

PROMO & ACTIVATION LIONS WINNERS



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA
Gold Lion				
AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA, Milan	ITALY
REPLAY	GATORADE	ENERGY DRINK	TBWA\CHIAT\DAY LA	USA
IMAGINE	HBO	HBO	BBDO NEW YORK	USA
LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS DEUTSCHLAND	13TH STREET - TV CHANNEL	JUNG von MATT, Hamburg	GERMANY
NOTHING SOFT GETS IN	TOYOTA MOTOR CORPORATION	TOYOTA 4WD RANGE	SAATCHI & SAATCHI, Sydney	AUSTRALIA
AUDITORIUM	HEINEKEN ITALIA	BEER	JWT ITALIA, Milan	ITALY
WHERE WILL 100 000 CONDOMS END UP?	THE STOCKHOLM COUNTY AIDS PREVENTION PROGRAMME	SAFE-SEX AWARENESS	ESTER, Stockholm	SWEDEN
NOTHING SOFT GETS IN	TOYOTA MOTOR	TOYOTA 4WD RANGE	SAATCHI & SAATCHI, Sydney	AUSTRALIA
Silver Lion				
IMAGINE	HBO	HBO	BBDO NEW YORK	USA
SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
CUBE FILM INSTALLATION	HBO	HBO	BBDO NEW YORK	USA
THE MINI CHRISTMAS BOX	BMW GROUP NETHERLANDS	MINI	UBACHSWISBRUN/JWT, Amsterdam	THE NETHERLANDS
WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR, Stockholm	SWEDEN
FRESH STONE-AGE-MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN	GERMANY
BEYOND THE STILL	CANON	DSLR HD CAMERAS	GREY NEW YORK	USA
STANISLAV	MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG, Amsterdam	THE NETHERLANDS
CUBE FILM INSTALLATION	HBO	HBO	BBDO NEW YORK	USA
WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR, Stockholm	SWEDEN
RED FLAG	THE NORTH FACE	SPORTS CLOTHING	OGILVY SHANGHAI	CHINA
SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
FRESH STONE-AGE-MEAT	BOSCH INTERNATIONAL	REFRIGERATORS	DDB GERMANY BERLIN	GERMANY
QUIQUE THE HEAD	DIESEL	MOWIE MOTORCYCLE HELMETS	SHACKLETON, Madrid	SPAIN
DRAMA QUEEN	YOUNG DIRECTOR AWARD BY CFP-E /SHOTS	YOUNG DIRECTOR AWARDS	TBWA\PHS HELSINKI	FINLAND
STANISLAV	MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG, Amsterdam	THE NETHERLANDS
SUPPORT SCENT	GUIDE DOGS AUSTRALIA	SUPPORT FOR THE BLIND	CLEMENGER BBDO MELBOURNE	AUSTRALIA

WHERE WILL 100 000 CONDOMS END UP?	THE STOCKHOLM COUNTY AIDS PREVENTION PROGRAMME	SAFE-SEX AWARENESS	ESTER, Stockholm	SWEDEN
JUST CALL US - LIVE	CENTRAAL BEHEER ACHMEA	INSURANCE COMPANY	DDB AMSTERDAM	THE NETHERLANDS
ESO PHOTOCHAINS	CANON AUSTRALIA	CAMERA	LEO BURNETT, Sydney	AUSTRALIA
Bronze Lion				
ANDES TELETRANSPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
MELTDOWN	AICMED	ENVIRONMENTAL PRESERVATION	OGILVY & MATHER, Kolkata	INDIA
GIVING MEMORY	AFAL CONTIGO	ALZHEIMER AWARENESS	CONTRAPUNTO BBDO, Madrid	SPAIN
SUPREME SECURITY	SUPREME SECURITY	PRIVATE SECURITY COMPANY	ADVICO Y&R, Zürich	SWITZERLAND
BEER GLOSS	HEINEKEN ITALIA	BEER	JWT ITALIA, Milan	ITALY
WORLD'S SMALLEST BALLOON	REED MESSE WIEN	MODEL MAKERS FAIR	OGILVY & MATHER, Vienna	AUSTRIA
FOREST FIRES	WWF	WWF	OGILVY & MATHER COLOMBIA, Bogotá	COLOMBIA
\$73.000 BAR TAB	BAR AURORA/BOTECO FERRAZ	BAR CHAIN	OGILVY BRASIL, São Paulo	BRAZIL
AMBULANCE/BOAT/H-ELICOPTER	MEXICAN RED CROSS	ANNUAL FUNDRAISING DRIVE	JWT MEXICO	MEXICO
NON-STICK PANS	SUPOR	NON-STICK PANS	LEO BURNETT SHANGHAI	CHINA
SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT STORES	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST, Stockholm	SWEDEN
WHOPPER FACE	BURGER KING	WHOPPER	OGILVY BRASIL, São Paulo	BRAZIL
MESSAGE IN A BOTTLE	FUNDACION ALTIUS	CHILDREN'S CHARITY	LEO BURNETT IBERIA, Madrid	SPAIN
AUGMENTED REALITY BANNERS	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder	USA
BARE ALL	MARS CHOCOLATE AUSTRALIA	M&M'S	CLEMENGER BBDO MELBOURNE	AUSTRALIA
ANDES TELETRASNPORTER	INBEV	BEER	DEL CAMPO/NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
BEER GLOSS	HEINEKEN ITALIA	BEER	JWT ITALIA, Milan	ITALY
ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP, Auckland	NEW ZEALAND
RELOAD	TRICOM	BROADBAND INTERNET	PAGÉS BBDO, Santo Domingo	DOMINICAN REPUBLIC
HIDDEN SOUND CAMPAIGN	ZOO RECORDS	ALTERNATIVE MUSIC SHOP	LEO BURNETT, Hong Kong	HONG KONG
NIKEID. GENERATOR	NIKE JAPAN	FLAGSHIP STORE	BEACON COMMUNICATIONS, Tokyo	JAPAN
LOVE CAKE PROJECT	WORLD VISION JAPAN	CHILDREN'S CHARITY	DENTSU, Tokyo	JAPAN
\$73.000 BAR TAB	BAR AURORA/BOTECO FERRAZ	BAR CHAIN	OGILVY BRASIL, São Paulo	BRAZIL
ORCON + IGGY POP	ORCON BROADBAND	BROADBAND	SPECIAL GROUP, Auckland	NEW ZEALAND
LAMBASSADOR	MEAT AND LIVESTOCK AUSTRALIA	LAMB	BMF, Sydney	AUSTRALIA
SANDWICH	PEPSICO	WALKERS CRISPS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM