

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA
Gold Lion				
TRAMP A BENZ	DAIMLER	MERCEDES-BENZ	JUNG von MATT, Hamburg	GERMANY
WATSON	IBM	IBM	OGILVY & MATHER, New York	USA
DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY, New York	USA
SHINE A LIGHT ON OPPORTUNITY	DURAND ACADEMY	STATE EDUCATION (SCHOOL)	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR), London	UNITED KINGDOM
TAXI DRIVERS' UNIVERSITY	GM COLMOTORES	CHEVROLET	SANCHO BBDO, Bogotá	COLOMBIA
DIGITAL DEATH	KEEP A CHILD ALIVE	AIDS AWARENESS	TBWA\CHIAT\DAY, New York	USA
SKANKPLAY	SKANK	SKANK'S NEWEST SONG	DONTRYTHIS, São Paulo	BRAZIL
WATER MARK	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
SHINE A LIGHT ON OPPORTUNITY	DURAND ACADEMY	STATE EDUCATION (SCHOOL)	POLITICAL LOBBYING & MEDIA RELATIONS (PLMR), London	UNITED KINGDOM
VAC FROM THE SEA	ELECTROLUX	GREEN RANGE VACUUM CLEANERS	PRIME PR, Stockholm	SWEDEN
Silver Lion				
SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE	BBDO INDIA, Mumbai	INDIA
UNDERSTANDING MULTIPLE SCLEROSIS	GEDEON RICHTER MARKETING	PHARMACEUTICAL COMPANY	HILL & KNOWLTON, London	UNITED KINGDOM
PARALLEL LINES	PHILIPS	TELEVISIONS	ONEVOICE, London	UNITED KINGDOM
2 MINUTE SILENCE	THE ROYAL BRITISH LEGION	THE 2010 POPPY APPEAL	BURSON-MARSTELLER, London	UNITED KINGDOM
SALUTE TRAINER	JAPAN MARITIME SELF DEFENSE FORCES	ARMED FORCES RECRUITMENT	HAKUHODO, Tokyo	JAPAN
SOCIALPEACE	RIO DE JANEIRO STATE GOVERNMENT	PUBLIC POLICY INITIATIVES	FSB COMUNICAÇÕES, Rio de Janeiro	BRAZIL
WATSON	IBM	IBM	OGILVY & MATHER, New York	USA
SILENT NATIONAL ANTHEM	RELIANCE MEDIA WORKS	CINEMAS	MUDRA COMMUNICATIONS, Mumbai	INDIA
GET TESTED PROJECT	AIDS TASK FORCE	AIDS AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
SHAVE SUTRA	PROCTER & GAMBLE	GILLETTE	BBDO INDIA, Mumbai	INDIA
BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA
2 MINUTE SILENCE	THE ROYAL BRITISH LEGION	THE 2010 POPPY APPEAL	BURSON-MARSTELLER, London	UNITED KINGDOM
FAKE IT ALL	BRAND PROTECTION GROUP	ANTI-COUNTERFEIT AWARENESS	LEO BURNETT BEIRUT	LEBANON
Bronze Lion				
DM50	DR MARTENS	BOOTS	EXPOSURE, London	UNITED KINGDOM
AMERICAN ROM	KANDIA DULCE	SNACK	McCANN ERICKSON, Bucharest	ROMANIA

UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH, New York	USA
INSIDE OUT	SHANGRI-LA HOTELS AND RESORTS	INTERNAL COMMUNICATIONS	OGILVY & MATHER, Hong Kong	HONG KONG
THE NEW AFLAC DUCK VOICE	AFLAC	INSURANCE	THE KAPLAN THALER GROUP, New York	USA
A NEW WARRIOR	GREENPEACE	RAINBOW WARRIOR WEBSITE	DDB PARIS	FRANCE
KLM SURPRISE	KLM	AIRLINE	BOONDOGGLE, Amsterdam	THE NETHERLANDS
UNDERHEARD IN NEW YORK	NEW YORK CITY RESCUE MISSION	HOMELESSNESS AWARENESS	BBH, New York	USA
THE MESSIAH	ADIDAS	ADIDAS FOOTBALL	TBWAILONDON	UNITED KINGDOM
DOKTOR PROKTOR	ASCHEHOUG	PUBLISHER	TRY ADVERTISING AGENCY, Oslo	NORWAY
WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
TOKYO MARATHON SPECIAL BANANA	DOLE JAPAN	LAKATAN BANANAS	DENTSU Y&R, Tokyo	JAPAN
AMERICAN ROM	KANDIA DULCE	SNACK	McCANN ERICKSON, Bucharest	ROMANIA
DM50	DR MARTENS	BOOTS	EXPOSURE, London	UNITED KINGDOM
WOMEN FOR SALE	ATZUM	TASK FORCE ON HUMAN TRAFFICKING	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL