

# 2007 INTERACTIVE & NEW MEDIA AWARDS

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### GRAND AWARDS

**Kutoka Interactive  
Montreal Canada**

Kutoka Kids  
"Didi & Ditto: The Wolf King"  
Best Application

**Scholz & Friends Berlin GmbH  
Berlin Germany**

Jobsintown.de  
"The Wrong Working"  
Environment Campaign"  
Best Guerrilla Marketing/Alternative Media

**Forsman & Bodenfors  
Gothenburg Sweden**

Ikea Sweden  
"Come Into The Closet"  
Best Websites/Advergames/Viral Advertising



**ARGENTINA****Leo Burnett Argentina  
Buenos Aires Argentina**

Finalist Certificate  
Closeness "Toothpaste"  
Guerrilla Marketing: Indoor

**AUSTRALIA****George Patterson Y&R; Melbourne Australia**

Gold World Medal  
VB "Boony"  
Alternative & Innovative Media: Ambient

**Clemenger Proximity; Sydney Australia**

Silver World Medal  
Mitsubishi Motors Australia  
"Mitsubishi Revolution Facility"  
Automotive

Finalist Certificate  
Mitsubishi Motors Australia  
"Mitsubishi Revolution Facility"  
Best Design; Best Microsite

**Soap Creative; Ultimo, NSW Australia**

Finalist Certificate  
Echo Bridge Entertainment "Pingball"  
Advergame/Viral Marketing: Advertising & Promotional

**AUSTRIA****Vogel Audiovision; Linz Austria**

Finalist Certificate  
Silhouette "Silhouette"  
CD-ROM: Internal Use

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

Gold World Medal  
Mömax "Shower Curtain"  
Guerrilla Marketing: Outdoor  
Finalist Certificate  
Mömax "Houseblasting - Banner"  
Household Appliances/Furnishings

**Ogilvy & Mather; Vienna Austria**

Finalist Certificate  
aon Mini Package "With High Speed To Misano."  
Advergame/Viral Marketing: Advertising & Promotional

**Springer & Jacoby Österreich GmbH  
Vienna Austria**

Finalist Certificate  
bwin formerly betandwin "Magic Moments  
of Sports" - Website"  
Entertainment Promotion

**BELGIUM****TBWABrussels; Brussels Belgium**

Finalist Certificate  
PlayStation Portable "Wallpaper"  
Alternative & Innovative Media: Legal Graffiti/Murals

**BRAZIL****AlmapBBDO; Sao Paulo Brazil**

Gold World Medal  
Audi A3 Sportback "Audi Robots/Best"  
Best Use of Alternative Media  
Greenpeace "Clock"  
Alternative & Innovative Media: Interactive Tools

Bronze World Medal  
Volkswagen Fox "Fractal"  
Pop-up/under Advertisements

Finalist Certificate  
Audi A3 Sportback "Audi Robots"  
Alternative & Innovative Media: Ambient  
Gol Airlines "Pointers"  
Simple Banners

**DDB Brasil; Sao Paulo Brazil**

Gold World Medal  
Itau Insurance "Crash"  
Pop-up/under Advertisements  
J&J/Sundown "Piano"  
Medical/Pharmaceutical

Silver World Medal  
Masp Museum "As One"  
Beyond The Banner

**Ogilvy Brazil; Sao Paulo Brazil**

Bronze World Medal  
Hellmanns/Unilever "Screensavers Crazy  
About Ketchup"  
Alternative & Innovative Media: Interactive Tools  
Finalist Certificate  
Hellmanns/Unilever "Crazy About Ketchup"  
Online Advertising Campaign  
Hellmanns/Unilever "Crazy About Ketchup/ Lick"  
Rich Media Banners  
IBM Brazil "Take Back Control Campaign";  
"Thinkers Campaign"  
Corporate Information  
Kraft/Mini Confetti "Kraft, World's Smallest  
Chocolate Site"  
Advergame/Viral Marketing: Advertising & Promotional  
Motorola/ Bluetooth Motorola "Freehands"  
Portable Electronics

**CANADA****Fjord Interactive Marketing + Technology  
Montreal Canada**

Finalist Certificate  
General Motors of Canada "GM Virtual Advisor"  
Interactive Broadcast/Streaming Advertisements

**Kutoka Interactive; Montreal Canada**

Gold World Medal  
Kutoka Kids "Didi & Ditto: The Wolf King"  
CD-ROM: Educational/Instructional

**PALM Communication; Montreal Canada**

Finalist Certificate  
Volkswagen of America inc. "Make Friends  
With Your Fast"  
Advergame/Viral Marketing: Business to Consumer

**TAXI Canada Inc; Toronto Canada**

Finalist Certificate  
AMP'D Mobile "AMP'D Pinata"  
Online Advertising Campaign

**Cocoon; Winnipeg Canada**

Finalist Certificate  
Scotiabank "Impact"  
Alternative & Innovative Media: Ambient



**CHINA****Ogilvy Beijing; Beijing China**

Finalist Certificate

Audi "The Audi Q7 Adventure Chronicles"  
AutomotiveMotorola "Motorola Backdorm Boyz"  
Best Use of Music/Sound**Euro RSCG Worldwide; Shanghai China**

Bronze World Medal

Vichy Bi-White Advanced Deep Cleansing Gel  
"Select All"

Email Marketing/Newsletters

**OgilvyOne Worldwide, Shanghai Shanghai China**

Finalist Certificate

Adidas China "Adidas KG3 Dragon  
(Blow Smoke Banner)"

Beyond The Banner

**CZECH REPUBLIC****EURO RSCG Prague; Prague Czech Republic**

Finalist Certificate

Listerine "You Shouldn't Be Here"  
Best Place-Based Media**Publicis Prague, s.r.o.; Prague Czech Republic**

Bronze World Medal

Restart "Restart"  
Best Use of Alternative Media**DENMARK****Ogilvy & Mather; København Denmark**

Bronze World Medal

Copenhagen Jazz Festival "The Piano"  
Guerrilla Marketing: Outdoor**ECUADOR****McCann Erickson; Quito Ecuador**

Finalist Certificate

Ciclón Liquid Detergent "Cord"  
Guerrilla Marketing: Outdoor**ENGLAND****AKQA; London England**

Finalist Certificate

Coke "Coke.com"  
Beverages: Non-Alcoholic**Harrison Troughton Wunderman London England**

Finalist Certificate

adidas "adidas Missy Elliott Respect ME"  
Recreation/Sporting GoodsLand Rover "Land Rover Discovery Sled"  
Online Advertising CampaignLand Rover "Land Rover Range Rover  
Sport Supercharged"

Best Homepage/Landing Page; Best Use of Rich Media

Land Rover "Land Rover, Go Beyond"  
Automotive**Interstate; London England**

Finalist Certificate

WhippetGrey "WhippetGrey Website"  
Best Consumer-Targeted Website**Syzygy UK; London England**

Bronze World Medal

Mazda MX-5 Roadster Coupe "Cones"  
Rich Media Banners**Tribal DDB London; London England**

Finalist Certificate

Volkswagen Touran "David Beckham Academy  
Touran Challenge"

Best Microsite

Volkswagen Touran "David Beckham Touran  
Challenge"

Automotive

Volkswagen Polo "Guardian Angels"

Beyond The Banner; Online Advertising Campaign

**Williams Murray Hamm; London England**

Bronze World Medal

Jacksons of Piccadilly "Jacksons of Piccadilly Website"  
Best Design**Vodafone Group Services; Newbury England**

Gold World Medal

Vodafone Group PLC "Vodafone Journey"  
Corporate Information**FINLAND****Bob Helsinki; Helsinki Finland**

Finalist Certificate

Seppälä Fashion Retail Chain "The Supermodel  
Of My Own Life"

Retail (Physical Stores)

**FRANCE****Publicis Net; Paris France**

Gold World Medal

Wonderbra "Experience Wonder You"  
Apparel

Silver World Medal

Coca-Cola Company "Coca-Cola Blak"  
Beverages: Non-AlcoholicWonderbra "Experience Wonder You"  
Best Homepage/Landing Page**EURO RSCG 4D France; Suresnes France**

Finalist Certificate

CANAL + "Husbands For Sale"  
Media Promotion: Broadcast**GERMANY****HEIMAT, Berlin; Berlin Germany**

Finalist Certificate

HORNBACK Home Improvement Superstores  
"The Tree Outdoor Ambient"

Alternative &amp; Innovative Media: Ambient

**I-D Media AG; Berlin Germany**

Finalist Certificate

Motor TV "Motor TV Videoplayer"  
Home Entertainment

**Scholz & Friends Berlin GmbH; Berlin Germany**

Gold World Medal

jobsintown.de "The Wrong Working Environment Campaign"

Guerrilla Marketing: Outdoor; Alternative &amp; Innovative Media: Ambient

Silver World Medal

Jobsintown.de "The Wrong Working Environment Campaign - Cash Machine"

Best Place-Based Media

Jobsintown.de "The Wrong Working Environment Campaign - Coffee Dispenser"

Best Use of Alternative Media

Bronze World Medal

Jobsintown.de "The Wrong Working Environment Campaign - Cash Machine"

Best Art Direction/Design

World Hunger Aid "The Stop Child Labour Promotion"

Guerrilla Marketing: Indoor

Finalist Certificate

Jobsintown.de "The Wrong Working Environment Campaign - Cash Machine"

Alternative &amp; Innovative Media: Ambient

Jobsintown.de "The Wrong Working Environment Campaign - Coffee Dispenser"

Alternative &amp; Innovative Media: Ambient; Best Art Direction/Design

jobsintown.de "The Wrong Working Environment Campaign - Photo Booth"

Guerrilla Marketing: Outdoor; Alternative &amp; Innovative Media: Ambient; Best Art Direction/Design; Best Place-Based Media; Best Use of Alternative Media

World Hunger Aid "The Stop Child Labour Promotion"

Best Place-Based Media

**TBWA Germany, Berlin; Berlin Germany**

Gold World Medal

adidas Football "Fresco"

Best Art Direction/Design; Best Place-Based Media

Silver World Medal

adidas Football "Fresco"

Alternative &amp; Innovative Media: Ambient; Guerrilla Marketing: Indoor

Bronze World Medal

adidas Football "Kahn"

Best Place-Based Media

Sony PlayStation2 "Ghost Photos"

Alternative &amp; Innovative Media: Street Teams

Finalist Certificate

Sony PlayStation2 "Ghost Photos"

Guerrilla Marketing: Indoor; Best Art Direction/Design; Best Use of Alternative Media

**Grey Worldwide Germany  
Duesseldorf Germany**

Finalist Certificate

Toys 'R' US "Real Toys"

Guerrilla Marketing: Outdoor

**argonauten G2 GmbH; Düsseldorf Germany**

Silver World Medal

Audi AG "Audi R8"

Best Design

Bronze World Medal

Audi AG "Audi R8"

Advergame/Viral Marketing: Training

Coca-Cola "The Coke Side Of Life"

Beverages: Non-Alcoholic

Finalist Certificate

Audi AG "Audi R8"

Best Microsite

Pedigree "Website-Relaunch of www.pedigree.de"

Household Products/Pet Products

**bytes in motion GmbH; Frankfurt Germany**

Bronze World Medal

Galileo Video-Training "GAT Player and Authoring Tool"

CD-ROM: Training

**Gregor Aigner; Frankfurt Germany**

Bronze World Medal

Literature House "Open-air Novel"

Guerrilla Marketing: Outdoor

**JWT Frankfurt; Frankfurt Germany**

Finalist Certificate JWT

"JWT Christmas Hacker"

Self-Promotion

**Neue Digitale GmbH  
Frankfurt am Main Germany**

Silver World Medal

Y-3 "adidas Y-3 Reflections"

Recreation/Sporting Goods; Best Use of Rich Media

Bronze World Medal

adidas Originals "adidas Originals Stadium"

Best Navigation

**Saatchi & Saatchi GmbH  
Frankfurt am Main Germany**

Finalist Certificate

VISA Financial Services (Credit Card)

"Robbie Re-Rob Station"

Banking/Financial Services/Insurance

**Young & Rubicam GmbH & Co. KG  
Frankfurt am Main Germany**

Finalist Certificate

Dolzer Masskonfektion "Scissors"

Guerrilla Marketing: Outdoor

Frauennotruf Frankfurt "Bags"

Alternative &amp; Innovative Media: Ambient

Naturschutzbund Deutschland "Iced-Jolly"

Guerrilla Marketing: Indoor

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

Silver World Medal

PlayStation "PSP Transformer"

Beyond The Banner

Bronze World Medal

Cisco Systems "Cisco booming"

Best Business-to-Business Website

Finalist Certificate

Cisco Systems "Cisco booming"

Best Use of Rich Media

**DDD Design; Hamburg Germany**

Finalist Certificate

BUGATTI "Bugatti Veyron Luxury Showroom and Car Configurator"

Automotive

**Elephant Seven AG; Hamburg Germany**

Finalist Certificate

Audi "Roadjet Concept"; "Shooting Brake Concept"  
Automotive  
Dodge "Grab Life By The Horns"  
Automotive

**He Said She Said; Hamburg Germany**

Finalist Certificate

Amnesty International "Kidnapping"  
Alternative & Innovative Media: Ambient; Best Place-  
Based Media; Best Use of Alternative Media  
Amnesty International "Stamp"  
Best Use of Alternative Media  
HSZ "Peephole"  
Best Place-Based Media

**Jung von Matt AG; Hamburg Germany**

Bronze World Medal

Sixt – Rent A Car "Gibsnisch"  
Online Advertising Campaign

**Mutabor Design GmbH; Hamburg Germany**

Silver World Medal

adidas "adidas mi Innovation Center"  
Other

**Nordpol+ Hamburg; Hamburg Germany**

Silver World Medal

Renault "Car Crash"  
Pop-up/under Advertisements  
Renault "Renault Mégane Sport"  
Email Marketing/Newsletters

Finalist Certificate

ASICS "Gel Kinsei Lounge"  
Alternative & Innovative Media: Ambient  
Renault "Technology"  
Simple Banners

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

Finalist Certificate

Mentos "The Freshmaker Wintergames"  
Foods

**Scholz & Friends; Hamburg Germany**

Finalist Certificate

ROBINSON Golf Vacations "Sun Shades for  
Golf Classes"  
Alternative & Innovative Media: Ambient

**Tribal DDB GmbH; Hamburg Germany**

Finalist Certificate

Volkswagen AG "Congratulation!"  
Automotive; Best Consumer-Targeted Website; Best Use of  
Rich Media; Interactive Broadcast/Streaming Advertisements  
Nike Deutschland GmbH "Run On Air  
With Google Earth"  
Alternative & Innovative Media: Product Placement

**denkwerk; Köln Germany**

Finalist Certificate

OBI Bau- und Heimwerkmärkte GmbH & Co.  
Franchise Center KG "OBI Jubelorchester"  
Best Microsite  
Thomas Cook "Thomas Cook X-Plorer"  
Travel/Tourism

**Werbewelt Interactive GmbH  
Ludwigsburg Germany**

Silver World Medal

Hugo Boss AG "Hugo Boss eMag"  
Apparel

**.start; Munich Germany**

Finalist Certificate

Mini "Def Mini Records"  
Automotive

**Interone Worldwide GmbH  
Munich Germany**

Silver World Medal

Mini "Mini Roof Designer"  
Best Microsite

Bronze World Medal

Mini "Mini Cooper S with JCW GP Kit"; "Incredibly  
MINI. The new MINI."  
Automotive

Finalist Certificate

BMW "BMW 3 Series Convertible"  
Automotive

**KMS Team GmbH; Munich Germany**

Silver World Medal

100|100 "www.hunderthundert.com"  
Entertainment Promotion

**Plan.Net Concept GmbH & Co.KG  
München Germany**

Finalist Certificate

Aktionsbündnis Landmine.de "Ban All Landmines"  
Educational  
Playboy Magazine "Playboy eJournal - Issue July"  
Media Promotion: Print

**Robert & Horst Marketing GmbH  
Munich Germany**

Bronze World Medal

Telebet Marketing "Wet T-Shirt Worldcup"  
Entertainment Promotion

Finalist Certificate

Telebet Marketing "Wet T-Shirt Worldcup"  
Best Microsite

**Serviceplan Gruppe für innovative  
Kommunikation GmbH & Co. KG  
München Germany**

Finalist Certificate

Giller-Travel "Powder-Snow-Promotion"  
Guerrilla Marketing: Outdoor  
Serviceplan Haus der Kommunikation  
"Head Full Of Ideas?"  
Guerrilla Marketing: Indoor

**21TORR AGENCY gmbh  
Reutlingen Germany**

Finalist Certificate

Marc Cain Corporation "Website"  
Apparel

**bigFM PPG S.W. GmbH; Stuttgart Germany**

Finalist Certificate

bigFM "Big Bucks Bill (Aka Dispo Dieter)"  
Best Integrated Campaign

**Scholz & Volkmer GmbH  
Wiesbaden Germany**

Silver World Medal  
Nastuh Visual Effects "Corporate Website for  
Nastuh Abootalebi"  
Corporate Information  
Finalist Certificate  
Mercedes-Benz "Mercedes-Benz E-Class  
Experience Paris-Beijing"  
Best Use of Rich Media

**GREECE****OgilvyOne Worldwide, Athens  
Marousi Greece**

Finalist Certificate  
OTENET "OnDSL Live Camera"  
Online Advertising Campaign

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

Finalist Certificate  
HK4As "Get Cracking"  
Self-Promotion

**OgilvyOne Worldwide  
Hong Kong Central Hong Kong**

Finalist Certificate  
The Economist "The Voice Analyser"  
News/Editorial

**Bates Asia Hong Kong Ltd; HK Hong Kong**

Silver World Medal  
World Wild Fund (WWF) "The Dolphin"  
Alternative & Innovative Media: Interactive Tools

**DDB Worldwide Ltd.; Hong Kong Hong Kong**

Bronze World Medal  
Polo "Small But Tough"  
Alternative & Innovative Media: Ambient  
Finalist Certificate  
Society for Abandoned Animals Ltd. "Cage"  
Alternative & Innovative Media: Ambient

**DesignerCity (HK) Limited  
Hong Kong Hong Kong**

Finalist Certificate  
Staccato - Fall and Winter 2006 "Staccato -  
Fall and Winter 2006"  
Retail (Physical Stores)

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

Finalist Certificate  
HSBC "HSBC Home & Away France"  
Banking/Financial Services/Insurance  
Nike Hong Kong Ltd. "Nike Joga Bonito"  
Best Integrated Campaign

**Grey Worldwide: HK  
Hong Kong Hong Kong**

Finalist Certificate  
Breast Cancer Awareness "Breast Pad"  
Alternative & Innovative Media: Ambient, Word of  
Mouth/Buzz  
Epson Projectors "Sneeze"  
Advergame/Viral Marketing: Advertising & Promotional  
Insurance, Investments and Retirement  
"Revolving Door"  
Guerrilla Marketing: Motion/Mobile Marketing

**INDIA****JWT Group - RMG Connect; Mumbai India**

Finalist Certificate  
www.sangamdirect.com "Parking/Traffic/Carrying"  
Online Advertising Campaign

**Tribal DDB India; Mumbai India**

Finalist Certificate  
Hinduja Hospital (Dr. Vinay Deshmane) "Lump"  
Alternative & Innovative Media: Ambient

**The Hive; New Delhi India**

Finalist Certificate  
Helpage India "Living Dead"  
Alternative & Innovative Media: Ambient

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

Bronze World Medal  
SHARP "Kameyama Dream Plant"  
Corporate Information

**ADK; Tokyo Japan**

Finalist Certificate  
NIKEiD "NikeCosplay"  
Advergame/Viral Marketing: Advertising & Promotional

**ADK, TYO Interactive Design, groek  
Tokyo Japan**

Finalist Certificate  
PEPSI NEX "PEPSI NEX Online Game" "NEX GAME"  
Beverages: Non-Alcoholic

**Business Architects Inc.; Tokyo Japan**

Finalist Certificate  
Panasonic VIERA "Experience Color"  
Home Entertainment

**HAKUHODO Kettle; Tokyo Japan**

Finalist Certificate  
Ascii Magazine "Ascii Magazine Rebirth Project"  
Advergame/Viral Marketing: Advertising & Promotional

**Hakuhodo, Tokyo; Tokyo Japan**

Finalist Certificate  
Volkswagen/New Beetle Cabriolet  
"Let The Sun Shine!"  
Simple Banners

**HAKUHODO/HAKUHODO Kettle  
Tokyo Japan**

Finalist Certificate  
Sony Ericsson "Mobile Phone Chandelier"  
Guerrilla Marketing: Indoor; Alternative & Innovative  
Media: Word of Mouth/Buzz

**Pyramid Film Inc.; Tokyo Japan**

Bronze World Medal  
G'zOne W42CA "G'zOne LAB TRILOGY"  
Portable Electronics  
Finalist Certificate  
Fibe Mini "Internal Monster Campaign"  
Beverages: Non-Alcoholic



**KOREA****Reflexion Corp.; Seoul Korea**

Finalist Certificate  
 Sheraton Grande Walkerhill "Sheraton Walkerhill Hotel Website"  
 Travel/Tourism

**MALAYSIA****OgilvyOne Malaysia; Kuala Lumpur Malaysia**

Finalist Certificate  
 Levi's Jeans "Square or Nothing"  
 Best Consumer-Targeted Website

**XM Malaysia; Kuala Lumpur Malaysia**

Bronze World Medal  
 Capital Corporate Communications "Origami"  
 Professional Services  
 Finalist Certificate  
 Capital Corporate Communications "Origami"  
 Best Homepage/Landing Page; Best Navigation

**Arachnid Sdn. Bhd.****Petaling Jaya, Selangor Malaysia**

Finalist Certificate  
 Pach "Pacheye"  
 Entertainment Promotion

**MEXICO****Estudio 021; MEXICO Mexico**

Finalist Certificate  
 Vectra/General Motors "Live the Vectra Experience"  
 Beyond The Banner

**JWT Mexico; Mexico City, DF Mexico**

Finalist Certificate  
 Kleenex "They Seem Endless"  
 Alternative & Innovative Media: Ambient

**GrupoW; Saltillo Mexico**

Bronze World Medal  
 Semillero, Creatives School "Semillero"  
 Educational

**Finalist Certificate**

Museum of the Desert "Museum of the Desert"  
 Educational

**THE NETHERLANDS****Euro RSCG 4D, Amsterdam Amstelveen The Netherlands**

Gold World Medal  
 Volvo Cars Corporation "The Hunt"  
 Automotive

**Silver World Medal**

Volvo Cars Corporation "The Hunt"  
 Best Consumer-Targeted Website

**Finalist Certificate**

Volvo Cars Corporation "The Hunt"  
 Advergame/Viral Marketing: Advertising & Promotional

**&KoenseSeverein****Amsterdam The Netherlands**

Finalist Certificate  
 Van Dobben "Van Dobben"  
 Alternative & Innovative Media: Ambient

**Ogilvy Groep Nederland****Amsterdam The Netherlands**

Finalist Certificate  
 UT "Sexual Harassment"  
 Simple Banners  
 VVS - Road Safety "Mobile Coffin"  
 Guerrilla Marketing: Motion/Mobile Marketing

**Qi; Amsterdam The Netherlands**

Finalist Certificate  
 Heineken Nederland "Heineken Skypecast"  
 Interactive Broadcast/Streaming Advertisements  
 Heineken Nederland "Tapvat World Tour 2006"  
 Advergame/Viral Marketing: Advertising & Promotional  
 Heineken Nederland - Amstel Beer  
 "Amstel Camkopen"  
 Advergame/Viral Marketing: Advertising & Promotional

**TEQUILA Amstelveen****Amsterdam The Netherlands**

Silver World Medal  
 Pedigree "Pedigree: Aroma Stickers"  
 Alternative & Innovative Media: Ambient

**NEW ZEALAND****Wecrackit Ltd.; Dunedin New Zealand**

Finalist Certificate  
 Dunedin Taxi "Taxi Reminder"  
 Guerrilla Marketing: Outdoor

**NORWAY****Uncle Grey Oslo AS; Oslo Norway**

Finalist Certificate  
 Radio Tango "Rock 'n' Roll Radio"  
 Guerrilla Marketing: Outdoor

**Clayborn Creative Consulting Moscow Russia**

Finalist Certificate  
 Clayborn Creative Consulting "National Flags Of The World With Clients' Comments"  
 Advergame/Viral Marketing: Business to Business

**Ogilvy Singapore; Singapore Singapore**

Bronze World Medal  
 Levi's® "Levi's® AP Brandsite"  
 Apparel  
 Finalist Certificate  
 Levi's® "Levi's® AP Brandsite"  
 Best Consumer-Targeted Website; Best Homepage/  
 Landing Page

**SLOVAK REPUBLIC****Vaculik Advertising Bratislava Slovak Republic**

Finalist Certificate  
 Vaculik Advertising "We Mined Silver"  
 Simple Banners

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

Bronze World Medal  
 Brand "Power To The People"  
 Alternative & Innovative Media: Ambient



**NetWork BBDO (cont.)  
Hyde Park, Johannesburg South Africa**

Finalist Certificate  
South African Broadcast Corporation - 5FM  
"Job Saver"  
Advergame/Viral Marketing: Advertising & Promotional  
South African Broadcast Corporation - 5FM  
"Lonely Finger"  
Best Integrated Campaign

**Cross Colours; Johannesburg South Africa**

Silver World Medal  
Nando's "Brand Tin"  
CD-ROM: Advertising/Marketing & Sales

**The Jupiter Drawing Room/Johannesburg  
Johannesburg South Africa**

Finalist Certificate  
Durex XL Condoms "Tools/Cocks/Bones"  
Guerrilla Marketing: Outdoor

**SPAIN****Cuatic; Barcelona Spain**

Bronze World Medal  
Nike "Run on Air"  
Best Use of Alternative Media

**Street Life; Madrid Spain**

Finalist Certificate  
Schweppes "Quiet Please"  
Alternative & Innovative Media: Ambient  
Street Life "Dancing Letters"  
Email Marketing/Newsletters

**SWEDEN****Forsman & Bodenfors; Gothenburg Sweden**

Gold World Medal  
Ikea Sweden "Come Into The Closet"  
Household Appliances/Furnishings; Best Microsite  
Bronze World Medal  
Volvo Cars Sweden "S80"  
Best Consumer-Targeted Website

**Akestam Holst; Stockholm Sweden**

Gold World Medal  
Pause Ljud & Bild "Loud Scaper"  
Alternative & Innovative Media: Ambient  
Bronze World Medal  
Spring Mobile "Hear The Difference"  
Beyond The Banner  
Finalist Certificate  
Pause Ljud & Bild "Wallpaper"  
Rich Media Banners

**Foreign; Stockholm Sweden**

Bronze World Medal  
adidas International "+F50 TUNIT"  
Recreation/Sporting Goods  
Finalist Certificate  
adidas International "FedKit Germany"  
Best Microsite  
H&M "H&M Viktor & Rolf"  
Retail (E-Commerce)

**Knock; Stockholm Sweden**

Finalist Certificate  
Volvo C30 "Volvo C30 Experience"  
Alternative & Innovative Media: Ambient

**Lowe Brindfors; Stockholm Sweden**

Gold World Medal  
Stella Artois "Le Défi"  
Beverages: Alcoholic  
Silver World Medal  
Saab Automobile "Animal Vision"  
Best Design  
Saab Automobile "Pilots Wanted"  
Automotive  
Stella Artois "L'étranger"  
Beverages: Alcoholic

Bronze World Medal  
Saab 9-5 "Unleashed"  
Best Integrated Campaign

Finalist Certificate  
Energy Company "Heating For Cold Bottoms"  
Alternative & Innovative Media: Ambient  
Saab 9-5 "Animal Vision"  
Automotive  
Saab 9-5 "Unleashed"  
Alternative & Innovative Media: Ambient

Saab Automobile "Aero X"  
Automotive; Best Design

**Smith Reklambyrå; Stockholm Sweden**

Finalist Certificate  
Skandia Mäklarna "Välkommen hem!"  
Online Advertising Campaign

**SWITZERLAND****Futurecom interactive AG  
Zurich Switzerland**

Finalist Certificate  
sunrise TDC Switzerland "sunrise webphone  
World Record Attempt"  
Best Integrated Campaign

**Jung Von Matt AG; Zurich Switzerland**

Silver World Medal  
Mini "Size"  
Guerrilla Marketing: Outdoor; Best Use of Alternative  
Media

Finalist Certificate

Mini "Size"  
Alternative & Innovative Media: Ambient  
SI Style "Paparazzi Promotion"  
Alternative & Innovative Media: Word of Mouth/Buzz  
Yooji's "sushi-hay rolls"  
Best Use of Alternative Media; Alternative & Innovative  
Media: Ambient

**Ruf Lanz Zurich; Zurich Switzerland**

Finalist Certificate  
Sport Factory Outlet "George W. Bush"  
Advergame/Viral Marketing: Advertising & Promotional  
Swiss Bank Coop "Ecological Investment Funds"  
Best Place-Based Media

**Spillmann/Felser/Leo Burnett  
Zurich Switzerland**

Silver World Medal  
Mammut Sports Group AG "Mary Woodbridge"  
Best Viral Advertising Campaign  
Finalist Certificate  
Mammut Sports Group AG "Mary Woodbridge"  
Recreation/Sporting Goods



**Euro RSCG Switzerland; Zürich Switzerland**

Finalist Certificate  
BAG/Stop AIDS "Street Signs"  
Alternative & Innovative Media: Product Placement

**TURKEY****Nexum Creative; Istanbul Turkey**

Finalist Certificate  
Siemens Appliances UK "stainArt"  
Advergame/Viral Marketing: Advertising & Promotional

**UNITED ARAB EMIRATES****ARC Worldwide; Dubai United Arab Emirates**

Finalist Certificate  
GMC Yukon "GMC Yukon Commands Respect"  
Automotive

**UNITED STATES OF AMERICA****Shaw Science Partners; Atlanta USA**

Finalist Certificate  
BYETTA "BYETTA 2006 Interactive Program"  
CD-ROM: Professional Education

**FG SQUARED; Austin USA**

Finalist Certificate  
Shell Global Solutions "FieldWare Marketing Video"  
CD-ROM: Advertising/Marketing & Sales

**Luckie & Company; Birmingham USA**

Finalist Certificate  
Luckie & Company "Luckie Web Site"  
Best Business-to-Business Website

**Digitas; Boston USA**

Finalist Certificate  
Holiday Inn Hotels & Resorts "Holiday Inn"  
Travel/Tourism

**Big Spaceship; Brooklyn USA**

Gold World Medal  
Nike "Nike Air Max: Website"  
Recreation/Sporting Goods; Best Consumer-Targeted Website  
Stranger Than Fiction "Stranger Than Fiction website"  
Entertainment Promotion

**Deep Focus; Brooklyn USA**

Finalist Certificate  
The Weinstein Company - Shut Up and Sing  
"Shut Up and Post"  
Alternative & Innovative Media: Interactive Tools

**Domani Studios (for DDB Chicago) Brooklyn USA**

Finalist Certificate  
SeaWorld "Jealous Penguin"  
Travel/Tourism

**Arc Worldwide; Chicago USA**

Finalist Certificate  
CDC VERB "VERB Campaign Summary"  
Best Use of Animation

**Backyard Productions; Chicago USA**

Finalist Certificate  
BRP, Inc. "Hijacked"  
Recreation/Sporting Goods

**DRAFTFCB Chicago; Chicago USA**

Silver World Medal  
Applebees/Weight Watchers "Applebees and Weight Watchers Video Roadblock"  
Rich Media Banners

**Finalist Certificate**

Applebees "Applebees Huge Flavor With Tyler Florence"  
Foods  
Applebees/Weight Watchers "Applebees and Weight Watchers Video Roadblock"  
Beyond The Banner  
Dow Chemicals "Dow: The Human Element"  
Corporate Information

**Leo Burnett, Chicago; Chicago USA**

Gold World Medal  
Leo Burnett "Big Ideas Come Out of Big Pencils"  
Best Business-to-Business Website; Best Design

**National Park Service; Harpers Ferry USA**

Finalist Certificate  
Selma to Montgomery National Historic Trail  
"Never Lose Sight of Freedom"  
Educational

**Biggs|Gilmore; Kalamazoo USA**

Finalist Certificate  
Kellogg's Pop-Tarts "Great Fruit Escape Integrated Campaign"  
Best Integrated Campaign

**la comunidad; Miami Beach USA**

Finalist Certificate  
la comunidad "Art Basel Event Invitation"  
Self-Promotion

**Popular Front; Minneapolis USA**

Finalist Certificate  
Popular Front "SnowDays 2006 Holiday Flake-athon"  
Advergame/Viral Marketing: Advertising & Promotional

**Dotglu; New York USA**

Finalist Certificate  
BMW "BMW Campaign"  
Automotive; Best Microsite  
NetJets "NetJets Executive Toys"  
Online Advertising Campaign

**DraftFCB New York; New York USA**

Finalist Certificate  
Motorola - Global Mobile Devices  
"MOTO KRZR Kaleidoscope"  
Portable Electronics

**Lowe New York; New York USA**

Bronze World Medal  
Advertising Women of New York; Good, Bad & Ugly Awards "Pigs Anonymous"  
Self-Promotion  
Nokia "Nokia Music Recommender Service"  
Interactive Broadcast/Streaming Advertisements

**MRM Worldwide; NEW YORK USA**

Silver World Medal  
Nikon "StunningNikon.com/dslr"  
Portable Electronics

**Ogilvy; New York USA**

Bronze World Medal  
American Express "Roddick vs. PONG"  
Advergame/Viral Marketing: Advertising & Promotional

**Ogilvy; New York USA (cont.)**

Finalist Certificate  
 Cisco Systems, Inc. "Flashtalking LiveChat Banners"  
 Interactive Broadcast/Streaming Advertisements  
 Cisco Systems, Inc. "No More"  
 Best Business-to-Business Website  
 DHL "Waitin' Woes"  
 Best Viral Advertising Campaign  
 IBM "Take Back Control- Storage Drone Game"  
 Advergame/Viral Marketing: Business to Business  
 IBM "US Open Banner"  
 Rich Media Banners  
 IBM "US Open Widget"  
 Alternative & Innovative Media: Interactive Tools  
 TD Ameritrade "Asterisk"  
 Rich Media Banners

**SciMedMedia; New York USA**

Finalist Certificate  
 Merck & Co., Inc. "The Future is Now"  
 CD-ROM: Professional Education

**Tribal DDB; New York USA**

Finalist Certificate  
 Daily Pore Scrub "Secret Message"  
 Cosmetics/Toiletries

**Unified Field; New York USA**

Bronze World Medal  
 Smithsonian National Museum of the American  
 Indian (NMAI) "Beauty Surrounds Us Exhibit Kiosk"  
 CD-ROM: Kiosks

**Wunderman; New York USA**

Finalist Certificate  
 "Start Here. Go Places."  
 Professional Services

**AKQA; San Francisco USA**

Silver World Medal  
 Sprite "SubLYMONal™/Sprite LOST Experience"  
 Best Integrated Campaign

**EVB, Inc.; San Francisco USA**

Bronze World Medal  
 Office Max "Elf Yourself"  
 Retail (Physical Stores)

**Goodby, Silverstein & Partners  
San Francisco USA**

Gold World Medal  
 Saturn "Saturn Green Line NextFest"  
 Alternative & Innovative Media: Video Projections  
 Silver World Medal  
 California Fluid Milk Processors Advisory Board  
 "Milk Interactive Campaign"  
 Online Advertising Campaign  
 Bronze World Medal  
 California Fluid Milk Processors Advisory Board  
 "Brittlelactica: Planet in Need"  
 Best Use of Rich Media  
 Specialized "Specialized Body Geometry"  
 Best Microsite  
 Finalist Certificate  
 California Fluid Milk Processors Advisory Board  
 "Cow Abduction"  
 Best Microsite  
 Comcast "Comcastic Labs"  
 Best Intro  
 Comcast "Culture Fool"  
 Best Microsite  
 Saturn "Have a Nice Gig"  
 Entertainment Promotion

**Ogilvy; San Francisco USA**

Bronze World Medal  
 Yahoo! "Get Your Freak On"  
 Online Advertising Campaign  
 Finalist Certificate  
 Yahoo! "Hairy Man"; "Frenchie & Pirate"  
 Online Advertising Campaign

**Organic, Inc.; San Francisco USA**

Finalist Certificate  
 DaimlerChrysler "Jeep Find the Bugs Online  
 Media Campaign"  
 Automotive

**Publicis & Hal Riney; San Francisco USA**

Bronze World Medal  
 AAA "Crash"  
 Simple Banners

**Hornall Anderson Design Works; Seattle USA**

Finalist Certificate  
 My Family "Decades: Finding Stories in the Census"  
 Educational

**Remer Inc.; Seattle USA**

Silver World Medal  
 Getty Images "Gestalt"  
 Best Business-to-Business Website  
 Bronze World Medal  
 Getty Images "Gestalt"  
 Advergame/Viral Marketing: Business to Business

**VENEZUELA****Merlin Interactive; Caracas Venezuela**

Finalist Certificate  
 Warner Channel "Wbla.com"  
 Media Promotion: Broadcast