

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**Base 1****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 & Claire "Dave & 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 & 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

eding 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

eding 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 & 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&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 & 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

**TBWASantiago 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 & 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 & Services

TV3 Telethon "Alzheimer Telethon"

PSA: Health & 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"
ApparelDiageo "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**TBWAEspaña
Barcelona Spain**

Finalist Certificate

Nissan Murano "Worlds & Beasts"
Automobiles**Contrapunto
Madrid Spain**

Gold World Medal

Sogecable-Digital+ "Lost/Million/Adaptation"
Media Promotion: Broadcast

Silver World Medal

Mercedes Benz: Smart "Sponges"
AutomobilesWWF/Adena "Chimneys/Water Outlet/
Exhaust Pipe"

PSA: Environmental Issues

Bronze World Medal

Mercedes Benz: Smart "Velázquez/Ortega y
Gasset/A Coruña"
AutomobilesSogecable-Digital+ "Million/Kill Bill/Adaptation"
Media Promotion: Broadcast

Finalist Certificate

DaimlerChrysler "GPS 1/GPS 2/GPS 3"
AutomobilesDigital+ "X-Ray"
Use of OutdoorMetro de Madrid "Blow Out"
Transportation/Travel/TourismSogecable-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/ServicesKnorr Sauces "Murdered Girl/Murdered Boy"
FoodsVolkswagen New Beetle "Bubble"
AutomobilesVolkswagen 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 ServicesBSH 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 & 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 & Human Rights

Finalist Certificate

Marca Sports Newspaper "Coach"
Media Promotion: Print
NGO "Roots"
PSA: Promotion of Peace & 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"
AutomobilesRenault 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 & 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 & Bild "Unusually Powerful Store"

Promotions Marketing: Special Events

Puma "Puma Africa"

Recreation/Sporting Goods & 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&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 & 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 & Hygiene

Finalist Certificate

Fidelity Investments "Two More Wishes"
Financial ServicesMobile ESPN "Sporture Chamber Website"
Telecommunications

Timberland "Take A Brochure Display"

Promotions Marketing: Display/Point of Purchase Support

Truth "Profiles"

PSA: Health & 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"
NavigationClear 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 OutdoorUnited Airlines "It's Time To Fly: Newspaper Ad"
Use of Newspaper**BBDO Chicago****Chicago USA**

Finalist Certificate

Juicy Fruit "Ant"
Confections/SnacksOrbit White "Side Mirror"
Confections/SnacksPurlex "Bob the Fish"
Household Products/ServicesWinterfresh "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/ServicesCulligan "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 iTunes 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 & 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 & 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 & Safety

**Oricom
Seoul Korea**

Oricom Anti-Smoking Campaign "Door"

PSA: Health & 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 & Human Rights

**walker Werbeagentur
Zürich Switzerland**

Amnesty International "Not Here But Now."

PSA: Civic/Social Education