

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
LOVE CONQUERS ALL	BURGER KING FINLAND	BURGER KING	TBWAHELSENKI	FINLAND	TBWAHELSENKI	FINLAND
DAY 28	BURGER KING	THE WHOPPER	INGO, Stockholm	SWEDEN	INGO Stockholm DAVID Miami PUBLICIS ROMANIA Bucharest	SWEDEN USA ROMANIA
DAY 32	BURGER KING	THE WHOPPER	INGO, Stockholm	SWEDEN	INGO Stockholm DAVID Miami PUBLICIS ROMANIA Bucharest	SWEDEN USA ROMANIA
DAY 35	BURGER KING	THE WHOPPER	INGO, Stockholm	SWEDEN	INGO Stockholm DAVID Miami PUBLICIS ROMANIA Bucharest	SWEDEN USA ROMANIA
B04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
LOVE CONQUERS ALL	BURGER KING FINLAND	BURGER KING	TBWAHELSENKI	FINLAND	TBWAHELSENKI	FINLAND
D02 Promotional Items & Printed Media						
NO DOUCHE BAG	VÄSTTRAFIK	PUBLIC TRANSPORT COMPANY	FORSMAN & BODENFORS, Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SWEDEN
D03 Special Build						
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE
RECYCLE THE NOISE, SILENCE THE CITY	PEUGEOT	PEUGOET	BETC, Paris	FRANCE	BETC Paris	FRANCE
THE INVISIBLE STORE	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan INDEPENDENT IDEAS Milan	ITALY
COBBLESTONE TRIBUTE	MEDIAHUIS	HET NIEUWBLAD	LDV UNITED, Antwerp	BELGIUM	LDV UNITED Antwerp	BELGIUM
D04 Live Advertising & Events						
VILLAGE ELECTRIQUE	RENAULT	RENAULT ZOE	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
D05 Interactive / Immersive Experiences						
VILLAGE ELECTRIQUE	RENAULT	RENAULT ZOE	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
TEAR DOWN THIS WALL	THE DDR MUSUEM	TEAR DOWN THIS WALL	THE DDR MUSEUM, Berlin	GERMANY	VIRTUE Copenhagen NO SLEEP Copenhagen	DENMARK
D06 Transit						
HOW BRANDED VEHICLES 'HACKED' TRAFFIC FINES SYSTEM	NSPK JSC	MIR CARD	NSPK MIR, Moscow	RUSSIA	ADWISE Moscow	RUSSIA
VILLAGE ELECTRIQUE	RENAULT	RENAULT ZOE	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
E02 Ambient Outdoor						
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY
THE NO SHOW ROOM	VOLKSWAGEN	VOLKSWAGEN CAR	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
E03 Technology						
TEAR DOWN THIS WALL	THE DDR MUSUEM	TEAR DOWN THIS WALL	THE DDR MUSEUM, Berlin	GERMANY	VIRTUE Copenhagen NO SLEEP Copenhagen	DENMARK
F04 Social Behaviour						
LOVE CONQUERS ALL	BURGER KING FINLAND	BURGER KING	TBWAHELSENKI	FINLAND	TBWAHELSENKI	FINLAND
FIRST HUGS	CANON	CAMERA MATERIAL	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
F05 Cultural Insight						
UNRATING ART	VIENNA TOURIST BOARD	VIENNA'S SIGHTS AND SCENERIES	WIEN NORD SERVICEPLAN, Vienna	AUSTRIA	WIEN NORD SERVICEPLAN Vienna	AUSTRIA
F07 Corporate Purpose & Social Responsibility						
LOVE CONQUERS ALL	BURGER KING FINLAND	BURGER KING	TBWAHELSENKI	FINLAND	TBWAHELSENKI	FINLAND
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE
COURAGE IS BEAUTIFUL	DOVE	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	OGILVY London OGILVY Toronto	UNITED KINGDOM CANADA