

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGIE	SOLAR ENERGY PROVIDER	SERVICEPLAN, Munich	GERMANY
Gold Lion				
GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	EAST JAPAN RAILWAY COMPANY	DENTSU, Tokyo	JAPAN
THE ULTRA ASIAN	THE YOSHIDA HIDEO MEMORIAL FOUNDATION / ADVERTISING MUSEUM TOKYO	ADFEST 2011 EXHIBITION	DENTSU, Tokyo	JAPAN
GOOGLE DISPLAY LOGO	GOOGLE	DISPLAY ADVERTISING	JOHANNES LEONARDO, New York	USA
DESIGN NORI (SEAWEED)	UMINO SEAWEED STORE	SEAWEED	I&S BBDO, Tokyo	JAPAN
THE REAL COOKBOOK	GERSTENBERG VERLAG	COOKBOOK	KOLLE REBBE, Hamburg	GERMANY
THE SOLAR ANNUAL REPORT 2011	AUSTRIA SOLAR - VEREIN ZUR FOERDERUNG DER THERMISCHEN SOLARENERGIE	SOLAR ENERGY PROVIDER	SERVICEPLAN, Munich	GERMANY
MOUNTAIN	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
THINK	IBM	IBM	OGILVY NEW YORK	USA
OK GO - ALL IS NOT LOST	GOOGLE	GOOGLE CHROME	HAKUHODO, Tokyo	JAPAN
MORE4 REBRAND - FLIP, FLOP & PUZZLE	MORE4 / CHANNEL 4	CHANNEL IDENTITY	4creative, London	UNITED KINGDOM
THE CNN ECOSPHERE	TURNER BROADCASTING SYSTEMS DEUTSCHLAND	CNN	HEIMAT, Berlin	GERMANY
URBAN TOUR	ASOS	ASOS.COM	BBH LONDON	UNITED KINGDOM
SUN BATHING	A.O.SMITH	SOLAR POWERED WATER HEATER	LEO BURNETT SHANGHAI	CHINA
QUBE3	AUDI	AUDI Q3	KMS BLACKBOX, Munich	GERMANY
ANAMORPHIC MIRROR	DEUTSCHE BANK	ANAMORPHIC MIRROR	ART+COM, Berlin	GERMANY
THE LAUNDRY GALLERY	SIEMENS ELECTROGERAETE	SIEMENS ANTI-VIBRATION WASHING MACHINES	SCHOLZ & FRIENDS BERLIN	GERMANY
IKEA SKARPSILL	IKEA FOOD SERVICES	TINNED HERRING	STOCKHOLM DESIGN LAB, Stockholm	SWEDEN
MAGIC	MENICON	MAGIC MENICON 1DAY FLAT PACK	DENTSU, Tokyo	JAPAN
THE HINGLISH PROJECT	MINISTRY OF TOURISM - GOVERNMENT OF INDIA	INCREDIBLE INDIA	DDB MUDRA GROUP, Mumbai	INDIA
Silver Lion				
15TH ANNIVERSARY POSTERS	EXPEDIA	TRAVEL WEBSITE	CREATURE, Seattle	USA
THE WHOLE PICTURE	THE GUARDIAN	THE GUARDIAN	BBH LONDON	UNITED KINGDOM
WEARHOUSE IDENTITY	VICURBAN	COMMUNITY FASHION SPACE	ELMWOOD MELBOURNE	AUSTRALIA
LOST & FOUND	GÖTEBORGSTRYCKERIET PRINTING HOUSE	CATALOGUE OF PRINTING TECHNIQUES	HAPPY F&B, Gothenburg	SWEDEN
ROOTS	DIAGEO	GUINNESS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
EFFICIENTDYNAMICS SCULPTURE	BMW GROUP	BMW EFFICIENTDYNAMICS	SERVICEPLAN, Munich	GERMANY
NIKEFUEL STATION	NIKE UK	NIKE+ FUELBAND	AKQA, London	UNITED KINGDOM
THE KEYBOARD OF ISOLATION	FAMILY CARE FOR GRASSROOTS COMMUNITY	LESS ONLINE TIME AND MORE FAMILY TIME	DDB CHINA GROUP, Shanghai	CHINA
THE BRANDSPACE	DEUTSCHE BANK	DEUTSCHE BANK	ART+COM, Berlin	GERMANY
BMW VISION CONNECTEDDRIVE	BMW	BMW VISION CONNECTEDDRIVE	MUTABOR DESIGN, Hamburg	GERMANY
MAGIC	MENICON	MAGIC 1DAY MENICON FLAT PACK	DENTSU, Tokyo	JAPAN
SWEDISH NATIONAL PARKS	SWEDISH ENVIRONMENTAL PROTECTION AGENCY	COPORATE IDENTITY	HAPPY F&B, Gothenburg	SWEDEN
Silver Lion				
FAIRY TALES	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
GRAPHIC NOVELS	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
TRAVEL	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
Bronze Lion				
SHIBUYA HIKAI	TOKYU CORPORATION	COMPLEX BUILDING	TOKYU AGENCY, Tokyo	JAPAN
DESIGN FEVER!	THE YOSHIDA HIDEO MEMORIAL FOUNDATION / ADVERTISING MUSEUM TOKYO	D&AD 2011 EXHIBITION IN JAPAN	DENTSU, Tokyo	JAPAN
MORE THAN JUST THE CLASSICS	PENGUIN BOOKS MALAYSIA	PENGUIN BOOKS	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
GIFT A LIFE	COMMITTEE OF ORGAN DONATION IN LEBANON	ORGAN DONATION	DDB, Dubai	UNITED ARAB EMIRATES
SHOELACE BUSINESS CARD	ADIDAS	ADIDAS STORES	AGE ISOBAR, São Paulo	BRAZIL
DAILY FUN MATH	PT KIE INDONESIA	KUMON	GREY INDONESIA, Jakarta	INDONESIA
BOOKCALENDAR	GANDHI BOOKSTORES	GANDHI BOOKSTORES	OGILVY MEXICO, Mexico City	MEXICO

SOHO'S SECRET TEA ROOM	SOHO'S SECRET TEA ROOM	TEA ROOM	THE PARTNERS, London	UNITED KINGDOM
FOR BROWSING ONLY	THE BROWSING COPY PROJECT	RECYCLING	BEAUTIFUL, Singapore	SINGAPORE
GOOD DESIGN IS A TOUGH JOB	STRICHPUNKT	CREATIVE AGENCY	STRICHPUNKT, Stuttgart	GERMANY
RYSKAPOSTEN	RYSKA POSTEN	COURIER EXPRESS S	KING, Stockholm	SWEDEN
BARDOT	ADVANCED ICE CREAM TECHNOLOGIES	FROZEN CONFECTIONS	LANDOR ASSOCIATES, San Francisco	USA
D&AD IN BOOK AND NOMINATION AWARDS	D&AD	D&AD IN BOOK AND NOMINATION AWARDS	TURNER DUCKWORTH, London	UNITED KINGDOM
SMART TWITTER SPOT	MERCEDES-BENZ ARGENTINA	SMART	BBDO ARGENTINA, Buenos Aires	ARGENTINA
THE HINGLISH PROJECT	MINISTRY OF TOURISM - GOVERNMENT OF INDIA	INCREDIBLE INDIA	DDB MUDRA GROUP, Mumbai	INDIA
180 CHANNEL TV IDENTITY	180 CHANNEL	OPEN SOURCE TV CHANNEL	O ESCRITORIO, Lisbon	PORTUGAL
DEATHS	91 ROCK	91 ROCK	JWT BRAZIL, São Paulo	BRAZIL
OK GO - ALL IS NOT LOST	GOOGLE	GOOGLE CHROME	HAKUHODO, Tokyo	JAPAN
SPACE BALLOON PROJECT	SAMSUNG ELECTRONICS JAPAN	GALAXY SII	HAKUHODO, Tokyo	JAPAN
BELL	WARNER MUSIC JAPAN	ANDROP BAND	PARTY, Tokyo	JAPAN
AN EXPRESSION OF INNOVATION	ROYAL DUTCH SHELL	PEARL GTL INTERACTIVE MODEL	IMAGINATION, London	UNITED KINGDOM
HAPPINESS REFILL	THE COCA-COLA COMPANY	COCA-COLA	OGILVY BRASIL, São Paulo	BRAZIL
BACKLIGHT PANEL	LEICA	LEICA	F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL
FRUIT FIGURES	FRESH'N'FRIENDS	FRUIT FIGURES	SCHOLZ & FRIENDS BERLIN	GERMANY
PROGRESS ON POWELL STREET	AUDI OF AMERICA	A7	VENABLES BELL & PARTNERS, San Francisco	USA
DAURO OLIVEIRA ORTHODONTICS CLINIC SIGNAGE	DAURO OLIVEIRA ORTHODONTICS CLINIC	ORTHODONTICS OFFICE	GRECO DESIGN, Belo Horizonte	BRAZIL
DESIGN NORI (SEAWEED)	UMINO SEAWEED STORE	SEAWEED	I&S BBDO, Tokyo	JAPAN
TUBORG BOTTLE	CARLSBERG	TUBORG BEER	TURNER DUCKWORTH, London	UNITED KINGDOM
JOHNNIE WALKER BLUE LABEL	DIAGEO	JOHNNIE WALKER BLUE LABEL	SEDLEY PLACE, London	UNITED KINGDOM
COCA-COLA SUMMER 2011 PACKAGING	THE COCA-COLA COMPANY NORTH AMERICA	COCA-COLA	TURNER DUCKWORTH, San Francisco	USA
NO WRAPPING, JUST BAKING PAPER	TREIBER	BAKERY	JUNG von MATT, Stuttgart	GERMANY
RELIEF PET HOUSE	JSPCA	RELIEF PET HOUSE	HAKUHODO, Tokyo	JAPAN
VÄRDAPOTEKET	VÄRDAPOTEKET I NORDEN	PHARMACY	STOCKHOLM DESIGN LAB, Stockholm	SWEDEN
ICONS OF PROGRESS	IBM	IBM	OGILVY NEW YORK	USA
OFF	INFOPRESSE	OFF	COSSETTE, Montreal	CANADA
UNICEF: GOOD SHIRTS	UNICEF	UNICEF	BBH NEW YORK	USA
Bronze Lion				
BLURRED EYES - BIRTHDAY	L'OFFICIEL III	BEAUTY SALON	PUBLICIS BRASIL, São Paulo	BRAZIL
BLURRED EYES - FAT	L'OFFICIEL III	BEAUTY SALON	PUBLICIS BRASIL, São Paulo	BRAZIL
BLURRED EYES - OLD	L'OFFICIEL III	BEAUTY SALON	PUBLICIS BRASIL, São Paulo	BRAZIL
CAFÉ TERRACE AT NIGHT	FABER-CASTELL	ARTIST COLOR PENCILS	OGILVY & MATHER SINGAPORE	SINGAPORE
THE SCREAM	FABER-CASTELL	ARTIST COLOR PENCILS	OGILVY & MATHER SINGAPORE	SINGAPORE