

# PROMO LIONS WINNERS



| TITLE                                                                       | ADVERTISER                            | PRODUCT                           | ENTRANT COMPANY                | COUNTRY         |
|-----------------------------------------------------------------------------|---------------------------------------|-----------------------------------|--------------------------------|-----------------|
| <b>GRAND PRIX</b>                                                           |                                       |                                   |                                |                 |
| <b>A04 Clothing, Footwear &amp; Accessories</b>                             |                                       |                                   |                                |                 |
| BONDED BY BLOOD                                                             | NZRU/ADIDAS                           | RUGBY SHIRT                       | TBWA\WHYBIN Auckland           | NEW ZEALAND     |
| <b>PROMO LION</b>                                                           |                                       |                                   |                                |                 |
| <b>A02 Alcoholic and Non-Alcoholic Drinks</b>                               |                                       |                                   |                                |                 |
| ANYWHERE BUT GERMANY                                                        | NESTLÉ                                | EL CHANÁ COFFEE                   | PUBLICIS IMPETU Montevideo     | URUGUAY         |
| <b>A03 Cars &amp; Automotive Services</b>                                   |                                       |                                   |                                |                 |
| FIRST IMPRESSION                                                            | MERCEDES-BENZ NIEDERLASSUNG STUTTGART | MERCEDES-BENZ DEALERSHIP          | BBDO STUTTGART                 | GERMANY         |
| <b>A04 Clothing, Footwear &amp; Accessories</b>                             |                                       |                                   |                                |                 |
| NO PAIN, NO GAIN                                                            | GOLDWIN                               | THE NORTH FACE                    | DENTSU Y&R Tokyo               | JAPAN           |
| <b>A08 Travel, Entertainment &amp; Leisure</b>                              |                                       |                                   |                                |                 |
| WORLD PRESS PHOTO EXHIBITION                                                | NEW ZEALAND NETHERLANDS FOUNDATION    | WORLD PRESS PHOTO EXHIBITION 2006 | CLEMENGER BBDO Wellington      | NEW ZEALAND     |
| BIG WARNIE                                                                  | CRICKET AUSTRALIA                     | ASHES SERIES                      | GEORGE PATTERSON Y&R Melbourne | AUSTRALIA       |
| <b>A14 Charities, Public Health &amp; Safety, Public Awareness Messages</b> |                                       |                                   |                                |                 |
| EARTH HOUR                                                                  | WWF AUSTRALIA                         | WILDLIFE CHARITY                  | LEO BURNETT Sydney             | AUSTRALIA       |
| <b>B02 Event Marketing</b>                                                  |                                       |                                   |                                |                 |
| EARTH HOUR                                                                  | WWF AUSTRALIA                         | WILDLIFE CHARITY                  | LEO BURNETT Sydney             | AUSTRALIA       |
| MANNED AIRPLANE PROJECT                                                     | MATSUSHITA ELECTRIC INDUSTRIAL        | MATSUSHITA OXYRIDE BATTERIES      | HAKUHODO Tokyo                 | JAPAN           |
| GLAMOUR STILETTO RUN                                                        | G&J PUBLISHERS                        | GLAMOUR MAGAZINE                  | BSUR Amsterdam                 | THE NETHERLANDS |
| NODDING BULL                                                                | THE VEGETARIAN SOCIETY                | VEGETARIAN CONFERENCE             | JWT Mumbai                     | INDIA           |
| <b>B03 Sponsorship or Partnership Campaigns</b>                             |                                       |                                   |                                |                 |
| BONDED BY BLOOD                                                             | NZRU/ADIDAS                           | THE ALL BLACKS                    | TBWA\WHYBIN Auckland           | NEW ZEALAND     |

|                                                                |                                |                      |                                        |                    |
|----------------------------------------------------------------|--------------------------------|----------------------|----------------------------------------|--------------------|
| <b>B04 Promotional Packaging</b>                               |                                |                      |                                        |                    |
| STADIUM                                                        | NIKE                           | NIKE FOOTBALL BOOTS  | PUBLICIS Singapore                     | SINGAPORE          |
| <b>B05 Best Use of Merchandising/In-Store Marketing</b>        |                                |                      |                                        |                    |
| VENDING MACHINE                                                | SIMBA                          | GHOST POPS SNACKS    | NET#WORK BBDO Johannesburg             | SOUTH AFRICA       |
| <b>B06 Best new Product Launch/Re-Launch at Retail</b>         |                                |                      |                                        |                    |
| THE ONE                                                        | CERVECERIA NACIONAL DOMINICANA | BEER                 | PAGES BBDO Santo Domingo               | DOMINICAN REPUBLIC |
| <b>B09 Best Use of TV in a Promotional Campaign</b>            |                                |                      |                                        |                    |
| ANYONE CAN SELL                                                | HOME PRODUCT CENTER PUBLIC     | HOMEPRO RETAIL STORE | BBDO BANGKOK                           | THAILAND           |
| <b>B11 Best Use of Radio in a Promotional Campaign</b>         |                                |                      |                                        |                    |
| STATIC                                                         | FRANCE TELECOM                 | ORANGE CALL PACKAGE  | VITRUVIO LEO BURNETT Madrid            | SPAIN              |
| <b>B12 Best Use of Digital Media in a Promotional Campaign</b> |                                |                      |                                        |                    |
| THE BET                                                        | SOUL BAR                       | BAR                  | OGILVY NEW ZEALAND Auckland            | NEW ZEALAND        |
| SMS FOR LUNCH                                                  | MEIR PANIM SOUP KITCHEN        | CHILDREN'S CHARITY   | SHIMONI FINKELSTEIN DRAFT FCB Tel Aviv | ISRAEL             |
| <b>C01 Best Integrated Promotional Campaign</b>                |                                |                      |                                        |                    |
| PAGO INTEGRATED CAMPAIGN                                       | PAGO FOR ASB                   | MOBILE TOP UP        | TBWA\WHYBIN Auckland                   | NEW ZEALAND        |
| THAT GIRL EMILY                                                | COURT TV                       | TV SERIES            | DEEP FOCUS New York                    | USA                |