

2004 Design, Outdoor & Print Advertising Winners Credits

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PA13 Health & Hygiene	28
PA14 Interpersonal/Intergroup Relations	28
PA15 Personal Development/Professional/Education	28
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PA17 Philanthropic Appeals	28
PA18 Peace & Human Rights	29

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P002/Apparel

Gold World Medal
devarrieuxvillaret; Paris France
Bocage
Cuts

Silver World Medal
DDB Los Angeles; Venice, CA USA
Parisa
Breast

Silver World Medal
TBWA\Hong Kong; Hong Kong
adidas
Designed To Move

Bronze World Medal
1pointsize; Chennai, Tamil Nadu India
Stori
God-Dog

Finalist Certificate
Grey Worldwide; Parel, Mumbai India
Lee
Nothing Else Is 69

Finalist Certificate
J Walter Thompson; Mumbai India
Levi Strauss
Reversibles

Finalist Certificate
Ogilvy & Mather Argentina; Buenos Aires Argentina
Hi-Tec
Fish

Finalist Certificate
Rediffusion-Dentsu Young & Rubicam PVT. Ltd.; New Delhi India
W: Womens Wear
So Freshly Cut... The Spring

Finalist Certificate
TBWA\Santiago Mangada Puno; Makati Philippines
adidas
Band-Aid

Finalist Certificate
TBWA\Santiago Mangada Puno; Makati Philippines
adidas
Pins

Finalist Certificate
D Adda,Lorenzini,Vigorelli,BBDO; Milan Italy
BIASIA
Words

Finalist Certificate
Rediffusion-Dentsu Young & Rubicam PVT. Ltd.; New Delhi India
W: Womans Wear
Flower/Meadow/Grass

Finalist Certificate
Storåkers McCann; Stockholm Sweden
Lee Jeans
Lee Jeans

Finalist Certificate
TBWA\Santiago Mangada Puno; Makati Philippines
adidas
Anti-Fake Series

P003/Automotive

Gold World Medal
BDDP & Fils; Boulogne-Billancourt France
MINI BMW
Play

Gold World Medal
DDB Espana; Madrid Spain
Audi A3
What Hurts You The Most? Campaign: Cut/Burn Mark/Shit

Silver World Medal
ATA De Martini LC; Milan Italy
Honda Automobili
Pedals

Silver World Medal
Contrapunto; Madrid Spain
Chrysler Jeep
Cheater

Silver World Medal
BDDP & Fils; Boulogne-Billancourt France
BMW
Lamp/Book/Cooking Pot/Piano/Gear

Bronze World Medal
Badillo Nazca Saatchi & Saatchi; Guaynabo, Puerto Rico
MR2
Black & White

Bronze World Medal
DDB Brussels; Brussels Belgium
Audi A4
Ming Vases

Bronze World Medal
Net#work BBDO; Johannesburg South Africa
Delta Motor Corporation_Opel Astra Grand Prix Campaign
Monza/Silverstone/Hockenheim

Finalist Certificate
Ad Planet Group Singapore; Singapore
Honda Stream
Rest Stop

Finalist Certificate
Arnold Worldwide; Boston, MA USA
Volkswagen
You Are Here

Finalist Certificate
BBDO Austria; Vienna, Austria
Jeep
Jeep Dancing

Finalist Certificate
BBDO/México; México City México
SLK
Speechless Blank 1

Finalist Certificate
BBDO/México; México City México
SLK
Speechless Brst 2

Finalist Certificate
BDDP & Fils; Boulogne-Billancourt France
BMW Série 3 Coupé Diesel
Rediscover The Child In You

Finalist Certificate
Contrapunto; Madrid Spain
Mercedes Benz Smart
There's Always Space

Finalist Certificate
D Adda, Lorenzini, Vigorelli, BBDO; Milan Italy
Mini
Birthday

Finalist Certificate
Euro RSCG Thomsen Roehle Koerner; Düsseldorf
Germany
Citroën Deutschland AG
Cable Car

Finalist Certificate
Far East DDB Plc; Bangkok Thailand
Volkswagen
Thermometer

Finalist Certificate
Grabarz & Partner; Hamburg Germany
Volkswagen Phaeton V10 TDI
10 Turbine

Finalist Certificate
J. Walter Thompson; Buenos Aires Argentina
Ford Argentina/Volvo
Crumple

Finalist Certificate
KNSK Werbeagentur GMBH; Hamburg Germany
DaimlerChrysler Jeep
Garage

Finalist Certificate
KNSK Werbeagentur GMBH; Hamburg Germany
DaimlerChrysler Jeep
Breathing Mask

Finalist Certificate
Lowe; New York, NY USA
Saab Cars USA, Inc.
Sunblock

Finalist Certificate
Lowe Brindfors; Stockholm Sweden
To Crash With A Volvo

Finalist Certificate
Lowe Porta S.A.; Santiago Chile
Renault Chile S.A.
Speed

Finalist Certificate
Matter & Partner AG für Kommunikation; Zürich,
Switzerland
Jeep Grand Cherokee
Migratory Birds

Finalist Certificate
Ogilvy Brasil; São Paulo, São Paulo Brazil
Fiat Car Dealers
Black Power

Finalist Certificate
Ogilvy Brasil; São Paulo, São Paulo Brazil
Fiat Car Dealers
Barf Bag

Finalist Certificate
Oricom; Seoul Korea
Honda S-200
Too Late!

Finalist Certificate
Publicis B.V.; Amstelveen The Netherlands
Kawasaki
Falling Bikes

Finalist Certificate
Publicis Werbeagentur Gmbh; Frankfurt Germany
Renault Mégane
Ad-hesive

Finalist Certificate
Publicis Werbeagentur Gmbh; Frankfurt Germany
Renault Safety
Egg Carton

Finalist Certificate
Sepia; Santiago Chile
Audi
Wick

Finalist Certificate
T.P. Advertising Co. Ltd; Hong Kong
Audi
Wing

Finalist Certificate
TBWA; Berlin, Germany
Nissan Pick Up
Ticket

Finalist Certificate
TBWA\ESPAÑA; Barcelona Spain
Nissan 4x4
Web

Finalist Certificate
TBWA\ESPAÑA; Barcelona Spain
Nissan Patrol GR
Thumbtacks

Finalist Certificate
Team Young & Rubicam; Dubai United Arab Emirates
Land Rover
Fridge

Finalist Certificate
Team Young & Rubicam; Dubai United Arab Emirates
Land Rover
Hammer

Finalist Certificate
Zegers DDB; Santiago Chile
Suzuki/XL7
Cinema

Finalist Certificate
Arnold Worldwide; Boston, MA USA
Volkswagen
54 Years/Think Big/Smoking

Finalist Certificate
ATA De Martini LC; Milan Italy
Honda Jazz
Chair/Table

Finalist Certificate
Contrapunto; Madrid Spain
Chrysler Jeep
Snow/Forest/Canyon

Finalist Certificate
DDB Germany; Berlin Germany
VW Sharan
Bear/Chains

Finalist Certificate
DDB Lisbon; Lisbon Portugal
Volkswagen
Stars/Clouds

Finalist Certificate
Philipp und Keuntje GmbH; Hamburg Germany
Automobili Lamborghini S.p.A.
Speedlimit/Territory

Finalist Certificate
TBWA\ESPAÑA; Barcelona Spain
Nissan X-Trail
Nissan X-Trail Campaign

P004/Automotive Products

Gold World Medal
Leagas Delaney Hamburg GmbH; Hamburg Germany
Nigrin
Coarse vs. Polished

Silver World Medal
Net#work BBDO; Johannesburg South Africa
Total SA
Rusty Staples

Bronze World Medal
DPZ Propaganda; Rio de Janeiro, RJ Brazil
Petrobras Petroleum
Checkered Flag

Finalist Certificate
BBDO West (SF); San Francisco, CA USA
Pioneer Electronics
Disturb

Finalist Certificate
BDDP & Fils; Boulogne-Billancourt France
BFGoodrich
Châssis

Finalist Certificate
BDDP & Fils; Boulogne-Billancourt France
Kleber
The Plug

Finalist Certificate
DDB Philippines, Inc.; Pasig City Philippines
STP
Broomstick

Finalist Certificate
Due North Communications; Toronto, Ontario Canada
Goodyear Canada
Safe

Finalist Certificate
Graffiti D Arcy; Buenos Aires Argentina
Osram
Board

Finalist Certificate
McCann-Erickson Colombia; Bogota Colombia
Goodyear
Golden Anniversary

Finalist Certificate
Savaglio TBWA; Buenos Aires Argentina
Casa Pesqueira
Driving Mirror

P005/Banking/Financial Services/Insurance

Bronze World Medal
Quattro Saatchi & Saatchi; Brussels Belgium
RaboBank.be
Save More

Finalist Certificate
Diamond Ad., Ltd; Seoul Korea
Hyundai Marine & Fire Insurance Co., Ltd.
Braille Points

Finalist Certificate
Hasan & Partners Oy; Helsinki Finland
If Insurance
Homecoming

Finalist Certificate
Lowe/SSPM; Bogota, Cundinamarca Colombia
Colpatria
Falling

Finalist Certificate
The White House; Reykjavik Iceland
MasterCard
For A Rainy Day

P006/Beverages: Alcoholic

Gold World Medal
Savaglio TBWA; Buenos Aires Argentina
Absolut Vodka
Absolut Piazzolla

Silver World Medal
Graffiti BBDO; Bucharest Romania
Guinness
Positive

Silver World Medal
BBDO New York; New York, NY USA
Guinness
St. Patrick's Day

Bronze World Medal
Aimaq Rapp Stolle; Berlin Germany
Heineken
Longneck

Bronze World Medal
Publicis Toronto; Toronto Canada
Amsterdam Beer
Barley Bag/Beer Bong/Bottle Toke

Finalist Certificate
Leo Burnett México, S.A. de C.V.; México, D.F., México
Modelo Especial Beer
Bottle Opener

Finalist Certificate
Leo Burnett México, S.A. de C.V.; México, D.F., México
Corona Beer
Tee

Finalist Certificate
Lowe Porta S.A.; Santiago Chile
Viña San Pedro
Bull

Finalist Certificate
McCann-Erickson Colombia; Bogota Colombia
Heineken
Pearls

P007/Beverages: Non-Alcoholic

Gold World Medal
DENTSU INC.; Tokyo Japan
Suntorys Natural Southern Alps Water
This Year As Always We Had Good Snow In Japans Southern Alps

Silver World Medal
Mayo/FCB; Lima Peru
Anchor
Magnets

Bronze World Medal
Lowe Concept; Caracas Venezuela
Yukery Juice
Sixpack

Bronze World Medal
Forsman & Bodenfors; Gothenburg Sweden
Arla Foods
Frozen Lip/Frosty Table/Mitten

Finalist Certificate
Bates (Malaysia) Sdn Bhd ; Kuala Lumpur , W.P. Malaysia
100 Plus
Speeding Ticket

Finalist Certificate
Batey Taiwan; Taipei Taiwan
Karihome
Face Mask

Finalist Certificate
Grey México, S.A. de C.V.; México, D.F. México
Slim Fast
Cap

Finalist Certificate
J. Walter Thompson Publicidade; Miraflores Portugal
Lipton Tchaé
Tea Bag

Finalist Certificate
Kolle Rebbe Werbeagentur GmbH; Hamburg Germany
Weihestephan Milk
Lucky Cow

Finalist Certificate
McCann-Erickson; Madrid Spain
Nescafé
Anniversary

Finalist Certificate
McCann-Erickson Romania; Bucharest Romania
Stella Artois
Safety Opener

Finalist Certificate
BBDO/México; México City México
Sobe
Migitorio/Air Bag

P008/Business Services/Equipment

Silver World Medal
BETC Euro RSCG; Paris France
Packard Bell
Flat Screen

Bronze World Medal
Mudra Communications Private Limited; Bangalore, Karnataka India
Epson
Thorn

Bronze World Medal
ADK INC.; Tokyo Japan
Toshibas Digital Archive System
Frames With No Pictures

Finalist Certificate
DDB Los Angeles; Venice, CA USA
Epson
Kite

Finalist Certificate
Grey México, S.A. de C.V.; México, D.F. México
Post-it
Tattoo

Finalist Certificate
Ruf Lanz Werbeagentur AG; Zürich Switzerland
Condor Communications
Cheese

Finalist Certificate
Aimaq Rapp Stolle; Berlin Germany
Integrate-it
Beauty Campaign: Pimple/Brace/Nose

P010/Confections & Snacks

Gold World Medal
CraveroLanis Euro RSCG; Buenos Aires Argentina
Bazooka
Mothers Day

Bronze World Medal
DDB Espana; Madrid Spain
Chupa Chups
Cowboy

Finalist Certificate
CraveroLanis Euro RSCG; Buenos Aires Argentina
Kissmint
Stamp

Finalist Certificate
Harrison Communications Costa Rica; San José,
Costa Rica
Wriggley's
Boxeador

Finalist Certificate
DDB Brussels; Brussels Belgium
White Night
Asshole/Rat/Woman

Finalist Certificate
J.Walter Thompson Italia SpA; Milan Italy
Kit Kat
Time Card/Hamster/Waxed Back

P011/Corporate Image

Gold World Medal
Saatchi & Saatchi; Madrid Spain
Olay Procter & Gamble
Anti-Clockwise

Silver World Medal
Young & Rubicam; Lima 27 Peru
Repsol Gas GLP
60 Anniversary

Bronze World Medal
McCann Erickson México; México City, México
Chevrolet
Cubans

Finalist Certificate
Alice BBDO; Istanbul Turkey
Mercedes-Benz
Road To Success

Finalist Certificate
Arnold Worldwide; Boston, MA USA
Volkswagen
People Magazines Style Issue: Worst Dressed

Finalist Certificate
Arnold Worldwide; Boston, MA USA
Volkswagen
VanityFairs Music Issue: Tickets

Finalist Certificate
Arnold Worldwide; Boston, MA USA
Volkswagen
Thank You And Goodnight

Finalist Certificate
bruketa&zinic; Zagreb Croatia
Podravka
Happy Easter

Finalist Certificate
Classic Partnership Advertising; Dubai United Arab Emirates
Home Centre
Love

Finalist Certificate
Classic Partnership Advertising; Dubai United Arab Emirates
Berger
Globe

Finalist Certificate
DPZ; Sao Paulo, SP Brazil
MAM
*Get To Know The Art That Was Capable Of Catching
The Public Eye*

Finalist Certificate
DPZ Propaganda; Rio de Janeiro, RJ Brazil
Petrobras Petroleum
Film Can

Finalist Certificate
In Jaus; Buenos Aires Argentina
Playboy TV
Couple

Finalist Certificate
Leo Burnett Brussels; Brussels Belgium
Leo Burnett
We Move

Finalist Certificate
Lesch & Frei Werbeagentur AG; Zürich Switzerland
British American Tobacco
Smoking

Finalist Certificate
Lowe Porta S.A.; Santiago Chile
Radio Duna
Beatles

Finalist Certificate
McCann Erickson Costa Rica; San Pedro, San Jose
Costa Rica
Post-It
Hopscotch

Finalist Certificate
McCann-Erickson P.R.; Guaynabo, Puerto Rico
Self-Promotion
Baby Hooker

Finalist Certificate
McCann-Erickson P.R.; Guaynabo, Puerto Rico
Self-Promotion
Junior Junkie

Finalist Certificate
Ogilvy & Mather Advertising Taiwan; Taipei Taiwan
Kotex
Christmas Hat

Finalist Certificate
Pragma DDB; Lima Peru
Toulouse Lautrec
Supermarket

Finalist Certificate
Spot Thompson Total Com. Group S.A.; Maroussi Greece
Social Ad
Lifeguard

Finalist Certificate
D Adda, Lorenzini, Vigorelli, BBDO; Milan Italy
BMW
Book

Finalist Certificate
Singapore Press Holdings Limited; Singapore
Lianhe Zaobao Classified Food Festival 2003
The Heat Is On/Join The Queue/Dine And Win

P012/Cosmetics & Snacks

Bronze World Medal
TBWA; Berlin, Germany
Nivea Visage Anti Shadow Eye
Anti Shadow

Silver World Medal
Ogilvy Brasil; São Paulo, São Paulo Brazil
Intimus Days Ultraslim
Hands

Silver World Medal
Euro RSCG Great Ocean Shanghai Branch; Shanghai, China
Maestro Hair Gel
Eiffel Tower/Antique Chinese Painting

Finalist Certificate
ACE Saatchi and Saatchi; Makati City Philippines
Safeguard Deodorant
Newspaper

Finalist Certificate
BBDO Korea; Seoul, Kangnam-Gu Korea
Laneige
Real Long Lash Mascara

Finalist Certificate
BBDO Korea; Seoul, Kangnam-Gu Korea
Laneige
Bullet

Finalist Certificate
BBDO Korea; Seoul, Kangnam-Gu Korea
Aquatox
Volume Up

Finalist Certificate
IDB/FCB S.A.; Santiago Chile
Dento
Fluor Smile

Finalist Certificate
J. Walter Thompson Barcelona; Barcelona Spain
Lubriderm Moisturising
Cycle

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
Fair Glow Soap
Shadow

Finalist Certificate
Ogilvy & Mather Advertising Taiwan; Taipei Taiwan
Kotex Shower Fresh
Bath Towel

Finalist Certificate
Ogilvy & Mather Argentina; Buenos Aires Argentina
Ponds
Cake

Finalist Certificate
Red Cell SpA; Milan Italy
Fluogum
Tooth-Brush

Finalist Certificate
T and T Advertising; Singapore
VO5 Hot Oil
Double Strength Hair

Finalist Certificate
TBWA\ESPAÑA; Barcelona Spain
Kin Nature
Toothbrush

Finalist Certificate
J. Walter Thompson; Buenos Aires Argentina
Unilever/Sedal Hidraloe
Curls

Finalist Certificate
McCann-Erickson Peru; Lima Peru
Deep Clean
Billboard/Bus Stop/Poster

Finalist Certificate
McCann-Erickson S.p.A; Milan Italy
Enhancements
Glass/Tin/Car

P013/Crafts & Hobbies

Finalist Certificate
Graffiti D Arcy; Buenos Aires Argentina
Terrazas de los Andes
Teacher

P014/Dot.com

Silver World Medal
Tribu/Nazca Saatch & Saatchi; San José, Costa Rica
Radio Dos
Mouse

Bronze World Medal
McCann-Erickson Colombia; Bogota Colombia
Heineken
www.Heineken

Finalist Certificate
EugenioDDB; São Paulo, SP Brazil
Super iG
Download

P015/Entertainment Promotion

Gold World Medal
Del Campo Nazca Saatchi & Saatchi; Martinez,
Buenos Aires Argentina
Buenos Aires Zoo

Giraffe

Silver World Medal
Jung Von Matt AG; Zürich Switzerland
Imagine/Terre Des Hommes
Rock Against Racism

Bronze World Medal
TBWA; Berlin, Germany
Nordwest Lotto und Toto Hamburg
Gucci

Finalist Certificate
D Adda, Lorenzini, Vigorelli, BBDO; Milan Italy
BMW
Cello

Finalist Certificate
Del Campo Nazca Saatchi & Saatchi; Martinez,
Buenos Aires Argentina
Buenos Aires Zoo
Lion

Finalist Certificate
Del Campo Nazca Saatchi & Saatchi; Martinez,
Buenos Aires Argentina
Parque de la Costa
Organs

Finalist Certificate
FCB Kobza Advertising Agency; Vienna Austria
Wiener Volksbildungswerk
Nimbus

Finalist Certificate
Foote Cone & Belding Toronto; Toronto, Ontario Canada
Food Network
Cooking Thin Week

Finalist Certificate
JWT Toronto; Toronto, Ontario Canada
Fashion Week Wrap Party
Ass

Finalist Certificate
Matter & Partner AG für Kommunikation; Zürich, Switzerland
Zürich Openair Theatre Spectacular
Goose Bumps

Finalist Certificate
TBWA; Berlin, Germany
3rd International Festival Of Literature
1.000 Words

Finalist Certificate
Ogilvy & Mather; Brussels Belgium
PIAS
Gun/Needle/Plug

Finalist Certificate
TBWA\ESPAÑA; Barcelona Spain
X Fina World Championships
BCN03 Campaign

P016/Foods

Gold World Medal
Ogilvy Brasil; São Paulo, São Paulo Brazil
Arisco Lite Mayonnaise
Feet

Silver World Medal
DENTSU INC.; Tokyo Japan
Seasoning With Calcium Additive
**For Strong Bones To Carry Important
Responsibilities In Japan**

Silver World Medal
Matter & Partner AG für Kommunikation; Zürich, Switzerland
Hero Jam
Fruit & Nut

Bronze World Medal
DDB Dallas; Dallas, TX USA
TABASCO® Garlic Pepper Sauce/McIlhenny Co.
Vampires

Finalist Certificate
Dentsu Young & Rubicam Sdn Bhd; Kuala Lumpur
Malaysia
Campbells Mushroom Soup
Bumper

Finalist Certificate
Grey Worldwide Italia; Milano, Italy Italy
Pringles Light
Silhouette

Finalist Certificate
J Walter Thompson de México, S.A.; México City, D.F. México
La Lechera
9 Months

Finalist Certificate
Leo Burnett Puerto Rico; San Juan, Puerto Rico
All-Bran
Reserved

Finalist Certificate
McCann-Erickson S.A. de Publicidad; Santiago Chile
Ideal
Candy

Finalist Certificate
Ogilvy Brasil; São Paulo, São Paulo Brazil
Arisco Onion Puree
Tears

Finalist Certificate
Ogilvy Brasil; São Paulo, São Paulo Brazil
Arisco Chicken Bouillon Cubes
Chicken

Finalist Certificate
Voltea; Barcelona Spain
La Piara
Little Creatures

Finalist Certificate
Young & Rubicam New York; New York , NY USA
Campbell Soup Company
Manhattan Clam Chowder

Finalist Certificate
Zegers DDB; Santiago Chile
Parmalat/Mamiferoghurt
Weight

Finalist Certificate
BDDP & Fils; Boulogne-Billancourt France
Hénaff
Chicken/Pork

P017/Health/Medical Products

Gold World Medal
DeVito/Verdi; New York, NY USA
Mount Sinai Medical Center
Little Girl

Silver World Medal
Garnier BBDO; San José Costa Rica
Dos Pinos
Bones

Bronze World Medal
Mayo/FCB; Lima Peru
Ginseng Tea
Cup

Finalist Certificate
BBDO Denmark; Copenhagen K Denmark
Canesten
Pregnant 1

Finalist Certificate
DeVito/Verdi; New York, NY USA
Mount Sinai Medical Center
Catherine Reynolds

Finalist Certificate
Garnier BBDO; San José Costa Rica
Bayer
Clown

Finalist Certificate
J. Walter Thompson Barcelona; Barcelona Spain
Rovi Suppositories
Sand Clock

Finalist Certificate
J. Walter Thompson Publicidade; Miraflores Portugal
Listerine
Conference Room

Finalist Certificate
M.E.C.H. McCann-Erickson Communications House
Berl; Berlin Germany
Ohropax GmbH
Guitar

Finalist Certificate
M.E.C.H. McCann-Erickson Communications House
Berl; Berlin Germany
Slim Fast Germany
Jail

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
NatureCare
Bookmark

Finalist Certificate
Cramer-Krasselt Co; Milwaukee, WI USA
Rexall
Oranges/Berries/Tea

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
NatureCare
Toilet

P018/Home Entertainment

Silver World Medal
MPRC; Brussels Belgium
Sony Centre
Envelope/Paperclips/Clapper Board

Bronze World Medal
TBWA\Istanbul; Istanbul Turkey
Beko Flat TV
Dolly

Bronze World Medal
Shalmor Avnon Amichay/ Y&R; Tel Aviv Israel
Toshiba
Envelope/Razor Blade

Finalist Certificate
Due North Communications; Toronto, Ontario Canada
Sony Canada
Hungry Ear

Finalist Certificate
Lowe Porta S.A.; Santiago Chile
LG
Titanic

Finalist Certificate
Cheil Communications Inc.; Seoul Korea
Samsung Syncmaster
Free/Active/Flexible

P019/Household Appliances & Furnishings

Bronze World Medal
Precious; Singapore Singapore
Dunlopillo
Bedtime Reading

Finalist Certificate
Bozell Worldwide; Petaling Jaya, Selangor Malaysia
Akira Air Conditioners
Goosebumps

Finalist Certificate
Cheil Communications Inc.; Seoul Korea
Samsung AirConditioner
Condom

Finalist Certificate
DPZ; Sao Paulo, SP Brazil
Wall Coverings
Durawall Wall Coating: You Wont Want To Look At Any Other Thing

Finalist Certificate
JimenezBasic Advertsing; Makati, Metro Manila Philippines
Avid
Chair

Finalist Certificate
Mudra Communications Private Limited; Bangalore, Karnataka India
Duroflex
Muster Roll

Finalist Certificate
Ogilvy& Mather Istanbul; Istanbul Turkey
Braun
Christmas

Finalist Certificate
McCann-Erickson Korea; Seoul Korea
Natural Floor
Running Machine/Running Shoes/Green Tea

P020/Household & Pet Products

Gold World Medal
McCann-Erickson S.A. de Publicidad; Santiago Chile
Nestlé/Gati
Fish

Silver World Medal
Bates India Private Limited; New Delhi India
Knight Queen
Buzz

Silver World Medal
J. Walter Thompson Barcelona; Barcelona Spain
Glassex Cleaner Glass
Fish/Bird/Fly

Bronze World Medal
SMPB Comunicação; Belo Horizonte Brazil
Uau UltraMax
Ceiling

Bronze World Medal
Tugboat; Tokyo Japan
Mag-Lite
A Light In Darkness

Finalist Certificate
DDB Colombia; Medellin, Antioquia, Anti Colombia
Everyready Of Colombia/Energizere
Legs

Finalist Certificate
J Walter Thompson Puerto Rico; San Juan, Puerto Rico
Energizer
Flashlight

Finalist Certificate
McCann-Erickson Frankfurt/M., Germany; Frankfurt Germany
Interquell GmbH (Happy Dog)
Pee On...Observation Camera

Finalist Certificate
Mediamix; Maribor Slovenia
Vileda
Lemon Fresh

Finalist Certificate
Saatchi & Saatchi GmbH; Frankfurt am Main Germany
Ariel Non-Color
Wedding Album

Finalist Certificate
SMPB Comunicação; Belo Horizonte Brazil
Uau Ingleza
Finger

Finalist Certificate
SMPB Comunicação; Belo Horizonte Brazil
Uau Ultramax
Bugs

Finalist Certificate
TBWA\Santiago Mangada Puno; Makati Philippines
Klinrox
Michael

Finalist Certificate
Zegers DDB; Santiago Chile
Energizer/Eveready
Doll

Finalist Certificate
Cramer-Krasselt Co; Milwaukee, WI USA
WD 40
Bow Saw/Pruners/Clamp

Finalist Certificate
Euro RSCG Partners; Madrid Spain
Click Spray
Toilet/Meeting/Party

Finalist Certificate
J. Walter Thompson Publicidade; Miraflores Portugal
Advantage Anti Flea
Homeless Flea

Finalist Certificate
JWT ADventure; Seoul Korea
Kleenex Kitchen Towel
Kleenex Kitchen Towel Sanitary Campaign

Finalist Certificate
Lowe Porta S.A.; Santiago Chile
Panasonic
Car Flese/Jeep/Barbie

Finalist Certificate
McCann-Erickson; Madrid Spain
Bruguer Pinturas
Marks/Flags/Nature

Finalist Certificate
Team Young & Rubicam; Dubai United Arab Emirates
Vegetal Wash
Bath

Finalist Certificate
Young & Rubicam New York; New York , NY USA
Dupont/Teflon
Spaghetti/Fish/Lamb Chop

P021/Media Promotion: Print

Bronze World Medal
Apex BBDO; San Salvador, San Salvado El Salvador
La Prensa Gráfica
ESPN

Finalist Certificate
DPZ; Sao Paulo, SP Brazil
Editora Referência
Flies

Finalist Certificate
Eiler & Riemel GmbH; München, Bavaria Germany
MAX
Initiative Against Cloning

Finalist Certificate
Leo Burnett del Peru; Lima Peru
El Comercio Coleccionable
Cat

Finalist Certificate
Lowe; New York, NY USA
The New York Times
Eye

Finalist Certificate
LOWE Bangkok; Bangkok Thailand
Image Magazine
Cigarette

Finalist Certificate
Lowe Brindfors; Stockholm Sweden
Daily News
Brain Gymnastics

Finalist Certificate
Savaglio TBWA; Buenos Aires Argentina
Clarín Viva Newspaper
Ray Bradbury

Finalist Certificate
ATA De Martini LC; Milan Italy
La Gazzetta Dello Sport
If You Cant Wait

Finalist Certificate
Euro RSCG Switzerland ; Zürich Switzerland
Facts Verlag / Tamedia AG
Find Out Whats Behind It

Finalist Certificate
Heye & Partner; Unterhaching / München, Germany
ELLE
ELLE Campaign

Finalist Certificate
KNSK Werbeagentur GMBH; Hamburg Germany
Mens Health
Statue

Finalist Certificate
McCann-Erickson S.p.A; Milan Italy
McCann Erickson
Children/Cat

P022/Media Promotion: Broadcast

Silver World Medal
A&E Network; New York, NY USA
Airline Print Campaign

Bronze World Medal
Y&RD; Santo Domingo, Distrito Nacional Dominican Republic
La 91 fm
Notes

Bronze World Medal
D Adda,Lorenzini,Vigorelli,BBDO; Milan Italy
Studio Universal
Seventies

Finalist Certificate
Contrapunto; Madrid Spain
Sogecable Canal Plus
US Open

Finalist Certificate
Duezet Euro RSCG Comunicações; Sao Paulo, SP Brazil
National Geographic Channel
At This Moment, Our Photographer Thought Of His Wife Whom He

Finalist Certificate
Leche Lowe Worldwide; Santiago, Metropolitana Chile
Radio Zero
Mix

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
HBO
Spiderman: Welcome

Finalist Certificate
Team Young & Rubicam; Dubai United Arab Emirates
Radio 1
Ear

Finalist Certificate
Ogilvy & Mather Argentina; Buenos Aires Argentina
I-Sat/Claxon S.A.
Bed/Mate/Milk

Finalist Certificate
Red Cell SpA; Milan Italy
SKY Italia
Halloween

Finalist Certificate
J. Walter Thompson Chilena SAC.; Santiago Chile
Sacarina Parke Davis
Belt

P023/Pharmaceutical

Finalist Certificate
McCann-Erickson Taiwan; Taipei Taiwan
NutriMate
American Soldier

Finalist Certificate
Ogilvy & Mather Advertising Taiwan; Taipei Taiwan
Panadol Hot Remedy
Snapshot

Finalist Certificate
McCann Erickson Costa Rica; San Pedro, San Jose Costa Rica
Caltrate
Position 1/Position 2/Position 3

P024/Personal Gift & Leisure

Silver World Medal
Ogilvy & Mather Argentina; Buenos Aires Argentina
Parker
Anxiety

Silver World Medal
devarrieuxvillaret; Paris France
Alain Mikli
Heads

Bronze World Medal
Grey & Trace; Barcelona Spain
Pilot Super Grip
Prescription

Bronze World Medal
Bassat Ogilvy Barcelona; Barcelona Spain
DeBolsillo Pocket Books
Teats/Bottom/Tanga

Finalist Certificate
Grey Worldwide; New York, NY USA
Remington
Surf

Finalist Certificate
J. Walter Thompson; Chennai India
Reynolds 045
Speed Bumps

Finalist Certificate
JWT Toronto; Toronto, Ontario Canada
Diamond Trading Company
Size Does Matter/Bride/True North

P025/Political

Finalist Certificate
Euro RSCG Switzerland ; Zürich Switzerland
www.games-of-beijing.org
Red Staple

P026/Professional Services

Bronze World Medal
amp; Costa Mesa, CA USA
Aspen Dental
Crossword

Finalist Certificate
ADCOM Singapore; Singapore
Linguistics Society
Legible Spelling

Finalist Certificate
Concepto Uno; Bayamon, Puerto Rico
Centro de Servicios Psicologicos
Joker

Finalist Certificate
Grey Worldwide Italia; Milano, Italy Italy
Tony & Guy Hairstylist
Comb/Scissors

P027/Recreation/Sporting Goods

Silver World Medal
Wunderman; Santiago Chile
Diadora Soccer Gloves
Glove

Bronze World Medal
Craverolanis Euro RSCG; Buenos Aires Argentina
Power Gym
Beware Of The Dogs Owner

Bronze World Medal
Michael Conrad & Leo Burnett; Frankfurt Germany
Dunlop Green Flash Shoe Company
Dunlop Green Flash

Finalist Certificate
Euro RSCG Switzerland; Zürich Switzerland
velo.com
Papalagi Trek

Finalist Certificate
Jotabequ Grey, Costa Rica; San Jose Costa Rica
Platinum Gym
Arm

Finalist Certificate
Zapping Madrid; Madrid Spain
Skin

Finalist Certificate
LOUD Pty Ltd; Sydney, NSW Australia
Maxfli
Born To Fly

P028/Retail Dealers: Non-Food

Bronze World Medal
Propague; Florianopolis, SC Brazil
Top Car BMW
Web

Finalist Certificate
FCB Argentina; Capital Federal, Buenos Aires Argentina
Car One
Garage

P029/Retail Restaurants

Bronze World Medal
J.Walter Thompson Italia SpA; Milan Italy
Ba-Ba Reeba Restaurant
Waiter

Bronze World Medal
.start GmbH; München, Bavaria Germany
Burger King GmbH
Cowboy/Fox/Torero

Finalist Certificate
.start GmbH; München, Bavaria Germany
Burger King GmbH
Band-Aid

Finalist Certificate
.start GmbH; München, Bavaria Germany
Burger King GmbH
Evolution

Finalist Certificate
.start GmbH; München, Bavaria Germany
Burger King GmbH
Noah's Ark

Finalist Certificate
Change Communication GmbH; Frankfurt Germany
Indian Curry House
Car

Finalist Certificate
DDB Brussels; Brussels Belgium
Sakura
Aquarium

Finalist Certificate
Fry Hammond Barr; Orlando, FL USA
McDonalds
French Fry Ad

Finalist Certificate
Hinterm Mond Werbeagentur; München Germany
Deutsche Eiche
German Oak

Finalist Certificate
Leo Burnett Kreasindo Indonesia; Jakarta Indonesia
Lembur Kuring Restaurant
1974

Finalist Certificate
Neiman Group; Harrisburg, PA USA
Zias Trattoria
Made

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
McDonalds India
M

Finalist Certificate
Spillmann/Felser/Leo Burnett; Zürich Switzerland
Globus
Wasabi & Koreander

P030/Retail Foods

Finalist Certificate
DPZ; Sao Paulo, SP Brazil
Supermarkets
New Champion Alphaville: You'll Find It Hard To Resist Such Low Prices

Finalist Certificate
Young & Rubicam; Lima Peru
Plaza Vea
Brake Pig

P031/Retail Stores

Gold World Medal
D Adda, Lorenzini, Vigorelli, BBDO; Milan Italy
Cassina
Revolution

Silver World Medal
Leo Burnett Brussels; Brussels Belgium
Chantelle
Push-Up

Bronze World Medal
Graffiti D'Arcy; Buenos Aires Argentina
Topper
Hangers

Bronze World Medal
Andrews Birt Advertising; Denver, CO USA
The Sharper Image
Clean Freak

Bronze World Medal
Richter7; Salt Lake City, UT USA
Salina Lumber
Small Town Lumberyard Campaign

Finalist Certificate
Aimaq Rapp Stolle; Berlin Germany
Lilly Bridal Wear
Hangers

Finalist Certificate
Lowe; Madrid Spain
Mothercare
Dummies

Finalist Certificate
McCann-Erickson Vienna; Vienna, Austria
Ikea
Sofa

Finalist Certificate
GreyHome; Algés, Lisboa Portugal
Sneakers
Sneakers Delight

P032/Soft Drinks

Gold World Medal
Sancho/BBDO; Bogata Colombia
Pepsi-Light
Mirror

Silver World Medal
Lowe Bangkok; Bangkok Thailand
Coca Cola Light
Belly

Bronze World Medal
BBDO Campaign GmbH; Düsseldorf Germany
Pepsi Cola
Locker Room

Finalist Certificate
BBDO Campaign GmbH; Düsseldorf Germany
Pepsi Cola
Mirror

Finalist Certificate
Impact/BBDO ; Jeddah, Mecca Saudi Arabia
Pepsi
Straw

Finalist Certificate
McCann Erickson India; Maharashtra, Mumbai India
Coca-Cola
Coca-Cola Refreshing Bath

Finalist Certificate
Publicis Mojo; Brisbane Australia
Bundaberg Diet Ginger Beer
Skinny Bottle

P033/Telecommunications

Silver World Medal
ATA De Martini LC; Milan Italy
Fastweb
Download

Bronze World Medal
Euro RSCG Partnership; North Sydney Australia
Orange: Now Talk
Graffiti

Finalist Certificate
Master Comunicação; Curitiba, Parana Brazil
Tim Sul
Words

Finalist Certificate
Ogilvy & Mather Advertising Taiwan; Taipei Taiwan
Motorola MS100
Movie

Finalist Certificate
Saatchi & Saatchi; Madrid Spain
Sony
Unjoin The Dots

P034/Tobacco

Finalist Certificate
T and T Advertising; Singapore
Djarum Original
Death Penalty

P035/Toys & Games

Gold World Medal
T.B.W.A\Spain; Madrid Spain
Sony Playstation
Duel

Bronze World Medal
T.B.W.A\Spain; Madrid Spain
Sony Playstation
Bookmark

Finalist Certificate
ATA De Martini LC; Milan Italy
La Gazzetta Dello Sport
Playstation

Finalist Certificate
Ogilvy Brasil; São Paulo, São Paulo Brazil
Matchbox
Paris-Dakar

Finalist Certificate
SR. LOBO; Madrid, Spain
Nintendo Game Boy
Rose Girls Edition

Finalist Certificate
TBWA\Brussels; Brussels Belgium
PlayStation
Die In Peace

P036/Transportation

Gold World Medal
DDB Espana; Madrid Spain
TMB Barcelona Metropolitan Transport
The Quickest Way Campaign: Spaguetti/Party Blower/Curl

Silver World Medal
Net#work BBDO; Johannesburg South Africa
Virgin Atlantic
Stories About My Children

Bronze World Medal
Ruf Lanz Werbeagentur AG; Zürich Switzerland
VBZ Public Transport
Tourist Pictures

Finalist Certificate
Jung Von Matt AG; Zürich Switzerland
Swiss International Air Lines
Cigarre

P037/Travel & Tourism

Silver World Medal
TBWA\Santiago Mangada Puno; Makati Philippines
Shangri-la Hotels & Resorts
Eggs

Bronze World Medal
J. Walter Thompson Barcelona; Barcelona Spain
Viajes Century Travels
Plane

Finalist Certificate
Adel/Saatchi & Saatchi; Athens Greece
Vernicos Yachts
Yes, We Are

Finalist Certificate
M&C Saatchi; Santa Monica, CA USA
Crystal Cruises
Curtains

Finalist Certificate
Ruf Lanz Werbeagentur AG; Zürich Switzerland
Waldhaus Dolder Zürich
Prince Of Wales

Finalist Certificate
Spillmann/Felser/Leo Burnett; Zürich Switzerland
Alpenarena.ch
Agenda

Finalist Certificate
J. Walter Thompson Madrid; Madrid Spain
Diputacion de Jaen
Ubeda/Baeza

P041/Business Services/Equipment

Gold World Medal
Kolle Rebbe Werbeagentur GmbH; Hamburg Germany
Bisley Office Equipment
New Order

Finalist Certificate
McCann Erickson Ecuador; Quito/Pichincha Ecuador
Coda
Poster

Finalist Certificate
McCann Erickson Guangming Ltd.; Hong Kong
2004 EFFIE Awards
Wallposter

Finalist Certificate
SEK & Grey; Helsinki Finland
Finnish Association Of Marketing Communication Agencies/MTL
Oiva

P043/Medical/Pharmaceuticals

Silver World Medal
Rainmaker Advertising Ltd; London England
Optifit
Grip

Bronze World Medal
Sudler & Hennessey; Milano Italy
Exelon
Domino Effect

Finalist Certificate
Rainmaker Advertising Ltd; London England
Biogel Skinsense
Island/Cloud/Atol

Finalist Certificate
TheCorbett Accel Healthcare Group; Chicago, IL USA
Infiniti
Performance

P044/Industrial

Gold World Medal
BBDO Portugal; Lisbon Portugal
Entrepoto/Nissan Cabstar
Kangaroo

Silver World Medal
Change Communication GmbH; Frankfurt Germany
Schuhfabrik van Elten
Excavator/Garage Door/Container

Bronze World Medal
Leonhardt & Kern Werbung GmbH; Stuttgart Germany
Mercedes-Benz
Truck Of The Year

P046/Corporate Image

Silver World Medal
STAR Group Ltd.; Hung Hom, Kowloon Hong Kong
Phoenix
Phoenix Hands Series

Bronze World Medal
Ogilvy & Mather Advertising Taiwan; Taipei Taiwan
The Association Of Accredited Advertising Agents
Fire/Robbery/Car

Finalist Certificate
Grey Worldwide; New York, NY USA
American Plastics
Baby/Outlet

Finalist Certificate
Grey Worldwide Italia; Milano, Italy Italy
Grey Worldwide for Bellisario Foundation
Notebook

Finalist Certificate
Ogilvy & Mather Advertising Taiwan; Taipei Taiwan
The Association Of Accredited Advertising Agents
Robbery

Finalist Certificate
TMP Worldwide; New York, NY USA
TJX Companies, Inc
100% TJX

Finalist Certificate
Pemberton & Whitefoord; Marylebone, London England
Tesco Firsts
Tesco Firsts

P050/Best Art Direction

Gold World Medal
Ogilvy & Mather Argentina; Buenos Aires Argentina
Parker
Happiness/Anxiety/Fury/Melancholy/Anger

Silver World Medal
Grey Worldwide; Beijing China
Volkswagen Group China
Table Tennis

Bronze World Medal
Vibes Communications Pte Ltd; Toa Payoh Singapore
Aculax
Smooth

Finalist Certificate
AHA Sp. z o.o.; Warsaw Poland
Honda
Everlasting Impressions

Finalist Certificate
Bates (Malaysia) Sdn Bhd ; Kuala Lumpur , W.P. Malaysia
100 Plus
Run

Finalist Certificate
dentsu.inc; Minatoku, Tokyo Japan
Music Of Atom
Music Of Atom

Finalist Certificate
Wunderman; Santiago Chile
Mistral
10 Commandments

Finalist Certificate
HEIMAT Werbeagentur GmbH; Berlin, Germany
Hornbach Home Improvement Superstores
Heroes Campaign

Finalist Certificate
Saatchi & Saatchi GmbH; Frankfurt am Main Germany
Audi AG
Audi S4 Campaign

Finalist Certificate
Saatchi & Saatchi GmbH; Frankfurt am Main Germany
Audi AG
Audi Brand Campaign: Technics

Finalist Certificate
The Jupiter Drawing Room; Rivonia, Gauteng South Africa
Nike Shox
Stuck In Tree/Ouch/Through The Roof

P051/Best Copywriting

Gold World Medal
Savaglio TBWA; Buenos Aires Argentina
Recrear
The Truth

Silver World Medal
Leo Burnett Kreasindo Indonesia; Jakarta Indonesia
Lembur Kuring Restaurant
1974/Sundanese/Valet

Bronze World Medal
Dentsu Young & Rubicam Sdn Bhd; Kuala Lumpur Malaysia
Brands Essence of Chicken with Iron + Vitamin B
Complex
Worse Things

Finalist Certificate
Gosh Advertising Pte Ltd; Singapore
Gosh!
Call For Entries

Finalist Certificate
CA+HEDRAL; hoeilaart Belgium
CA+HEDRAL
10 Commandments

P052/Best Illustration

Bronze World Medal
J. Walter Thompson Madrid; Madrid Spain
J.Walter Thompson Spain
Pretest/Brand Equity/Briefing

Finalist Certificate
Wäechter & Wäechter Worldwide Partners GmbH;
München Germany
Silicone Resin Emulsion Paints
The Crying Wall

P053/Best Photography

Silver World Medal
Leagas Delaney Hamburg GmbH; Hamburg Germany
Goodyear
Tyre Face

Bronze World Medal
Saatchi & Saatchi GmbH; Frankfurt Germany
Audi AG
Audi A3 Campaign: Performance

Finalist Certificate
DDB Los Angeles; Venice, CA USA
Parisa
Butt

Finalist Certificate
DDB Germany; Berlin Germany
VW Volkswagen AG
*Brand Campaign: Little Boys Front/Käfer/Passat/
Touareg/New Beetle*

Finalist Certificate
DDB Los Angeles; Venice, CA USA
Parisa
Butt/Breast/Body

Finalist Certificate
Garry Studio; Hong Kong
Modelink Model Agency
Chop Head

Finalist Certificate
Heaven Pictures Pty Ltd; Melbourne, Victoria Australia
Australian Defence Force
TRI Officer

Finalist Certificate
LOWE Switzerland; Zürich Switzerland
Orange
Lord Of The Network

Finalist Certificate
M&C Saatchi; Santa Monica, CA USA
Crystal Cruises
Worlds Best

P060/Best Magazine Advertisement

Gold World Medal
Euro RSCG Switzerland; Zürich Switzerland
www.games-of-beijing.org
Red Staple

Silver World Medal
D ADDA, LORENZINI, VIGORELLI, BBDO; Milan Italy
BMW Z4
Cover Girl

Bronze World Medal
Savaglio TBWA; Buenos Aires Argentina
Absolut Vodka
Absolut Piazzolla

Finalist Certificate
DDB Germany; Berlin Germany
VW Polo
Baby

Finalist Certificate
FCB Kobza Advertising Agency; Vienna Austria
Wiener Volksbildungswerk
Nimbus

Finalist Certificate
McCann-Erickson Vienna; Vienna, Austria
L'Oréal Solar Expertise
Woman

P062/Best Newspaper Advertisement

Gold World Medal
Due North Communications; Toronto, Ontario Canada
Goodyear Canada
Weather Map

Silver World Medal
J. Walter Thompson; Buenos Aires Argentina
Ford Argentina/Volvo
Crumple

Bronze World Medal
Jung von Matt/Donau Werbeagentur GmbH; Vienna, Austria
BMW
Head-Up Display

Finalist Certificate
Cheil Communications Inc.; Seoul Korea
Wonderbra
Buttons

PA1/Civic/Social Education

Silver World Medal
Lesch & Frei Werbeagentur AG; Zürich Switzerland
Road Cross
Security Line/Stop

Bronze World Medal
J Walter Thompson; São Paulo, SP Brazil
Alcoholic Anonymous
Stool

Bronze World Medal
TAXI; Toronto, Ontario Canada
Humane Society Of Canada
Tear This Out/Dogs Nose/Animal

Finalist Certificate
BUTTER Agentur für Werbung GmbH; Düsseldorf Germany
German Animal Protection Agency
Retired Horse

Finalist Certificate
Master Comunicação; Curitiba, Parana Brazil
Prefeitura Municipal de Curitiba
Prejudice

Finalist Certificate
Leo Burnett Budapest; Budapest Hungary
White Cross Animal Protection Society
The Life Before

Finalist Certificate
Nordpol Hamburg Agentur fuer Kommunikation GmbH; Hamburg
Alcohol and Drug Treatment Center
Life-Safer

Finalist Certificate
The Jupiter Drawing Room; Rivonia, Gauteng South Africa
Men United Against Abuse
Flinch/Wrap/Lucky One

PA2/Environmental Issues

Silver World Medal
DDB Costa Rica; San José, Costa Rica
Aprelflofas
Tree Stump

Silver World Medal
Wyler Werbung; Zürich, ZH Switzerland
Amt für Umwelt- und Gesundheitsschutz, Lorenz Steinmann
Zürich Car Free Day: Limmatquai/Münsterstrasse/Kirchgasse

Bronze World Medal
Richter7; Salt Lake City, UT USA
TreeUtah
Spit Here

Bronze World Medal
CraveroLanis Euro RSCG; Buenos Aires Argentina
Fundacion Esperanza De Vida
Nuclear Rowers: Drying Shirt/Closet/Bed

Finalist Certificate
A Square Advertising; New Delhi, India
Wildlife Protection Society Of India
Calvin

Finalist Certificate
CraveroLanis Euro RSCG; Buenos Aires Argentina
Fundación Esperanza De Vida
Drying Shirt

Finalist Certificate
Hakuhodo Inc.; Minatoku, Tokyo Japan
The Mainichi Newspapers
Mainichi Environment Awareness Campaign

PA3/Health & Hygiene

Gold World Medal
Arnold Worldwide; Boston, MA USA
American Legacy Foundation
Surf/Pier/Snow

Silver World Medal
Tillmanns, Ogilvy & Mather; Düsseldorf Germany
BKK Bundesverband
Gravestone

Bronze World Medal
Lowe G&K; Vienna Austria
Austrian Council On Health And Smoking
Russian Roulette

Finalist Certificate
1pointsize; Chennai, Tamil Nadu India
Mahesh Memorial Trust
Cancer

Finalist Certificate
1pointsize; Chennai, Tamil Nadu India
Jeevan Blood Bank
Formula Of Life

Finalist Certificate
Apex BBDO; San Salvador, El Salvador
Ministerio de Salud
Loading

Finalist Certificate
Arnold Worldwide; Boston, MA USA
American Legacy Foundation
Prison

Finalist Certificate
Bates Pangulf; Dubai, Dubai United Arab Emirates
Emirate - German Fertility Clinic
Matches

Finalist Certificate
Concepto Uno; Bayamon, Puerto Rico
American Cancer Society
Beach Ball

Finalist Certificate
Team Young & Rubicam; Dubai United Arab Emirates
Skin Cancer Foundation
Grave

PA4/Interpersonal/Intergroup Relations

Finalist Certificate
McCann-Erickson Frankfurt/M., Germany; Frankfurt Germany
Ag 36 (Aidshilfe Frankfurt e.V.)
Video Tape

PA5/Personal Development/Professional/Education

Finalist Certificate
BBDO Chicago; Chicago, IL USA
Women In Advertising
Corset

Finalist Certificate
Interface Communications; Mumbai, Maharashtra India
Nanhi Kali
Nib Ad

PA6/Personal Safety

Finalist Certificate
McCann Erickson Philippines; Makati City Philippines
Gentxt
Amputext

PA7/Philanthropic Appeals

Gold World Medal
TAXI; Toronto, Ontario Canada
Covenant House
Peel AD

Silver World Medal
McCann-Erickson; Madrid Spain
Médicos Sin Fronteras
Flood/Earthquake

Bronze World Medal
Publicis Zürich; Zürich Switzerland
Zodiac Animal Shelter
Crucified

Finalist Certificate
Forsman & Bodenfors; Gothenburg Sweden
Salvation Army
Highest Price Guarantee

Finalist Certificate
Leche Lowe Worldwide; Santiago, Metropolitana
Chile
Fundación Regazo
Grey Hair

Finalist Certificate
McCann-Erickson S.p.A; Milan Italy
Convivo
Give As A Hand

Finalist Certificate
Publicis; Lisbon, Lisbon Portugal
FEC - Fundação Evangelização e Culturas
Last Supper

PA8/Peace & Human Rights

Gold World Medal
Ogilvy & Mather; Budapest Hungary
Amnesty International Hungary
Opening Soon

Silver World Medal
Lowe G&K; Vienna Austria
Lowe G&K/Aktion Mensch
Razor Blade

Bronze World Medal
DDB Philippines, Inc.; Pasig City Philippines
Teodora
Stamp

Bronze World Medal
Leo Burnett Budapest; Budapest Hungary
Amnesty International
Punching Bags

Finalist Certificate
Shalmor Avnon Amichay/ Y&R; Tel Aviv Israel
Em Haptzum: Mother of the Wounded
Crutches

P102/Apparel

Gold World Medal
TBWA\Santiago Mangada Puno; Makati Philippines
adidas
Bandage

Silver World Medal
Ogilvy & Mather Argentina; Buenos Aires Argentina
Hi-Tec
Fish

Bronze World Medal
TBWA\Santiago Mangada Puno; Makati Philippines
adidas
Anti-Fake Series

Finalist Certificate
Dentsu Young & Rubicam Sdn Bhd; Kuala Lumpur
Malaysia
Audrey International
Boobs

Finalist Certificate
LG Ad; Seoul Korea
Nike
OOH Widecolor

Finalist Certificate
Rediffusion-Dentsu Young & Rubicam PVT. Ltd.; New
Delhi India
W: Womans Wear
Spring Collection 03

Finalist Certificate
TBWA\India; New Delhi, India
Adidas
Lungs

Finalist Certificate
TBWA\Santiago Mangada Puno; Makati Philippines
adidas
Pins

Finalist Certificate
BCM Partnership; Fortitude Valley Australia
Triumph International
Cosmetic Bra

P103/Automotive

Gold World Medal
Arnold Worldwide; Boston, MA USA
Volkswagen
Cutaway

Silver World Medal
TBWA \ ; Berlin, Germany
Nissan Pick Up
Ticket

Silver World Medal
Conill LA; Torrance, CA USA
Toyota 4Runner
Snake/Kitchen/Toilet

Bronze World Medal
Ogilvy & Mather México; México City, México
Land Rover
Birds

Bronze World Medal
DDB Germany; Berlin Germany
VW Polo
Baby/Gateway/Fragile

Finalist Certificate
Arnold Worldwide; Boston, MA USA
Volkswagen
Hairspray

Finalist Certificate
Arnold Worldwide; Boston, MA USA
Volkswagen
The World Is Flat

Finalist Certificate
Craverolanis Euro RSCG; Buenos Aires Argentina
Peugeot Boxer
Map

Finalist Certificate
DDB Germany; Berlin Germany
VW New Beetle Cabriolet
Egg

Finalist Certificate
DDB TOKYU AGENCY Creative INC.; Tokyo Japan
Volkswagen
World Map

Finalist Certificate
Dentsu Young & Rubicam Sdn Bhd; Kuala Lumpur
Malaysia
Yamaha
Corners

Finalist Certificate
Euro RSCG BLRS; Amstelveen The Netherlands
Citroën C2
Kick Me

Finalist Certificate
Grabarz & Partner; Hamburg Germany
Volkswagen Touareg
Oh Christmas Tree

Finalist Certificate
Grabarz & Partner; Hamburg Germany
Volkswagen Touareg
Cable Railway

Finalist Certificate
KNSK Werbeagentur GMBH; Hamburg Germany
DaimlerChrysler Dodge Viper
Napkin

Finalist Certificate
Lowe; New York, NY USA
Saab Cars USA, Inc.
Rain

Finalist Certificate
Ogilvy & Mather México; México City, México
Land Rover
Deforestation

Finalist Certificate
Saatchi & Saatchi GmbH; Frankfurt am Main Germany
Audi AG
Audi TT DSG Blur

Finalist Certificate
Stenstrom Red Cell; Stockholm Sweden
Audi
Quattro

Finalist Certificate
TAXI; Toronto, Ontario Canada
Mini
Union Jack

Finalist Certificate
TBWA; Berlin, Germany
Kawasaki Motors GmbH
Tsunami

Finalist Certificate
Zegers DDB; Santiago Chile
Suzuki/4X4
Beartrap

Finalist Certificate
Arnold Worldwide; Boston, MA USA
Volkswagen
Cutaway/You Parade/Pedestrian

Finalist Certificate
Campbell-Ewald; Warren, MI USA
Chevrolet
Woodward Dream Cruise Outdoor Campaign

Finalist Certificate
Grey Worldwide; Beijing China
Volkswagen Group China
Beach/Fountain

Finalist Certificate
McCann-Erickson Frankfurt/M., Germany; Frankfurt Germany
Adam Opel AG
Carmasutra-Campaign

Finalist Certificate
Ogilvy & Mather México; México City, México
Land Rover
Peace Campaign: Deforestation/Tree Felling/Forest Fire

P104/Automotive Products

Bronze World Medal
McCann-Erickson Guangming Ltd.; Beijing China
Goodyear
Octopus

P105/Banking/Financial Services/Insurance

Bronze World Medal
Ruf Lanz Werbeagentur AG; Zürich Switzerland
Suva Accident Insurance
Walnut

Bronze World Medal
McCann Erickson Inc.; Tokyo Japan
MasterCard
Priceless Campaign

Finalist Certificate
The Kaplan Thaler Group; New York, NY USA
AFLAC
Painter

Finalist Certificate
BUTTER Agentur fuer Werbung GmbH; Düsseldorf Germany
ARAG Insurances
ARAG Billboard Campaign

P106/Beverages: Alcoholic

Silver World Medal
Leo Burnett Company Ltd.; Taipei Taiwan
Heineken
2003 Happy Valentines Day

Bronze World Medal
Ogilvy & Mather Japan; Tokyo Japan
Corona Extra
Billiard/Golf/Basketball

Finalist Certificate
BBDO Budapest; Budapest Hungary
Unicum Nite
Hammer/Scorpion/Mace

P107/Beverages: Non-Alcoholic

Finalist Certificate
Hakuhodo; Ootaku, Tokyo Japan
Meiji Dairies Corporation
Caffe Fresso

Finalist Certificate
DENTSU INC.; Tokyo Japan
Nescafe
Sense Of Summer Nescafe

P108/Business Services/Equipment

Gold World Medal
J. Walter Thompson Japan Ltd.; Shibuya-ku, Tokyo Japan
Bisley Cabinet
Watermelon/Spider Web/Eye Test

Bronze World Medal
JimenezBasic Advertsing; Makati, Metro Manila Philippines
Avid
Earchart

P110/Confections & Snacks

Bronze World Medal
J Walter Thompson; São Paulo, SP Brazil
Halls
Ice

Finalist Certificate
CraveroLanis Euro RSCG; Buenos Aires Argentina
Kissmint
Stamp

Finalist Certificate
J Walter Thompson; São Paulo, SP Brazil
Chiclets
Loooong Lasting Flavour

P111/Corporate Image

Finalist Certificate
Dentsu Young & Rubicam Sdn Bhd; Kuala Lumpur Malaysia
Yamaha
Scoreboard

Finalist Certificate
Grey Wba HK Limited; Hong Kong Hong Kong
Grey Wba HK Limited
Calendar Poster For The Year Of Sheep

Finalist Certificate
Leo Burnett Company Ltd.; Taipei Taiwan
Johnnie Walker
Keep Walking Go Board

Finalist Certificate
Lowe; New York, NY USA
Lowe/Take Your Child To Work Day
Lipstick

Finalist Certificate
Saatchi & Saatchi GmbH; Frankfurt am Main Germany
Nigeloh Solingen
Nail File

Finalist Certificate
Wunderman; Santiago Chile
Rock & Pop FM
Bus Stop

P112/Cosmetics & Toiletries

Gold World Medal
Foote Cone & Belding Toronto; Toronto, Ontario
Canada
Coppertone
Shutter/Blind/Curtain

Silver World Medal
J Walter Thompson; Mumbai India
Promise Toothpaste
Goodbye Cavities

Bronze World Medal
Dentsu Young & Rubicam Sdn Bhd; Kuala Lumpur
Malaysia
Norefal Swiss Extraits
Stockings

Finalist Certificate
Euro RSCG Great Ocean Shanghai Branch; Shanghai, China
Maestro Hair Gel
Antique Chinese Painting

Finalist Certificate
J. Walter Thompson; Caracas Venezuela
Scholl
Little Docks

Finalist Certificate
Ogilvy & Mather Advertising Taiwan; Taipei Taiwan
Kotex
Christmas Hat

Finalist Certificate
Serviceplan Gruppe für innovative Kommunikation Gm;
München, Germany
Sixta Feet Balm
Smoothing Feet Balm

Finalist Certificate
TBWA; Berlin, Germany
Nivea Visage Anti Shadow Eye
Anti Shadow

Finalist Certificate
Vegaalmosponce; Buenos Aires Argentina
Axe/Lynx
Football

P113/Crafts & Hobbies

Finalist Certificate
Lowe Brindfors; Stockholm Sweden
Digital Cameras
Reject Shots

P114/Dot.com

Finalist Certificate
Ruiz Nicoli Lineas; Madrid Spain
Prisacom todoprivate.com
Holes

P115/Entertainment Promotion

Gold World Medal
Del Campo Nazca Saatchi & Saatchi; Martinez,
Buenos Aires Argentina
Buenos Aires Zoo
Polar Bear/Lion/Giraffe

Silver World Medal
Wirz Werbung AG; Zürich, CH Switzerland
Lucerne Festival
Spring

Silver World Medal
Lowe Brindfors; Stockholm Sweden
Soprano

Bronze World Medal
LOUD Pty Ltd; Sydney, NSW Australia
Australian Museum
Vultures

Finalist Certificate
BBDO New York; New York, NY USA
NJ Devils
Cup Rink

Finalist Certificate
Boros GmgH Agentur Für Kommunikation; Wuppetal
Germany
Biennale Venedig

Finalist Certificate
Del Campo Nazca Saatchi & Saatchi; Martinez,
Buenos Aires Argentina
Buenos Aires Zoo
Polar Bear

Finalist Certificate
Dentsu Kyushu Inc.; Fukuoka-City Japan
Ganbarion/Cyberconnc2/Level-5
Man Learns Pleasure Before Language

Finalist Certificate
OgilvyOne Worldwide; Singapore, Singapore
Harley-Owners Group Singapore
Valentines Day Ride

Finalist Certificate
Savaglio TBWA; Buenos Aires Argentina
De la Guarda
God

Finalist Certificate
Storåkers McCann; Stockholm Sweden
Moderna Museet
Reopening 2004

P116/Foods

Gold World Medal
McCann Erickson India; Maharashtra, Mumbai India
Sweetex Low Cal Sweetener
Sweetex Banner

Bronze World Medal
Young & Rubicam New York; New York, NY USA
Campbell Soup Company
Chicken With Rice/Oyster Stew/Broccoli And Cheese

Finalist Certificate
Demner, Merlicek & Bergmann; Vienna Austria
EFKO Pickles
Keep In Shape: Dumbell

Finalist Certificate
DENTSU INC.; Tokyo Japan
Pal Sweet Zero Sugar-Free Sweetener
Ski

Finalist Certificate
DENTSU INC.; Tokyo Japan
MEIJI LG21 Probio Yoghurt
Meet Me In Your Body

P117/Health/Medical Products

Silver World Medal
M.E.C.H. McCann-Erickson Communications House
Berl; Berlin Germany
Slim Fast
Jail

Finalist Certificate
BBDO Austria; Vienna, Austria
Multiple Sklerosis
MS Underground

Finalist Certificate
HEIMAT Werbeagentur GmbH; Berlin, Germany
ADP e.V. German Cancer Aid
Sunburn Prevention

P119/Household Appliances & Furnishings

Silver World Medal
Leo Burnett Argentina; Buenos Aires Argentina
Philips Blender
Banana/Peach/Pear

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
Samsung
Adidas

P120/Household & Pet Products

Gold World Medal
Michael Conrad & Leo Burnett; Frankfurt Germany
Affinity Petcare, Advance
Smelling Billboard

Silver World Medal
Far East DDB Plc; Bangkok Thailand
Energizer
Speeding Ticket

Bronze World Medal
BBDO Campaign GmbH; Düsseldorf Germany
Washing Detergents
Clothespins

Finalist Certificate
DDB Germany; Berlin Germany
Power Pritt
Pritt

Finalist Certificate
Jonathan Knowles Photography; London England
Fairy Liquid
Fairy Christmas Tree

Finalist Certificate
Leo Burnett Argentina; Buenos Aires Argentina
Procter & Gamble Ace
Logo

Finalist Certificate
Ogilvy & Mather Venezuela; Caracas Venezuela
Duracell
Shoe

Finalist Certificate
Pragma/FCB Publicidad SA; Capital Federal, Buenos Aires Argentina
Off!
Mosquito Bites Mosquito

Finalist Certificate
TBWA; Berlin, Germany
Sidolin
Clean Windows: Sao Paulo/Chicago/New York

P121/Media Promotion: Print

Silver World Medal
DDB Colombia; Medellin, Antioquia, Anti Colombia
El Colombiano Classified Ads
Father And Son

Bronze World Medal
Hasan & Partners Oy; Helsinki Finland
Iita Sanomat
Is Sports

Finalist Certificate
 Hasan & Partners Oy; Helsinki Finland
 Sanoma Women Magazines
Oops: Nail/Blister/Tan

Finalist Certificate
 J. Walter Thompson; Buenos Aires Argentina
 Editorial Coyuntura/Mercado
Stamps

P122/Media Promotion: Broadcast

Gold World Medal
 Tequila Johannesburg; Benmore, Johannesburg South Africa
 SABC 3
The Animals Come Out

Silver World Medal
 Amsterdam Advertising; Amsterdam The Netherlands
 National Geographic Channel
Shark

Bronze World Medal
 Publicis Impetu; Montevideo, Montevideo Uruguay
 Nuevo Siglo Cable TV
Rugby

Finalist Certificate
 Bassat Ogilvy Barcelona; Barcelona Spain
 Channel 3 Telethon
Plastic Bag

Finalist Certificate
 Net#work BBDO; Johannesburg South Africa
 Metro FM
Youth Day

Finalist Certificate
 Ogilvy & Mather Advertising Taiwan; Taipei Taiwan
 Eastern TV Shopping Channel
Shopping Bag

Finalist Certificate
 Savaglio TBWA; Buenos Aires Argentina
 Channel 7
Squatters

Finalist Certificate
 Ursa; Sydney, NSW Australia
 Showtime
Jaws

Finalist Certificate
 zebra Werbeagentur GmbH; Chemnitz Germany
 Radio R.SA
R.SA: The Best Of The 70s/80s.

P123/Pharmaceutical

Finalist Certificate
 R.K. Swamy BBDO; Mumbai, Maharashtra India
 Cremaffin
No.1 For No.2

Finalist Certificate
 141 Portugal; Lisboa, Lisboa Portugal
 Guronsan
Sponges

P124/Personal Gift & Leisure Items

Bronze World Medal
 Ogilvy & Mather; Brussels Belgium
 Jansport
Operation

Finalist Certificate
 Ogilvy & Mather Argentina; Buenos Aires Argentina
 Parker
Anxiety

Finalist Certificate
 Ogilvy & Mather Argentina; Buenos Aires Argentina
 Sharpie
Frida

Finalist Certificate
 Serviceplan Gruppe für innovative Kommunikation Gm;
 München, Germany
 Imco Österreichische Feuerzeug- und Metallwarenfabrik GmbH
Storm Lighters

Finalist Certificate
 Hakuodo Cheil; Seoul Korea
 Lamdash
Lamdash Mustache

P125/Political

Bronze World Medal
 Michael Conrad & Leo Burnett; Frankfurt Germany
 Amnesty International
Elevator

P126/Professional Services

Bronze World Medal
 BBDO Denmark; Copenhagen K Denmark
 Profil Opticians
Big Glasses

Finalist Certificate
 Craverolanis Euro RSCG; Buenos Aires Argentina
 CCCI
Ear

Finalist Certificate
 Sharpe Blackmore Euro RSCG; Toronto, ON Canada
 Company X
Blades/Mic/Turntable

P127/Recreation/Sporting Goods

Silver World Medal
 Publicis Werbeagentur GmbH; Frankfurt Germany
 Fitness Company
Overweight?

Bronze World Medal
 Publicis Zürich; Zürich Switzerland
 Sportplausch Wider
Belly

Finalist Certificate
 FCB Wilkens GmbH; Hamburg Germany
 Sport Club Berlin e.V.
A Tooth For A Tooth

Finalist Certificate
Ogilvy & Mather Japan; Tokyo Japan
UhlSport Brand Ad
Glove

Finalist Certificate
TEAM/Young & Rubicam Abu Dhabi; Abu Dhabi
United Arab Emirates
Skyline Fitness Club
O — X

P128/Retail Dealers: Non-Food

Finalist Certificate
Lowe; Madrid Spain
Aprilia
Japan

Finalist Certificate
Ogilvy Brasil; São Paulo, São Paulo Brazil
Fiat Car Dealers
Emotions

Finalist Certificate
LOWE Switzerland; Zürich Switzerland
USA Autos
Lookin/ Backseat/0 to 60

Finalist Certificate
Ogilvy Brasil; São Paulo, São Paulo Brazil
Fiat Original Parts
Original Parts

Finalist Certificate
Saatchi & Saatchi GmbH; Frankfurt am Main Germany
Bonsai Galery Rüger
Bonsai Galery Rüger Bonsai Campaign

P129/Retail Restaurants

Silver World Medal
McCann Erickson; Woolloomooloo, NSW Australia
Ogalo
Flame Grilled Chicken

Bronze World Medal
McCann Erickson Ecuador; Quito/Pichincha Ecuador
La Tablita
Steak Delivery

Finalist Certificate
.start GmbH; München, Bavaria Germany
Burger King GmbH
Welcome To The Kiez

Finalist Certificate
DDB Zürich; Zollikerberg, Zürich Switzerland
McDonalds
McDonalds Kid

Finalist Certificate
Leo Burnett Manila; Makati City Philippines
McDonalds
Missing

Finalist Certificate
TBWA/ RAAD Middle East; Dubai United Arab Emirates
Shangri-la Hotels
Dragon

P130/Retail Foods

Finalist Certificate
.start GmbH; München, Bavaria Germany
Feinkost Kaefer Delicatessen
Happy Easter

P131/Retail Stores

Silver World Medal
Cossette Communication-Marketing; Montreal, QC
Canada
Galleries Rive-Nord (Shopping Center)
Hangers (Poster)

Bronze World Medal
TBWA; Berlin, Germany
Adidas Originals
Olympic Edition: Still Fast/Still Strong/Still Tough

Finalist Certificate
TBWA; Berlin, Germany
Adidas Originals Footlocker
Santiago/Decade/Monaco

P132/Soft Drinks

Bronze World Medal
McCann Erickson India; Maharashtra, Mumbai India
Coca-Cola
Coca-Cola Refreshing Bath

Finalist Certificate
LOWE Bangkok; Bangkok Thailand
Coca Cola Light
Belly

Finalist Certificate
Publicis Werbeagentur GmbH; Frankfurt Germany
Coca-Cola Light
Lemon

Finalist Certificate
zonazero; Monterrey, N.L. México
Joya Light
Label

P133/Telecommunications

Bronze World Medal
J. Walter Thompson Japan Ltd.; Shibuya-ku, Tokyo Japan
J-Phone/Vodafone
Wall Sockets/Shoes

Finalist Certificate
S2 México; México, Distrito Federal México
Unefon
Mimi

P134/Tobacco

Finalist Certificate
Aimaq Rapp Stolle; Berlin Germany
Gizeh
Rolled

P135/Toys & Games

Bronze World Medal
Ogilvy Brasil; São Paulo, São Paulo Brazil
Fisher Price
Maps

Finalist Certificate
Ogilvy & Mather México; México City, México
Pictionary/Mattel
Alzheimer

Finalist Certificate
Ogilvy & Mather México; México City, México
Pictionary/Mattel
Drawing Campaign: Dyslexic/Stutterer/Alzheimer

P137/Travel & Tourism

Finalist Certificate
Hasan & Partners Oy; Helsinki Finland
Silva Line Cruises
Seagulls

P150/Best Art Direction

Gold World Medal
Marketel; Montreal Canada
Québec Governments Health and Social Services Dept.
Tombstone

Bronze World Medal
M&C Saatchi; Santa Monica, CA USA
Crystal Cruises
Sapphires

Finalist Certificate
Euro RSCG BLRS; Amstelveen The Netherlands
Citroën C2
Eat Me

Finalist Certificate
Gosh Advertising Pte Ltd; Singapore, Singapore
Aqua Ducks
Chicken

Finalist Certificate
R.K. Swamy BBDO; Mumbai, Maharashtra India
Society Of Human Rights
Say No To Dowry

Finalist Certificate
Ogilvy & Mather Argentina; Buenos Aires Argentina
Parker
Happiness/Anxiety/Fury/Melancholy/Anger

P153/Best Illustration

Finalist Certificate
BBDO West (SF); San Francisco, CA USA
Pioneer Electronics
Ignite

P160/Best Billboard

Silver World Medal
Ogilvy & Mather Advertising Taiwan; Taipei Taiwan
Nike Speed
Distort

Bronze World Medal
IDB/FCB S.A.; Santiago Chile
Raid
Moths

Finalist Certificate
McCann-Erickson Switzerland; Zürich Switzerland
Cleft Children International
Cleft Billboard

P161/Best Fleet Graphic

Finalist Certificate
DI Graphics; Wheat Ridge, CO USA
Hi-Line Moving Services
A Moving Experience As Beautiful As Montana

P162/Best Poster

Gold World Medal
Tequila Johannesburg; Benmore, Johannesburg South Africa
SABC Radio Airtime Sales
Plop/Scratch/Tear

Bronze World Medal
Guye Benker; Zürich Switzerland
Die Weltwoche
Good Advertising Hanging Poster

Finalist Certificate
HAKUHODO inc.; Minato-Ku, Tokyo Japan
Toyota Ist
Ist Style

Finalist Certificate
He Said She Said; Hamburg Germany
Amnesty International
They...

P163/Best Transit

Silver World Medal
Michael Conrad & Leo Burnett; Frankfurt Germany
B.A.X. Entertainment GmbH
Insect Restaurant Soda

Finalist Certificate
Ogilvy & Mather México; México City, México
Gandhi Bookstores
Streets 1

Finalist Certificate
The Dukes of Urbino.Com; Global Switzerland
Department of Transport - Arrive Alive
Keep Your Distance

Finalist Certificate
ARC Marketing; London England
Ariel
Ariel Championship Whites

PA11/Civic/Social Education

Gold World Medal
OgilvyOne Worldwide Sdn Bhd; Kuala Lumpur Malaysia
Womens Aid Organisation
Shattered/Fists/Figures

Finalist Certificate
Crush; Singapore
Ministry Of Information And The Arts
Together

Finalist Certificate
DDB Los Angeles; Venice, CA USA
Manzanar War Relocation Center
Mexican

Finalist Certificate
OgilvyOne Worldwide Sdn Bhd; Kuala Lumpur Malaysia
Womens Aid Organisation
Fists

Finalist Certificate
OgilvyOne Worldwide Sdn Bhd; Kuala Lumpur Malaysia
Womens Aid Organisation
Shattered

Finalist Certificate
Tracy Locke Partnership; Dallas, TX USA
SPCA
Microchip ID

PA12/Environmental Issues

Gold World Medal
RMG DAVID; New Delhi, India
WWF (India)
Nests

Silver World Medal
Crush; Singapore Singapore
Singapore Environment Council
Bloody

Bronze World Medal
Craverolanis Euro RSCG; Buenos Aires Argentina
Fundación Esperanza De Vida
Drying Shirt

Finalist Certificate
McCann-Erickson Switzerland; Zürich Switzerland
Wash
Plant Pot

PA13/Health & Hygiene

Gold World Medal
Marketel; Montreal Canada
Québec Governments Health and Social Services Dept.
Tombstone

Silver World Medal
Corporacion Thompson; Montevideo, Montevideo Uruguay
Unicef
Microscope

Bronze World Medal
Marketel; Montreal Canada
COCQ-Sida
Coffin

Finalist Certificate
J. Walter Thompson; Buenos Aires Argentina
Asociación De Esclerosis Múltiple
Post It

PA14/Interpersonal/Intergroup Relations

Finalist Certificate
McCann-Erickson Frankfurt/M., Germany; Frankfurt Germany
Ag 36 (Aidshilfe Frankfurt e.V.)
Video Tape

PA15/Personal Development/Professional/Education

Finalist Certificate
Agencija Imelda d.o.o; Ljubljana Slovenia
Dyslexia
Dyslexia: Tom

PA16/Personal Safety

Silver World Medal
Leo Burnett Budapest; Budapest Hungary
National Committee for Accident Prevention
Safety Belt

Bronze World Medal
DDB Canada; Edmonton, Alberta Canada
Edmonton Police Service
Crosswalk

Bronze World Medal
zonazero; Monterrey, N.L. México
Poster Media
Crashed: Man And Woman

Finalist Certificate
FCB Integrated; Madrid Spain
CEPSA
Life Is Not A Cartoon (Safety At Work In Refineries)

PA17/Philanthropic Appeals

Gold World Medal
Michael Conrad & Leo Burnett; Frankfurt Germany
Unicef
Water Dispenser

Silver World Medal
Adfactors Advertising; Mumbai, Maharashtra India
The Vatsalya Foundation
Sleeping Boy

Silver World Medal
McCann-Erickson; Madrid Spain
Médicos Sin Fronteras
Pharyngitis Bacteria/AIDS Virus Blue/AIDS Virus Red

Bronze World Medal
TBWA; Berlin, Germany
Alzheimer Research
Sense Of Time

Bronze World Medal
Publicis Toronto; Toronto Canada
Canada Helps.Org
Hand/Trees/Folder

Finalist Certificate
BBDO Campaign GmbH; Düsseldorf Germany
Deutschen Sportbundes
Donation

Finalist Certificate
Cayenne; Barcelona Spain
Acción Contra el Hambre
Fork

Finalist Certificate
Foote Cone and Belding; México City, México
APAC
Monito

Finalist Certificate
TBWA; Berlin, Germany
Alzheimer Research
Lost Sense Of Orientation

Finalist Certificate
Publicis Dialog SF; San Francisco, CA USA
Project Open Hand
Project Open Hand Campaign

PA18/Peace & Human Rights

Gold World Medal
Contrapunto; Madrid Spain
Amnistia Internacional
Wall Calendar

Gold World Medal
He Said She Said; Hamburg Germany
Amnesty International
Street Torture

Silver World Medal
Contrapunto; Madrid Spain
Amnistia Internacional
Killer

Bronze World Medal
AIR; Brussels Belgium
Amnesty International
Effectiveness/The T-Shirt

Finalist Certificate
Ogilvy & Mather; Budapest Hungary
Amnesty International
Fingers

P171/Automotive

Bronze World Medal
The Jupiter Drawing Room; Rivonia, Gauteng South Africa
DaimlerChrysler Smart
Pre-Shrunk/Titanic/Museum

P187/Transportation

Silver World Medal
Admark Visual Imaging Ltd; Hamilton New Zealand
Air New Zealand
Lord of the Rings: Return of the King Boeing 747-400 Aircraft

P200/Display

Bronze World Medal
G2 Worldwide; New York, NY USA
The Absolut Spirits Company
Absolut Cube Racks

Silver World Medal
Kiss Creative Corporation; Seoul Korea
Nike Kids
2003 Nike Kids Fall/Holiday Coordi Book

Finalist Certificate
Kiss Creative Corporation; Seoul Korea
Nike
2003 Nike Running Fall/Winter Collateral

Finalist Certificate
Serviceplan Gruppe für innovative Kommunikation Gm;
München, Germany
Franklin Templeton Investments
Money Fountain

P201/Image Awareness

Finalist Certificate
Jim Krantz Studios; Chicago, IL USA
Jim Krantz Studios
What You See Depends On Where You Stand

P202/Consumer Promotion

Gold World Medal
weigertpirouzwolf; Hamburg Germany
Endless Pain Tattoo & Piercing Studio
Any Tattoo You Can Imagine

Silver World Medal
Wunderman; Santiago Chile
Citibank
Broken Glass

Bronze World Medal
J Walter Thompson Puerto Rico; San Juan, Puerto Rico
Kimberly Clark-Kleenex
Baby Food/Spill

Finalist Certificate
BBDO/México; México City México
Nicorette
Dia De No Fumar

Finalist Certificate
Bozell Worldwide; Petaling Jaya, Selangor Malaysia
The Edge KL Rat Race
Shoe

Finalist Certificate
Grabarz & Partner; Hamburg Germany
VW Touareg
Escalator

Finalist Certificate
J Walter Thompson Puerto Rico; San Juan, PR Puerto Rico
Miller Brewing Company
Funeral

Finalist Certificate
KNSK Werbeagentur GMBH; Hamburg Germany
Lucky Strike
Escape Sign

Finalist Certificate
McCann-Erickson Switzerland; Zürich Switzerland
Wash
Water Bottle

Finalist Certificate
Ogilvy Brasil; São Paulo, São Paulo Brazil
Fiat Car Dealers
Flip The Pages

Finalist Certificate
TBWA; Berlin, Germany
Absolut Vodka
Absolut Prenzlauer Berg

Finalist Certificate
Brogan & Partners; Detroit, MI USA
Click On Careers
Bar Coasters

P203/Trade Promotion

Silver World Medal
HEIMAT Werbeagentur GmbH; Berlin, Germany
HEIMAT Werbeagentur GmbH
The Hidden Job Offer In The German ADC Annual #2

Bronze World Medal
DDB Germany; Berlin Germany
Pattex
Elephant

Finalist Certificate
G2 Worldwide; New York, NY USA
The Absolut Spirits Company
Absolut Vanilia Trade Kit

Finalist Certificate
Public Television Service Foundation; Taipei Taiwan
The Legend of Eileen Chang/The Quill
The Legend of Eileen Chang/The Quill

Finalist Certificate
TheCorbett Accel Healthcare Group; Chicago, IL USA
Patanol
Protest

P204/Special Events

Gold World Medal
Bozell Worldwide; Petaling Jaya, Selangor Malaysia
Bozell Year-End Bash
D-Lo/Madam Ong/Ah Foong

Silver World Medal
Zapping Madrid; Madrid Spain
Festival de Cannes 2002
Legs

Bronze World Medal
100% Design; Sao Paulo, SP Brazil
PS Carneiro Eventos
Invitation-Celebration for Brazilian Winners at Cannes Lions

Finalist Certificate
Happy Forsman & Bodenfors; Gothenburg Sweden
Polar Music Prize
Polar Music Prize 2003

Finalist Certificate
RTS Reiger Team; Leinfelden-Echterdingen Germany
RTS Rieger Team
BAC 2003

P205/Media Kit

Finalist Certificate
Kolar Advertising and Marketing; Austin, TX USA
3M Visual Systems
WOW

P206/Mixed Media Promotions

Silver World Medal
Sudler & Hennessey; New York, NY USA
Sudler & Hennessey
Have It Both Ways

Bronze World Medal
Dailey Interactive; West Hollywood, CA USA
Big Headed Boxers
Everybody Measures Up

Finalist Certificate
BBDO Detroit; Troy, MI USA
Detroit Creative Directors Council
29th Annual Caddy Show Campaign

Finalist Certificate
Cramer-Krasselt Co; Milwaukee, WI USA
Master Lock
Superheroes

Finalist Certificate
Torre Lazur McCann; Parsippany, NJ USA
Oxytrol
Oxytrol Comfort Zone Campaign

P207/Guerrilla Advertising

Gold World Medal
Contrapunto; Madrid Spain
Amnistia Internacional
Pocket Calendar

Gold World Medal
J. Walter Thompson Colombia; Bogota, Cundinamarca Colombia
DNE: National Drug-Enforcement Directive
Mirror

Gold World Medal
Hakuhodo Inc.; Minatoku, Tokyo Japan
The Mainichi Newspapers
Ozone Hole Graphics

Silver World Medal
McCann Erickson Costa Rica; San Pedro, San Jose Costa Rica
Advil
Advil Case

Silver World Medal
The Jupiter Drawing Room; Rivonia, Gauteng South Africa
Nedbank Cinema Nouveau - Gay & Lesbian Film
Festival
Closest

Bronze World Medal
Grabarz & Partner; Hamburg Germany
Hof Harwege
Promotion Shopping Basket

Bronze World Medal
Mudra Communications Pvt. Ltd.; New Delhi, India
Dainik Jagran
Polio Ladder

Finalist Certificate
141 Portugal; Lisboa, Lisboa Portugal
Guronsan
Taxi Postcard

Finalist Certificate
20:20 London LTD; London England
Bob Breen Karate Academy
I'll Smash Your Face In

Finalist Certificate
Aimaq Rapp Stolle; Berlin Germany
Kuchen Kaiser
Scoop

Finalist Certificate
Aimaq Rapp Stolle; Berlin Germany
Brille am Kollwitzplatz
Overlooked

Finalist Certificate
Aimaq Rapp Stolle; Berlin Germany
Parachute School A-Z
Just Jump

Finalist Certificate
Arnold Worldwide; Boston, MA USA
American Legacy Foundation
Y1 T-Shirt

Finalist Certificate
Concept Café; Miami, FL USA
Forte 1000
Switch

Finalist Certificate
Duezt Euro RSCG Comunicações; Sao Paulo, SP Brazil
Rádio Brasil 2000
If It Were The Real Thing Youd Already Have Stepped On It

Finalist Certificate
FCB Wilkens GmbH; Hamburg Germany
Dokan Karate School
Strong And Tall

Finalist Certificate
Ferrater, Campins, Morales; Barcelona Spain
Agua De Veri
Chair Lifts

Finalist Certificate
Grabarz & Partner; Hamburg Germany
International Society For Human Rights
Promotion Video Store

Finalist Certificate
Grabarz & Partner; Hamburg Germany
VW Touareg
Rivershield

Finalist Certificate
h2e hoehe habann elser, werbeagentur gmbh;
Ludwigsburg, Germany
Lotto
Worries

Finalist Certificate
J Walter Thompson de México, S.A.; México City, D.F. México
Nike
Shoes & Ball

Finalist Certificate
Jung von Matt/Donau Werbeagentur GmbH; Vienna, Austria
Theater Ohne Grenzen
The Power Of Astonishment

Finalist Certificate
Jung von Matt/Donau Werbeagentur GmbH; Vienna, Austria
Bank Austria Creditanstalt
Treasury/Euro

Finalist Certificate
Kolle Rebbe Werbeagentur GmbH; Hamburg Germany
Hinz & Kunzt
Hinz & Kunzt Escalator

Finalist Certificate
Marketel; Montreal Canada
Mike Dawson
Fist

Finalist Certificate
Matter & Partner AG für Kommunikation; Zürich, Switzerland
Tribis
Tribis Puppy School

Finalist Certificate
McCann-Erickson Switzerland; Zürich Switzerland
Wash
Wash Baby

Finalist Certificate
McCann-Erickson Vienna; Vienna, Austria
Ikea Opening Salzburg
Fiaker

Finalist Certificate
Michael Conrad & Leo Burnett; Frankfurt Germany
Amnesty International
Elevator

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
Sidh
Blank SMS

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
Dainik Jagran
Fake Notes

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
Felix Lounge Bar
Piss-Pot

Finalist Certificate
Mudra Communications Pvt. Ltd.; New Delhi, India
Krack Foot Repair Cream
Chapped Feet

Finalist Certificate
Ogilvy & Mather México; México City, México
Gandhi Bookstores
Streets 2

Finalist Certificate
Richter7; Salt Lake City, UT USA
Utahs Hogle Zoo
Birds

Finalist Certificate
Savaglio TBWA; Buenos Aires Argentina
Autoboutique Rentals
Boxs Toy

Finalist Certificate
Spillmann/Felser/Leo Burnett; Zürich Switzerland
WOZ
Soap

Finalist Certificate
The Jupiter Drawing Room; Rivonia, Gauteng South Africa
DaimlerChrysler Smart
Mercedes Courtesy Car

Finalist Certificate
The Jupiter Drawing Room; Rivonia, Gauteng South Africa
DaimlerChrysler Smart
Lift Button

Finalist Certificate
Young & Rubicam Copenhagen; Copenhagen Denmark
Støvsugerbanden / The Vacuum Cleaner Co.
New Electrolux

Finalist Certificate
Ad Planet Group Singapore; Singapore
Nature Society Singapore
Musical Geniuses

Finalist Certificate
J Walter Thompson de México, S.A.; México City, D.F. México
Nike
Graffiti

Finalist Certificate
Publicis Werbeagentur Gmbh; Frankfurt Germany
Qantas Airways
Manhole Cover

P216/Trade & Manufacturing

Silver World Medal
FCB Integrated; Madrid Spain
CEPSA
A Needle In A Haystack

Finalist Certificate
FCB Integrated; Madrid Spain
CEPSA
Join The Racing Team

P218/Other

Finalist Certificate
Lowe; New York, NY USA
USA Today/Team USA Young Cannes Creative Competition
Red Carpet

P219/Financial Services

Silver World Medal
FCB Integrated; Madrid Spain
BBVA
Visa Infinite

Bronze World Medal
Leo Burnett México, S.A. de C.V.; México, D.F., México
ING Commercial America
Wrapping

Finalist Certificate
FCB Integrated; Madrid Spain
BBVA
Your Personal Stamp

Finalist Certificate
McCann Direkte MRM; Oslo Norway
Eurocard Gold
The History Of Money

Finalist Certificate
OgilvyOne; México D.F., México D.F. México
American Express
Welcome Kit Centurion Card

Finalist Certificate
True North; Manchester England
Bank Of Scotland
Shocking Statement

Finalist Certificate
Hammond & Thackeray; Melbourne, Victoria Australia
National Bank Agribusiness
Prospecting Campaign

P220/Consumer Products & Services

Gold World Medal
McCann Erickson India; Maharashtra, Mumbia India
Lucknow Cancer Institute
Cancer Dolls

Gold World Medal
Wunderman; Irvine, CA USA
Jaguar North America
XJ Launch Campaign

Silver World Medal
Arnold Worldwide; Boston, MA USA
Volkswagen
New Beetle Convertible Owners Guide

Silver World Medal
DEC; Barcelona Spain
NÚÑEZ I NAVARRO
Your Parking Number

Bronze World Medal
OgilvyOne; México D.F., México D.F.
IBM
Brain

Finalist Certificate
ARC Marketing; London England
Fiat
Ulysse Towel

Finalist Certificate
Cawley Nea TBWA; Dublin Ireland
Playstation 2: Ratchet & Clank 2
Binliner

Finalist Certificate
Contrapunto; Madrid Spain
Amnistia Internacional
Russian Dolls

Finalist Certificate
FCB Wilkens GmbH; Hamburg Germany
Hamburger Sportbund e.V.
Darts

Finalist Certificate
Heye & Partner; Hamburg Germany
Deutsche UNESCO Kommission
Iraq's Cultural Treasures

Finalist Certificate
Leonhardt & Kern Werbung GmbH; Stuttgart Germany
Leonhardt & Kern
Brand Book/Stamps

Finalist Certificate
McCann Direkte MRM; Oslo Norway
Ullevaal Business Class
You'll Never Walk Alone

Finalist Certificate
Mudra Communications Private Limited; Bangalore,
Karnataka India
Cycle
Safe Diwali

Finalist Certificate
Ogilvy One Middle East; Dubai United Arab Emirates
Jaguar
XJ Launch Invitation

Finalist Certificate
OgilvyOne; México D.F., México D.F.
SAP
Urn

Finalist Certificate
OgilvyOne; México D.F.
SAP
Simauto

Finalist Certificate
OgilvyOne Worldwide Sdn Bhd; Kuala Lumpur Malaysia
Guinness Anchor Marketing Sdn Bhd
Missing Bottle

Finalist Certificate
Philipp und Keuntje GmbH; Hamburg Germany
Audi AG Ingolstadt
TT-Mailing

Finalist Certificate
Promoseven Relationship Marketing; Dubai
United Arab Emirates
Le Meridien Al Aqah Beach Resort
Midweek Madness

Finalist Certificate
rmg:connect; Frankfurt Germany
smart forfour
Flatmates

Finalist Certificate
Sepia; Santiago Chile
Puerto San Antonio
Crane

Finalist Certificate
Tequila Singapore; Singapore
ESPN Star Sports
The Horseshoe

Finalist Certificate
Wunderman; Madrid Spain
DHL
Area DHL

Finalist Certificate
Wunderman GmbH & Co. KG; Frankfurt Germany
Land Rover Deutschland GmbH
Voodoo

Finalist Certificate
DEC; Barcelona Spain
Fundació Èxit
Yes: I'm Asking For A Job

Finalist Certificate
FCB Integrated; Madrid Spain
Gedesma
Learn To Recycle

Finalist Certificate
Lowe; Dubai United Arab Emirates
Emirates SkyCargo
Destinations

Finalist Certificate
Wunderman; Irvine, CA USA
Jaguar North America
In-Market Mailing 9 6 3-Month

P221/Store Retail

Silver World Medal
PeP Valls Estudi; Barcelona Spain
Pep Valls Estudi
Believe In God/Believe In You

Bronze World Medal
FCB Integrated; Madrid Spain
BSH Electrodomesticos España
BSH Nature Awards

Finalist Certificate
Alok Nanda and Company; Mumbai, Maharashtra India
Kaya Skin Clinic
Datepad

Finalist Certificate
Robert Gerlach; Stuttgart Germany
Metzgerei Gerlach
130 Years

P222/Self-Promotion

Gold World Medal
OgilvyOne Worldwide Hong Kong; Hong Kong
OgilvyOne Worldwide Hong Kong
Cheeky Monkey

Silver World Medal
Demner, Merlicek & Bergmann; Vienna Austria
Media 1, Mediaplanning And Buying
Record Player

Bronze World Medal
Happy Forsman & Bodenfors; Gothenburg Sweden
Arctic Paper
Gift Wrapping Paper

Finalist Certificate
Crayon; Seoul Korea
Crayon
2004 Crayon Diary & New Years Card

Finalist Certificate
Euro RSCG Lübke Prey GmbH; München, Bavaria Germany
Studio Thomas von Salomon
Mortal Beauty

Finalist Certificate
Kolle Rebbe Werbeagentur GmbH; Hamburg Germany
Kolle Rebbe Agency
Agency Lead

Finalist Certificate
Lewis Moberly; London England
Lewis Moberly
Lewis Moberly Christmas Anniversary Poster

Finalist Certificate
Nolen & Associates, Inc.; Atlanta, GA USA
Nolen & Associates, Inc
The Cricket Theory

Finalist Certificate
Pemberton & Whitefoord; Marylebone, London England
James Murphy Photography
James Murphy Photography Mailer

Finalist Certificate
Red Design Consultants; Athens Greece
Bakaliko
Bakaliko All The Best

Finalist Certificate
Sportive Communications; Martinsried Germany
Sportive Communications
Anpffff/Starting Whistle

Finalist Certificate
Visual; Donostia, Gipuzkoa Spain
Visual Ad Agency
Voodoo

P223/Trade & Manufacturing

Silver World Medal
Elmwood Design ; Leeds, West Yorkshire England
Curtis Fine Papers
Classic Posters

Bronze World Medal
FCBi; New York, NY USA
Dex
Location Location Location

Bronze World Medal
Sepia; Santiago Chile
Ventisquero Winery
Leaf

Finalist Certificate
DATAGOLD; Rotterdam The Netherlands
GTI
Do The Security Check

Finalist Certificate
DDB Canada; Edmonton, Alberta Canada
24th ACE Awards
Just Add Water

Finalist Certificate
Donahoe Purohit Miller Advertising; Chicago, IL USA
Dermik Laboratories
Look Inside DPM Corporate New Business Leave Behind

Finalist Certificate
FCBi; New York, NY USA
Dex
Wire Guy

Finalist Certificate
Grey Direct; Lima 18 Peru
La Positiva
Shell

Finalist Certificate
Happy Forsman & Bodenfors; Gothenburg Sweden
Arctic Paper
Small Photos

Finalist Certificate
Torre Lazur McCann; Parsippany, NJ USA
Aciphex
Aciphex Express Secret Decoder Direct Mail

Finalist Certificate
Wunderman GmbH & Co. KG; Frankfurt Germany
Deutsche Lufthansa AG
The Dream Of Flying

Finalist Certificate
CP Comunicacion Proximity-Proximity Worldwide; Madrid Spain
Hines - Torre Diagonal Mar
A Good Prospect For Business

Finalist Certificate
Tequila\Manchester; Manchester, Greater Manchester England
Brother Super Galaxie
Dream Machine

Finalist Certificate
Wunderman GmbH & Co. KG; Frankfurt Germany
Deutsche Lufthansa AG
Expect Sunny Skis

P224/Other

Finalist Certificate
Bates (Malaysia) Sdn Bhd ; Kuala Lumpur , W.P. Malaysia
Levis 150th Anniversary
Paper Doll

P225/Consumer

Bronze World Medal
Arras Group; Cleveland, OH USA
Simmons
Columbia Dreams Book

Finalist Certificate
BBDO Detroit; Troy, MI USA
Jeep
Jeep Playing Cards

P226/Trade

Silver World Medal
Lüders BBDO; Cologne Germany
Chiron Vaccines
Flu Flies

Bronze World Medal
Aimaq Rapp Stolle; Berlin Germany
Heineken
Most Wanted

Finalist Certificate
Arras Group; Cleveland, OH USA
Simmons
Slumberland Gift

P229/Self-Promotion

Gold World Medal
@radical.media; New York, NY USA
Good Deeds Bag

Silver World Medal
Like A River; Manchester England
Like A River
Practical Christmas

Bronze World Medal
The Chase; Manchester England
Dave Warbuton
Dave Warburton Promotional Item

P231/Corporate Image

Bronze World Medal
Demner, Merlicec & Bergmann; Vienna Austria
Demner, Merlicec & Bergmann
Funny Website/Boring Website

Finalist Certificate
Scholz & Volkmer GmbH; Wiesbaden Germany
Website Ingo Maurer

P232/Brand Building/Promotion

Gold World Medal
PostVisual.com; Seoul Korea
The Uninvited
The Uninvited: Website for Film Promotion

Silver World Medal
Scholz & Volkmer GmbH; Wiesbaden Germany
Mercedes-Benz
Mercedes-Benz 7 Years Later

Bronze World Medal
ARC Marketing; London England
Fiat
Fiat Vans

Finalist Certificate
Berger Baader Hermes /digital; München Germany
Jägermeister
German Brand Website jaegermeister.de

Finalist Certificate
Lynch2; Elgin, IL USA
Calphalon
Calphalon Culinary Center

Finalist Certificate
OgilvyOne Worldwide Sdn Bhd; Kuala Lumpur
Malaysia
Nokia 3300
Virtual Nokia 3300

Finalist Certificate
PostVisual.com; Seoul Korea
The Scandal
The Scandal: Website for Film Promotion

Finalist Certificate
Start Creative Ltd; London England
Virgin Atlantic
Upper Class Suite Website

P233/Direct Response

Finalist Certificate
Promoseven Relationship Marketing; Dubai United Arab Emirates
Le Meridien Al Aqah Beach Resort
Midweek Madness E-mailer

P234/Event Promotion

Bronze World Medal
Nordpol Hamburg Agentur fuer Kommunikation GmbH;
Hamburg Germany
Asics
Asics Marathon

Finalist Certificate
J. Walter Thompson Chilena SAC.; Santiago Chile
Negrita
Postcard

Finalist Certificate
tattoo direct + digital ; Toronto, Ontario Canada
Franklin Templeton Investments
Celebrate 50th Website

P235/Product Advertising

Gold World Medal
Forsman & Bodenfors; Gothenburg Sweden
Volvo Cars Sweeden
Volvo S40 The Inside Story

Silver World Medal
DAIKO Advertising Inc.; Tokyo Japan
Nike/Play
Play

Bronze World Medal
Ogilvy One Middle East; Dubai United Arab Emirates
American Express
Blue Retail Protection

Finalist Certificate
DAIKO Advertising Inc.; Tokyo Japan
Nike ACG Nike Air Tumalo
Nike Air Tumalo: Into The Outdoor High

P237/Service Advertising

Finalist Certificate
Hornall Anderson Design Works; Seattle, WA USA
Nordstrom
Nordstrom Mens Dept. Training CD

P238/Banners

Bronze World Medal
TBWA\Santiago Mangada Puno; Makati Philippines
Soundesign
Ultrasound

Finalist Certificate
Philipp und Keuntje GmbH; Hamburg Germany
People Against Landmines e.V.
Landmines

P239/Home Page

Bronze World Medal
Nordpol Hamburg Agentur für Kommunikation GmbH;
Hamburg Germany
Das Taxi
Das Taxi

P301/Apparel/Accessories

Finalist Certificate
Pearlfisher International Design; London England
Thirty Seven Degrees
Thirty Seven Degrees Packaging

P304/Beverages: Alcoholic

Gold World Medal
Pearlfisher International Design; London England
Waitrose
Waitrose Single Malt Whisky

Silver World Medal
Pearlfisher International Design; London England
Absolut
Absolut Level

Silver World Medal
Reklambyrå SWE; Stockholm Sweden
V&S Group
Bulgary Wines

Bronze World Medal
Design Bridge; London, UK England
Tennents Bottles

Finalist Certificate
Dare!; Leeds, West Yorkshire England
Quinta Dos Quatro Ventos

Finalist Certificate
Dynamic Beverages, LLC; Westport, CT USA
Orange V Orange Flavored Vodka
Orange V Bottle Design

Finalist Certificate
Hornall Anderson Design Works; Seattle, WA USA
Widmer Brothers "Drop Top"
"Drop Top" Packaging

Finalist Certificate
PARTNERPOOL KreativMarketing GmbH; München, Germany
Tucher Crown
Crown Packaging

Finalist Certificate
Randak Design Consultants Ltd; Glasgow England
Dalwhinnie Single Highland Malt

Finalist Certificate
Sterling Group; New York, NY USA
Origin
Origin Packaging Design

Finalist Certificate
Wallace Church, Inc.; New York, NY USA
Zygo
Zygo Energy Vodka

Finalist Certificate
Williams Murray Hamm; London England
Chien De Garde
Chien De Garde

Finalist Certificate
Williams Murray Hamm; London England
Drink Me
Drink Me

Finalist Certificate
Cahan & Associates; San Francisco, CA USA
jstar Brands
Effen Vodka Bottles

Finalist Certificate
Design Bridge; London, UK England
Fernando De Castillo Sherries

Finalist Certificate
Lynch2; Elgin, IL USA
Whiskey Run Creek
Whiskey Run Creek Wine Bottles

P305/Beverages: Non-Alcoholic

Silver World Medal
Tugboat; Tokyo Japan
G,G,Tea
Soprano Peach/Tea Soda

Bronze World Medal
The Formation Creative Consultants Ltd; London England
Pret A Manger
Pure Pret Cans

Finalist Certificate
Bamboo; Minneapolis, MN USA
Hyper Cow
Hyper Cow

Finalist Certificate
The Formation Creative Consultants Ltd; London England
R.F.U.
Swing Low Sweet Chariot Drink

Finalist Certificate
Hornall Anderson Design Works; Seattle, WA USA
TerraVida Coffee
TerraVida Coffee Packaging

Finalist Certificate
Tugboat; Tokyo Japan
Fire
Fire Crassico/Vanilla Fire/Ice Fire

P306/Cosmetics/Toiletries

Silver World Medal
Thibiant International, Inc.; Chatsworth, CA USA
Thibiant Beverly Hills
New Radiance

Finalist Certificate
KOSÉ Corporation; Chuo-Ku, Tokyo Japan
Rutina Nano-White
Rutina Nano-White Series

Finalist Certificate
Pola Chemical Industries; Tokyo Japan
Apex-i

Finalist Certificate
Pola Chemical Industries; Tokyo Japan
Pola Order Color Market

P307/Foods/Snacks/Confections

Gold World Medal
SAZABY.inc; Shibuya-ku, Tokyo Japan
Afternoon Tea Tearoom
Winter Chocolate

Silver World Medal
Lewis Moberly; London England
Panini
Panini Packaging

Silver World Medal
Pemberton & Whitefoord; Marylebone, London England
Tesco Finest Spices

Bronze World Medal
cross colours; Johannesburg, Gauteng South Africa
Nandos
Nandos Peri Peri Range Packaging

Bronze World Medal
Williams Murray Hamm; London England
Hill Station
Hill Station

Finalist Certificate
Bear Creek Corporation; Medford, OR USA
Harry and David
Royal Chocolate Nuts

Finalist Certificate
cross colours; Johannesburg, Gauteng South Africa
Nandos
Nandos Salad Dressings

Finalist Certificate
enVision; Aarhus Denmark
Belloliva
Belloliva Olive Oil

Finalist Certificate
Third Eye Design; Glasgow, Lanarkshire Scotland
Kshocolat

Finalist Certificate
Tokyo Great Visual INC; Minato-ku, Tokyo Japan
Akebono
Kuchitoke Mizu Yokan

Finalist Certificate
Tokyo Great Visual INC; Minato-ku, Tokyo Japan
Akebono
Kuri Monaka

Finalist Certificate
Hornall Anderson Design Works; Seattle, WA USA
ZipSticks
ZipSticks Packaging

Finalist Certificate
Pearlfisher International Design; London England
West Country Cheeses

Finalist Certificate
Scanad; Aarhus Denmark
Kohberg
Kohberg Soft Rye Bread

Finalist Certificate
Williams Murray Hamm; London England
Jaffa Cakes
Jaffa Cakes

P309/Office Equipment/Supplies

Finalist Certificate
Office Depot; Delroy Beach, FL USA
Christopher Lowell
Christopher Lowell Collection-Exclusively At Office Depot

P310/Pharmaceuticals

Silver World Medal
E-Link Design & Communications Limited; Hong Kong
Wai Yuen Tong
Leisure Life Series

P314/Software/Electronics

Bronze World Medal
Ogilvy & Mather Venezuela; Caracas Venezuela
DJ Charlieboy
The Beef/The Steak

Finalist Certificate
Public Television Service Foundation; Taipei Taiwan
Crystal Boys/VCD Set
Crystal Boys/VCD Set

Finalist Certificate
Tokyo Great Visual INC; Minato-ku, Tokyo Japan
HumanTouch
Psychedlic x Moisture

P315/Other

Silver World Medal
Sulzer, Sutter AG; Zürich Switzerland
British American Tobacco Switzerland SA Parisienne
Smoke Local

Bronze World Medal
DPZ; Sao Paulo, SP Brazil
Carlton Limited Edition
Packs Carlton Limited Edition: Art Nouveau

P320/Annual Report

Gold World Medal
strichpunkt; Stuttgart Germany
4 MBO International Electronic AG
Shopping Bag

Silver World Medal
Equus Design Consultants PTE Ltd; Singapore
Craft Print International Ltd
Charlie Chan & The Secret Book

Bronze World Medal
The Chase; Manchester England
D&AD
D&AD Annual Review

P321/Product Book/Brochure/Pamphlet

Gold World Medal
Hakuhodo In Progress; Tokyo Japan
Qualia

Silver World Medal
Time Magazine; New York, NY USA
Time 2004 Media Kit

Bronze World Medal
Pivot Design, Inc.; Chicago, IL USA
Brooks Brothers
185th Anniversary Commemorative Book

Finalist Certificate
Jock McDonald Film; San Francisco, CA USA
Hemlock Printers
Canada, From Eh to Zed

Finalist Certificate
The Chase; Manchester England
Royal Mail
Royal Mail Special Stamps Yearbook

P322/Service Booklet/Brochure

Silver World Medal
Zapping Madrid; Madrid Spain
Disney
Brother Bear Pressbook

Bronze World Medal
The Chase; Manchester England
Preston Council
Think Big Brochure

Finalist Certificate
601 Bisang; Seoul Korea
601 Space Project

P324/Product Catalogue

Gold World Medal
Philipp und Keuntje GmbH; Hamburg Germany
Automobili Lamborghini S.p.A.
Lamborghini Dissertation Catalogue

Silver World Medal
.start GmbH; München, Bavaria Germany
Mini Collection
Mini Collection 03/04

Bronze World Medal
Nordpol Hamburg Agentur für Kommunikation GmbH;
Hamburg
Gool Sportswear
My First Goal

Finalist Certificate
Tokyo Great Visual INC; Minato-ku, Tokyo Japan
Bals Corporation
!! For Decorate Your Living

P326/Non-Profit Organization

Bronze World Medal
601 Bisang; Seoul Korea
VIDAK
VIDAK 2003

P327/Press Kit/Media Pack

Gold World Medal
Zapping Madrid; Madrid Spain
Zapping
Finding Nemo Pressbook

P328/Special Event

Gold World Medal
Shimada Design Inc.; Osaka, Japan
Exhibition Catalogue Jean Nouvel (Special Edition)

Silver World Medal
Zapping Madrid; Madrid Spain
Zapping
Creativity Vs. Fear

Bronze World Medal
Springer & Jacoby Design; Hamburg Germany
Mustang Jeans
Mustang Imagebook

P329/Announcement/Invitation/Card

Gold World Medal
TEQUILA\BR; Sao Paulo, SP Brazil
Absolut Vodka
Legends

Silver World Medal
Tequila Johannesburg; Benmore, Johannesburg South Africa
MTN
Lord of the Rings Return of the King

Bronze World Medal
Lowe; New York, NY USA
Lowe/Halloween Party
Halloween Party

Finalist Certificate
@radical.media; New York, NY USA
Never Established Invitation

Finalist Certificate
DDB Philippines, Inc.; Pasig City Philippines
DDB Philippines
Bomb

Finalist Certificate
Elmwood Design ; Leeds, West Yorkshire England
BBC Talent
Film Maker Invite

Finalist Certificate
Like A River; Manchester England
Crossley & Lomas
The Bar Bill

Finalist Certificate
Syzygy Marketing; Oakville, Ontario Canada
Commerce Court
Party On Down

Finalist Certificate
True North; Manchester England
Will Shaddock Photography
Will Shaddock Has Moved

Finalist Certificate
Universal Studios Networks Deutschland GmbH;
München Germany
13th Street
Shocking Shorts Award 2003

Finalist Certificate
Wallace Church, Inc.; New York, NY USA
Invitation To Company Party
2003 Tuna Party Invite

P330/Calendar

Gold World Medal
strichpunkt; Stuttgart Germany
Papierfabrik Scheufelen
Heartbeat Moments/Diary 2004

Silver World Medal
Bruce B. GmbH; Stuttgart, Baden-Württemb Germany
smart gmbh
Open Your Mind

Bronze World Medal
Tugboat; Tokyo Japan
Mag-Lite
Darkness

Finalist Certificate
C Co.,Ltd.; Tokyo Japan
NTT Comware
Frontier Of The English Rose

Finalist Certificate
Everest Integrated Communications; New Delhi India
Samujh Physio
Back

Finalist Certificate
h2e hoehne habann elser, werbeagentur gmbh;
Ludwigsburg, Germany
Mercedes-Benz
Backstage

Finalist Certificate
Henneka Photography; Stuttgart Germany
Mercedes-Benz Passenger Cars
The Mercedes-Benz Calendar 2004 Cars From The Stars

Finalist Certificate
J Walter Thompson; Bangalore, Karnataka India
Levis
150 Years Of Levi Strauss & Co.

Finalist Certificate
Martin-Schaffer, Inc.; Bethesda, MD USA
GIBCO Cell Culture
Characterizations In Cell Culture

Finalist Certificate
Mytton Williams; Bath, Banes England
Mytton Williams
Seasons Greetings

Finalist Certificate
NE6 Design Consultants; Newcastle Upon Tyne England
Statex Colour Print
Tenth Anniversary Calendar

Finalist Certificate
Olympic DDB Romania; Bucharest Romania
Alpha Bank Romania
2032 Calendar

Finalist Certificate
Publicis Werbeagentur Gmbh; Frankfurt Germany
Renault Safety
Renault Calendar 2004

Finalist Certificate
Scholz & Volkmer GmbH; Wiesbaden Germany
Calendar Memento ME

Finalist Certificate
STAR Group Ltd.; Hung Hom, Kowloon Hong Kong
Phoenix
Phoenix 2003 Calendar

Finalist Certificate
Stephanos Karydakis S.A.; Peristeri, Athens Greece
Stephanos Karydakis Printing House
Calendar 2004

Finalist Certificate
Tucker Clarke-Williams Creative; Manchester England
Tucker Clarke-Williams Creative
Decay Calendar

P331/Logo-Corporate
Bronze World Medal
kitchen; Madrid Spain
Optima Mergers and Acquisitions

Finalist Certificate
Brandexcel SA; Marousi, Athens Greece
Centric Multimedia
New Corporate Identity

Finalist Certificate
creativ partner agentur für werbung gmbh;
Düsseldorf Germany
Catwalk
Catwalk Logo

Finalist Certificate
Elmwood Design ; Leeds, West Yorkshire England
Serious**
*Serious** Identity*

Finalist Certificate
Futura DDB d.o.o.; Ljubljana Slovenia
Marko Matjaž Hairstyling

Finalist Certificate
Springer&Jacoby Design; Hamburg Germany
Planetarium Hamburg
Planetarium Hamburg Logo

Finalist Certificate
The Formation Creative Consultants Ltd; London England
Mute Marmalade
Logotype

Finalist Certificate
igelstudios GmbH; Berlin Germany
Dachkonzept 25
Four Seasons

P332/Logo-Trademark
Gold World Medal
True North; Manchester England
The Association Of Photographers
Sun 2003

Silver World Medal
The Chase; Manchester England
Layeeze Beds
Layeeze Beds Identity

Bronze World Medal
Hellas Press S.A./Karamella; Athens Greece
Athens 2004 Style Guides
Style Guides

Finalist Certificate
Taxi Studio Limited; Abbots Leigh, Bristol England
Viewpoint Photography

P334/Letter/Stationery

Silver World Medal
M.E.C.H. McCann-Erickson Communications House Berl;
Berlin Germany
Estetica Clinic
Business Cards

Finalist Certificate
Graphics & Designing Inc.; Tokyo Japan
Manhattan Dining
Manhattan Dining Branding

P335/Corporate Image Brochure

Silver World Medal
Equus Design Consultants PTE Ltd; Singapore
Colourscan Co Pte Ltd
Stretching The Boundaries

Finalist Certificate
Gramm Werbeagentur GmbH; Düsseldorf Germany
Sennheiser
Brand Book: Soul of the Brand

P336/Shopping Bags

Silver World Medal
Tugboat; Tokyo Japan
Franc Franc
Franc Franc Design

P340/Best Illustration

Finalist Certificate
TBWA; Berlin, Germany
Sony PlayStation2
Game-A-Sutra

P341/Best Photography

Bronze World Medal
chemistri; Troy, MI USA
Cadillac
2004 XLR Catalog

P342/Best Writing

Finalist Certificate
 Start Creative Ltd; London England
 Virgin Atlantic
Flying Club Welcome Pack

P343/Best Typography

Bronze World Medal
 Williams Murray Hamm; London England
 Hill Station
Hill Station

P344/Best Art Direction

Silver World Medal
 strichpunkt; Stuttgart Germany
 DaimlerChrysler
Striking Ideas

Bronze World Medal
 strichpunkt; Stuttgart Germany
 4MBO International Electronic AG
Shopping Bag

Finalist Certificate
 chemistri; Troy, MI USA
 Cadillac
2004 XLR Catalog

Finalist Certificate
 Dae Advertising; San Francisco, CA USA
 Southwest Airlines
A Journey Of Leisurely Delights

P345/Best Design

Gold World Medal
 strichpunkt; Stuttgart Germany
 Papierfabrik Scheufelen
Heartbeat Moments/Diary 2004

Silver World Medal
 Williams Murray Hamm; London England
 Jaffa Cakes
Jaffa Cakes

Bronze World Medal
 Leonhardt & Kern Werbung GmbH; Stuttgart Germany
 Leonhardt & Stamps
Brand Book/Stamps

Finalist Certificate
 Happy Forsman & Bodenfors; Gothenburg Sweden
 Arctic Paper
Wood On Wood

Finalist Certificate
 Ligalux; Hamburg Germany
 Fischer Appelt Kommunikation GmbH
Weihnachts Mailing 2003/2004

Finalist Certificate
 Mark Denton; London England
 Blink
TV Dinner

Finalist Certificate
 Reklambyrå SWE; Stockholm Sweden
 Anders Krisár
Family Matter

Finalist Certificate
 Williams Murray Hamm; London England
 Hill Station
Hill Station