

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 Drinks				
STIEGL BEARDS 1	STIEGLBRAUEREI ZU SALZBURG GMBH	CRAFTED WITH PATIENCE	DEMNER, MERLICEK & BERGMANN, Vienna	AUSTRIA
A05 Home Appliances, Furnishings, Electronics & Technology				
FAMILY LIFE	IKEA	PENCIL	THJNK, Hamburg	GERMANY
A06 Miscellaneous				
EMERGING SPECIES	HASBRO	PLAY-DOH	DDB PARIS	FRANCE
HEAD TRANSPLANT	HASBRO	PLAY-DOH	DDB PARIS	FRANCE
PEOPLE OF ALL COLORS	HASBRO	PLAY-DOH	DDB PARIS	FRANCE
A07 Clothing, Footwear & Accessories				
DEAD RARE	HARVEY NICHOLS	HARVEY NICHOLS	adam&eveDDB, London	UNITED KINGDOM
A08 Cars & Automotive Products & Services				
PAPER CLIP	VOLKSWAGEN AG	VOLKSWAGEN SUVS	DDB GROUP GERMANY, Berlin	GERMANY
COIN	VOLKSWAGEN AG	VOLKSWAGEN SUVS	DDB GROUP GERMANY, Berlin	GERMANY
AVA	VOLKSWAGEN AG	VOLKSWAGEN CAR-NET LAST PARKING POSITION	DDB GROUP GERMANY, Berlin	GERMANY
FELIX	VOLKSWAGEN AG	VOLKSWAGEN CAR-NET LAST PARKING POSITION	DDB GROUP GERMANY, Berlin	GERMANY
ROBIN	VOLKSWAGEN AG	VOLKSWAGEN CAR-NET LAST PARKING POSITION	DDB GROUP GERMANY, Berlin	GERMANY
A09 Retail, e-Commerce, Restaurants & Fast Food Chains				
HOLIDAY	MCDONALD'S	APPETITE	THJNK, Hamburg	GERMANY
DRINK	MCDONALD'S	APPETITE	THJNK, Hamburg	GERMANY
JOKE	MCDONALD'S	APPETITE	THJNK, Hamburg	GERMANY
A11 Media & Publications				
TRUMP	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY
REFUGEES	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY
SOCCER	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY
A15 Entertainment & Leisure				
NAPOLEON	POSTE ITALIANE	30TH STAMPS EXHIBITION	McCANN WORLDGROUP, Milan	ITALY
BEETHOVEN	POSTE ITALIANE	30TH STAMPS EXHIBITION	McCANN WORLDGROUP, Milan	ITALY
A18 Public Sector				
#HELMETHAIRSTYLE - SOPHIE	GERMAN ROAD SAFETY COUNCIL + THE FEDERAL MINISTRY OF TRANSPORT	BIKE SAFETY	SCHOLZ & FRIENDS, Berlin	GERMANY
#HELMETHAIRSTYLE - ANICA	GERMAN ROAD SAFETY COUNCIL + THE FEDERAL MINISTRY OF TRANSPORT	BIKE SAFETY	SCHOLZ & FRIENDS, Berlin	GERMANY
A19 Charities & Non-profit				
OPEN YOUR EYES - FATOU	TERRE DES FEMMES - MENSCHENRECHTE FÜR DIE FRAU E. V.	WOMEN'S RIGHTS	GREY GERMANY, Düsseldorf	GERMANY
OPEN YOUR EYES - BINTA	TERRE DES FEMMES - MENSCHENRECHTE FÜR DIE FRAU E. V.	WOMEN'S RIGHTS	GREY GERMANY, Düsseldorf	GERMANY
JONATHAN	CALM	CALM	adam&eveDDB, London	UNITED KINGDOM
BOBBY	CALM	CALM	adam&eveDDB, London	UNITED KINGDOM
RONNIE	CALM	CALM	adam&eveDDB, London	UNITED KINGDOM
GUILLOTINE	GLOBAL 2000	GLOBAL2000	DDB GROUP DÜSSELDORF	GERMANY
ELECTRIC CHAIR	GLOBAL 2000	GLOBAL2000	DDB GROUP DÜSSELDORF	GERMANY
B01 Adapted Print				
EROTIC MASTERPIECES	HUMO	MAGAZINE	MORTIERBRIGADE, Brussels	BELGIUM
B02 Innovative Use of Print				
MIELE PIGMENTED REALITY	MIELE	MIELE TWO IN ONE INDUCTION HOB	McCANN WORLDGROUP GERMANY, Frankfurt	GERMANY
C01 Original Publishing: Content				
'THE INVISIBLES' THIS BOOK YOU CANNOT READ AT HOME	FUNDACJA KAPUCYNSKA	"THE INVISIBLES"	WALK, Warsaw	POLAND
ONE BOOK FOR PEACE	INTER-RELIGIOUS COUNCIL IN BOSNIA AND HERZEGOVINA	PUBLIC SERVICES	NEW MOMENT NEW IDEAS COMPANY Y&R, Belgrade	SERBIA