

## 2005 Television, Cinema & Radio Advertising Winners Credits

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## TELEVISION & CINEMA CONSUMER PRODUCT & SERVICE

### A01/Agriculture

Finalist Certificate  
ARMZ Inc.; Tokyo Japan  
Mini Wheel Loader  
*"The Rock Garden"*

### A02/Apparel

Bronze World Medal  
DDB Paris; Paris France  
Passionata  
*"Stairs"*

Finalist Certificate  
Go Film; New York, NY USA  
Value City  
*"Role Reversal"*

Finalist Certificate  
Ofer & Herz; Tel Aviv Israel  
Crocker Jeans  
*"Take His Jeans: Get His Genes"*

Finalist Certificate  
Ogilvy Mexico; México Mexico  
Wonderbra  
*"Seat Belt"*

Finalist Certificate  
TBWA \Santiago Mangada Puno;  
Makati City Philippines  
Oxygen  
*"Underground"*

### A03/Automotive

Gold World Medal  
BETC Euro RSCG; Paris France  
Peugeot 407  
*"Toys"*

Gold World Medal  
DDB España; Madrid Spain  
V.A.E.S.A./Audi Allroad  
*"Zoo"*

Silver World Medal  
DDB Germany; Berlin Germany  
Volkswagen Golf  
*"Kids On Steps"*

Silver World Medal  
Harvest; Santa Monica, CA USA  
Toyota  
*"Girlfriend"*

Silver World Medal  
Lowe; New York, NY USA  
GMC  
*"Ideas"*

Bronze World Medal  
J. Walter Thompson GmbH & Co. KG;  
Frankfurt, Hessen Germany  
Mazda Motors Deutschland  
*"Nonstop"*

Bronze World Medal  
Leo Burnett Publicidade Ltda; São Paulo Brazil  
Fiat  
*"Prisoner"*

Finalist Certificate  
Arnold Worldwide; Boston, MA USA  
Volkswagen  
*"Torque"*

Finalist Certificate  
Arnold Worldwide; Boston, MA USA  
Volkswagen  
*"The Story Of Ben"*

Finalist Certificate  
Arnold Worldwide; Boston, MA USA  
Volkswagen  
*"Leaf"*

Finalist Certificate  
Arteaga & Arteaga; San Juan Puerto Rico  
Kia Motors  
*"Air Is Life"*

Finalist Certificate  
Atletico International Advertising S. L.; Barcelona Spain  
Seat Leon  
*"Garage"*

Finalist Certificate  
Badillo Nazca Saatchi & Saatchi; Guaynabo Puerto Rico  
Toyota 4Runner  
*"Adventure"*

Finalist Certificate  
BBDO Austria; Vienna Austria  
Jeep  
*"Mud"*

Finalist Certificate  
BBDO Campaign GmbH; Düsseldorf Germany  
Mercedes Actros  
*"Sleep Well"*

Finalist Certificate  
BBDO Detroit; Troy, MI USA  
Jeep  
*"Warm Water"*

Finalist Certificate  
BBDO Detroit; Troy, MI USA  
Jeep  
*"Hide A Key"*

Finalist Certificate  
BBDO Detroit; Troy, MI USA  
Jeep  
*"Shelter"*

Finalist Certificate  
BETC Euro RSCG; Paris France  
Peugeot 607  
*"The Bridge"*

Finalist Certificate  
Campbell-Ewald; Warren, MI USA  
Chevrolet  
*"Bruise"*

Finalist Certificate  
Campbell-Ewald; Warren, MI USA  
Chevrolet  
"Soap"

Finalist Certificate  
Contrapunto; Madrid Spain  
Mercedes-Benz - Smart  
"There Is Always Space"

Finalist Certificate  
DDB España; Madrid Spain  
V.A.E.S.A./Volkswagen Golf  
"Etc"

Finalist Certificate  
DDB Germany; Berlin Germany  
Volkswagen Touran  
"Neighbours"

Finalist Certificate  
DDB Germany; Berlin Germany  
Volkswagen AG  
"Copy Maschine"

Finalist Certificate  
DDB Germany; Berlin Germany  
Volkswagen Golf  
"Windup Car"

Finalist Certificate  
DDB Paris; Paris France  
Audi  
"First Steps"

Finalist Certificate  
DDB S.R.L; Milano Italy  
Volkswagen Polo X  
"Test"

Finalist Certificate  
Delvico Red Cell; Barcelona Spain  
Seat Ibiza  
"Cube"

Finalist Certificate  
Dentsu Inc.; Tokyo Japan  
Mitsubishi Motors: Pajero/Lancer  
"Race"

Finalist Certificate  
Euro RSCG MCM; Milan Italy  
Automobiles Peugeot  
"Peugeot 206 'Bus'"

Finalist Certificate  
Film Graphics; Crows Nest, NSW Australia  
Honda Accord  
"Lookout"

Finalist Certificate  
Forsman & Bodenfors; Gothenburg Sweden  
Volvo Cars Sweden: Volvo S40  
"The Inside Story"

Finalist Certificate  
Forsman & Bodenfors; Gothenburg Sweden  
Volvo Cars Sweden, Volvo V70  
"Border Station"

Finalist Certificate  
Gearhead; Vancouver Canada  
Jaguar X-Type  
"Tunnel"

Finalist Certificate  
Gitam/BBDO; Ramat - Gan Israel  
Volvo: Mayer Cars And Tracks  
"Self Improvement Seminar"

Finalist Certificate  
Gorgeous Enterprises; London England  
VW  
"A Life In A Day"

Finalist Certificate  
Grabarz & Partner Werbeagentur GmbH;  
Hamburg Germany  
Volkswagen Passat  
"Dog"

Finalist Certificate  
Incubator Films; West Hollywood, CA USA  
Harley Davidson  
"Gas Station"

Finalist Certificate  
KNSK Werbeagentur GMBH; Hamburg Germany  
DaimlerChrysler Jeep  
"Frogger"

Finalist Certificate  
Markenfilm Berlin GmbH; Berlin Germany  
BMW Motorsport  
"Fussel"

Finalist Certificate  
Mercurio Cinematografica; Milano Italy  
BMW Serie 1  
"Numbers"

Finalist Certificate  
Moviefarm srl; Milano Italy  
Mazda Motor Italia  
"Automatic Gear"

Finalist Certificate  
MVBMS Fuel Europe; Amsterdam The Netherlands  
Volvo S40  
"The Route V50"

Finalist Certificate  
Publicis; Amstelveen The Netherlands  
Renault Clio  
"Mister X"

Finalist Certificate  
Publicis; Lisbon Portugal  
Renault  
"Taxi"

Finalist Certificate  
Publicis Conseil; Paris France  
Renault Scenic  
"Scenic Your New Address"

Finalist Certificate  
Publicis Conseil; Paris France  
Renault Modus  
*"Tic-Tac-Toe"*

Finalist Certificate  
Publicis Mid America; Dallas, TX USA  
BMW  
*"Skydiving"*

Finalist Certificate  
The Gang Films; Saint-Cloud France  
Golf VW  
*"The Legends"*

Finalist Certificate  
The Gang Films; Saint-Cloud France  
Renault Mégane  
*"Le Bus"*

Finalist Certificate  
Tiempo BBDO; Madrid Spain  
Renault  
*"Invitation"*

Finalist Certificate  
Tohokushinsha Film Corporation; Tokyo Japan  
Nissan Motor Co., Ltd.  
*"Shift\_Anthem"*

Finalist Certificate  
Atletico International Advertising S. L.; Barcelona Spain  
Seat Toledo Price Promotion  
*"Lapse/Nightmare"*

Finalist Certificate  
Tohokushinsha Film Corporation; Tokyo Japan  
Nissan Motor Co., Ltd.  
*"Goal/Octopus/Chase"*

#### **A04/Automotive Products**

Finalist Certificate  
Dentsu Inc.; Tokyo Japan  
Yellow Hat-Studless Winter Tires  
*"Attack Of The Snowman"*

Finalist Certificate  
Tohokushinsha Film Corporation; Tokyo Japan  
Panasonic ETC Receiver CY-ET500  
*"Hurdle Race"*

Bronze World Medal  
Vivafilm GmbH; München Germany  
High Performance Tyre  
*"Eraser"*

#### **A05/Banking/Financial Services/Insurance**

Gold World Medal  
Dentsu Inc.; Tokyo Japan  
UFJ Tsubasa Securities: Corporate  
*"The Spy Ninja"*

Gold World Medal  
Duval Guillaume Antwerp; Antwerp Belgium  
Mercator  
*"Drill/Old People/Breakfast"*

Silver World Medal  
McCann-Erickson; New York, NY USA  
Mastercard International  
*"Priceless Campaign: Dog Trilogy"*

Silver World Medal  
The Jupiter Drawing Room South Africa;  
Johannesburg South Africa  
Nedbank  
*"Sculptor"*

Bronze World Medal  
Reklambyrån SWE; Stockholm Sweden  
Eurocard  
*"Attraction"*

Finalist Certificate  
Change Communication GmbH; Frankfurt Germany  
National-Bank AG  
*"Casablanca"*

Finalist Certificate  
Craverolanis Euro RSCG; Buenos Aires Argentina  
Banco Galicia  
*"Fire"*

Finalist Certificate  
Duval Guillaume Brussels; Brussels Belgium  
Axion  
*"Braille"*

Finalist Certificate  
Fadjar Rusli; Jakarta Indonesia  
Bii MC2  
*"Shopping/Clubbing/Surfing"*

Finalist Certificate  
KNSK Werbeagentur GMBH; Hamburg Germany  
HDI Insurance  
*"Dog"*

Finalist Certificate  
M&C Saatchi; London England  
The Royal Bank Of Scotland Group  
*"Heimlich Scheimlich"*

Finalist Certificate  
Nitten Alti Creatives; Chuouku, Tokyo Japan  
JA Reliable Plan  
*"Vaulting Horse"*

Finalist Certificate  
Ruf Lanz Werbeagentur AG; Zürich Switzerland  
Suva Accident Insurance  
*"Ceiling"*

Finalist Certificate  
Shalmor Avnon Amichay/Y&R; Tel Aviv Israel  
American Express  
*"Muchalero"*

Finalist Certificate  
Communion W Ltd.; Hong Kong Hong Kong  
Citibank I.T Visa Card  
*"I.T Is Inspiration"*

Finalist Certificate  
TBWA\Toronto; Toronto, Ontario Canada  
AGF Financial Services  
*"Land Surveyor/Prison Guard"*

#### **A06/Beverages: Alcoholic**

Gold World Medal  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
*"Dominoes"*

Silver World Medal  
Young & Rubicam; Buenos Aires Argentina  
Cervecería Y Maltería Quilmes  
*"Light"*

Bronze World Medal  
Bob Helsinki Oy; Helsinki Finland  
Koff  
*"Koff: Pick-Up Toilet"*

Bronze World Medal  
DDB España; Madrid Spain  
Damn S.A./Estrella Damm  
*"Two Worlds"*

Bronze World Medal  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
*"Epidemic/Unhappy Hour/Exploding Guys"*

Finalist Certificate  
Amex Team Advertising Limited; Bangkok Thailand  
Crown 99  
*"Friendship Never For Sale"*

Finalist Certificate  
BBDO Chile; Santiago Chile  
Pisconor/Pisco Ruta Norte  
*"Happy Birthday"*

Finalist Certificate  
Clemenger BBDO Sydney;  
St. Leonards, Sydney Australia  
Hahn Premium Light  
*"Bean Bomb"*

Finalist Certificate  
Del Campo Nazca Saatchi & Saatchi;  
Buenos Aires Argentina  
Teacher's  
*"Dizzy"*

Finalist Certificate  
Goodgoll Vendramin Inc.; Toronto Canada  
Moosehead Light: Moosehead Breweries Ltd.  
*"Tanning"*

Finalist Certificate  
J. Walter Thompson Italia SpA; Milan Italy  
Heineken Italia  
*"Tennis"*

Finalist Certificate  
SEK & Grey; Helsinki Finland  
Hartwall Otto  
*"Bus Stop"*

Finalist Certificate  
Tohokushinsha Film Corporation; Tokyo Japan  
Suntory Malt's Beer  
*"Malt's Adventure"*

Finalist Certificate  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
*"Air Beer"*

Finalist Certificate  
Lesch+Frei; Zürich Switzerland  
Brauerei Eichhof  
*"Wrecker's Ball & Hippo"*

Finalist Certificate  
Lowe; Brussels Belgium  
Stella Artois  
*"Kitchen/Bathroom"*

Finalist Certificate  
Young & Rubicam; Buenos Aires Argentina  
Cervecería Y Maltería Quilmes  
*"Sports Announcers"*

#### **A07/Beverages: Non-Alcoholic**

Silver World Medal  
Spillmann/Felser/Leo Burnette; Zürich Switzerland  
Rhäzünser  
*"Lemon"*

Silver World Medal  
TBWA; Berlin Germany  
Teekanne  
*"Teabag"*

Bronze World Medal  
BBDO New York; New York, NY USA  
Aquafina  
*"I Feel Pretty"*

Finalist Certificate  
BBDO Chile; Santiago Chile  
Watts/Ice Frut  
*"Bathroom"*

Finalist Certificate  
BBDO Montreal; Montreal Canada  
Les Producteurs Laitiers du Canada  
*"Mr. President"*

Finalist Certificate  
Cheil Communications Inc.; Seoul Korea  
Dongsuh Maxwell House Canned Coffee  
*"Mobile Canned Coffee"*

Finalist Certificate  
Exxtra Kommunikation; Zürich Switzerland  
Nendaz  
*"Invisible Force"*

Finalist Certificate  
J. Walter Thompson; Capital Federal Argentina  
California Juice  
*"Mother Nature"*

Finalist Certificate  
Ogilvy Mexico; México Mexico  
Kraft/Kool Aid  
"Grandpa"

Finalist Certificate  
Rafineri; Istanbul Turkey  
Cafe Del Mondo  
"Sack"

Finalist Certificate  
Tohokushinsha Film Corporation; Tokyo Japan  
Nescafe  
"Sleeping Faces"

Finalist Certificate  
BBDO New York; New York, NY USA  
Aquafina  
"Drink More Water"

Finalist Certificate  
Dentsu Inc.; Tokyo Japan  
Suntory Amino-Shiki Drink  
"A Somersault Wedding/Double-Cartwheel/  
Human Windmill"

Finalist Certificate  
Dentsu Inc.; Tokyo Japan  
Meiji Dairies: Meiji Milk  
"For Sale/Yum-Yum/Cooking Show"

#### **A08/Business Services/Equipment**

Silver World Medal  
Nitten Altı Creatives; Chuouku, Tokyo Japan  
Personal Placement Service  
"Pressure 2/Power Balance/Formalities"

Finalist Certificate  
DGWB; Santa Ana, CA USA  
Toshiba  
"Built For Speed"

Finalist Certificate  
Daiko Advertising Inc.; Tokyo Japan  
Office 24  
"Office Supplies, Order Please!"

#### **A09/Shipping, Cargo & Courier**

Bronze World Medal  
BBDO New York; New York, NY USA  
FedEx  
"Jenkins"

Finalist Certificate  
BBDO New York; New York, NY USA  
FedEx  
"Welcome Aboard"

#### **A10/Confections/Snacks**

Silver World Medal  
Clemenger BBDO Sydney; St. Leonards, Sydney Australia  
Smith's New Thin-Cut Crisps  
"Flatworld"

Bronze World Medal  
Lowe Philippines; Makati City Philippines  
Fita  
"Fairy"

Finalist Certificate  
BBDO New York; New York, NY USA  
Mars/Snickers  
"President"

Finalist Certificate  
BBDO New York; New York, NY USA  
Mars/Snickers  
"Paleontology"

Finalist Certificate  
Clemenger BBDO Sydney; St. Leonards, Sydney Australia  
Uncle Toby's Rollups Sours  
"Gurning"

Finalist Certificate  
DDB Paris; Paris France  
Kinder Maxi  
"Regression"

Finalist Certificate  
Grey & Trace; Barcelona Spain  
Shelled California Walnuts  
"Nutcrackers"

Finalist Certificate  
Grey Worldwide; New York, NY USA  
Pringles  
"Athletes"

Finalist Certificate  
McCann-Erickson India; Mumbai India  
Chlormint Ice  
"Chlormint Ice Fire Eater"

Finalist Certificate  
Ogilvy & Mather Norway; Oslo Norway  
Daim  
"Croc"

Finalist Certificate  
TRY Advertising Agency; Oslo Norway  
KiMs  
"Mix-Up"

Finalist Certificate  
BBDO Chicago; Chicago, IL USA  
Wm. Wrigley Jr. Company/Eclipse Mints  
"Lawyers/Scientists/Agents"

Finalist Certificate  
JWT+H+F; Zürich Switzerland  
Cailler  
"Casanova/Beethoven/Queen"

#### **A11/Corporate Image/Recruitment**

Gold World Medal  
J. Walter Thompson; Capital Federal Argentina  
Aerolineas Argentinas  
"Shadow"

Silver World Medal  
Dentsu Inc.; Tokyo Japan  
Tohokushinsha Film Corporation; Tokyo Japan  
YKK Architectural Products: Corporate  
"Evolution"

Silver World Medal  
Tiempo BBDO; Madrid Spain  
Renault  
"X-Rays"

Silver World Medal  
Tiempo BBDO; Madrid Spain  
Renault  
"Security Campaign: Looping/Airport/Dwarf/  
Underground"

Bronze World Medal  
BBDO Guatemala; Guatemala Guatemala  
Banco G&T Continental  
"Counting"

Bronze World Medal  
Ogilvy & Mather Taiwan; Taipei Taiwan  
Kotex  
"Christmas Hat"

Bronze World Medal  
Dentsu Inc.; Tokyo Japan  
Nippon Telegraph And Telephone West Corporation:  
Corporate  
"Disaster Relief/Stretching Communications"

Bronze World Medal  
Publicis; Amstelveen The Netherlands  
Royal Army  
"Mayo/Shower/Schiphol Airport"

Finalist Certificate  
Aoi Advertising Promotion Inc.; Tokyo Japan  
Corporate Ad  
"What If"

Finalist Certificate  
Axmith McIntyre Wicht; Toronto Canada  
Labatt Breweries  
"Cupid"

Finalist Certificate  
Campbell-Ewald; Warren, MI USA  
Detroit Institute Of The Arts  
"Whistler's Mother"

Finalist Certificate  
Dentsu Inc.; Tokyo Japan  
Funai Electric: Corporate  
"Glasses"

Finalist Certificate  
Far East DDB Plc; Bangkok Thailand  
Cotto Sanitary Ware  
"Never Ending Ideas"

Finalist Certificate  
Leo Burnett Kreasindo; Jakarta Indonesia  
Sebelas Productions  
"Traffic Lights"

Finalist Certificate  
Master Comunicaçã; Curitiba, Parana Brazil  
ABPO  
"Bubble Pack"

Finalist Certificate  
Ogilvy & Mather Japan; Tokyo Japan  
Esthe WAM Beauty Treatment  
"Why"

Finalist Certificate  
TAXI; Toronto Canada  
Nike  
"Breakaway"

Finalist Certificate  
TBWA\Korea; Seoul Korea  
Daewoo Engineering & Construction  
"Forest"

Finalist Certificate  
The Jupiter Drawing Room South Africa;  
Johannesburg South Africa  
Nedbank Cinema Nouveau  
"Sunflowers"

Finalist Certificate  
Heimat Werbeagentur GmbH; Berlin Germany  
Hornbach Home Improvement Superstores  
"Blixa Bargeld Reads Hornbach DIY"

### A12/Cosmetics/Toiletries

Silver World Medal  
J. Walter Thompson de Mexico, S.A.;  
Mexico City Mexico  
Coppertone Endless Summer  
"Arab"

Silver World Medal  
Spoon Inc.; Tokyo Japan  
Shiseido Uno  
"Draw Your Style/Draw The Air/Draw Your Style:  
Machomen"

Bronze World Medal  
Film Graphics; Crows Nest, NSW Australia  
Oil Of Olay  
"Turn Table"

Bronze World Medal  
Vegaalmosponge; Buenos Aires Argentina  
Rexona  
"Round/Odalique/Cheerleaders"

Finalist Certificate  
DDB Costa Rica; San José de Costa Rica  
Nodor Deodorant  
"Mosquito"

Finalist Certificate  
DDB Germany; Berlin Germany  
Schwarzkopf & Henkel GmbH  
"Rich"



Finalist Certificate  
Forsman & Bodenfors; Gothenburg Sweden  
SCA Hygiene Products/Libero Diapers  
*"The Embrace"*

Finalist Certificate  
Lowe Bangkok; Bangkok Thailand  
Axe Roll-On  
*"Coma"*

Finalist Certificate  
Ogilvy & Mather Taiwan; Taipei Taiwan  
Kotex  
*"Christmas Hat"*

Finalist Certificate  
Vegaalmoosponce; Buenos Aires Argentina  
Rexona  
*"Referee"*

Finalist Certificate  
Vivafilm GmbH; München Germany  
Footdeodorant  
*"Bank Robbery"*

#### **A13/Crafts/Hobbies**

Bronze World Medal  
Lorenzo Marini e Associati; Milano Italy  
Fuji Film Italia  
*"Escape"*

#### **A14/Entertainment Promotion**

Gold World Medal  
Del Campo Nazca Saatchi & Saatchi;  
Buenos Aires Argentina  
Buenos Aires Zoo  
*"Births"*

Gold World Medal  
Taxi; Toronto Canada  
Canadian Film Centre's Worldwide Short Film Festival  
*"Love Scene/Good Cop/Character"*

Silver World Medal  
Lowe/SSPM; Bogota Colombia  
National Museum Of Colombia  
*"Helmet"*

Silver World Medal  
TBWA\PHS Helsinki; Helsinki Finland  
Finnish Soccer League  
*"Tie/Hallway"*

Bronze World Medal  
CraveroLanis Euro RSCG; Buenos Aires Argentina  
Malba (Latin American Art Museum)  
*"Presidents"*

Bronze World Medal  
Young & Rubicam Italia Srl; Milan Italy  
Lottomatica  
*"Chess/Archer/Toreador"*

Finalist Certificate  
ADK Inc.; Tokyo Japan  
Monthly Comic Magazine  
*"It's Loaded!"*

Finalist Certificate  
Bassat Ogilvy & Mather Madrid; Madrid Spain  
Once (Spanish Association For The Blind)  
*"Grandma"*

Finalist Certificate  
Bristow Prentice Lambaart Budd;  
Albert Park, VIC Australia  
Australian Blues Music Festival  
*"Bad Year"*

Finalist Certificate  
Dentsu Tec Inc.; Tokyo Japan  
Toho Cinemas Ltd.  
*"Coming Home"*

Finalist Certificate  
Eisner Communications; Baltimore, MD USA  
Maryland State Lottery  
*"Office"*

Finalist Certificate  
Galette Inc.; Tokyo Japan  
JBC  
*"Horse Of Sand"*

Finalist Certificate  
Lowe Brindfors; Stockholm Sweden  
Sports Betting: Oddset-Svenskaspel  
*"Gentlemen's Hockey"*

Finalist Certificate  
Lowe GGK Vienna; Vienna Austria  
Lotto (Austrian Lotteries)  
*"Teatime"*

Finalist Certificate  
Pragma DDB; Lima, Lima Peru  
Centro Cultural La Noche/Kimera Producciones  
*"Bathroom"*

Finalist Certificate  
TBWA\PHS Helsinki; Helsinki Finland  
Betting Finland  
*"Lover And Lover-In-Law"*

Finalist Certificate  
TBWA\Santiago Mangada Puno; Makati City Philippines  
Cinemanila  
*"Kitano"*

Finalist Certificate  
TBWA\Santiago Mangada Puno; Makati City Philippines  
Cinemanila  
*"Almodovar"*

Finalist Certificate  
Conill LA; Torrance, CA USA  
Latinbeat Film Festival  
*"Autograph/Photo"*

Finalist Certificate  
Eisner Communications; Baltimore, MD USA  
Maryland State Lottery  
*"Bread/Dough/Clams"*

Finalist Certificate  
Lowe Brindfors; Stockholm Sweden  
Sports Betting; Oddset-Svenskaspel  
*"Skeet-Goalie/Javelin-Skater/Golf-Wrestler"*

Finalist Certificate  
SCP Goteborg; Göteborg Sweden  
Göteborg Symphony Orchestra  
*"Karaoke"*

Finalist Certificate  
TBWA\PHS Helsinki; Helsinki Finland  
Horse Trotting Finland  
*"At The Office/At The Bar"*

#### **A15/Foods**

Silver World Medal  
Advertising Agency Skandaali/Leo Burnett Ltd.;  
Helsinki Finland  
Valio Yoghurt  
*"Valio Yoghurt For A Longer Life"*

Finalist Certificate  
Campaigns And Grey; Makati City Philippines  
Ligo  
*"Carinderia"*

Finalist Certificate  
J. Walter Thompson Puerto Rico; San Juan, PR USA  
Unilever: Ragú  
*"Girl"*

Finalist Certificate  
J. Walter Thompson; Capital Federal Argentina  
Knorr Quick  
*"Alvarez"*

Finalist Certificate  
Leo Burnett Company Ltd.; Taipei Taiwan  
Vedan  
*"Paper Adhered On The Wall"*

Bronze World Medal  
Leo Burnett Paris; Boulogne France  
Charal  
*"The Race"*

Finalist Certificate  
Lowe Bangkok; Bangkok Thailand  
Brand's Junior  
*"CEO"*

Finalist Certificate  
McCann-Erickson India; Mumbai India  
Sweetex Low Calorie Sweetener  
*"Sweetex Beach"*

Finalist Certificate  
Ogilvy Brasil; São Paulo Brazil  
Lite Mayonnaise Arisco  
*"Speakers"*

Finalist Certificate  
Publicis; Zürich Switzerland  
Emmentaler  
*"Tunnel/Alphorn/Yodeling"*

Finalist Certificate  
Young & Rubicam Brussels; Brussels Belgium  
Campbell Foods Belgium  
*"Royco Minute Soup"*

#### **A16/Health Care/Medical Products & Services**

Finalist Certificate  
Duval Guillaume Brussels; Brussels Belgium  
Humo & Durex  
*"Chocolate Flavoured Condoms"*

Finalist Certificate  
FCB Argentina; Buenos Aires Argentina  
Medicus  
*"Cockatoo"*

Finalist Certificate  
McCann-Erickson Milan; Milan Italy  
Durex  
*"Elevator"*

Finalist Certificate  
McCann-Erickson Milan; Milan Italy  
Durex  
*"Barber Shop"*

Finalist Certificate  
Thorn And Tackenström/J. Walter Thompson, Stock-  
holm; Stockholm  
Synoptik: Hearing Division  
*"Million Dollar Phonecall"*

Finalist Certificate  
Young & Rubicam; Buenos Aires Argentina  
Bayer  
*"Chain Reaction"*

#### **A17/Home Entertainment**

Silver World Medal  
Grey World Wide Oslo; Oslo Norway  
Canal Digital  
*"Halleluja"*

Bronze World Medal  
McCann-Erickson Philippines; Makati City Philippines  
Sony  
*"Grannies"*

Finalist Certificate  
BBDO Chile; Santiago Chile  
Sony  
*"Dog"*

#### **A18/Household Appliances/Furnishings**

Gold World Medal  
Foote, Cone & Belding; New York, NY USA  
Go Film; New York, NY USA  
American Standard  
*"BBQ/Fetch/Basketball"*

Bronze World Medal  
TBWA\Istanbul; Istanbul Turkey  
Beko  
*"Swimming Pool"*

Finalist Certificate  
Hemisphere Droit; Clichy France  
Varta  
*"Keep On Moving Varta"*

Finalist Certificate  
McCann-Erickson Shanghai; Shanghai China  
Siemens  
*"Vulture"*

#### **A19/Household Products/Pet Products**

Silver World Medal  
DDB Chile; Santiago Chile  
Clorox/Selton  
*"Bug"*

Silver World Medal  
DDB; San Francisco, CA USA  
Glad Press N' Seal  
*"Brothers/Weatherman/Fireplace"*

Bronze World Medal  
Hakuhodo, Inc.; Minato-Ku Japan  
Panasonic Battery  
*"Taxi"*

Bronze World Medal  
J. Walter Thompson Puerto Rico; San Juan, PR USA  
Energizer  
*"Jumping"*

Finalist Certificate  
BBDO Chile; Santiago Chile  
CMPC/Nova  
*"Grape"*

Finalist Certificate  
BBDO Montreal; Montreal Canada  
Cascades Groupe Tissu Inc.  
*"Hiccup"*

Finalist Certificate  
Bluetango WerbegesmbH; Vienna Austria  
Vandal  
*"The Dancer"*

Finalist Certificate  
Dentsu Inc.; Tokyo Japan  
ST Chemical: Moth Repellent  
*"Astronaut Outfit"*

Finalist Certificate  
J. Walter Thompson Puerto Rico; San Juan, PR USA  
Energizer  
*"Bouncing House"*

Finalist Certificate  
McCann-Erickson Spain; Madrid Spain  
Black & Decker  
*"Hobby"*

Finalist Certificate  
Melamed Riley Advertising; Cleveland, OH USA  
Channelock  
*"Revolutionary Pliers"*

#### **A20/Media Promotion: Print**

Bronze World Medal  
Lowe Porta S.A.; Santiago Chile  
La Cuarta Newspaper  
*"Hypnosis"*

Finalist Certificate  
Leo Burnett Argentina; Buenos Aires Argentina  
La Nación Tourism  
*"Tourism Guide"*

Finalist Certificate  
McCann-Erickson Colombia; Bogota Colombia  
El Tiempo  
*"The New York Times"*

Finalist Certificate  
Tohokushinsha Film Corporation; Tokyo Japan  
Kadokawa Books  
*"Discovery Caff B"*

Finalist Certificate  
TYO Productions Inc.; Tokyo Japan  
The Yomiuri Newspaper  
*"Olympic In The Know: Wrestling/Soccer"*

#### **A21/Media Promotion: Broadcast**

Gold World Medal  
GrupoGallegos; Long Beach, CA USA  
Fox Sports En Español  
*"Smell"*

Gold World Medal  
Harvest; Santa Monica, CA USA  
Fox Sports  
*"Burglar/Busted/Fish"*

Silver World Medal  
Czar.be; Brussels Belgium  
Radio Donna  
*"Marriage/Gay"*

Bronze World Medal  
Eugenio DDB; São Paulo Brazil  
Sex TV  
*"Hand"*

Bronze World Medal  
In Jaus; Buenos Aires Argentina  
MTV Latinamerica Networks  
*"MTV 10 Years"*

Finalist Certificate  
Barrington Johnson Lorains; Manchester England  
Galaxy Radio 102.2  
*"Driving Instructor"*

Finalist Certificate  
Bob Helsinki Oy; Helsinki Finland  
Iltalehti Tabloid  
*"Iltalehti: Hand Puppet"*

Finalist Certificate  
In Jaus; Buenos Aires Argentina  
Retro Channel  
*"Truck"*

Finalist Certificate  
J. Walter Thompson Puerto Rico; San Juan, PR USA  
America Online  
*"Frisbee"*

Finalist Certificate  
McCann-Erickson Roma S.Z.P.; Rome Italy  
RAI National Public TV  
"Window"

Finalist Certificate  
Mercurio Cinematografica; Milano Italy  
Sky  
"Full Metal Christmas"

Finalist Certificate  
PYXfilm; Seoul Korea  
Daum  
"Daum"

Finalist Certificate  
Red Cell SpA; Milan Italy  
SKY TV Italia  
"SKY Soccer"

Finalist Certificate  
Red Cell SpA; Milan Italy  
SKY TV Italia  
"Documentary"

Finalist Certificate  
The Family Srl; Milan Italy  
"Gay TV"

Finalist Certificate  
ATA De Martini LC; Milan Italy  
Fastweb  
"Mum: Chase"

Finalist Certificate  
Cawley Nea\TBWA; Dublin Ireland  
Today FM  
"This Is No Time"

Finalist Certificate  
Duval Guillaume Antwerp; Antwerp Belgium  
Studio Brussel  
"Baptiste/Eugène/Hairdresser"

Finalist Certificate  
Harvest; Santa Monica, CA USA  
Independent Film Channel  
"Hollywood Man/Hollywood Woman"

Finalist Certificate  
This Is A Thing!; Milan Italy  
MTV Italy  
"MTV - I'm Different"

#### A22/Pharmaceutical

Bronze World Medal  
The Jupiter Drawing Room South Africa;  
Johannesburg South Africa  
PharmaNatura  
"Shoes/Flowers/Menu"

Finalist Certificate  
Clemenger BBDO Sydney; St. Leonards, Sydney Australia  
Canesten  
"Cricket"

Finalist Certificate  
DDB Budapest; Budapest Hungary  
Libresse Classic  
"Vignettes"

Finalist Certificate  
Eugenio DDB; São Paulo Brazil  
Flogoral  
"Long Play"

Finalist Certificate  
Fischer America SA; Capital Federal Argentina  
Mylanta  
"Myopic"

Finalist Certificate  
Hasan & Partners Oy; Helsinki Finland  
Zyban/GlaxoSmithKline  
"Computer"

Finalist Certificate  
IDB/FCB Chile; Santiago Chile  
Cosmetica Davis  
"Piscina"

Finalist Certificate  
BBDO/Mexico; Mexico City Mexico  
Bayer/Alka Seltzer  
"Taco/Pizza/Pozole"

#### A23/Personal Gift & Leisure Items

Finalist Certificate  
McCann-Erickson Spain; Madrid Spain  
Paul Versan  
"Orgasm"

Finalist Certificate  
Leo Burnett Milan; Milano Italy  
Binda Spa Breil Watch  
"Panther"

Finalist Certificate  
Red Cell SpA; Milan Italy  
Tribe By Breil  
"Window Cleaner/Megaphone/Street Market:  
Ready To Risk?"

#### A25/Professional Services

Finalist Certificate  
Master Comunicação; Curitiba, Parana Brazil  
Jamute Audio  
"Jiu-Jitsu"

Finalist Certificate  
Dentsu Tec Inc.; Tokyo Japan  
Obayashi Corporate Image  
"Man On The Street/Woman In The Taxi"

#### A26/Recreation/Sporting Goods & Service

Finalist Certificate  
Master Comunicação; Curitiba, Parana Brazil  
Gustavo Borges Swimming School  
"Ozone"

Finalist Certificate  
McCann-Erickson; Quito Ecuador  
La Bombonerita  
"Knock Out"

Finalist Certificate  
The Jupiter Drawing Room South Africa;  
Johannesburg South Africa  
Planet Fitness  
"Master Your Universe"

#### **A27/Retail Dealers: Non-Food**

Finalist Certificate  
FCB Argentina; Buenos Aires Argentina  
Car One  
"Like Wildfire"

Finalist Certificate  
Heye & Partner GmbH; Unterhaching Germany  
Orion Versand GmbH & Co. KG  
"Towel"

Finalist Certificate  
Master Comunicaçãõ; Curitiba, Parana Brazil  
Ciavena  
"Price"

Finalist Certificate  
Publicis Mid America; Dallas, TX USA  
BMW  
"Child's Play"

Finalist Certificate  
Uncle Grey; Arhus Denmark  
Råd & Dåd Byffecenter  
"Kitchen Zink"

Finalist Certificate  
Vasata Schroeder Werbeagentur GmbH;  
Hamburg Germany  
OBI - DIY Supplier  
"Dog"

Finalist Certificate  
VVL BBDO; Brussels Belgium  
Total  
"The Shepherd"

#### **A28/Retail Restaurants**

Silver World Medal  
.start GmbH; München Germany  
Burger King  
"Old McDonald"

Silver World Medal  
Ogilvy Brasil; São Paulo Brazil  
Fit Food Light Restaurant  
"Chair"

Bronze World Medal  
Grey Worldwide; New York, NY USA  
Harvest; Santa Monica, CA USA  
Dairy Queen  
"Baby Bjorn"

Finalist Certificate  
Grey Worldwide; New York, NY USA  
Dairy Queen  
"Tongue Tied"

Finalist Certificate  
Grey Worldwide; New York, NY USA  
Harvest; Santa Monica, CA USA  
Dairy Queen  
"Blind Taste Test"

Finalist Certificate  
WIRZ Werbung AG; Zürich Switzerland  
Restaurant Hill  
"Hunt"

Finalist Certificate  
Cayenne Werbeagentur GmbH; Düsseldorf Germany  
Nordsee  
"Shark/Aquarium/Fire"

#### **A30/Retail Stores**

Gold World Medal  
Go Film; New York, NY USA  
Value City  
"Role Reversal"

Silver World Medal  
Hasan & Partners Oy; Helsinki Finland  
Ikea  
"Revolution"

Bronze World Medal  
Dentsu Inc.; Tokyo Japan  
ABC-Mart  
"Walk"

Bronze World Medal  
Lowe; New York, NY USA  
Federated Department Stores, Inc./Macy's  
"Flashcards/Shopping Math/Trunk"

Finalist Certificate  
Aoi Advertising Promotion Inc.; Tokyo Japan  
Laforet Summer 2004  
"Grand Bazaar"

Finalist Certificate  
Cayenne Werbeagentur GmbH; Düsseldorf Germany  
Florists/Bloemenbuero Holland  
"Mothers Day"

Finalist Certificate  
Forsman & Bodenfors; Gothenburg Sweden  
Ikea Sweden  
"Embla"

Finalist Certificate  
Go.Garbergs; Stockholm Sweden  
Brothers  
"Santa Claus"

Finalist Certificate  
McCann Helsinki; Helsinki Finland  
Valintatalo  
"Back To The Roots"

Finalist Certificate  
Video Station Q Co., Ltd; Fukuoka Japan  
Fresh Produce Day  
*"A Fresh Japanese Radish"*

Finalist Certificate  
WeigertPirouzWolf; Hamburg Germany  
Ikea  
*"Garbage"*

Finalist Certificate  
Cheil Communications Inc.; Seoul Korea  
CJ Home Shopping Cjmall.com  
*"Her Bag/His Scarf"*

Finalist Certificate  
Euro RSCG Amsterdam; Amstelveen The Netherlands  
Pearle Opticiens  
*"Truckers/Caretakers Of Elderly/Beach Pavilion Operators"*

Finalist Certificate  
Tempel; Stockholm Sweden  
Beijer Byggmaterial/Do-It-Yourself Store  
*"Big Ideas"*

### **A31/Soft Drinks**

Gold World Medal  
BBDO New York; New York, NY USA  
Mountain Dew  
*"Sled"*

Silver World Medal  
BBDO New York; New York, NY USA  
Mountain Dew  
*"Helicopter/Hallway/Canopy"*

Bronze World Medal  
McCann-Erickson Spain; Madrid Spain  
Coca-Cola  
*"Bollywood"*

Finalist Certificate  
BBDO New York; New York, NY USA  
Pepsi  
*"Mountain Men"*

Finalist Certificate  
BBDO New York; New York, NY USA  
Mountain Dew  
*"Seaga"*

Finalist Certificate  
BBDO New York; New York, NY USA  
Pepsi  
*"Just Lunch"*

Finalist Certificate  
BBDO New York; New York, NY USA  
Pepsi  
*"Summer Job"*

### **A32/Telecommunications Services/Equipment**

Gold World Medal  
Publicis Conseil; Paris France  
Sagem  
*"Tokyo"*

Gold World Medal  
Czar.Be; Brussels Belgium  
Proximus  
*"Van/Bear"*

Silver World Medal  
BBDO Portugal; Lisbon Portugal  
Optimus  
*"Chain"*

Silver World Medal  
Duval Guillaume Brussels; Brussels Belgium  
Belgacom  
*"Stay Where You Are"*

Bronze World Medal  
Leo Burnett Milan; Milano Italy  
Telecom Halia  
*"Giulio"*

Bronze World Medal  
J. Walter Thompson Lisbon; Lisbon, Alges Portugal  
Vodafone Life! Football  
*"Benches"*

Finalist Certificate  
BBDO Chile; Santiago Chile  
VTR  
*"Gladiator"*

Finalist Certificate  
Charlex; New York, NY USA  
AOL  
*"Quotes: 9.0 Launch"*

Finalist Certificate  
Lew Lara; São Paulo Brazil  
Nokia  
*"Backwards"*

Finalist Certificate  
Lew Lara; São Paulo Brazil  
Nokia  
*"Invisible"*

Finalist Certificate  
Luscious International; Randwick Australia  
Nokia  
*"Fashion Squad"*

Finalist Certificate  
McCann-Erickson Argentina; Buenos Aires Argentina  
Tarjeta Linea Total  
*"Gardener"*

Finalist Certificate  
Aoi Advertising Promotion Inc.; Tokyo Japan  
Iromelomix  
*"Shoot/Catch"*

Finalist Certificate  
Aoi Advertising Promotion Inc.; Tokyo Japan  
Rio  
*"Woody/Paintball/Alien"*

Finalist Certificate  
BBDO Portugal; Lisbon Portugal  
Optimus  
"Dust/Railway Station/Bus"

Finalist Certificate  
Grey Worldwide Zagreb; Zagreb Croatia  
VIPme  
"VIPme Benefit Campaign: Phonecall/SMS/Kiss"

### A33 /Tobacco

Finalist Certificate  
Jo! Schmid Filmproduktion GmbH; Berlin Germany  
West Cigarettes  
"Oops"

Finalist Certificate  
Jo! Schmid Filmproduktion GmbH; Berlin Germany  
West Cigarettes  
"The Porn Crime"

### A34/Toys & Games

Gold World Medal  
Gorgeous Enterprises; London England  
Sony Playstation 2  
"Mountain"

Silver World Medal  
TBWA\Spain; Madrid Spain  
Sony Playstation  
"Battle Field"

Bronze World Medal  
Nitten Alti Creatives; Chuouku, Tokyo Japan  
Katamari Damacy  
"Rolling Yoshida"

Finalist Certificate  
TBWA\Spain; Madrid Spain  
Sony Playstation  
"Playing Field"

### A35/Transportation

Gold World Medal  
Grey Copenhagen; Copenhagen Denmark  
Metro  
"Rush Through Town"

Silver World Medal  
Contrapunto; Madrid Spain  
Metro de Madrid  
"Superhero/Flyer/Shower"

Bronze World Medal  
Uncle Grey; Arhus Denmark  
Metrobus  
"Frequent Bus"

### A36 /Travel/Tourism

Silver World Medal  
Duval Guillaume Antwerp; Antwerp Belgium  
Virgin Express  
"Fly Aid"

Silver World Medal  
LZS/Grill/Thompson Werbeagentur GmbH;  
Vienna Austria  
Austrian Railways/ÖBB  
"Just Like Home Campaign: Ladies/Bedroom/Office"

Finalist Certificate  
J. Walter Thompson; Capital Federal Argentina  
Aerolineas Argentinas  
"Shadow"

Finalist Certificate  
Tugboat; Tokyo Japan  
JR-Ski  
"Reborn Ski Hero"

Finalist Certificate  
Film Graphics; Crows Nest, NSW Australia  
Contiki  
"Chairman Of The Bored/Old Fella/Girl Guide"

### A37/Utilities

Bronze World Medal  
The Family Srl; Milan Italy  
Enel  
"Hunter/Beach"

### CRAFT & TECHNIQUE

#### B41/Best Animation: Cel

Silver World Medal  
Film Graphics; Crows Nest, NSW Australia  
Australian Tourism Commission  
"Brett Whiteley"

Finalist Certificate  
Moon FX Sdn Bhd; Kuala Lumpur Malaysia  
Nokia  
"Blackboard"

#### B42/Best Animation: Computer

Gold World Medal  
Fin Design + Effects; Sydney Australia  
Toyota Kluger  
"Drivers Dream"

Gold World Medal  
ATTIK; San Francisco, CA USA  
Scion  
"Transformer/3D Artist"

Silver World Medal  
CraveroLanis Euro RSCG; Buenos Aires Argentina  
Citroen  
"Nico"

Silver World Medal  
Moon FX Sdn Bhd; Kuala Lumpur Malaysia  
Petronas  
"Tech Magic"

Bronze World Medal  
Fuel International; Sydney, NSW Australia  
V  
"Benchpress"

Finalist Certificate  
DDB Chile; Santiago Chile  
Clorox/Selton  
"Bug"

Finalist Certificate  
Fox International Channels Italy; Rome Italy  
"Fox Life: Bar"

Finalist Certificate  
Image Boutique Production Ltd; Hong Kong Hong Kong  
Budweiser  
"Athens"

Finalist Certificate  
Philipp und Keuntje GMBH; Hamburg Germany  
Jägermeister Liqueur  
"Limbo"

Finalist Certificate  
Philipp und Keuntje GMBH; Hamburg Germany  
Petra Woman's Magazine  
"Jungle"

Finalist Certificate  
Quiet Man - New York; New York, NY USA  
General Electric  
"Lassie"

Finalist Certificate  
Rhinox; New York, NY USA  
Northwest Airlines  
"Transformations"

Finalist Certificate  
Twisted Media Sdn. Bhd.; Kuala Lumpur Malaysia  
"Ikea: Chameleon"

Finalist Certificate  
Tohokushinsha Film Corporation; Tokyo Japan  
Toyota Sienta  
"Successful Shopping Mom/Active Commuting Dad"

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#### **B43/Best Art Direction**

Gold World Medal  
Velvet Media Inc.; München Germany  
Showtime  
"Poem"

Silver World Medal  
BETC Euro RSCG; Paris France  
Peugeot 407  
"Toys"

Finalist Certificate  
CraveroLanis Euro RSCG; Buenos Aires Argentina  
Citroen  
"Nico"

Finalist Certificate  
McCann-Erickson; Tokyo Japan  
Microsoft Corporate  
"Kimono"

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#### **B44/Best Cinematography**

Gold World Medal  
BETC Euro RSCG; Paris France  
Peugeot 607  
"The Bridge"

Silver World Medal  
Gorgeous Enterprises; London England  
Hewlett Packard  
"Next Shift"

Silver World Medal  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
"Dominoes"

Bronze World Medal  
Suburban Films; Cape Town South Africa  
Aids  
"Village/Old Man"

Finalist Certificate  
DDB; Melbourne Australia  
Radiant  
"Cussons Radiant: CUS40871/30/CNS"

Finalist Certificate  
Gorgeous Enterprises; London England  
Honda Ima  
"Sense"

Finalist Certificate  
Gorgeous Enterprises; London England  
Castrol  
"Fluid Motion"

Finalist Certificate  
Harvest; Santa Monica, CA USA  
Independent Film Channel  
"Hollywood Woman Late Night"

Finalist Certificate  
McCann-Erickson BCA GmbH; Frankfurt Germany  
Opel Astra  
"St. Quentin"

Finalist Certificate  
McCann-Erickson BCA GmbH; Frankfurt Germany  
Opel Vectra Range  
"Chase"

Finalist Certificate  
TBWA\Sanjago Mangada Puno;  
Makati City Philippines  
Oxygen  
"Underground"

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#### **B45/Best Copywriting**

Bronze World Medal  
Harvest; Santa Monica, CA USA  
Independent Film Channel  
"Hollywood Man/Hollywood Woman"



Finalist Certificate  
BBDO New York; New York, NY USA  
Mars/Snickers  
"President"

Finalist Certificate  
Harvest; Santa Monica, CA USA  
Independent Film Channel  
"Hollywood Woman Late Night"

Finalist Certificate  
Heimat Werbeagentur GmbH; Berlin Germany  
Hornbach Home Improvement Superstores  
"Blixia Bargeld Reads Hornbach DIY"

#### **B46/Best Direction**

Gold World Medal  
Gorgeous Enterprises; London England  
Sony Playstation 2  
"Mountain"

Silver World Medal  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
"Dominoes"

Bronze World Medal  
Revolver Film; Sydney, NSW Australia  
Nike Australia  
"Keep The Ball Alive"

Finalist Certificate  
BBDO Chicago; Chicago, IL USA  
Wm. Wrigley Jr. Company/Eclipse Mints  
"Lawyers"

Finalist Certificate  
Cinematronics S.A. de C.V.; México City Mexico  
Vive Sin Drogas  
"Chava"

Finalist Certificate  
Cinematronics S.A. de C.V.; México City Mexico  
Matiz  
"Persecution"

Finalist Certificate  
Discovery Asia, Inc.; Singapore Singapore  
Discovery Channel  
"Malaysian Airlines London Langkawi Vignette: Legends"

Finalist Certificate  
Suburban Films; Cape Town South Africa  
Aids  
"Village/Old Man"

Finalist Certificate  
Harvest; Santa Monica, CA USA  
Fox Sports  
"Burglar/Busted/Fish"

#### **B47/Best Editing**

Gold World Medal  
Wieden+Kennedy; London England  
Honda UK  
"Everyday"

Gold World Medal  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
"Dominoes"

Silver World Medal  
BBDO New York; New York, NY USA  
Mountain Dew  
"Sled"

Silver World Medal  
Guillotine/Rex Edit; Venice, CA USA  
Toyota Landcruiser  
"Snakebite"

Bronze World Medal  
Gorgeous Enterprises; London England  
VW  
"A Life In A Day"

Bronze World Medal  
Karl Marks; Crows Nest, NSW Australia  
Nike Australia  
"Nike Rugby: Keep The Ball Alive"

Finalist Certificate  
McCann-Erickson Taiwan; Taipei Taiwan  
Coke Cola  
"Sassy Girl/Thirst"

Finalist Certificate  
Moon FX Sdn Bhd; Kuala Lumpur Malaysia  
New Balance  
"Singapore Marathon"

Finalist Certificate  
Ping Pong Limited (HK); Hong Kong Hong Kong  
Canon Ixus  
"I"

Finalist Certificate  
Ping Pong Limited (HK); Hong Kong Hong Kong  
Nike  
"Lift"

Finalist Certificate  
Ping Pong Limited (HK); Hong Kong Hong Kong  
Yahoo  
"Gold Teeth"

Finalist Certificate  
Touches Ltd; Causeway Bay Hong Kong  
Vela  
"Boxing"

Finalist Certificate  
Touches Ltd; Causeway Bay Hong Kong  
Lung Mei Curtain  
"Jealousy"

Finalist Certificate  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
"Epidemic"

#### **B48/Best Humor**

Gold World Medal  
Grey WorldWide; New York, NY USA  
Dairy Queen  
"Baby Bjorn"

Silver World Medal  
Dentsu Inc.; Tokyo Japan  
UFJ Tsubasa Securities: Corporate  
"The Spy Ninja"

Silver World Medal  
Grey Worldwide; New York, NY USA  
Dairy Queen  
"Baby Bjorn/Napkin/Sharing"

Bronze World Medal  
DDB Germany; Berlin Germany  
Volkswagen Golf  
"Windup Car"

Bronze World Medal  
Harvest; Santa Monica, CA USA  
Fox Sports  
"Burglar/Busted/Fish"

Finalist Certificate  
CraveroLanis Euro RSCG; Buenos Aires Argentina  
Malba (Latin American Art Museum)  
"Presidents"

Finalist Certificate  
DDB Germany; Berlin Germany  
Volkswagen Golf  
"Copy Maschine"

Finalist Certificate  
Dentsu Tec Inc.; Chuo-ku, Tokyo Japan  
Japan Elevator Service  
"Room Service"

Finalist Certificate  
Dentsu Tec Inc.; Tokyo Japan  
Toho Cinemas Ltd.  
"Coming Home"

Finalist Certificate  
Grey Worldwide; New York, NY USA  
Dairy Queen  
"Smitten"

Finalist Certificate  
Grey Worldwide; New York, NY USA  
Dairy Queen  
"Tongue Tied"

Finalist Certificate  
Grey Worldwide; New York, NY USA  
Harvest; Santa Monica, CA USA  
Dairy Queen  
"Napkin"

Finalist Certificate  
Harvest; Santa Monica, CA USA  
Toyota  
"Girlfriend"

Finalist Certificate  
Heimat Werbeagentur GmbH; Berlin Germany  
Siemens  
"Balloon"

Finalist Certificate  
Publicis; Lisbon Portugal  
Renault  
"Taxi"

Finalist Certificate  
The Ad Store; New York, NY USA  
Mike's Hard Lemonade/Mike's Hard Lime  
"Tongue"

Finalist Certificate  
Vegaalmosponce; Buenos Aires Argentina  
Rexona  
"Referee"

Finalist Certificate  
Young & Rubicam; Buenos Aires Argentina  
Editorial Dossier  
"Pee"

Finalist Certificate  
DDB Paris; Paris France  
Le Barran Chicken  
"Part I: Climbing/Airplane"

#### **B49/Best Original Music/Lyrics**

Gold World Medal  
Lemonade+Ink; Los Angeles, CA USA  
Los Angeles County Metropolitan Transportation Authority  
"Hey Look/Listen Up/Stay Alive"

Finalist Certificate  
DDB Germany; Berlin Germany  
Siemes Dessous  
"Ouch!"

Finalist Certificate  
DDB Paris; Paris France  
Kinder Maxi  
"Regression"

#### **B50/Best New Arrangement Of Popular Theme**

Gold World Medal  
Gorgeous Enterprises; London England  
Sony Playstation 2  
"Mountain"

Silver World Medal  
BETC Euro RSCG; Paris France  
Evian  
"Waterboy"

#### **B51/Best Performance**

Gold World Medal  
Go Film; New York, NY USA  
Value City  
"Role Reversal"

Silver World Medal  
DDB Germany; Berlin Germany  
Volkswagen Golf  
"Kids On Steps"

Bronze World Medal  
Harvest; Santa Monica, CA USA  
Independent Film Channel  
"Hollywood Woman"

Finalist Certificate  
Harvest; Santa Monica, CA USA  
Fox Sports  
"Busted"

Finalist Certificate  
Spoon Inc.; Tokyo Japan  
Shiseido Uno  
"Draw Your Style/Draw The Air/Draw Your Style:  
Machomen"

### **B52/Best Sound Design**

Gold World Medal  
Song Zu; Sydney Australia  
Toyota Landcruiser  
"Snakebite"

Bronze World Medal  
DDB Germany; Berlin Germany  
Volkswagen Golf  
"Kids On Steps"

Finalist Certificate  
740 Sound Design; Santa Monica, CA USA  
Pioneer  
"Surfer"

Finalist Certificate  
Bauhouse; Berlin Germany  
BMW AG  
"BMW Motor Sport: Pole"

Finalist Certificate  
McCann-Erickson BCA GmbH; Frankfurt Germany  
Opel Astra  
"St. Quentin"

Finalist Certificate  
Opuz Singapore; Singapore Singapore  
AXN  
"Big Experience"

Finalist Certificate  
Publicis Werbeagentur GmbH; Frankfurt Germany  
WSPA  
"Happy Bear"

Finalist Certificate  
Saatchi & Saatchi GmbH; Frankfurt am Main Germany  
Ariel (non-color)  
"Bed"

### **B53/Best Special Effects**

Gold World Medal  
Gorgeous Enterprises; London England  
Pepsi Max  
"Can Flu"

Silver World Medal  
Fin Design + Effects; Sydney Australia  
Toyota Landcruiser  
"Snake Bite"

Silver World Medal  
Attik; San Francisco, CA USA  
Scion  
"Transformer/3D Artist/Teleporter"

Bronze World Medal  
DDB Paris; Paris France  
Bouygues Telecom  
"A New World"

Finalist Certificate  
DDB Germany; Berlin Germany  
Volkswagen Golf R32  
"Vanished"

Finalist Certificate  
Digit Digit Limited; Causeway Bay Hong Kong  
Pepsi  
"Heroes Thematic Part I"

Finalist Certificate  
Element 79 Partners; Chicago, IL USA  
Propel Fitness Water  
"Movement"

Finalist Certificate  
Fin Design + Effects; Sydney Australia  
Lion Nathan XXXX  
"Parched"

Finalist Certificate  
Fin Design + Effects; Sydney Australia  
Cadillac  
"Undetectable"

Finalist Certificate  
Harvest; Santa Monica, CA USA  
Toyota  
"Girlfriend"

Finalist Certificate  
Heimat Werbeagentur GmbH; Berlin Germany  
Hornbach Home Improvement Superstores  
"Pond"

Finalist Certificate  
Moon FX Sdn Bhd; Kuala Lumpur Malaysia  
Keppel Land  
"Seasons"

Finalist Certificate  
Rhinox; New York, NY USA  
Northwest Airlines  
"Transformations"

Finalist Certificate  
Rushes Post Production Ltd.; London England  
HP Enterprise  
"Change"

Finalist Certificate  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
"Exploding Guys"

**PUBLIC SERVICE ANNOUNCEMENTS****C01/Civic/Social Education**

Gold World Medal  
Caravan Pictures; Rozelle Australia  
Australian Red Cross  
*"We Gave Blood"*

Silver World Medal  
LZS/Grill/Thompson Werbeagentur GmbH;  
Vienna Austria  
Vier Pforten  
*"Car"*

Silver World Medal  
DDB Canada; Vancouver Canada  
BC SPCA  
*"Dad/Husband/Roommate"*

Bronze World Medal  
The Jupiter Drawing Room South Africa;  
Johannesburg South Africa  
Lifeline  
*"Silent Movie"*

Finalist Certificate  
Arteaga & Arteaga; San Juan Puerto Rico  
Armas Ilegales  
*"Hole"*

Finalist Certificate  
BBDO West SF; San Francisco, CA USA  
Youth Leadership Institute  
*"Quotes"*

Finalist Certificate  
Publicis Conseil; Paris France  
Global Fund  
*"The Fight"*

Finalist Certificate  
Publicis Werbeagentur GmbH; Frankfurt Germany  
World Vision  
*"Belly"*

**C02/Environmental Issues**

Silver World Medal  
Mudra Communication; New Delhi India  
Electrolux  
*"Save Water"*

Bronze World Medal  
Clemenger BBDO Direct; Wellington New Zealand  
Greater Wellington Regional Council  
*"Let Metal Live Again"*

Bronze World Medal  
Tiempo BBDO; Barcelona Spain  
Greenpeace  
*"Save"*

Finalist Certificate  
Hakuhodo Inc.; Tokyo Japan  
The Mainichi Newspapers Co.  
*"Growing Stain"*

**C03/Health & Hygiene**

Gold World Medal  
Arnold Worldwide; Boston, MA USA  
American Legacy Foundation  
*"Epidemic/Hair/Smoking Machine"*

Gold World Medal  
Suburban Films; Cape Town South Africa  
Aids  
*"Village/Old Man"*

Silver World Medal  
Harvest; Santa Monica, CA USA  
American Legacy Foundation  
*"Radiation/Disappeared/Dizzy Or Dead"*

Silver World Medal  
Lowe; New York, NY USA  
Light Of Life Foundation  
*"Not What You Think"*

Bronze World Medal  
Ogilvy Group Austria; Vienna Austria  
Schmetterlingskinder  
*"Shower"*

Bronze World Medal  
Arnold Worldwide; Boston, MA USA  
American Legacy Foundation  
*"Replacement Smoker/Survey/Coroner"*

Finalist Certificate  
Arnold Worldwide; Boston, MA USA  
American Legacy Foundation  
*"Coroner"*

Finalist Certificate  
Arnold Worldwide; Boston, MA USA  
Harvest; Santa Monica, CA USA  
American Legacy Foundation  
*"Disappeared"*

Finalist Certificate  
Foote, Cone & Belding; New York, NY USA  
Partnership For Drug Free America  
*"Rewind"*

Finalist Certificate  
Gitam/BBDO; Ramat - Gan Israel  
Israel Cancer Association  
*"Ostrich"*

Finalist Certificate  
Godman; London England  
NHS Scotland  
*"Smoke Snakes"*

Finalist Certificate  
TBWA\España; Barcelona Spain  
Fundació Esclerosi Múltiple  
*"Paralysis"*

**C04/Interpersonal/Intergroup Relations**

Gold World Medal  
GSP; New York, NY USA  
National Underground Railroad/Freedom Center/Ad Council  
*"Freedom Center Campaign"*

Silver World Medal  
Publicis Toronto; Toronto Canada  
Concerned Children's Advertisers (CCA)  
*"Words Hurt"*

Bronze World Medal  
Lowe Brindfors; Stockholm Sweden  
Organization Against Bullying: Friends  
*"Hard Words"*

Finalist Certificate  
BBDO Chile; Santiago Chile  
Fundacion Paz Ciudadana  
*"Neighbor"*

Finalist Certificate  
DDB Seattle; Seattle, WA USA  
Gill Foundation  
*"Dave"*

Finalist Certificate  
Young & Rubicam; Buenos Aires Argentina  
UNHCR (United Nation High Commissioner for Refugees)  
*"Teddy Bear"*

Finalist Certificate  
DDB Seattle; Seattle, WA USA  
Gill Foundation  
*"Gill Campaign"*

**C05/Personal Development**

Bronze World Medal  
Markenfilm Berlin GmbH; Berlin Germany  
Lesen & Schreiben  
*"Zorro"*

Finalist Certificate  
Delvico Red Cell; Madrid Spain  
Once (Spanish Organization For Blind People)  
*"Problems"*

Finalist Certificate  
Lowe; New York, NY USA  
Big Brothers Big Sisters  
*"Ping-Pong/Yo-Yo/Paddle"*

**C06/Personal Safety**

Silver World Medal  
J. Walter Thompson Italia SpA; Milan Italy  
Heineken Italia  
*"Dog"*

Bronze World Medal  
The White House; Reykjavik Iceland  
The Road Traffic Directorate  
*"Victims"*

Finalist Certificate  
COI Communications; London England  
Fire Safety  
*"Backwards"*

Finalist Certificate  
Luscious International; Randwick Australia  
LTSA  
*"Prepared To Kill"*

Finalist Certificate  
BCM Partnership; Fortitude Valley, Queensland Australia  
Queensland Transport  
*"School Safety"*

Finalist Certificate  
Comic House; Oosterbeek The Netherlands  
Fia Foundation  
*"Always Use Your Seatbelt"*

Finalist Certificate  
Leo Burnett; Amsterdam The Netherlands  
SenterNovem/Ministry Of Transport  
*"Shifting Gear/Coasting"*

**C07/Philanthropic Appeals**

Gold World Medal  
Ruf Lanz Werbeagentur AG; Zürich Switzerland  
Muehlehalde Home For The Blind Zürich  
*"Stevie Wonder"*

Silver World Medal  
DDB Brussels; Brussels Belgium  
Kinderkreet  
*"Sexual Healing"*

Silver World Medal  
J. Walter Thompson Lisbon; Lisbon, Alges Portugal  
Donation Campaign  
*"Coins"*

Bronze World Medal  
Publicis Toronto; Toronto Canada  
Kids Help Phone  
*"The Chase"*

Finalist Certificate  
Bassat Ogilvy Barcelona; Barcelona Spain  
Channel 3 Telethon  
*"Fish"*

Finalist Certificate  
Bozell Worldwide Sdn Bhd; Petaling Jaya Malaysia  
Munchy's Biscuits  
*"Corridor"*

Finalist Certificate  
Ogilvy & Mather Taiwan; Taipei Taiwan  
Taipei Bank Charity Lottery  
*"Telephone"*

Finalist Certificate  
OpusMúltipla; Curitiba Brazil  
Prefeitura Municipal de Curitiba  
*"Dogs"*

Finalist Certificate  
Pragma DDB; Lima, Lima Peru  
Cruz Roja Peruana  
*"Hearse"*

**C08/Promotion Of Peace & Human Rights**

Silver World Medal  
BBDO Hong Kong Limited; Hong Kong Hong Kong  
Médecins Sans Frontières  
"Bullet"

Bronze World Medal  
J. Walter Thompson Barcelona; Barcelona Spain  
SOS Racismo  
"Doors"

Bronze World Medal  
Contrapunto; Madrid Spain  
Amnesty International  
"Stoning/Execution/Repression"

Finalist Certificate  
Air; Brussels Belgium  
Amnesty International  
"The Laundrette"

**SPECIAL CATEGORIES****D01/Cinema Commercial**

Gold World Medal  
DDB Germany; Berlin Germany  
Volkswagen Golf  
"Kids On Steps"

Gold World Medal  
TBWA\Toronto; Toronto, Ontario Canada  
AGF Financial Services  
"Drivers License/Contractor/Aspiring Director"

Silver World Medal  
C.O.D.; Coral Gables, FL USA  
Volkswagen Of America  
"Love Thing"

Silver World Medal  
Advance; Copenhagen Denmark  
Dansk Reklame Film  
"Arnold 03"

Bronze World Medal  
Kolle Rebbe Werbeagentur GmbH; Hamburg Germany  
Gauloises Cigarettes  
"Subtitled"

Finalist Certificate  
BBDO Campaign GmbH; Düsseldorf Germany  
Caritas Topic Of The Year 2004  
"Flash"

Finalist Certificate  
DDB Germany; Berlin Germany  
Berlitz Language Services  
"JFK"

Finalist Certificate  
DDB Germany; Berlin Germany  
Volkswagen Touran  
"Neighbours"

Finalist Certificate  
DDB Germany; Berlin Germany  
Volkswagen Golf  
"Windup Car"

Finalist Certificate  
Kolle Rebbe Werbeagentur GmbH; Hamburg Germany  
Gauloises Cigarettes  
"Japanese"

Finalist Certificate  
McCann-Erickson; Woolloomooloo Australia  
Streets Magnum  
"First Bite"

**D03/Low Budget Spot**

Gold World Medal  
C.O.D.; Coral Gables, FL USA  
Volkswagen Of America  
"Love Thing"

Gold World Medal  
CraveroLanis Euro RSCG; Buenos Aires Argentina  
Malba (Latin American Art Museum)  
"Presidents"

Silver World Medal  
DDB Germany; Berlin Germany  
Volkswagen Golf R32  
"Vanished"

Silver World Medal  
Jung von Matt AG; Vienna Austria  
derStandard.at  
"Timber"

Silver World Medal  
KNSK Werbeagentur GMBH; Hamburg Germany  
DaimlerChrysler Jeep  
"Frogger"

Silver World Medal  
DDB Paris; Paris France  
Le Barran Chicken  
"Part II: Swimming Pool/Motorcycle"

Bronze World Medal  
BBDO Guatemala; Guatemala Guatemala  
Banco G&T Continental  
"Counting"

Bronze World Medal  
Ogilvy & Mather Taiwan; Taipei Taiwan  
Kotex  
"Christmas Hat"

Bronze World Medal  
Publicis Impetu; Montevideo Uruguay  
Nuevo Siglo Cable TV  
"Argentina/Bolivia/Paraguay"

Finalist Certificate  
BBDO Chile; Santiago Chile  
Bayer  
"Father's Day"

Finalist Certificate  
BBDO New York; New York, NY USA  
NJ Devils  
"Fireman"

Finalist Certificate  
BCM Partnership; Fortitude Valley, Queensland Australia  
Surf Life Saving Queensland  
*"Rescue Appeal 'Metal Detector'"*

Finalist Certificate  
Clemenger BBDO Direct; Wellington New Zealand  
Greater Wellington Regional Council  
*"Let Metal Live Again"*

Finalist Certificate  
DDB Germany; Berlin Germany  
Siemes Dessous  
*"Ouch!"*

Finalist Certificate  
Digital Kitchen LLC; Seattle, WA USA  
KEXP  
*"Spoon"*

Finalist Certificate  
Eisner Communications; Baltimore, MD USA  
Maryland State Lottery  
*"Cheerleader"*

Finalist Certificate  
Element 79 Partners; Chicago, IL USA  
Chicago Music Exchange  
*"Smash"*

Finalist Certificate  
Element 79 Partners; Chicago, IL USA  
Chicago Music Exchange  
*"Exit"*

Finalist Certificate  
FCB Argentina; Buenos Aires Argentina  
Medicus  
*"Sand Lizard"*

Finalist Certificate  
Graffiti D'Arcy; Buenos Aires Argentina  
Easy Homecenter  
*"Grill"*

Finalist Certificate  
McCann Worldgroup/Panama; Panama  
Nestlé Nescafé  
*"Sleeping Family"*

Finalist Certificate  
DDB Paris; Paris France  
Le Barran Chicken  
*"Part I: Climbing/Airplane"*

Finalist Certificate  
Heimat Werbeagentur GmbH; Berlin Germany  
Hornbach Home Improvement Superstores  
*"Blixia Bargeld Reads Hornbach DIY"*

Finalist Certificate  
J. Walter Thompson; Capital Federal Argentina  
FilmSuez  
*"Cannes In Argentina"*

Finalist Certificate  
Publicis; Zürich Switzerland  
Swissinfo.com  
*"Camel/Giraffe/Pelican"*

#### **D04/Short Spot (10-15 Seconds)**

Bronze World Medal  
DDB Costa Rica; San José de Costa Rica Costa Rica  
Zero Light Soft Drink  
*"Featherweight"*

Finalist Certificate  
Graffiti D'Arcy; Buenos Aires Argentina  
Easy Homecenter  
*"Sheep"*

Finalist Certificate  
McCann-Erickson S.A. de Publicidad; Santiago Chile  
Coca-Cola De Chile S.A.  
*"Valentine's"*

Finalist Certificate  
DDB Paris; Paris France  
Le Barran Chicken  
*"Part I: Climbing/Airplane"*

Finalist Certificate  
Harvest; Santa Monica, CA USA  
Axe  
*"Handyman/Cowboy/Pizza"*

#### **D05/Olympic-Theme Commercial**

Silver World Medal  
BBDO New York; New York, NY USA  
Visa  
*"Snowball"*

#### **E-COMMERCE**

##### **X01/E-Commerce Product**

Finalist Certificate  
SEK & Grey; Helsinki Finland  
Autotalli.com  
*"Used Cars"*

Finalist Certificate  
SEK & Grey; Helsinki Finland  
Autotalli.com  
*"Tyres"*

##### **X02/E-Commerce Service**

Bronze World Medal  
Young & Rubicam/Chicago; Chicago, IL USA  
Orbitz  
*"Orlando/Hawaii/Vegas :30"*

Finalist Certificate  
Shanghai Ogilvy & Mather Advertising Ltd. Co.;  
Beijing China  
Yahoo Email  
*"Toxic Mail"*

Finalist Certificate  
Ogilvy & Mather Taiwan; Taipei Taiwan  
eBay  
*"Finger/Waiting/Chasing"*

**RADIO  
CONSUMER PRODUCT & SERVICE****R003/Automotive**

Silver World Medal  
McHale Barone; New York, NY USA  
Toyota  
"NASA/Game Show/MIT"

Bronze World Medal  
BBDO Detroit; Troy, MI USA  
Jeep  
"Guys Journal"

Finalist Certificate  
Arnold Worldwide; Boston, MA USA  
Volkswagen  
"The King"

Finalist Certificate  
BBDO Detroit; Troy, MI USA  
Dodge  
"Disclaimer"

Finalist Certificate  
BBDO Detroit; Troy, MI USA  
Jeep  
"Girls Journal"

Finalist Certificate  
Grabarz & Partner Werbeagentur GmbH;  
Hamburg Germany  
Volkswagen Touareg  
"Pick Up"

Finalist Certificate  
J. Walter Thompson; Capital Federal Argentina  
Ford Ka Tattoo  
"Diet Center"

Finalist Certificate  
BBDO Detroit; Troy, MI USA  
Dodge  
"Intimidate/Bladder Control/Manure Pile"

Finalist Certificate  
Leo Burnett Argentina; Buenos Aires Argentina  
Fiat  
"No Problem I/II/III"

**R005/Banking/Financial Services/Insurance**

Finalist Certificate  
DDB; Melbourne, Victoria Australia  
Australian Unity Health Cover  
"Twisted Ankle"

**R006/Beverages: Alcoholic**

Silver World Medal  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
"Unpleasant Side Effects/Carbs PSA/Chinese Buffet"

Silver World Medal  
Young & Rubicam/Chicago; Chicago, IL USA  
Miller  
"Amnesia/Emergency Hotline/Symposium"

Bronze World Medal  
Clemenger BBDO Sydney;  
St. Leonards, Sydney Australia  
Hahn Premium Light  
"How Many Beers/How Many Times"

**R007/Beverages: Non-Alcoholic**

Finalist Certificate  
Cultura; Dallas, TX USA  
SoBe  
"Pulled Over/Whisper"

Finalist Certificate  
Tracy Locke Partnership; Dallas, TX USA  
7-Eleven  
"Straw Eaters"

Finalist Certificate  
McCann-Erickson S.A. de Publicidad; Santiago Chile  
Nestle/Nescafé  
"Clock/Old Lady"

**R008/Business Services/Equipment**

Finalist Certificate  
The Jupiter Drawing Room South Africa;  
Johannesburg South Africa  
Gallo Images  
"Dallas"

**R009/Cargo, Courier & Shipping**

Bronze World Medal  
Trone Atlanta; Atlanta, GA USA  
UPS  
"Valued Employee"

**R010/Confections/Snacks**

Bronze World Medal  
BBDO Chile; Santiago Chile  
Mars/Twix  
"Sex"

**R011/Corporate Image/Recruitment**

Gold World Medal  
Cawley Nea\TBWA; Dublin Ireland  
Irish Defence Forces  
"Mowag"

Bronze World Medal  
The Jupiter Drawing Room South Africa;  
Johannesburg South Africa  
Planet Fitness  
"Swim/Bench Press/Supple"

Finalist Certificate  
World Wide Wadio; Hollywood, CA USA  
Beazer Homes  
"Mail Time/Bath Time/Backyard Time"

**R012/Cosmetics/Toiletries**

Finalist Certificate  
Flagstaff Studios; Sth Melbourne, Victoria Australia  
Tena Lady  
"Violin"



Finalist Certificate  
Great Northern Creative T.R.N.; Auckland New Zealand  
Lynx Shower Gel  
"Get Dirty"

#### **R014/Entertainment Promotion**

Gold World Medal  
McHale Barone; New York, NY USA  
NTRA  
"Amusement Park/Golf/Road Trip"

Gold World Medal  
Taxi; Toronto Canada  
Canadian Film Centre's Worldwide Short Film Festival  
"Trailer/Director/Score"

Silver World Medal  
Clemenger BBDO (Adelaide);  
Eastwood, South Australia  
SA Lotteries, Lotto  
"Pen"

Bronze World Medal  
Off Madison Ave; Tempe, AZ USA  
San Manuel Indian Bingo And Casino  
"Femnatics"

Finalist Certificate  
Off Madison Ave; Tempe, AZ USA  
San Manuel Indian Bingo And Casino  
"Speech Impediment"

#### **R015/Foods**

Silver World Medal  
McCann-Erickson SF; San Francisco, CA USA  
California Grapes  
"Tee Time/Spa/Trainer"

Bronze World Medal  
DDB Dallas; Dallas, TX USA  
Dean National Brand Group, Inc.: Dean's Dips  
"Kinipopo/Peku"

#### **R016/Health Care/Medical Products & Services**

Silver World Medal  
McHale Barone; New York, NY USA  
Mt. Sinai  
"Little Girl"

#### **R019/Household Products/Pet Products**

Silver World Medal  
Aire Creative; Leeds, West Yorkshire England  
Timestrip  
"Mayonnaise"

Bronze World Medal  
DDB; San Francisco, CA USA  
Kingsford  
"Scooter/Cheer/Arm"

Finalist Certificate  
Advertising Depot; Brisbane Australia  
Barry's Filters  
"Half Flush"

#### **R020/Media Promotion: Print**

Bronze World Medal  
Kolle Rebbe Werbeagentur GmbH; Hamburg Germany  
Newspaper: Frankfurter Rundschau  
"Job Offer"

#### **R022/Pharmaceutical**

Silver World Medal  
The Jupiter Drawing Room South Africa;  
Johannesburg South Africa  
Permark International  
"Happy New Year"

Bronze World Medal  
McCann-Erickson Philippines; Makati City Philippines  
Strepsils Gargle  
"Taps"

#### **R025/Professional Services**

Bronze World Medal  
Trone Atlanta; Atlanta, GA USA  
Atlanta Journal Constitution  
"Chaos Spiders"

Finalist Certificate  
BBDO Chile; Santiago Chile  
Puente Piedra  
"Son Of A Bitch"

#### **R027/Retail Dealers: Non-Food**

Finalist Certificate  
Emap Performance TFM Radio;  
Stockton-on-Tees, Teesside England  
South Cleveland Garages  
"The Affordables"

#### **R028/Retail Restaurants**

Silver World Medal  
McCann-Erickson; Quito Ecuador  
La Tablita Del Tártaro  
"Cow"

Bronze World Medal  
Pirate Radio and Television; Toronto, Ontario Canada  
Tim Horton's  
"Coffee Therapist 1"

#### **R030/Retail Stores**

Finalist Certificate  
Ace Saatchi & Saatchi; Makati City Philippines  
Music One/Tower Records  
"Raider"

Finalist Certificate  
Neiman Group; Harrisburg, PA USA  
Pealer's  
"Flower Power"

Finalist Certificate  
Pirate Radio and Television; Toronto, Ontario Canada  
Screamin' Mimi's  
*"Idiot Of The Week-Blaine"*

Finalist Certificate  
CHQM-FM; Vancouver, BC Canada  
Benjamin Moore Paints  
*"Benjamin Moore: Destinations"*

### **R032/Telecommunications Services/Equipment**

Silver World Medal  
McHale Barone; New York, NY USA  
Cingular  
*"Asterisk"*

Bronze World Medal  
DDB Chile; Santiago Chile  
Telefónica CTC Chile / TLP  
*"Gossips"*

Finalist Certificate  
BBDO Chile; Santiago Chile  
VTR  
*"Mom"*

Finalist Certificate  
McHale Barone; New York, NY USA  
Cingular  
*"Put Your Mom On"*

### **R035/Transportation**

Finalist Certificate  
Craverolanis Euro RSCG; Buenos Aires Argentina  
Air France  
*"Loudspeaker"*

Finalist Certificate  
Eisner Communications; Baltimore, MD USA  
US Airways  
*"Working Saturday"*

Finalist Certificate  
Grey Worldwide; New York, NY USA  
Frontier Airlines  
*"Teams"*

Finalist Certificate  
Grey Worldwide; New York, NY USA  
Frontier Airlines  
*"Glove"*

### **R036/Travel/Tourism**

Finalist Certificate  
World Wide Wadio; Hollywood, CA USA  
Las Vegas Convention And Visitors Authority  
*"Instigator: Girls/Instigator: Guys/Instigator: Wife"*

### **CRAFT & TECHNIQUE**

#### **R071/Best Copywriting**

Gold World Medal  
Galaxy 105-106; Newcastle upon Tyne England  
Newcastle College  
*"Tiny Moments"*

Silver World Medal  
Chrysalis Creative; Manchester England  
Leeds Education  
*"I'd Like To Tell Them"*

### **R077/Best Station-Produced Spot/Campaign**

Finalist Certificate  
Emap London Creative; London England  
High And Mighty  
*"For England"*

Finalist Certificate  
Chrysalis Creative; Manchester England  
Greater Manchester Fire Service  
*"Tequila Slammer/Vodka & Choke/Zombie"*

### **R078/Best Use Of Sound**

Silver World Medal  
Emap London Creative; London England  
Highland Spring  
*"Lifecycle"*

Bronze World Medal  
World Wide Wadio; Hollywood, CA USA  
Hawaiian Punch  
*"New Styles"*

### **PUBLIC SERVICE ANNOUNCEMENTS**

#### **RA1/Civic/Social Education**

Bronze World Medal  
BBDO Campaign GmbH; Düsseldorf Germany  
Caritas  
*"Slurring"*

Finalist Certificate  
EMAP Performance Creative (Key103);  
Manchester England  
Disabled Access  
*"Easy"*

Finalist Certificate  
TBWA\Santiago Mangada Puno;  
Makati City Philippines  
Linggo NG Wika  
*"Booth Beeth"*

#### **RA2/Environmental Issues**

Finalist Certificate  
Radio Television Hong Kong; Kowloon Hong Kong  
Radio Television Hong Kong Channel One  
*"Tree Planting Day"*

#### **RA3/Health & Hygiene**

Gold World Medal  
Oink Ink Radio; New York, NY USA  
Maryland Aids Awareness  
*"Ronda"*

Silver World Medal  
Arnold Worldwide; Boston, MA USA  
American Legacy Foundation  
*"Saharan Breeze/Blubb-erase/Combustaroos"*

Bronze World Medal  
Kerrang! 105.2; Birmingham England  
Birmingham Drug Action Team  
*"Lecturer/Mum"*

Finalist Certificate  
Australian Radio Network; Sydney, Australia  
Narconen  
*"It Cost Me"*

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#### **RA4/Interpersonal/Intergroup Relations**

Finalist Certificate  
McCann-Erickson Romania; Romania  
Campaign Against Employment Discrimination  
*"Phone Operator"*

Finalist Certificate  
Chrysalis Creative; Manchester England  
Excellence In Cities  
*"Young Girl/ Holiday Message"*

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#### **RA5/Personal Development**

Bronze World Medal  
J. Walter Thompson GmbH & Co. KG;  
Frankfurt, Hessen Germany  
Karuna e.V.  
*"Nursery Rhymes"*

Finalist Certificate  
The Jupiter Drawing Room South Africa;  
Johannesburg South Africa  
Boystown  
*"Cellphone"*

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#### **RA6/Personal Safety**

Gold World Medal  
Colenso BBDO; Auckland New Zealand  
Environment Waikato  
*"Road Safety Campaign"*

Silver World Medal  
GMG Radio; Tingley, Leeds, West Yorkshire England  
West Yorkshire Casualty Reduction Partnership  
*"Hadara Fox/Brian Crooks"*

Finalist Certificate  
Metro Radio/Magic 1152;  
Newcastle Upon Tyne England  
Tyne & Wear Fire & Rescue Service  
*"Chip Pans – Kids"*

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#### **RA7/Philanthropic Appeals**

Finalist Certificate  
Radioactive Commercials; Los Angeles, CA USA  
Hershey Christian School  
*"How To Speak Auctioneer"*

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**GRAND AWARDS****A900/Best TV/Cinema Commercial**

J. Walter Thompson; Capital Federal Argentina  
Aerolineas Argentinas  
*"Shadow"*

**A901/Best TV/Cinema Campaign**

TAXI; Toronto Canada  
Canadian Film Centre's Worldwide Short Film Festival  
*"Love Scene/Good Cop/Character"*

**A902/Best Creative/Production Achievement**

Gorgeous Enterprises; London England  
Sony Playstation 2  
*"Mountain"*

**A903/Best Public Service Commercial**

Caravan Pictures; Rozelle Australia  
Australian Red Cross  
*"We Gave Blood"*

**A904/Best Cinema Commercial**

DDB Germany; Berlin Germany  
Volkswagen Golf  
*"Kids On Steps"*

**R901/Best Radio Campaign**

McHale Barone; New York, NY USA  
NTRA  
*"Amusement Park/Golf/Road Trip"*