

DIRECT LIONS WINNERS



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
A12 Corporate Information				
LEAD INDIA	BENETT COLEMAN AND CO.	THE TIMES OF INDIA NEWSPAPER	JWT INDIA Mumbai	INDIA
GOLD				
A01 Fast Moving Consumer Goods				
TORTURE TEST	UNILEVER THAILAND	BREEZE EXCEL WASHING DETERGENT	LOWE Bangkok	THAILAND
A06 Travel, Entertainment & Leisure				
DO IT WITH A CAR	NELKA RENT A CAR	CAR RENTALS	JWT COSTA RICA San Jose	COSTA RICA
A13 Charities, Public Health & Safety, Public Awareness Messages				
ANTI-SLAVERY	MTV FOUNDATION	ANTI-SLAVERY CAMPAIGN	JWT London	UNITED KINGDOM
B02 Dimensional Mailing				
TORTURE TEST	UNILEVER THAILAND	BREEZE EXCEL LAUNDRY DETERGENT	LOWE Bangkok	THAILAND
B04 Direct Response TV & Infomercials				
BLACK BOY WANTING WATER	STUDIO BRUSSELS	MUSIC FOR LIFE CHARITY EVENT	MORTIERBRIGADE Brussels	BELGIUM
C01 Integrated Campaigns				
GIVE A FEW BOB	THE PROSTATE CANCER RESEARCH FOUNDATION	PROSTATE CANCER RESEARCH CHARITY	THE COMMUNICATIONS AGENCY London	UNITED KINGDOM
D01 Product Launches				
DUCKS	GOODMAN FIELDER BAKING	WONDER PERFORMANCE BREAD	BMF Sydney	AUSTRALIA
SILVER				
A05 Commercial Public Services				
LOG HUT	CITYMAIL	POSTAL SERVICE	HJALTELIN, STAHL & CO. Copenhagen	DENMARK
A08 Healthcare & Medical				
MONUMENT	SPANISH ASSOCIATION OF GYNECOLOGY AND OBSTETRICS	CERVICAL CANCER AWARENESS AND PREVENTION	SHACKLETON Madrid	SPAIN
A10 Business Products & Services				
STRENGTH OF SCOTTEX	KIMBERLY CLARK	KITCHEN TOWEL PAPER	DUVAL GUILLAUME Antwerp	BELGIUM
A13 Charities, Public Health & Safety, Public Awareness Messages				
ORGAN DONORS CERTIFICATE	ROAD TRAFFIC SAFETY DIRECTORATE	ORGAN DONORS CERTIFICATE	MOOZI Riga	LATVIA
RETURN TO SENDER	GOTHENBURG HOMELESS AID	HELP FOR HOMELESS PEOPLE & ABUSED CHILDREN	GOSS Gothenburg	SWEDEN
HELP ME READ THIS	CHILDREN OF THE WORLD	CHILDREN'S CHARITY	CONTRACT ADVERTISING INDIA New Delhi	INDIA
B01 Flat Mailing				
RETURN TO SENDER	GOTHENBURG HOMELESS AID	HELP FOR HOMELESS PEOPLE & ABUSED CHILDREN	GOSS Gothenburg	SWEDEN
B05 Alternative Media				
LOG HUT	CITYMAIL	POSTAL SERVICE	HJALTELIN, STAHL & CO. Copenhagen	DENMARK
B06 Field Marketing, Including Door-To-Door, Merchandising, Sampling, Events				
THE 3-D COVER	IKEA GERMANY	IKEA FURNITURE STORE	JUNG von MATT Hamburg	GERMANY
TEXT A COFFIN AWAY	MEDECINS SANS FRONTIERES	CHILD MALNUTRITION AWARENESS	SAATCHI & SAATCHI Stockholm	SWEDEN
C01 Integrated Campaigns				
WELCOME SNOOP	MTV NETWORKS AUSTRALIA	BROADCAST CHANNEL	LOWE SYDNEY	AUSTRALIA
DO IT WITH A CAR	NELKA RENT A CAR	CAR RENTALS	JWT COSTA RICA San Jose	COSTA RICA
D02 Traffic Building				
DO IT WITH A CAR	NELKA RENT A CAR	CAR RENTALS	JWT COSTA RICA San Jose	COSTA RICA

BRONZE				
A02 Cars & Automotive Services				
TOYOTA HILUX MOTION	TOYOTA	TOYOTA HILUX	SAATCHI & SAATCHI NZ	NEW ZEALAND
A03 Other Consumer Products (Including Durable Goods)				
LAWNMOWER CALENDAR	BOSCH LAWN & GARDEN	ROTAK 43 LI LITHIUM-ION CORDLESS LAWMOWER	JUNG von MATT Hamburg	GERMANY
A09 Publications & Media				
EYEBALLS	ESPN	ESPN	SAATCHI & SAATCHI Singapore	SINGAPORE
AROUND THE WORLD IN 80 DAYS	TVNZ	TVNZ TV2 MOVIE PROMOTION	SAATCHI & SAATCHI NZ	NEW ZEALAND
A12 Corporate Information				
MEET YOUR HERO	THE BRITISH COUNCIL	MEET YOUR HERO SCHOLARSHIP	M&C SAATCHI Sydney	AUSTRALIA
A13 Charities, Public Health & Safety, Public Awareness Messages				
SCULPTURES BEGGING FOR HISTORICAL BUILDINGS	GERMAN FOUNDATION FOR MONUMENT PROTECTION	MONUMENT PROTECTION	OGILVY FRANKFURT	GERMANY
FINGERPRINTS	ARBEITSKREIS VORRATSDATENSPEICHERUNG	PRIVACY/DATA PROTECTION	NORDPOL+ HAMBURG	GERMANY
B01 Flat Mailing				
STAMP	ALSERGRUNDER STAMP EXCHANGE	ALSERGRUNDER STAMP EXCHANGE	TBWAIWIEN WERBEAGENTUR	AUSTRIA
B03 Direct Response Print, Including Inserts				
VOICES PROJECT	UNITED NATIONS AUSTRALIA	UNITED NATIONS	SAATCHI & SAATCHI Sydney	AUSTRALIA
B05 Alternative Media				
ASHTRAY TO VASE	CANCER RESEARCH UK	CHARITY AUCTION	OGILVY LONDON	UNITED KINGDOM
HELP ME READ THIS	CHILDREN OF THE WORLD	CHILDREN'S CHARITY	CONTRACT ADVERTISING INDIA New Delhi	INDIA
B07 Direct Response Digital Media, Including Email Marketing				
MONUMENT	SPANISH ASSOCIATION OF GYNECOLOGY AND OBSTETRICS	AWARENESS AND PREVENTION CAMPAIGN AGAINST CERVICAL CANCER	SHACKLETON Madrid	SPAIN
GOLF	DIETRICH	DIETRICH GPS PRODUCTS	GREY ARGENTINA Buenos Aires	ARGENTINA
C01 Integrated Campaigns				
MEET YOUR HERO	THE BRITISH COUNCIL	MEET YOUR HERO SCHOLARSHIP	M&C SAATCHI Sydney	AUSTRALIA
ENJOY THE GAME	888.COM	ONLINE GAMBLING	CHI & PARTNERS London	UNITED KINGDOM
ANTI-SLAVERY	MTV FOUNDATION	ANTI-SLAVERY CAMPAIGN	JWT London	UNITED KINGDOM
D01 Product Launches				
MONUMENT	SPANISH ASSOCIATION OF GYNECOLOGY AND OBSTETRICS	AWARENESS AND PREVENTION CAMPAIGN AGAINST CERVICAL CANCER	SHACKLETON Madrid	SPAIN