

# 2006 INTERNATIONAL ADVERTISING AWARDS

## WINNERS CREDITS

GRANDS

**SavaglioTBWA**  
**Buenos Aires Argentina**  
 Recrear "The Truth"  
 Best Public Service Advertising

**Del Campo Nazca Saatchi & Saatchi**  
**Martinez Argentina**  
 Buenos Aires Zoo "Kangaroos Have Arrived"  
 Magazine

**George Patterson Y&R**  
**Melbourne Australia**  
 Carlton Draught "Big Ad"  
 Best Commercial

**Ogilvy & Mather Chile**  
**Santiago Chile**  
 Lego "Street Building/Office Building"  
 Billboard

**Ogilvy Beijing**  
**Beijing China**  
 WWF "Make A Stand"  
 Public Service Advertising

**MJZ**  
**London England**  
 Sony Bravia "Balls"  
 Best Creative/Production Achievement

**DDB Germany**  
**Berlin Germany**  
 Volkswagen AG "Short Vehicles: Overtake Faster"  
 Art Direction

**OgilvyInteractive Worldwide**  
**Frankfurt Germany**  
 Cisco Systems IP-Communication Solutions  
 "Cisco Boom"  
 Best Guerrilla Marketing/Alternative Media

**Strichpunkt**  
**Stuttgart Germany**  
 Staatstheater Stuttgart Schauspiel Stuttgart  
 "Programs: Schauspiel Stuttgart"  
 Design

**Equus Design Consultants Private Limited**  
**Singapore Singapore**  
 International Enterprise Singapore  
 "IESingapore Printing-in-Singapore Brochure"  
 Design

**Forsman & Bodenfors**  
**Göteborg Sweden**  
 IKEA "Dream kitchens for everyone"  
 Best Website/Online Advertising

**Leo Burnett, Chicago**  
**Chicago USA**  
 Altoids "Altoidia TV Campaign"  
 Best Campaign

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New York festivals

**ARGENTINA****Euro RSCG Buenos Aires  
Buenos Aires Argentina**

Bronze World Medal  
 Sony Argentina "Soccer"  
 Retail Stores  
 Sony Argentina "Visual FX1"  
 Home Entertainment

Finalist Certificate  
 Sony Argentina "Visual FX2"; "The End"  
 Home Entertainment  
 Sony Argentina "Press"  
 Portable Electronics  
 Sony Argentina "Box"; "NBA"  
 Retail Stores

**FCB Argentina  
Buenos Aires Argentina**

Finalist Certificate  
 FCB Argentina "New Year Greeting Live"  
 Use of a Website/Microsite  
 Hotel & Casino Iguazú "Keys"  
 Transportation/Travel/Tourism

**Fischer América Argentina SA  
Buenos Aires Argentina**

Finalist Certificate  
 La Nación Newspaper "Gift"  
 Corporate Image/Information

**JWT Argentina/El Hotel  
Buenos Aires Argentina**

Bronze World Medal  
 HSBC "Flashes"  
 Financial Services

Finalist Certificate  
 HSBC "TV"; "Ferry"  
 Financial Services  
 Iguana "Foam"  
 Alcoholic Beverages  
 Kalpakian "Game"  
 Home Appliances/Furniture  
 Mercado Magazine "Doves"  
 Media Promotion: Print

Mercado Magazine "Mercado's Campaign"  
 Media Promotion: Print  
 Piero "Dreams"  
 Home Appliances/Furniture  
 Ranger "Rooster"  
 Computer Animation  
 Sedal "Life Ruffles You Up"  
 Cosmetics/Beauty Aids/Toiletries

**Leo Burnett Argentina  
Buenos Aires Argentina**

Finalist Certificate  
 Head & Shoulders "Comb"  
 Guerrilla Marketing: Indoor  
 Tiernitos "Cube"; "Dog Leash"  
 Household Products/Services

**McCann Erickson Argentina  
Buenos Aires Argentina**

Bronze World Medal  
 Interbiz "Dog"  
 Alcoholic Beverages  
 Mastercard "Messi Legs"  
 Financial Services

Finalist Certificate  
 American Airlines "Shop Window"  
 Guerrilla Marketing: Outdoor  
 Fundación Par "Rain"  
 PSA: Civic/Social Education  
 Mastercard "Tevez Lula"  
 Financial Services

**Ogilvy & Mather  
Buenos Aires Argentina**

Gold World Medal  
 Fundacion Vida Silvestre "Join Us"  
 PSA: Civic/Social Education  
 Sprite "Things The Way They Are"  
 Non-Alcoholic Beverages

Silver World Medal  
 Oral B "Fungus"  
 Cosmetics/Beauty Aids/Toiletries  
 Sprite "Things The Way They Are"  
 Non-Alcoholic Beverages

Bronze World Medal  
 Fundacion Vida Silvestre "Cocodrile Bag"  
 PSA: Civic/Social Education

Finalist Certificate  
 Coca Cola "Insults"  
 Non-Alcoholic Beverages  
 Mattel "Inside Kids Mind"  
 Corporate Image/Information  
 Sprite "Jerk Off"  
 Guerrilla Marketing: Indoor  
 Sprite Zero "Things The Way They Are"  
 Non-Alcoholic Beverages  
 Phörtner "Window"  
 Medical Products

**Savaglio TBWA  
Buenos Aires Argentina**

Silver World Medal  
 Pedigree "Valentines Day"  
 Household Products/Services

Bronze World Medal  
 PRO "Great Men"  
 PSA: Civic/Social Education

Finalist Certificate  
 Pro "Jail"  
 PSA: Civic/Social Education

**The Walt Disney Company Latin America  
Buenos Aires Argentina**

Finalist Certificate  
 Jetix Latin America "Garbage Valley: Jetix"  
 Cel Animation

**WM United  
Buenos Aires Argentina**

Finalist Certificate  
 Olé Sports Newspaper "Club"  
 Media Promotion: Print

**Young & Rubicam Buenos Aires  
Buenos Aires Argentina**

Silver World Medal  
MTV "Chords"  
Media Promotion: Broadcast  
Visa "You Live In This World"  
Financial Services

**Bronze World Medal**

Movistar "Lyrics"  
Portable Electronics  
MTV Latinoamérica "Don't Kill The Music,  
Father And Daughter"  
Media Promotion: Broadcast

**Finalist Certificate**

Blender's Pride Whisky "Women"  
Alcoholic Beverages  
Movistar "Lyrics, With Or Without You"  
Portable Electronics  
Movistar "Lyrics, Sweetest Thing"  
Portable Electronics  
MTV Latinoamérica "Don't Kill The Music, Meeting"  
Media Promotion: Broadcast

**Publicis Graffiti  
Capital Federal Argentina**

Silver World Medal  
Hewlett Packard "Stairs"  
Business Equipment & Services

**Finalist Certificate**

Hewlett Packard "Mirrors"  
Home Appliances/Furniture  
Nestlé "Jar"  
Foods

**Cornicelli S.A.  
Ciudad Autonoma de Buenos Argentina**

Finalist Certificate  
Surrey "Iron/Watering-Can/Electric Lawn Mower"  
Home Appliances/Furniture

**Del Campo Nazca Saatchi & Saatchi  
Martinez Argentina**

Gold World Medal  
Procter & Gamble - Ariel "Before/After"  
Household Products/Services

**Silver World Medal**

Buenos Aires Zoo "Buenos Aires Zoo"; "Fence"  
Entertainment Promotion  
Pampers "Lullaby"  
Cosmetics/Beauty Aids/Toiletries

**Finalist Certificate**

Answer Seguro On Line "Piano"  
Financial Services  
Buenos Aires Zoo "Orangutan"  
Entertainment Promotion

**AUSTRALIA****Clemenger BBDO (Adelaide)  
Adelaide Australia**

Award "Award School: Moths"  
Educational Institutions  
SA Lotteries "SA Lotteries Lotto: Born Free"  
Entertainment Promotion

**KWP Advertising Pty Ltd  
Adelaide Australia**

Finalist Certificate  
Pewsey Vale "Long Knives"  
Alcoholic Beverages

**Advertising Depot  
Brisbane, QLD Australia**

Bronze World Medal  
Jetmaster Fireplaces (QLD) "Two Sticks"  
Direct Response: Self-Promotion to the Trade

**Finalist Certificate**

Jetmaster Fireplaces (QLD) "Two Sticks"  
Direct Mail: B2B Products

**Filmgraphics  
Crows Nest Australia**

Silver World Medal  
Transport Accident Commission (TAC) "Haunted"  
Direction

**McCann Erickson  
Fortitude Valley Australia**

Finalist Certificate  
Brisbane City Council "Council Pools"  
Recreation/Sporting Goods & Services

**Fresh Music Pty Ltd  
Glebe Australia**

Finalist Certificate  
Miss Money Penny "Miss Money Penny - Breeze"  
Original Music: Lyrics

**Clemenger Tasmania  
Hobart Australia**

Bronze World Medal  
Beta Milk "Jive: Fire"  
Non-Alcoholic Beverages

**George Patterson Y&R  
Melbourne Australia**

Gold World Medal  
Carlton Draught "Big Ad"  
Copywriting; Humor

**Grey Worldwide  
Melbourne Australia**

Gold World Medal  
Wipe Off 5 "Reconstruction"  
PSA: Personal Development & Safety

**Silver World Medal**

Longest Night Appeal "Open Family"  
PSA: Civic/Social Education

**Finalist Certificate**

Drink Drive "Haunted"  
PSA: Personal Development & Safety

**SMART****Melbourne Australia**

Silver World Medal  
Bic "Failsafe"  
Personal/Leisure Products

Bronze World Medal  
Underworks "Cop"  
Apparel

**Macleay College  
Paddington Australia**

Finalist Certificate  
Vibe Sunglasses "Blind Date"  
Low Budget Spots

**Caravan Pictures  
Rozelle, NSW Australia**

Finalist Certificate  
Underworks "Cop"  
Direction  
Video Ezy "Question"  
Performance

**Butter + Born  
Surry Hills Australia**

Finalist Certificate  
Workout World "Bodybuilding Kit"  
Recreation/Sporting Goods & Services

**Animal Logic  
Sydney Australia**

Gold World Medal  
Adidas "What's Inside"  
Special Effects

**Clear Blue Day  
Sydney Australia**

Finalist Certificate  
Macquarie Sports And Recreation "Macquarie  
Sports And Recreation"  
Recreation/Sporting Goods & Services

**Clemenger BBDO Sydney  
Sydney Australia**

Silver World Medal  
Legends Condoms "Girl/Twins/Bear"  
Personal/Leisure Products

Finalist Certificate  
Inghams Chicken Kiev "Swearing"  
Foods  
Legends Condoms "Girl/Twins/Bear"  
Personal/Leisure Products  
Visa "Weighlifter"  
Financial Services

**Clemenger Proximity Sydney  
Sydney Australia**

Finalist Certificate  
Natures Oven "Online Launch: a.o Taste"  
Confections/Snacks

**Fin Design + Effects  
Sydney Australia**

Gold World Medal  
TAC "Reconstruction"  
Special Effects

Silver World Medal  
Tooheys New "Catapult"  
Computer Animation; Special Effects

Finalist Certificate  
McDonalds "Inner Child"  
Special Effects

**Lavender\*  
Sydney Australia**

Bronze World Medal  
Westpac "Retirement GAP Campaign"  
Direct Mail: Consumer Services

**Lowé Hunt  
Sydney Australia**

Bronze World Medal  
MTV Australia "MTV Brand"  
Media Promotion: Broadcast  
Unilever Lynx Deodorant "LYNXjet Launch"  
Cosmetics/Beauty Aids/Toiletries

Finalist Certificate  
Lynx Deodorant "LYNXjet Launch"  
Cosmetics/Beauty Aids/Toiletries

**Ogilvy & Mather Asia Pacific Australia  
Sydney Australia**

Silver World Medal  
IBM Australia "Replica"  
Direct Mail: B2B Products

**Tribal DDB Sydney  
Sydney Australia**

Finalist Certificate  
McDonald's "McDonald's Corporate Website"  
Corporate Image/Information

**8 Commercials  
Sydney, NSW Australia**

Bronze World Medal  
Kellogg's Nutri-Grain "Fuel"  
Computer Animation

Finalist Certificate  
Brisbane Marketing "Sleep Little Town"  
Transportation/Travel/Tourism  
United Nations Racism "Skincare"  
PSA: Promotion of Peace & Human Rights

**FUEL International  
Sydney, NSW Australia**

Gold World Medal  
Heineken "Past Experience"  
Computer Animation

**Soap Creative  
Ultimo, NSW Australia**

Finalist Certificate  
Mambo "Mambo"  
Overall Design  
Pacific Magazines "Bling My Bomb"  
Overall Design

**AUSTRIA****Hartinger Consulting Communications Gmbh  
Leibnitz Austria**

Finalist Certificate  
Flaschencenter Süd "The Pleasure Of Choosing"  
Direct Mail: B2B Products

**Koepfel  
Linz Austria**

Finalist Certificate

Blue Danube Airport Linz "50 Year Book:  
Airport Linz"; "Time Travel Book"  
Company Literature: Catalog/Brochure/Pamphlet  
Neuburger "Fast Good"  
Promotions Marketing: Trade Promotion

**Aichner Clodi Werbeagentur GmbH  
Salzburg Austria**

Gold World Medal

Selva "Downtown Direct Mailings"  
Direct Mail: B2B Products

**Wagner Steinperl  
St. Poelten Austria**

Finalist Certificate

Haftner Schobel Simoncic "www.plusjus.at"  
Corporate Image/Information

**BBDO Austria  
Vienna Austria**

Finalist Certificate

Jeep Cherokee "Garage"  
Automobiles

**Büro X Design GmbH  
Vienna Austria**

Finalist Certificate

Wienerberger Annual Report 2004 "Wienerberger  
Annual Report 2004"  
Company Literature: Annual Report

**dasuno  
Vienna Austria**

Finalist Certificate

Royal Plastic Record Label "One Poster Fits All!"  
Corporate Identity: Stationery

**Demner, Merlicek & Bergmann Werbe.GmbH  
Vienna Austria**

Bronze World Medal

1st Austrian Bartendingschool "1st Austrian  
Bartendingschool"  
Educational Institutions

Wiener Städtische Vienna Insurance Group  
"Newspaper Cover"  
Use of Newspaper

Finalist Certificate

Demner, Merlicek & Bergmann "Scorpion"  
Corporate Image/Information  
Kia Austria "Peep Hole Promotion"  
Guerrilla Marketing: Outdoor  
Mastercard "Empty Envelope"  
Direct Mail: Consumer Services  
Mömax "House Blasting: Banner"  
Banner: Dynamic

**FCB Kobza Werbeagentur Ges.m.b.H  
Vienna Austria**

Silver World Medal

Unicef Austria "Islam"  
PSA: Promotion of Peace & Human Rights

Bronze World Medal

Unicef Austria "Islam"  
PSA: Promotion of Peace & Human Rights

Finalist Certificate

Médecines Sans Frontières "Often Suffering Is  
Hidden Well"  
PSA: Health & Hygiene

**Jung von Matt AG  
Vienna Austria**

Finalist Certificate

BMW Austria "xDrive Rolling Board"  
Use of Innovative Media  
Theater ohne Grenzen "The Power of Amazement"  
Illustration (Print/Outdoor)

**JWT Vienna  
Vienna Austria**

Silver World Medal

Austrian Railway Federation "Scary Gas Prices"  
Transportation/Travel/Tourism

**Lowe GKG  
Vienna Austria**

Finalist Certificate

Aktion Mensch "Iraq"  
PSA: Civic/Social Education  
Helmut Lang Vienna Staudacher & Partner GmbH  
"Final Sale"  
Advergames/Viral: Business to Consumer

**Ogilvy Interactive  
Vienna Austria**

Finalist Certificate

Mobilkom Austria/Vodafone Life!  
"Everything online on your mobile phone."  
Banner: Dynamic

**TBWA Wien  
Vienna Austria**

Finalist Certificate

Amnesty "Freedom Of Press"  
Guerrilla Marketing: Outdoor  
Playstation Two "Titty Twister"  
Home Entertainment

**Wien Nord Pilz  
Wien Austria**

Gold World Medal

Neuroth Hearingaids For Children  
"The Silent Rattle"  
Direct Response: B2B Services

**BAHRAIN****Fortune Promoseven WLL, Bahrain  
Manama Bahrain**

Finalist Certificate

Bahrain International Circuit "F1 Sides"  
Use of Outdoor

**Memac Ogilvy Bahrain  
Manama Bahrain**

Finalist Certificate

International Association for Organ Donation  
"Valentine's Heart"  
PSA: Civic/Social Education

**Memac Ogilvy Bahrain (cont.)  
Manama Bahrain**

Finalist Certificate  
Royal Carpet "Tarboosh Hat"  
Home Appliances/Furniture

**BELGIUM****These Days  
Antwerp Belgium**

Finalist Certificate  
Nokia "Helping Hands"  
Portable Electronics  
Nokia "Video Tones"  
Alternative: Third Screen Ads  
Pioneer "Need More Space?"  
Alternative: Online/Streaming Video

**Ogilvy Belgium  
Brussels Belgium**

Finalist Certificate  
Ford Motor Company "Ranger"  
Automobiles

**Duval Guillaume Brussels  
Brussels Belgium**

Silver World Medal  
Doctors Without Borders "Human Ball"  
PSA: Civic/Social Education  
Noble Objects "Chair/Pillar/Table"  
Home Appliances/Furniture

Finalist Certificate  
Belgacom "Pyama/Cotillons"  
Telecommunications  
bodycoach "before/after"  
Cosmetics/Beauty Aids/Toiletries  
Compo "Genealogical Tree"  
Household Products/Services  
De Morgen "Thriller"  
Media Promotion: Print  
GAIA "Sadist 1 & Sadist 2"  
PSA: Civic/Social Education  
Noble Objects "Vase, Pillar, Chair"  
Home Appliances/Furniture

Olivier Dachkin "Stronger Hair"  
Luxury Products  
Overpoort Bowl "Toilet/Holes/Coaster"  
Entertainment Promotion  
Radio 1 "Burka"  
Media Promotion: Print  
Studio1 "Pedalo/Office/Fitness"  
Media Promotion: Broadcast  
Vlam - The Awake Baker "Cut Bread"  
Corporate Image/Information

**Leo Burnett Belgium  
Brussels Belgium**

Finalist Certificate  
Heinz HJ Branch Belgium "Knight"; "Baby Dragon"  
Foods  
L'Extase "Fluo Condoms"  
Retail Stores

**Lowe  
Brussels Belgium**

Silver World Medal  
Axe "Axe Emergency Exit Sign"  
Cosmetics/Beauty Aids/Toiletries

Finalist Certificate  
Axe "Axe Visual Toilet"  
Cosmetics/Beauty Aids/Toiletries

**Saatchi & Saatchi Brussels  
Brussels Belgium**

Bronze World Medal  
All Dog Training "Sorry"  
Corporate Image/Information

Finalist Certificate  
Garden Designers "Garden Gnome"  
Professional Services  
All Dog Training "Sorry"  
Corporate Image/Information

**TBWABrussels  
Brussels Belgium**

Finalist Certificate  
Eurostar "Eurostar 69: Ascot/Wimbledon/Tourist"  
Transportation/Travel/Tourism

**BRAZIL****RC  
Belo Horizonte Brazil**

Bronze World Medal  
Fundacao Mario Penna "Hairless"  
PSA: Philanthropic Appeals

**JWT Curitiba  
Curitiba Brazil**

Bronze World Medal  
Editora Positivo "Bookshelf"  
Educational Institutions  
HSBC "Gregorian"  
Financial Services

Finalist Certificate  
HSBC "Movie Names"  
Entertainment Promotion  
ParkShopping Barigui "King Kong"  
Guerrilla Marketing: Outdoor  
Positivo "Shake"  
Educational Institutions  
Unimed Curitiba "Malu"  
PSA: Civic/Social Education

**DPZ Propaganda  
Rio de Janeiro Brazil**

Bronze World Medal  
Lubrax Oil "Dakar Rally"  
Auto Products & Services

Finalist Certificate  
Children's Republic Shoe Store  
"The Life Of A Soccer Star"  
Retail Stores  
Ego Motorcycles "Fast"  
Automobiles

**RIC Propaganda  
Rio de Janeiro Brazil**

Finalist Certificate  
Husqvarna "High Brush"  
Household Products/Services

**DDB Brasil  
Sao Paulo Brazil**

Gold World Medal  
Zoo Safari "Animals"  
Entertainment Promotion

Silver World Medal  
Companhia Athletica (Gym) "Home Gym"  
Recreation/Sporting Goods & Services

Bronze World Medal  
Amanco "Hot Water"  
Home Appliances/Furniture  
Henkel/Super Bonder (Instant Glue) "Dummy"  
Household Products/Services  
Telefonica "zZzZzZzZz"  
Telecommunications

Finalist Certificate  
Companhia Athletica "Subway";  
"Beginners/Experts"  
Recreation/Sporting Goods & Services  
Henkel/Super Bonder (Instant Glue) "Magnets"  
Household Products/Services  
Instituto Canguru "Clock"  
PSA: Health & Hygiene  
Minuano/Friboi "Window Cleaner"  
Household Products/Services  
Super Breezes "Breezes"  
Transportation/Travel/Tourism

**DPZ  
São Paulo Brazil**

Silver World Medal  
FujiFilm "Old Hands"  
Personal/Leisure Products

Finalist Certificate  
Avon "Kite"  
Cosmetics/Beauty Aids/Toiletries  
Champion Supermarkets  
"Soap/Mayonnaise/Soda"  
Retail Stores  
Estrela Toys "Brain"  
Recreation/Sporting Goods & Services

Giraffas "Ants"  
Retail Food  
MAM Museum "Munch/Van Gogh"  
Educational Institutions  
Red Cross Of Brazil "Negative"  
Apparel  
Sweet Brazil "Melt Yourself"  
Foods

**Euro RSCG 4D  
Sao Paulo Brazil**

Finalist Certificate  
Reckitt Benckiser "OOPS"  
Banner: Static

**Ogilvy & Mather Brasil  
Sao Paulo Brazil**

Finalist Certificate  
Fit Arena "Frisbee"  
Recreation/Sporting Goods & Services  
Mix Brasil - 14° Movie festival of Sexual Diversity  
"Seats"  
Entertainment Promotion  
Motorola "Motorazr: Valentine's Day"  
Portable Electronics

**Carillo Pastore Euro RSCG  
São Paulo Brazil**

Gold World Medal  
Reckitt Benckiser "Troia"  
Household Products/Services

Silver World Medal  
Senac "Night"  
Educational Institutions

Finalist Certificate  
2001 Video "Lord Of War"  
Retail Stores  
Peugeot Citroën "Escalator"  
Guerrilla Marketing: Indoor  
Peugeot Citroën do Brasil "Climate"  
Automobiles

**Vetor Zero  
São Paulo Brazil**

Finalist Certificate  
Tim "Minorities"  
Computer Animation

**CANADA****Calder Bateman  
Edmonton Canada**

Silver World Medal  
Fire etc. "Fire Alarm"  
Direct Response: Consumer Services

Bronze World Medal  
Edmonton Journal "Unstapled"  
Media Promotion: Print

**Bristol  
Halifax Canada**

Finalist Certificate  
Full Gospel Church "You Are Here"  
PSA: Promotion of Peace & Human Rights;  
Guerrilla Marketing: Indoor

**Bos  
Montreal Canada**

Bronze World Medal  
Kuota "Policeman"  
Recreation/Sporting Goods & Services  
Sloche "Tropical Cheddar Campaign"  
Non-Alcoholic Beverages  
The Weather Network "TWN TV spots"  
Low Budget Spots

**Cossette Communication-Marketing  
Montreal Canada**

Gold World Medal  
Yellow Pages Group "A to Z"  
Utilities

Finalist Certificate  
Dairy Farmers Of Canada Limited  
"Stop Cooking With Cheese"  
Foods

**Cossette Communication-Marketing (cont.)  
Montreal Canada**

Finalist Certificate  
Molson Canada "Taste Hunters"  
Alcoholic Beverages

**Fjord Interactive Marketing + Technologie  
Montreal Canada**

Finalist Certificate  
Molson Exlight "Want My Shirt"  
Alternative: Online/Streaming Video

**Marketel  
Montréal Canada**

Bronze World Medal  
Cocq-Sida/Québec Coalition Against Aids  
"Instant Lottery"  
Use of Innovative Media

Finalist Certificate  
Cocq-Sida/Québec Coalition Against Aids  
"Do the Math"  
PSA: Health & Hygiene  
Infopresse "Play With George"  
Use of Online Advertising

**Nolin Branding & Design  
Montreal Canada**

Finalist Certificate  
Bombardier Aerospace "Family Brochure"  
Company Literature: Catalog/Brochure/Pamphlet

**Pointe-à-Callière  
Montréal Canada**

Finalist Certificate  
Montréal Museum of Archaeology and History  
"Building Montréal"  
Advergaming/Viral: Educational/Non-Profit

**ACLIC Inc  
Toronto Canada**

Finalist Certificate  
Salvation Army "Wishes";  
"Christmas Tree/Reindeer/Snowman"  
PSA: Civic/Social Education  
Paramount Canada's Wonderland "Punching In"  
Recreation/Sporting Goods & Services

**Arc Worldwide - A Leo Burnett Company  
Toronto Canada**

Gold World Medal  
Leo Burnett Canada "Big Ideas Come From  
Big Pencils"  
Corporate Image/Information

**Cundari  
Toronto Canada**

Finalist Certificate  
Cundari "Dodge Ball League: Meeting/  
Filing/Coffee"  
Promotions Marketing: Image Awareness/Enhancement

**FCBi  
Toronto Canada**

Finalist Certificate  
Motorola and Skype "Be Free"  
Use of a Website/Microsite

**The Marketing Store  
Toronto Canada**

Finalist Certificate  
19th Annual Fashion Cares "Fashionable Fight"  
Promotions Marketing: Sponsorship

**Marshall Fenn Communications  
Toronto Canada**

Finalist Certificate  
Ballistik Hockey Inc "Masks"  
Corporate Image/Information

**Pirate Radio & Television  
Toronto Canada**

Gold World Medal  
Toronto Symphony Orchestra  
"Boring Maurice/Rich Joanne/Old Bill"  
Entertainment Promotion

Silver World Medal  
The Hearing Foundation of Canada  
"Bedroom/River/School"  
PSA: Personal Development & Safety

Finalist Certificate  
Free the Children "Brick/Exercise Notebooks/  
Pencils"  
PSA: Civic/Social Education  
Kids Help Phone "Bathroom/Locker/Tunnel"  
PSA: Health & Hygiene  
Toronto Blue Jays "Hide and Seek/Pinata/Beehive"  
Entertainment Promotion  
Wal-Mart "Gift Registry"; "Telecaster/Photobooth/  
Museum"  
Retail Stores

**TAXI Canada  
Toronto Canada**

Gold World Medal  
Ihaveanidea "Motel/Grandma/Construction"  
Use of Viral Marketing

Bronze World Medal  
Nike Hockey Training "Barge/Crunch Decal/  
Crane/Leg Lift/Naslund Tilt"  
Recreation/Sporting Goods & Services

**DDB Canada, Vancouver  
Vancouver Canada**

Gold World Medal  
BC Dairy Foundation/Milk "Survival Of The Fittest"  
Non-Alcoholic Beverages

Bronze World Medal  
United Way of the Lower Mainland  
"United Way 'Alcoholic, Bruise, Tear' Campaign"  
PSA: Philanthropic Appeals

Finalist Certificate  
ICBC Counterattack "Minivan"  
PSA: Personal Development & Safety  
Vancouver Aquarium "Whale Tails"  
Transportation/Travel/Tourism

**Hangar 18 Creative Group Inc.  
Vancouver Canada**

Finalist Certificate  
British Columbia S.P.C.A "Canine One One"  
Company Literature: Announcement/Invitation Cards

**CHILE****Base1****Santiago Chile**

Finalist Certificate  
Nexcare, 3M "Bandage"  
Corporate Image/Information

**BBD0 Chile****Santiago Chile**

Silver World Medal  
PS2 "Boxer"  
Home Entertainment

Finalist Certificate

PS2 "Soldier"  
Home Entertainment

**DDB Chile****Santiago Chile**

Finalist Certificate  
Maver Laboratories - Visual "Woman's Teeth"  
Medical Products

Finalist Certificate

Terra "Cheers 2"  
Telecommunications

**IDB/FCB Chile****Santiago Chile**

Silver World Medal  
Lego "Lego Construction"  
Use of Alternative Media

Finalist Certificate

Go Fitness & Spa "Abs"  
Use of Outdoor  
SC Johnson/Glade Touch "Glade Touch Alive"  
Guerrilla Marketing: Outdoor

SC Johnson/Mr. Muscle "Fried Potatoes/Spaghetti/  
Chocolate"

Household Products/Services

SC Johnson/OFF! Insect Repellent "Fisherman/  
Backpacker"

Household Products/Services

**Leo Burnett Santiago  
Santiago Chile**

Finalist Certificate  
Entel PCS "Shirt"  
Telecommunications

**McCann-Erickson S.A. de Publicidad  
Santiago Chile**

Finalist Certificate  
Alimentos Infantiles "Apple"  
Confections/Snacks  
Duracell "Ambulance"  
Household Products/Services  
Nike "Sand"  
Apparel  
Picadora "Kiwi"  
Home Appliances/Furniture

**Ogilvy & Mather Chile  
Santiago Chile**

Gold World Medal  
Lego "Street Building/Office Building"  
Use of Innovative Media; Use of Outdoor

Silver World Medal

Corporacion Nino Agredido "Alvarado/  
Hernandez/Martinez"  
PSA: Civic/Social Education

**Publicis Chile  
Santiago Chile**

Finalist Certificate  
Estrategia Newspaper "Tank/Spider"  
Media Promotion: Print

**TBWA Frederick  
Santiago Chile**

Finalist Certificate  
Alzheimer Corporation "Remember"  
Guerrilla Marketing: Outdoor

McDonald's "Happy Birthday"  
Retail Food

**Lowe Porta S.A.  
Santiago, Metropolitana Chile**

Finalist Certificate  
Panasonic TV Plasma Viera "King Kong"; "Titanic"  
Home Entertainment

**CHINA****Beijing Creative World Advertising Co.,Ltd  
Beijing China**

Bronze World Medal  
WWF "Wild Animal Protection"  
PSA: Environmental Issues

Finalist Certificate

7-Eleven "7-Eleven Image Series"  
Retail Stores

Ariel "Ariel Series"

Household Products/Services

Corona "Corona Extra"; "Corona Extra Series 2"  
Alcoholic Beverages

Radar "Radar Insect Aerosol"  
Household Products/Services

**Ogilvy Beijing  
Beijing China**

Bronze World Medal

Airbus "Stars"  
Transportation/Travel/Tourism

WWF "Polar Bear"

Use of Guerrilla Marketing

Finalist Certificate

Airbus "Shadow"  
Transportation/Travel/Tourism

Kimberly Clark "Bathtub"  
Cosmetics/Beauty Aids/Toiletries

Motorola "Moto Z1"

Telecommunications

Nirvana "Expand"

Use of Innovative Media

**Ogilvy Beijing (cont.)  
Beijing China**

Finalist Certificate

- Tang "Fruit Tea"  
Non-Alcoholic Beverages
- WWF "Chinese Painting: Action"  
PSA: Environmental Issues
- WWF "Make A Stand"  
Use of Innovative Media

**OgilvyOne Beijing  
Beijing China**

Finalist Certificate

- Audi Quattro "A Gripping Story"  
Automobiles
- WebSphere MQ "Lost in Transfer"  
Direct Mail: B2B Services

**Y&R/Wunderman China  
Beijing China**

Finalist Certificate

- Land Rover Sport "Parking Ticket"  
Guerrilla Marketing: Outdoor

**Saatchi & Saatchi Guangzhou  
Guangzhou, Guang Dong China**

Bronze World Medal

- Guinness "Chopsticks"  
Alcoholic Beverages

Finalist Certificate

- Procter & Gamble: Safeguard "Bone"  
Cosmetics/Beauty Aids/Toiletries

**Euro RSCG Worldwide  
Shanghai China**

Finalist Certificate

- Euro RSCG Greater China 5-Stars Creative Goal  
"Creative Revolution"
- Company Literature: Announcement/Invitation Cards

**Foote Cone & Belding (Shanghai)  
Shanghai China**

Silver World Medal

- Natural Beauty "Chi Of Beauty"  
Corporate Identity: Logo/Trademark

- Pledge "Slide Through"  
Household Products/Services

Finalist Certificate

- FCB Corporate Image "Pencil"  
Specialty Advertising: Internal Use
- Natural Beauty Corporate Image "Perfect Beauty"  
Corporate Image/Information
- Pledge "Lung"  
Household Products/Services
- WWF China "Copier"  
PSA: Civic/Social Education

**Guantang  
Shanghai China**

Gold World Medal

- Longliqi "Beach"  
Cosmetics/Beauty Aids/Toiletries

**LOWE/Shanghai  
Shanghai China**

Silver World Medal

- Panda Mobile/Panda810 "Phone String"  
Telecommunications

**Publics BrandX China  
Shanghai China**

Gold World Medal

- WWF "Match"  
Specialty Advertising: Consumer

Finalist Certificate

- Yahoo Search "Saddam"  
Media Promotion: Broadcast

**Shanghai Lem Advertising  
Shanghai China**

Finalist Certificate

- Breast Cancer Association "Switch"  
Guerrilla Marketing: Indoor
- Volkswagen "Beetle Cabriolet"  
Automobiles

**COLOMBIA****DDB Colombia  
Medellin Colombia**

Finalist Certificate

- Energizer "Moto"  
Household Products/Services
- Moder Art Museum of Bogota "Kitchen/  
Washer Machine/Bathtub"  
Entertainment Promotion

**COSTA RICA****Publimark Lowe  
San Jose Costa Rica**

Finalist Certificate

- Samsung "User Manual"  
Home Appliances/Furniture

**Garnier BBDO  
San José Costa Rica**

Finalist Certificate

- Gatorade "Climb Wall"  
Use of Outdoor

**jotabequ Grey Costa Rica  
San José Costa Rica**

Silver World Medal

- Sardimar "Fish School"  
Foods

Bronze World Medal

- Hyundai "Laughs"  
Low Budget Spots

**CROATIA****Bruketa&Zinic  
Zagreb Croatia**

Bronze World Medal

- Podravka "Feed Me"  
Company Literature: Annual Report

Finalist Certificate

- Peta Gimnazija "Gimnazija"  
Corporate Identity: Logo/Trademark

**McCann Erickson Croatia  
Zagreb Croatia**

Finalist Certificate  
Hobby Cat "Cats Food"  
Household Products/Services

**CZECH REPUBLIC****Euro RSCG Prague  
Prague Czech Republic**

Finalist Certificate  
Belda Jewellery "Jewellery Saves Any Situation"  
Luxury Products  
Dell "Baseball Bat"  
Direct Mail: B2B Products  
Peugeot Czech Republic "Jazz Engine"  
Automobiles

**McCann Erickson Prague  
Praha 2 Czech Republic**

Finalist Certificate  
Caledonian School "Graffiti 1"  
Use of Innovative Media

**DENMARK****Advance  
Copenhagen K Denmark**

Finalist Certificate  
Karrysutra "City Map"  
Retail Food

**DDB Denmark  
Copenhagen Denmark**

Finalist Certificate  
McDonald's "Reopening"  
Retail Food

**EL SALVADOR****Apex BBDO  
San Salvador El Salvador**

Finalist Certificate  
La Prensa Gráfica "Poetry Contest"  
Recreation/Sporting Goods & Services

**ENGLAND****Arc Worldwide  
Avonmore Road England**

Finalist Certificate  
Alfa Romeo Fleet "Paperclips"  
Direct Mail: B2B Products  
Fiat Commercial Vehicles "Fiat Vans for Fans"  
Automobiles  
Johnnie Walker "Johnnie Walker 'Painting'"  
B2B: Services

**Mytton Williams  
Bath, Banes England**

Silver World Medal  
Ink! Copywriters "Ink! Brochure"  
Company Literature: Catalog/Brochure/Pamphlet

Finalist Certificate  
Fast Search & Transfer (FAST)  
"FAST Corporate Brochure"  
Company Literature: Catalog/Brochure/Pamphlet

**Chrysalis Creative Midlands  
Birmingham England**

Gold World Medal  
Camera Road Safety "Michael"  
PSA: Civic/Social Education

Finalist Certificate  
Hereford & Worcester Fire Service "Candles"  
Station Produced (Radio)

**Taxi Studio Ltd.  
Bristol England**

Silver World Medal  
Somerfield Pickles "Pickles"  
Package Design: Foods  
Superdrug "Superdrug Effervescents"  
Package Design: Foods

Finalist Certificate  
Adlib "Adlib Stationery"  
Corporate Identity: Stationery

**dare!  
Leeds England**

Bronze World Medal  
Toro "Toro"  
Package Design: Alcoholic Beverages

Finalist Certificate  
Chat-en-Oeuf "Chat-en-Oeuf"  
Package Design: Alcoholic Beverages

**Elmwood  
Leeds, West Yorkshire England**

Finalist Certificate  
Elmwood "Dip In"  
Company Literature: Announcement/Invitation Cards  
Jenners "Jenners Packaging"  
Package Design: Foods

**Aloof Design  
Lewes England**

Bronze World Medal  
U'Luvka Vodka "U'Luvka Vodka"  
Package Design: Alcoholic Beverages

**300million  
London England**

Gold World Medal  
Guild of Food Writers Logo  
"Guild of Food Writers Logo"  
Corporate Identity: Logo/Trademark

**COI  
London England**

Finalist Certificate  
Holiday Insurance "Adds Up"  
PSA: Personal Development & Safety

**Design Bridge  
London England**

Bronze World Medal  
Icelandic Glacial "Icelandic Glacial"  
Package Design: Non-Alcoholic Beverages

Finalist Certificate  
Macallan Amber "Amber"  
Package Design: Alcoholic Beverages  
Merula "Merula"  
Package Design: Foods

**Emap London Creative  
London England**

Finalist Certificate  
0800 Reverse "Mind Control"  
Station Produced (Radio)  
Royal Brunei Airlines "Australia"  
Transportation/Travel/Tourism

**Euro RSCG 4D Digital  
London England**

Finalist Certificate  
Intel "Intel Crimescene"  
Advergaming/Viral: B2B  
ODPM "Trapped"  
PSA: Personal Development & Safety

**The Formation  
London England**

Finalist Certificate  
Foo Go "Sandwich of the Week"  
Package Design: Foods

**Hat-Trick Design  
London England**

Bronze World Medal  
Hat-Trick Design "How Do You Do?"  
Company Literature: Catalog/Brochure/Pamphlet  
Natural History Museum "Natural History  
Museum Eraser"  
Promotions Marketing: Special Events

Finalist Certificate  
Boss Print "Boss Brochure"  
Company Literature: Catalog/Brochure/Pamphlet  
Land Securities "Piccadilly Lights"  
Company Literature: Catalog/Brochure/Pamphlet

**Lewis Moberly  
London England**

Finalist Certificate  
Monkey Shoulder "Monkey Shoulder"  
Package Design: Alcoholic Beverages  
Waitrose Ltd "Waitrose Mustards"  
Package Design: Foods

**MJZ  
London England**

Gold World Medal  
Sony Bravia "Balls"  
Home Entertainment

**OgilvyOne Worldwide  
London England**

Finalist Certificate  
Yahoo! "Yahoo!: FIFA Viral"  
Use of Viral Marketing

**The Partners  
London England**

Gold World Medal  
Saks Fifth Avenue "Wild About Cashmere"  
Promotions Marketing: Consumer Promotion

Bronze World Medal  
National Gallery "National Gallery Brand Identity"  
Corporate Identity: Brand Label

Finalist Certificate  
Casa Loreto "Casa Loreto Olive Oil"  
Package Design: Foods

**Pearlfisher  
London England**

Gold World Medal  
Waitrose "Waitrose Oils"  
Package Design: Foods

Bronze World Medal  
Coke Blak "Coke Blak"  
Package Design: Non-Alcoholic Beverages

Finalist Certificate  
Cowshed "Soho House - Cowshed"  
Package Design: Cosmetics

**Pemberton & Whitefoord  
London England**

Bronze World Medal  
Olly "Olly Product Stationery"  
Corporate Identity: Stationery

Finalist Certificate  
Fresh Pasta Company "Fresh Pasta Company  
Packaging"  
Package Design: Foods  
Wine & Spirit International "Bambaria Tequila"  
Package Design: Alcoholic Beverages

**Profero  
London England**

Finalist Certificate  
Child Protection on the Internet "Smart Online,  
Safe Offline"  
Use of Online Advertising

**Radioville  
London England**

Bronze World Medal  
DRDB "3 for 2"  
Household Products/Services

**Start Creative Ltd  
London England**

Finalist Certificate  
Virgin Digital "Virgin Digital Logo"  
Corporate Identity: Logo/Trademark

**Williams Murray Hamm  
London England**

Bronze World Medal  
Fortnum & Mason "English Thins"; "Honeys"  
Package Design: Foods

Finalist Certificate  
Complan "Complan"  
Package Design: Non-Alcoholic Beverages  
Fetch "Fetch Dog Care"  
Corporate Identity: Stationery  
Fortnum & Mason "Curiosities"; "Shortbread  
Biscuits"  
Package Design: Foods  
Jacksons Of Piccadilly "Jacksons Loose Teas"  
Package Design: Foods  
Sainsbury's "Sainsbury's Organics"  
Package Design: Foods

**BJL & Partners  
Manchester England**

Finalist Certificate

The Lowry "Lowry: Rock"  
Entertainment PromotionWithington Orthodontics Centre "Teeth"  
Medical Services**The Chase  
Manchester England**

Gold World Medal

Dave &amp; Claire "Dave &amp; Claire"

Company Literature: Announcement/Invitation Cards

Finalist Certificate

The Chase "Rabbit Poster"

Direct Mail: Self-Promotion to the Consumer

Garden Lighting "Garden Lighting Stationery"  
Corporate Identity: StationeryHostage Films "Hostage Logo"  
Corporate Identity: Logo/Trademark**Like A River Brand Agency  
Manchester England**

Silver World Medal

Crossley Lomas Chartered Accountants  
"Paint the Town Red"Company Literature: Announcement/Invitation Cards  
Like A River Brand Agency "The Fee Negotiation"  
Specialty Advertising: B2B

Finalist Certificate

Like A River Brand Agency "Break Now"  
Direct Mail: B2B ServicesLike A River Brand Agency "The Lickle Book of  
Like A..."

Direct Mail: Self-Promotion to the Trade

**LOVE.  
Manchester England**

Gold World Medal

Where Are You? "Where Are You?  
A Postman's Diary"

Company Literature: Catalog/Brochure/Pamphlet

Silver World Medal

LOVE. "LOVE. Christmas Card 2005"  
Direct Mail: Self-Promotion to the Trade**Mark (Design Consultants)  
Manchester England**

Finalist Certificate

Wigan Little Theatre "Little Stationery"  
Corporate Identity: Stationery**McCann Erickson Manchester  
Manchester England**

Bronze World Medal

Christies "Check Yours"

PSA: Personal Development &amp; Safety

Finalist Certificate

SSL "Goosebumps"  
Medical Products**True North  
Manchester England**

Gold World Medal

The Frightseeing Company "The Frightseeing  
Company"

Corporate Identity: Stationery

Bronze World Medal

Peel & Gudgin Opticians "Peel & Gudgin  
Opticians"

Corporate Identity: Stationery

**Different  
Newcastle Upon Tyne England**

Finalist Certificate

Inov8 "Horizon"  
Recreation/Sporting Goods & Services**Pure Equator  
Nottingham England**

Finalist Certificate

Toni & Guy Label M "Label M Package Design"  
Package Design: Cosmetics**FINLAND****Bob Helsinki Oy  
Helsinki Finland**

Bronze World Medal

Koff "Bar Feeling Where Ever You Are"  
Alcoholic Beverages

Finalist Certificate

Cancer Society Of Finland "Anti-Smoking  
Campaign"

Guerrilla Marketing: Outdoor

Forum Shopping Centre "Buy A Vision, Get The  
Product For Free"

Retail Stores

**Nitro FX Ltd  
Helsinki Finland**

Finalist Certificate

A-Lehdet/Soundi Magazine "The Air Guitar King"  
Use of Online Advertising**SEK & GREY Oy  
Helsinki Finland**

Finalist Certificate

Finnair Cargo "Panda"

Transportation/Travel/Tourism

Homepizza "The Groom Of The Apes"; "A Dull Boy"  
Retail FoodMTL Oiva Film School For Young Creatives  
"The Rocking Chair"

B2B: Services

Unicef "A Baby Doll"

PSA: Philanthropic Appeals

**Taivas  
Helsinki Finland**

Bronze World Medal

Oras Touchless Faucet "Story Of Mike"  
Home Appliances/Furniture**TBWA\PHS Helsinki  
Helsinki Finland**

Silver World Medal

New Mixed Sports Betting "Mixed Sports  
Ski Jumping"

Entertainment Promotion

**TBWA\PHS Helsinki (cont.)  
Helsinki Finland**

## Bronze World Medal

Young Director Award by CFP-E/Shots "  
*Young Director Award: Alfred/Woody/Quentin*"  
Business Equipment & Services

## Finalist Certificate

Amnesty: Stop Violence Against Women  
*"Tram Shelter"*  
PSA: Promotion of Peace & Human Rights  
Aricept, Medicine for Alzheimer's *"Alzheimer's Day"*  
Use of Newspaper  
Live Betting *"Live TV Commercials: First Time  
In 45 Years!"*  
Use of TV  
Young Director Award by CFP-E/Shots *"Young  
Director Award: Eisenstein/Chaplin/Coppola"*  
Business Equipment & Services

**FRANCE****Leo Burnett Paris  
Boulogne France**

## Finalist Certificate

Fiat Croma *"The Wolf"*  
Automobiles  
Fiat Panda *"Panda By Alessi"*  
Automobiles

**CLM BBDO  
Boulogne Billancourt France**

## Silver World Medal

Freedent White *"Beautiful Insults"*  
Confections/Snacks  
MAC/VAL (Val De Marne Museum Of  
Contemporary Art) *"Leftovers"*  
Entertainment Promotion

## Bronze World Medal

MAC/VAL (Val De Marne Museum Of  
Contemporary Art) *"Art Attack"*  
Art Direction

## Finalist Certificate

MAC/VAL (Val De Marne Museum Of  
Contemporary Art) *"Art Attack"*  
Entertainment Promotion; Cinematography  
MAC/VAL (Val De Marne Museum Of  
Contemporary Art) *"Leftovers"*  
Photography (Print/Outdoor)  
Playboy.fr *"Centerfold"*  
Media Promotion: Print

**JWT Paris  
Levallois Perret Cedex France**

## Silver World Medal

Mazda RX-8 *"San Diego"*  
Automobiles  
Shiatsu Institute *"Relaxation Lessons"*  
Medical Services

## Bronze World Medal

Galileo *"The Stork"*  
Portable Electronics  
Kellogg's Special K *"Parking"*  
Guerrilla Marketing: Outdoor  
O Cedar Liquid Furniture Wax *"Forehead"*  
Household Products/Services  
Tele2 Mobile *"Dog"*  
Telecommunications  
Wilkinson Xtreme 3 *"Precision"*  
Personal/Leisure Products

## Finalist Certificate

Veet *"Peeling Poster"*  
Guerrilla Marketing: Outdoor  
Veet *"Surrender"*  
Cosmetics/Beauty Aids/Toiletries

**BETC Euro RSCG  
Paris France**

## Gold World Medal

CANAL+ *"March of the Emperor"*  
Media Promotion: Broadcast

## Silver World Medal

13EME RUE *"Biathlon"*  
Media Promotion: Broadcast

**DDB Paris  
Paris France**

## Gold World Medal

Volkswagen Commercial Vehicles *"Dangers"*  
Automobiles

## Silver World Medal

L'Equipe Sport Newspaper *"Bathroom"*  
Media Promotion: Print  
Nike *"Always On The Run"*  
Recreation/Sporting Goods & Services  
Nike France *"Trace"*  
Apparel

## Bronze World Medal

Nike *"Always On The Run"*  
Apparel

## Finalist Certificate

Audi *"Sound Engineer"*  
Automobiles  
France Galop *"Horse Racing"*  
Entertainment Promotion  
Stihl *"The Animals"*  
Home Appliances/Furniture

**devarrieuxvillaret  
Paris France**

## Finalist Certificate

Bocage *"Spiderwomen 1 & 2"*  
Apparel

**The Gang Films  
St Cloud France**

## Finalist Certificate

Sprite *"Truck"*  
Non-Alcoholic Beverages

**GERMANY****03 International Advertising GmbH  
Berlin Germany**

## Finalist Certificate

Coca-Cola *"Linesmen"*  
Non-Alcoholic Beverages

**Aimac · Rapp · Stolle Werbeagentur GmbH  
Berlin Germany**

## Finalist Certificate

Dyrup "Dyrup: Painters Hat"  
Household Products/Services  
Powerade "Powerade: Rhino"  
Non-Alcoholic Beverages

**BBDO Campaign GmbH Berlin  
Berlin Germany**

## Finalist Certificate

Blush "Strip Teaser"  
Guerrilla Marketing: Outdoor  
Mercedes-Benz Sprinter "Basketball"  
Automobiles  
Simply "Calling Without Thinking"  
Telecommunications

**DDB Germany  
Berlin Germany**

## Gold World Medal

Volkswagen AG "Fly"  
Automobiles; Computer Animation  
Volkswagen AG "Short Cuts"  
Editing; Use of Innovative Media; Low Budget Spots  
Volkswagen AG "Short Vehicles: Overtake Faster"  
Automobiles; Art Direction

## Silver World Medal

Pepsi Cola GmbH/Gatorade "Pick up"  
Non-Alcoholic Beverages  
Volkswagen AG "Fly"  
Special Effects; Humor  
Volkswagen AG "Short Cuts"  
Sound Design; Cel Animation; Art Direction  
Volkswagen GTI "Comic Ads"  
Illustration (Print/Outdoor)

## Bronze World Medal

Henkel KGaA/Pattex "Pattex Advertising Board"  
Guerrilla Marketing: Outdoor  
NIKETOWN Berlin "Moon"  
Retail Stores  
SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG  
"Knowing More"  
Guerrilla Marketing: Outdoor

Volkswagen AG "Accident"  
Performance

Volkswagen AG "Animal Campaign"  
Art Direction

## Finalist Certificate

Apollo-Optik Holding GmbH & Co. KG "Crystal Ball"  
Humor  
Henkel KGaA "Pattex Extreme Games"  
Household Products/Services; Copywriting  
Nike Deutschland GmbH/Airmax 360 "Megaposter"  
Use of Outdoor  
Niketown Berlin "Moon"  
Art Direction; Retail Stores; Illustration (Print Outdoor)  
Pepsi Cola GmbH/Gatorade "Pick up"  
Photography (Print/Outdoor); Humor  
SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG  
"Bush"  
Art Direction; Special Effects; Low Budget Spots  
SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG  
"Knowing More"  
Illustration (Print/Outdoor); Use of Outdoor  
Volkswagen AG "Accident"  
Low Budget Spots  
Volkswagen AG "Animal Campaign"  
Photography (Print/Outdoor)  
Volkswagen AG "Caravan"; "VW Polo  
Campaign"; "Here Comes the Sun: Campaign"  
Automobiles  
Volkswagen AG "Hospital"  
Automobiles; Humor  
Volkswagen AG "Lars & Boris Book"  
Specialty Adv.: Consumer; Direct Mail: Consumer Products  
Volkswagen AG "Map Campaign"  
Automobiles; Art Direction  
Volkswagen AG "Resold"  
Use of Radio  
Volkswagen AG "Short Vehicles: Overtake Faster"  
Photography (Print/Outdoor)  
Volkswagen AG "Wilder"  
Art Direction  
Volkswagen GTI "Comic Ads"  
Automobiles; Art Direction  
WORLD VISION Deutschland e.V.  
"World Vision Campaign"  
Cel Animation

WORLD VISION Deutschland e.V.  
"World Vision Print Campaign"

PSA: Promotion of Peace & Human Rights; Illustration

**Fork Unstable Media, Berlin  
Berlin Germany**

## Finalist Certificate

Fork Unstable Media "Fork Unstable Media  
Agency Website"  
Corporate Image/Information

**HEIMAT, Berlin  
Berlin Germany**

## Gold World Medal

HORNBACH Home Improvement Superstores  
"In Every Project There Is A Part Of You"  
Art Direction  
NIKE Germany "Nike Free: Footbook"  
Direct Mail: Consumer Products

## Silver World Medal

HORNBACH Home Improvement Superstores  
"In Every Project There Is A Part Of You"  
Original Music: Score

## Bronze World Medal

HORNBACH Home Improvement Superstores  
"In Every Project There Is A Part Of You"  
Direction  
NIKE Germany "Nike Free: Footbook"  
Direct Mail: Consumer Products; Promotions Marketing:  
Image Awareness/Enhancement

## Finalist Certificate

HORNBACH Home Improvement Superstores "D.I.Y."  
Art Direction; Original Music: Score; Retail Stores  
HORNBACH Home Improvement Superstores  
"Fountain"  
Performance  
HORNBACH Home Improvement Superstores  
"In Every Project There Is A Part Of You"  
Special Effects  
NIKE Germany "Nike Free: Footbook"  
Specialty Advertising: Consumer

**Jo!Schmid Filmproduktion GmbH  
Berlin Germany**

Silver World Medal

Ikea "Keep It To Yourself: Dieter's Head/  
Baby/Bedroom"  
Home Appliances/Furniture

**M.E.C.H. The Communications House - Berlin  
Berlin Germany**

Finalist Certificate

Restaurant G\*/Stromberg "G\* Menu"  
Company Literature: Catalog/Brochure/Pamphlet  
Nicorette, Pfizer Pharma GmbH "Nicorette"  
Direct Response: Consumer Products

**Scholz & Friends  
Berlin Germany**

Gold World Medal

jobsintown.de "The Wrong Working Environment"  
Professional Services; Guerrilla Marketing: Outdoor;  
Use of Innovative Media; Use of Outdoor  
Noise Protection by Weru "The Noise Protection  
Windows By Weru Campaign"  
Home Appliances/Furniture

Silver World Medal

Aktionsbuendnis Landmine.de "The Explosions Ads"  
PSA: Civic/Social Education  
Berlitz Language School "The Chinatown Poster"  
Educational Institutions  
Deutsche Welthungerhilfe e. V. "The Stop Child  
Labour Promotion"  
Guerrilla Marketing: Indoor  
FIX FOTO "The Radar Speed Check Promotion"  
Retail Stores  
Rox High Energy Drink "The Eye Mask"  
Promotions Marketing: Image Awareness/Enhancement

Bronze World Medal

Aktionsbuendnis Landmine.de "The Explosions Ads"  
Illustration (Print/Outdoor)  
Bosch Chain Saws "Bosch Chain Saw"  
Specialty Advertising: B2B  
Deutsche Welthungerhilfe e. V. "The Stop Child  
Labour Promotion"  
Use of Innovative Media

edding International GmbH "The Black Billboards"  
Personal/Leisure Products  
FIX FOTO "The Radar Speed Check Promotion"  
Use of Outdoor  
jobsintown.de "The Wrong Working Environment"  
Alternative: Kiosks  
Mitsubishi Colt CZ3 "The Colt-Price-Mystery-Spots"  
Automobiles

Finalist Certificate

ADAC Fahrersicherheitszentrum  
"The Control Your Car Campaign"  
Auto Products & Services  
DaimlerChrysler AG, DCVD "The Unburned  
Carbon Ad"; "The Dream Ad"  
Automobiles  
Dark Lonesome Road "The 49 Special Matchbook"  
Package Design: Recreational/Sporting Goods/Games  
Deutsche Welthungerhilfe e. V. "The DVD Cover  
Promotion"  
Use of Innovative Media  
Deutsche Welthungerhilfe e. V. "The Stop Child  
Labour Promotion"  
Alternative: Product Placement  
Dr. Kade Pharmazeutische Fabrik GmbH  
"The Hemorrhoids Ad"  
Medical Products  
edding International GmbH "The Black Billboards"  
Household Products/Services; Use of Outdoor  
Fagel Security Service "Garden Gnome"  
Specialty Advertising: B2B  
Frankfurter Allgemeine Zeitung "The What Do You  
Get From F.A.Z Sized Ads Brochure"  
Direct Mail: B2B Products  
Frankfurter Allgemeine Zeitung "There Is Always  
A Clever Mind Behind It Campaign"  
Media Promotion: Print  
G4S security firm "The Inner Security Campaign"  
Professional Services  
Goertz & Krass Optik GmbH "The Improve Your  
Look Campaign"  
Medical Products  
Grundig Beard Trimmer "The Bearded Faces  
Campaign"  
Beauty Aids; Photography (Print/Outdoor)  
AL Language Travels "The Battle"  
Original Music: Lyrics

Melange Accessories "The Melange Accessories  
Nightclub Stamp"  
Corporate Identity: Brand Label  
Mitsubishi Colt CZ3 "The Colt-Price-Mystery-Spots"  
Humor  
Recycling Management by DaimlerChrysler AG  
"The Backwards Brochure"  
Direct Mail: B2B Products  
Runners Point "The Faster Than The Dog Poster"  
Apparel

**TBWA Germany  
Berlin Germany**

Silver World Medal

adidas "Shapes"  
Art Direction

Bronze World Medal

Häagen-Dazs "Tasty Stamps"  
Use of Alternative Media; Use of Innovative Media;  
Promotions Marketing: Trade Promotion  
Shuri-Ryu "Defend Yourself"  
Use of Guerrilla Marketing; Educational Institutions

Finalist Certificate

adidas "+ 10"  
Special Effects; Editing  
adidas "Shapes"  
Illustration (Print/Outdoor)  
Häagen-Dazs "Tasty Stamps"  
Specialty Advertising: Consumer  
Labello "Mandarin Lips"  
Cosmetics/Beauty Aids/Toiletries  
Nissan Micra "Micra - Smallest Turning Circle  
In Its Class"  
Guerrilla Marketing: Indoor; Promotions Marketing;  
Consumer Promotion; Use of Innovative Media  
NIVEA Creme "Dots"  
Cosmetics; Art Direction  
Pedigree "Doggy Style"  
Direct Mail: B2B Products  
Shuri-Ryu "Defend Yourself"  
Promotions Marketing: Image Awareness/Enhancement;  
Use of Outdoor; Illustration (Print/Outdoor)

**TBWA Germany (cont.)****Berlin Germany**

## Finalist Certificate

Sony PlayStation - Ace Combat "Air Sickness Bag"  
Promotions Marketing: Display/Point of Purchase Support  
Sony PlayStation2 "Bottomless Elevator"  
Home Entertainment, Use of Guerrilla Marketing

**u-double-u****Berlin Germany**

## Finalist Certificate

26 Letters "26 Letters"  
PSA: Civic/Social Education

**CON CARNE GmbH & Co. KG  
Cologne Germany**

## Finalist Certificate

Samson "Samson: The Remake"  
Personal/Leisure Products

**People Interactive GmbH  
Cologne Germany**

## Finalist Certificate

Deutsche Telekom AG "T-Gallery"  
Overall Design

**argonauten360 GmbH  
Düsseldorf Germany**

## Bronze World Medal

Audi AG "Audi/TT\_Special"  
Automobiles

## Finalist Certificate

Audi AG "Audi Q7/Interiour"  
Automobiles

**BBDO Campaign GmbH Duesseldorf  
Düsseldorf Germany**

## Silver World Medal

Postbank Vermoegensberatung "Funny Money"  
Financial Services

## Bronze World Medal

Pepsi Light "Pepsi Light Truck"  
Non-Alcoholic Beverages

## Finalist Certificate

Ballett "The Dancing Barriers"  
Use of Innovative Media  
Falk Navigation Systems "Going The Wrong Way?"  
Auto Products & Services; Use of Innovative Media  
The New Post Code Register "Painting By Numbers"  
Promotions Marketing: Other  
The New Post Code Register "Post Code Boundaries"  
Guerrilla Marketing: Outdoor  
Pepsi light "Pepsi light Truck"  
Use of Innovative Media  
Persil Washing detergent "Launderette"  
Use of Innovative Media

**Butter Agentur für Werbung GmbH  
Düsseldorf Germany**

## EIZO Monitors "90"

## B2B: Products

## Finalist Certificate

**Cayenne Werbeagentur GmbH  
Düsseldorf Germany**

## Finalist Certificate

Kikkoman "The Food Japanizer"  
Foods

**Euro RSCG Düsseldorf  
Düsseldorf Germany**

## Finalist Certificate

Citroën C3 "Fishes/Birds"  
Humor; Original Music: Score  
Citroën "Magic Tree"  
Auto Products & Services  
Düsseldorf Theater "Red Curtain"  
Entertainment Promotion

**Grey Worldwide Germany  
Düsseldorf Germany**

## Silver World Medal

Toppits Ziploc Freshkeeping Bags "Stop Time"  
Household Products/Services

## Bronze World Medal

Toppits Ziploc Freshkeeping Bags "Organ Transport"  
Household Products/Services

## Finalist Certificate

DJI: Deutsches Jugend Institut "Prevent Youth Crime"  
PSA: Personal Development & Safety  
Meister Proper "Pedestrian Crossing"  
Guerrilla Marketing: Outdoor

**Ogilvy & Mather GmbH & Co. KG  
Düsseldorf Germany**

## Finalist Certificate

Rapido. Der Fahrrad Kurierdienst "Super Fast  
Bike Messengers"  
Transportation/Travel/Tourism

**Red Cell Werbeagentur GmbH & Co. KG  
Düsseldorf Germany**

## Finalist Certificate

McArthurGlen, Designer Outlet Roermond  
"Shopping-Bag"  
Retail Stores

**RTS Rieger Team  
Düsseldorf Germany**

## Finalist Certificate

ThyssenKrupp Elevator AG "Airports Unlimited"  
Company Literature: Catalog/Brochure/Pamphlet

**Upside Relationship Marketing GmbH  
Düsseldorf Germany**

## Finalist Certificate

T-Systems Enterprise Services "High-Tech Sailing"  
Recreation/Sporting Goods & Services

**Publicis Kommunikationsagentur Erlangen  
GmbH****Erlangen Germany**

## Finalist Certificate

Bikedress Bikeshop "Passion Without Pain"  
Retail Stores

**BlueMars - Gesellschaft für digitale  
Kommunikation GmbH  
Frankfurt Germany**

## Finalist Certificate

"Das Ende des Schweigens: Der Frankfurter  
Auschwitz-Prozess 1963-65"  
PSA: Promotion of Peace & Human Rights

**J. Walter Thompson GmbH & Co. KG  
Frankfurt Germany**

## Finalist Certificate

Aktionsbuendnis Landmine.de "*Sliding Door*"

Guerrilla Marketing: Outdoor

Junge Deutsche Philharmonie e.V.

*"Sheet Of Music"; "New Year"*

Entertainment Promotion

JWT Frankfurt "*New Currency*"

Direct Mail: Self-Promotion to the Trade

Vodafone D2 GmbH "*G3*"

Art Direction; Direction; Special Effects

**Leo Burnett Frankfurt  
Frankfurt Germany**

## Silver World Medal

Fissler "*Butcher Wrapping Paper*"

Use of Innovative Media

## Bronze World Medal

Fissler "*Butcher Wrapping Paper*"

Guerrilla Marketing: Indoor

Revell "*Stingray*"

Home Entertainment

## Finalist Certificate

Fiat "*Car Container*"

Humor; Advergaming/Viral: Advertising/Promotional

Fissler "*Butcher Wrapping Paper*"

Direct Response: Consumer Products; Promotions

Marketing: Consumer Promotion

Max Factor Hypersmooth "*Rough Complexion*"

Use of Outdoor; Guerrilla Marketing: Outdoor

Messer Roedter "*Magic Knives*"

Household Products/Services

**McCann Erickson BCA GmbH  
Frankfurt Germany**

## Finalist Certificate

WOLF Shadow Grass "*Shadow Grass*"

Household Products/Services

**McCann Erickson Frankfurt Internat'l GmbH  
Frankfurt Germany**

## Finalist Certificate

Arminia Bielefeld "*Against Fascism*"

PSA: Civic/Social Education

Credit Suisse "*New Perspectives: Campaign*"

Photography (Print/Outdoor)

Opel OPC Range "*Traffic Light*"

Automobiles

**OgilvyInteractive Worldwide  
Frankfurt Germany**

## Gold World Medal

Cisco Systems IP-Communication Solutions

*"Cisco Boom"*

Telecommunications

## Silver World Medal

PlayStation Portable "*Transformer*"

Alternative: Online/Streaming Video

## Bronze World Medal

Cisco Systems IP-Communication Solutions

*"Cisco Boom"*

B2B: Products

## Finalist Certificate

Cisco Systems "*Blackmail Tool Of The Hacker**Bruno H.*"

Advergaming/Viral: B2B; Use of Viral Marketing

**Publicis Frankfurt GmbH  
Frankfurt Germany**

## Silver World Medal

Tokai Germany "*Lighter Balloon*"

Use of Innovative Media

## Bronze World Medal

German Association for Disaster Reduction e.V.

*"Tsunami"*

Use of Magazine

## Finalist Certificate

Apollo Detective Ltd. "*Apollo Martini*"

Corporate Image/Information

Fitness Company "*Shopping Bag Hand Weight*"

Corporate Identity: Shopping Bag

German Association for Disaster Reduction e.V.

*"Tsunami"*

PSA: Civic/Social Education

Renault "*Eyes*"

Automobiles

Renault Clio Sport 2.0 "*Firearms Certificate*"

Automobiles

Renault Mégane CC "*Eyes*"

Automobiles

Renault Mégane RS "*Tear-Off*"; "*Hot*"

Automobiles

Renault Scénic "*Elephant*"

Automobiles

Reusch Goalkeeper Gloves "*Low*"; "*Reverse*"

Recreation/Sporting Goods &amp; Services

**Saatchi & Saatchi GmbH  
Frankfurt Germany**

## Gold World Medal

A.R.T. Studios "*The Jump*"

Low Budget Spots

## Silver World Medal

A.R.T. Studio "*The Jump*"

B2B: Services

## Bronze World Medal

A.R.T. Studio "*The Jump*"

Direct Mail: B2B Services

Schirn Kunsthalle "*The Trip Goes On*"

Entertainment Promotion

## Finalist Certificate

Abaci "*Buy One*"

Apparel

Beate Uhse "*Ladies Tennis*"

Personal/Leisure Products

Frankfurter Tafel "*Save Food from the Trash*"

PSA: Philanthropic Appeals

J. Jesse Nachf. "*Drumsticks*"

Medical Products

Malteser Hilfsdienst. e.V. "*Flat Chair*"

Use of Innovative Media

Pro Slim "*Never Too Late*"

Low Budget Spots

Procter & Gamble "*Passport*"

Cosmetics/Beauty Aids/Toiletries

Procter & Gamble "*String Vest*"

Household Products/Services

Tattoo Convention "*Tattoo*"

Entertainment Promotion

**Saatchi & Saatchi GmbH (cont.)  
Frankfurt Germany**

Finalist Certificate

Studio Funk "Everything Sounds"  
Use of Music/Sound; B2B: Services

**Wunderman Germany  
Frankfurt Germany**

Finalist Certificate

Deutsche Lufthansa AG "Got Balls?"  
Guerrilla Marketing: Motion  
Deutsche Lufthansa AG "Real Antique?"  
Direct Mail: B2B Services  
Deutsche Lufthansa AG "Set your Sales"  
Promotions Marketing: Trade Promotion  
DHL Global Mail/DHL Express "Time for Heroes"  
Promotions Marketing: Trade Promotion  
Jaguar "The Book of Gorgeous"  
Company Literature: Catalog/Brochure/Pamphlet  
Land Rover "Kind Regards, Your Road"  
Direct Mail: Consumer Products  
Maxxium Rémy Martin "Right Time, Right Place,  
Right Temperature"  
Direct Mail: Consumer Products

**Buehler & Partners  
Frankfurt am Main Germany**

Finalist Certificate

Cadillac "Come Further"  
Editing

**Neue Digitale GmbH  
Frankfurt am Main Germany**

Gold World Medal

Adidas Y-3 "Adidas Sport Style Y-3 Cubes"  
Overall Design

Silver World Medal

Olympus "Olympus Brandcampaign"  
Portable Electronics

Bronze World Medal

Summer of Love "Exhibition: Summer of Love"  
Use of a Website/Microsite

Finalist Certificate

Summer Of Love "Exhibition: Summer Of Love"  
Entertainment Promotion

**Schitto Schmodde Waack Werbe. GmbH  
Frankfurt am Main Germany**

Finalist Certificate

Exhibition: The Magic Of The Mundane  
"The Magic Of The Mundane"  
Entertainment Promotion

**Y&R Germany  
Frankfurt am Main Germany**

Finalist Certificate

Couple Therapy "96"  
Medical Services  
InsideHer - Erotic accessories for women "Warning"  
Guerrilla Marketing: Outdoor  
Naturschutzbund Deutschland (NABU)  
"Snow Leopard"  
PSA: Environmental Issues  
Stiftung LebensBlicke "Door"  
Low Budget Spots

**OgilvyOne worldwide GmbH & Co. KG  
Frankfurt/Main Germany**

Finalist Certificate

Deutsche Postbank AG "Time Travel"  
Direct Mail: B2B Services  
Twentieth Century Fox "Are You Aroused...?"  
Entertainment Promotion

**DDD Design  
Hamburg Germany**

Finalist Certificate

Jeep "Jeep Grand Cherokee: The Conquest  
Continuous"  
Use of a CD-ROM

**Elephant Seven AG  
Hamburg Germany**

Finalist Certificate

Montblanc "100 Years Of Montblanc"  
Personal/Leisure Products  
Mercedes-Benz M-Class "Splatter"  
Alternative: Interactive Tools

**Foote Cone & Belding Deutschland  
Hamburg Germany**

Finalist Certificate

Audi S6 V10 "Bull"  
Automobiles

**Grabarz & Partner Werbeagentur GmbH  
Hamburg Germany**

Silver World Medal

Volkswagen AG "Run-On Sentence"  
Automobiles

Bronze World Medal

Reise Szene (Travel Agency) "Close Up Campaign"  
Transportation/Travel/Tourism  
Volkswagen AG "Beautiful Spacious"  
Automobiles

Finalist Certificate

Akademie Für Problemhunde "Problem Dogs"  
Educational Institutions; Art Direction  
DEVK insurance "Cat"  
Financial Services  
DEVK insurance "Football"  
Promotions Marketing: Special Events  
Grundig Intermedia GmbH "Grundig Timeshift"  
Home Entertainment  
Internationale Gesellschaft für Menschenrechte  
(IGFM) "IGFM Understanding"  
PSA: Promotion of Peace & Human Rights  
L'TUR Tourismus AG "Waste Guerilla"  
Promotions Marketing: Other  
Stern Gruner + Jahr AG & Co. "Advertisers'  
Campaign "Braille"  
Media Promotion: Print  
Studio Funk KG "Noises"  
Copywriting  
Volkswagen AG "Without DSG";  
"TDI-principle"; "Set"; "Shell"  
Automobiles

**Grey Worldwide Hamburg  
Hamburg Germany**

Finalist Certificate

Deutsche Oper am Rhein "Die Fledermaus"  
Entertainment Promotion

**He Said She Said  
Hamburg Germany**

Finalist Certificate

- Amnesty International "Amnesty Stamp Promo"  
PSA: Promo of Peace/Human Rights; Use of Guerrilla Mktg
- Amnesty International "Amnesty Tag"  
PSA: Philanthropic Appeals
- Amnesty International "Amnesty Targets"  
Guerrilla Marketing: Outdoor
- Amnesty International "Visual Kidnapping"  
Use of Guerrilla Marketing
- Herz As Day Shelter for the Homeless  
"Herz As Mirror"  
Guerrilla Marketing: Outdoor; Use of Innovative Media
- Herz As Day Shelter for the Homeless  
"Herz As Stairs"  
PSA: Civic/Social Education
- Music To Deal "NOTE"  
Promotions Marketing: Consumer Promotion

**J. Walter Thompson GmbH & Co. KG  
Hamburg Germany**

Gold World Medal

- Heide-Park Soltau GmbH "The Scream-Scroll"  
Banner: Dynamic

Bronze World Medal

- Knorr "Letters"  
Original Music: Score

Finalist Certificate

- Perle Hamburg "Handcraft"  
Household Products/Services; Art Direction
- The Scream-Tower "The Nipples"  
Entertainment Promotion

**Jung von Matt AG/Germany  
Hamburg Germany**

Silver World Medal

- Blaupunkt GmbH "Navigation"  
Sound Design

Bronze World Medal

- Blaupunkt GmbH "Navigation"  
Auto Products & Services

Finalist Certificate

- Datech Computing Solutions GmbH "Office Wars"  
Low Budget Spots

**Kempertrautmann GmbH  
Hamburg Germany**

Silver World Medal

- Audi Q7 "Ultimative Quattro"  
Cinematography

Bronze World Medal

- Audi Q7 "Ultimative Quattro"  
Special Effects

Finalist Certificate

- Audi Q7 "Ultimative Quattro"  
Art Direction; Photography (Print/Outdoor)
- Media Markt "Media Markt World Record in  
'Sitting-In-A-Flat-Screen-For-1,777-Euros'"  
Alternative: Events/Live/Nightlife Advertising

**KNSK Werbeagentur GmbH  
Hamburg Germany**

Silver World Medal

- Total germany GmbH "Car Wash"  
Auto Products & Services

Bronze World Medal

- WMF AG Knives "Sharp Knives"  
Household Products/Services

Finalist Certificate

- Daimler Chrysler AG "Discovery"  
Automobiles
- Daimler Chrysler Jeep "Mud Calendar"  
Art Direction
- Daimler Chrysler Jeep "Ugly"; "Mud"; "Copy"  
Automobiles
- McNeil Livocab Antiallergikum Against Hayfever  
"Flowers"  
Medical Products
- Total Germany GmbH "Car Wash Reminder"  
Auto Products & Services
- WMF AG "Sharp Knives"; "Wafer Thin";  
"Sharper Than You Think"  
Household Products/Services

**Kolle Rebbe GmbH  
Hamburg Germany**

Gold World Medal

- Misereor Hilfswerk "Water for Africa"  
Guerrilla Marketing: Indoor

Silver World Medal

- OTTO Summer catalogue 2006 "OTTO Spyhole"  
Promotions Marketing: Consumer Promotion

Bronze World Medal

- Misereor Hilfswerk "It's Not Too Late"  
Banner: Static

Finalist Certificate

- Bisley Office Furniture "Perfectly Organised"  
Business Equipment & Services
- Bisley Office Furniture "AC/DC"  
Professional Services

**Leagas Delaney Hamburg GmbH  
Hamburg Germany**

Gold World Medal

- Faith 21 "Wave"  
Recreation/Sporting Goods & Services

Silver World Medal

- International Panda Rescue "Whales"  
Low Budget Spots

Finalist Certificate

- Fernfahrer "Truck Driver"  
Guerrilla Marketing: Outdoor
- Opodo "Heated Citylights"  
Guerrilla Marketing: Outdoor
- Opodo "Sushi Suitcase"  
Guerrilla Marketing: Indoor

**Nordpol+ Hamburg  
Hamburg Germany**

Gold World Medal

- Renault Germany "Megane Renault Sport"  
Automobiles
- Renault "Crash test"  
Automobiles

**Nordpol+ Hamburg (cont.)  
Hamburg Germany**

Silver World Medal  
Renault Germany "Car Crash"  
Banner: Static

## Bronze World Medal

Renault "Crash test"  
Original Music: Score  
Renault "Flip Book"  
Direct Mail: B2B Products  
Renault "Safety Campaign"  
Use of the Internet  
Renault Germany "Car Crash"  
Automobiles  
Renault Germany "Megane Renault Sport"  
Advergaming/Viral: Business to Consumer

## Finalist Certificate

ASICS "The Mystery of Success: The Harmony of Opposites"  
Company Literature: Catalog/Brochure/Pamphlet  
Renault "Airbag"  
Art Direction  
Renault "Safety TV"  
Automobiles  
Renault Germany "Safety TV"  
Use of Rich Media  
Renault Germany "Technology"; "Just in Case"  
Automobiles

**Philipp und Keuntje GmbH  
Hamburg Germany**

Finalist Certificate  
Automobili Lamborghini S.p.A. "Welcome to Sant'Agata"  
Automobiles  
New Yorker S.H.K. Jeans GmbH "Dress for the Moment"  
Special Effects

**Pilot 1/0 GmbH & Co. KG  
Hamburg Germany**

Finalist Certificate  
Mentos "Bird Song E-Card"  
Advergaming/Viral: Advertising/Promotional

**Scholz & Friends  
Hamburg Germany**

Gold World Medal  
BSH Bosch und Siemens Hausgeraete GmbH  
"The Cleaning Ladies Campaign"  
Home Appliances/Furniture

## Silver World Medal

BSH Bosch und Siemens Hausgeraete GmbH  
"The Cleaning Ladies Campaign"  
Photography (Print/Outdoor)  
FC Schalke 04 Supporters Club e.V.  
"The Soccer Fan Calendar"  
Company Literature: Calendar  
Flexi-Bogdahn International GmbH & Co KG  
"The Leash Banner"  
Banner: Dynamic  
Kindernothilfe e.V. "The Donation Card"  
PSA: Philanthropic Appeals  
nhb sound studios "Any Sound You Can Imagine Campaign"  
B2B: Services

## Bronze World Medal

EuroEyes Service GmbH "The Seeing Better Campaign"  
Medical Services

## Finalist Certificate

BSH Bosch und Siemens Hausgeraete GmbH  
"The Cleaning Ladies Campaign"; "The Arctic Ad"  
Home Appliances/Furniture  
Carlsberg Deutschland GmbH "The Phone Book Ad for Mr. Carl S. Berg"  
Use of Innovative Media  
Darkside Boutique Koch Devil & Heaven GmbH  
"The Sex Bubbles Campaign"  
Retail Stores  
Intersnack Vertriebs GmbH "The Grandma Commercial"  
Confections/Snacks

**Tribal DDB GmbH  
Hamburg Germany**

Bronze World Medal  
Volkswagen AG "Short but fun"  
Alternative: Online/Streaming Video

Hamburg-Mannheimer Versicherungs-AG  
"Missclicked"  
Financial Services

## Finalist Certificate

Volkswagen AG "Reassuringly Safe"  
Direct Mail: Consumer Products  
Volkswagen AG "Wallpaper"  
Promotions Marketing: Consumer Promotion

**WEIGERTPIROUZWOLF  
Hamburg Germany**

Finalist Certificate  
Endless Pain Piercing & Tattoo "Jingle Bells"  
Apparel  
IKEA Deutschland GmbH & Co. KG "School"  
Home Appliances/Furniture

**H E B E. Werbung & Design  
Leonberg Germany**

Finalist Certificate  
H E B E. Werbung & Design "H E B E Self-Promotion Homepage"  
Home Page/Intro

**Werbewelt Interactive GmbH  
Ludwigsburg Germany**

Finalist Certificate  
HUGO BOSS AG "HUGO BOSS Fashion Show"  
Alternative: Online/Streaming Video

**Bassier, Bergmann & Kindler  
Ludwigsburg, Baden-Württe Germany**

Finalist Certificate  
Dr. Ing. h.c. F. Porsche AG "Origin Motorsport. The New 911 GT3."  
Use of a Website/Microsite

**.start  
München Germany**

Finalist Certificate  
Extreme Bikes "Every City Is A Mountain"  
Art Direction  
München AIDS Help "Interview"  
PSA: Health & Hygiene  
OXFAM Germany "Silent Night"  
PSA: Promotion of Peace & Human Rights

**Agentur Richter  
München Germany**

Finalist Certificate

Adidas "Adidas Imagebook 2006"  
Company Literature: Catalog/Brochure/Pamphlet

**Avantgarde Kreation GmbH  
München Germany**

Finalist Certificate

Scottish & Newcastle "FOSTER'S Didgeridoo"  
Alcoholic Beverages

**Berger Baader Hermes  
München Germany**

Bronze World Medal

Jaegermeister "The Jaegermeister Pixel Giveaway!"  
Alcoholic Beverages

**brand.david Kommunikation GmbH  
München Germany**

Finalist Certificate

BluePrint Group "Der Kampf für mehr Klasse"  
Company Literature: Catalog/Brochure/Pamphlet

**Interone Worldwide GmbH  
München Germany**

Gold World Medal

MINI "MINI Cooper S with John Cooper  
Works GP kit"  
Automobiles

Finalist Certificate

Interone Worldwide, An Agency of BBDO Worldwide  
"Website For The Agency Interone Worldwide"  
Corporate Image/Information  
MINI "MINI Recycling"; "MINI Characters";  
"The MINI Story"  
Automobiles

**KMS  
München Germany**

Finalist Certificate

Corporate Design "ENTRY 2006"  
Corporate Identity: Stationery

**McCANN-ERICKSON München  
München Germany**

Finalist Certificate

Harley Davidson "Fastest Harley Ever"  
Automobiles

**NBC Universal Global Networks  
München Germany**

Finalist Certificate

13th Street "Crime Scene Belt"  
Specialty Advertising: Consumer

**Q Werbeagentur AG  
München Germany**

Finalist Certificate

Wonderbra "Voyeur"  
Apparel

**Serviceplan  
München Germany**

Bronze World Medal

Gardena "Each Garden Is A Piece Of Art."  
Company Literature: Calendar

Finalist Certificate

Gamesload.de (part of the Deutsche Telekom AG)  
"First Play, Then Pay."  
Home Entertainment  
MINI "MINI Mobile Interactive Giant Poster  
Wake the Bull"  
Automobiles  
Serviceplan Haus der Kommunikation  
"Head Full Of Ideas?"  
Guerrilla Marketing: Indoor

**Toca Me  
München Germany**

Finalist Certificate

Toca Me "Toca Me"  
Overall Design

**Velvet Media Inc.  
München Germany**

Bronze World Medal

Mercedes Benz "Race"  
Cinematography

**köckritzdörrich Agentur für Kommunikation  
Reutlingen Germany**

Finalist Certificate

Automobili Lamborghini S.p.A.  
"Lamborghini Magazine"  
Company Literature: Catalog/Brochure/Pamphlet

**Maksimovic & Partners  
Saarbrücken Germany**

Finalist Certificate

SIPA Unternehmer Beratung "Aus Typen  
Werden Menschen"  
Company Literature: Annual Report

**BBDO Campaign GmbH Stuttgart  
Stuttgart Germany**

Silver World Medal

Stationery "Housewife's Daily Horror"  
Corporate Identity: Stationery

Bronze World Medal

Mailing "Visual Diamonds"  
Direct Mail: B2B Services  
Typographic Manifesto 'Milestones' "Cicero is alive!"  
Company Literature: Catalog/Brochure/Pamphlet

Finalist Certificate

Goi Original Asian Food "Asia-Poesie"  
Illustration (Print/Outdoor)  
Kamitei Foundation "MASSAI"  
Photography (Print/Outdoor); PSA: Promo of  
Peace/Human Rights  
Ligne Roset "Palais"  
Photography (Print/Outdoor)  
Mercedes-Benz Actros "Bib Is Coming Home"  
Computer Animation  
Typographic Manifesto 'Milestones' "Cicero is alive!"  
Direct Mail: B2B Services

**Buero Uebele Visuelle Kommunikation  
Stuttgart Germany**

Finalist Certificate

Landesbank Baden-Wuerttemberg "Floor  
Designation Hochhaus Am Pariser Platz"  
Company Literature: Catalog/Brochure/Pamphlet

**Dorten GmbH  
Stuttgart Germany**

Finalist Certificate  
BMW AG "Z4 by Joshua Davis"  
Alternative: Word of Mouth/Buzz

**Strichpunkt  
Stuttgart Germany**

Finalist Certificate  
ADC Verlag GmbH "The Yearbook 2005"  
Company Literature: Catalog/Brochure/Pamphlet  
ADC Verlag GmbH "ADC-Poster"  
Company Literature: Announcement/Invitation Cards  
Papierfabrik Scheufelen GmbH+Co. KG  
"150 Years Of Independence - 150 Years Of Future"  
Company Literature: Catalog/Brochure/Pamphlet

**CD Werbeagentur GmbH  
Troisdorf Germany**

Finalist Certificate  
German Aerospace Center (DLR)  
"Calendar: Mountains From Space"  
Company Literature: Calendar

**Markenfilm GmbH & Co. KG  
Wedel Germany**

Finalist Certificate  
BMW AG "Jumping Jack"  
Automobiles

**Profile Marketing Group  
Wiesbaden Germany**

Finalist Certificate  
General Motors Europe "GM Premiere Night 2005"  
Alternative: Events/Live/Nightlife Advertising

**Scholz & Volkmer, Wiesbaden  
Wiesbaden Germany**

Finalist Certificate  
Mercedes-Benz R-Class "Website  
Mercedes-Benz R-Class"  
Automobiles  
Virgin Lands "Website Virgin Lands"  
Corporate Image/Information

**Josephine Prokop - Corporate Branding  
Wuppertal Germany**

Bronze World Medal  
wall dressed® "wall dressed®"  
Package Design: Home/Pet Products

**GREECE****ADEL Saatchi & Saatchi  
Athens Greece**

Finalist Certificate  
Vassilias S.A. (Hair Majesty) "God Save The  
Queen -Sergeant/Judge/Hindu"  
Cosmetics/Beauty Aids/Toiletries

**ATTP  
Athens Greece**

Finalist Certificate  
Volvo Car Hellas "Lungs"  
Auto Products & Services

**Brandexcel SA  
Athens Greece**

Finalist Certificate  
Amuse "Amuse Corporate Brochure Development"  
Company Literature: Catalog/Brochure/Pamphlet  
Christmas Card "Christmas Card"  
Direct Mail: B2B Services

**Karamella s. a.  
Athens Greece**

Finalist Certificate  
Red Fm 96.3 "Emblems"  
Media Promotion: Broadcast

**McCann Erickson Athens  
Athens Greece**

Bronze World Medal  
McCann Erickson Athens "Looking Busy Calendar"  
Company Literature: Calendar

**Red Design Consultants Ltd  
Athens Greece**

Bronze World Medal  
Apivita Gift Bags "Apivita Gift Bags"  
Package Design: Cosmetics

Finalist Certificate  
Aromatherapy EAU DE TOILETTE Promotion Pack  
"Aromatherapy Promotion Pack"  
Package Design: Cosmetics  
Petrothalassa Extra Virgin Olive Oil "Petrothalassa  
Extra Virgin Olive Oil"  
Package Design: Foods

**Spot JWT  
Athens Greece**

Finalist Certificate  
Athenian Breweries/Ioli "Lily/Water Melon/  
Ice Cream"  
Non-Alcoholic Beverages  
"The Baghdad Metropolitan Opera"  
PSA: Promotion of Peace & Human Rights

**Lowe Athens  
Filothei Greece**

Finalist Certificate  
Grant's "Fruit Basket/Frog/Fish Bones"  
Alcoholic Beverages  
Skip Klinex System "The Jumps"  
Household Products/Services

**Magnet  
Maroussi-Athens Greece**

Finalist Certificate  
Carouzos "Catwalk: The Beach"  
Luxury Products

**GUATEMALA****Leo Burnett Guatemala  
Guatemala Guatemala**

Finalist Certificate  
Bancafe Insurance "Baby On Board"  
Guerrilla Marketing: Motion  
Scope "Baby Crib"  
Low Budget Spots

**HONG KONG****Digit Digit Limited  
Causeway Bay Hong Kong**

Finalist Certificate  
Da Diao Medicine Wine "Bunny"  
Special Effects  
Li Ning "Basketball Shoes"  
Special Effects

**McCann-Erickson (HK) Ltd.  
Causeway Bay Hong Kong**

Gold World Medal  
Cathay Pacific Airways "Born To Move"  
Sound Design

Finalist Certificate  
Cathay Pacific Airways "Born To Move"  
Direction  
Cathay Pacific Airways "GameZone"  
Transportation/Travel/Tourism

**McCann-Erickson Guangming  
Causeway Bay Hong Kong**

Finalist Certificate  
California Fitness Center "Lost - Bum/Boobs/Belly"  
Recreation/Sporting Goods & Services  
Independent Commission Against Corruption  
"Perfect World"  
Low Budget Spots  
Wellcome Supermarket "Sydney Opera House"  
Retail Stores

**Touches Ltd  
Causeway Bay Hong Kong**

Bronze World Medal  
Cathay Pacific "Born To Move"  
Editing

Finalist Certificate  
True Move "Mission"  
Editing

**OgilvyOne Worldwide Hong Kong  
Central Hong Kong**

Finalist Certificate  
AXA China Region Ltd. "The Magic Lamp"  
Financial Services

**e-Crusade Marketing Co Ltd  
Hong Kong Hong Kong**

Finalist Certificate  
Coca-Cola HK "iCoke.hk"  
Non-Alcoholic Beverages

**OgilvyOne Worldwide Hong Kong  
Hong Kong Hong Kong**

Silver World Medal  
The Economist "Sudoku"  
Media Promotion: Print

**Circle Communications Ltd.  
Wanchai Hong Kong**

Silver World Medal  
VISA "VISA Incentive Programme"  
Promotions Marketing: Other

Finalist Certificate  
Circle Communications Ltd. "Circle Removal  
Notice DM"  
Direct Mail: Self-Promotion to the Trade

**HUNGARY****Ogilvy  
Budapest Hungary**

Finalist Certificate  
IBM "Stressless"  
B2B: Products  
WWF "Save"  
Copywriting

**Sylva Advertising Agency  
Budapest Hungary**

Finalist Certificate  
Nikon Coolpix L1 "Rabbit Eyes"  
Personal/Leisure Products

**INDIA****Mudra Communications Private Limited  
Bangalore India**

Silver World Medal  
Henko Stain Champion - Detergent Powder "Stamps"  
Specialty Advertising: Consumer

**Rubicon Communications  
Chennai India**

Finalist Certificate  
Fruit Shop On Greams Road "Kill Summer"  
Retail Food

**1pointsize  
Chennai, Tamil Nadu India**

Finalist Certificate  
Stori "Superhero - Bed/Cupboard/Mirror"  
Apparel

**Rediffusion DYR  
Gurgaon India**

Silver World Medal  
RSG Infotech "Mute Ad"  
Portable Electronics

Finalist Certificate  
PVR Cinemas "Short Film Fest"; "Banana Mountain"  
Entertainment Promotion  
Sugar Free- Low Calorie Sweetner "Auto Rikshaw"  
Medical Products

**Concept  
Mumbai India**

Finalist Certificate  
P.N.R.S Society For Relief And Rehabilitation Of  
The Disabled "Prevent Polio"  
PSA: Civic/Social Education

**JWT INDIA  
Mumbai India**

Gold World Medal  
Levi's Slim Jeans "Slim vs Slim"  
Apparel; Cel Animation  
Levi's Slim Jeans "Slim Figures"  
Apparel

Silver World Medal  
Levi's Slim Jeans "Slim Figure # 2"  
Apparel

Finalist Certificate  
Levi's Slim Jeans "Slim Figure # 1"; "Slim Figure # 3"  
Apparel

**Mudra DDB  
Mumbai India**

Silver World Medal  
State Bank of India "Pick Pocket"  
Financial Services

## Finalist Certificate

Big Bazaar "Low Price"  
Retail Stores  
Cancer Patients Aid Association "Lighter"  
PSA: Civic/Social Education  
Olympus "Silver"; "Black"  
Portable Electronics  
Project Cryons "Box"  
PSA: Promotion of Peace & Human Rights  
State Bank of India "Pick Pocket"; "Toil"  
Financial Services

**Percept H Private Limited  
Mumbai India**

Finalist Certificate  
Ghetto Bar 'N' Grill "Bar Stool"  
Retail Food  
IFIG Enterprises "Maternity/Play School/Yoga"  
Home Appliances/Furniture  
Tantra Handwash "Chicken/Pizza/Cookies"  
Cosmetics/Beauty Aids/Toiletries

**Tribal DDB India  
Mumbai India**

Finalist Certificate  
San Frisco "Be Game"  
Overall Design

**Leo Burnett India  
Mumbai, Maharashtra India**

Silver World Medal  
Heinz Ketchup "Housewife"  
Foods

## Bronze World Medal

McDonald's India "Fountain/Victoria Terminus/  
Crawford Market"  
Retail Food

## Finalist Certificate

Doy Soap "Coin"  
Cosmetics/Beauty Aids/Toiletries  
History Channel "MonaLisa"  
Media Promotion: Broadcast  
Indian railways "Dead Body"  
Use of Outdoor  
McDonald's "Glasses"  
Retail Food  
Tide "Benaras/Taj/Kerala/Calcutta"; "Tide  
Radium Garments"  
Household Products/Services

**Brand David  
New Delhi India**

Silver World Medal  
WWF "Painted Trees"  
Guerrilla Marketing: Outdoor

## Finalist Certificate

Tony Ray "Divorce"  
Corporate Identity: Stationery

**Dentsu Marcom Pvt. Ltd.  
New Delhi India**

Finalist Certificate  
Muskaan "Rice/Lizard"  
PSA: Philanthropic Appeals

**Mudra DDB  
New Delhi India**

Bronze World Medal  
Air India Express "Budget Travel"  
Guerrilla Marketing: Motion  
Indian Cancer Society "What's Inside  
Your Cigarette?"  
PSA: Health & Hygiene

## Finalist Certificate

Air India Express "Budget Travel"  
Transportation/Travel/Tourism  
Dabur Shilajit "Do Not Disturb"  
Art Direction  
Dainik Jagran, Pehel "Fake Currency"  
Alternative: Word of Mouth/Buzz; PSA: Environmental  
Issues; Guerrilla Marketing: Outdoor

Electrolux Femme Force "Electrolux Sex Dolls"  
Home Appliances/Furniture  
HBO "Batman Begins"; "Dumped!"  
Media Promotion: Broadcast

**Stark Communications Pvt. Ltd.  
Trivandrum, Kerala India**

Finalist Certificate  
cgh earth "How On Earth..."  
Copywriting

**INDONESIA****Leo Burnett Kreasindo  
Jakarta Indonesia**

Finalist Certificate  
Public Service "Ladies On The Trucks"  
PSA: Health & Hygiene

**McCann Erickson Indonesia  
Jakarta Indonesia**

Finalist Certificate  
Canadian Chiropractor "Fence"  
Medical Services  
Indonesian Cancer Foundation "Graveyard"  
Guerrilla Marketing: Indoor  
White Express "Rock Star"  
Retail Stores

**P.T. Indo-Ad (OgilvyOne Worldwide)  
Jakarta Indonesia**

Finalist Certificate  
Levi's® Engineered Jeans "Free Kick"  
Promotions Marketing: Display/Point of Purchase Support

**Fortune Indonesia, RT Film, Double Click  
Jakarta Selatan Indonesia**

Finalist Certificate  
Llumar Window Film "Vampire Party Under  
The Sunlight"  
Home Appliances/Furniture

**IRELAND****GreyHelme  
Dublin Ireland**

Finalist Certificate  
Co Fresco "Glad Zipper Bag"  
Household Products/Services

**ISRAEL****Gitam BBDO  
Ramat Gan Israel**

Bronze World Medal  
Wrigley- Orbit Professional "Window Cleaners"  
Confections/Snacks

Finalist Certificate  
Tnuva- Iron-enriched Milk "Magnets"  
Non-Alcoholic Beverages

**McCann Erickson  
Tel-Aviv Israel**

Bronze World Medal  
Yes Satellite TV "Yes: Impact"  
Media Promotion: Broadcast

**ITALY****1861 united  
Milan Italy**

Finalist Certificate  
892 892 "Miracle"  
Utilities  
A. S. Casale (soccer school) "Drops"  
Educational Institutions  
Yamaha "Rubik's Cube"  
Automobiles  
Yamaha Marine "Marine Monsters"  
Recreation/Sporting Goods & Services

**Aldo Biasi Comunicazione  
Milan Italy**

Finalist Certificate  
Guaber - Coloreria Italiana "Coloured Is Better"  
Household Products/Services

**Armando Testa S.p.A.  
Milan Italy**

Silver World Medal  
Canguro Onlus "Hell"  
Art Direction

Finalist Certificate  
Canguro Onlus "Hell"  
Low Budget Spots; Computer Animation  
Lavazza Calendar 2006 "First Class";  
"Espress Yourself"  
Non-Alcoholic Beverages

**D'Adda, Lorenzini, Vigorelli, BBDO  
Milan Italy**

Silver World Medal  
Mini "Yo-Yo"  
Automobiles

Finalist Certificate  
BMW Premium Selection "Pack"  
Automobiles  
LA7 Cartapiù "Away From Home"  
Entertainment Promotion  
Mini "Mini Eat-Out"  
Entertainment Promotion  
Studio Universal "Hollywood"  
Entertainment Promotion

**JWT Italia  
Milan Italy**

Gold World Medal  
Conscious Consumption of the Heineken Beer "Cube"  
Corporate Image/Information

Bronze World Medal  
Simmenthal Canned Meat "Missing Alvaro"  
Advergaming/Viral: Advertising/Promotional

Finalist Certificate  
Dentosan "Spider"  
Cosmetics/Beauty Aids/Toiletries  
European Youth Game Rome 2006 "Playgrounds"  
PSA: Civic/Social Education  
Glassex "Magician"  
Household Products/Services

Halls Candies "Hall's Vapours"  
Confections/Snacks  
Heineken Beer "Monster"  
Alcoholic Beverages  
Simmenthal Canned Beef "Abduction"  
Foods

**Saatchi & Saatchi  
Milan Italy**

Finalist Certificate  
Japanese Restaurant "Heron"  
Retail Stores

**Cayenne Italy  
Milano Italy**

Finalist Certificate  
Freschello "Freschello: Happily Wedded To  
Everything"  
Alcoholic Beverages

**DDB  
Milano Italy**

Finalist Certificate  
Audi "Audi First Choice"  
Auto Products & Services  
Hasbro Play-doh "Dreams"  
Home Entertainment  
New Beetle "Beetle"  
Automobiles  
Volkswagen Polo "Polo/Parking"  
Automobiles

**FilmMaster  
Milano Italy**

Finalist Certificate  
Capitalia - Bank Group "Open On Weekends"  
Cinematography; Special Effects

**Leo Burnett Italia  
Milano Italy**

Gold World Medal  
Ariston Aqualtis "Underwater World"  
Home Appliances/Furniture  
Nintendo "Communion"  
Portable Electronics

**Leo Burnett Italia (cont.)  
Milano Italy**

Silver World Medal  
Teleconomy "Home To Home"  
Telecommunications

## Finalist Certificate

AnnaNas Beauty Centre "Skin"  
Cosmetics/Beauty Aids/Toiletries  
McDonald's "Jewel/Wheel Clamp/Dog"  
Retail Food

**Lorenzo Marini e Associati Srl  
Milano Italy**

## Finalist Certificate

Aisla "Impossible: Soap/Glass/Handle"  
PSA: Health & Hygiene  
Linea Mediterranea: Fratelli Carli "Trunk"  
Cosmetics/Beauty Aids/Toiletries  
Tre Marie: Granmizano "Croissanterie: Moon/  
Mountain/Status Symbol"  
Foods

**SKY Italia SRL  
Milano Italy**

## Finalist Certificate

Sky Cinema "Max Opener"  
Sound Design

**(h) films  
Milano, Lombardia Italy**

## Finalist Certificate

Fiat Auto Spa/Alfa 159sw "The Heart Is  
Always Right"  
Automobiles  
Heineken "Heineken Beer"  
Alcoholic Beverages  
SKY "Training for Germany"  
Entertainment Promotion

**FRDB  
Rome Italy**

## Finalist Certificate

Nike "Run4Cesare"  
Recreation/Sporting Goods & Services

**McCann Erickson Roma S.Z.P  
Rome Italy**

## Finalist Certificate

Candles Manufacturer "Miracle"  
Home Appliances/Furniture

**Saatchi & Saatchi  
Rome Italy**

## Finalist Certificate

Enel Corporate "Energy Gas beyond what we see";  
"Use Your Head"  
Utilities

**JAPAN****Dentsu Inc. Kansai  
Kita-ku, Osaka Japan**

## Bronze World Medal

Credi World/Select Beauty "Takumi"  
Media Promotion: Print

## Finalist Certificate

Matsushita Electric Industrial Co., Ltd.  
"SD Changes Your Style"  
Portable Electronics

**Hakuhodo Product's Inc.  
Minato-Ku Tokyo Japan**

## Gold World Medal

Toyota Motor Corporation "Humanity"  
Corporate Image/Information

## Finalist Certificate

Sanko Kogyo Co. Ltd. "Mask"  
Corporate Image/Information

**Hakuhodo Inc.  
Minatoku, Japan**

## Finalist Certificate

National Shaver "Japanese Sword"  
Personal/Leisure Products

**Hakuhodo i-studio Inc.  
Minatoku, Tokyo Japan**

## Silver World Medal

Hakuhodo & Hakuhodo DY Media Partners  
Recruit 2007 "e-musubi.jp"  
Corporate Image/Information

## Finalist Certificate

Minmin Daha "Minmin.tv"  
Medical Products  
Toyota Avensis "Search! Avensis"  
Automobiles

**Dentsu Inc.kansai/Koei Planning Co., Ltd.  
Osaka Japan**

## Finalist Certificate

Black Cat/Capcom "Museum"  
Home Entertainment

**Dentsu Inc.  
Osaka-shi Japan**

## Finalist Certificate

Powerade "The Power Of Powerade"  
Non-Alcoholic Beverages

**Ogilvy & Mather Japan  
Shibuya Japan**

## Finalist Certificate

Alfa Romeo "The Hottest Ignition"  
Automobiles  
BRAUN 360° COMPLETE "Sea/Desert/Snow Fields"  
Personal/Leisure Products

**David Communications  
Shibuya, Tokyo Japan**

## Finalist Certificate

Lipocell Blocker "Fat Lady"  
Direct Mail: B2B Products  
VC Vitamin Collagen Gel "Cracked Woman"  
Cosmetics/Beauty Aids/Toiletries

**JWT Japan  
Shibuya-ku, Tokyo Japan**

## Finalist Certificate

mod's hair/Unilever Japan K.K. "Different  
Summer Style: Statue/Street Mirror"  
Cosmetics/Beauty Aids/Toiletries

**7779.net****Tokyo Japan**

Bronze World Medal  
Shiroganeya "Shiroganeya"  
Transportation/Travel/Tourism

**ADK Inc.****Tokyo Japan**

Finalist Certificate  
Corporate Image "100 Root Vegetables  
Appearing Underground!"  
Corporate Image/Information  
Monthly Comic Magazine "Roll-Over"  
Media Promotion: Print  
Saab S 9-3 Sport Estate "Saab: Zoom In To  
The Unique Details"  
Guerrilla Marketing: Outdoor

**Creators Group MAC****Tokyo Japan**

Finalist Certificate  
JOBA "Thorobred"  
Home Appliances/Furniture

**Daiko Advertising Inc.****Tokyo Japan**

Bronze World Medal  
National's Kitchen Composter "The Food Chain"  
Home Appliances/Furniture

**Daiko Advertising Inc./Daiko Brand Design Inc.****Tokyo Japan**

Finalist Certificate  
National Garbage Disposal Unit for Household  
Use "Recycler"  
Home Appliances/Furniture  
Panasonic's Soil Purification System "Panasonic's  
Soil Purification System"  
Professional Services

**David Communications K.K.****Tokyo Japan**

Finalist Certificate  
RAFRA "Pacifier"  
Cosmetics/Beauty Aids/Toiletries

**DDB Tokyu Agency Creative INC.****Tokyo Japan**

Finalist Certificate  
Volkswagen "Calligraphy"  
Automobiles

**Dentsu Tec Inc.****Tokyo Japan**

Finalist Certificate  
Fujikyu Highland "The Compulsion To Scream"  
Recreation/Sporting Goods & Services

**Dentsu Young & Rubicam Inc./****Dentsu Inc. Kansai****Tokyo Japan**

Finalist Certificate  
National "Personal Shredder"  
Home Appliances/Furniture

**Hakuhodo Inc.****Tokyo Japan**

Finalist Certificate  
INDIVI "Fitting Ad"  
Apparel  
The Mainichi Newspaper "Word From The Bears"  
Guerrilla Marketing: Outdoor  
MINI "MINI Web: MINI Catches its Prey."  
Guerrilla Marketing: Motion

**HAKUHODO Inc./Taiyo kikaku Co., Ltd****Tokyo Japan**

Bronze World Medal  
NEC Corporation "NEC FOMA N902i Search  
the N Campaign"  
Use of a Website/Microsite

**Hakuhodo Inc./777interactive****Tokyo Japan**

Bronze World Medal  
GE Consumer Finance Inc. "Plan Your Usage"  
Humor

**Hitachi, Ltd.****Tokyo Japan**

Gold World Medal  
Internet Portal Site: goo "goo: Fill The City  
With Questions! Project"  
Guerrilla Marketing: Outdoor

## Silver World Medal

Milk "The Big Game/Love Letter/Lion"  
Non-Alcoholic Beverages  
WWF "Thinner Than Ever"  
PSA: Environmental Issues

## Finalist Certificate

Dentsu Seminar 2005 in Cannes "The New  
Spice Trade"  
Direct Response: Self-Promotion to the Trade  
Hitachi-Corporate "We Create."  
Art Direction  
Newspaper Ads Supporting Torino Winter  
Olympics "Experience It!"  
Olympic-Themed  
Takeo Paper Show "Takeo Paper Show"  
Promotions Marketing: Trade Promotion  
TOTO Toilet Paper Book "TOTO Toilet Paper Book"  
Guerrilla Marketing: Indoor

**Kose Corporation****Tokyo Japan**

Finalist Certificate  
Formule "Formule Series"  
Package Design: Cosmetics

**McCann Erickson Japan Inc.****Tokyo Japan**

Finalist Certificate  
Alpha Dental Clinic - Brand AD "Dental Checkup?"  
Medical Services  
Corporate "Japanese Paper Craft Toy 'Origami'"  
Specialty Advertising: Consumer  
Gundam True Odyssey "To Another World of G."  
Art Direction  
Internat Safety "THINK SECURITY."  
Telecommunications  
Mapion "Sperm"  
Low Budget Spots

**Pola Chemical Industries, Inc****Tokyo Japan**

Finalist Certificate  
Creatage Excellent "Creatage Excellent"  
Package Design: Cosmetics

**NIKKEISHA, INC./Tohokushinsha  
Film Corporation  
Tokyo Japan**

Bronze World Medal  
Soliton Solutions K.K. "Lobby"  
Corporate Image/Information

**Tokyo Great Visual Inc.  
Tokyo Japan**

Finalist Certificate  
Design Angels Tokyo "Design Angels Tokyo"  
Company Literature: Announcement/Invitation Cards  
Kumakujira "Kumakujira"  
Package Design: Alcoholic Beverages  
Waterscape "Waterscape"  
PSA: Environmental Issues

**Tugboat  
Tokyo Japan**

Gold World Medal  
Audieen "Audieen Caddle Holder"  
Package Design: Cosmetics

Bronze World Medal  
Japan Snow Project 2005 "Ski In The City"  
Transportation/Travel/Tourism

Finalist Certificate  
Audieen "Audieen Aroma Bottle"  
Package Design: Cosmetics  
SMAP "SMAP New Single: Say What You Will"  
Package Design: Recreational/Sporting Goods/Games

**TYO Productions Inc.  
Tokyo Japan**

Finalist Certificate  
Future Marketing Summit Tokyo "Crow/Goat"  
Educational Institutions  
THE YOMIURI NEWSPAPER "Olympic - In The  
Know: Speed Skating/Luge"  
Media Promotion: Print

**Yomiko Advertising Inc.  
Tokyo Japan**

Finalist Certificate  
Calendar "Waste Me Not Calendar MOTTAINAI"  
Company Literature: Calendar

The Creative Bushido "The Creative Bushido"  
Overall Design  
Men's Under Wear "Men In Color"  
Apparel

**KOREA**

**601 Bisang  
Seoul Korea**

Finalist Certificate  
Vidak "Vidak2005"  
Company Literature: Catalog/Brochure/Pamphlet  
601bisang "601artbookproject2005"  
Company Literature: Catalog/Brochure/Pamphlet

**BBDO Korea  
Seoul Korea**

Silver World Medal  
Levi's Engineered Jeans "Levi's Korea LEJ: Atlantis"  
Apparel

Finalist Certificate  
Sulwhasoo "Amore Pacific Sulwhasoo:  
Korean Beauty"  
Cosmetics/Beauty Aids/Toiletries

**Cheil Communications Inc.  
Seoul Korea**

Finalist Certificate  
Dunkin Donuts "Donuts Holic: Tire/Tube"  
Retail Food  
Fat Down "Foot Print"  
Art Direction  
Liquid Detergent Actz "Every Nook And Corner:  
Clothes 1/Clothes 2/Clothes 3"  
Cosmetics/Beauty Aids/Toiletries  
Samsung Mobile Phone "Warning"; "Bookmark"  
Portable Electronics  
Samsung MP3 Player (Yepp) "Shake It: Shake It 1/  
Shake It 2/Shake It 3"  
Portable Electronics

**Diamond Ogilvy  
Seoul Korea**

Finalist Certificate  
Iriver MP3 Player "Sound Shocker"; "Ride-On With  
Iriver MP3 Player: Subway"  
Portable Electronics

**Kiss Creative Group  
Seoul Korea**

Finalist Certificate  
Nike "Nike Air Max Evolution Pack"  
Specialty Advertising: Internal Use

**LG Ad  
Seoul Korea**

Finalist Certificate  
GM Daewoo "Matiz"  
Automobiles  
LG Electronics "Whisen"  
Household Products/Services  
LG Household & Health Care "Cathy Cat Mascara"  
Cosmetics/Beauty Aids/Toiletries

**OgilvyOne Worldwide  
Seoul Korea**

Bronze World Medal  
Nike "Play to Win"  
Banner: Dynamic

Finalist Certificate  
Lenovo "Hummingbird"  
Banner: Dynamic

**Oricom  
Seoul Korea**

Finalist Certificate  
International Committee of the Red Cross  
"We Need Your Blood Everyday"  
PSA: Philanthropic Appeals  
Milq "Tri-Cycle"  
Non-Alcoholic Beverages  
Oricom Anti-Smoking Campaign "Door"  
PSA: Health & Hygiene

**PostVisual.com & Kia Motors Corp.  
Seoul Korea**

Finalist Certificate  
Kia Motors Corp. "Kia Motors"  
Automobiles  
LG CYON "CYON idea House"  
Telecommunications

**LEBANON****Impact BBDO  
Beirut Lebanon**

Finalist Certificate  
Durex "Lollipop"  
Personal/Leisure Products  
Mir "100% Black"  
Household Products/Services

**MALAYSIA****AMP Radio Networks  
Bukit Jalil, Kuala Lumpur Malaysia**

Finalist Certificate  
Public Service Message "Aiman Tak Kisah:  
I (Aiman) Don't Care"  
PSA: Health & Hygiene

**M&C Saatchi, Malaysia  
Kuala Lumpur Malaysia**

Bronze World Medal  
Celcom (M) Berhad "Celcom Territory: Sabah/  
France/China"  
Telecommunications

Finalist Certificate  
Botanique Slimming Cream "Before/After"  
Specialty Advertising: Consumer  
Ole Cafe "Orchid"  
Copywriting  
Zang Toi Fashion Cafe "Fashion Cafe: Salad/  
Steak/Noodle"  
Retail Food  
Zang Toi Fashion Cafe "Salad"  
Photography (Print/Outdoor)

**Arc Worldwide/Leo Burnett Advertising  
Kuala Lumpur Malaysia**

Silver World Medal  
Malaysia Airlines "Best of Both Worlds"  
Direct Mail: B2B Services

**OgilvyOne Worldwide Sdn Bhd  
Kuala Lumpur Malaysia**

Silver World Medal  
Guinness Foreign Extra Stout "Empty Almanac"  
Direct Mail: Consumer Products

Finalist Certificate  
The Good Shepherd Shelter for Unmarried Mothers  
"Pin Of Life"  
PSA: Promotion of Peace & Human Rights  
IBM Malaysia "Dim Sum"  
Direct Mail: B2B Products

**TBWA-ISCMalaysia  
Kuala Lumpur Malaysia**

Bronze World Medal  
Samsonite "Brick Wall"  
Promotions Marketing: Display/Point of Purchase Support

Finalist Certificate  
Samsonite "Brick Wall"  
Personal/Leisure Products  
Whiskas "Fish Tank"  
Promotions Marketing: Display/Point of Purchase Support

**Planet Films  
Petaling Jaya Malaysia**

Bronze World Medal  
Djarum "Futsal"  
Editing

**MEXICO****Grupo Vale Euro RSCG  
Distrito Federal Mexico**

Bronze World Medal  
Handycam "Remake"  
Home Entertainment

Finalist Certificate  
Handycam "Tree"  
Home Entertainment

**BBDO México  
México, D.F. Mexico**

Silver World Medal  
Jeep Liberty "Kayacs"  
Automobiles

Bronze World Medal  
Tabasco "Ice Fishing"  
Foods

Finalist Certificate  
Alka-Seltzer "Be Yourself Again 1, 2 3"  
Medical Products  
Dodge Stratus "Firemen"  
Automobiles  
Grand Slam "Australian Open"  
Recreation/Sporting Goods & Services  
Pfizer Nicorette "Cigarette Obsession"  
Medical Products  
Tabasco Garlic "Dracula"  
Foods

**Euro RSCG Beker  
México, D.F. Mexico**

Finalist Certificate  
Camara Nacional de la Industria Cinematográfica  
y del Videograma (CANACINE) "Exam"  
PSA: Civic/Social Education  
Sky "It's Not"  
Media Promotion: Broadcast

**FCB Worldwide, S.A. de C.V.  
México, D.F. Mexico**

Finalist Certificate  
APAC "Scratch Here"  
PSA: Philanthropic Appeals  
Banorte "Crystal"  
Guerrilla Marketing: Indoor

**Grey México, S.A. de C.V.  
México, D.F. Mexico**

Finalist Certificate  
Playstation 2 "Bellybutton/Lines"  
Home Entertainment

**JWT Mexico  
México, D.F. Mexico**

Silver World Medal  
Pirelli Dealers "Eyes"  
Auto Products & Services

Bronze World Medal  
Listerine "Mute Couple/Muditos"  
Cosmetics/Beauty Aids/Toiletries

Finalist Certificate  
Ford Escape "Windows"  
Automobiles

**JWT Mexico (cont.)  
México, D.F. Mexico**

Finalist Certificate

Ford Lobo Harley Davidson "Change Your Harley"  
AutomobilesFord/Lo Jack "Satellites"  
Auto Products & ServicesFutbol Club Barcelona "Shirt/Camisa"  
Educational InstitutionsKleenex Tube "Different"  
Cosmetics/Beauty Aids/ToiletriesLG Air Conditioners "Stay Cool"  
Home Appliances/Furniture**McCann Erickson Mexico  
México, D.F. Mexico**

Bronze World Medal

Chevy "Tic-Tac-Toe"  
Automobiles

Finalist Certificate

Chevrolet.com "Lights"  
Corporate Image/Information  
Clearasil "Acne"  
Cosmetics/Beauty Aids/Toiletries**Ogilvy Mexico  
México, D.F. Mexico**

Finalist Certificate

American Express "They Will Miss You"  
Direct Mail: Consumer Services**Subsuelo Audio  
México, D.F. Mexico**

Finalist Certificate

Nestlé "Water Stomp"  
Original Music: Score**Young & Rubicam Mexico  
México, D.F. Mexico**

Finalist Certificate

CPTM "Beach/Chichen-Itza/Tajin/Palm Trees"  
Transportation/Travel/TourismCPTM "Cold/Warm"  
Guerrilla Marketing: OutdoorDanone "Park/House/Swimming Pool"  
FoodsOnu "Thief/Dog/Condom/Tattoo"  
PSA: Personal Development & Safety  
Wyeth "Motel/Couple/Handcuffs"

Medical Products

Y&amp;R Mexico "Tyre"

Company Literature: Catalog/Brochure/Pamphlet

**GrupoW  
Saltillo, Coahuila Mexico**

Silver World Medal

Nike "My Life As A 10"  
Apparel**THE NETHERLANDS****DDB Amsterdam  
Amstelveen The Netherlands**

Finalist Certificate

Achmea Insurance "Home"  
Financial ServicesMcDonald's "Ski Jump"  
Retail FoodPon's Automobielenhandel B.V. (VW Passat Variant)  
"Milkcarton"  
Automobiles**Euro RSCG 4D Amsterdam  
Amstelveen The Netherlands**

Gold World Medal

Nokia "Nokia 20Lives"  
Alternative: Online/Streaming Video  
Volvo "Feel Volvo C70"  
Automobiles

Silver World Medal

Nokia "Nokia 20Lives"  
Use of a Website/Microsite; Portable Electronics

Bronze World Medal

Volvo "Feel Volvo C70"  
Overall Design

Finalist Certificate

The Peugeot 1007 "The New Peugeot 1007."  
With Handy Sliding Doors"

Automobiles

Tuc Salt & Pepper "New: Tuc Salt & Pepper"  
Confections/Snacks**TEQUILA\****Amstelveen The Netherlands**

Bronze World Medal

Pedigree "Pedigree: Aroma Stickers"  
Household Products/Services

Finalist Certificate

Pedigree "Pedigree: Aroma Stickers"  
Guerrilla Marketing: OutdoorTomTom "You are here, because you don't  
have a TomTom"

Auto Products &amp; Services

**ADK Europe BV  
Amsterdam The Netherlands**

Silver World Medal

Nikon "After the Event"  
Cinematography

Finalist Certificate

Nikon "S Series"  
Promotions Marketing: Image Awareness/Enhancement  
Nikon "Wi-Fi"  
Photography (Print/Outdoor)**cayenne Amsterdam  
Amsterdam The Netherlands**

Finalist Certificate

Canon EOS 350D Digital SLR camera "Playtime"  
Original Music: Score**GreyCells  
Amsterdam The Netherlands**

Finalist Certificate

Ambi Pur "Clothesline"  
Household Products/Services**JWT/PPGH  
Amsterdam The Netherlands**

Bronze World Medal

Vodafone "Vodafone Remember you are not at home"  
Telecommunications

Finalist Certificate

BMW "Business Car of the Year 2005"  
AutomobilesCillit Bang "Zebra and Dalmation"  
Household Products/Services

**JWT/PPGH (cont.)  
Amsterdam The Netherlands**

Finalist Certificate

- Dolfinarium Harderwijk "Open again"  
Use of Outdoor
- Gamma "Natural colours"  
Retail Stores
- MINI "Embroidering package"  
Guerrilla Marketing: Indoor
- Nederland Veilig (The Netherlands safe)  
"Report a crime"  
Use of Outdoor
- Sportlife "Longlasting taste"  
Confections/Snacks
- Vodafone "Music Download Party"  
Use of Event Marketing

**N=5****Amsterdam The Netherlands**

Silver World Medal

- The Telephone Directory "Chinese Restaurant/  
Removals Truck/Taxi West"  
Professional Services

Finalist Certificate

- The Telephone Directory "Removals Truck"  
Professional Services

**Ogilvy Groep Nederland  
Amsterdam The Netherlands**

Silver World Medal

- Center Parcs Europe "Ski Cabin"  
Recreation/Sporting Goods & Services

Bronze World Medal

- DHL "Labyrinth"  
Business Equipment & Services

**VBAT****Amsterdam The Netherlands**

Finalist Certificate

- Amstel International (Heineken International)  
"Amstel Premium Quality Lager"  
Package Design: Alcoholic Beverages

**NEW ZEALAND****Dashwood Design  
Auckland New Zealand**

Finalist Certificate

- Dashwood Design "Dashwood Design  
Christmas Gift 2005"  
Specialty Advertising: B2B
- Goodman Fielder/Mackenzie "Mackenzie Bread"  
Package Design: Foods

**TEQUILAAuckland  
Auckland New Zealand**

Finalist Certificate

- Whybin TBWA & TEQUILA "Snowman"  
Direct Mail: B2B Services/Self-Promotion to the Trade

**Clemenger BBDO Direct  
Wellington New Zealand**

Silver World Medal

- Greater Wellington Regional Council  
"Breathe Easier"  
Cel Animation; Computer Animation

Finalist Certificate

- Greater Wellington Regional Council  
"Underwater Text Campaign"  
Guerrilla Marketing: Outdoor

**NORWAY****TRY Advertising Agency  
Oslo Norway**

Gold World Medal

- Norsk Tipping/Lotto/Norwegian State Lottery  
"Old Peoples Home"  
Entertainment Promotion

Bronze World Medal

- Nidar/Stratos/Chocolate "Airballoon"  
Confections/Snacks

Finalist Certificate

- Jotun/Demidekk/Painting "Workoverall"  
Household Products/Services

**PERU****McCann Erickson Perú  
Lima Peru**

Finalist Certificate

- Nescafe "Sounds"  
Non-Alcoholic Beverages

**Publicis Perú  
Lima Peru**

Finalist Certificate

- Tekno Wax "Dog"  
Household Products/Services

**PHILIPPINES****Creative Rapp Collins Philippines  
Makati City Philippines**

Finalist Certificate

- Anti Child Labor Abuse "Brothel Operator"  
PSA: Promotion of Peace & Human Rights
- HAIRBAC HAIRGROWER "Hairbac"  
Cosmetics/Beauty Aids/Toiletries

**Harrison Communications, Inc.  
Makati City Philippines**

Finalist Certificate

- NKTI Blood Drive "Street Vendor 1"  
PSA: Philanthropic Appeals

**Leo Burnett Manila  
Makati City Philippines**

Finalist Certificate

- Perla "Lean On Me"  
Household Products/Services

**Lowe Philippines  
Makati City Philippines**

Finalist Certificate

- Epson Durabrite Ink "Epson Poster Series"  
Business Equipment & Services

**McCann Erickson Philippines  
Makati City Philippines**

Finalist Certificate

- Vaseline Shampoo "Itchy Scalps"  
Cosmetics/Beauty Aids/Toiletries

**TBWA Santiago Mangada Puno  
Makati City Philippines**

Silver World Medal  
 Advil "Pen Holder"  
 Use of Guerrilla Marketing  
 Boysen Paints "Home Sweet Home"  
 Household Products/Services

Finalist Certificate  
 Advil "Railing"  
 Use of Guerrilla Marketing  
 Caramba Hot Sauce "Beegees"  
 Foods  
 Klima "Plates"  
 PSA: Environmental Issues  
 Philippine Association of Nutrition  
 "My Toes My Knees"  
 PSA: Health & Hygiene  
 U.P. Population Institute "Fishbone"  
 PSA: Philanthropic Appeals

**Y&R Philippines, Inc.  
Makati City Philippines**

Finalist Certificate  
 Concordia Children's Services "Piglets"  
 PSA: Philanthropic Appeals

**PORTUGAL****GreyHome  
Algés, Lisboa Portugal**

Finalist Certificate  
 Easy Erasing Pad "Wall 1/Wall 3/Wall 2"  
 Guerrilla Marketing: Outdoor  
 Sensodyne "Soup/Ice Cream/Coffee"  
 Medical Products

**YDreams Advertising  
Caparica, Lisboa Portugal**

Finalist Certificate  
 Nokia "Nokia N90 Interactive Street Furniture"  
 Alternative: Interactive Tools

**VIEW.****Cascais Portugal**

Finalist Certificate  
 Cerveja Sagres "Sagres Bohemia - Pierce Brosnan"  
 Overall Design

**TBWA\ Lisboa  
Lisboa Portugal**

Bronze World Medal  
 Ikea "All Night"  
 Retail Stores

Finalist Certificate  
 RFM Radio "Summer Hits"  
 Media Promotion: Broadcast

**BBDO Portugal  
Lisbon Portugal**

Bronze World Medal  
 Público "The Subtitles Alone Make It Worth It"  
 Media Promotion: Print

Finalist Certificate  
 Acção Animal "Furs. Aren't They A Scream?"  
 PSA: Civic/Social Education  
 Luso Water "You Are Water"  
 Non-Alcoholic Beverages  
 Optimus - Optimus Zone "Steward"  
 Telecommunications

**PUERTO RICO****Concepto Uno  
Guaynabo Puerto Rico**

Finalist Certificate  
 Rendon Mortgage Bankers "Honesty"  
 Financial Services

**De la Cruz  
Guaynabo Puerto Rico**

Finalist Certificate  
 Smirnoff Ice "Fly"  
 Alcoholic Beverages

**Young and Rubicam Puerto Rico  
Guaynabo Puerto Rico**

Silver World Medal  
 Heineken Dark "Matches"  
 Promotions Marketing: Special Events

Finalist Certificate  
 Citibank "Mesh Ad"  
 Use of Outdoor

Heineken "Stones"  
 Promotions Marketing: Sponsorship  
 NAVAS Fitness Gym "Exercises"  
 Guerrilla Marketing: Indoor

**Wing Puerto Rico  
Hato Rey Puerto Rico**

Finalist Certificate  
 Wing Puerto Rico "Nueva Cara (New Face)"  
 B2B: Services

**BBDO PUERTO RICO  
SAN JUAN Puerto Rico**

Finalist Certificate  
 Berlits School of Languages "Caution"  
 Educational Institutions  
 Berlits School Of Languages "ECS Man III"  
 Use of Cinema

**Ergonomic Communications  
San Juan Puerto Rico**

Finalist Certificate  
 AXE Shower Gel "Mermaids"  
 Cosmetics/Beauty Aids/Toiletries

**JWT PR****San Juan Puerto Rico**

Bronze World Medal  
 Energizer "Wilmo/Invader/Melinda"  
 Household Products/Services  
 Unilever - Ragú "Fingers"  
 Foods

Finalist Certificate  
 Cadbury Adams: Halls "Fabián"  
 Alternative: Word of Mouth/Buzz  
 Energizer "Invader"  
 Household Products/Services  
 Humane Society of Puerto Rico "Cat/Dog"  
 PSA: Civic/Social Education  
 Movie Mail Club "Sin City/Batman"  
 Entertainment Promotion

**McCann Erickson Puerto Rico  
San Juan Puerto Rico**

Finalist Certificate  
Children's Hospital "Envelope"  
PSA: Philanthropic Appeals

**ROMANIA****B.V. McCann Erickson Romania  
Bucharest Romania**

Bronze World Medal  
Bergenbier "Wild Christmas"  
Corporate Image/Information

Finalist Certificate  
MTV "Made in Romania (Michael/Slash/Manson)"  
Media Promotion: Broadcast  
The National Committee for the Animals Protection  
"Hitler"  
PSA: Civic/Social Education

**Graffiti BBDO  
Bucharest Romania**

Finalist Certificate  
Guinness "Halloween"  
Alcoholic Beverages  
River Woods "Mother"  
Apparel

**Lowe & Partners  
Bucharest Romania**

Bronze World Medal  
DaKINO Film Festival "DaKINO: Lord Of  
The Rings/Titanic/Basic Instinct"  
Entertainment Promotion

**TBWA MERLIN  
Bucharest Romania**

Bronze World Medal  
Red Cross "The Rocker/The Motor Jacket/Che"  
PSA: Philanthropic Appeals

**SAUDI ARABIA****Impact/BBDO  
Jeddah Saudi Arabia**

Finalist Certificate  
Pepsi "Pool"  
Non-Alcoholic Beverages

**SCOTLAND****West FM, West Sound & South West Sound FM  
Ayr Scotland**

Gold World Medal  
West FM, West Sound & Sound West Sound FM  
"A77 Campaign"  
PSA: Personal Development & Safety

Silver World Medal  
Strathclyde and D&G Fire and Rescue Services  
"Grim Reaper Campaign"  
Station Produced (Radio)

Bronze World Medal  
West FM, West Sound & South West Sound FM  
"A77 Campaign"  
Station Produced (Radio)

Finalist Certificate  
West FM, West Sound & South West Sound FM  
"A77 Campaign"  
PSA: Civic/Social Education

**SINGAPORE****Ad Planet Group Singapore/ace:daytons adv.  
Singapore Singapore**

Finalist Certificate  
Axe Brand Medicated Oil "Taxi"  
Medical Products  
Nikko Asia Toys Pte Ltd "Miniature Cars"  
Guerrilla Marketing: Outdoor

**Crush Advertising Pte Ltd  
Singapore Singapore**

Finalist Certificate  
Netgear "Fear/Drowning/Nightmare"  
B2B: Products

Singapore Council of Women's Organisations  
"Bedroom"  
PSA: Civic/Social Education

**Discovery Asia Inc.  
Singapore Singapore**

Gold World Medal  
Animal Planet "Animal Planet Impression DM"  
Specialty Advertising: B2B

Finalist Certificate  
Discovery Channel "Discovery Shopping Bag"  
Specialty Advertising: B2B

**Epigram  
Singapore Singapore**

Finalist Certificate  
Media Development Authority "F21: Racing  
Into The Future"  
Company Literature: Annual Report

**Euro RSCG Singapore  
Singapore Singapore**

Silver World Medal  
Moz Away "Signage"  
Guerrilla Marketing: Outdoor

Finalist Certificate  
Rosken Skin Repair "Chinese Painting/  
Indian Statue/Thai Sculpture"  
Art Direction  
Rosken Skin Repair "Thai Sculpture"  
Medical Products

**OgilvyOne Worldwide  
Singapore Singapore**

Finalist Certificate  
OgilvyOne Worldwide "OgilvyOne Screensaver"  
Alternative: Interactive Tools

**Proximity Singapore  
Singapore Singapore**

Bronze World Medal  
WD-40 "Easy Glide"  
Household Products/Services

**Proximity Singapore (cont.)  
Singapore Singapore**

Finalist Certificate

Erdinger "Long Neck"

Promotions Marketing: Display/Point of Purchase Support

WD-40 "Easy Glide"

Use of Online Advertising

**Singapore Press Holdings  
Singapore Singapore**

Finalist Certificate

SPH Gift Of Music "Music In The Park"

Corporate Image/Information

**TEQUILA\ Singapore  
Singapore Singapore**

Finalist Certificate

Palm "Z22 Handbag"

Company Literature: Catalog/Brochure/Pamphlet

**UP BrandBuzz Pte Ltd  
Singapore Singapore**

Finalist Certificate

Feedback Unit "Feedback Unit Collaterals"

PSA: Civic/Social Education

**XM Asia Pacific Pte Ltd  
Singapore Singapore**

Finalist Certificate

Hewlett-Packard Asia Pacific Pte Ltd

"HP Photosmart 8750 Microsite"

Overall Design

Nokia Pte Ltd "Nokia L'Amour Fashion

Collection Global Media Banner"

Banner: Dynamic

**SLOVENIA****Futura DDB  
Ljubljana Slovenia**

Silver World Medal

Almira Sadar "To Be Hunted"

Company Literature: Catalog/Brochure/Pamphlet

**Mayer McCann  
Ljubljana Slovenia**

Finalist Certificate

Mayer McCann "Truth Well Told"

Company Literature: Calendar

**Studio A4 - Bojana Fajmut  
Ljubljana Slovenia**

Finalist Certificate

FRUCTAL d.d. "Fresh Fruit Annual Report"

Company Literature: Annual Report

**SOUTH AFRICA****NetWork BBDO  
Hyde Park, Johannesburg South Africa**

Gold World Medal

Simba - Ghost Pops "Ghost Trolley"

Guerrilla Marketing: Indoor

**Cross Colours  
Johannesburg South Africa**

Bronze World Medal

Nando's "Nando's Performing Arts"

Specialty Advertising: Internal Use

Finalist Certificate

Nando's/Coca Cola "South African Freedom Day Coke Bottle"

Package Design: Non-Alcoholic Beverages

**The Jupiter Drawing Room South Africa  
Rivonia South Africa**

Gold World Medal

Edcon Department Stores "Live"

Editing

Silver World Medal

Gay Pages "Yuck"

Media Promotion: Print

Bronze World Medal

Graham Kietzmann Photography "Autofocus Hunting Focus System/Capture/Camera Body"

B2B: Services

Finalist Certificate

Gun Free SA "Civilians/Stolen/Made"

PSA: Promotion of Peace &amp; Human Rights

Permark International "3-Legged Race/Kilt/Beach"

Cosmetics/Beauty Aids/Toiletries

Reckitt Benckiser "Scared"; "Castaway: Use The Shine"; "Bird/Frog/Venus Fly-Trap"

Household Products/Services

**SPAIN****Aleatico International  
Barcelona Spain**

Finalist Certificate

SEAT Alhambra "DVD"

Automobiles

SEAT León Supercopa "Horsepower"

Automobiles

**Bassat Ogilvy & Mather Barcelona  
Barcelona Spain**

Finalist Certificate

Mattel "Leg It"

Recreation/Sporting Goods &amp; Services

TV3 Telethon "Alzheimer Telethon"

PSA: Health &amp; Hygiene

United Hands "Long List"; "Hands"

PSA: Philanthropic Appeals

**CP Proximity  
Barcelona Spain**

Bronze World Medal

Intermon Oxfam "Dilemma"

Advergaming/Viral: Educational/Non-Profit

Finalist Certificate

Volkswagen "Play With The Weather"

Automobiles

**CP Comunicacion Barcelona Proximity  
Barcelona Spain**

Finalist Certificate

Audi "The Hardest Test"

Direct Mail: B2B Products

**DoubleYou  
Barcelona Spain**

Bronze World Medal

American Nike "nikerunning.com"

Banner: Static

**DoubleYou (cont.)  
Barcelona Spain**

Finalist Certificate

American Nike "Nike Sprint Sister"

Apparel

Diageo "Cacique Rum: Listen To The Call"

Alcoholic Beverages

**Grey & Trace  
Barcelona Spain**

Finalist Certificate

Pilot Extrafine "Plaster"

Personal/Leisure Products

SEAT Service "New"

Use of Guerrilla Marketing

**PAVLOV  
BARCELONA Spain**

Finalist Certificate

Ambar Beer "Tongue"

Alcoholic Beverages

**TBWA España  
Barcelona Spain**

Finalist Certificate

Nissan Murano "Worlds &amp; Beasts"

Automobiles

**Contrapunto  
Madrid Spain**

Gold World Medal

Sogecable-Digital+ "Lost/Million/Adaptation"

Media Promotion: Broadcast

Silver World Medal

Mercedes Benz: Smart "Sponges"

Automobiles

WWF/Adena "Chimneys/Water Outlet/  
Exhaust Pipe"

PSA: Environmental Issues

Bronze World Medal

Mercedes Benz: Smart "Velázquez/Ortega y  
Gasset/A Coruña"

Automobiles

Sogecable-Digital+ "Million/Kill Bill/Adaptation"

Media Promotion: Broadcast

Finalist Certificate

DaimlerChrysler "GPS 1/GPS 2/GPS 3"

Automobiles

Digital+ "X-Ray"

Use of Outdoor

Metro de Madrid "Blow Out"

Transportation/Travel/Tourism

Sogecable-Digital+ "Urban Tackles"

Guerrilla Marketing: Outdoor

**DDB España  
Madrid Spain**

Silver World Medal

Audi A3 Sportback "Fun"

Automobiles

Bronze World Medal

Robert Bosch España/Cordless Drill "Plates/Paintings"

Home Appliances/Furniture

Finalist Certificate

Henkel Pritt "Adhesive Stick"

Household Products/Services

Knorr Sauces "Murdered Girl/Murdered Boy"

Foods

Volkswagen New Beetle "Bubble"

Automobiles

Volkswagen Touran "Seats"

Automobiles

**EURO RSCG ESPAÑA S.A.  
Madrid Spain**

Finalist Certificate

Fundación Altarriba "Broken Dog"

PSA: Civic/Social Education

**FCBi Madrid  
Madrid Spain**

Gold World Medal

IAA/Museo Reina Sofia "Advertising At The Museum"

Direct Mail: B2B Services

BSH Electrodomesticos "A Magic Catalogue"

Direct Mail: Self-Promotion to the Trade

Finalist Certificate

TAPSA "A Proof Of Efficiency"

Direct Mail: B2B Services

**La Despensa Ingredientes Creativos  
Madrid Spain**

Finalist Certificate

Match.com "Bella Durmiente"

Guerrilla Marketing: Outdoor

**McCann-Erickson, Spain  
Madrid Spain**

Silver World Medal

Medicos Sin Fronteras "Rugs"

PSA: Promotion of Peace &amp; Human Rights

Bronze World Medal

Fanta "Legends"

Non-Alcoholic Beverages

Finalist Certificate

Durex "Faces"

Personal/Leisure Products

Saab "Skies"

Automobiles

**PUBLICIS COMUNICACIÓN ESPAÑA, S.A.  
Madrid Spain**

Gold World Medal

NGO "Roots"

PSA: Promotion of Peace &amp; Human Rights

Finalist Certificate

Marca Sports Newspaper "Coach"

Media Promotion: Print

NGO "Roots"

PSA: Promotion of Peace &amp; Human Rights

**Publicis Lado C  
MADRID Spain**

Bronze World Medal

Dacia Logan "Dacia Logan: Headlights/Diesel/  
Air Conditioning"

Automobiles

Finalist Certificate

Dacia Logan "Dacia: Car Boot"

Automobiles

Renault Corporate "Ugly Faces: Man Left/  
Man Right/Woman"

Automobiles

**Publicis Lado C (cont.)****MADRID Spain**

Finalist Certificate

Renault Espace GPS Carminat "Crystal Town"  
AutomobilesRenault Megane "Little Town"  
Auto Products & ServicesRenault Megane, Megane Cabrio And Scenic  
"Little Cars: Megane/Megane Cabrio/Scenic"  
Automobiles**Saatchi & Saatchi****Madrid Spain**

Finalist Certificate

Bonsaimania "Little Thumb & Tinkerbell"  
Household Products/ServicesVisa Europe "Bakery/Perfumery/Restaurant"  
Financial Services**Tactics Europe****Madrid Spain**

Finalist Certificate

Loteria y Apuestas de Estado "Pancho' Pooh"  
Guerrilla Marketing: Outdoor**TBWA Espana****Madrid Spain**

Silver World Medal

Sony Playstation/Sony Computer Entertainment  
"Score 1 & 2"  
Portable Electronics

Finalist Certificate

Full Fiction "Better Life"  
B2B: ServicesSony Playstation "Bubbles"  
Alternative: Interactive ToolsTBWA ESPAÑA "Copywriter"  
Corporate Image/InformationTraffic General Directorate "Manson & Kennedy"  
PSA: Civic/Social Education**The Farm Creative Factory, S.L.****Madrid Spain**

Finalist Certificate

Caja España "Premium Gold"  
Financial Services

Doctors Of The World "Heads And Tales"

PSA: Promotion of Peace &amp; Human Rights

**Vitruvio Leo Burnett****Madrid Spain**

Silver World Medal

Sitges' Sci-Fi & Fantasy Film Festival "Shark!"  
Entertainment Promotion

Bronze World Medal

Fiat Stilo Racing "Maps"  
Automobiles

Finalist Certificate

Fiat 4X4 "4X4"  
AutomobilesFiat Sponsor Acb "Bar"; "ACB Sponsor"  
Corporate Image/InformationHeinz Ketchup Extracontrol "Extra Control"  
FoodsSitges' Sci-Fi & Fantasy Film Festival  
"If Fantasy Never Existed"

Entertainment Promotion

**Wunderman****Madrid Spain**

Bronze World Medal

Wunderman "Oh God. I Haven't Gotten  
My Christmas"

Company Literature: Announcement/Invitation Cards

Finalist Certificate

Microsoft Office SharePoint Portal Server 2003  
"Pizza Is For Sharing"

Specialty Advertising: Internal Use

Wunderman "Wunderman Under-Construction"  
Direct Mail: B2B Services**Wysiwyg Comunicación Interactiva****Madrid Spain**

Bronze World Medal

Cimarron "Bad Girls Can Fly"  
Overall Design

Wysiwyg "Wysiwyg"

Corporate Image/Information

Finalist Certificate

Camper "I Go Where My Shoes Take Me"  
Retail Stores**Zapping Comunicación S.A.****Madrid Spain**

Gold World Medal

Disney Spain "The Book with Eyes"  
Promotions Marketing: Special Events

Silver World Medal

CdeC: Club de Creativos España "The Book  
with Ticket"

Company Literature: Catalog/Brochure/Pamphlet

Zapping "Package"

Direct Mail: Self-Promotion to the Consumer

Bronze World Medal

Disney: The Incredibles "Mr. Incredible's Wallet"  
Direct Mail: Consumer Services

Fincas Corral "Match-box"

Promotions Marketing: Display/Point of Purchase Support

Laus '06 "Cuts"

Entertainment Promotion

Finalist Certificate

BuenaVista Inc. Disney "Disney Shopping Bag"  
Corporate Identity: Shopping BagDisney Buenavista Inc. "Flightplan Pressbook"  
Company Literature: Catalog/Brochure/Pamphlet**SWEDEN****Forsman & Bodenfors****Göteborg Sweden**

Gold World Medal

IKEA "Dream kitchens for everyone"  
Navigation; Overall Design

Silver World Medal

Statoil "Transformer - Station Campaign"  
Low Budget Spots

Finalist Certificate

The Golden Pen, World Association of Newspaper  
"We Are Sorry To Present Yet Another Winner"  
Media Promotion: PrintMinistry Of Health And Social Affairs "Retouch"  
PSA: Civic/Social EducationStatoil "Transformer - Station Campaign"  
Retail Stores

**Forsman & Bodenfors (cont.)****Göteborg Sweden**

Finalist Certificate

Swedish Television "Sleeping Politicians"

Media Promotion: Broadcast

Volvo Cars Corporation "The Cape Town Experience"

Home Page/Intro

Volvo Cars Sweden "Flexifuel"

Automobiles

**Goss Reklambyrå AB****Göteborg Sweden**

Silver World Medal

Glitter "Strategic Implementation in the Glitter Group"

Direct Mail: Self-Promotion to the Trade; Promotions

Marketing: Trade Promotion

Bronze World Medal

Glitter "Strategic Implementation in the Glitter Group"

Promotions Marketing: Image Awareness/Enhancement

Langley Travel "Snow Sample"

Direct Mail: Self-Promotion to the Consumer

Finalist Certificate

ConsignIT "Recruitment Ad"

Direct Response: Self-Promotion to the Trade

Langley Travel "Langley Winter: Paper Mountain"

Transportation/Travel/Tourism

**scp Goteborg****Göteborg Sweden**

Bronze World Medal

Göteborg Symphony Orchestra "Sumo"

Entertainment Promotion

Frank Dandy Superwear "Underwear Campaign"

Apparel

**Akestam.Holst****Stockholm Sweden**

Silver World Medal

Puma "Gets You There Faster"

Editing

Bronze World Medal

Posten Sverige "Real Postcards"

Use of a Website/Microsite

Finalist Certificate

Pause Ljud &amp; Bild "Unusually Powerful Store"

Promotions Marketing: Special Events

Puma "Puma Africa"

Recreation/Sporting Goods &amp; Services

**DDB Stockholm****Stockholm Sweden**

Finalist Certificate

McDonald's "Apartment Hunting"

Retail Food

OLW "OLW Crisps Campaign"

Confections/Snacks

**Great Works****Stockholm Sweden**

Gold World Medal

V&amp;S Absolut Spirits AB "Absolut.com"

Alcoholic Beverages

Silver World Medal

Electrolux "Electrolux VISI"

Household Products/Services

Bronze World Medal

Absolut Vodka "Absolut Second Skin"

Alcoholic Beverages

Finalist Certificate

Absolut Vodka "Absolut Apeach"; "Absolut Metropolis"

Alcoholic Beverages

**Lowe Brindfors****Stockholm Sweden**

Silver World Medal

Energy Company "Big And Small Questions

On Energy"

Utilities

Bronze World Medal

Saab 9-5 "Unleashed"

Alternative: Events/Live/Nightlife Advertising

Finalist Certificate

Financial Services "Eco-car Loan"; "Heroes"

Financial Services

Grocery Stor Chain "You Only Have One Body"

Retail Food

**Lowe Tesch****Stockholm Sweden**

Silver World Medal

Saab Automobile "Animal Vision"

Automobiles

Stella Artois "L'étranger"

Alcoholic Beverages

Bronze World Medal

Saab Automobile "Caution"

Automobiles

**Otto Stockholm Proximity  
Stockholm Sweden**

Finalist Certificate

Nicorette "Fruit Meteors"

Medical Products

**Scholz & Friends Stockholm  
Stockholm Sweden**

Finalist Certificate

BIGtv "BIGtv Brand Identity"

Corporate Identity: Logo/Trademark

FlyNordic "Greed"

Transportation/Travel/Tourism

**SWE****Stockholm Sweden**

Finalist Certificate

Fastighetsbyrå "Bosse Valentino"

Financial Services

**SWITZERLAND****LangGysiKnoll****Bern Switzerland**

Finalist Certificate

ExpressPost "SwissCourier: Fast, Very Fast Indeed"

B2B: Services

**Euro RSCG Switzerland****Zürich Switzerland**

Bronze World Medal

Hum Records "Vinyl Action"

Home Entertainment

**Euro RSCG Switzerland (cont.)  
Zürich Switzerland**

## Finalist Certificate

Angela Gullé "High Heels"  
Apparel

Arena225 "Sweat"  
Recreation/Sporting Goods & Services

BAG "Love Lips"  
Alternative: Interactive Tools

Euro RSCG Dialog "Fidel Castro"  
Low Budget Spots

**Futurecom Interactive AG  
Zürich Switzerland**

## Silver World Medal

Sunrise "Sunrise Webphone World Record Attempt"  
Telecommunications

**Jung Von Matt AG  
Zürich Switzerland**

## Bronze World Medal

Mini "Size"  
Use of Outdoor

## Finalist Certificate

IG Westtangente "Black Lung"  
Use of Outdoor

Mini "Size"  
Guerrilla Marketing: Outdoor

Panasonic "Liberty Zoom"  
Home Entertainment

Schweizerische Bundesbahnen SBB  
"Non-Smoking Trains"  
Transportation/Travel/Tourism

**Lowe AG  
Zürich Switzerland**

## Bronze World Medal

Winterthur "A Town Called Today"  
Cel Animation

## Finalist Certificate

Greenpeace "Ocean Defenders"  
PSA: Environmental Issues

LOWE AG "Bad Santa"  
Alternative: Online/Streaming Video

Winterthur "A Town Called Today"  
Financial Services

**Matter & Gretener Werbeagentur AG  
Zürich Switzerland**

## Finalist Certificate

Heilsarmee "Look For An Apartment"  
PSA: Philanthropic Appeals

Minimax "Minimax Chrome"  
Household Products/Services

**Publicis AG, Zürich  
Zürich Switzerland**

## Gold World Medal

Amer Sports - Wilson Switzerland "Stuck Ball"  
Direct Response: Self-Promotion to the Consumer

Charles Voegele Switzerland  
"Voegele Soccer Jerseys"

Promotions Marketing: Sponsorship

## Finalist Certificate

Akut Magazine "Akut against AIDS - Brain"  
PSA: Health & Hygiene

Amer Sports - Wilson Switzerland "Stuck Ball"  
Promotions Marketing: Display/Point of Purchase Support

Atelier Straumann "Employees"  
Business Equipment & Services

Best Car Wash "Muddy Cars"  
Direct Response: Consumer Services

FIFA "FIFA Anniversary Book"  
Company Literature: Catalog/Brochure/Pamphlet

Heineken Suisse "Corporate Stars"  
Alcoholic Beverages

L'Oréal Garnier "Garnier Bodytonic Banderole"  
Promotions Marketing: Display/Point of Purchase Support

Laax - Weisse Arena Skiregion "Halfpipe"  
Transportation/Travel/Tourism

Migros "Crystal Clear"  
Use of Outdoor

Partnerwinner "Flirting Eye"  
Alternative: Interactive Tools

Renault Nissan Switzerland "Open Top"  
Use of Outdoor

Sportplausch Wider "Bicycle Rack"  
Guerrilla Marketing: Outdoor; Use of Alternative Media

Sportplausch Wider "Chip Tuning"  
Promotions Marketing: Consumer Promotion

Zoo Zürich "Love"  
Entertainment Promotion

Zürich Financial Services "Because Change Happenz"

Original Music: Score; Cinematography

**Ruf Lanz Werbeagentur AG  
Zürich Switzerland**

## Gold World Medal

Muehlehalde Home For The Blind "Worldhits"  
PSA: Philanthropic Appeals

## Bronze World Medal

Suva Accident Prevention "Ski Accident Prevention"  
Use of Guerrilla Marketing

## Finalist Certificate

Hesse & Partner Insurance Company "Red Flag"  
Financial Services

Suva "Ski Accident Prevention"  
Guerrilla Marketing: Outdoor

**Spillmann/Felser/Leo Burnett  
Zürich Switzerland**

## Silver World Medal

Helvetas "UN World Water Day"  
PSA: Philanthropic Appeals

## Bronze World Medal

PET Recycling "Announcements"  
Alternative: Events/Live/Nightlife Advertising

## Finalist Certificate

Helvetas "Water"  
PSA: Philanthropic Appeals

National Versicherung "Nothing Is Certain"  
Financial Services

PET Recycling "Announcements"  
PSA: Environmental Issues; Use of Outdoor

Schifti - Schiftung für soziale  
Jugendprojekte "Skatebent"  
PSA: Health & Hygiene

Switzerland Tourism "Soccer World Cup Alternative"  
Transportation/Travel/Tourism

**Sulzer, Sutter AG, Werbeagentur BSW  
Zürich Switzerland**

Finalist Certificate

Parisienne "Parisienne Paris Guide"  
Package Design: Recreational/Sporting Goods/Games

**walker Werbeagentur  
Zürich Switzerland**

Gold World Medal

Amnesty International "Not Here But Now."  
PSA: Civic/Social Education

Silver World Medal

Amnesty International "Not Here But Now."  
Use of Outdoor  
Fleurop Interflora "Mother's Day: Haircut"  
Short Spots (Under 10 seconds)  
Fleurop Interflora "Mother's Day: Party/Haircut/  
Hoover"  
Performance

Bronze World Medal

Fleurop Interflora "Mother's Day: Glasses/  
Spittle/X-mas"  
Retail Stores  
Fleurop Interflora "Mother's Day: Haircut/Kiss/  
Hoover"  
Humor

Finalist Certificate

Fleurop Interflora "Mother's Day: Haircut/Kiss/  
Hoover"  
Low Budget Spots

Fleurop Interflora "Mother's Day: Hoover/Kiss/Party"  
Cinematography  
Getinshape Swiss Personal Trainers "Cookie-Cutters"  
Specialty Advertising: Consumer

**Wirz/BBDO  
Zürich Switzerland**

Bronze World Medal

Die Schweizerische Mobiliar "Mobiliar Assurance"  
Financial Services

Finalist Certificate

Tibits Vegetarian Restaurant "Tibits Balls"  
Retail Food

**Wylar Werbung  
Zürich Switzerland**

Finalist Certificate

Pearls Creek/R. Mäder "Art on Travel"  
Professional Services

**Advico Young & Rubicam  
Zürich-Gockhausen Switzerland**

Silver World Medal

Leica "Get Close"  
Personal/Leisure Products; Promotions Marketing:  
Display/Point of Purchase Support

Finalist Certificate

Cynar "proven and tested"  
Alcoholic Beverages  
Schweppes "Naked"  
Non-Alcoholic Beverages

**TAIWAN****Bates Taiwan Co., Ltd.  
Taipei Taiwan**

Finalist Certificate

Brain Magazine "Typhoon/Cuff/Ghost"  
Media Promotion: Print

**McCann-Erickson Taiwan  
Taipei Taiwan**

Finalist Certificate

Darlie Natural Herbal Toothpaste  
"The Meadow/The Ocean"  
Household Products/Services  
NutriMate Glucosamine "Zebra Crossing"  
Medical Products

**OgilvyOne Taiwan  
Taipei Taiwan**

Finalist Certificate

3M "3M Doctor Pack"  
Direct Mail: Consumer Products

**Wunderman Taiwan  
Taipei Taiwan**

Finalist Certificate

Johnnie Walker Blue Label "Blue Angel  
Dinner Invitation Pack"  
Direct Mail: Consumer Services

**THAILAND****Far East DDB Plc.  
Bangkok Thailand**

Finalist Certificate

I Knew/Anti-Stretch Mark Cream "Guilty"  
Cosmetics/Beauty Aids/Toiletries

**McCann Erickson Thailand  
Bangkok Thailand**

Finalist Certificate

Vaseline Intensive Care Firm & Fit Body Lotion  
"Girdle"  
Cosmetics/Beauty Aids/Toiletries

**OgilvyOne Bangkok  
Bangkok Thailand**

Finalist Certificate

Plantoys "Wooden name card"  
Corporate Identity: Stationery  
Vanish "Stain Remover"  
Advergaming/Viral: Business to Consumer

**TURKEY****Alice BBDO  
Istanbul Turkey**

Finalist Certificate

Miele, Washing Machine "Porthole"  
Home Appliances/Furniture

**DDB & Co.  
Istanbul Turkey**

Silver World Medal

World Wildlife Fund "Saw"  
PSA: Environmental Issues

Bronze World Medal

Cafe Del Mondo "Cafe Del Mondo Campaign"  
Non-Alcoholic Beverages

**Medina Turgul DDB  
Istanbul Turkey**

Finalist Certificate

Pastavilla "Seduction"  
Foods

**Medina Turgul DDB (cont.)****Istanbul Turkey**

Finalist Certificate

Volkswagen Touareg "Volkswagen Touareg Eagle"  
Automobiles

**Ogilvy & Mather Istanbul****Istanbul Turkey**

Finalist Certificate

Ford Ranger "Isohyps"  
Automobiles  
Foster's "Kangaroos"  
Alcoholic Beverages

**TBWA Network Istanbul****Istanbul Turkey**

Gold World Medal

Ykm "Jump Rope"  
Package Design: Recreational/Sporting Goods/Games

Finalist Certificate

Borusan Otomotiv "Frog"; "Bee"  
Automobiles  
Gengym Health And Fitness Center "Coffee"  
Recreation/Sporting Goods & Services; Low Budget Spots  
Luna Design Center "Luna Enlightenment"  
Home Appliances/Furniture  
Luna Design Center "Old Woman Reading"  
Low Budget Spots  
Macellan GPS Receiver "Packman"  
Portable Electronics  
Mirra "Turkish Coffee"  
Retail Food  
Resfest Digital Film Festival "Deli"; "TV Campaign"  
Entertainment Promotion

**Tequila Istanbul****Istanbul Turkey**

Finalist Certificate

Jingle Mingle "Child Keyboard"  
Direct Mail: B2B Products

**UNITED ARAB EMIRATES****Brandcom Middle East****Dubai United Arab Emirates**

Bronze World Medal

AXE "Khalid"  
Cosmetics/Beauty Aids/Toiletries  
AXE "Peep Hole"  
Guerrilla Marketing: Indoor  
Jumeirah Music Equipment "Blind Keys"  
Corporate Image/Information

Finalist Certificate

AXE "Peep Hole"  
Use of Guerrilla Marketing  
Rexona "Nose Job: Wissam/Dana/Trevor"; "Repel"  
Cosmetics/Beauty Aids/Toiletries

**Grey WorldWide****Dubai United Arab Emirates**

Finalist Certificate

Audi "Blank Page"; "Quattro"  
Automobiles  
Splendour Beauty Center "Reverse The  
Ageing Process"  
Cosmetics/Beauty Aids/Toiletries

**Intermarkets****Dubai United Arab Emirates**

Finalist Certificate

Khaleej Times "World Press Freedom Day"  
Media Promotion: Print

**Leo Burnett, Dubai****Dubai United Arab Emirates**

Finalist Certificate

Chevrolet "Aveo/Bikers"  
Promotions Marketing: Display/Point of Purchase Support  
Chevrolet/GM Middle East "Rear Park Assist"  
Guerrilla Marketing: Outdoor

**Promoseven Relationship Marketing****Dubai United Arab Emirates**

Finalist Certificate

Emaar Properties "Park Island Direct Mailer"  
Direct Mail: Consumer Products

**TBWARAAD****Dubai United Arab Emirates**

Finalist Certificate

MBR Advertising Headhunters "Awards"  
Professional Services  
Medica "Bullet"  
PSA: Health & Hygiene  
Whiskas "Paws"  
Household Products/Services

**Team Young & Rubicam****Dubai United Arab Emirates**

Silver World Medal

Mont-Blanc "Do He Write Thing"  
Personal/Leisure Products

Bronze World Medal

Bookplus "Error Message"  
Retail Stores

Finalist Certificate

Colgate "Colgate Mealtime"  
Household Products/Services

**The Classic Partnership Advertising****Dubai United Arab Emirates**

Finalist Certificate

Home Centre "Just Can't Wait"  
Retail Stores

**Wunderman****Dubai United Arab Emirates**

Silver World Medal

Microsoft "We've Got The Answers"  
Direct Response: B2B Services

Bronze World Medal

Emirates Airline "Aboriginal Art"  
Direct Mail: Self-Promotion to the Trade

**UNITED STATES OF AMERICA****2Advanced Studios****Aliso Viejo USA**

Finalist Certificate

O'Neill, Inc. "O'Neill Website"  
Apparel

**iMed Studios****Ames USA**

Finalist Certificate

BrandPharm "BrandPharm Introduction"  
Use of Innovative Media

**Clear Channel Creative Services Group****Atlanta USA**

Finalist Certificate

Allman Brothers "Lighter"  
Entertainment Promotion

**nurun | ant farm****Atlanta USA**

Finalist Certificate

nurun | ant farm "It's a Wonderful Internet"  
Advergaming/Viral: B2B

**LatinWorks****Austin USA**

Finalist Certificate

History Channel En Español "Fidel"  
Media Promotion: Broadcast

**GKV****Baltimore USA**

Bronze World Medal

Lance Snacks "Bikers"  
Foods

**Brogan & Partners Convergence Marketing****Birmingham USA**

Finalist Certificate

The Pelvic Floor Center at The Christ Hospital  
"Comedienne"  
Medical Services

**Luckie & Co.****Birmingham USA**

Finalist Certificate

BottleRocket Post "BottleRocket Post Posters"  
Direct Mail: Self-Promotion to the Trade

**Arnold Worldwide****Boston USA**

Gold World Medal

Truth "Good Samaritans/Profiles/Fang"  
PSA: Health & Hygiene

Silver World Medal

Truth "Good Samaritans"; "Prison/  
Car Crash/Homeless"

PSA: Health &amp; Hygiene

Volkswagen "82/120 - 37/120 - 21/120";  
"Lightning Bolt/Paper Airplane/Unsubscribe";  
"Passat Feature Films"

Automobiles

Bronze World Medal

Truth "Mother-in-Law"; "Lung Cancer/  
Inadequate Ventilation/Toe Rings"

PSA: Health &amp; Hygiene

Finalist Certificate

Fidelity Investments "Two More Wishes"  
Financial Services

Mobile ESPN "Sporture Chamber Website"  
Telecommunications

Timberland "Take A Brochure Display"

Promotions Marketing: Display/Point of Purchase Support

Truth "Profiles"

PSA: Health &amp; Hygiene

Volkswagen "50/120 - 54/120 - 23/120"

Alternative: Online/Streaming Video

Volkswagen "Downhill Racer"; "Check Point";  
"The Catch/Tilted/Stereo"; "23/120 - 50/120 -  
54/120"; "Beach/Gallery/Restaurant";  
"120/120"; "Iron/Key/Thread"; "Christmas Tree";  
"Passat Features Minisite"

Automobiles

Volkswagen "Jetta Wooden Puzzle"

Promotions Marketing: Display/Point of Purchase Support

**Digitas****Boston USA**

Finalist Certificate

American Express "Andy's Mojo"  
Navigation

Clear From American Express "Clear From  
American Express"

Financial Services

**Modem Media****Boston USA**

Finalist Certificate

Modem Media "2005 Modem Media Holiday Card"  
Overall Design

**Kurtz & Friends****Burbank USA**

Gold World Medal

Honda "Crazy Sensible"  
Cel Animation

**Arc Worldwide****Chicago USA**

Finalist Certificate

United Airlines "It's Time To Fly: Migration Billboard"  
Use of Outdoor

United Airlines "It's Time To Fly: Newspaper Ad"  
Use of Newspaper

**BBDO Chicago****Chicago USA**

Finalist Certificate

Juicy Fruit "Ant"  
Confections/Snacks

Orbit White "Side Mirror"  
Confections/Snacks

Purex "Bob the Fish"  
Household Products/Services

Winterfresh "Shmackadoodle"  
Confections/Snacks

**Element 79 Partners****Chicago USA**

Finalist Certificate

Gatorade "Shattered"  
Non-Alcoholic Beverages; Special Effects

**Euro RSCG Chicago****Chicago USA**

Finalist Certificate

Cabot Woodcare "Long Storm"  
Household Products/Services

Culligan "Culligan: Salt Hater/Tightwad/Tap Water"  
Household Products/Services

O & I Shoes "Boots Viewing"  
Apparel

Potbelly Sandwich Works "Airline Food"  
Retail Food

**Leo Burnett, Chicago  
Chicago USA**

Gold World Medal  
McDonald's "Triple Thick"  
Non-Alcoholic Beverages

Silver World Medal  
Department for Transport, Teen Road Safety  
"Camera Phone"  
PSA: Personal Development & Safety  
Europride, Oslo Gay Festival "The Sperm"  
Media Promotion: Broadcast  
Heinz, Spiderman Pasta "Cupboard"  
Foods

Bronze World Medal  
Department for Transport - Teen Road Safety  
"Camera Phone"  
Alternative: Third Screen Ads  
Y+ Yoga Centre "Backflip"  
Recreation/Sporting Goods & Services

Finalist Certificate  
Department for Transport - Teen Road Safety  
"Camera Phone"  
Advergaming/Viral: Educational/Non-Profit  
General Motors, Cadillac Escalade "Paparazzi"  
Automobiles  
Heinz, Spiderman Pasta "Glass"  
Foods  
McDonald's "Bus"  
Retail Food

**CreativeOndemand  
Coral Gables USA**

Finalist Certificate  
Volkswagen of America, Inc. "Replay"  
Automobiles

**Casanova Pendrill  
Costa Mesa USA**

Finalist Certificate  
XBox "Online World"  
Home Entertainment  
Microsoft/XBOX "Estadio Online"  
Home Entertainment

**DDB Dallas  
Dallas USA**

Bronze World Medal  
LCN "LCN Campaign"  
B2B: Products  
The Dog House "Dog House"  
Corporate Identity: Logo/Trademark  
The Dog House "The Dog House Campaign"  
Professional Services

Finalist Certificate  
Cycle Max "FU"  
Retail Stores  
LCN "5.7 Seconds"; "A Love Story"  
B2B: Products  
Lotto Texas "Comeback Epic"  
Entertainment Promotion  
Lotto Texas "Comeback"  
Entertainment Promotion  
The Dog House "Sniffing Butts"; "Poop"  
Professional Services

**Dieste Harmel & Partners  
Dallas USA**

Gold World Medal  
Budweiser "Mini Mouth"  
Alcoholic Beverages

Silver World Medal  
Budweiser "Pinky"  
Alcoholic Beverages

Bronze World Medal  
ED Bosques Clinic "Reality"  
PSA: Personal Development & Safety

Finalist Certificate  
Clorox Franchise "Keys"  
Household Products/Services  
Dallas Cowboys "Stickers"  
Use of Alternative Media

**Lynch2  
Elgin USA**

Finalist Certificate  
Larry Simon "Larry Simon Website"  
B2B: Services

**block095  
Fairfax USA**

Finalist Certificate  
Hair4U "Natural Beauty"  
Specialty Advertising: Consumer

**Yessian Music  
Farmington Hills USA**

Finalist Certificate  
Pampers "Sleepworkers"  
Original Music: Score

**Young & Rubicam, Irvine  
Irvine USA**

Finalist Certificate  
Agua Mexico "Juicer/Sombrero"  
Promotions Marketing: Display/Point of Purchase Support

**Rapp Collins Worldwide Dallas  
Irving USA**

Finalist Certificate  
Toyota "Truck Love"  
Direct Response

**St. John & Partners Advertising  
Jacksonville USA**

Gold World Medal  
Southern Ford Dealers "Non-Titus Radio Campaign"  
Automobiles

Finalist Certificate  
Southern Ford Dealers "Non-Titus Radio: Explorer";  
"Non-Titus Radio: Escape"  
Automobiles  
Vistakon "The Vision Care Institute Campaign"  
Educational Institutions

**Bailey Lauerman  
Lincoln USA**

Finalist Certificate  
Tobacco Free Hall County "Crime Science Tape"  
PSA: Health & Hygiene

**Grupo Gallegos  
Long Beach USA**

Gold World Medal  
Energizer "Beard"  
Household Products/Services

**Grupo Gallegos (cont.)  
Long Beach USA**

Bronze World Medal  
California Milk Processor Board  
"Secret Benefits Campaign"  
Non-Alcoholic Beverages

**DUCK Studios  
Los Angeles USA**

Bronze World Medal  
United Airlines "United Airlines 'Dragon'"  
Computer Animation

**The True Agency  
Los Angeles USA**

Finalist Certificate  
Nissan "Hotness"  
Automobiles

**PriceWeber  
Louisville USA**

Finalist Certificate  
Old Forester Bourbon "1870 Society Kit"  
Direct Mail: Consumer Products

**Concept Café  
Miami USA**

Finalist Certificate  
Trident "Pants & Shirt"  
Confections/Snacks

**La Comunidad  
Miami Beach USA**

Bronze World Medal  
Virgin Mobile USA "No Seas Normal  
[Don't Be Normal]"  
Portable Electronics

Finalist Certificate  
MTV Worldwide "Give Me An M"  
Media Promotion: Broadcast  
Virgin Mobile USA "No Seas Normal  
[Don't Be Normal]"  
Portable Electronics

**BVK Milwaukee  
Milwaukee USA**

Finalist Certificate  
Beyond Medicine/Inova Health System "BVK"  
Medical Services

**Cramer-Krasselt/Milwaukee  
Milwaukee USA**

Silver World Medal  
American Italian Pasta Company "Not Seeing It"  
Foods

Finalist Certificate  
BRP/Evinrude "2 > 4"; "This Is What Happens"  
Recreation/Sporting Goods & Services  
Broan-NuTone "Step One (Range)"  
Home Appliances/Furniture

**Campbell Mithun  
Minneapolis USA**

Finalist Certificate  
Breyers Double Churned "Busy"  
Confections/Snacks  
Klondike "Glass/Highlights/Babe"  
Humor

**Mozilla Corporation/Firefox Flicks  
Mountain View USA**

Finalist Certificate  
Firefox Flicks Ad Contest "Daredevil"  
Use of TV

**Agency.com  
New York USA**

Bronze World Medal  
NSPCC "Help Us Stop It"  
PSA: Philanthropic Appeals

Finalist Certificate  
NSPCC "Help Us Stop It"  
Use of Rich Media

**Atmosphere BBDO  
New York USA**

Gold World Medal  
Snickers "Snickers Satisfies.com"  
Advergaming/Viral: Business to Consumer

Silver World Medal  
Snickers "Snickers Satisfies.com"  
Humor

Finalist Certificate  
GE Ecomagination "Seeds of Imagination"  
Advergaming/Viral: Business to Consumer

**Avenue A | Razorfish  
New York USA**

Finalist Certificate  
Kodak "Simply Pictures"  
Use of a Website/Microsite

**CampfireMedia  
New York USA**

Finalist Certificate  
Audi A3 "The Art of the Heist"  
Automobiles

**Conill Saatchi & Saatchi  
New York USA**

Bronze World Medal  
Tide "Piles"  
Household Products/Services

Finalist Certificate  
Tide "What Stains?"; "Color Markers"  
Household Products/Services

**Grey Interactive  
New York USA**

Finalist Certificate  
M&M's "M-pire Screensaver"  
Alternative: Interactive Tools

**M&C Saatchi New York  
New York USA**

Finalist Certificate  
British Airways "Go With Those Who Know";  
"World On Sale"  
Transportation/Travel/Tourism

**McCann Erickson, New York  
New York USA**

Silver World Medal  
MasterCard "Closer to the Game"  
Financial Services

**McCann Erickson, New York (cont.)  
New York USA**

Bronze World Medal  
MasterCard "MacGyver"  
Use of TV

## Finalist Certificate

Levi's "World Gone Pretty"  
Use of Viral Advertising  
MasterCard "Full House"  
Computer Animation  
MasterCard "MasterCard Campaign"  
Financial Services  
MasterCard "Typewriter"  
Alternative: Word of Mouth/Buzz  
Sharpie "Pirate"  
Household Products/Services  
Staples "That Was Easy Campaign"  
B2B: Products  
Verizon Wireless "The Deal"  
Telecommunications

**Ogilvy One  
New York USA**

## Finalist Certificate

Ameritrade "Jeans"  
Financial Services  
DHL "Job Done"  
B2B: Services  
IBM "Help Desk II"; "Tester"; "Total Storage"  
B2B: Services  
IBM "US Open Live Score Banner"  
Corporate Image/Information  
Time Warner Cable "Miss You"  
Home Entertainment

**R/GA  
New York USA**

## Silver World Medal

Nike "Nike iD Reuters Sign"  
Use of Outdoor; Use of Innovative Media  
Nike "Nike Women Rockstar Workout - Hip Hop"  
Alternative: Online/Streaming Video  
Bronze World Medal  
Nike "Nike Basketball The Family"  
Recreation/Sporting Goods & Services

Nokia "Nokia Nseries N80 Story"  
Use of Rich Media  
R/GA "R/GA Holiday Card"  
Use of Viral Marketing

## Finalist Certificate

Nike "Nike Air"; "Nike Gridiron"  
Recreation/Sporting Goods & Services  
Nike "Nike Gridiron Icons"  
Use of Rich Media  
Nike "Nike Running 360 Air Max Experience"  
Alternative: Online/Streaming Video  
Nike "Nike Women"  
Use of a Website/Microsite  
Sharp "Sharp AQUOS"  
Home Entertainment  
Verizon "Realize Ambition"; "Broadband Stories"  
Telecommunications

**Rhinofx  
New York USA**

Bronze World Medal  
ATI Technologies "The Assassin"  
Computer Animation

## Finalist Certificate

Fidelity Investments "Flower"  
Computer Animation

**RSA Films  
New York USA**

Bronze World Medal  
Homeless Coalition "Scaffold"  
PSA: Promotion of Peace & Human Rights

## Finalist Certificate

Homeless Coalition "Box"  
PSA: Promotion of Peace & Human Rights

**Sci Fi Channel  
New York USA**

Bronze World Medal  
Sci Fi Channel "Transformer"  
Special Effects

## Finalist Certificate

Sci Fi Channel "Human Suit"  
Direction

**SciMedMedia  
New York USA**

Finalist Certificate  
Altana "Art Forum"  
Use of a CD-ROM

**Syrup LLC.  
New York USA**

Finalist Certificate  
Syrup "syrupnyc.com"  
Overall Design

**Tribal DDB  
New York USA**

Gold World Medal  
Philips "ShaveEverywhere.com"  
Cosmetics/Beauty Aids/Toiletries; Humor

## Silver World Medal

Philips "ShaveEverywhere.com"  
Use of Viral Marketing

## Finalist Certificate

Jose Cuervo "CuervoNation 2006 Web Site"  
Alcoholic Beverages  
Jose Cuervo "Cuervoton"  
Entertainment Promotion  
Philips USA "Philips Resolution Builder"  
Use of a Website/Microsite

**Wallace Church, Inc.  
New York USA**

Bronze World Medal  
Wallace Church Tuna Party Invite & Posters  
"Wallace Church iTuna Invite & Posters"  
Company Literature: Announcement/Invitation Cards

**Young & Rubicam New York  
New York USA**

Gold World Medal  
Chevron "Carriages"  
Cinematography  
Silver World Medal  
Chevron "Carriages"  
Corporate Image/Information

**Tomlinson Inc.  
Newburyport USA**

Finalist Certificate

Tomlinson Inc. "Tomlinson Inc. Website"  
Overall Design**Torre Lazur McCann  
Parsippany USA**

Finalist Certificate

Aciphex "ACIPHEX Expressconnect  
Direct Mail Program"  
Direct Response: Self-Promotion to the Consumer**Medical Broadcasting Company  
Philadelphia USA**

Finalist Certificate

"www.getbcfacts.com"  
Medical Products**Moses Anshell  
Phoenix USA**

Bronze World Medal

Shutters On The Beach "Do Not Disturb"  
Specialty Advertising: Consumer**Richter7  
Salt Lake City USA**

Finalist Certificate

Richter7 "NPPBRK"  
B2B: Services  
TreeUtah "TreeUtah Poster Campaign"  
PSA: Environmental Issues**Cahan & Associates  
San Francisco USA**

Finalist Certificate

Herman Miller "See: The Potential of Space,  
Third Issue"  
Company Literature: Catalog/Brochure/Pamphlet**Ogilvy One San Francisco  
San Francisco USA**

Finalist Certificate

Yahoo! "Yahoo! Music Unlimited"; "Liam"  
Banner: Static**Organic, Inc.  
San Francisco USA**

Silver World Medal

Sprint "Power Vision: Entertain Yourself"  
Advergames/Viral: Business to Consumer**Publicis & Hal Riney  
San Francisco USA**

Bronze World Medal

Peter Kim Jewelry "Make It Up"  
Luxury Products  
Peter Kim Jewelry "Valentine's Day"  
Advergames/Viral: Business to Consumer

Finalist Certificate

Harputs Adidas Store "Spring/Summer Statue"  
Guerrilla Marketing: Outdoor  
HP "Festive"  
Banner: Static  
Peter Kim Jewelry "Watch"; "Ring"  
Luxury Products  
VW Specialists "Sushi Chef"  
Auto Products & Services**M&C Saatchi LA  
Santa Monica USA**

Finalist Certificate

San Diego Zoo "Robert"; "Monkey Trails"  
Entertainment Promotion**The Viral Factory  
Santa Monica USA**

Silver World Medal

Axe/Lynx "Ravenstoke"  
Cosmetics/Beauty Aids/Toiletries; Use of Viral Marketing

Bronze World Medal

Axe/Lynx "Ravenstoke"  
Advergames/Viral: Advertising/Promotional**Hornall Anderson Design Works  
Seattle USA**

Finalist Certificate

Blisscotti "Blisscotti Packaging"  
Package Design: Foods**Sedgwick Rd.  
Seattle USA**

Silver World Medal

Tower Records "Destiny's Child"  
Retail Stores

Finalist Certificate

Tower Records "Blessings"  
Retail Stores  
Washington State Department Of Health  
"Girl With Rat/Boy With Roach/Boy With Sock"  
PSA: Health & Hygiene**re:think group  
Stamford USA**

Finalist Certificate

Larchmont Fire Department "Volunteer Firefighter"  
PSA: Personal Development & Safety**VENEZUELA****Fcb  
Caracas Venezuela**

Finalist Certificate

Oreo "Fall"  
Confections/Snacks**Low-Concept  
Caracas, DF Venezuela**

Finalist Certificate

Directv "Goal"  
Media Promotion: Print  
El Nacional "Journalist Day"  
Media Promotion: Print

**GLOBAL****The Dukes of Urbino.Com**

Gold World Medal

EcoMist Odour Neutraliser "Poo Pourri/  
Wild Flatulence/Fartist's Breeze"

Household Products/Services

That Other Music Store "Blues/Rock/  
Country & Western"

Retail Stores

Finalist Certificate

Amnesty International "Baby"

Copywriting; PSA: Promotion of Peace &amp; Human Rights

Michael Doran Photography "Passport/  
Mistake/Mattress"

B2B: Services

v

**UN Gold World Medal  
Spillmann/Felser/Leo Burnett  
Zürich Switzerland**

Helvetas "Water"

PSA: Philanthropic Appeals

**UN Silver World Medal  
8 Commercials  
Sydney, NSW Australia**

United Nations Racism "Skincare"

PSA: Promotion of Peace &amp; Human Rights

**UN Bronze World Medal  
Lowe AG; Zürich Switzerland**

Greenpeace "Ocean Defenders"

PSA: Environmental Issues

**UN Finalist  
Savaglio TBWA  
Buenos Aires Argentina**

PRO "Great Men"

PSA: Civic / Social Education

**Duval Guillaume Brussels  
Brussels Belgium**

Doctors Without Borders "Human Ball"

PSA: Civic/Social Education

**DDB Canada, Vancouver  
Vancouver Canada**

ICBC Counterattack "Minivan"

PSA: Personal Development &amp; Safety

**Oricom  
Seoul Korea**

Oricom Anti-Smoking Campaign "Door"

PSA: Health &amp; Hygiene

**Euro RSCG Beker  
D.F., Mexico Mexico**Camara Nacional de la Industria  
Cinematográfica y del Videograma  
(CANACINE) "Exam"

PSA: Civic/Social Education

**McCann-Erickson, Spain  
Madrid Spain**

Medicos Sin Fronteras "Rugs"

PSA: Promotion of Peace &amp; Human Rights

**walker Werbeagentur  
Zürich Switzerland**

Amnesty International "Not Here But Now."

PSA: Civic/Social Education