

Title	Brand	Product/Service	Entrant Company	Location
A01 Fast Moving Consumer Goods				
THE REMARKABLE HEDY	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY
THE REMARKABLE BERTHA	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY
THE INCLUSIVE BEER AD	JUPILER	BEER	BBDO BELGIUM, Brussels	BELGIUM
A03 Durable Consumer Goods including Automotive				
MIDLIFE CRISES	HONDA MOTO	HONDA MOTO	DDB PARIS	FRANCE
T-SHIRT	LAND ROVER	APPEAL	TBWA ISTANBUL	TURKEY
SHIRT	LAND ROVER	APPEAL	TBWA ISTANBUL	TURKEY
POLO SHIRT	LAND ROVER	APPEAL	TBWA ISTANBUL	TURKEY
PARANOIA	DAIMLER AG / SMART	SMART FORTWO	BBDO, Berlin	GERMANY
ABBAY ROAD	VOLKSWAGEN	AUTOMOTIVE	NORD DDB, Stockholm	SWEDEN
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
ARIZONA – RHINELAND	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
GUILIN - KROMLAU	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
SANTOS – BERLIN	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
VANCOUVER - BAVARIA	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
OREGON – BAVARIA	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
THE CREAM	INTERMARCHÉ	INTERMARCHÉ	ROMANCE, Paris	FRANCE
APPLE	AUCHAN RETAIL FRANCE	RETAIL SHOPS	SERVICEPLAN FRANCE, Paris	FRANCE
MUNSTER	AUCHAN RETAIL FRANCE	RETAIL SHOPS	SERVICEPLAN FRANCE, Paris	FRANCE
A05 Media / Entertainment				
I LOVE THE WAY YOU PUT YOUR TOOTHBRUSH IN MY GLASS	MATCH	MATCH	MARCEL, Paris	FRANCE
I WANT TO HAVE YOU ON MY DESK IN A NICE FRAME	MATCH	MATCH	MARCEL, Paris	FRANCE
A06 Consumer Services/Business to Business				
SALVADOR DALI	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zürich	SWITZERLAND
FRIDA KAHLO	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zürich	SWITZERLAND
VIDEO CALL ART 1	VOO TELECOM	VOO TELECOM / FASTEST INTERNET	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
VIDEO CALL ART 2	VOO TELECOM	VOO TELECOM / FASTEST INTERNET	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
VIDEO CALL ART 3	VOO TELECOM	VOO TELECOM / FASTEST INTERNET	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
A07 Not-for-profit / Charity / Government				
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO, London	UNITED KINGDOM
B02 Innovative Use of Print				
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO, London	UNITED KINGDOM
MADE IN FUKUSHIMA	METER GROUP	ENVIRONMENTAL TECHNOLOGY	SERVICEPLAN GERMANY, Munich	GERMANY
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
THE CANCER COVER	KK	KK MAGAZINE	TRY REKLAME, Oslo	NORWAY
C01 Commercial Publications				
MADE IN FUKUSHIMA	METER GROUP	ENVIRONMENTAL TECHNOLOGY	SERVICEPLAN GERMANY, Munich	GERMANY
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
C02 Publications for Good				
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
D02 Challenger Brand				
THE GPS QUALITY LABEL	AUCHAN RETAIL FRANCE	RETAIL SHOPS	SERVICEPLAN FRANCE, Paris	FRANCE
D04 Social Behaviour & Cultural Insight				
MADE IN FUKUSHIMA	METER GROUP	ENVIRONMENTAL TECHNOLOGY	SERVICEPLAN GERMANY, Munich	GERMANY
HIGHLIGHT THE REMARKABLE	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY