

Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
A01 Fast Moving Consumer Goods						
THOMAS METAL 75	CARLSBERG INTERNATIONAL	CARLSBERG	HAPPINESS BRUSSELS / AN FCB ALLIANCE *	BELGIUM		
SOFAKING	CARLSBERG INTERNATIONAL	CARLSBERG	HAPPINESS BRUSSELS / AN FCB ALLIANCE *	BELGIUM		
BEERME	CARLSBERG INTERNATIONAL	CARLSBERG	HAPPINESS BRUSSELS / AN FCB ALLIANCE *	BELGIUM		
A03 Durable Consumer Goods including Automotive						
CINDERELLA	VAUXHALL	OPEL ASTRA	MRM/McCANN MADRID *	SPAIN	VETOR ZERO / LOBO, São Paulo / MACH STUDIO, Madrid	BRAZIL / SPAIN
JACK & THE BEANSTALK	VAUXHALL	OPEL ASTRA	MRM/McCANN MADRID *	SPAIN	VETOR ZERO / LOBO, São Paulo / MACH STUDIO, Madrid	BRAZIL / SPAIN
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
PARTY	LUFTHANSA	LUFTHANSA FLYNET	KOLLE REBBE ACCENTURE INTERACTIVE, Hamburg *	GERMANY	STUDIO FUNK, Hamburg	GERMANY
FATHER	LUFTHANSA	LUFTHANSA FLYNET	KOLLE REBBE ACCENTURE INTERACTIVE, Hamburg *	GERMANY	STUDIO FUNK, Hamburg	GERMANY
A05 Media / Entertainment						
DOUBLE DATE	TV2 SUMO SPORT	CHAMPIONS LEAGUE	ANORAK, Oslo *	NORWAY	BÅDE, Oslo	NORWAY
A07 Not-for-profit / Charity / Government						
WAVES	GREENPEACE	GREENPEACE	DDB BUDAPEST *	HUNGARY	DDB BUDAPEST	HUNGARY
SEAGULL	GREENPEACE	GREENPEACE	DDB BUDAPEST *	HUNGARY	DDB BUDAPEST	HUNGARY
WHALES	GREENPEACE	GREENPEACE	DDB BUDAPEST *	HUNGARY	DDB BUDAPEST	HUNGARY
B01 Use of Radio & Audio as a Medium						
SIREN TEST	AMNESTY INTERNATIONAL	RADIO COMMERCIAL (AUDIO ONLY)	JUNG VON MATT/LIMMAT, Zürich	SWITZERLAND	JUNG VON MATT/LIMMAT, Zürich	SWITZERLAND
THE UNREACHABLES	TURKCELL	TELECOMMUNICATION	TBWAI/ISTANBUL *	TURKEY		
AN OFFER YOU HAVE GOT TO HEAR	MCDONALD'S	FAST FOOD RESTAURANTS	NORD DDB, Stockholm *	SWEDEN	RED PIPE SOUND DESIGN, Stockholm	SWEDEN
B04 Branded Content / Podcasts						
SIREN TEST	AMNESTY INTERNATIONAL	RADIO COMMERCIAL (AUDIO ONLY)	JUNG VON MATT/LIMMAT, Zürich	SWITZERLAND	JUNG VON MATT/LIMMAT, Zürich	SWITZERLAND
C02 Sound Design						
SOUND OF SATURN	SATURN	SATURN	JUNG VON MATT, Hamburg *	GERMANY	WHITE HORSE MUSIC, Hamburg	GERMANY
D04 Social Behaviour & Cultural Insight						
GREEN DAWN	UBISOFT	THE DIVISION 2	DDB PARIS *	FRANCE		
D05 Breakthrough on a Budget						
BEER REVIEWS	CARLSBERG INTERNATIONAL	CARLSBERG	HAPPINESS BRUSSELS / AN FCB ALLIANCE *	BELGIUM		
GREEN DAWN	UBISOFT	THE DIVISION 2	DDB PARIS *	FRANCE		