

PRESS LIONS WINNERS



CANNES
LIONS 2007
54TH INTERNATIONAL ADVERTISING FESTIVAL

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
GRAND PRIX				
A05 Household: Cleaning Products				
SOY SAUCE	PROCTER & GAMBLE	ULTRA TIDE STAIN REMOVER	SAATCHI & SAATCHI New York	USA 1 OF 3 CAMPAIGN
MAYO	PROCTER & GAMBLE	ULTRA TIDE STAIN REMOVER	SAATCHI & SAATCHI New York	USA 2 OF 3 CAMPAIGN
KETCHUP	PROCTER & GAMBLE	ULTRA TIDE STAIN REMOVER	SAATCHI & SAATCHI New York	USA 3 OF 3 CAMPAIGN
GOLD LION				
A02 Sweet Foods & Snacks				
MR. CARAMONE	MASTERFOODS	SNICKERS	TBWA\CHIAT\DAY New York	USA 1 OF 3 CAMPAIGN
MRS. WITHERS	MASTERFOODS	SNICKERS	TBWA\CHIAT\DAY New York	USA 2 OF 3 CAMPAIGN
MR. SMITH	MASTERFOODS	SNICKERS	TBWA\CHIAT\DAY New York	USA 3 OF 3 CAMPAIGN
A05 Household: Cleaning Products				
DENIM	PROCTER & GAMBLE	ARIEL WASHING DETERGENT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA 1 OF 4 CAMPAIGN
COTTON	PROCTER & GAMBLE	ARIEL WASHING DETERGENT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA 2 OF 4 CAMPAIGN
POLYESTER	PROCTER & GAMBLE	ARIEL WASHING DETERGENT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA 3 OF 4 CAMPAIGN
CORDUROY	PROCTER & GAMBLE	ARIEL WASHING DETERGENT	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA 4 OF 4 CAMPAIGN
A08 Cosmetics & Beauty				

MILK BOTTLE	UNILEVER SA HOME & PERSONAL CARE AXE		LOWE BULL JOHANNESBURG	SOUTH AFRICA 1 OF 3 CAMPAIGN
COSTUME	UNILEVER SA HOME & PERSONAL CARE AXE		LOWE BULL JOHANNESBURG	SOUTH AFRICA 2 OF 3 CAMPAIGN
HIGHLAND DANCER	UNILEVER SA HOME & PERSONAL CARE AXE		LOWE BULL JOHANNESBURG	SOUTH AFRICA 3 OF 3 CAMPAIGN
A09 Toiletries				
SLEEPING	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 1 OF 6 CAMPAIGN
BIG NIGHT OUT	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 2 OF 6 CAMPAIGN
MANHATTAN	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 3 OF 6 CAMPAIGN
MY GIRLFRIEND	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 4 OF 6 CAMPAIGN
MUSIC	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 5 OF 6 CAMPAIGN
NEW SPORTS CAR	PROCTER & GAMBLE	GLIDE DENTAL FLOSS	SAATCHI & SAATCHI New York	USA 6 OF 6 CAMPAIGN
A11 Clothing, Footwear & Accessories				
IDEAL FOR SEDUCTION	SAO PAULO ALPARGATAS	HAVAIANAS SLIM	ALMAPBBDO Sao Paulo	BRAZIL 1 OF 6 CAMPAIGN
MILLIMETERS THINNER	SAO PAULO ALPARGATAS	HAVAIANAS SLIM	ALMAPBBDO Sao Paulo	BRAZIL 2 OF 6 CAMPAIGN
IF HE PRAISES YOUR EYES	SAO PAULO ALPARGATAS	HAVAIANAS SLIM	ALMAPBBDO Sao Paulo	BRAZIL 3 OF 6 CAMPAIGN
DELICATE AND FEMININE THINGS	SAO PAULO ALPARGATAS	HAVAIANAS SLIM	ALMAPBBDO Sao Paulo	BRAZIL 4 OF 6 CAMPAIGN
SIZE OF THE STRAPS	SAO PAULO ALPARGATAS	HAVAIANAS SLIM	ALMAPBBDO Sao Paulo	BRAZIL 5 OF 6 CAMPAIGN
HAVAIANAS MAKE YOU MORE	SAO PAULO ALPARGATAS	HAVAIANAS SLIM	ALMAPBBDO Sao Paulo	BRAZIL 6 OF 6 CAMPAIGN
A16 Retail Stores				
BASEBALL CATFIGHT	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 1 OF 3 CAMPAIGN

KARATE CATFIGHT	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 2 OF 3 CAMPAIGN
SAMURAI CATFIGHT	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 3 OF 3 CAMPAIGN
A19 Entertainment & Leisure				
RAILCYCLE	CLIMA CO	CLIMA BICYCLE LOCK	LEO BURNETT Bangkok	THAILAND 1 OF 2 CAMPAIGN
BARRIERCYCLE	CLIMA CO	CLIMA BICYCLE LOCK	LEO BURNETT Bangkok	THAILAND 2 OF 2 CAMPAIGN
A26 Commercial Public Services				
BENJAMIN FRANKLIN	MACKENZIE UNIVERSITY	UNIVERSITY	PUBLICIS BRASIL Sao Paulo	BRAZIL 1 OF 3 CAMPAIGN
LEONARDO DA VINCI	MACKENZIE UNIVERSITY	UNIVERSITY	PUBLICIS BRASIL Sao Paulo	BRAZIL 2 OF 3 CAMPAIGN
WINSTON CHURCHILL	MACKENZIE UNIVERSITY	UNIVERSITY	PUBLICIS BRASIL Sao Paulo	BRAZIL 3 OF 3 CAMPAIGN
A28 Public Health & Safety				
LIVING ROOM	ADEF	ANTI-SMOKING MESSAGE	NEOGAMA/BBH Sao Paulo	BRAZIL 1 OF 6 CAMPAIGN
BEDROOM	ADEF	ANTI-SMOKING MESSAGE	NEOGAMA/BBH Sao Paulo	BRAZIL 2 OF 6 CAMPAIGN
KITCHEN	ADEF	ANTI-SMOKING MESSAGE	NEOGAMA/BBH Sao Paulo	BRAZIL 3 OF 6 CAMPAIGN
SHELF	ADEF	ANTI-SMOKING MESSAGE	NEOGAMA/BBH Sao Paulo	BRAZIL 4 OF 6 CAMPAIGN
TV	ADEF	ANTI-SMOKING MESSAGE	NEOGAMA/BBH Sao Paulo	BRAZIL 5 OF 6 CAMPAIGN
BOOKS	ADEF	ANTI-SMOKING MESSAGE	NEOGAMA/BBH Sao Paulo	BRAZIL 6 OF 6 CAMPAIGN
A29 Public Awareness Messages				
DEATH	SINGAPORE HOSPICE COUNCIL	HOSPICE CARE AWARENESS	OGILVY & MATHER Singapore	SINGAPORE 1 OF 4 CAMPAIGN
LUNG CANCER	SINGAPORE HOSPICE COUNCIL	HOSPICE CARE AWARENESS	OGILVY & MATHER Singapore	SINGAPORE 2 OF 4 CAMPAIGN

SIX MONTHS	SINGAPORE HOSPICE COUNCIL	HOSPICE CARE AWARENESS	OGILVY & MATHER Singapore	SINGAPORE 3 OF 4 CAMPAIGN
THE END	SINGAPORE HOSPICE COUNCIL	HOSPICE CARE AWARENESS	OGILVY & MATHER Singapore	SINGAPORE 4 OF 4 CAMPAIGN
TREE	WWF THAILAND	WORLD WILDLIFE FUND	OGILVY & MATHER Bangkok	THAILAND
A30 Fundraising & Appeals				
COUCH	THAI SPCA	PET ADOPTION	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 1 OF 3 CAMPAIGN
WALKIES	THAI SPCA	PET ADOPTION	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 2 OF 3 CAMPAIGN
STICKS	THAI SPCA	PET ADOPTION	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 3 OF 3 CAMPAIGN
SILVER LION				
A01 Savoury Foods				
SMOKED VENISON	LITTLE BOYS	SAUSAGES	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND 1 OF 3 CAMPAIGN
CHICKEN & HERB	LITTLE BOYS	SAUSAGES	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND 2 OF 3 CAMPAIGN
DUCK & PORCINI	LITTLE BOYS	SAUSAGES	DRAFTFCB NEW ZEALAND Auckland	NEW ZEALAND 3 OF 3 CAMPAIGN
MULLET	UNILEVER BESTFOODS	MARMITE SQUEEZY	DDB LONDON	UNITED KINGDOM 1 OF 3 CAMPAIGN
SANDALS	UNILEVER BESTFOODS	MARMITE SQUEEZY	DDB LONDON	UNITED KINGDOM 2 OF 3 CAMPAIGN
HAIRY CHEST	UNILEVER BESTFOODS	MARMITE SQUEEZY	DDB LONDON	UNITED KINGDOM 3 OF 3 CAMPAIGN
A03 Alcoholic Drinks				
SEA FISH	CARLSBERG	CARLSBERG LAGER	SAATCHI & SAATCHI London	UNITED KINGDOM 1 OF 3 CAMPAIGN
COUNTRY ANIMALS	CARLSBERG	CARLSBERG LAGER	SAATCHI & SAATCHI London	UNITED KINGDOM 2 OF 3 CAMPAIGN
BIRDS OF BRITAIN	CARLSBERG	CARLSBERG LAGER	SAATCHI & SAATCHI London	UNITED KINGDOM 3 OF 3 CAMPAIGN
A04 Non-Alcoholic Drinks				

TRUCK DRIVER	BONAFIDE	NOIR COFFEE	CRAVEROLANIS Buenos Aires	ARGENTINA 1 OF 3 CAMPAIGN
SECURITY	BONAFIDE	NOIR COFFEE	CRAVEROLANIS Buenos Aires	ARGENTINA 2 OF 3 CAMPAIGN
MOTORHOME	BONAFIDE	NOIR COFFEE	CRAVEROLANIS Buenos Aires	ARGENTINA 3 OF 3 CAMPAIGN
A05 Household: Cleaning Products				
EMPIRE STATE BUILDING	PROCTER & GAMBLE	TIDE COLDWATER WASHING DETERGENT	SAATCHI & SAATCHI New York	USA 1 OF 3 CAMPAIGN
WRIGLEY FIELD	PROCTER & GAMBLE	TIDE COLDWATER WASHING DETERGENT	SAATCHI & SAATCHI New York	USA 2 OF 3 CAMPAIGN
CRUISE SHIP	PROCTER & GAMBLE	TIDE COLDWATER WASHING DETERGENT	SAATCHI & SAATCHI New York	USA 3 OF 3 CAMPAIGN
A06 Household: Other				
OIL	KIMBERLY-CLARK TRADING (M)	SCOTT KITCHEN TOWELS	JWT KUALA LUMPUR	MALAYSIA 1 OF 3 CAMPAIGN
WINE	KIMBERLY-CLARK TRADING (M)	SCOTT KITCHEN TOWELS	JWT KUALA LUMPUR	MALAYSIA 2 OF 3 CAMPAIGN
COFFEE	KIMBERLY-CLARK TRADING (M)	SCOTT KITCHEN TOWELS	JWT KUALA LUMPUR	MALAYSIA 3 OF 3 CAMPAIGN
BACON	KIMBERLY-CLARK TRADING (MALAYSIA) SCOTT KITCHEN TOWELS		JWT KUALA LUMPUR	MALAYSIA
A10 OTC Pharmacy				
SOFA	GLAXOSMITHKLINE	SCOTTS EMULSION	OGILVY & MATHER Singapore	SINGAPORE
LAKE	KOPELCO	TULIPÁN CONDOMS	YOUNG & RUBICAM Buenos Aires	ARGENTINA 1 OF 3 CAMPAIGN
FOOTBALL	KOPELCO	TULIPÁN CONDOMS	YOUNG & RUBICAM Buenos Aires	ARGENTINA 2 OF 3 CAMPAIGN
VOLLEY	KOPELCO	TULIPÁN CONDOMS	YOUNG & RUBICAM Buenos Aires	ARGENTINA 3 OF 3 CAMPAIGN
A11 Clothing, Footwear & Accessories				
MOUNT RUSHMORE	DIESEL	DIESEL CLOTHING	MARCEL PARIS	FRANCE 1 OF 5 CAMPAIGN
NEW YORK	DIESEL	DIESEL CLOTHING	MARCEL PARIS	FRANCE 2 OF 5 CAMPAIGN

LONDON	DIESEL	DIESEL CLOTHING	MARCEL PARIS	FRANCE 3 OF 5 CAMPAIGN
GREAT WALL	DIESEL	DIESEL CLOTHING	MARCEL PARIS	FRANCE 4 OF 5 CAMPAIGN
VENIZIA	DIESEL	DIESEL CLOTHING	MARCEL PARIS	FRANCE 5 OF 5 CAMPAIGN
A12 Miscellaneous				
MADAM	NESTLE PETCARE	FRISKIES-NIDO BIRD FOOD	DDB ESPANA Madrid	SPAIN 1 OF 3 CAMPAIGN
SIR	NESTLE PETCARE	FRISKIES-NIDO BIRD FOOD	DDB ESPANA Madrid	SPAIN 2 OF 3 CAMPAIGN
COLONEL	NESTLE PETCARE	FRISKIES-NIDO BIRD FOOD	DDB ESPANA Madrid	SPAIN 3 OF 3 CAMPAIGN
A13 Cars				
AFS	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 1 OF 5 CAMPAIGN
ACC	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 2 OF 5 CAMPAIGN
CMBS	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 3 OF 5 CAMPAIGN
POP UP HOOD	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 4 OF 5 CAMPAIGN
SHW	HONDA MOTORS	HONDA	VILLARROSAS Barcelona	SPAIN 5 OF 5 CAMPAIGN
A14 Other Vehicles, Auto Products & Services				
BOMB	VOLKSWAGEN COMMERCIAL VEHICLES	VW CRAFTER	DDB PARIS	FRANCE 1 OF 3 CAMPAIGN
BEES	VOLKSWAGEN COMMERCIAL VEHICLES	VW CRAFTER	DDB PARIS	FRANCE 2 OF 3 CAMPAIGN
HELICOPTER	VOLKSWAGEN COMMERCIAL VEHICLES	VW CRAFTER	DDB PARIS	FRANCE 3 OF 3 CAMPAIGN
A16 Retail Stores				
FAT	TEXTO EDITORES	MEDIA BOOKS BOOKSTORE	LEO BURNETT Lisbon	PORTUGAL 1 OF 4 CAMPAIGN

COACH	TEXTO EDITORES	MEDIA BOOKS BOOKSTORE	LEO BURNETT Lisbon	PORTUGAL 2 OF 4 CAMPAIGN
IN LOVE	TEXTO EDITORES	MEDIA BOOKS BOOKSTORE	LEO BURNETT Lisbon	PORTUGAL 3 OF 4 CAMPAIGN
LITTLE BROTHER	TEXTO EDITORES	MEDIA BOOKS BOOKSTORE	LEO BURNETT Lisbon	PORTUGAL 4 OF 4 CAMPAIGN
A18 Travel, Transport & Tourism				
AUSTRALIA	TRAVEL CORPORATION INDIA	HONEYMOON PACKAGES	GREY WORLDWIDE INDIA Mumbai	INDIA 1 OF 3 CAMPAIGN
VENICE	TRAVEL CORPORATION INDIA	HONEYMOON PACKAGES	GREY WORLDWIDE INDIA Mumbai	INDIA 2 OF 3 CAMPAIGN
HAWAII	TRAVEL CORPORATION INDIA	HONEYMOON PACKAGES	GREY WORLDWIDE INDIA Mumbai	INDIA 3 OF 3 CAMPAIGN
A19 Entertainment & Leisure				
MUM & DAUGHTER	MONACO	\$9.95 PC GAMES	COLENZO BBDO Auckland	NEW ZEALAND 1 OF 2 CAMPAIGN
DAD & SON	MONACO	\$9.95 PC GAMES	COLENZO BBDO Auckland	NEW ZEALAND 2 OF 2 CAMPAIGN
ALARM	PLAYLAND	AMUSEMENT PARK	RETHINK Vancouver	CANADA 1 OF 4 CAMPAIGN
BLENDER	PLAYLAND	AMUSEMENT PARK	RETHINK Vancouver	CANADA 2 OF 4 CAMPAIGN
BOOMERANG	PLAYLAND	AMUSEMENT PARK	RETHINK Vancouver	CANADA 3 OF 4 CAMPAIGN
SLINGSHOT	PLAYLAND	AMUSEMENT PARK	RETHINK Vancouver	CANADA 4 OF 4 CAMPAIGN
A20 Publications & Media				
LINGERIE	FHM SINGAPORE	MAGAZINE	OGILVY & MATHER Singapore	SINGAPORE 1 OF 3 CAMPAIGN
KINKY	FHM SINGAPORE	MAGAZINE	OGILVY & MATHER Singapore	SINGAPORE 2 OF 3 CAMPAIGN
BIKINI	FHM SINGAPORE	MAGAZINE	OGILVY & MATHER Singapore	SINGAPORE 3 OF 3 CAMPAIGN
BANANA	MTV NETWORKS & CO.	MTV COMEDY CENTRAL CHANNEL	KEMPERTRAUTMANN Hamburg	GERMANY 1 OF 3 CAMPAIGN

CACTUS	MTV NETWORKS & CO.	MTV COMEDY CENTRAL CHANNEL	KEMPERTRAUTMANN Hamburg	GERMANY 2 OF 3 CAMPAIGN
HITLER	MTV NETWORKS & CO.	MTV COMEDY CENTRAL CHANNEL	KEMPERTRAUTMANN Hamburg	GERMANY 3 OF 3 CAMPAIGN
ECOLOGY	FRANCE 24	TV NEWS CHANNEL	MARCEL PARIS	FRANCE 1 OF 3 CAMPAIGN
FINANCE	FRANCE 24	TV NEWS CHANNEL	MARCEL PARIS	FRANCE 2 OF 3 CAMPAIGN
PHARMACEUTICAL INDUSTRY	FRANCE 24	TV NEWS CHANNEL	MARCEL PARIS	FRANCE 3 OF 3 CAMPAIGN
A26 Commercial Public Services				
SKY	TERRA PORTAL	WEB PARENTAL CONTROL	DDB BRASIL Sao Paulo	BRAZIL 1 OF 3 CAMPAIGN
GRASS	TERRA PORTAL	WEB PARENTAL CONTROL	DDB BRASIL Sao Paulo	BRAZIL 2 OF 3 CAMPAIGN
LAKE	TERRA PORTAL	WEB PARENTAL CONTROL	DDB BRASIL Sao Paulo	BRAZIL 3 OF 3 CAMPAIGN
A27 Corporate Image				
ABUSE	EL SEGUNDO POLICE DEPARTMENT	POLICE DEPARTMENT	TEAM ONE El Segundo	USA 1 OF 3 CAMPAIGN
ARREST	EL SEGUNDO POLICE DEPARTMENT	POLICE DEPARTMENT	TEAM ONE El Segundo	USA 2 OF 3 CAMPAIGN
BULLET	EL SEGUNDO POLICE DEPARTMENT	POLICE DEPARTMENT	TEAM ONE El Segundo	USA 3 OF 3 CAMPAIGN
A28 Public Health & Safety				
HOW TO REMOVE	ACP MAGAZINE	BREAST CANCER WELFARE ASSOCIATION	SAATCHI & SAATCHI Petaling Jaya	MALAYSIA
A30 Fundraising & Appeals				
TREES	GREENPEACE	ENVIRONMENTAL APPEAL	JWT MANILA Makati City	THE PHILIPPINES
BRONZE LION				
A01 Savoury Foods				
NOTE	S.C. CARPALAT	MILK	GMP ADVERTISING Bucharest	ROMANIA
SPAGHETTI	HJ HEINZ BENELUX	MAYONNAISE	LEO BURNETT BRUSSELS	BELGIUM
A02 Sweet Foods & Snacks				

FRISBEE	MASTERFOODS	M&M'S	TIEMPO BBDO Madrid	SPAIN 1 OF 3 CAMPAIGN
STUDY	MASTERFOODS	M&M'S	TIEMPO BBDO Madrid	SPAIN 2 OF 3 CAMPAIGN
SWIMMING POOL	MASTERFOODS	M&M'S	TIEMPO BBDO Madrid	SPAIN 3 OF 3 CAMPAIGN
A03 Alcoholic Drinks				
BOMB	INBEV	STELLA ARTOIS QUALITY	LOWE LONDON	UNITED KINGDOM
EINSTEIN	DIAGEO	DRAUGHT GUINNESS	ABBOTT MEAD VICKERS.BBDO London	UNITED KINGDOM 1 OF 3 CAMPAIGN
MOON	DIAGEO	DRAUGHT GUINNESS	ABBOTT MEAD VICKERS.BBDO London	UNITED KINGDOM 2 OF 3 CAMPAIGN
PS 2	DIAGEO	DRAUGHT GUINNESS	ABBOTT MEAD VICKERS.BBDO London	UNITED KINGDOM 3 OF 3 CAMPAIGN
A06 Household: Other				
FLOOR	KANSAI NEROLAC	NEROLAC QUICK DRY PAINTS	McCANN ERICKSON INDIA Mumbai	INDIA
A07 Home Appliances & Furnishings				
BACON	YEO TECK SENG	J.A. HENCKELS KNIVES	McCANN ERICKSON SINGAPORE	SINGAPORE 1 OF 3 CAMPAIGN
FISH	YEO TECK SENG	J.A. HENCKELS KNIVES	McCANN ERICKSON SINGAPORE	SINGAPORE 2 OF 3 CAMPAIGN
CUCUMBER	YEO TECK SENG	J.A. HENCKELS KNIVES	McCANN ERICKSON SINGAPORE	SINGAPORE 3 OF 3 CAMPAIGN
CONCRETE DOOR	V.T.C. ENTERPRISE CO.	MUL-T-LOCK	LOWE BANGKOK	THAILAND 1 OF 3 CAMPAIGN
WOODEN DOOR	V.T.C. ENTERPRISE CO.	MUL-T-LOCK	LOWE BANGKOK	THAILAND 2 OF 3 CAMPAIGN
BRICK DOOR	V.T.C. ENTERPRISE CO.	MUL-T-LOCK	LOWE BANGKOK	THAILAND 3 OF 3 CAMPAIGN
FISH	JCP PLASTIC PART	SUPER LOCK FOOD CONTAINERS	McCANN ERICKSON THAILAND Bangkok	THAILAND 1 OF 3 CAMPAIGN
COCKLE	JCP PLASTIC PART	SUPER LOCK FOOD CONTAINERS	McCANN ERICKSON THAILAND Bangkok	THAILAND 2 OF 3 CAMPAIGN
SQUID	JCP PLASTIC PART	SUPER LOCK FOOD CONTAINERS	McCANN ERICKSON THAILAND Bangkok	THAILAND 3 OF 3 CAMPAIGN

WOMAN	STIHL	TRIMMER RANGE	PUBLICIS CONSEIL Paris	FRANCE 1 OF 3 CAMPAIGN
MAN	STIHL	TRIMMER RANGE	PUBLICIS CONSEIL Paris	FRANCE 2 OF 3 CAMPAIGN
BOY	STIHL	TRIMMER RANGE	PUBLICIS CONSEIL Paris	FRANCE 3 OF 3 CAMPAIGN
A08 Cosmetics & Beauty				
MARY	UNILEVER	DOVE PRO-AGE SKIN CARE	OGILVY & MATHER Chicago	USA 1 OF 3 CAMPAIGN
DIANNA	UNILEVER	DOVE PRO-AGE SKIN CARE	OGILVY & MATHER Chicago	USA 2 OF 3 CAMPAIGN
DANIELA	UNILEVER	DOVE PRO-AGE SKIN CARE	OGILVY & MATHER Chicago	USA 3 OF 3 CAMPAIGN
GRAND PRIX	UNILEVER SA HOME & PERSONAL CARE AXE		LOWE BULL JOHANNESBURG	SOUTH AFRICA
A10 OTC Pharmacy				
PIE	BAYER (S.E.A.)	ALKA-SELTZER	JWT Singapore	SINGAPORE 1 OF 3 CAMPAIGN
PIZZA	BAYER (S.E.A.)	ALKA-SELTZER	JWT Singapore	SINGAPORE 2 OF 3 CAMPAIGN
BURGER	BAYER (S.E.A.)	ALKA-SELTZER	JWT Singapore	SINGAPORE 3 OF 3 CAMPAIGN
A11 Clothing, Footwear & Accessories				
FLOWERS	SAO PAULO ALPARGATAS	HAVAIANAS FLIPFLOPS	ALMAPBBDO Sao Paulo	BRAZIL 1 OF 4 CAMPAIGN
DEMOCRACY	SAO PAULO ALPARGATAS	HAVAIANAS FLIPFLOPS	ALMAPBBDO Sao Paulo	BRAZIL 2 OF 4 CAMPAIGN
SOUTHERN HEMISPHERE	SAO PAULO ALPARGATAS	HAVAIANAS FLIPFLOPS	ALMAPBBDO Sao Paulo	BRAZIL 3 OF 4 CAMPAIGN
SHOES SAY A LOT	SAO PAULO ALPARGATAS	HAVAIANAS FLIPFLOPS	ALMAPBBDO Sao Paulo	BRAZIL 4 OF 4 CAMPAIGN
A13 Cars				
FOREST	VOLKSWAGEN	VW TOAUREG	DDB ARGENTINA Buenos Aires	ARGENTINA 1 OF 3 CAMPAIGN
AFRICA	VOLKSWAGEN	VW TOAUREG	DDB ARGENTINA Buenos Aires	ARGENTINA 2 OF 3 CAMPAIGN

POLE	VOLKSWAGEN	VW TOAUREG	DDB ARGENTINA Buenos Aires	ARGENTINA 3 OF 3 CAMPAIGN
BOEING	PON'S AUTOMOBIELHANDEL	VOLKSWAGEN TOUAREG	DDB AMSTERDAM	THE NETHERLANDS
FOREST	DAIMLERCHRYSLER MERCEDES-BENZ	SMART FORTWO	CONTRAPUNTO Madrid	SPAIN 1 OF 3 CAMPAIGN
FIELD	DAIMLERCHRYSLER MERCEDES-BENZ	SMART FORTWO	CONTRAPUNTO Madrid	SPAIN 2 OF 3 CAMPAIGN
STONES	DAIMLERCHRYSLER MERCEDES-BENZ	SMART FORTWO	CONTRAPUNTO Madrid	SPAIN 3 OF 3 CAMPAIGN
A14 Other Vehicles, Auto Products & Services				
DANDELION	AUDI SA	POLLEN FILTER	OGILVY SOUTH AFRICA Johannesburg	SOUTH AFRICA 1 OF 2 CAMPAIGN
LILY	AUDI SA	POLLEN FILTER	OGILVY SOUTH AFRICA Johannesburg	SOUTH AFRICA 2 OF 2 CAMPAIGN
A15 Home Electronics & Audio-Visual				
SNAKE	SAMART I-MOBILE PUBLIC COMPANY	I-MOBILE 902 PHONE	BANGKOK SHOWCASE Bangkok	THAILAND 1 OF 2 CAMPAIGN
BUTTERFLY	SAMART I-MOBILE PUBLIC COMPANY	I-MOBILE 902 PHONE	BANGKOK SHOWCASE Bangkok	THAILAND 2 OF 2 CAMPAIGN
A16 Retail Stores				
FRESH PRAWNS	EKCHAI DISTRIBUTION SYSTEMS CO.	TESCO LOTUS SUPERSTORE	BBDO BANGKOK	THAILAND 1 OF 2 CAMPAIGN
FRESH FISH	EKCHAI DISTRIBUTION SYSTEMS CO.	TESCO LOTUS SUPERSTORE	BBDO BANGKOK	THAILAND 2 OF 2 CAMPAIGN
MOTH	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 1 OF 3 CAMPAIGN
BALLOON	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 2 OF 3 CAMPAIGN
ICE	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM 3 OF 3 CAMPAIGN
MENSWEAR	HARVEY NICHOLS	DEPARTMENT STORE	DDB LONDON	UNITED KINGDOM
A17 Restaurants & Fast Food Outlets				
LENNON	COCCO'S CAFE	COFFEE SHOP	McCANN ERICKSON INDIA Mumbai	INDIA
BROWN PLATE	MAC/VAL RESTAURANT	RESTAURANT IN THE MAC/VAL (MUSEUM OF CONTEMPORARY ART)	CLM BBDO Boulogne-Billancourt	FRANCE 1 OF 3 CAMPAIGN

PINK PLATE	MAC/VAL RESTAURANT	RESTAURANT IN THE MAC/VAL (MUSEUM OF CONTEMPORARY ART)	CLM BBDO Boulogne-Billancourt	FRANCE 2 OF 3 CAMPAIGN
RED PLATE	MAC/VAL RESTAURANT	RESTAURANT IN THE MAC/VAL (MUSEUM OF CONTEMPORARY ART)	CLM BBDO Boulogne-Billancourt	FRANCE 3 OF 3 CAMPAIGN
A18 Travel, Transport & Tourism				
BANK	CLUB MED	TRAVEL COMPANY	PUBLICIS GRAFFITI Buenos Aires	ARGENTINA 1 OF 4 CAMPAIGN
WAITRESS	CLUB MED	TRAVEL COMPANY	PUBLICIS GRAFFITI Buenos Aires	ARGENTINA 2 OF 4 CAMPAIGN
BOSS	CLUB MED	TRAVEL COMPANY	PUBLICIS GRAFFITI Buenos Aires	ARGENTINA 3 OF 4 CAMPAIGN
MECHANIC	CLUB MED	TRAVEL COMPANY	PUBLICIS GRAFFITI Buenos Aires	ARGENTINA 4 OF 4 CAMPAIGN
A19 Entertainment & Leisure				
GUIDE DOG	SONY COMPUTER ENTERTAINMENT	SONY PLAYSTATION	TBWA\MADRID	SPAIN
WOW	MASP MUSEUM	MUSEUM	DDB BRASIL Sao Paulo	BRAZIL 1 OF 3 CAMPAIGN
GOSH	MASP MUSEUM	MUSEUM	DDB BRASIL Sao Paulo	BRAZIL 2 OF 3 CAMPAIGN
REALLY	MASP MUSEUM	MUSEUM	DDB BRASIL Sao Paulo	BRAZIL 3 OF 3 CAMPAIGN
A20 Publications & Media				
TRAIN	PENGUIN	PENGUIN BOOKS	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 1 OF 3 CAMPAIGN
BUS-STOP	PENGUIN	PENGUIN BOOKS	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 2 OF 3 CAMPAIGN
AIRPORT	PENGUIN	PENGUIN BOOKS	SAATCHI & SAATCHI SINGAPORE	SINGAPORE 3 OF 3 CAMPAIGN
A27 Corporate Image				
RONALDINHO	NIKE	NIKE	BBDO ARGENTINA Buenos Aires	ARGENTINA 1 OF 3 CAMPAIGN
AGUERO	NIKE	NIKE	BBDO ARGENTINA Buenos Aires	ARGENTINA 2 OF 3 CAMPAIGN
TEVEZ	NIKE	NIKE	BBDO ARGENTINA Buenos Aires	ARGENTINA 3 OF 3 CAMPAIGN

A28 Public Health & Safety				
BATHROOM	PARKINSON'S DISEASE SOCIETY	PARKINSON'S DISEASE AWARENESS	JWT Singapore	SINGAPORE
A29 Public Awareness Messages				
BOLIVIA	AMNESTY INTERNATIONAL	HUMAN RIGHTS CAMPAIGN	PUBLICIS MOJO Auckland	NEW ZEALAND 1 OF 3 CAMPAIGN
FALLUJAH	AMNESTY INTERNATIONAL	HUMAN RIGHTS CAMPAIGN	PUBLICIS MOJO Auckland	NEW ZEALAND 2 OF 3 CAMPAIGN
SUDAN	AMNESTY INTERNATIONAL	HUMAN RIGHTS CAMPAIGN	PUBLICIS MOJO Auckland	NEW ZEALAND 3 OF 3 CAMPAIGN
ACE	NATIONAL COUNCIL ON PROBLEM GAMBLING	PROBLEM GAMBLING HELPLINE	McCANN ERICKSON SINGAPORE	SINGAPORE 1 OF 3 CAMPAIGN
JOKER	NATIONAL COUNCIL ON PROBLEM GAMBLING	PROBLEM GAMBLING HELPLINE	McCANN ERICKSON SINGAPORE	SINGAPORE 2 OF 3 CAMPAIGN
DIAMOND	NATIONAL COUNCIL ON PROBLEM GAMBLING	PROBLEM GAMBLING HELPLINE	McCANN ERICKSON SINGAPORE	SINGAPORE 3 OF 3 CAMPAIGN
HISTORIC GEMS	LANDMARKS PRESERVATION COUNCIL OF ILLINOIS	HISTORIC PRESERVATION AWARENESS	OGILVY & MATHER Chicago	USA 1 OF 5 CAMPAIGN
FRANK LLOYD WRIGHT	LANDMARKS PRESERVATION COUNCIL OF ILLINOIS	HISTORIC PRESERVATION AWARENESS	OGILVY & MATHER Chicago	USA 2 OF 5 CAMPAIGN
ARCHITECTURAL TREASURES	LANDMARKS PRESERVATION COUNCIL OF ILLINOIS	HISTORIC PRESERVATION AWARENESS	OGILVY & MATHER Chicago	USA 3 OF 5 CAMPAIGN
GRAND CEILINGS	LANDMARKS PRESERVATION COUNCIL OF ILLINOIS	HISTORIC PRESERVATION AWARENESS	OGILVY & MATHER Chicago	USA 4 OF 5 CAMPAIGN
APOLLO THEATRE	LANDMARKS PRESERVATION COUNCIL OF ILLINOIS	HISTORIC PRESERVATION AWARENESS	OGILVY & MATHER Chicago	USA 5 OF 5 CAMPAIGN
MOTHER-SON	THE INDIAN ASSOCIATION FOR PROMOTION OF ADOPTION & CHILD WELFARE	ADOPTION AWARENESS	OGILVY & MATHER Mumbai	INDIA 1 OF 3 CAMPAIGN
FATHER-DAUGHTER	THE INDIAN ASSOCIATION FOR PROMOTION OF ADOPTION & CHILD WELFARE	ADOPTION AWARENESS	OGILVY & MATHER Mumbai	INDIA 2 OF 3 CAMPAIGN
MOTHER-DAUGHTER	THE INDIAN ASSOCIATION FOR PROMOTION OF ADOPTION & CHILD WELFARE	ADOPTION AWARENESS	OGILVY & MATHER Mumbai	INDIA 3 OF 3 CAMPAIGN
JAGUAR	SOS MATA ATLÂNTICA FOUNDATION	NATURE PRESERVATION	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL 1 OF 4 CAMPAIGN

MONKEYS	SOS MATA ATLÂNTICA FOUNDATION	NATURE PRESERVATION	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL 2 OF 4 CAMPAIGN
SLOTH	SOS MATA ATLÂNTICA FOUNDATION	NATURE PRESERVATION	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL 3 OF 4 CAMPAIGN
ALLIGATOR	SOS MATA ATLÂNTICA FOUNDATION	NATURE PRESERVATION	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL 4 OF 4 CAMPAIGN
A30 Fundraising & Appeals				
IRAQ	BISCHOFELICHES HILFSWERK MISEREOR E.V.	MISEREOR HILFSWERK (RELIEF ORGANISATION)	KOLLE REBBE WERBEAGENTUR Hamburg	GERMANY 1 OF 3 CAMPAIGN
SOMALIA	BISCHOFELICHES HILFSWERK MISEREOR E.V.	MISEREOR HILFSWERK (RELIEF ORGANISATION)	KOLLE REBBE WERBEAGENTUR Hamburg	GERMANY 2 OF 3 CAMPAIGN
CHECHNYA	BISCHOFELICHES HILFSWERK MISEREOR E.V.	MISEREOR HILFSWERK (RELIEF ORGANISATION)	KOLLE REBBE WERBEAGENTUR Hamburg	GERMANY 3 OF 3 CAMPAIGN