

**Get noticed**



**2006 Results**

**Epica**

**year 20**

**Europe's premier  
creative awards**



# Epica 2006 RESULTS

This summarises the results of the 20th annual Epica awards. To see all the winners please visit [www.epica-awards.com](http://www.epica-awards.com)

- The 2006 film Epica d'Or was won by Wieden + Kennedy Amsterdam for the Coca-Cola "Happiness Factory" commercial.
- The 2006 print Epica d'Or was won by Scholz & Friends Berlin for the Jobsintown.de "Wrong Working Environment" campaign.

Entries increased 9.5% to a total of 5.461 and the number of participating companies increased 12.5% to 703. The number of countries represented in the competition was unchanged vs 2005 at 45.

Entrants	2005	2006
Germany	96	100
Sweden	80	85
United Kingdom	51	59
France	40	44
Italy	30	34
Netherlands	31	31
Spain	22	27
Russia	15	23
Finland	16	22
Belgium	19	21
Denmark	25	21
Turkey	21	21
Switzerland	20	19
Greece	11	17
Austria	19	15
Norway	7	14
Poland	9	13
Romania	11	12
Portugal	10	11
United Arab Emirates	7	11
Ukraine	5	11
Hungary	8	10
Croatia	7	9
Israel	8	9
Slovenia	8	8
Czech Republic	5	7
Ireland	9	7
Slovakia	4	7
Iceland	4	5
Serbia	3	4
Bulgaria	2	3
Lebanon	4	3
Macedonia	2	3
Saudi Arabia	1	3
Estonia	3	2
Kuwait	0	2
Lithuania	1	2
Belarus	0	1
Bosnia-Herzegovina	2	1
Egypt	0	1
Georgia	1	1
Latvia	1	1
Luxembourg	1	1
Tunisia	0	1
USA	2	1
Australia	1	0
Kingdom of Bahrein	1	0
Morocco	1	0
	625	703

Entries	2005	2006
Germany	843	1.111
Sweden	544	718
France	498	472
United Kingdom	424	395
Switzerland	283	337
Italy	316	262
Spain	287	240
Netherlands	232	230
Belgium	207	205
Finland	165	160
Greece	111	129
Turkey	98	113
United Arab Emirates	64	103
Portugal	65	95
Poland	33	83
Romania	68	80
Norway	42	79
Russia	39	77
Austria	115	73
Denmark	114	72
Ireland	59	68
Israel	58	49
Slovakia	44	37
Hungary	25	34
Ukraine	18	29
Lebanon	18	28
Czech Republic	45	25
Bulgaria	9	24
Slovenia	28	24
Croatia	31	22
Iceland	14	15
Serbia	10	12
Saudi Arabia	7	11
Kuwait	0	7
Macedonia	4	7
USA	11	7
Estonia	9	6
Latvia	6	6
Lithuania	3	4
Bosnia-Herzegovina	5	3
Tunisia	0	3
Georgia	5	2
Luxembourg	1	2
Belarus	0	1
Egypt	0	1
Australia	1	0
Kingdom of Bahrein	26	0
Morocco	1	0
	4.987	5.461

## EPICA D'OR (FILM)

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The 2006 film Epica d'Or was won by Wieden+Kennedy, Amsterdam, for the new Coca-Cola commercial "Happiness Factory".

Agency	Wieden+Kennedy, Amsterdam
Executive Creative Directors	Al Moseley John Norman
Creative Directors	Rick Condos Hunter Hindman
Copywriter	Rick Condos
Art Director	Hunter Hindman
Production Company	Psyop, New York
Film Directors	Todd Mueller Kylie Matulick
Agency Producers	Tom Dunlap Daryl Hagans
Production Company Producer	Boo Wong

The 'Happiness Factory' is the first Coca-Cola Global campaign since 1996. It was launched in June 2006 and used in 199 countries to illustrate the brand's new pitch, 'The Coke Side Of Life'.

The 60-second spot starts with a young man throwing a coin into a vending machine. Unbeknown to him, the ordinary coin transports the viewer into a psychedelic fantasyland full of animated characters. The coin plunges down a waterfall, which is the cue for a squadron of helicopter pigs to hoist and empty Coke bottle to a towering filling station. A blue soldier with a gold tooth attaches the cap, and the bottle is kissed farewell by fluffy 'love puppies'. The process of chilling the bottle involves blasting a snowman with a fan as it passes by. When the bottle arrives at the delivery bay, the characters greet it with a carnival, firing themselves from canons with joy. Then the bottle rolls out into the real world. In the final scene, the young man takes his Coke from the slot. As he leaves, he turns briefly back to look at the machine. Did he hear a faint music? Maybe not – he shrugs and goes on his way.

Katie Bayne, Senior Vice-President for Coca-Cola brands in North America comments:

'It was important for us to re-establish why you love Coca-Cola. [...] We started to focus on the glass bottle and the idea that Coke is about happiness in and around the bottle.'

Hunter Hindman, Wieden+Kennedy Art Director adds:

'We liked the idea of a coin taking you into a fantasy land full of wondrous characters and spectacular landscapes. The vending machine literally delivers happiness in a bottle'.

W+K worked with New York animation experts Psyop to create the imaginary landscape inside the Coca-Cola vending machine, using cutting edge CGI techniques. The film was directed by Psyop's Kylie Matulick and Todd Mueller.

"Happiness Factory" secured the majority of the jury votes in final run-off against the Honda Civic "Choir" commercial from Wieden+Kennedy London and Fallon London's new Sony Bravia film 'Paint'.

It is the first time a Coca-Cola commercial has won Epica's top award, but the third time for Wieden+Kennedy Amsterdam, which won in 1994 with the Nike film 'The Wall' and again in 2003 with Nike's "Musical Chairs" commercial.

## EPICA D'OR (PRINT)

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The 2006 print Epica d'Or was won by Scholz & Friends, Berlin, for their 'Wrong Working Environment' campaign, created for Jobsintown.de

Agency	Scholz & Friends, Berlin
Creative Directors	Matthias Spaetgens Jan Leube
Copywriter	Axel Tischer
Art Director	David Fischer
Photographer	Hans Starck
Production Manager	Soeren Gessat

Jobsintown.de is an internet-based service for job seekers and a major player in online recruitment. The challenge for its agency Scholz & Friends was to raise brand awareness among the target group while being restricted by a small media budget.

The agency decided to promote jobsintown.de as the best way of getting a new job when you just can't take any more of your current one!

In order to do this, awful working conditions were evoked with a series of *trompe l'oeil* posters on the sides of ATMs, vending machines and photo booths. The pictures made it look as though real people were toiling away in the cramped innards of the machines. The images were designed to generate a 'That's exactly how I feel!' response in the target group.

For instance, the poster on the side of an ATM cash distributor shows a young man in a miniscule office, painstakingly counting banknotes as he feeds them through the slot. Above his head is a tiny shelf holding office equipment, while the cash box sits on his desk. His coffee cup is perched precariously on a couple of folders.

The photo booth version features a guy working in a miniature dark room, laboriously drying each photo with a hairdryer.

Finally, a sad blond woman works 'inside' a coffee vending machine, trying to prepare beverages in a space not much larger than a filing cabinet.

Below each of the scenes is the tagline: 'Life is too short for the wrong job'.

To achieve maximum impact, the agency chose vending machines located in and around high-traffic metro stations. In other words, commuters would see the posters on the way to and from their de-tested jobs.

To support the campaign, the agency developed city light posters, distributed promotional flyers and produced radio spots. A guerrilla marketing campaign using business cards was also developed.

'The Wrong Working Environment' campaign won the 2006 Epica d'Or for print advertising in a final vote against 'Mother's Day' and an Amnesty International campaign, both by the Swiss agency Walker.

This marked the first time that Scholz & Friends has won an Epica d'Or – and indeed the first time one of Epica's top awards has gone to a German agency.

## TOTAL AWARDS

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A total of 61 Epica winners were announced in 2006, including the two grand prix. The number of silver and bronze finalists increased to 398 from 379 in 2005.

Winners will receive Epica trophies, the silver and bronze finalists will receive certificates.

## AWARDS CEREMONY

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The winners will receive their trophies at the awards ceremony on January 26th in Stockholm. The event will take place at Sturecompagniet and will be hosted by Resumé, Sweden's leading weekly advertising magazine. The programme will include lunch, a creative seminar and a brief tour of the city before the evening ceremony, dinner and party. For tickets and more information, please contact Johan Sandholm at Resumé:

Tel: +46.8.736.30.25, email: [johan.sandholm@resume.se](mailto:johan.sandholm@resume.se) or visit [www.resume.se/epica](http://www.resume.se/epica)

## RESULTS BY COUNTRY

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The top four countries remained the same as in 2005 with Germany extending its lead in terms of a total awards and France dropping from 2nd to the 4th position behind the UK and Sweden. Once again the UK took the most winners with more than twice as many as any other country.

2006 was the best year ever for the UAE that features on the list of winners for the first time, with two gold, and Egypt appearing for the first time with a bronze. 30 countries achieved recognition in 2006, 4 less than the previous year.

	Winners	Silver Finalists	Bronze Finalists	Total Awards
Germany	7	41	33	81
United Kingdom	15	22	25	62
Sweden	4	24	33	61
France	6	28	26	60
Switzerland	5	10	14	29
The Netherlands	7	11	9	27
Norway	2	8	8	18
Italy	2	8	6	16
Belgium	2	7	6	15
Spain	1	5	4	10
Austria	0	6	4	10
Denmark	1	3	5	9
Finland	1	3	5	9
Portugal	1	1	5	7
Turkey	3	1	2	6
United Arab Emirates	2	1	3	6
Romania	1	1	3	5
Czech Republic	0	4	1	5
Poland	0	2	3	5
Hungary	0	2	1	3
Israel	0	1	2	3
Russia	1	0	1	2
Lebanon	0	1	1	2
Ukraine	0	1	1	2
Bulgaria	0	0	1	1
Egypt	0	0	1	1
Greece	0	0	1	1
Ireland	0	0	1	1
Luxembourg	0	0	1	1
Macedonia	0	0	1	1
Total	61	191	207	459

## MOST SUCCESSFUL AGENCIES

TBWA\Paris was the most successful agency for the third successive year with two winners and 12 other awards.

23 companies achieved recognition 5 times or more in 2006 vs 20 the previous year. The list does not include Wieden + Kennedy London and Tonic Communications Dubai, both achieving notable success with two winners each.

Agency	Winners	Silver Finalists	Bronze Finalists	Total Awards
TBWA\Paris (F)	2	11	1	14
Forsman & Bodenfors, Gothenburg (S)	1	6	5	12
Scholz & Friends Germany (D) *	3	3	4	10
Publicis Conseil, Paris (F)	1	2	7	10
Wieden+Kennedy Amsterdam (NL) *	3	4	1	8
Abbott Mead Vickers BBDO, London (GB)	3	4	1	8
BETC Euro RSCG, Paris (F)	1	5	2	8
Publicis Zürich (CH)	0	5	3	8
Duval Guillaume Brussels (B)	2	5	0	7
DDB Germany (D)	0	4	3	7
Gorgeous Enterprises, London (GB)	2	3	1	6
BBDO Germany (D)	1	4	1	6
TBWA\Germany (D)	1	3	2	6
CLM/BBDO Paris (F) **	0	4	2	6
DDB Oslo (N)	0	3	3	6
Akestain Holst, Stockholm (S)	0	2	4	6
Walker, Zürich (CH)	3	1	1	5
DDB London (GB)	1	4	0	5
Lowe, London (GB)	1	3	1	5
King, Stockholm (S)	1	2	2	5
DDB Amsterdam (NL)	1	1	3	5
Ogilvy & Mather, Frankfurt (D)	0	4	1	5
Great Works, Stockholm (S)	0	3	2	5

\* Including Epica d'Or \*\* Including 1 film entered by The Gang Films

## MOST SUCCESSFUL NETWORKS

DDB was the most successful network for the second year in a row with 5 winners from 5 countries. Wieden + Kennedy also had 5 winners, but from only 2 countries. Leo Burnett, absent from this list in 2005, returned in 3rd position with 4 winners from 4 countries.

Network	Winners	Countries
DDB	5	5
Wieden + Kennedy	5	2
Leo Burnett	4	4
TBWA	4	3
BBDO	4	2
Euro RSCG	2	2
JWT	2	2

## EPICA BOOK & DVD

Full results of the year 2006 awards will be published in the 20th annual Epica Book that all entrants will receive in August 2007. All the winners and finalists will be shown in the book, together with a selection of other shortlisted entries. All entrants will also receive a DVD showing the film winners and a good selection of film finalists.

For additional information please contact: Epica, 65 rue J.J. Rousseau, 92150 Suresnes, France.  
Tel: (33.1) 42.04.04.32, Fax: (33.1) 45.06.02.88, Email: [info@epica-awards.com](mailto:info@epica-awards.com)

# EPICA WINNERS 2006

EPICA D'OR ( FILM )  
EPICA D'OR ( PRINT )

WIEDEN+KENNEDY AMSTERDAM  
SCHOLZ & FRIENDS BERLIN

COCA-COLA "HAPPINESS FACTORY"  
JOBSINTOWN.DE "WRONG WORKING ENVIRONMENT" CAMPAIGN

## FILM WINNERS

FOOD  
CONFECTIONERY & SNACKS  
DAIRY PRODUCTS  
ALCOHOLIC DRINKS  
NON-ALCOHOLIC DRINKS  
COMMUNICATION SERVICES  
TRANSPORT & TOURISM  
RETAIL SERVICES  
FINANCIAL SERVICES  
PUBLIC INTEREST  
AUDIOVISUAL EQUIPMENT  
HOMES, FURNISHINGS & APPLIANCES  
HOUSEHOLD MAINTENANCE  
BEAUTY PRODUCTS  
TOILETRIES & HEALTH CARE  
CLOTHING & FABRICS  
FOOTWEAR & PERSONAL ACCESSORIES  
(2 WINNERS)  
AUTOMOBILES  
AUTOMOTIVE & ACCESSORIES  
MEDIA  
RECREATION & LEISURE  
PROFESSIONAL EQUIPMENT & SERVICES

TONIC COMMUNICATIONS, DUBAI  
ABBOTT MEAD VICKERS BBDO, LONDON  
TRY ADVERTISING AGENCY, OSLO  
ABBOTT MEAD VICKERS BBDO, LONDON  
WIEDEN+KENNEDY AMSTERDAM  
GORGEOUS ENTERPRISES (for BBH), LONDON  
OGILVY AMSTERDAM  
KING STOCKHOLM  
DUVAL GUILLAUME, BRUSSELS  
DUVAL GUILLAUME, BRUSSELS  
FALLON LONDON  
LEO BURNETT, MILAN  
MARKOM LEO BURNETT, ISTANBUL  
LOWE LONDON  
BOB HELSINKI  
GORGEOUS ENTERPRISES (for BBH, N.Y.), LONDON  
WIEDEN+KENNEDY AMSTERDAM  
180 AMSTERDAM  
WIEDEN+KENNEDY LONDON  
WIEDEN+KENNEDY LONDON  
BETC EURO RSCG, PARIS  
ABBOTT MEAD VICKERS BBDO, LONDON  
SCALA JWT, BUCHAREST

NANDO'S RESTAURANT "RAMADAN KAREEM"  
WRIGLEYS AIRWAVES "ALIEN"  
TINE JOGHURT "TURN AROUND"  
GUINNESS EXTRA COLD "PUB", "FISH" & "MUDSKIPPER"  
COCA-COLA "HAPPINESS FACTORY"  
VODAPHONE "MAYFLY"  
CENTER PARCS EUROPE "EU TOP"  
ICA SUPERMARKETS "PASQUALE" CAMPAIGN  
DEXIA BANK "SUBTITLES"  
DOCTORS WITHOUT BORDERS "HUMAN BALL"  
SONY BRAVIA "PAINT"  
ARISTON AQUALTIS "UNDERWATER WORLD"  
POLISAN ELEGANS PAINT "BEDROOM"  
SURE FOR MAN "GO WILD"  
PAMOL F PAINKILLER "HEADPLAYER"  
LEWIS "NEWS STORY"  
NIKE AIR MAX "ENDURE"  
ADIDAS INTERNATIONAL "EQUIPO" & "PARTIDO"  
HONDA CIVIC "CHOIR"  
HONDA CORPORATE IMAGE "IMPOSSIBLE DREAM"  
CANAL+ "MARCH OF THE EMPEROR"  
CAMELOT LOTTERY "BAG OF SMILES"  
SCALA JWT "TAKING IT TO THE STREETS"

## PRINT WINNERS

FOOD  
CONFECTIONERY & SNACKS  
DAIRY PRODUCTS  
ALCOHOLIC DRINKS  
NON-ALCOHOLIC DRINKS  
COMMUNICATION SERVICES  
TRANSPORT & TOURISM  
RETAIL SERVICES  
FINANCIAL SERVICES  
PUBLIC INTEREST  
AUDIOVISUAL EQUIPMENT & ACCESSORIES  
HOMES, FURNISHINGS & APPLIANCES  
HOUSEHOLD MAINTENANCE  
BEAUTY PRODUCTS  
TOILETRIES & HEALTH CARE  
CLOTHING & FABRICS  
FOOTWEAR & PERSONAL ACCESSORIES  
AUTOMOBILES  
AUTOMOTIVE & ACCESSORIES  
MEDIA  
RECREATION & LEISURE  
INDUSTRIAL & AGRICULTURAL  
PROFESSIONAL EQUIPMENT & SERVICES  
PRESCRIPTION PRODUCTS

DDB LONDON  
LEO BURNETT, LISBON  
ADVICO YOUNG & RUBICAM, ZÜRICH  
TBWA\PARIS  
DDB&CO, ISTANBUL  
FORSMAN & BODENFORS, GOTHENBURG  
DDB PARIS  
WALKER, ZÜRICH  
DDB AMSTERDAM  
WALKER, ZÜRICH  
SPILBERG, OSLO  
SCHOLZ & FRIENDS, HAMBURG  
TBWA\PARIS  
JWT PARIS  
SAATCHI & SAATCHI, STOCKHOLM  
TONIC COMMUNICATIONS, DUBAI  
GREY&TRACE, BARCELONA  
TBWA\ISTANBUL  
DDB MILAN  
THE BRIDGE, GLASGOW  
BJL, MANCHESTER  
PUBLICIS CONSEIL, PARIS  
GRABARZ & PARTNER, HAMBURG  
HUNTSMITH HEALTH, MARLOW

MARMITE SQUEEZY "LOVE OR HATE" CAMPAIGN  
SMINT "SPEAK CLOSER" CAMPAIGN  
SMP-SWISS MILK "LITTLE OBELIX"  
ABSOLUT VODKA "SEARCH"  
CAFE DEL MONDO "SUMATRA" CAMPAIGN  
TELE 2 "MMS" CAMPAIGN  
VOYAGES-SNCF.COM "TOWN NAMES" CAMPAIGN  
FLEUROP-INTERFLORA "MOTHER'S DAY" CAMPAIGN  
ACHMEA INSURANCE "HOME"  
AMNESTY INTERNATIONAL "NOT HERE BUT NOW" CAMPAIGN  
HI-FI CLUB "MAKING WAVES"  
TECHNOPOWER VACUUMS "CLEANING LADIES" CAMPAIGN  
SPONTEX SPONGES "PEA SOUP"  
SUNSILK SHAMPOO "IDENTIKIT" CAMPAIGN  
BIFACID "I LOVE INDIA"  
WONDERBRA "CENSORED"  
PILOT V LIQUID LIGHT "PILOT LIGHT" CAMPAIGN  
BMW 1 SERIES "REAR WHEEL DRIVE" CAMPAIGN  
AUDI FIRST CHOICE PLUS "HAIR" & "PAPER"  
SCOTTISH DAILY NEWSPAPER SOCIETY CAMPAIGN  
THE LOWRY ROCK PHOTO EXHIBITION CAMPAIGN  
STIHL CUT-OUT SAWS "CONSTRUCTION" CAMPAIGN  
STUDIO FUNK "NOISES" CAMPAIGN  
APTIVUS "THE SMART WAY TO STAY AHEAD" CAMPAIGN

## TECHNIQUE WINNERS

DIRECT MARKETING (CONSUMER)  
DIRECT MARKETING (B to B)  
MEDIA INNOVATION  
ADVERTISING PHOTOGRAPHY  
ILLUSTRATION & GRAPHICS  
PUBLICATIONS  
PACKAGING DESIGN

TBWA\GERMANY  
HARRISON TROUGHTON WUNDERMAN, LONDON  
SCHOLZ & FRIENDS BERLIN  
BBDO STUTTGART  
WALKER, ZÜRICH  
LIDA, LONDON  
DEPOT WPF BRAND & IDENTITY, MOSCOW

PLAYSTATION FORBIDDEN SIREN II "GHOST PHOTOS"  
NATIONAL PHOBICS SOCIETY "ANXIETY AWARENESS WEEK"  
JOBSINTOWN.DE "WRONG WORKING ENVIRONMENT" CAMPAIGN  
KAMITEI.ORG "MASSAI" CAMPAIGN  
FLEUROP-INTERFLORA 2005 ANNUAL REPORT  
TAYLOR LANE "STUDIO PIN-UPS" CALENDAR  
ZVEZDA PAINTS

## INTERACTIVE

WEBSITES (DURABLES)  
WEBSITES (NON-DURABLES)  
ONLINE ADS  
ONLINE FILMS  
INTEGRATED CAMPAIGNS

EURO RSCG 4D, AMSTERDAM  
FARFAR, STOCKHOLM  
NORDPOL+ HAMBURG AGENTUR, HAMBURG  
FRAMFAB DENMARK, COPENHAGEN  
SPILLMANN/FELSER/LEO BURNETT, ZÜRICH

VOLVO "THE HUNT"  
SWEDISH ALCOHOL COMMITTEE "HOW TO PARTY"  
RENAULT SAFETY CAMPAIGN "CAR CRASH"  
NIKE SPORTS APPAREL "THE CHAIN"  
MAMMUT SPORTS GROUP "MARY WOODBRIDGE" CAMPAIGN



# EPICA FINALISTS 2006

## AUSTRIA

CAT.10	AHA puttner red cell	Social Services for the Blind, "Blind Pilots"	FILM	SILVER
CAT.18	BBDO Werbeagentur	Jeep Cherokee, "Garage"	FILM	BRONZE
CAT.09	Demner, Merlicek & Bergmann	Vienna Insurance Group, "Chocolate Fingers"	FILM	SILVER
CAT.27	Demner, Merlicek & Bergmann	Mömax Furniture Stores, "Shower Curtain"	TECH.	SILVER
CAT.20	FCB Kobza Werbeagentur	88,6 FM, "Phil Collins", "Titanic" & "Crimes"	POSTER	SILVER
CAT.30	section.d design.communication	Parabol AM Art Magazine, "Parabol AM #1"	TECH.	BRONZE
CAT.09	Springer & Jacoby Österreich	UNIQA Insurance Group, "New Generation"	FILM	SILVER
CAT.33	Springer & Jacoby Österreich	Betandwin, "Website Magic Moments of Sports"	WEB	SILVER
CAT.14	TBWA\WIEN	Atrix, "Cheese"	FILM	BRONZE
CAT.34	Wien Nord Pilz	Austrian EU-Platform of NGOs, "Please Don't!"	WEB	BRONZE

## BELGIUM

CAT.10	Duval Guillaume Brussels	ANGCP, "Sign Up"	FILM	SILVER
CAT.12	Duval Guillaume Brussels	Top Interieur, "Offers You Don't Think Twice About" Campaign	PRESS	SILVER
CAT.14	Duval Guillaume Brussels	Olivier Dachkin, "Stronger Hair"	FILM	SILVER
CAT.15	Duval Guillaume Brussels	Bodycoach, "Before/After"	PRESS	SILVER
CAT.23	Duval Guillaume Brussels	Group T, "Movie Quotes" Campaign	PRESS	SILVER
CAT.36	i-merge	i-merge, "Hamstercam"	WEB	BRONZE
CAT.01	Leo Burnett Brussels	Heinz Hot Ketchup, "Baby Dragon"	POSTER	BRONZE
CAT.10	Leo Burnett Brussels	Bite Back, "Mouse Tail"	PRESS	BRONZE
CAT.10	Leo Burnett Brussels	Belgian Government Public Services, "Energyvores" Campaign	PRESS	SILVER
CAT.12	Leo Burnett Brussels	Société Wallonne des Eaux, "Rain Dance"	FILM	BRONZE
CAT.27	Lowe	Axe, "Emergency Exit Sign/Visual Toilet"	TECH.	BRONZE
CAT.25	McCann-Erickson Belgium	Edith Cavell Hospital, "Little Premature Xmas Card"	DM	BRONZE
CAT.10	Saatchi & Saatchi Brussels	All Dog Training, "Sorry"	PRESS	SILVER

## BULGARIA

CAT.04	Noble Graphics Creative Studio	Tuborg, "Party" Campaign	PRESS	BRONZE
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## CZECH REPUBLIC

CAT.04	Dawson Production	Pilsner Urquell, "Smetana"	FILM	SILVER
CAT.27	EURO RSCG Prague	Listerine, "You Shouldn't Be Here"	TECH.	SILVER
CAT.10	McCann Erickson Prague	Anabell Foundation, "Perfect Girl"	POSTER	SILVER
CAT.33	McCann Erickson Prague	Lidice Memorial, "Total Burn-Out"	WEB	BRONZE
CAT.10	Thamesdown CZ	Greenpeace, "Sperms"	FILM	SILVER

## DENMARK

CAT.27	Agenda Group	Volkswagen Fox, "Project Fox"	TECH.	BRONZE
CAT.10	BBDO Denmark	Amnesty International, "Awake" & "Tightrope"	PRESS	BRONZE
CAT.21	Livingbrands	Varelotteriet, "Bubblebath"	FILM	BRONZE
CAT.21	Ogilvy & Mather	Scrabble, "Hole" & "Coffee cup"	PRESS	BRONZE
CAT.05	Saatchi & Saatchi	Sprite Zero, "Sport", "Romance", "Sex" & "Shopping"	PRESS	SILVER
CAT.08	Uncle Grey	Fakta, "Private Labels in Fakta"	FILM	BRONZE
CAT.08	Uncle Grey	Fakta, "New Scanner" & "Robot Arm"	FILM	SILVER
CAT.11	Uncle Grey	HiFi Klubben, "Something Wrong" Campaign	POSTER	SILVER

## EGYPT

CAT.05	fortune promoseven	Nescafé, "Bedridden"	FILM	BRONZE
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## FINLAND

CAT.28	Bob Helsinki	Helmi, "Girl Talk: For Your Ears Only"	TECH.	BRONZE
CAT.23	Dynamo Advertising	Radio Advertising Bureau, "Hearing is Believing on Radio" Campaign	PRESS	SILVER
CAT.06	hasan & partners	Wataniya Telecom, "Wataniya World Cup" Campaign	PRESS	BRONZE
CAT.25	hasan & partners	Helsingin Sanomat, "AdMan's Blues"	DM	BRONZE
CAT.31	SEK & GREY	Valio, "Art Milks"	TECH.	BRONZE
CAT.12	Taivasmainos	Oras, "Story of Mike"	FILM	BRONZE
CAT.20	TBWA\PHS Helsinki	Radio Nova, "Rockin' Sparrow"	FILM	SILVER
CAT.24	TBWA\PHS Helsinki	Zeldox, "Famous Artists" Campaign	PRESS	SILVER

## FRANCE

CAT.18	AGENCE V	Volkswagen Fox, "Girl" & "Boy"	PRESS	BRONZE
CAT.18	AGENCE V	Volkswagen, "Roller Coaster"	FILM	BRONZE
CAT.10	BDDP & Fils	Pain Without Frontiers, "The Miraculous Candy" & "The Magical Kiss"	PRESS	SILVER
CAT.07	BETC Euro RSCG	Air France, "The Jetty" & "The Pool"	FILM	SILVER
CAT.07	BETC Euro RSCG	Air France, "Field", "Jetty" & "Tree House"	PRESS	SILVER
CAT.10	BETC Euro RSCG	ECPAT, "10 Years"	FILM	BRONZE
CAT.10	BETC Euro RSCG	INPES, "Portraits" Campaign	POSTER	SILVER
CAT.18	BETC Euro RSCG	Automobiles Peugeot, "Peugeot 307HDI"	FILM	SILVER
CAT.18	BETC Euro RSCG	Peugeot 407, "End of Game"	FILM	BRONZE
CAT.20	BETC Euro RSCG	13eme Rue, "Biathlon"	FILM	SILVER
CAT.02	CLM BBDO	Freedent White, "Beautiful Insults" Campaign	PRESS	SILVER
CAT.05	CLM BBDO	Pepsi, "Fest"	FILM	SILVER
CAT.08	CLM BBDO	MAC/VAL Restaurant, "Leftovers" Campaign	POSTER	SILVER
CAT.18	CLM BBDO	Mercedes E-Class, "Freeze Frame"	FILM	SILVER
CAT.20	CLM BBDO	www.playboy.fr, "Centerfold"	PRESS	BRONZE
CAT.05	DDB PARIS	Lipton Ice Tea Light, "Love Town"	FILM	BRONZE
CAT.19	DDB PARIS	Volkswagen Comercial Vehicles, "Risk" Campaign	PRESS	BRONZE
CAT.20	DDB PARIS	MTV Unplugged, "Hip Hop"	FILM	BRONZE
CAT.10	Draftfcb Paris	INPES, "Toxic-Corp"	FILM	SILVER
CAT.34	Duke	Playstation, "PSP White" Campaign	WEB	BRONZE
CAT.16	gossip	Diesel, "Angels" Campaign	PRESS	SILVER
CAT.28	gossip	Diesel, "Angels" Campaign	PRESS	BRONZE
CAT.06	HEMISPHERE DROIT	Virgin Mobile, "SMS Illimités" Campaign	PRESS	SILVER
CAT.13	JWT Paris	O Cedar Liquid Wax, "Forehead", "Hand" & "Foot"	PRESS	BRONZE
CAT.12	la chose	IKEA, "Vote For IKEA" Campaign	FILM	BRONZE
CAT.01	Leo Burnett Paris	Charal, "Too Late"	FILM	BRONZE
CAT.02	Leo Burnett Paris	Krisprolls, "Swede", "Clog" & "Lulea"	FILM	SILVER
CAT.05	McCann Paris	Nestle Nespresso, "The Boutique"	FILM	BRONZE
CAT.05	Publicis Conseil	Coca-Cola Light, "The Chase"	FILM	SILVER
CAT.06	Publicis Conseil	Sagem, "Carpet", "Kitchen" & "Floorboards"	PRESS	BRONZE
CAT.06	Publicis Conseil	SFR, "Iggy Pop"	FILM	BRONZE
CAT.12	Publicis Conseil	Tefal, "The Dog"	FILM	BRONZE
CAT.16	Publicis Conseil	Wonderbra, "Big Hands" Campaign	PRESS	SILVER
CAT.17	Publicis Conseil	Pilot Corporation of Europe, "Confidence"	FILM	BRONZE
CAT.20	Publicis Conseil	Europe 1, "Let's Talk" Campaign	PRESS	BRONZE
CAT.21	Publicis Conseil	Stihl, "Bring Back Memories" Campaign	PRESS	BRONZE
CAT.21	Publicis Conseil	Stihl, "Think Bigger" Campaign	PRESS	BRONZE
CAT.17	Publicis EtNous	Hermes, "Air de Paris" Campaign	PRESS	BRONZE
CAT.28	Publicis EtNous	Hermes, "Air de Paris" Campaign	PRESS	BRONZE
CAT.32	Publicis Net	Wonderbra, "Experience Wonder You"	WEB	SILVER
CAT.23	SCHER LAFARGE	BVP, "The Dinner"	FILM	BRONZE
CAT.01	TBWA/Paris	Harry's Bread, "Little Girl"	PRESS	SILVER
CAT.01	TBWA/Paris	Dentastix, "Airport", "Parking" & "Wall"	PRESS	SILVER
CAT.07	TBWA/Paris	SNCF (French National Railways), "The Cow"	PRESS	SILVER
CAT.10	TBWA/Paris	AIDES, "Jack", "The Trial" & "The Actress"	PRESS	SILVER
CAT.10	TBWA/Paris	Amnesty International, "Wall"	PRESS	SILVER
CAT.10	TBWA/Paris	AIDES, "Sugar Baby Love"	FILM	SILVER
CAT.11	TBWA/Paris	Sony Playstation, "Head"	PRESS	SILVER
CAT.11	TBWA/Paris	Sony Playstation, "Spring"	PRESS	SILVER
CAT.11	TBWA/Paris	Sony Playstation, "Head"	FILM	SILVER
CAT.13	TBWA/Paris	Mapa, "Sensitive Hands" Campaign	POSTER	SILVER
CAT.13	TBWA/Paris	Mapa, "The Bill Please"	FILM	BRONZE
CAT.18	TBWA/Paris	Nissan, "4x4"	FILM	SILVER
CAT.19	The Gang Films	Total, "843 Km" (by CLM/BBDO, Paris)	FILM	BRONZE

## GERMANY

CAT.01	.start	Burger King, "Burger King Country" Campaign	PRESS	SILVER
CAT.32	argonauten G2 GmbH	Sprite/Sprite Zero, "Relaunch of Sprite.de"	WEB	BRONZE
CAT.05	BBDO Duesseldorf	Pepsi Light, "Truck"	POSTER	SILVER

CAT.09	BBDO Duesseldorf	Postbank Investment Counselling, "Funny Money"	FILM	SILVER
CAT.13	BBDO Duesseldorf	Persil Color, "Flag"	POSTER	BRONZE
CAT.28	BBDO Duesseldorf	Multiquick Culinary, "The Joy of Cooking" Campaign	TECH.	SILVER
CAT.10	BBDO Stuttgart	Kamitei.org, "Massai" Campaign	POSTER	SILVER
CAT.32	Berger Baader Hermes digital	Lamy, "Write it with Lamy"	WEB	SILVER
CAT.18	DDB Germany	VW Golf R32, "Overtake Faster" Campaign	PRESS	SILVER
CAT.18	DDB Germany	VW Fox, "Short Cuts" Campaign	FILM	BRONZE
CAT.18	DDB Germany	VW Polo GTI, "Basketball"	FILM	SILVER
CAT.18	DDB Germany	VW Golf GT, "Fly"	FILM	SILVER
CAT.20	DDB Germany	SPIEGEL, "Knowing More" Campaign	POSTER	BRONZE
CAT.29	DDB Germany	VW CrossPolo, "Wilder" Campaign	TECH.	BRONZE
CAT.36	DDB Germany	Volkswagen Fox, "Short But Fun"	WEB	SILVER
CAT.14	Draft FCB	Nivea for Men Extra Soothing Moisturizer, "Free Kick"	POSTER	BRONZE
CAT.34	Elephant Seven	Mercedes-Benz M-Class, "Splatter"	WEB	BRONZE
CAT.27	Grey Worldwide	Meister Proper, "Pedestrian Crossing"	POSTER	BRONZE
CAT.27	Grey Worldwide	Toys "R" us, "Real Toys" Campaign	POSTER	SILVER
CAT.08	HEIMAT, Berlin	Hornbach, "D.I.Y."	FILM	SILVER
CAT.08	HEIMAT, Berlin	Hornbach, "Window"	FILM	BRONZE
CAT.08	HEIMAT, Berlin	Hornbach, "Hornbach Colour Mixing Service"	POSTER	SILVER
CAT.09	JO!SCHMID Filmproduktion	Sparkasse Campaign, "Hardselling" & "Chinese" (by JVM Alster)	FILM	BRONZE
CAT.17	Jung von Matt	BIC Cristal, "Fire", "Water Broke" & "Rocky"	PRESS	BRONZE
CAT.20	Jung von Matt	Axel Springer Verlag - Welt Kompakt, "Pope", "Bush" & "Merkel"	PRESS	BRONZE
CAT.20	Jung von Matt	Axel Springer Verlag - Welt Kompakt, "Montana on Fire"	FILM	SILVER
CAT.09	JWT Frankfurt	Online Brokers / CFD-Trading, "Money Never Sleeps" Campaign	FILM	BRONZE
CAT.15	JWT Frankfurt	Bayer Vital Consumer Care, "Muscles" Campaign	POSTER	BRONZE
CAT.08	JWT Hamburg	Perle, "The Wall", "The Drilling-Machine" & "The Pail"	PRESS	BRONZE
CAT.10	kempertrautmann	Animals Asia, "Moonbear" Campaign	POSTER	SILVER
CAT.18	kempertrautmann	Audi Q7, "Ultimative Quattro" Campaign	PRESS	SILVER
CAT.12	KNSK Werbeagentur	WMF Knives, "Sharper Than You Think" Campaign	POSTER	SILVER
CAT.12	KNSK Werbeagentur	WMF knives, "Wafer Thin" Campaign	PRESS	SILVER
CAT.18	KNSK Werbeagentur	Jeep, "Mud" Campaign	POSTER	BRONZE
CAT.29	KNSK Werbeagentur	Jeep, "Mud Calendar"	TECH.	SILVER
CAT.25	Kolle Rebbe Werbeagentur	VIVIL, "The Smelling Flip Book"	DM	BRONZE
CAT.27	Kolle Rebbe Werbeagentur	Otto, "Spyhole"	TECH.	BRONZE
CAT.10	Markenfilm	International Panda Rescue, "Whales" (by Leagas Delaney Hamburg)	FILM	SILVER
CAT.09	McCann Erickson / McEmotion	Domcura Household Insurance, "Fish" & "Turtle"	PRESS	BRONZE
CAT.19	MKK Werbeagentur GmbH	VW Crafter, "Hot Dog"	FILM	BRONZE
CAT.32	MRM Worldwide	Opel Corsa, "thecmons.com"	WEB	BRONZE
CAT.18	Nordpol+ Hamburg	Renault Car Safety, "Crashtest"	FILM	SILVER
CAT.34	Nordpol+ Hamburg	Renault Mégane Sport, "Sport Mailing"	WEB	SILVER
CAT.01	Ogilvy & Mather Werbeagentur	Globus Rutan Pet Food, "Wannabe Cats - Owl"	POSTER	SILVER
CAT.10	Ogilvy & Mather Werbeagentur	German Foundation for Monument Protection, "Bank Note" Campaign	PRESS	SILVER
CAT.16	Ogilvy & Mather Werbeagentur	Nur Die Opaque Stockings, "Tomato Tin", "Yucca" & "Waste Bin"	PRESS	SILVER
CAT.27	Ogilvy & Mather Werbeagentur	Amnesty International, "Torture Meets Modern Art"	TECH.	BRONZE
CAT.29	Ogilvy & Mather Werbeagentur	DHL Track & Trace, "Picture Puzzle" Campaign	POSTER	SILVER
CAT.18	Philipp und Keuntje	Lamborghini, "Welcome to Sant' Agata" Campaign	PRESS	BRONZE
CAT.32	Plan.Net Concept	Mini for Employees, "The Secret Mini Laboratory"	WEB	BRONZE
CAT.14	Saatchi & Saatchi	Oil of Olaz, "Passport"	PRESS	SILVER
CAT.23	Saatchi & Saatchi	A.R.T. Studios, "The Jump"	FILM	SILVER
CAT.26	Saatchi & Saatchi	A.R.T. Studios, "The Jump"	DM	BRONZE
CAT.34	Saatchi & Saatchi	T-Mobile Web'n'Walk, "T-Shirt"	WEB	SILVER
CAT.10	Scholz & Friends Berlin	Actiongroup Landmine.de, "The Explosion" Campaign	PRESS	BRONZE
CAT.12	Scholz & Friends Berlin	Weru Windows, "Noise Protection" Campaign	PRESS	SILVER
CAT.30	Scholz & Friends Berlin	Meissen Porcelain, "Adults Only Calendar"	TECH.	BRONZE
CAT.02	Scholz & Friends Hamburg	Chio Chips, "The Grandma Commercial"	FILM	BRONZE
CAT.10	Scholz & Friends Hamburg	Foundation Haensel & Gretel, "The Horror House" Campaign	POSTER	SILVER
CAT.25	Scholz & Friends Hamburg	Help for Children in Need, "The Donation Card"	DM	BRONZE
CAT.30	Scholz & Friends Hamburg	FC Schalke 04 Supporters Club, "The Fan Calendar"	TECH.	SILVER
CAT.10	Serviceplan	Child Health Foundation, "Smoke Ring"	PRESS	BRONZE
CAT.11	TBWA\ Germany	PlayStation Portable, "White PSP" Campaign	PRESS	BRONZE

CAT.16	TBWA\ Germany	Adidas DFB Jersey Launch, "+10"	FILM	SILVER
CAT.25	TBWA\ Germany	Häagen-Dazs, "Tasty Stamps"	DM	SILVER
CAT.27	TBWA\ Germany	Adidas, "Kahn"	POSTER	BRONZE
CAT.29	TBWA\ Germany	Adidas, "Shapes" Campaign	PRESS	SILVER
CAT.34	Tribal DDB Germany	Hamburg-Mannheimer, "Missclicked"	WEB	SILVER
CAT.35	Tribal DDB Germany	Volkswagen Fox, "Short But Fun"	WEB	SILVER
CAT.36	Tribal DDB Germany	Volkswagen Fox, "Short But Fun"	WEB	SILVER
CAT.20	Vasata Schröder Werbeagentur	Cinema Magazine, "Action"	FILM	SILVER
CAT.01	Young & Rubicam	Erasco, "Park Bench"	PRESS	SILVER
CAT.15	Young & Rubicam	Colgate Total Whitening, "Discoloration of Teeth" Campaign	POSTER	BRONZE
CAT.23	zebra   werbeagentur	Senso-Alarm, "Secured Against Burglary"	PRESS	SILVER

## GREECE

CAT.15	McCann Erickson Athens	Durex, "Kilt"	PRESS	BRONZE
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## HUNGARY

CAT.10	DDB	Amnesty International Hungary, "Eyetest"	POSTER	SILVER
CAT.27	Saatchi & Saatchi	Ariel, "Faded T-Shirts" Campaign	TECH.	BRONZE
CAT.11	Sylva Ad Agency	Nikon Coolpix L1, "Nikon Rabbit"	PRESS	SILVER

## IRELAND

CAT.04	Irish International	Guinness, "Best Mates"	FILM	BRONZE
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## ISRAEL

CAT.23	acw-grey	Berlitz, "La Bamba"	FILM	SILVER
CAT.03	Gitam BBDO	Tnuva, "Magnets"	FILM	BRONZE
CAT.07	Gitam BBDO	Israir, "Baby"	FILM	BRONZE

## ITALY

CAT.16	1861united	Freddy, "Human Machine Man"	FILM	BRONZE
CAT.20	1861united	SKY - Satellite TV, "Training for Germany: Kaka"	FILM	SILVER
CAT.05	Armando Testa	Lavazza Coffee, "First Class Espresso Experience" Campaign	PRESS	SILVER
CAT.28	Armando Testa	Lavazza Coffee, "Lavazza Calendar 2005"	PRESS	SILVER
CAT.20	D'Adda,Lorenzini,Vigorelli,BBDO	Mini Eat-Out Guide, "Eat-Out" Campaign	PRESS	BRONZE
CAT.27	D'Adda,Lorenzini,Vigorelli,BBDO	Mini, "Yo-yo"	POSTER	BRONZE
CAT.02	jwt italia	Cadbury Italia Hall's, "Hall's Vapours"	PRESS	BRONZE
CAT.22	jwt italia	Italcementi, "Hollywood"	PRESS	BRONZE
CAT.10	Leagas Delaney Italia	SAAB Social, "Perception" Campaign	PRESS	SILVER
CAT.11	Leo Burnett	Nintendo DS, "Communion"	PRESS	SILVER
CAT.21	movie magic international	Mediaset Premium, "Grande Cinema" (by STV, Torino)	FILM	SILVER
CAT.12	Saatchi & Saatchi	Enel, "Energy Goes Beyond What We See"	FILM	SILVER
CAT.09	the family	Reale Mutua Insurance, "Circus"	FILM	BRONZE
CAT.18	the family	Mini, "Zig Zag" & "Bikers"	FILM	SILVER

## LEBANON

CAT.21	Grey Worldwide Middle East	Doha Asian Games Organizing Committee, "Torch Relay"	FILM	BRONZE
CAT.10	Saatchi & Saatchi Beirut	Ministry of Social Affairs, "Animals"	FILM	SILVER

## LUXEMBOURG

CAT.27	Mikado-Publicis	Optique Moitzheim, "Revue Magazine Cover"	TECH.	BRONZE
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## MACEDONIA, THE FORMER YUGOSLAV REPUBLIC OF

CAT.21	New Moment New Ideas Company	Skopje Film Festival, "Skopje Film Festival"	FILM	BRONZE
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## NETHERLANDS

CAT.04	180 Amsterdam	Amstel, "Filter Life"	FILM	SILVER
CAT.36	Agency.com Amsterdam	Heineken Experience Amsterdam, "The Secret H-sign"	WEB	BRONZE
CAT.01	DDB Amsterdam	McDonald's, "Ski-Jump"	PRESS	BRONZE
CAT.09	DDB Amsterdam	Centraal Beheer Achmea, "Witness"	FILM	BRONZE
CAT.09	DDB Amsterdam	Zilveren Kruis Achmea, "Health"	FILM	BRONZE
CAT.13	DDB Amsterdam	Henkel, "Superglue"	PRESS	SILVER
CAT.21	Doom&Dickson	The Naturist camping guide, "The tent"	PRESS	SILVER
CAT.10	Etcetera	NFSG Disability Sports Foundation, "Metro"	FILM	BRONZE
CAT.32	Euro RSCG 4D	Volvo C70, "Feel Volvo C70"	WEB	SILVER

CAT.19	EURO RSCG Amsterdam	Citroën Jumper, "Every Company Fits in a Citroën Jumper"	PRESS	BRONZE
CAT.27	Hallelujah	Friends of the Earth, "Illegal Tree Planting"	TECH.	BRONZE
CAT.36	LEMZ	The Axe Shower Range, "Do You Have a Confession to Make?"	WEB	BRONZE
CAT.27	Ogilvy Amsterdam	DHL, "Labyrinth"	TECH.	SILVER
CAT.10	Publicis	Ministry of Internal Affairs, "Vote!"	FILM	SILVER
CAT.34	Publicis Dialog	Het Nederlandse Rode Kruis, "Snowdome Pakistan"	WEB	SILVER
CAT.05	Wieden+Kennedy, Amsterdam	Coca-Cola, "Ringtone"	FILM	BRONZE
CAT.05	Wieden+Kennedy, Amsterdam	Coca-Cola, "First Taste"	FILM	SILVER
CAT.05	Wieden+Kennedy, Amsterdam	Coca-Cola, "The Coke Side of Life" Campaign	PRESS	SILVER
CAT.16	Wieden+Kennedy, Amsterdam	Nike ACG, "Fall 05" Campaign	PRESS	SILVER
CAT.17	Wieden+Kennedy, Amsterdam	Nike Air Max, "Defy"	FILM	SILVER

## NORWAY

CAT.03	BBDO Oslo	Yoplait, "Better in French"	FILM	BRONZE
CAT.18	BTS United	Audi Quattro, "The Dog"	FILM	SILVER
CAT.20	BTS United	Nettavisen, "The President"	FILM	BRONZE
CAT.23	BTS United	Berlitz, "The German Coastguard"	FILM	SILVER
CAT.01	DDB Oslo	Gilde, "Beef"	FILM	BRONZE
CAT.01	DDB Oslo	Hard Rock Cafe, "Newborn"	PRESS	SILVER
CAT.06	DDB Oslo	Telenor, "Sickday"	FILM	SILVER
CAT.07	DDB Oslo	Stena Line - Childrens Boat, "Grown Ups Fee" Campaign	PRESS	BRONZE
CAT.08	DDB Oslo	Byggmakker Tools, "Chain Saw"	FILM	BRONZE
CAT.23	DDB Oslo	Hydro, "Paperplane" & "Dollhouse"	PRESS	SILVER
CAT.08	Dinamo Reklamebyrå	Deal.no, "The dog"	FILM	SILVER
CAT.21	Leo Burnett	Europride, "The Sperm"	FILM	BRONZE
CAT.08	SMFB	Norli's Antique Books, "Antique Books" Campaign	PRESS	BRONZE
CAT.18	TRY Advertising Agency	Volkswagen Touran, "Birthday"	FILM	SILVER
CAT.21	TRY Advertising Agency	Norsk Tipping, Lotto, "Klondyke"	FILM	BRONZE
CAT.09	Uncle Grey	American Express Card, "No Limits"	PRESS	SILVER

## POLAND

CAT.28	Alabama Art Buying & Production	Nokia, "Connecting People"	TECH.	BRONZE
CAT.33	Arc Warsaw/ Leo Burnett Group	Wolontariat, "Helping Makes You Stronger"	WEB	SILVER
CAT.10	Leo Burnett Warsaw	Centrum Wolontariatu, "Carpet"	FILM	BRONZE
CAT.18	Leo Burnett Warsaw	Fiat Panda, "Feet"	FILM	SILVER
CAT.27	Saatchi & Saatchi Poland	Amnesty International, "Freedom of Speech in Belarus"	PRESS	BRONZE

## PORTUGAL

CAT.30	Atelier 004	Estoril Sol, "Egoísta" Magazine	TECH.	BRONZE
CAT.05	Leo Burnett	Heredia Coffee, "Places", "Books" & "Concerts"	PRESS	SILVER
CAT.10	Leo Burnett	I.A.C., "Alzheimer's"	FILM	BRONZE
CAT.27	Leo Burnett	Nestle, Friskies, "Birds"	POSTER	BRONZE
CAT.10	McCann Erickson Portugal	Amnistia International, "Accident"	FILM	BRONZE
CAT.10	MSTF Partners	Portuguese Foundation Cardiology, "Big Belly People"	FILM	BRONZE

## ROMANIA

CAT.20	GMP Advertising	Boom Comedy, "Pig"	FILM	BRONZE
CAT.09	Leo Burnett&Target	Western Union, "India", "Japan" & "Sweden"	PRESS	BRONZE
CAT.01	McCann Erickson Romania	Maggi, "Mount Rushmore", "Godmother" & "Jane"	PRESS	SILVER
CAT.15	McCann Erickson Romania	Entran, "Karate"	FILM	BRONZE

## RUSSIAN FEDERATION

CAT.01	Saatchi & Saatchi Russia	Ryabushka chicken eggs, "Asleep"	FILM	BRONZE
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## SPAIN

CAT.10	CONTRAPUNTO	WWF/ADENA, "Chimneys", "Drain" & "Exhaust Pipe"	PRESS	SILVER
CAT.18	CONTRAPUNTO	Mercedes-Benz Smart, "Steam", "Beach" & "Doves"	PRESS	BRONZE
CAT.34	CONTRAPUNTO	WWF/ADENA, "Gorilla"	WEB	SILVER
CAT.10	EURO RSCG SPAIN	Fundacion Altarriba, "Broken Dogs" Campaign	PRESS	SILVER
CAT.10	PUBLICIS COMUNICACIÓN ESPAÑA	Survival International, "Roots" Campaign	PRESS	BRONZE
CAT.07	Rapp Collins Zebra	Maison de La France, "Spain & France Closer" Campaign	PRESS	BRONZE
CAT.27	STREET LIFE	Schweppes, "Quiet, Please"	TECH.	SILVER

CAT.23	VITRUVIO LEO BURNETT	EOI Official Language School, "How Big is Your World"	POSTER	SILVER
CAT.07	ZAPPING	NH Hoteles, "Things" Campaign	PRESS	BRONZE

## SWEDEN

CAT.09	Abby Norm	KPA Pension, "What Are Your Pension Funds Up To Right Now?"	POSTER	BRONZE
CAT.31	Amore Systems	EasyLooks, "EasyLooks" Cosmetics	TECH.	BRONZE
CAT.01	DDB stockholm	McDonald's, "Apartment Hunting" Campaign	PRESS	BRONZE
CAT.02	DDB stockholm	OLW, "Potato Hunter"	FILM	BRONZE
CAT.18	DDB stockholm	Skoda Auto Sweden, "Skoda Board of Directors"	PRESS	SILVER
CAT.33	Farfar	Nokia N91 Pjotro, "The Man With the Musical Suit"	WEB	SILVER
CAT.33	Farfar	Visit Sweden, "Stockholm the Musical"	WEB	BRONZE
CAT.32	Foreign	Adidas, "+10 Impossible Team"	WEB	BRONZE
CAT.06	Forsman & Bodenfors	Tele2, "Office"	FILM	BRONZE
CAT.08	Forsman & Bodenfors	Stadium, "The City is Your Stadium" Campaign	POSTER	SILVER
CAT.10	Forsman & Bodenfors	Ministry of Health and Social Affairs, "Girlpower" Campaign	POSTER	BRONZE
CAT.18	Forsman & Bodenfors	Volvo Cars Sweden, "Flexifuel" Campaign	PRESS	SILVER
CAT.21	Forsman & Bodenfors	GöteborgsOperan, "Cats" Campaign	POSTER	SILVER
CAT.32	Forsman & Bodenfors	IKEA Sweden, "Dream Kitchens for Everyone Part 2"	WEB	SILVER
CAT.32	Forsman & Bodenfors	Stadium, "The City is Your Stadium"	WEB	SILVER
CAT.32	Forsman & Bodenfors	Volvo Cars Sweden, "S80"	WEB	SILVER
CAT.33	Forsman & Bodenfors	Apoteket, "Sneeze Aid"	WEB	BRONZE
CAT.36	Forsman & Bodenfors	Systembolaget, "Dear Mr B"	WEB	BRONZE
CAT.36	Forsman & Bodenfors	Statoil, "Unattended Petrol Stations"	WEB	BRONZE
CAT.06	Garbergs reklambyrå	Glocalnet, "Blues"	FILM	BRONZE
CAT.15	Garbergs reklambyrå	Treo, "Psscchhy"	FILM	BRONZE
CAT.30	Garbergs reklambyrå	Södra Cell, "Paper Abuse"	TECH.	BRONZE
CAT.33	Garbergs reklambyrå	Södra Cell, "Quiz Walk"	WEB	BRONZE
CAT.23	Glenn Reklambyrå AB	RA International, "Reconstruction Assistance" Campaign	PRESS	SILVER
CAT.07	Goss	Langley Travel, "Destination Japan" Campaign	PRESS	BRONZE
CAT.16	Goss	Bula Hats, "Hiding Hair"	PRESS	BRONZE
CAT.33	Great Works	Absolut Vodka, "Absolut.com"	WEB	SILVER
CAT.33	Great Works	Absolut Vodka, "Absolut Ruby Red"	WEB	SILVER
CAT.33	Great Works	Absolut Vodka, "The 100 Absolutes"	WEB	BRONZE
CAT.33	Great Works	Absolut Vodka, "Absolut Drinks"	WEB	BRONZE
CAT.33	Great Works	Absolut Vodka, "Absolut Search"	WEB	SILVER
CAT.08	King, Stockholm	ICA, "Close Shave"	FILM	SILVER
CAT.08	King, Stockholm	ICA, "Behind the Scenes"	FILM	BRONZE
CAT.08	King, Stockholm	ICA, "Naked Chef"	FILM	SILVER
CAT.27	King, Stockholm	SJ Swedish Railways, "Welcome to Stockholm"	TECH.	BRONZE
CAT.09	Lowe Brindfors	SEB Bank, "Heroes"	FILM	BRONZE
CAT.21	Lowe Brindfors	Folkoperan, "Don Giovanni" Campaign	POSTER	BRONZE
CAT.32	Lowe Brindfors	Saab 9-5, "Animal Vision"	WEB	SILVER
CAT.33	Lowe Tesch	Stella Artois, "L'étranger"	WEB	BRONZE
CAT.33	Lowe Tesch	Stella Artois, "Le Défi"	WEB	BRONZE
CAT.35	Pool Interactive	Hertz Car Rental, "Do You Want a Freeride?"	WEB	BRONZE
CAT.09	RBK Communication	HQ Fonder, "Welcome to a Rich Continent" Campaign	PRESS	BRONZE
CAT.29	Redmanwalking	BROMANoDELL, "BROMANoDELL Logo"	TECH.	BRONZE
CAT.10	Saatchi & Saatchi	Swedish Armed Forces, "Au-pair Girl" Campaign	FILM	SILVER
CAT.15	Saatchi & Saatchi	Bifacid, "The Calender"	PRESS	SILVER
CAT.22	Sandberg Trygg	Kromasil, "Lasts longer" Campaign	PRESS	SILVER
CAT.06	Storåkers McCann	TeliaSonera, "Ski lift"	FILM	BRONZE
CAT.06	Storåkers McCann	TeliaSonera, "The Talking Line" Campaign	PRESS	SILVER
CAT.21	Storåkers McCann	The Polar Music Prize, "The Groupie"	FILM	SILVER
CAT.09	SWE Advertising	Fastighetsbyrå, "Bosse Valentino"	FILM	SILVER
CAT.25	The Fan Club	BTH - University of Technology, "How Technical Are You?"	DM	SILVER
CAT.11	Åkestam Holst	Pause Ljud & Bild, "In the Fold"	PRESS	BRONZE
CAT.13	Åkestam Holst	Beckers Paint, "Time To Make A Change" Campaign	PRESS	BRONZE
CAT.17	Åkestam Holst	Puma, "Gets You There Faster"	FILM	BRONZE
CAT.23	Åkestam Holst	Mods, "Retouch In Detail" Campaign	PRESS	SILVER
CAT.26	Åkestam Holst	Mods, "Improved Account Manager"	DM	SILVER
CAT.36	Åkestam Holst	Pause Ljud & Bild, "Unusually Thin TV-Sets"	WEB	BRONZE

## SWITZERLAND

CAT.11	Advico Young & Rubicam	Leica, "Get Close" Campaign	POSTER	SILVER
CAT.15	Advico Young & Rubicam	Condomshop.ch, "Don't Be Stupid!" Campaign	PRESS	BRONZE
CAT.21	Euro RSCG Switzerland	ZKO - Zürcher Kammer Orchester, "Wave" Campaign	PRESS	BRONZE
CAT.27	Jung von Matt	Mini (Switzerland), "Size"	POSTER	SILVER
CAT.06	LangGysiKnoll	Swiss Courier, "Hair"	FILM	BRONZE
CAT.09	Lowe AG	Winterthur, "A Town Called Today"	FILM	BRONZE
CAT.10	Lowe AG	Greenpeace, "Ocean Defenders" Campaign	POSTER	BRONZE
CAT.26	Lowe AG	Independant Wrestling Association, "It Should be Banned"	DM	BRONZE
CAT.04	Publicis	Heineken, "Heineken Corporate Stars" Campaign	POSTER	BRONZE
CAT.06	Publicis	LTV Yellow Pages, "Elevator" & "Dinner"	FILM	SILVER
CAT.06	Publicis	Yellow Pages, "Crossmedia Ads" Campaign	PRESS	SILVER
CAT.09	Publicis	ZFS Because Change Happenz, "Change Anthem - Europe"	FILM	SILVER
CAT.09	Publicis	Zurich, "Because Change Happenz" Campaign	PRESS	BRONZE
CAT.21	Publicis	Zoo Zurich, "Love" Campaign	POSTER	SILVER
CAT.23	Publicis	Straumann, "Straumann Employees" Campaign	PRESS	BRONZE
CAT.29	Publicis	Optimedia, "Mosquito"	TECH.	SILVER
CAT.09	Ruf Lanz Werbeagentur	Hesse & Partner, "Red Flag"	PRESS	BRONZE
CAT.10	Ruf Lanz Werbeagentur	Muehlehalde Home for the Blind, "Stevie Wonder" & "Andrea Bocelli"	FILM	BRONZE
CAT.07	Spillmann/Felser/Leo Burnett	Schweiz Tourismus, "Soccer World Cup Alternative"	FILM	BRONZE
CAT.10	Spillmann/Felser/Leo Burnett	Helvetas, "Water"	FILM	BRONZE
CAT.10	Spillmann/Felser/Leo Burnett	Helvetas, "Blackboard"	PRESS	SILVER
CAT.08	walker	Fleurop-Interflora Mother's Day Campaign, "Kiss" & "Party"	FILM	SILVER
CAT.30	walker	Fleurop-Interflora, "Annual Report 2005"	TECH.	BRONZE
CAT.09	Wirz BBDO	Schweizerische Mobiliar, "Photographer"	FILM	SILVER

## TURKEY

CAT.01	Medina Turgul DDB	Pastavilla, "Seduction"	PRESS	BRONZE
CAT.10	Ogilvy&Mather Istanbul	WWF Turkey, "Axe" & "Sponge"	POSTER	SILVER
CAT.21	Publicis Yorum	Akbank 16th Jazz Festival, "Sound of the City"	FILM	BRONZE

## UKRAINE

CAT.21	B.I.T.A.Advertising	7th Kiyv Int'l Advertising Festival, "Advertisement is Useful!"	FILM	SILVER
CAT.10	Leo Burnett Ukraine	Chernobyl Charity, "Swimmer", "School" & "Piano"	PRESS	BRONZE

## UNITED ARAB EMIRATES

CAT.02	JWT Dubai	Lion Bar, "Fur Coat", "Deer" & "Handbag"	PRESS	BRONZE
CAT.10	JWT Dubai	Amnesty International, "Imprisoned", "Tortured" & "Abused"	PRESS	SILVER
CAT.10	Saatchi & Saatchi	www.relebanon.org, "Sapling"	PRESS	BRONZE
CAT.11	Tonic Communications	Sony, "Kick"	FILM	BRONZE

## UNITED KINGDOM

CAT.23	1576	Denholm Associates, "Gardener", "Fashion" & "Motivational Speaker" Campaign	PRESS	SILVER
CAT.02	Abbott Mead Vickers BBDO	Mars Snickers, "Light House"	PRESS	SILVER
CAT.04	Abbott Mead Vickers BBDO	Guinness, "Einstein", "Moonlanding" & "Playstation"	PRESS	SILVER
CAT.10	Abbott Mead Vickers BBDO	COI, "Fingerlegs - Gents"	POSTER	SILVER
CAT.10	Abbott Mead Vickers BBDO	COI - NHS, "Fingerlegs - SFX"	FILM	BRONZE
CAT.27	Abbott Mead Vickers BBDO	Guinness, "Good Things Comes to Those Who Wait" Beermat	TECH.	SILVER
CAT.05	Airside	Coca-Cola, "Love"	POSTER	BRONZE
CAT.01	Beattie McGuinness Bungay	McCain Oven Chips, "Sunflower Park"	FILM	BRONZE
CAT.33	Bloc	The Concretes, "In-Colour"	WEB	BRONZE
CAT.05	Clemmow Hornby Inge	Tango Clear, "Bravo"	FILM	SILVER
CAT.01	DDB London	Marmite Squeezy, "Love or Hate" Campaign	POSTER	SILVER
CAT.08	DDB London	Harvey Nichols, "Greed", "Envy", "Sloth" & "Vanity"	PRESS	SILVER
CAT.18	DDB London	Volkswagen Golf Plus, "Wrap"	FILM	SILVER
CAT.18	DDB London	Volkswagen Prices Campaign, "Tea" & "Hidden Camera"	FILM	SILVER
CAT.10	Design Group	British Heart Foundation, "Oil"	POSTER	BRONZE
CAT.20	devilfish	Sky One, "Come Home to the Simpsons"	FILM	BRONZE
CAT.18	Euro RSCG London	Citroen C4, "Ice Skater"	FILM	BRONZE
CAT.28	Euro RSCG London	Evian, "Cop Girl"	POSTER	BRONZE

CAT.21	Fallon London	Tate Britain, "Split Up", "Hungover" & "Big Meeting"	POSTER	SILVER
CAT.10	Gorgeous Enterprises	Transport For London, "The Day You Went To Work" (by M&C Saatchi, London)	FILM	SILVER
CAT.11	Gorgeous Enterprises	X box, "Jump rope" (by McCann San Francisco)	FILM	SILVER
CAT.11	Gorgeous Enterprises	Microsoft Xbox, "Waterballoons" (by McCann San Francisco)	FILM	BRONZE
CAT.16	Gorgeous Enterprises	Levis, "Straight Walking" (by BBH, New York)	FILM	SILVER
CAT.06	Grey London	AOL, "Good" & "Bad"	FILM	SILVER
CAT.15	Grey London	Remington Body Hair Trimmer, "Arse"	PRESS	BRONZE
CAT.15	Grey London	Remington Body Hair Trimmer, "Barber"	FILM	BRONZE
CAT.24	Junction 11	ReQuip, "Put Their Lives Back in Their Hands" Campaign	PRESS	BRONZE
CAT.06	Lowe London	Nokia N93, "Film Set"	FILM	SILVER
CAT.10	Lowe London	British Heart Foundation, "Under My Skin"	FILM	SILVER
CAT.13	Lowe London	Domestos, "Plug", "Flush" & "Tap"	POSTER	BRONZE
CAT.14	Lowe London	Sure For Women, "Super Heroine"	FILM	SILVER
CAT.10	Lyle Bailie International	National Safety Council - Anti-Drink Driving, "Just One"	FILM	BRONZE
CAT.05	Nexus Productions	Coca Cola, "Videogame" (by Wieden & Kennedy, Portland)	FILM	SILVER
CAT.06	Nexus Productions	Motorola, "Grand Classics" (by The Fish Can Sing)	FILM	BRONZE
CAT.10	Nitro	Greater London Authority, "1 London"	POSTER	BRONZE
CAT.27	Nitro	Nike Air Max 360, "Run On Air"	TECH.	BRONZE
CAT.05	Ogilvy & Mather	Lucozade, "To Do List"	PRESS	SILVER
CAT.08	Ogilvy & Mather	Harrods, "Stitch That"	PRESS	SILVER
CAT.33	OgilvyOne worldwide	American Express, "VIP Room"	WEB	BRONZE
CAT.35	OgilvyOne worldwide	Sunsilk, "Showerslave"	WEB	BRONZE
CAT.24	Paling Walters	Xenical, "Butter" & "Frying Pan"	PRESS	BRONZE
CAT.34	Profero	Mini, "The White Rabbit"	WEB	BRONZE
CAT.31	Start Creative	Virgin Mobile, "Lobster 700 TV phone"	TECH.	BRONZE
CAT.26	The Bridge	Scottish Daily Newspaper Society, "Advertise Here"	DM	BRONZE
CAT.31	Turner Duckworth	Cabernet Sauvignon from Chile, "Root:1"	TECH.	BRONZE
CAT.31	Turner Duckworth	Italian Wines, "Bootleg"	TECH.	SILVER
CAT.31	Turner Duckworth	Waitrose, "Canned Vegetables & Pulses"	TECH.	BRONZE