

CYBER LIONS SHORTLIST



CANNES
LIONS 2007
54th INTERNATIONAL ADVERTISING FESTIVAL

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
A01 Foods and Drinks				
SMIRNOFF.COM GLOBAL SITE	DIAGEO	SMIRNOFF VODKA	AKQA New York	USA
HANDS	DIAGEO	DRAUGHT GUINNESS	ICHAMELEON @ AMVBBDO London	UNITED KINGDOM
TASTE REVOLUTION	MILLER BREWING COMPANY	MILLER LITE BEER	Y&R CHICAGO	USA
ABSOLUT.COM	V&S ABSOLUT SPIRITS	VODKA	GREAT WORKS Stockholm	SWEDEN
ABSOLUT RUBY RED	V&S ABSOLUT SPIRITS	VODKA	GREAT WORKS Stockholm	SWEDEN
ABSOLUT LOMO	V&S ABSOLUT SPIRITS	VODKA	GREAT WORKS Stockholm	SWEDEN
SPRITE WEBSITE	THE COCA-COLA COMPANY	SPRITE	OGILVY BRASIL Sao Paulo	BRAZIL
THE 100 ABSOLUTES	V&S ABSOLUT SPIRITS	VODKA	GREAT WORKS Stockholm	SWEDEN
AIR GUITAR	PEPSI	PEPSI-COLA	ALMAPBBDO Sao Paulo	BRAZIL
GETTHEGLASS.COM	CALIFORNIA FLUID MILK PROCESSORS ADVISORY BOARD	MILK	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
SURVIVE UNTIL HOLIDAY	DANONE	ACTIMEL PROBIOTIC DRINK	IQ marketing Moscow	RUSSIA
CODE RED	PEPSI	MOUNTAIN DEW SOFT DRINK	TRIBAL DDB DALLAS	USA
A02 Automotive Products & Services				
BODY	AUDI SOUTH AFRICA	AUDI TT	OGILVY INTERACTIVE Cape Town	SOUTH AFRICA
MINI TURBOVISION	MINI CANADA	MINI	TAXI CANADA Toronto	CANADA
THINK OUTSIDE THE BOX	VOLVO CARS SWEDEN	VOLVO C30	FORSMAN & BODENFORS Gothenburg	SWEDEN
THE SIXTH SENSE	VOLVO CARS SWEDEN	VOLVO S80	FORSMAN & BODENFORS Gothenburg	SWEDEN
ON TOYOTA'S MIND	TOYOTA SWEDEN	TOYOTA CARS	SWE ADVERTISING Stockholm	SWEDEN
SIX JOURNEYS	MERCEDES-BENZ UK	MERCEDES-BENZ R-CLASS	AGENCY REPUBLIC London	UNITED KINGDOM
AUDI R8 WEBSPECIAL	AUDI	AUDI R8	ARGONAUTEN G2 Duesseldorf	GERMANY
SOCAL MINI MOTORING SCHOOL	MINI USA	MINI COOPER	BUTLER SHINE STERN & PARTNERS Sausalito	USA

DEF MINI RECORDS	BMW	MINI SAFTY FEATURES	.START Munich	GERMANY
PACE - PURSUIT ACROSS EUROPE	BMW GROUP	BMW CARS	INTERONE WORLDWIDE Munich	GERMANY
THE PASSENGER	NOKIA	NOKIA MULTIMEDIA CAR KIT CK-20W	HYPER HAPPEN London	UNITED KINGDOM
JEEP PATRIOT AND THE WAY-BEYOND TRAIL	DAIMLERCHRYSLER	JEEP PATRIOT	ORGANIC San Francisco	USA
TEST LIFE	GM	CHEVROLET PRISMA	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
PILOTS WANTED	SAAB AUTOMOBILE	SAAB CARS	LOWE BRINDFORS Stockholm	SWEDEN
THE AUDI A6 ALLROAD QUATTRO MICROSITE	AUDI	AUDI A6 ALLROAD QUATTRO	SAATCHI & SAATCHI Frankfurt	GERMANY
VW VDUBSROCK	VOLKSWAGEN	VW FIRST ACT GARAGE MASTER GUITAR	CRISPIN PORTER + BOGUSKY Miami	USA
GYPSYCABPROJECT	VOLKSWAGEN	VOLKSWAGEN RABBIT	CRISPIN PORTER + BOGUSKY Miami	USA
HAVE A NICE GIG	SATURN AUTOMOBILES	SATURN SUV'S	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
A03 Beauty & Luxury Products				
BLOW	UNILEVER	LYNX/AXE DEODORANT	DARE London	UNITED KINGDOM
ACTIONCITY	UNILEVER	REXONA FOR MEN DEODORANT	GRUPO W Coahuila	MEXICO
SEE MORE SIDE EFFECTS	REVERSA (DERMTEK)	SKIN & NAIL CARE PRODUCTS	TAXI CANADA Montreal	CANADA
THE STUNTMAN	UNILEVER	REXONA FOR MEN DEODORANT	GRUPO W Coahuila	MEXICO
JUNE BRIDE PLAY	SHISEIDO	MAJOLICA MAJORCA COSMETICS	BBMEDIA Tokyo	JAPAN
LIKE A DOLL	SHISEIDO	MAJOLICA MAJORCA COSMETICS	BBMEDIA Tokyo	JAPAN
HIOBIE.COM	JOHNSON & JOHNSON	O.B. TAMPONS	LOWE NEW YORK	USA
A04 Healthcare & Medical				
KID'S COLD AID	APOTEKET	THE SWEDISH PHARMACY	FORSMAN & BODENFORS Gothenburg	SWEDEN
KID'S COLD ORCHESTRA	APOTEKET	THE SWEDISH PHARMACY	FORSMAN & BODENFORS Gothenburg	SWEDEN
A05 Household				
BRAWNY ACADEMY WEBSITE	GEORGIA PACIFIC	BRAWNY PAPER TOWELS	FALLON Minneapolis	USA
A06 Clothing, Footwear & Accessories				
UNIQLO.COM	UNIQLO	FASHION	THA Tokyo	JAPAN
THE CITY IS YOUR STADIUM	STADIUM WEAR	ATHLETICS WEAR AND EQUIPMENT	FORSMAN & BODENFORS Gothenburg	SWEDEN
TRIBUTE TO PARIS	NIKE	AIR MAX CLASSIC BW	EURO RSCG 4D Suresnes	FRANCE

GIRLS WITH SHOEHORNS	ZU SHOES	MEN'S SHOE RANGE	303 GROUP Perth	AUSTRALIA
NIKE AIR MAX	NIKE	NIKE AIR MAX 06	BIG SPACESHIP New York	USA
UNIQLO MIXPLAY	UNIQLO	CASUAL WEAR	PROJECTOR Tokyo	JAPAN
DAYDREAM	WEAVE TOSHI	HATS	QUBIBI Tokyo	JAPAN
HEIDIES 15 MB OF FAME	DIESEL	UNDERWEAR	FARFAR Stockholm	SWEDEN
A07 Other Consumer Products				
WINNING ELEVEN	KONAMI CORPORATION	SOCCER GAME	HAKUHODO Tokyo	JAPAN
PLAYB3YOND.COM	SONY PLAYSTATION	PLAYSTATION 3	TEQUILA\ Los Angeles	USA
CLEARIFICATION	MICROSOFT	WINDOWS VISTA	McCANN WORLDGROUP San Francisco	USA
PUSH TO START	NOKIA CANADA	NOKIA 6133 MOBILE PHONE	LOWE ROCHE ADVERTISING Toronto	CANADA
THIS IS LIVING	SONY COMPUTER ENTERTAINMENT EUROPE	PS3 GAMES CONSOLE	LBI London	UNITED KINGDOM
BURNOUT DOMINATOR	ELECTRONIC ARTS	BURNOUT DOMINATOR GAME	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
STUNNING NIKON	NIKON	CAMERAS	McCANN RELATIONSHIP MARKETING WORLDWIDE New York	USA
GREAT POCKETS	NOKIA	N95 MOBILE PHONE	FARFAR Stockholm	SWEDEN
THE INTERNET WALK	NOKIA	N800 INTERNET TABLET	FARFAR Stockholm	SWEDEN
A08 Financial Services				
BIZZNIZZ	POSTBANK	YOUTH ACCOUNT	BRANDBASE Amsterdam	THE NETHERLANDS
STEADYHAND.COM	STEADYHAND	INVESTMENT FUNDS	BURNKIT Vancouver	CANADA
THE TIME TRAVELLER	AMF PENSION	PENSION FUNDS	FORSMAN & BODENFORS Gothenburg	SWEDEN
WELCOME TO THE BARCLAYS FAMILY	BARCLAYS BANK	BANKING	MEDIAEDGE:CIA Paris	FRANCE
YOUR OWN WORLD	TRYGG-HANSA	INSURANCES	STARRING Stockholm	SWEDEN
A09 Travel, Entertainment & Leisure				
SCANDIC WEEKEND	SCANDIC HILTON	HOTELS	PROJECTOR Stockholm	SWEDEN
DA VINCI CODE	EUROSTAR	TRAIN TRAVEL	de-construct London	UNITED KINGDOM
ERAGON	20TH CENTURY FOX	ERAGON MOVIE	65 MEDIA California	USA
TENACIOUS D IN THE PICK OF DESTINY	NEWLINE CINEMA	THE PICK OF DESTINY MOVIE	TEQUILA\ AUSTRALIA Sydney	AUSTRALIA
I'M A CYBORG, BUT THAT'S OK	CJ ENTERTAINMENT	MOVIE PROMOTION	D.O.E.S Seoul	KOREA
MGM GRAND WEBSITE	MGM GRAND	CASINO HOTEL	SID LEE Montreal	CANADA

NFL BANDWAGON	NFL	NFL PLAYOFFS	ATMOSPHERE BBDO New York	USA
A10 Retails & E-Commerce, incl. Restaurants				
HALLOWEEN SHOW	THE LOFT	LOFT RETAIL STORE	777INTERACTIVE Tokyo	JAPAN
OPTIMO	OPTIMO	ONLINE RECORD STORE	FORM: :PROCESS Tokyo	JAPAN
HUCKIN' CHICKEN	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
COME IN TO THE CLOSET	IKEA	IKEA	FORSMAN & BODENFORS Gothenburg	SWEDEN
A11 Publications & Media				
CITY OF DREAMS	HELSINGIN SANOMAT	DAILY NEWSPAPER	HASAN & PARTNERS Helsinki	FINLAND
DR. JOSH ROSEN	SPORTSNET NEW YORK	SPORTS CHANNEL	OGILVY New York	USA
A12 Business Products & Services				
POSTERING ON THE INTERNET	FREELANCECOPY.NL	FREELANCE WEBSITE	PASCAL CONCEPT & COPY Haarlem	THE NETHERLANDS
JONATHAN YUEN	JONATHAN YUEN	GRAPHIC DESIGNER	JONATHAN YUEN Singapore	SINGAPORE
DESK CRUSHER	VODAFONE ENTERPRISE UK	MOBILE OFFICE SOLUTIONS	DARE London	UNITED KINGDOM
DHL AP BRANDSITE	DHL EXPRESS (SINGAPORE)	COURIER SERVICE	OGILVY SINGAPORE	SINGAPORE
BRANDGOSSIP	TBWA	ADVERTISING SERVICES	TEQUILA\ Amstelveen	THE NETHERLANDS
AGE-O-MATIC	CAREERBUILDER.COM	ONLINE EMPLOYMENT AGENCY	CRAMER-KRASSELT Chicago	USA
DIFFERENT EVERY TIME	DRAFTFCB	ADVERTISING AGENCY	DRAFTFCB Madrid	SPAIN
THE CREATIVE MIND	ADOBE SYSTEMS	ADOBE CREATIVE SUITE 2.3	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
THEREALCOPYWRITER.COM	BRIAN WIESENTHAL	COPYWRITER	BRIAN WIESENTHAL Hollywood	USA
MY JOB SIGN	MONSTER	EMPLOYMENT SEARCH AND RECRUITMENT	DOMANI STUDIOS Brooklyn	USA
COKE DATAVIZ	COCA-COLA	USER BEHAVIOUR ONLINE TOOL	SCHOLZ & VOLKMER Wiesbaden	GERMANY
MEFISTO SPRAY CREATIVE SELF-DEFENSE	MEFISTO	MEFISTO PRODUCTIONS	MEFISTO Barcelona	SPAIN
STELLA AWARDS	KREATIVT FORUM	STELLA AWARDS	McCANN NORWAY Oslo	NORWAY
A13 Commercial Public Services				
TELE2 CHAMPION 2007	TELE2	PHONE COMPANY	FORSMAN & BODENFORS Gothenburg	SWEDEN
ACTION HERO	VERIZON	TELECOMMUNICATIONS	R/GA New York	USA
MOUSELESS SITE	DPSL	PEST CONTROL SERVICE	VITRUVIO LEO BURNETT Madrid	SPAIN
A14 Charities, Public Health & Safety, Public Awareness				

NOT WORTH IT	WORKERS' COMPENSATION BOARD OF NOVA SCOTIA	WORKPLACE SAFETY	EXTREME GROUP Halifax	CANADA
CHECK OUT MY BREASTS	RETHINK CANCER CANADA	BREAST CANCER AWARENESS	ZIG Toronto	CANADA
I SPY WITH MY LITTLE EYE	SIRE	ANTI-CHILD ABUSE CAMPIAGN	ACHTUNG! Amsterdam	THE NETHERLANDS
TRY DRUGS	UTESEKSJONEN	ANTI-DRUGS CAMPAIGN	KITCHEN (LEO BURNETT) Oslo	NORWAY
HELPING MAKES YOU STRONGER	CENTRUM WOLONTARIATU	VOLUNTEER CENTRE	LEO BURNETT WARSAW	POLAND
PIRACY KILLS MUSIC	REPRESENTATIVES OF THE NORWEGIAN MUSIC INDUSTRY	ANTI-PIRACY CAMPAIGN	McCANN NORWAY Oslo	NORWAY
SOUND BRUISES	WOMEN'S REFUGE	VIOLENCE AGAINST WOMEN AWARENESS	SAATCHI & SAATCHI NZ Auckland	NEW ZEALAND
STILL ALIVE	CVRD - CIA VALE DO RIO DOCE	VALE FLORESTAR AMAZON FOREST CONSERVATION	AFRICA PROPAGANDA Sao Paulo	BRAZIL
A15 Corporate Information				
MONOFACE	MONO	NEW YEAR MESSAGE	MONO Minneapolis	USA
CHRISTMAS CARD	GENETIX	SOUND DESIGN AND RECORDING STUDIO CHRISTMAS CARDS	LEO BURNETT WARSAW	POLAND
FOREST LIFE	UPM-KYMMENE	SUSTAINABLE FORESTRY COMPANY	VALVE Helsinki	FINLAND
WOOF	AKQA SHANGHAI	NEW YEAR GREETING	AKQA San Francisco	USA
AFRICA AUDITORIUM	AFRICA	CANNES FILM PRESENTATION	AFRICA PROPAGANDA Sao Paulo	BRAZIL
ONE HOUR	TOSHIBA CORPORATION	TOSHIBA	DENTSU Tokyo	JAPAN
UPDATE THE CHRISTMAS TABLE	COOP	CHRISTMAS FOOD	LOWE BRINDFORS Stockholm	SWEDEN
LOWE HOLIDAY CARD	LOWE NEW YORK	HOLIDAY MESSAGE	LOWE NEW YORK	USA
A16 Miscellaneous				
4D2U NAVIGATOR	NATIONAL ASTRONOMICAL OBSERVATORY OF JAPAN	ASTRONOMICAL CONTENT VIEWER	JUN KOSAKA OFFICE Tokyo	JAPAN
A17 Games				
DARK JUST GOT FUN	M&M'S/MASTERFOODS USA	M&M'S CHOCOLATES	G2 INTERACTIVE New York	USA
THE STUNTMAN	UNILEVER	REXONA FOR MEN DEODORANT	GRUPO W Coahuila	MEXICO
CLUEDO COP STAR	HASBRO	CLUEDO GAME	TRIBAL DDB LONDON	UNITED KINGDOM
CDX	BBC HISTORY	HISTORY SERIES	PRELOADED London	UNITED KINGDOM
COLD SHOTS – AMPED UP	MOLSON CANADIAN	COLD-SHOTS BEER	HENDERSON BAS Toronto	CANADA

DEADWOOD: DEAD MAN'S HAND	HBO	DEADWOOD SEASON THREE DVD	FUEL INDUSTRIES Ottawa	CANADA
PACE - PURSUIT ACROSS EUROPE	BMW GROUP	BMW CARS	INTERONE WORLDWIDE Munich	GERMANY
PLUNGE AND PLAY	NESTEA	NESTEA	LOWE ROCHE ADVERTISING Toronto	CANADA
L'ÉTRANGER	STELLA ARTOIS	BEER	LOWE BRINDFORS Stockholm	SWEDEN
LE DÉFI	STELLA ARTOIS	BEER	LOWE BRINDFORS Stockholm	SWEDEN
THE HUNT	VOLVO CARS CORPORATION	VOLVO XC90	EURO RSCG 4D Amstelveen	THE NETHERLANDS
B01 Interactive Campaigns				
RUSH MYLO	SONY ELECTRONICS	SONY MYLO MEDIA PLAYER	MCKINNEY Durham	USA
CLEARIFICATION	MICROSOFT	WINDOWS VISTA	MEKANISM San Francisco	USA
LOST E-MAIL ADVENTURE	PROSIEBEN	LOST 2ND SEASON	JUNG von MATT Hamburg	GERMANY
BURNOUT DOMINATOR	ELECTRONIC ARTS	BURNOUT DOMINATOR GAME	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
WIN NICK'S LIFE	LION NATHAN INTERNATIONAL	STEINLAGER BEER	DROGA5 New York	USA
MINI SAFETY FEATURE CAMPAIGN	BMW	MINI	.START Munich	GERMANY
REVOLUTION 4WD	MITSUBISHI	MITSUBISHI 4WD	CLEMENGER PROXIMITY Sydney	AUSTRALIA
ROLLING ROCK INTERACTIVE CAMPAIGN	ROLLING ROCK	BEER	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
CORSA C.M.O.N.S.	GENERAL MOTORS EUROPE	OPEL CORSA	MRM WORLDWIDE Frankfurt	GERMANY
SUBLYMONAL ONLINE CAMPAIGN	THE COCA-COLA COMPANY	SPRITE	AKQA San Francisco	USA
SURVIVE UNTIL HOLIDAY	DANONE	ACTIMEL PROBIOTIC DRINK	IQ marketing Moscow	RUSSIA
CINE MOBILE	GRADIENTE	GF930 MOBILE PHONE	AFRICA PROPAGANDA Sao Paulo	BRAZIL
MEMORIES	GM	CHEVROLET PRISMA	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
PIGS IN PAIN	GAIA	ANIMAL RIGHTS ACTIVISTS	DUVAL GUILLAUME Brussels	BELGIUM
50 GRAUS	50 GRAUS.ORG	GLOBAL WARMING CAMPAIGN	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL
PLATINUM HUMAN TESTING PROGRAM	LION NATHAN AUSTRALIA	TOOHEYS EXTRA DRY PLATINUM BEER	BMF Sydney	AUSTRALIA
BK XBOX GAMES CAMPAIGN	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
SAFE HAPPENS CAMPAIGN	VOLKSWAGEN	VOLKSWAGEN JETTA	CRISPIN PORTER + BOGUSKY Miami	USA
BK STACKERS CAMPAIGN	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
VW RABBIT CAMPAIGN	VOLKSWAGEN	VOLKSWAGEN RABBIT	CRISPIN PORTER + BOGUSKY Miami	USA
SLIM JIM SNAPALOPE CAMPAIGN	SLIM JIM	SLIM JIM MEAT SNACKS	CRISPIN PORTER + BOGUSKY Miami	USA

VW VDUBSROCK CAMPAIGN	VOLKSWAGEN	VW FIRST ACT GARAGE MASTER GUITAR	CRISPIN PORTER + BOGUSKY Miami	USA
EMOTION	FIAT AUTOMOVEIS	FIAT PALIO 2008	AGENCIACLICK Sao Paulo	BRAZIL
C01 Foods and Drinks				
TEA STRAINER	SAZABY LEAGUE	TEA	777INTERACTIVE Tokyo	JAPAN
DRIFT WOODS	UNILEVER/LIPTON	SLIMMING TEA	JWT SHANGHAI	CHINA
LOTUS LEAVES	UNILEVER/LIPTON	SLIMMING TEA	JWT SHANGHAI	CHINA
TEA BAG	SAZABY LEAGUE	TEA	HAKUHODO Tokyo	JAPAN
BOYBAND	COCA-COLA	COCA-COLA	GLUE LONDON	UNITED KINGDOM
PASSWORD	PARMALAT	MILK WITH IRON	AFRICA PROPAGANDA Sao Paulo	BRAZIL
CSOL GALAGA	COCA-COLA KOREA	COCA-COLA	DKIMS COMMUNICATIONS Seoul	KOREA
MAGNET	PARMALAT	MILK WITH IRON	AFRICA PROPAGANDA Sao Paulo	BRAZIL
WHEN HUNGER STRIKES	DANONE-SAIWA	TUC SNACKS	DMC FULLSIX Milan	ITALY
SELECTION	CAFÉ SUPPLY	COFFEE	F/NAZCA SAATCHI & SAATCHI Sao Paulo	BRAZIL
TOASTER	WICKBOLD	WICKBOL LIGHT BREAD	141 BRASIL Sao Paulo	BRAZIL
SQUEEZE	COCA-COLA JAPAN	MINUTE MAID SOFT DRINK	HAKUHODO Tokyo	JAPAN
SLIM JIM TRAP BANNER	SLIM JIM	SLIM JIM MEAT SNACKS	CRISPIN PORTER + BOGUSKY Miami	USA
C02 Automotive Products & Services				
MERCEDES GL BANNER	MERCEDES-BENZ UK	MERCEDES-BENZ GL-CLASS	AGENCY REPUBLIC London	UNITED KINGDOM
JUST FITS YOU	GULLIVER INTERNATIONAL	USED-CAR TRADING	OPT Tokyo	JAPAN
INCREDIBLY MINI	MINI	NEW MINI	NETTHINK Madrid	SPAIN
OVERBOOST	MINI	MINI	GLUE LONDON	UNITED KINGDOM
TUG	MINI	MINI	GLUE LONDON	UNITED KINGDOM
IN CRESCENDO	AUDI ESPAÑA	NEW AUDI S3	CP PROXIMITY Madrid	SPAIN
PURE ENERGY	AUDI TT	AUDI TT	DOUBLEYOU Barcelona	SPAIN
GRIP	GOODYEAR	TYRES	Y&R Sao Paulo	BRAZIL
SOUNDS OF THE STREETS	PIRELLI	TYRES	A1.BRASIL Sao Paulo	BRAZIL
FLAG	MITSUBISHI	MITSUBISHI ECLIPSE	AFRICA PROPAGANDA Sao Paulo	BRAZIL
FOLLOW THE WHITE RABBIT	MINI	MINI COOPER	PROFERO London	UNITED KINGDOM
FRONTIERS	LAND ROVER	LAND ROVER	WUNDERMAN BRASIL Sao Paulo	BRAZIL

FLAT WORLD	LAND ROVER	LAND ROVER	WUNDERMAN BRASIL Sao Paulo	BRAZIL
DAY OFF	LAND ROVER	LAND ROVER	WUNDERMAN BRASIL Sao Paulo	BRAZIL
VW JAM BANNER	VOLKSWAGEN	VW GARAGE MASTER GUITAR	CRISPIN PORTER + BOGUSKY Miami	USA
BLANK LIKE A RABBIT	VOLKSWAGEN	VOLKSWAGEN RABBIT	CRISPIN PORTER + BOGUSKY Miami	USA
C03 Beauty & Luxury Products				
SEE MORE SIDE EFFECTS	REVERSA (DERMTEK)	SKIN & NAIL CARE PRODUCTS	TAXI CANADA Montreal	CANADA
DANDRUFF	BERTIN COSMÉTICOS	OX ANTI-DANDRUFF SHAMPOO	LODUCCA PUBLICIDADE Sao Paulo	BRAZIL
BARBECUE	P&G	ORAL-B DENTAL FLOSS	LEO BURNETT BRASIL Sao Paulo	BRAZIL
CLOCK	AVON	AVON RENEW SKINCARE	141 BRASIL Sao Paulo	BRAZIL
C04 Healthcare & Medical				
TISSUE	MANTECORP	CORISTINA D FLU MEDICINE	AFRICA PROPAGANDA Sao Paulo	BRAZIL
FUN	JOHNSON & JOHNSON	JONTEX CONDOMS	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
C05 Household				
HOT SAUCE	PROCTER & GAMBLE	ACE STAIN REMOVER	LEO BURNETT MEXICO	MEXICO
SPIN	ARIEL	DETERGENT	F/NAZCA SAATCHI & SAATCHI Sao Paul	BRAZIL
C06 Clothing, Footwear & Accessories				
ONE THREAD FITS ALL	LEVI STRAUSS POLAND	LEVI'S GIRLS JEANS	ARC WARSAW - LEO BURNETT GROUP	POLAND
IMPOSSIBLE IS NOTHING	ADIDAS	SPORTSWEAR	NETTHINK Madrid	SPAIN
C07 Other Consumer Products				
TINY MONSTER	OLYMPUS CORPORATION	OLIO-LIFE PHOTO SERVICE	HAKUHODO I-STUDIO Tokyo	JAPAN
EFFECTIVE STORAGE	IKEA	EFFECTIVE STORAGE	AGENCY.COM London	UNITED KINGDOM
NBA LIVE 07 FLYING FEAT	EA SPORTS	NBA GAME	FREESTYLE INTERACTIVE San Francisco	USA
FIRST PLAY, THEN PAY	GAMESLOAD.DE/DEUTSCHE TELEKOM	GAMESLOAD.DE ONLINE GAMES PROVIDER	PLAN.NET CONCEPT Munich	GERMANY
REAL MUSIC	MOTOROLA	ROKR E2 MOBILE PHONE	OGILVY BRASIL Sao Paulo	BRAZIL
THE BATTERY	PLAYSTATION (SCEF)	PSP WHITE	DUKE Paris	FRANCE
THE BAR	PLAYSTATION (SCEF)	PSP CONSOLE	DUKE Paris	FRANCE
TURN UP THE VOLUME	LOGITECH	HOME COMPUTERS AND EQUIPMENT	Y&R INTERACTIVE TEL AVIV	ISRAEL
SILENT MODE	NOKIA	MP3 PHONES	WUNDERMAN BRASIL Sao Paulo	BRAZIL
C08 Financial Services				

UFO	FIDELITY INVESTMENTS	MY PLAN RETIREMENT PLAN	ARNOLD Boston	USA
BALL	AGF	INSURANCE	DDB PARIS	FRANCE
CUTOUT	AGF	INSURANCE	DDB PARIS	FRANCE
MONEY	BANCO ITAÚ	INTERNET BANKING	RAPP DIGITAL BRASIL Sao Paulo	BRAZIL
CRASH	AAA	AAA INSURANCE	PUBLICIS & HAL RINEY San Francisco	USA
C09 Travel, Entertainment & Leisure				
WORLD OFFERS	BRITISH AIRWAYS	AIRLINE OFFERS	AGENCY.COM London	UNITED KINGDOM
KARATE SCHOOL BAD FELLAS: THE BULLY	KARATE SCHOOL 1. FRANKFURTER DOJO	KARATE SCHOOL	OGILVY FRANKFURT	GERMANY
PLAYA	SEGITUR	SPAIN TOURISM	DOUBLEYOU Barcelona	SPAIN
WIDEROE CHRISTMAS CAMPAIGN	WIDERØE FLYVESELSKAP	NORWEGIAN REGIONAL AIRLINE	BBDO OSLO	NORWAY
THE TRIP GOES ON II	SCHIRN KUNSTHALLE FRANKFURT	ART MUSEUM	SAATCHI & SAATCHI Frankfurt	GERMANY
EVOLUTION	COMPANHIA ATHLETICA	GYM	DDB BRASIL Sao Paulo	BRAZIL
RETOUCHER WOMAN	COMPANHIA ATHLETICA	GYM	DDB BRASIL Sao Paulo	BRAZIL
C10 Retails & E-Commerce, incl. Restaurants				
BK UK ANGUS BANNER	BURGER KING UK	BURGER KING UK	CRISPIN PORTER + BOGUSKY Miami	USA
CAMO	CUPIDO	EROTIC SHOP	TRY ADVERTISING AGENCY Oslo	NORWAY
SWIMMING POINTER	DFS OKINAWA	GALLERIA OKINAWA SHOPPING MALL	OGILVYONE JAPAN Tokyo	JAPAN
C11 Publications & Media				
KAMASUTRA 1.000 POSITIONS	KABEL DEUTSCHLAND	REDX CLUB EROTIC CHANNEL	JUNG von MATT Stuttgart	GERMANY
MICHAEL JACKSON	SKY DO BRASIL	VH1 CHANNEL	AGENCIACLICK Sao Paulo	BRAZIL
PIG	RURAL CHANNEL	TV CHANNEL	AFRICA PROPAGANDA Sao Paulo	BRAZIL
KID'S WORLD	TERRA PORTAL	PORTAL WITH PARENTAL CONTROL	DDB BRASIL Sao Paulo	BRAZIL
COMMA	ESTADAO	BRAZILIAN NEWSPAPER	AGENCIACLICK Sao Paulo	BRAZIL
CHINESE WHISPERS	ESTADAO	BRAZILIAN NEWSPAPER	AGENCIACLICK Sao Paulo	BRAZIL
C12 Business Products & Services				
SCROLL	LE PERA ADVERTISING	ADVERTISING AGENCY	LE PERA ADVERTISING Sao Paulo	BRAZIL
PENCIL	AFRICA	ADVERTISING AGENCY	AFRICA PROPAGANDA Sao Paulo	BRAZIL
GET REAL - MAGNIFYING GLASS	HERMAN MILLER	OFFICE FURNITURE	BEACON COMMUNICATIONS Tokyo	JAPAN
SLING SHOT	FEDEX	COURIER SERVICE	ATMOSPHERE BBDO New York	USA

TOOLS	ANTHEM	ANTHEM ONLINE TOOLS	PUBLICIS & HAL RINEY San Francisco	USA
C13 Commercial Public Services				
TELIA FRIENDFINDER	TELIA SONERA	TELECOMMUNICATIONS	DADDY Gothenburg	SWEDEN
WINDMILL	SIEMENS	ENERGY	TRY ADVERTISING AGENCY Oslo	NORWAY
KIDS	COMCAST	COMCAST ON DEMAND	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
BILBOQUE CATCHER	TERRA PORTAL	VOIP SERVICES	DDB BRASIL Sao Paulo	BRAZIL
MUSIPHONE	TERRA PORTAL	VOIP SERVICE	DDB BRASIL Sao Paulo	BRAZIL
C14 Charities, Public Health & Safety, Public Awareness				
WDCS LIFE SIZE WHALE	WDCS	WHALES AND DOLPHINS SOCIETY	JUNG von MATT Hamburg	GERMANY
5 SECONDS	BANC DE SANG	BLOOD DONATION CAMPAIGN	MINNIM Barcelona	SPAIN
PRESIDENTS	GREENPEACE INTERNATIONAL	ENVIRONMENTAL AWARENESS	SAVAGLIO\TBWA Buenos Aires	ARGENTINA
TYPO-CRASH BANNERS	MALTESER FRANKFURT	ANTI-DRINK-DRIVING APPEAL	OGILVY FRANKFURT	GERMANY
SHELTER	WESLEY MISSION	HOMELESS SHELTER	LEO BURNETT Sydney	AUSTRALIA
DOMESTIC VIOLENCE	AMNESTY INTERNATIONAL TURKEY	DOMESTIC VIOLENCE AWARENESS	DDB&CO. Istanbul	TURKEY
BRUTALITY	AMNESTY INTERNATIONAL TURKEY	HUMAN RIGHTS ORGANISATION	DDB&CO. Istanbul	TURKEY
PROTECTED ENTRY	MTV ASIA	AIDS AWARENESS	TRIBAL DDB INDIA Mumbai	INDIA
RUB	AMAM ESPAÑA	ASSOCIATION OF WOMEN AGAINST GENITAL MUTILATION	CONTRAPUNTO Barcelona	SPAIN
SHOOT	ROYAL NAVY	NAVY RECRUITMENT	GLUE LONDON	UNITED KINGDOM
TREE	INSTITUTO DE PESQUISAS ECOLÓGICA:	ENVIRONMENT RECYCLING	FABRA QUINTEIRO COMUNICACOES Sao Paulo	BRAZIL
UNITE FOR AFRICA	RFSU	AIDS CHARITY PROJECT	ÅKESTAM HOLST Stockholm	SWEDEN
BURNING	CVRD - CIA VALE DO RIO DOCE	AMAZON FOREST CONSERVATION	AFRICA PROPAGANDA Sao Paulo	BRAZIL
CRYING	ITAÚ BANK	ITAÚ SOCIAL FOUNDATION	AFRICA PROPAGANDA Sao Paulo	BRAZIL
BLOOD	JAPAN AD COUNCIL	ANTI-DRINK-DRIVING MESSAGE	DENTSU Tokyo	JAPAN
CONTROL Z	SALVATION ARMY	HOMELESS CHARITY	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
WHEELCHAIR	AACD	DISABLED ACCESS CAMPAIGN	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
SPINNER	COI/HOME OFFICE/DEPT OF HEALTH, DEPT OF SKILLS & EDUCATION	FRANK DRUG ABUSE INFORMATION	PROFERO London	UNITED KINGDOM
SANDRA	PFP	EMERGENCY LINE	OGILVYINTERACTIVE Mexico City	MEXICO

BEER	FIAT AUTOMOVEIS	ANTI-DRINK-DRIVING MESSAGE	AGENCIACLICK Sao Paulo	BRAZIL
C15 Corporate Information				
CHRISTMAS LIGHTS	AJUNTAMENT DE BARCELONA	CHRISTMAS MESSAGE	DOUBLEYOU Barcelona	SPAIN
C16 Miscellaneous				
MOUSE VS. PENCIL	STAEDTLER	STATIONERY	HOST Sydney	AUSTRALIA
D01 Mobile Advertising				
MOBILE COFFIN	DUTCH ASSOCIATION FOR TRAFFIC VICTIMS	ROAD SAFETY CAMPAIGN	OGILVY AMSTERDAM	THE NETHERLANDS
DONATION TV	ORANGE BABIES	AIDS CHARITY	OGILVY AMSTERDAM	THE NETHERLANDS
MINI TURN YOUR MOBILE	BMW GROUP	MINI	INTERONE WORLDWIDE Munich	GERMANY
CALL FOR HELP	WOMEN'S AID ORGANISATION (WAO)	WOMEN AGAINST VIOLENCE	ARC WORLDWIDE Kuala Lumpur	MALAYSIA
PHONE LEGENDS	LAND TRANSPORT NZ	ANTI-DRINK- DRIVING CAMPAIGN	CLEMENGER BBDO Wellington	NEW ZEALAND
GET THE MESSAGE	ROYAL NAVY	NAVY RECRUITMENT	GLUE LONDON	UNITED KINGDOM
COMIC SHOGAKUKAN BOOKS	SHOGAKUKAN	COMIC SHOGAKUKAN BOOKS	DENTSU Tokyo	JAPAN
BLUETOOTH MISSION	NEW ZEALAND ARMY	ARMY RECRUITMENT	SAATCHI & SAATCHI NZ Auckland	NEW ZEALAND
D02 Interactive Tools				
KID'S COLD AID	APOTEKET	THE SWEDISH PHARMACY	FORSMAN & BODENFORS Gothenburg	SWEDEN
SCREENSAVERS CRAZY ABOUT KETCHUP	HELLMANN'S/UNILEVER	KETCHUP	OGILVY BRASIL Sao Paulo	BRAZIL
TRACKS	MITSUBISHI	MITSUBISHI TR4	AFRICA PROPAGANDA Sao Paulo	BRAZIL
FLIGHT SIMULATOR X WIDGET	XBOX	FLIGHT SIMULATOR VIDEO GAME	AKQA San Francisco	USA
TETRIS	FIAT AUTOMOVEIS	FIAT DUCATO	AGENCIACLICK Sao Paulo	BRAZIL
VW RABBIT WIDGET	VOLKSWAGEN	VOLKSWAGEN RABBIT	CRISPIN PORTER + BOGUSKY Miami	USA
SOLIDARY DOWNLOAD	HOSPITAL DA CIDADE	BLOOD DONATION APPEAL	AFRICA PROPAGANDA Sao Paulo	BRAZIL
TRAY	BRAHMA	BEER	AFRICA PROPAGANDA Sao Paulo	BRAZIL
D03 Innovative Ideas				
UNDER CONSTRUCTION	HTTPCOMUNICACIO	INTERACTIVE AGENCY	HTTPCOMUNICACIO Barcelona	SPAIN
BIG SHADOW	MICROSOFT CORPORATION	XBOX 360 GAME CONSOLE	GT Tokyo	JAPAN
BEFORE YOU ENTER (WEAR CONDOMS)	KRAJOWE CENTRUM DS. AIDS	AIDS PROTECTION	ARC WARSAW - LEO BURNETT GROUP	POLAND
HANDSHAKE	MICROSOFT	MSN (INTERNET PORTAL SERVICE)	HAKUHODO Tokyo	JAPAN

CHAMPION	TELE2	PHONE COMPANY	FORSMAN & BODENFORS Gothenburg	SWEDEN
HEAR THE DIFFERENCE	SPRING MOBILE	MOBILE OPERATOR	ÅKESTAM HOLST Stockholm	SWEDEN
NIKE+	NIKE	RUNNING APPLICATION	R/GA New York	USA
THE PISS SCREEN	MAIN TAXI FRANKFURT	TAXI SERVICE	SAATCHI & SAATCHI Frankfurt	GERMANY
E01 Email Advertising				
CONTROL	AUDI ESPAÑA	FINLAND DRIVING COURSES	CP PROXIMITY Barcelona	SPAIN
NAVY MAIL	ROYAL NAVY	NAVY RECRUITMENT	GLUE LONDON	UNITED KINGDOM
TIGER EMAIL	WWF	WWF WILDLIFE MONITORING NETWORK	OGILVY BEIJING Beijing	CHINA
SOCCER BALL	BRAHMA	BRAHMA BEER	AFRICA PROPAGANDA Sao Paulo	BRAZIL
HARD FEELINGS	J MACEDO	CAKES	LEW LARA Sao Paulo	BRAZIL
REFRESH YOU	TELEFONICA	COMPUTER UPDATE SERVICES	OGILVYONE WORLDWIDE Madrid	SPAIN
TEST-DRIVE	WHIRLPOOL-BRASTEMP	BRASTEMP SIXTH SENSE WASHING MACHINE	AGENCIACLICK Sao Paulo	BRAZIL
E02 Viral Video				
TEA PARTAY	SMIRNOFF	RAW TEA	BARTLE BOGLE HEGARTY New York	USA
RONALDINHO SPOOF	AUTOLOG	GPS DEVICE	SP3 Virum	DENMARK
SLOB EVOLUTION	BLINK PRODUCTIONS	PRODUCTION COMPANY	BLINK London	UNITED KINGDOM
MONKEY-PROOF.COM	PANASONIC MARKETING EUROPE	PANASONIC TOUGHBOOK	DOT-FILMS Berlin	GERMANY
PREPARE YOUR HAIR	GM BELGIUM AND THE NETHERLANDS	OPEL ASTRA TWINTOP	MARKEE Gent	BELGIUM
EVOLUTION	UNILEVER CANADA	DOVE SELF ESTEEM FUND	OGILVY & MATHER Toronto	CANADA
CLEARIFICATION	MICROSOFT	WINDOWS VISTA	McCANN WORLDGROUP San Francisco	USA
IDIOTS	MTV/AUTOTRADER	ANTI-DRINK-DRIVING MESSAGE	JWT London	UNITED KINGDOM
THE COPY SHOP VIRAL	HAPPY COPY DIGITAL	HAPPY COPY SHOP	SCHOLZ & FRIENDS Hamburg	GERMANY
AFTER TRAINING	NIKE	NIKE FOOTBALL ONO	WIEDEN+KENNEDY TOKYO	JAPAN
ROONEY	ELECTRONIC ARTS	EA FIFA 07 GAME	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
RONALDINHO	ELECTRONIC ARTS	EA FIFA 07 GAME	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
PRESIDENTS	GREENPEACE INTERNATIONAL	ENVIRONMENTAL AWARENESS	SAVAGLIO\TBWA Buenos Aires	ARGENTINA
NAKED MEN	JBS	UNDERWEAR	& CO. Copenhagen	DENMARK
HELPING YOU SELL YOUR BAD IDEAS	VINCENT WAUTHIER	LAYOUT DESIGNER	LG&F Brussels	BELGIUM

3.3 SECONDS	SANTO DOMINGO MOTORS	YAMAHA R1 SPORT BIKE	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC
CHOIR	118 118	TELEPHONE ENQUIRIES	MEME London	UNITED KINGDOM
THE VISION	JESUSCENTER HAMBURG	SOCIAL WELFARE ORGANISATION	JUNG von MATT Hamburg	GERMANY
DYNAMITE SURFING	QUIKSILVER DENMARK	SPORTS CLOTHING AND EQUIPMENT	SAATCHI & SAATCHI Copenhagen	DENMARK
POOL	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI Copenhagen	DENMARK
KITE	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI Copenhagen	DENMARK
REWIND	CVRD - CIA VALE DO RIO DOCE	VALE FLORESTAR FOREST RECOVERY	AFRICA PROPAGANDA Sao Paulo	BRAZIL
FINGERSKILZ	HP	PERSONAL COMPUTERS	McCANN WORLDGROUP London	UNITED KINGDOM
BANANA HANDS	ALTOIDS	ALTOIDS DARK CHOCOLATE DIPPED MINTS	LEO BURNETT USA Chicago	USA
HALF DEER	ALTOIDS	ALTOIDS DARK CHOCOLATE DIPPED MINTS	LEO BURNETT USA Chicago	USA
BLOW HOLE BOB	ALTOIDS	ALTOIDS DARK CHOCOLATE DIPPED MINTS	LEO BURNETT USA Chicago	USA
DO YOU BELIEVE IN 5IVE?	ADIDAS	SPORTS APPAREL	EVBSAN Francisco	USA
HP TEA RUNNING VIRAL	HEWLETT-PACKARD	LAPTOP COMPUTERS	MODEM MEDIA London	UNITED KINGDOM
SUNGLASS CATCH	RAY-BAN	SUNGLASSES	CUTWATER San Francisco	USA
MEN WITH CRAMPS: STUDY IN PROGRESS	PROCTER & GAMBLE	THERMACARE MENSTRUAL HEAT WRAP	PUBLICIS NEW YORK	USA
E03 Other Digital Video				
SHOT	GLOBAL MEDIA AIDS INITIATIVE	HIV AND AIDS AWARENESS	OGILVY PORTUGAL Lisbon	PORTUGAL
JAPAN FILM	ONITSUKA TIGER	SPORTS FASHION	STRAWBERRYFROG Amsterdam	THE NETHERLANDS
CIRCUIT	SHELL RETAIL	VPOWER FUEL	JWT London	UNITED KINGDOM
BADMAN	THE METROPOLITAN POLICE	OPERATION TRIDENT	MILES CALCRAFT BRIGINSHAW DUFFY London	UNITED KINGDOM
KEN	BERLITZ	LANGUAGE SCHOOL	DDB GERMANY Berlin	GERMANY
VIRAL LEARNING CENTER	COMCAST	ZIDDIO.COM VIDEO SITE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
GOING PLACES	COMCAST	ZIDDIO.COM VIDEO SITE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
SPOONS	COCA-COLA	LIFT PLUS SOFT DRINK	PUBLICIS MOJO Auckland	NEW ZEALAND
NIKECOSPLAY	NIKE JAPAN	NIKE ID	ADK Tokyo	JAPAN

MAKING THINGS RIGHT WEB FILMS	HAGGAR	HAGGAR MEN'S APPAREL	CRISPIN PORTER + BOGUSKY Miami	USA
BATTLE OF THE ALBUM COVERS	FLUID NY	BATTLE OF THE AD-BANDS	CURIOUS PICTURES New York	USA
E04 Viral Marketing				
THE PASSENGER	NOKIA	NOKIA MULTIMEDIA CAR KIT CK-20W	HYPER HAPPEN London	UNITED KINGDOM
PACE - PURSUIT ACROSS EUROPE	BMW GROUP	BMW CARS	INTERONE WORLDWIDE Munich	GERMANY
IWANTTOSEEAGHOST	DEAPLANETA	PULSE MOVIE	CP PROXIMITY Barcelona	SPAIN
IMPOSSIBLE STORY	ADIDAS	ADIDAS	GLUE LONDON	UNITED KINGDOM
COCQ-SIDA	COCQ-SIDA	AIDS AWARENESS CAMPAIGN	MARKETEL Montreal	CANADA
SAMURAI KITTENS	INDEPENDENT FILM CHANNEL	SAMURAI 7 TV SERIES	COG1 San Francisco	USA
THE ROYAL ROMANCE	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY Miami	USA
GREAT POCKETS	NOKIA	MOBILE PHONES	FARFAR Stockholm	SWEDEN