD	NZRU/ADIDAS	THE ALL BLACKS NZ RUGBY TEAM	TBWA\WHYBIN Auckland	NEW ZEALAND
LITTLE FLOWER	PLASTIK	TOYS	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL 1 OF 5 CAMPAIGN
WAR	PLASTIK	TOYS	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL 2 OF 5 CAMPAIGN
ROTTEN EGG	PLASTIK	TOYS	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL 3 OF 5 CAMPAIGN
CHERNOBYL	PLASTIK	TOYS	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL 4 OF 5 CAMPAIGN
ACID	PLASTIK	TOYS	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL 5 OF 5 CAMPAIGN
SILVER LION				
A01 Savoury Foods				
MOTHER AND CHILD	HEINZ	HOT KETCHUP	LEO BURNETT BRUSSELS	BELGIUM
A02 Sweet Foods & Snacks				
GLOBE FISH	NONGSHIM	CHUPACHUPS LOLLIPOPS	NONGSHIM COMMUNICATIONS Seoul	KOREA

A05 Household: Cleaning Products				
DENIM	PROCTER & GAMBLE	ARIEL DETERGENT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA 1 OF 5 CAMPAIGN
COTTON	PROCTER & GAMBLE	ARIEL DETERGENT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA 2 OF 5 CAMPAIGN
POLYESTER	PROCTER & GAMBLE	ARIEL DETERGENT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA 3 OF 5 CAMPAIGN
JERSEY	PROCTER & GAMBLE	ARIEL DETERGENT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA 4 OF 5 CAMPAIGN
CORDUROY	PROCTER & GAMBLE	ARIEL DETERGENT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA 5 OF 5 CAMPAIGN
A09 Toiletries				
SLEEPING	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 1 OF 5 CAMPAIGN
BIG NIGHT OUT	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 2 OF 5 CAMPAIGN
MY GIRLFRIEND	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 3 OF 5 CAMPAIGN
MUSIC	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 4 OF 5 CAMPAIGN
NEW SPORTS CAR	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 5 OF 5 CAMPAIGN
A11 Clothing, Footwear & Accessories				
STITCH	CALZATURIFICIO BUTTERO	BOOTS & SHOES	JWT PARIS	FRANCE 1 OF 3 CAMPAIGN
HAMMER	CALZATURIFICIO BUTTERO	BOOTS & SHOES	JWT PARIS	FRANCE 2 OF 3 CAMPAIGN
CLOTH	CALZATURIFICIO BUTTERO	BOOTS & SHOES	JWT PARIS	FRANCE 3 OF 3 CAMPAIGN
LOUNGE	E.U.T MARKETING	WONDERBRA	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 1 OF 3 CAMPAIGN
BOARDROOM	E.U.T. MARKETING	WONDERBRA	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 2 OF 3 CAMPAIGN
STREET	E.U.T. MARKETING	WONDERBRA	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 3 OF 3 CAMPAIGN
A13 Cars & Automotive Services				

LITTLE BILLBOARD	DAIMLERCHRYSLER MERCEDES-BENZ	SMART FORTWO	CONTRAPUNTO Madrid	SPAIN
A16 Travel, Transport & Tourism				
TOWN	CENTURY TRAVEL	TRAVEL AGENCY	JWT SPAIN Barcelona	SPAIN 1 OF 2 CAMPAIGN
BEACH	CENTURY TRAVEL	TRAVEL AGENCY	JWT SPAIN Barcelona	SPAIN 2 OF 2 CAMPAIGN
A18 Publications & Media				
RAKE	MTV NETWORKS	MTV COMEDY CENTRAL TV CHANNEL	KEMPERTRAUTMANN Hamburg	GERMANY 1 OF 4 CAMPAIGN
HITLER	MTV NETWORKS	MTV COMEDY CENTRAL TV CHANNEL	KEMPERTRAUTMANN Hamburg	GERMANY 2 OF 4 CAMPAIGN
BANANA	MTV NETWORKS	MTV COMEDY CENTRAL TV CHANNEL	KEMPERTRAUTMANN Hamburg	GERMANY 3 OF 4 CAMPAIGN
CACTUS	MTV NETWORKS	MTV COMEDY CENTRAL TV CHANNEL	KEMPERTRAUTMANN Hamburg	GERMANY 4 OF 4 CAMPAIGN
TRAIN	PENGUIN	BOOK PUBLISHER	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 1 OF 3 CAMPAIGN
AIRPORT	PENGUIN	BOOK PUBLISHER	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 2 OF 3 CAMPAIGN
BUS STOP	PENGUIN	BOOK PUBLISHER	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 3 OF 3 CAMPAIGN
A21 Commercial Public Services				
FORTUM BRIGHT LIGHT	FORTUM	ENERGY COMPANY	SEK & GREY Helsinki	FINLAND
SAVE	ESKOM	ELECTRICITY SUPPLIER	OGILVY SOUTH AFRICA Cape Town	SOUTH AFRICA
BEFORE / APRES	INLINGUA	LANGUAGE SCHOOL	LG&F Brussels	BELGIUM
A22 Corporate Image				
WORLD CUP	PROCTER & GAMBLE	GILLETTE	TIEMPO BBDO Madrid	SPAIN
A23 Public Health & Safety				
CONSTRUCTION WORKER	BRAINTRUST CANADA	PROTECTYOURHEAD.COM	DDB CANADA Vancouver	CANADA 1 OF 3 CAMPAIGN
TRAILRIDER	BRAINTRUST CANADA	PROTECTYOURHEAD.COM	DDB CANADA Vancouver	CANADA 2 OF 3 CAMPAIGN
SKATEBOARDER	BRAINTRUST CANADA	PROTECTYOURHEAD.COM	DDB CANADA Vancouver	CANADA 3 OF 3 CAMPAIGN

A24 Public Awareness Messages				
ACE	NATIONAL COUNCIL ON PROBLEM GAMBLING	GAMBLING HELPLINE	McCANN ERICKSON SINGAPORE	SINGAPORE 1 OF 3 CAMPAIGN
JOKER	NATIONAL COUNCIL ON PROBLEM GAMBLING	GAMBLING HELPLINE	McCANN ERICKSON SINGAPORE	SINGAPORE 2 OF 3 CAMPAIGN
DIAMOND	NATIONAL COUNCIL ON PROBLEM GAMBLING	GAMBLING HELPLINE	McCANN ERICKSON SINGAPORE	SINGAPORE 3 OF 3 CAMPAIGN
DISSOLVENT	WWF/ADENA	RIVER POLLUTION MESSAGE	CONTRAPUNTO Madrid	SPAIN 1 OF 2 CAMPAIGN
PAINT	WWF/ADENA	RIVER POLLUTION MESSAGE	CONTRAPUNTO Madrid	SPAIN 2 OF 2 CAMPAIGN
A25 Fundraising & Appeals				
COUCH	THAI SPCA	PET ADOPTION	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 1 OF 3 CAMPAIGN
WALKIES	THAI SPCA	PET ADOPTION	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 2 OF 3 CAMPAIGN
STICKS	THAI SPCA	PET ADOPTION	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 3 OF 3 CAMPAIGN
AFTERSHAVE	CORDAID	PEOPLE IN NEED CHARITY	SAATCHI & SAATCHI Amstelveen	THE NETHERLANDS 1 OF 4 CAMPAIGN
BEER	CORDAID	PEOPLE IN NEED CHARITY	SAATCHI & SAATCHI Amstelveen	THE NETHERLANDS 2 OF 4 CAMPAIGN
SUNGLASSES	CORDAID	PEOPLE IN NEED CHARITY	SAATCHI & SAATCHI Amstelveen	THE NETHERLANDS 3 OF 4 CAMPAIGN
HANDBAG	CORDAID	PEOPLE IN NEED CHARITY	SAATCHI & SAATCHI Amstelveen	THE NETHERLANDS 4 OF 4 CAMPAIGN
B03 Ambient: Special Build				
STRONG TAPE	PENLINE ART SUPPLIES	STATIONERY SUPPLIES	EURO RSCG PARTNERSHIP Kuala Lumpur	MALAYSIA
SUNDIAL	MCDONALD'S	MCDONALD'S BREAKFAST MENU	LEO BURNETT USA Chicago	USA
REVERSE	PEUGEOT DENMARK	PEUGEOT BOXER	UNCLE GREY Aarhus	DENMARK
B04 Ambient: Stunts & Live Advertising				
BIG HANDS	TARGET	TOY SALE	THE CAMPAIGN PALACE/RED CELL Melbourne	AUSTRALIA
C01 Point of Purchase: Posters				

BLUE	PENLINE ART SUPPLIES	ARTLINE PENS	McCANN ERICKSON Kuala Lumpur	MALAYSIA 1 OF 3 CAMPAIGN
BLACK	PENLINE ART SUPPLIES	ARTLINE PENS	McCANN ERICKSON Kuala Lumpur	MALAYSIA 2 OF 3 CAMPAIGN
RED	PENLINE ART SUPPLIES	ARTLINE PENS	McCANN ERICKSON Kuala Lumpur	MALAYSIA 3 OF 3 CAMPAIGN
SNOOP	PET PANTRY	SCIENCE DIET DOG FOOD	JWT SYDNEY	AUSTRALIA 1 OF 3 CAMPAIGN
FLUFFER	PET PANTRY	SCIENCE DIET DOG FOOD	JWT SYDNEY	AUSTRALIA 2 OF 3 CAMPAIGN
ROCKO	PET PANTRY	SCIENCE DIET DOG FOOD	JWT SYDNEY	AUSTRALIA 3 OF 3 CAMPAIGN
MENSWEAR	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM
C02 Point of Purchase: Other				
THERMOMETER	WWF	WILDLIFE CHARITY	BBDO GUERRERO ORTEGA Makati City	THE PHILIPPINES
BRONZE LION				
A01 Savoury Foods				
SANDALS	UNILEVER BESTFOODS	MARMITE SQUEEZY	DDB LONDON	UNITED KINGDOM 1 OF 3 CAMPAIGN
MULLET	UNILEVER BESTFOODS	MARMITE SQUEEZY	DDB LONDON	UNITED KINGDOM 2 OF 3 CAMPAIGN
HAIRY CHEST	UNILEVER BESTFOODS	MARMITE SQUEEZY	DDB LONDON	UNITED KINGDOM 3 OF 3 CAMPAIGN
A02 Sweet Foods & Snacks				
POODLE	SWEETS FROM HEAVEN	HUBBA BUBBA	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA 1 OF 2 CAMPAIGN
MONKEY	SWEETS FROM HEAVEN	HUBBA BUBBA	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA 2 OF 2 CAMPAIGN
CLIMBING	MASTERFOODS	SNICKERS MINI	TIEMPO BBDO Madrid	SPAIN
A03 Alcoholic Drinks				
RUSTY	DIAGEO	GUINNESS	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
A04 Non-Alcoholic Drinks				
MOGUL	CAFÉ SUPPLY	COFFEE	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL 1 OF 3 CAMPAIGN

CHEMISTRY GENIUS	CAFÉ SUPLICY	COFFEE	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL 2 OF 3 CAMPAIGN
EMPLOYEE OF THE MONTH	CAFÉ SUPLICY	COFFEE	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL 3 OF 3 CAMPAIGN
A06 Household: Other				
LITTLE CAR	ENERGIZER HOLDING	BATTERIES	DDB URUGUAY Montevideo	URUGUAY
A07 Home Appliances, Furnishings, Electronics & Audio-Visual				
SUMO	JESPIRIT	LUXAFLEX VENETIAN BLINDS	JWT SINGAPORE	SINGAPORE
A08 Cosmetics & Beauty				
IRON	P&G	OLAY FACE CREAM	SAATCHI & SAATCHI VIETNAM Ho Chi Minh City	VIETNAM
A12 Miscellaneous				
WEDDING RING	COMERCIAL ARGE PILOT	PERMANENT GOLD PEN	GREY Barcelona	SPAIN
WHITE DOG	MASTERDOG	LOW FAT DOG FOOD	PROLAM Y&R Santiago	CHILE
A13 Cars & Automotive Services				
LET THERE BE XENON	MINI CANADA	2007 MINI	TAXI CANADA Toronto	CANADA
STEAM	DAIMLERCHRYSLER MERCEDES-BENZ	SMART FORFOUR	CONTRAPUNTO Madrid	SPAIN 1 OF 3 CAMPAIGN
BEACH	DAIMLERCHRYSLER MERCEDES-BENZ	SMART FORFOUR	CONTRAPUNTO Madrid	SPAIN 2 OF 3 CAMPAIGN
DOVES	DAIMLERCHRYSLER MERCEDES-BENZ	SMART FORFOUR	CONTRAPUNTO Madrid	SPAIN 3 OF 3 CAMPAIGN
FOREST	DAIMLERCHRYSLER MERCEDES-BENZ	SMART FORTWO	CONTRAPUNTO Madrid	SPAIN 1 OF 2 CAMPAIGN
FIELD	DAIMLERCHRYSLER MERCEDES-BENZ	SMART FORTWO	CONTRAPUNTO Madrid	SPAIN 2 OF 2 CAMPAIGN
A14 Retail Stores				
CRAZY HORSE DUNK	NIKE FRANCE	STORE CHAMPS ELYSÉES	DDB PARIS	FRANCE
A15 Restaurants & Fast Food Outlets				
PARAMEDICS	PHILIPPINE PIZZA	PIZZA RESTAURANT	BBDO GUERRERO ORTEGA Makati City	THE PHILIPPINES
A16 Travel, Transport & Tourism				

CHICKEN FEET	CONNEX TRAINS	SMS UPDATES	LEO BURNETT Melbourne	AUSTRALIA 1 OF 3 CAMPAIGN
BEAVER	CONNEX TRAINS	SMS UPDATES	LEO BURNETT Melbourne	AUSTRALIA 2 OF 3 CAMPAIGN
HAMSTER	CONNEX TRAINS	SMS UPDATES	LEO BURNETT Melbourne	AUSTRALIA 3 OF 3 CAMPAIGN
A17 Entertainment & Leisure				
GUIDE DOG	SONY	PSP	TBWA\MADRID	SPAIN
A18 Publications & Media				
IS YOUR INDECISION FINAL?	THE ECONOMIST	MAGAZINE	ABBOTT MEAD VICKERS.BBDO London	UNITED KINGDOM 1 OF 3 CAMPAIGN
DO NOT FOLD	THE ECONOMIST	MAGAZINE	ABBOTT MEAD VICKERS.BBDO London	UNITED KINGDOM 2 OF 3 CAMPAIGN
WORLD DOMINATION	THE ECONOMIST	MAGAZINE	ABBOTT MEAD VICKERS.BBDO London	UNITED KINGDOM 3 OF 3 CAMPAIGN
BIG PICTURE	THE ECONOMIST	MAGAZINE	OGILVY & MATHER Singapore	SINGAPORE
A20 Business Equipment & Services				
LIFE	SMITH MICRO SOFTWARE	STUFFIT DELUXE COMPRESSION SOFTWARE	SAATCHI & SAATCHI New York	USA
A21 Commercial Public Services				
PULP FICTION	GROEP T	LANGUAGE COURSES	DUVAL GUILLAUME Brussels	BELGIUM
A22 Corporate Image				
BEACH	BERLITZ LANGUAGE SCHOOL	LANGUAGE SCHOOL	DDB GERMANY Duesseldorf	GERMANY
A23 Public Health & Safety				
HOW TO REMOVE	ACP MAGAZINE	BREAST CANCER WELFARE ASSOCIATION	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
A24 Public Awareness Messages				
HIDING PLACE	GREENPEACE SCHWEIZ	ENVIRONMENTAL ORGANISATION	DRAFTFCB/LOWE GROUP Zurich	SWITZERLAND
A25 Fundraising & Appeals				
SHARK	NOAH MENSCHEN FUER TIERE	PEOPLE FOR ANIMAL RIGHTS ASSOCIATION	JUNG von MATT Hamburg	GERMANY 1 OF 2 CAMPAIGN
DOLPHIN	NOAH MENSCHEN FUER TIERE	PEOPLE FOR ANIMAL RIGHTS ASSOCIATION	JUNG von MATT Hamburg	GERMANY 2 OF 2 CAMPAIGN

CHOPPER	SALVATION ARMY	CHARITY	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
B01 Ambient: Bars, Restaurants & Stores				
JEFF	MADD (MOTHERS AGAINST DRUNK DRIVING)	DRINK-DRIVING AWARENESS	CLARITY COVERDALE FURY Minneapolis	USA 1 OF 3 CAMPAIGN
JENNY	MADD (MOTHERS AGAINST DRUNK DRIVING)	DRINK-DRIVING AWARENESS	CLARITY COVERDALE FURY Minneapolis	USA 2 OF 3 CAMPAIGN
LISA	MADD (MOTHERS AGAINST DRUNK DRIVING)	DRINK-DRIVING AWARENESS	CLARITY COVERDALE FURY Minneapolis	USA 3 OF 3 CAMPAIGN
STEVE	WASHYOURHANDS.TV	HYGIENE MESSAGE	JWT TORONTO	CANADA 1 OF 4 CAMPAIGN
JEREMY	WASHYOURHANDS.TV	HYGIENE MESSAGE	JWT TORONTO	CANADA 2 OF 4 CAMPAIGN
NORRIS	WASHYOURHANDS.TV	HYGIENE MESSAGE	JWT TORONTO	CANADA 3 OF 4 CAMPAIGN
PETER	WASHYOURHANDS.TV	HYGIENE MESSAGE	JWT TORONTO	CANADA 4 OF 4 CAMPAIGN
B02 Ambient: Small Scale Special Solutions				
BOOKMARK	AMNISTIA INTERNACIONAL	DOMESTIC ABUSE MESSAGE	CONTRAPUNTO Madrid	SPAIN
SUPERMAN ELEVATOR	WARNER BROS.	SUPERMAN MOVIE	JWT BRASIL Sao Paulo	BRAZIL
TAXI	NATIONAL COUNCIL AGAINST SMOKING	ANTI-SMOKING MESSAGE	LOWE BULL JOHANNESBURG	SOUTH AFRICA 1 OF 5 CAMPAIGN
BUS	NATIONAL COUNCIL AGAINST SMOKING	ANTI-SMOKING MESSAGE	LOWE BULL JOHANNESBURG	SOUTH AFRICA 2 OF 5 CAMPAIGN
BUILDING	NATIONAL COUNCIL AGAINST SMOKING	ANTI-SMOKING MESSAGE	LOWE BULL JOHANNESBURG	SOUTH AFRICA 3 OF 5 CAMPAIGN
SHARK TANK	NATIONAL COUNCIL AGAINST SMOKING	ANTI-SMOKING MESSAGE	LOWE BULL JOHANNESBURG	SOUTH AFRICA 4 OF 5 CAMPAIGN
DRIVING RANGE	NATIONAL COUNCIL AGAINST SMOKING	ANTI-SMOKING MESSAGE	LOWE BULL JOHANNESBURG	SOUTH AFRICA 5 OF 5 CAMPAIGN
B03 Ambient: Special Build				
MONUMENT TO GOAL	NIKE	NIKE FOOTBALL BRAND	BBDO ARGENTINA Buenos Aires	ARGENTINA
FRESCO	ADIDAS	FOOTBALL APPAREL	TBWA\GERMANY Berlin	GERMANY
BALLPRINTS BY RONALDINHO	NIKE	NIKE FOOTBALL BRAND	BBDO ARGENTINA Buenos Aires	ARGENTINA 1 OF 3 CAMPAIGN

BALLPRINTS BY TEVEZ	NIKE	NIKE FOOTBALL BRAND	BBDO ARGENTINA Buenos Aires	ARGENTINA 2 OF 3 CAMPAIGN
BALLPRINTS BY AGUERO	NIKE	NIKE FOOTBALL BRAND	BBDO ARGENTINA Buenos Aires	ARGENTINA 3 OF 3 CAMPAIGN
WASHING MACHINE	JOBSINTOWN.DE	EMPLOYMENT WEBSITE	SCHOLZ & FRIENDS Berlin	GERMANY 1 OF 3 CAMPAIGN
PETROL PUMP	JOBSINTOWN.DE	EMPLOYMENT WEBSITE	SCHOLZ & FRIENDS Berlin	GERMANY 2 OF 3 CAMPAIGN
CIGARETTE MACHINE	JOBSINTOWN.DE	EMPLOYMENT WEBSITE	SCHOLZ & FRIENDS Berlin	GERMANY 3 OF 3 CAMPAIGN
B04 Ambient: Stunts & Live Advertising				
BLACK CLOUD	WWF	WILDLIFE CHARITY	OGILVY & MATHER BEIJING	CHINA
AFTERLIFE	ITV	AFTERLIFE TV SHOW	M&C SAATCHI London	UNITED KINGDOM
B05 Transit				
KEEP PLAYING	CASINÒ DI VENEZIA	CASINO	ADMCOM Bologna	ITALY
C01 Point of Purchase: Posters				
WUTHERING HEIGHTS	PENGUIN BOOKS MALAYSIA	PENGUIN AUDIOBOOKS	Y&R Kuala Lumpur	MALAYSIA
EASY/HARD	OOGMERK OPTICIANS	OPTICIANS	LG&F Brussels	BELGIUM 1 OF 4 CAMPAIGN
BUTCHER/ARTIST	OOGMERK OPTICIANS	OPTICIANS	LG&F Brussels	BELGIUM 2 OF 4 CAMPAIGN
HELL'S ANGEL/ FASHION DESIGNER	OOGMERK OPTICIANS	OPTICIANS	LG&F Brussels	BELGIUM 3 OF 4 CAMPAIGN
TRUCK DRIVER/ PROFESSOR	OOGMERK OPTICIANS	OPTICIANS	LG&F Brussels	BELGIUM 4 OF 4 CAMPAIGN
DANIEL MASTERS	INTERNATIONAL ACTION NETWORK ON SMALL ARMS	ARMS CONTROL MESSAGE	Y&R ASIA Singapore	SINGAPORE 1 OF 3 CAMPAIGN
GERALD LEE	INTERNATIONAL ACTION NETWORK ON SMALL ARMS	ARMS CONTROL MESSAGE	Y&R ASIA Singapore	SINGAPORE 2 OF 3 CAMPAIGN
MICHAEL HOSKINS	INTERNATIONAL ACTION NETWORK ON SMALL ARMS	ARMS CONTROL MESSAGE	Y&R ASIA Singapore	SINGAPORE 3 OF 3 CAMPAIGN
WHALE	PANASONIC	DVD THEATRE SYSTEM	FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo	BRAZIL 1 OF 5 CAMPAIGN
MACAW	PANASONIC	DVD THEATRE SYSTEM	FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo	BRAZIL 2 OF 5 CAMPAIGN

MONKEY	PANASONIC	DVD THEATRE SYSTEM	FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo	BRAZIL 3 OF 5 CAMPAIGN
PANDA BEAR	PANASONIC	DVD THEATRE SYSTEM	FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo	BRAZIL 4 OF 5 CAMPAIGN
TURTLE	PANASONIC	DVD THEATRE SYSTEM	FISCHER AMERICA COMUNICACAO TOTAL Sao Paulo	BRAZIL 5 OF 5 CAMPAIGN
SMURF	PERFETTI VAN MELLE	BUBBLE GUM	DRAFTFCB INDONESIA Jakarta	INDONESIA 1 OF 3 CAMPAIGN
HULK	PERFETTI VAN MELLE	BUBBLE GUM	DRAFTFCB INDONESIA Jakarta	INDONESIA 2 OF 3 CAMPAIGN
HELL BOY	PERFETTI VAN MELLE	BUBBLE GUM	DRAFTFCB INDONESIA Jakarta	INDONESIA 3 OF 3 CAMPAIGN