

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
A05 Financial Products & Services				
MMS	AMF PENSION	PENSION FUNDS	FORSMAN & BODENFORS Gothenburg	SWEDEN
GOLD				
A08 Retail And E-Commerce, Including Restaurants				
FRESH SALADS	McDONALD'S	FRESH SALADS	LEO BURNETT USA Chicago	USA
A13 Charities, Public Health & Safety, Public Awareness Messages				
BLACK BOY WANTING WATER	STUDIO BRUSSELS	MUSIC FOR LIFE CHARITY EVENT	MORTIERBRIGADE Brussels	BELGIUM
B04 Best Use of Newspapers				
THE ASAHI NEWSPAPER MOVES	THE ASAHI SHIMBUN COMPANY	NEWSPAPER	DENTSU KANSAI Osaka	JAPAN
B05 Best Use of Outdoor				
FRESH SALADS	McDONALD'S	FRESH SALADS	LEO BURNETT USA Chicago	USA
B08 Best Use of Special Events & Stunt/Live Advertising				
FAST NEWS	STERN GRUNER + JAHR	STERN.DE NEWS WEBSITE	GRABARZ & PARTNER Hamburg	GERMANY
SILVER				
A01 Fast Moving Consumer Goods				
SPEIGHT'S GREAT BEER DELIVERY	LION NATHAN	SPEIGHT'S BEER	PUBLICIS MOJO Auckland	NEW ZEALAND
A02 Cars & Automotive Services				
IS THAT THE LINEMAN?	TOYOTA MOTOR SALES USA	TOYOTA COROLLA	CONILL SAATCHI & SAATCHI Torrance	USA
A03 Clothing, Footwear & Accessories				
RUN EASY	REEBOK	SPORTSWEAR & FOOTWEAR	CARAT BOSTON	USA
A06 Commercial Public Services				
PESO	TRICOM	TRICOM RESIDENTIAL LINES	OMD DOMINICANA Santo Domingo	DOMINICAN REPUBLIC
A07 Travel, Entertainment & Leisure				
NOT YOURS	NELKA RENT A CAR	NELKA RENT A CAR	JWT COSTA RICA San Jose	COSTA RICA
A10 Publications & Media				
INSIDE THE CRIMINAL MIND	SKY TELEVISION	CRIME & INVESTIGATION NETWORK	OMD NEW ZEALAND Auckland	NEW ZEALAND
A13 Charities, Public Health & Safety, Public Awareness Messages				
I'M FINE TO DRIVE	ARRIVE ALIVE	ANTI-DRINK DRIVING MESSAGE	THE JUPITER DRAWING ROOM SOUTH AFRICA Johannesburg	SOUTH AFRICA
INTERNET SHUTDOWN	MAOR	DONATION ORGANISATION	Y&R INTERACTIVE TEL AVIV	ISRAEL
B01 Best Use of Television				
KIT KAT	NESTLÉ SPAIN	KIT KAT CHOCOLATE BAR	OPTIMEDIA Madrid	SPAIN
BLACK BOY WANTING WATER	STUDIO BRUSSELS	MUSIC FOR LIFE CHARITY EVENT	MORTIERBRIGADE Brussels	BELGIUM
B04 Best Use of Newspapers				
AIDS STATS	CAPE ARGUS NEWSPAPER	WORLD AIDS DAY AWARENESS	KING JAMES Cape Town	SOUTH AFRICA
B07 Best Use of Ambient Media: Large Scale				
TOEI STATION STADIUM	TOKYO METROPOLITAN GOVERNMENT	TOEI STATION STADIUM	DENTSU Tokyo	JAPAN
B10 Best Use of Internet/New Media, Including Mobile Phones, PDAs, Etc.				
GET IN THERE	UNILEVER	LYNX FX FRAGRANCE	BBH London	UNITED KINGDOM
B11 Best Use of Sponsorship				
VETERAN FOOTBALL PLAYERS	HELVEPHARM	HELVEPHARM PHARMACEUTICALS	SPILLMANN/FELSER/LEO BURNETT Zurich	SWITZERLAND
C01 Use of Mixed Media				
ALL YOU NEED TO KNOW AND THEN SOME	NE NATIONALENCYKLOPEDIN	SWEDISH NATIONAL ENCYCLOPEDIA	FORSMAN & BODENFORS Gothenburg	SWEDEN

SILVER SURFER WEEK	HISPANO FOXFILM MAXXIUM GERMANY	'FANTASTIC FOUR' FILM ABSOLUT VODKA	OMD SPAIN Madrid TBWA\GERMANY Berlin	SPAIN GERMANY
BRONZE				
A01 Fast Moving Consumer Goods				
FIGHT FOR KISSES	ENERGIZER	WILKINSON QUATTRO TITANIUM RAZOR	JWT Paris	FRANCE
A02 Cars & Automotive Services				
INTERACTIVE CINEMA GAMING	VOLVO	VOLVO XC70	MINDSHARE London	UNITED KINGDOM
A03 Clothing, Footwear & Accessories				
ASICS TRIATHLON	ASICS EUROPE	SPORTSWEAR & FOOTWEAR	NORDPOL+ HAMBURG	GERMANY
A04 Other Consumer Products (Including Durable Goods)				
SLEEPY CAMERA MAN	COLCHONES SPRING	SPRING MATTRESSES	UNIVERSAL McCANN COLOMBIA Bogota	COLOMBIA
A07 Travel, Entertainment & Leisure				
THE HUNG	ATRAPALO.COM	TRAVEL WEBSITE	MPG Barcelona	SPAIN
A09 Healthcare & Medical				
BACK	WYETH	ROBAXISAL GOLD BACK MEDICATION	Y&R MEXICO Mexico City	MEXICO
A10 Publications & Media				
SCANDAL IN SUBURBIA	PRIME TV (SKY NETWORK TELEVISION)	'WEEDS' TV PROGRAMME	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND
HIDE-AND-SEEK ADVERTISING	SHUEISHA	JUMPSQUARE MAGAZINE	DENTSU Tokyo	JAPAN
A11 Business Products & Services				
LAYER TENNIS	ADOBE	ADOBE CREATIVE SUITE3 SOFTWARE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
A13 Charities, Public Health & Safety, Public Awareness Messages				
FRAGILE EGGS	SUVA ACCIDENT PREVENTION	ACCIDENT PREVENTION	RUF LANZ Zurich	SWITZERLAND
PLASTIC FISH	THE MAINICHI NEWSPAPERS CO.	MARINE PRESERVATION MESSAGE	HAKUHODO Tokyo	JAPAN
TARGET PRACTICE	WWF	WORLD WILDLIFE FUND	OGILVY BEIJING	CHINA
B01 Best Use of Television				
THE CAR IS THE STAR	PEUGEOT ARGENTINA	PEUGEOT 206	CARAT ARGENTINA Buenos Aires	ARGENTINA
GRAND SLAMB	MEAT & LIVESTOCK AUSTRALIA	AUSTRALIAN LAMB	UNIVERSAL McCANN Sydney	AUSTRALIA
B02 Best Use of Cinema				
MOVIE STAR.	NOKIA	NOKIA N95	LEW\LARA\TBWA Sao Paulo	BRAZIL
FANS	AUDI SA	AUDI S5	OGILVY SOUTH AFRICA Johannesburg	SOUTH AFRICA
B03 Best Use of Magazines				
THIN COVER	HEWLETT-PACKARD	HP NOTEBOOK PC	PUBLICIS INDIA Gurgaon	INDIA
B05 Best Use of Outdoor				
OPTICAL ZOOM	LEICA CAMERA	LEICA V-LUX 1 CAMERA	ADVICO YOUNG & RUBICAM Zurich	SWITZERLAND
WHISPERING WALLS	A&E TELEVISION NETWORK	PARANORMAL STATE TELEVISION PROGRAMME	HORIZON MEDIA New York	USA
B06 Best Use of Ambient Media: Small Scale				
PESO	TRICOM	TRICOM RESIDENTIAL LINES	OMD DOMINICANA Santo Domingo	DOMINICAN REPUBLIC
DUCT TAPE	GABRIELA PHILIPPINES	ACTION AGAINST SPOUSAL ABUSE	DDB DM9 JAYMESYFU Makati City	THE PHILIPPINES
PERSPIRATION EMERGENCY	HENKEL	RIGHT GUARD DEODORANT	DDB GERMANY DUESSELDORF	GERMANY
B07 Best Use of Ambient Media: Large Scale				
GRIDLOCK	DHL EXPRESS (HK)	COURIER SERVICES	OGILVY & MATHER HONG KONG	HONG KONG
BACH GAVOTTE	CALCUTTA SCHOOL OF MUSIC	CLASSICAL MUSIC CLASSES	OGILVY & MATHER Kolkata	INDIA
MORNING ALARM	MAXWELL HOUSE	COFFEE	OGILVY BEIJING	CHINA
B08 Best Use of Special Events & Stunt/Live Advertising				
FREEZING THE GAME	TRICOM	TRICOM INTERNET	OMD DOMINICANA Santo Domingo	DOMINICAN REPUBLIC
HBO VOYEUR	HBO	FILM ENTHUSIAST'S WEBSITE	BBDO NEW YORK	USA
PICKY HITCHHIKER	PEUGEOT	PEUGEOT	UNCLE GREY Aarhus	DENMARK
INTERNET SHUTDOWN	MAOR	DONATION ORGANISATION	Y&R INTERACTIVE TEL AVIV	ISRAEL
B09 Best Use of Radio				
2-WAY-RADIO CAMPAIGN	MERCEDES-BENZ TRUCKS SALES GERMANY	MERCEDES-BENZ ACTROS	BBDO GERMANY Duesseldorf	GERMANY

B10 Best Use of Internet/New Media, Including Mobile Phones, PDAs, Etc.				
COLOUR TOKYO!	SONY MARKETING JAPAN	BRAVIA TELEVISION	HAKUHODO KETTLE Tokyo	JAPAN
C01 Use of Mixed Media				
THAT'S THRIFTY THINKING	THRIFTY	CAR/TRUCK RENTALS	JWT SYDNEY	AUSTRALIA