



INTERNATIONAL ADVERTISING AWARDS

2008 INTERACTIVE FINALIST LIST

ARGENTINA

McCann Erickson Argentina; Buenos Aires Argentina
Mastercard "Punch"

Corporate Image/Information/Recruitment

AUSTRALIA

Euro RSCG Australia; North Sydney Australia
Integral Energy "Integral Energy Calculator"

Environmental Issues

Leo Burnett; Melbourne Australia
Connex (Rail Travel) "The Unkindness of Strangers"

Transportation/Travel/Tourism

Leo Burnett McMahon's Point; Sydney Australia
Earth Hour "Earth Hour"
Earth Hour "Usefulscreensaver"
Heineken Draught Keg "Draught Keg"
McDonald's "Nameitburger"
Wesley Mission "Real Estate"

Civic/Social Education
Environmental Issues
Beverages Alcoholic
Foods
Environmental Issues

Make; South Brisbane Australia
rare I wear "Believe in Destiny"

Apparel

Soap Creative; "Ultimo, NSW" Australia
Foxtel "See Something. Feel Something"

Media Promotion: Broadcast

BELGIUM

These Days; Antwerp Belgium
Nokia "Jealous Computers"

Personal Products; Best Use of Medium/Website

BRAZIL

AgênciaClick; São Paulo Brazil
Whirlpool - Brastemp "Water Purifier"

Home Products/Services

AlmapBBDO; São Paulo Brazil
Gol linhas aéreas "V.I.A Gol"
Volkswagen Gol "Truths About The Gol"

Entertainment Promotion
Automobiles

CHINA

JWT Shanghai; Shanghai China
DTC "Love World"

Best Use of Medium/Website

Saatchi & Saatchi; Beijing China
Google "World's Longest URL"
Lexus "Lexus ES 350"

Best Use of Medium/Online
Automobiles

Wieden + Kennedy Shanghai; Shanghai China
Nike China "Yi Site"

Apparel

ENGLAND

Euro RSCG 4D; London England
Peugeot "Inspired By Nature"

Automobiles

Play; London England
Amoy "My Amoy"

Foods

Profero; London England COI "Cyberbullying/Jump In, Jump Out"	Civic/Social Education
Start Creative; London England Virgin Atlantic "A Lot More Space"	Transportation/Travel/Tourism
Wunderman; London England Land Rover "Range Rover Gates Microsite"	Best Use of Medium/Microsite
GERMANY	
argonauten G2 GmbH; Duesseldorf Germany Coca-Cola "Coke & Faithless"	Beverages Non-Alcoholic; Best Use of Medium/Microsite
blackbelmonkey; Hamburg Germany HDI Versicherungen "HDI - Hilft Dir Immer"	Financial Services
DDB Berlin GmbH; Berlin Germany Bild.de "The Hacker-attack on Bild.de"	Media Promotion: Broadcast; Best Use of Medium/Online
DDB Germany Hamburg; Hamburg Germany VW Golf Tour Edition "Schlammers Quest"	Automobiles
DraftFCB Deutschland GmbH; Hamburg Germany DraftFCB Germany "Crematorium"	Corporate Image/Information/Recruitment
Elephant 7; Hamburg Germany Jeep Grand Cherokee "Bannercampaign Lifecycle" Mercedes-Benz "Email Offroad" Red Bull "Red Bull On-Premise Knowledge Base"	Automobiles Automobiles Best Use of Medium/Microsite
Euro RSCG Düsseldorf; Duesseldorf Germany Citroën C-Crosser "Stick to the Road!"	Automobiles
Jung von Matt AG; Hamburg Germany Computer Bild "Computer Bild - Spam" Evian "Evian.de Water Ballet" IKEA "Windows"	Media Promotion: Print Beverages Non-Alcoholic Best Use of Medium/Online
Jung von Matt AG; Stuttgart Germany Bit "Music in a Bottle" Bosch "Get it Straight" Kabel Deutschland "The Banner Kamasutra '1,000 Positions" OHROPAX Soft "OHROPAX Sound Off Button" SIXT "A Picture Sells More Than A Thousand Words" SIXT "SIXT eBay Ads"	Beverages Alcoholic Home Products/Services Entertainment Promotion Best Use of Medium/Website Best Use of Medium/Online Best Use of Medium/Online
kempertrautmann gmbh; Hamburg Germany Beate Uhse TV "Beate Uhse Parental Controls For TV Viewing"	Media Promotion: Broadcast
Neue Digitale GmbH; Frankfurt am Main Germany Audi A4 "Audi A4 Gloval Drives"	Best Use of Medium/Microsite
Ogilvy Frankfurt; Frankfurt Germany Malteser Ambulance Service "Malteser 'Typo Crash' Banner"	Civic/Social Education
OgilvyOne worldwide, Frankfurt; Frankfurt/Main Germany Cisco "The Cisco Analogue Spam Shredder"	Business Products/Services
Philipp und Keunje GmbH; Hamburg Germany Friedenskirche Altona "Subject Line Pictures"	Best Use of Medium/Online
pilot 1/0 GmbH & Co. KG; Hamburg Germany ARD "Chor"	Media Promotion: Broadcast



Saatchi & Saatchi GmbH; Frankfurt Germany

Emirates Airline "Keep Discovering"
Main Taxi Frankfurt "The Piss Screen"

Transportation/Travel/Tourism
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Scholz & Volkmer GmbH; Wiesbaden Germany

Coca-Cola Zero "Coca-Cola Zero Carrera Live Race"
Leica Camera "Corporate Image Website for Leica"
Mercedes-Benz "Mercedes-Benz.tv"
Scholz & Volkmer "The Big Scholz & Volkszaehlung"

Beverages Non-Alcoholic
Personal Products
Automobiles
Corporate Image/Information/Recruitment

Serviceplan Gruppe GmbH & Co. KG; Munich Germany

Unicef "Minesweeper"
Concert Association Munich e.v. "A Symphony of Entertainment"
Fomms Condoms "Dare to Touch."

Promotion of Peace/Human Rights
Best Use of Medium/Website
Cosmetics/Beauty Aids/Toiletries

Wunderman Germany; Frankfurt Main Germany

Jaguar Germany "Sleeper"

Automobiles

INDIA**Vyas Giannetti Creative; Mumbai India**

BBC World "Flies"

Media Promotion: Broadcast

ISRAEL**DraftFCB Shimoni Finkelstein; Tel Aviv Israel**

Meir Panim Soup Kitchen - Charity Association "SMS For Lunch"

Philanthropic Appeals

ITALY**Saatchi & Saatchi; Rome Italy**

Zoogami "Behaveyourzoogami"

Apparel

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

Cathay Pacific Airways "Tackle Of Fury"

Transportation/Travel/Tourism

JAPAN**(suit)men entertainment.; Tokyo Japan**

Omotosando Gyre "Gyre"

Retail Stores

777 interactive; Tokyo Japan

Bravia "Color Tokyo!"
Bravia "Color Tokyo!"

Home Appliances/Furnishings
Best Use of Medium/Website

ADK Inc.; Tokyo Japan

Pepsi Nex "Pepsi Nex Dance"

Beverages Non-Alcoholic

Beacon Communications k.kk; Tokyo Japan

NikeID Jasari "NikeID - if you were a boy,"

Recreational

Daiko Advertising Inc.; Tokyo Japan

Nike Football "Where's The Next Ronaldo Mobile Attack"

Best Use of Medium/Online

Frontier International Inc.; Tokyo Japan

Skima Ads Inc. "Skima Ads Inc."

Corporate Image/Information/Recruitment

GT INC.; Tokyo Japan

Sony w.Walkman "Rec You"
Yahoo! donation "Yahoo! donation"

Personal Products
Telecommunication Services



Netyear Group Corporation; Sibuya-ku Japan "KDDI au: New Collection2007 Autumn & Winter"	Personal Products
Ogilvy & Mather Japan; Tokyo Japan Hairceda "Hairceda Telephone Live, Ask Dylan!"	Professional Services
Projector Inc.; Shibuya-ku Japan Uniqlo "Uniqlo Jump" Uniqlo "Uniqlock"	Best Use of Medium/Microsite Apparel
TYO Interactive Design Inc.; Tokyo Japan Toyota Hybrid Synergy Drive "Les Croquis de Professeur Fabre"	Automobiles

THE NETHERLANDS

Euro RSCG 4D; Amstelveen The Netherlands Volvo "The Hunt 2007"	Automobiles
Tribal DDB Amsterdam; Amstelveen The Netherlands Centraal Beheer Achmea "Put Your House On The Line" Philips "Ambilight Player"	Financial Services Recreational

NORWAY

McCann; Oslo Norway Solo Super "Solo Super"	Beverages Non-Alcoholic
MediaFront AS; Oslo Norway SOL "SOL Comments" Uteseksjonen "Try Drugs"	Media Promotion: Broadcast Healthcare
TRY Advertising Agency; Oslo Norway Red Cross Childrens Helpline "Hearing Test"	Philanthropic Appeals

SINGAPORE

ARC Worldwide Pte Ltd; Singapore Singapore Hewlett-Packard "HP Toyrama"	Business Products/Services
Ogilvy Singapore; Singapore Singapore American Express "American Express Mobile Concierge" Levi's® Copper Jeans "Levi's® Copper Jeans 2007" Motorola RAZR2 "Motorola RAZR2 Showdown" Nokia N81 "Nokia N81 Episodes"	Personal Products Best Use of Medium/Microsite Best Use of Medium/Online Personal Products

SLOVAK REPUBLIC

Istropolitana D'Arcy; Bratislava Slovak Republic Peugeot "Freevertising"	Automobiles
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SPAIN

DoubleYou; Barcelona Spain Atrapalo.com "The Trapped Man" Cacique "Blackville" Nike "Pau Gasol Website" Port Aventura "The Trap"	Best Use of Medium/Online Beverages Alcoholic Apparel Entertainment Promotion
Vitruvio Leo Burnett; Madrid Spain DPSL/Pest Control "Mouseless Site"	Home Products/Services



SWEDEN**ACNE; Stockholm Sweden**

Gnuf "The World's Greatest Dice Roll"

Recreational

Akestam Holst; Stockholm Sweden

Norrlands Guld "The Singing Beer Tap"

Beverages Alcoholic

DDB Stockholm; Stockholm Sweden

Swedish Armed Forces "Recruitment Campaign"

Corporate Image/Information/Recruitment

Garbergs Reklambyrå AB; Stockholm Sweden

MIO "World of Interior Design"

Telenor "The Everyday Enhancer"

Home Appliances/Furnishings
Telecommunication Services**GOSS; Gothenburg Sweden**

Langley Travel "On-Line Skiing Experience."

Transportation/Travel/Tourism; Best Use of Medium/Online

Great Works; Stockholm Sweden

Absolut Vodka "Absolut Machines"

H&M "H&M Divided"

Beverages Alcoholic
Apparel**Lowe Brindfors; Stockholm Sweden**

Artois "Le Passage"

Stella Artois "Le Courage"

Beverages Alcoholic
Beverages Alcoholic**Perfect Fools; Stockholm Sweden**

K-Swiss "K-Swiss Free Running"

Apparel

Scholz & Friends Stockholm; Stockholm Sweden

Castillo de Gredos "It Doesn't Get Any Spanisher Than This"

Beverages Alcoholic

UNITED STATES**andCulture; Harrisburg United States**

Swatchbox Technologies "DesignMyRoom Website"

Home Appliances/Furnishings

Arnold; Boston United States

Truth "Singing Cowpoke"

Civic/Social Education

Atmosphere BBDO; New York United States

FedEx "Storm"

Business Products/Services

BBDO New York; New York United States

AT&T "AT&T Where Do you Live On-line Videos"

HBO/Voyeur "www.hbovoyeur.com"

Telecommunication Services
Media Promotion: Broadcast; Best Use of Medium/Website**Blitz Digital Studios; North Hollywood United States**

Lincoln "Lincoln MKS 2009 Microsite"

Automobiles

DraftFCB; New York United States

Motorola Q9h "Moto Q9h"

Personal Products

Energy BBDO; Chicago United States

Tone "Tone Mirrors"

Cosmetics/Beauty Aids/Toiletries

McCann Erickson; New York United States

Nikon "Pictoretown"

Personal Products; Best Use of Medium/Microsite

MRM Worldwide; New York United States

Nikon D40 "Pictoretown"

Personal Products

Odopod; San Francisco United States

Nike "The Bus: On the Road w/the US Women's National Team"

Apparel



Saatchi & Saatchi NY; New York United States

JCPenney "Flipped"
Wendy's "Hot Juicy Burger"

Retail Stores
Restaurants

Stinson Partners; Irvington United States

GE "stream GE: Broadcasting Ecomagination - Live Event"

Corporate Image/Information/Recruitment

Transistor Studios; New York United States

Hyundai "Think About It.com"

Automobiles

Tribal DDB; Chicao United States

Lowe's Kobalt Tools "Kobalt Tools"

Home Products/Services

Wunderman Team Detroit; Dearborn United States

Ford Motor Company "2008 Super Duty Launch Website"
Ford Motor Company "Ford Swap Your Ride"

Automobiles
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