

| Title                               | Advertiser/Client                         | Product/Service             | Entrant Company                                 | Country         |
|-------------------------------------|-------------------------------------------|-----------------------------|-------------------------------------------------|-----------------|
| <b>Grand Prix</b>                   |                                           |                             |                                                 |                 |
| AMERICAN ROM                        | KANDIA DULCE                              | CHOCOLATE BAR               | McCANN ERICKSON, Bucharest                      | ROMANIA         |
| <b>Gold Lion</b>                    |                                           |                             |                                                 |                 |
| MUSICAL FITTING ROOMS               | STARHUB                                   | ONLINE MUSIC STORE          | DDB SINGAPORE                                   | SINGAPORE       |
| SAVE AS WWF                         | WWF                                       | ENVIRONMENTAL AWARENESS     | JUNG von MATT, Hamburg                          | GERMANY         |
| 4TH AMENDMENT WEAR                  | 4TH AMENDMENT WEAR                        | METALLIC INK UNDERCLOTHES   | 4TH AMENDMENT WEAR, Boulder                     | USA             |
| AMERICAN ROM                        | KANDIA DULCE                              | CHOCOLATE BAR               | McCANN ERICKSON, Bucharest                      | ROMANIA         |
| 4TH AMENDMENT WEAR                  | 4TH AMENDMENT WEAR                        | METALLIC INK UNDERCLOTHES   | 4TH AMENDMENT WEAR, Boulder                     | USA             |
| <b>Silver Lion</b>                  |                                           |                             |                                                 |                 |
| DRUNK VALET                         | BAR AURORA & BOTEÇO FERRAZ                | CHAIN OF BARS               | OGILVY BRASIL, São Paulo                        | BRAZIL          |
| GREENBACKS FOR GREENBACK            | H&R BLOCK                                 | TAX SERVICES                | FALLON, Minneapolis                             | USA             |
| FAST FOOD                           | GLAXOSMITHKLINE                           | HEARTBURN TABLET            | GREY MEXICO                                     | MEXICO          |
| SPREAD THE TED                      | TEDX BUENOS AIRES                         | TEDX                        | OGILVY ARGENTINA, Buenos Aires                  | ARGENTINA       |
| THE MISSING CHILD                   | INITIATIVE VERMISSTE KINDER               | MISSING CHILDREN AWARENESS  | KEMPERTRAUTMANN, Hamburg                        | GERMANY         |
| MUSICAL FITTING ROOMS               | STARHUB                                   | ONLINE MUSIC STORE          | DDB SINGAPORE                                   | SINGAPORE       |
| THE CANVAS EXPERIMENT               | CONVERSE EMEA                             | SHOES                       | PERFECT FOOLS, Stockholm                        | SWEDEN          |
| A NEW WARRIOR                       | GREENPEACE                                | CHARITY                     | DDB PARIS                                       | FRANCE          |
| GETAWAY STOCKHOLM                   | MINI                                      | MINI COUNTRYMAN             | JUNG von MATT, Stockholm                        | SWEDEN          |
| A HUNTER SHOOTS A BEAR              | BIC / TIPP-EX                             | POCKET MOUSE                | BUZZMAN, Paris                                  | FRANCE          |
| CAP RECALL                          | JAMES READY                               | BEER                        | LEO BURNETT TORONTO                             | CANADA          |
| A HUNTER SHOOTS A BEAR              | BIC / TIPP-EX                             | POCKET MOUSE                | BUZZMAN, Paris                                  | FRANCE          |
| DATED PILLOWS                       | PACIFIC BRANDS                            | PILLOWS                     | HAPPY SOLDIERS, Sydney                          | AUSTRALIA       |
| BIG NOSES                           | BGH                                       | AIR CONDITIONERS            | DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires | ARGENTINA       |
| A NEW WARRIOR                       | GREENPEACE                                | CHARITY                     | DDB PARIS                                       | FRANCE          |
| THE MISSING CHILD                   | INITIATIVE VERMISSTE KINDER               | MISSING CHILDREN INITIATIVE | KEMPERTRAUTMANN, Hamburg                        | GERMANY         |
| SPREAD THE TED                      | TEDX BUENOS AIRES                         | TEDX                        | OGILVY ARGENTINA, Buenos Aires                  | ARGENTINA       |
| <b>Bronze Lion</b>                  |                                           |                             |                                                 |                 |
| DONATED SONGS                       | SALVATION ARMY                            | CHARITY                     | WIRZ/BBDO, Zürich                               | SWITZERLAND     |
| CHOPSTICKS, NOT CHOP-TREES          | CHINA ENVIRONMENTAL PROTECTION FOUNDATION | ENVIRONMENTAL ACTION        | DDB CHINA GROUP, Shanghai                       | CHINA           |
| UNEXPECTED LUGGAGE                  | SPANAIR                                   | AIRLINE                     | SHACKLETON, Madrid                              | SPAIN           |
| THE BREATHE HAPPY SOCIAL EXPERIMENT | FEBREZE                                   | AIR FRESHENER               | GREY NEW YORK                                   | USA             |
| BAVARIA DUTCHDRESS                  | BAVARIA                                   | BEER                        | SELMORE CREATIVE AGENCY, Amsterdam              | THE NETHERLANDS |

|                                            |                                           |                                   |                                                 |                |
|--------------------------------------------|-------------------------------------------|-----------------------------------|-------------------------------------------------|----------------|
| THE FIRE WORKS DISCOUNT COUPON             | BIGC                                      | STORE                             | LOWE, Bangkok                                   | THAILAND       |
| BIG NOSES                                  | BGH                                       | AIR CONDITIONERS                  | DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires | ARGENTINA      |
| THE PIRATE RADIO EXPERIMENT                | INTERNATIONAL SOCIETY FOR HUMAN RIGHTS    | HUMAN RIGHTS AWARENESS            | JUNG von MATT, Hamburg                          | GERMANY        |
| SILENT NATIONAL ANTHEM                     | RELIANCE MEDIA WORKS                      | CINEMAS                           | MUDRA COMMUNICATIONS, Mumbai                    | INDIA          |
| TEST DRIVE                                 | VOLKSWAGEN                                | VW PASSAT                         | TRY ADVERTISING AGENCY, Oslo                    | NORWAY         |
| M&M'S FIND RED                             | MARS                                      | M&M'S                             | PROXIMITY CANADA                                | CANADA         |
| SPEEDSALE                                  | PAPERCUT SHOP                             | BOOKS AND FILMS                   | DDB STOCKHOLM                                   | SWEDEN         |
| DUTY CALLS                                 | ELECTRONIC ARTS                           | VIDEO GAME                        | WIEDEN+KENNEDY, Portland                        | USA            |
| PARENTAL CONTROL                           | BANDSPORTS                                | SPORTS CHANNEL                    | OGILVY BRASIL, São Paulo                        | BRAZIL         |
| M&M'S FIND RED                             | MARS                                      | CHOCOLATE                         | PROXIMITY CANADA                                | CANADA         |
| PAY WITH A TWEET                           | INNOVATIVE THUNDER                        | CURRENCY SYSTEM                   | R/GA, New York                                  | USA            |
| JUNK FOOD PACKAGING                        | BOLTHOUSE FARMS                           | BABY CARROTS                      | CRISPIN PORTER + BOGUSKY, Boulder               | USA            |
| DOMINO'S APP                               | DOMINO'S PIZZA                            | RESTAURANT                        | HAKUHODO, Tokyo                                 | JAPAN          |
| THE FIRE WORKS DISCOUNT COUPON             | BIGC                                      | STORE                             | LOWE, Bangkok                                   | THAILAND       |
| GETAWAY STOCKHOLM                          | MINI                                      | MINI COUNTRYMAN                   | JUNG von MATT, Stockholm                        | SWEDEN         |
| STORIES FROM THE STREET                    | MELBOURNE WRITERS FESTIVAL                | ARTS                              | JWT, Melbourne                                  | AUSTRALIA      |
| MAKE A BETTER ONE YOURSELF, THEN!          | KIASMA MUSEUM OF CONTEMPORARY ART         | KIASMA MUSEUM OF CONTEMPORARY ART | HASAN & PARTNERS, Helsinki                      | FINLAND        |
| H&R BLOCK: NEVER SETTLE FOR LESS           | H&R BLOCK                                 | FINANCIAL SERVICES                | FALLON, Minneapolis                             | USA            |
| IMPULSE SAVER                              | WESTPAC                                   | FINANCIAL SERVICES                | COLENZO BBDO, Auckland                          | NEW ZEALAND    |
| SILENT NATIONAL ANTHEM                     | RELIANCE MEDIA WORKS                      | CINEMAS                           | MUDRA COMMUNICATIONS, Mumbai                    | INDIA          |
| DONATED SONGS                              | SALVATION ARMY                            | SALVATION ARMY                    | WIRZ/BBDO, Zürich                               | SWITZERLAND    |
| WAKING UP THE NEIGHBOURHOOD                | POWA                                      | FEMALE ABUSE PREVENTION           | OGILVY JOHANNESBURG                             | SOUTH AFRICA   |
| WHAT A PERSON CAN MISS A MACHINE WILL FIND | THE POLISH FEDERATION OF CANCER SURVIVORS | CHARITY                           | EURO RSCG WARSAW                                | POLAND         |
| DATED PILLOW                               | PACIFIC BRANDS                            | PILLOWS                           | HAPPY SOLDIERS, Sydney                          | AUSTRALIA      |
| NEVER SETTLE FOR LESS                      | H&R BLOCK                                 | H&R BLOCK                         | FALLON, Minneapolis                             | USA            |
| DECODE JAY-Z WITH BING                     | BING/JAY-Z                                | DECODE JAY-Z WITH BING            | DROGA5, New York                                | USA            |
| BUD ICE COLD INDEX                         | BUDWEISER                                 | BUDWEISER ICE COLD                | DDB UK, London                                  | UNITED KINGDOM |