

# Cannes Lions Live 2005 Cyber Lions Shortlist



TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
<b>A01 Automotive</b>				
MINI RELAUNCH	BMW	MINI	INTERONE WORLDWIDE	GERMANY
LAND CRUISER HERITAGE	TOYOTA MOTOR SALES	LAND CRUISER	SAATCHI & SAATCHI LOS ANGELES	USA
74 NEWS	VOLVO CARS SWEDEN	NEW VOLVO CARS	FORSMAN & BODENFORS	SWEDEN
MODUS	RENAULT NISSAN DEUTSCHLAND	RENAULT MODUS	NORDPOL HAMBURG AGENTUR FUR KOMMUNIKATION	GERMANY
BE COOL	GENERAL MOTORS	CADILLAC V-SERIES	ARC WORLDWIDE	USA
<b>A02 Financial Services</b>				
CHINA UNITED	CHINA UNITED INTERNATIONAL HOLDINGS	INVESTMENT COMPANY	PERFECT FOOLS	SWEDEN
STOLEN CAR SHOW	INSURANCE CORPORATION OF BRITISH COLUMBIA	CAR INSURANCE	TRIBAL DDB	CANADA
MY LIFE. MY CARD.	AMERICAN EXPRESS	AMERICAN EXPRESS NETWORK	DIGITAS	USA
<b>A03 Travel, Entertainment &amp; Leisure</b>				
NIKE GRIDIRON	NIKE	NIKE COLLEGE FOOTBALL	R/GA	USA
A BITTERSWEET LIFE	FILM B.O.M PRODUCTIONS	FILM PROMOTION	D.O.E.S	KOREA
MADEINMTL	MADEINMTL	MONTREAL CITY URBAN OPERATOR	BLUESPONGE	CANADA
THE SCARLET LETTER	LJ FILM & SHOWBOX	FILM PROMOTION	POSTVISUAL.COM	KOREA
NANOREISEN	VDI TECHNOLOGIEZENTRUM	VIRTUAL SCIENTIFIC DISCOVERY JOURNEY	LEKKERWERKEN	GERMANY
NYC TO TAHITI NON-STOP	AIR TAHITI NUI	AIRLINE	SAATCHI & SAATCHI	USA
ZEHN PARTY	SCHOLZ & VOLKMER	INTERACTIVE BIRTHDAY PARTY	SCHOLZ & VOLKMER	GERMANY
ANTS	THE ONE CLUB FOR ART & COPY	ONE SHOW 2004 EXHIBITION AND CALL FOR ENTRIES	DENTSU	JAPAN
THE GRUDGE	COLUMBIA PICTURES/SONY PICTURES DIGITAL	"THE GRUDGE" MOVIE PROMOTION	BIG SPACESHIP	USA
X-SEA	VOLVO CARS CORPORATION	VOLVO OCEAN RACE 2005-2006	FORSMAN & BODENFORS	SWEDEN
APOCALYPSE	COLUMBIA TRISTAR FILMS ITALIA	RESIDENT EVIL 2: APOCALYPSE MOVIE PROMOTION	SAATCHI & SAATCHI ROME	ITALY
MAGIC CARD	ACCOR HOTELS	COMPLIMENTS PROGRAM FIDELITY	LODUCCA22	BRAZIL
<b>A04 Computing &amp; Telecommunications</b>				
U CAN CHANGE	NEC CORPORATION	NEC UBIQUITOUS SOLUTIONS	DENTSU	JAPAN
THE 118 SHOW	118118 THE NUMBER	DIRECTORY ENQUIRY SERVICE	MEME	UNITED KINGDOM
<b>A05 Fast Moving Consumer Goods</b>				
LAVAZZA CALENDAR 2005	LAVAZZA	COFFEE	TESTAWEB/EDV	ITALY
INNW	DORITOS	CORN CHIPS	TRIBAL DDB WORLDWIDE	USA
LE FAIT MAIN REVIENT	LESIEUR	LESIEUR FOOD OIL	PUBLICIS NETWORKS	FRANCE
BATTERY DRINK	SINEBRYCHOFF	BATTERY ENERGY DRINK	HEYDAY	FINLAND
TOO HOT FOR TV	UNILEVER	PEPERAMI FIRESTICK SNACKS	AKQA	UNITED KINGDOM
EMERALD NUTS	DIAMOND NUTS OF CALIFORNIA	EMERALD NUT SNACK	GOODBY SILVERSTEIN & PARTNERS	USA
<b>A06 Beauty &amp; Luxury Products</b>				
AXE 2 GRIND	AXE	BODY SPRAY	BARTLE BOGLE HEGARTY	USA
COME CLEAN	METHOD	BEAUTY CLEANING	CRISPIN PORTER + BOGUSKY	USA
<b>A07 Healthcare</b>				
SMOKE WEEK	PFIZER	NICORETTE PEPPERMINT GUM	PROXIMITY OTTO STOCKHOLM	SWEDEN
RUSSIA PARTY	FIGUREFORM PATRICK WILFINGER KEG	HANGOVER REMEDY	JUNG von MATT GERMANY	GERMANY
<b>A08 Sportswear, Fashion &amp; Clothing</b>				
SQUARE CUT	LEVI'S	SQUARE CUT JEANS	OGILVYONE WORLDWIDE SINGAPORE	SINGAPORE
ADIDAS TENNIS	ADIDAS-SALOMON	ADIDAS TENNIS APPAREL	FORK UNSTABLE MEDIA	GERMANY
GIMME THE BALL	ADIDAS INTERNATIONAL	ADIDAS F50+ FOOTBALL RANGE	FOREIGN	SWEDEN
NICK(IT)	NICK(IT)	MEN'S CLOTHING	BUTLER SHINE STERN & PARTNERS	USA
ADIDAS SPORTS STYLE Y-3	ADIDAS-SALOMON	ADIDAS Y-3 CLOTHING RANGE	NEUE DIGITALE	GERMANY
ADIDAS ORIGINALS	ADIDAS-SALOMON	ADIDAS CLOTHING RANGE	NEUE DIGITALE	GERMANY
VICK 360	NIKE	MICHAEL VICK FOOTWEAR	R/GA	USA
BASKETBALL	NIKE	BASKETBALL FOOTWEAR	R/GA	USA
NIKE LAB HOLIDAY 04	NIKE	NIKE FOOTWEAR	R/GA	USA
VINCE CARTER	NIKE	NIKE SHOX IV FOOTWEAR	R/GA	USA
ASICS GEL TV	ASICS EUROPE, NETHERLANDS	RUNNING SHOES	AIMAQ.RAPP.STOLLE	GERMANY
SPEED	NIKE	NIKE FOOTWEAR AND APPAREL	AKQA	UNITED KINGDOM
PUMA/STARCK	PUMA	PUMA FOOTWEAR	BEAM	USA
THE MAN WITHOUT FEELINGS	RICCARDO CARTILLONE	RICCARDO CARTILLONE FOOTWEAR	NORDPOL HAMBURG AGENTUR FUR KOMMUNIKATION	GERMANY
MOTOR QUEEN	SAEZ MERINO	CIMARRON FALL/WINTER 05	WYSIWYG COMUNICACION INTERACTIVA	SPAIN
<b>A09 Consumer Products and Services</b>				
FORESTS FOREVER	FUJI PHOTO FILM	FUJI PHOTO FILM	BUSINESS ARCHITECTS	JAPAN
M:ROBE STUDIO	OLYMPUS EUROPA	M:ROBE MUSIC PLAYER	SPRINGER & JACOBY WERBUNG	GERMANY
IS	PANTECH & CURITEL CO.	MOBILE PHONES	POSTVISUAL.COM	KOREA
MAKE YOUR COOL	PANTECH & CURITEL CO.	MOBILE PHONES	POSTVISUAL.COM	KOREA
S4	PANTECH & CURITEL CO.	S4 MOBILE PHONE	POSTVISUAL.COM	KOREA
DESIGN FILE	VODAFONE	VODAFONE MOBILE PHONES	HAKUHODO i STUDIO	JAPAN
DEVOTED TO BIKING	GURU BICYCLE	PROFESSIONAL RACING BICYCLES	DIESEL	CANADA
<b>A10 Retail, including e-commerce</b>				

DR. ANGUS	BURGER KING	ANGUS DIET	CRISPIN PORTER + BOGUSKY	USA
UGOFF	BURGER KING	BURGER KING SALAD'S	CRISPIN PORTER + BOGUSKY	USA
<b>A11 Publications &amp; Media</b>				
FM FESTIVAL 2004	TOKYO FM BROADCASTING / TOSHIBA CORPORATION	TOSHIBA FM MUSIC FESTIVAL	DENTSU	JAPAN
SKAPOWER	SKY PERFECT COMMUNICATIONS	SKY PERFECTV!	DENTSU	JAPAN
<b>A12 Fundraising, Charities, Appeals</b>				
PET SEMETERY	NOAH - MENSCHEN FÜR TIERE	ANIMAL RIGHTS PROMOTION	FORK UNSTABLE MEDIA	GERMANY
MAIL ORDER CHICKENS	CHRISTIAN AID	SUPPORT LOCAL PRODUCE AWARENESS	CHRISTIAN AID	UNITED KINGDOM
WORDS SAVE LIVES	AMNESTY INTERNATIONAL	FREEDOM WRITERS NEEDED	PUBLICIS MOJO	NEW ZEALAND
<b>A13 Corporate Information</b>				
PLOT	PLOT	ARCHITECTS	PLOT	DENMARK
ZOOGAMI	ZOOGAMI	BRAND DESIGN	FISHOUSE	ITALY
FISHOUSE	FISHOUSE	MEDIA COMMUNICATION AGENCY	FISHOUSE	ITALY
NIKE GENEALOGY	NIKE	NIKE FOOTWEAR	AKQA	USA
INTERACTIVE SALARYMAN	INTERACTIVE SALARYMAN	INTERACTIVE DIRECTORS' GROUP	DENTSU	JAPAN
ELEVATOR	DENTSU	ADVERTISING AGENCY	DENTSU	JAPAN
VOLVO	VOLVO CARS CORPORATION	VOLVO BRAND	FORSMAN & BODENFORS	SWEDEN
<b>A14 Other</b>				
SEEK TRUTH	AMERICAN LEGACY FOUNDATION	ANTI-SMOKING	ARNOLD WORLDWIDE	USA
CAMPANA BROTHERS	CAMPANA BROTHER	CAMPANA BROTHERS DESIGN	F/NAZCA SAATCHI & SAATCHI	BRAZIL
<b>B01 Non-Rich Media Advertising</b>				
UP YOURS	HARLEY-DAVIDSON OF BLACKTOWN	HARLEY-DAVIDSON BIKES	FNL COMMUNICATIONS	AUSTRALIA
WELL HUNG	GLOBO.COM	SEXYHOT CHANNEL	AGENCIACLICK	BRAZIL
RESULTS	OGILVYINTERACTIVE	CORPORATE SITE	OGILVYONE WORLDWIDE	BRAZIL
EGG	T-FAL	NON-STICK COOKWARE	F/NAZCA SAATCHI & SAATCHI	BRAZIL
ALZHEIMER'S DISEASE	ABRAZ	BRAZILIAN ALZHEIMER ASSOCIATION	OGILVYONE WORLDWIDE	BRAZIL
BRAKING DISTANCE	RENAULT NISSAN DEUTSCHLAND	RENAULT MEGANE SPORT	NORDPOL HAMBURG AGENTUR FUR KOMMUNIKATION	GERMANY
COWBOY	HENKEL	SUPER BONDER INSTANT GLUE	DDB BRASIL	BRAZIL
JUST IN TIME	FEDEX	COURIER SERVICE	DDB BRASIL	BRAZIL
WAG	THE PAW SEASONS	DOG HOTEL	EURO RSCG INTERACTION	UNITED KINGDOM
<b>B02 Automotive</b>				
MINI CABRIO	BMW	MINI CABRIO	INTERONE WORLDWIDE	GERMANY
HONDA GRRR GAME	HONDA	DIESEL ENGINES	UNIT 9.CREATIVE.PRODUCTION	UNITED KINGDOM
E TO 3	BMW GROUP GERMANY	BMW 3 SERIES	PLAN.NET	GERMANY
NISSAN PATHFINDER	NISSAN EUROPE	NISSAN PATHFINDER	DUKE	FRANCE
REAR	FORD	FORD FIESTA SEDAN	JWT	BRAZIL
OFF ROAD	FORD	FORD ECOSPORT 4WD	JWT	BRAZIL
MENTALIST	VOLKSWAGEN VAESA	VW POLO	ZENTROPY	SPAIN
4MOTION	VOLKSWAGEN VAESA	VW 4MOTION TECHNOLOGY	ZENTROPY	SPAIN
THE MYSTERY OF DALARO	VOLVO	VOLVO S40	OGILVYONE	SWITZERLAND
INSTANTLY PORSCHE	PORSCHE	PORSCHE CAYMAN S	BASSIER BERGMANN & KINDLER	GERMANY
STICKS LIKE QUATTRO	AUDI	AUDI QUATTRO	BATES RED CELL	NORWAY
SIENTA CITY	TOYOTA MOTOR CORPORATION	TOYOTA SIENTA	HAKUHODO i STUDIO	JAPAN
WORLD	MERCEDES-BENZ	MERCEDES-BENZ WORLD	SCHOLZ & VOLKMER	GERMANY
WITH/WITHOUT	AUDIHOUSE KUTGER & RUDOLPH	AUDI QUATTRO	SAATCHI & SAATCHI	GERMANY
TRACTION	AUDIHOUSE KUTGER & RUDOLPH	AUDI QUATTRO	SAATCHI & SAATCHI	GERMANY
SKI TRAIL	AUDI	AUDI QUATTRO TECHNOLOGY	SAATCHI & SAATCHI	GERMANY
THE LEGEND LIVES	FORD MOTOR COMPANY	FORD MUSTANG	JWT	USA
RELAY	SATURN	SATURN RELAY	GOODBY SILVERSTEIN & PARTNERS	USA
VOLKSWAGEN SAFETY	VOLKSWAGEN GROUP AUSTRALIA	VW SAFETY ASSETS	TRIBAL DDB SYDNEY	AUSTRALIA
LIFE ON BOARD PROJECT	VOLVO CAR CORPORATION	VOLVO RANGE	FUEL EUROPE	THE NETHERLANDS
BLACK SHEEP	MINI CANADA	MINI AUTOMOBILES	TAXI CANADA	CANADA
MINI AVOID	MINI CANADA	MINI DRIVER SAFETY	TAXI CANADA	CANADA
BOX	SAAB	SAAB 9-2X	DIGITAS	USA
PEUGEOT 1007	PEUGEOT	PEUGEOT 1007	EURO RSCG INTERACTION	UNITED KINGDOM
HAIR	RENAULT NISSAN DEUTSCHLAND	RENAULT MEGANE COUPE-CABRIOLET	NORDPOL HAMBURG AGENTUR FUR KOMMUNIKATION	GERMANY
V50	VOLVO CARS SWEDEN	VOLVO V50	FORSMAN & BODENFORS	SWEDEN
<b>B03 Financial services</b>				
BURNING HOME	ANSWER SEGURO ON LINE	HOME INSURANCE	DEL CAMPO NAZCA SAATCHI & SAATCHI	ARGENTINA
MAN	ANSWER SEGURO ON LINE	CAR INSURANCE	DEL CAMPO NAZCA SAATCHI & SAATCHI	ARGENTINA
GROUND-PLAN	RAIFFEISEN BANK	HOME MORTGAGE	McCANN ERICKSON CROATIA	CROATIA
VASE	HAMBURG-MANNHEIMER VERSICHERUNGS	LIABILITY INSURANCE	SPRINGER & JACOBY WERBUNG	GERMANY
LIFE ISN'T ALWAYS FAIR	DIRECT INSURANCE	INSURANCE	Y&R INTERACTIVE TEL AVIV	ISRAEL
SPACE INVADERS	AMERICAN EXPRESS	BLUE RETAIL PROTECTION	OGILVYONE MIDDLE EAST	UNITED ARAB EMIRATES
PLATES	ITAU INSURANCE	INSURANCE	DDB BRASIL	BRAZIL
STREET	ITAU INSURANCE	INSURANCE	DDB BRASIL	BRAZIL
SAND CASTLE	ITAU INSURANCE	HOME INSURANCE	DDB BRASIL	BRAZIL
BIG NEWS	SBAB	MORTGAGE	FARFAR	SWEDEN
DRINK AND DRIVE	UNIMED RIO	HEALTH INSURANCE	F/NAZCA SAATCHI & SAATCHI	BRAZIL
<b>B04 Travel, Entertainment &amp; Leisure</b>				
NINA 7 CAPITAL SINS	SONY PICTURES	INTERACTIVE MOVIE EXHIBITION	VIRTUALNET	BRAZIL
CRAZY ABOUT SOCCER	SKY TV	BRAZILIAN SOCCER CHAMPIONSHIP 2005	RAPP DIGITAL BRASIL	BRAZIL
GOAL	SKY TV	BRAZILIAN SOCCER CHAMPIONSHIP	RAPP DIGITAL BRASIL	BRAZIL
EXCITING BOAT RACE	KYOTEI	ONLINE BETTING	DENTSU	JAPAN
BOAT COMPETITION	KYOTEI	ONLINE BETTING	DENTSU	JAPAN
VOLVO V70	VOLVO CARS SWEDEN	SPORTS TOUR SPONSORED BY VOLVO	FORSMAN & BODENFORS	SWEDEN
DREAMS	VIRGIN	VIRGIN ATLANTIC AIRWAYS	CRISPIN PORTER + BOGUSKY	USA
FEATHER	VIRGIN	VIRGIN ATLANTIC AIRWAYS	CRISPIN PORTER + BOGUSKY	USA

HAIRCUT	VIRGIN	VIRGIN ATLANTIC AIRWAYS	CRISPIN PORTER + BOGUSKY	USA
RUN	COMPANHIA ATHLETICA	GYM	DDB BRASIL	BRAZIL
LIVE LONGER	COMPANHIA ATHLETICA	GYM	DDB BRASIL	BRAZIL
RUNNING	COMPANHIA ATHLETICA	GYM	DDB BRASIL	BRAZIL
REVEAL ART	MASP MUSEUM	SAO PAULO ART MUSEUM	DDB BRASIL	BRAZIL
ARTY SIDE OF LIFE	MASP MUSEUM	SAO PAULO ART MUSEUM	DDB BRASIL	BRAZIL
BEDROOM	MASP MUSEUM	SAO PAULO ART MUSEUM	DDB BRASIL	BRAZIL
DAISY	LUNCH FOR TWO	MATCH MAKING AGENCY	OGILVYONE WORLDWIDE	BRAZIL
CARSTEN NICOLAI ANTIREFLEX	SCHIRN KUNSTHALLE FRANKFURT	ART EXHIBITION PROMOTION	NEUE DIGITALE	GERMANY

#### B05 Computing & Telecommunications

MONSTERS	INTEL	INTEL CENTRINO	EURO RSCG 4D	BRAZIL
YODEL CONTEST	MOBISTAR	TELECOMMUNICATIONS	THESE DAYS	BELGIUM
CAROL	T-COM	T-COM CHRISTMAS CAMPAIGN	ELEPHANT SEVEN	GERMANY
MUSICAL CHAIRS	TELEFÓNICA	DOMAIN REGISTRATION	OGILVYINTERACTIVE SPAIN	SPAIN
BLACKOUT	McAfee	ANTI VIRUS SOFTWARE	RAPP DIGITAL BRASIL	BRAZIL
TRASH	ADOBE	ADOBE CREATIVE SUITE	GOODBY SILVERSTEIN & PARTNERS	USA
iPOD HIP HOP	HEWLETT-PACKARD	HP IPOD PROMOTION	GOODBY SILVERSTEIN & PARTNERS	USA
CLASSICAL	HEWLETT-PACKARD	HP IPOD PROMOTION	GOODBY SILVERSTEIN & PARTNERS	USA
HIP HOP	HEWLETT-PACKARD	HP IPOD PROMOTION	GOODBY SILVERSTEIN & PARTNERS	USA
WORLD	HEWLETT-PACKARD	HP IPOD PROMOTION	GOODBY SILVERSTEIN & PARTNERS	USA
ROCK THE PC	HEWLETT-PACKARD	HP IPOD PROMOTION	GOODBY SILVERSTEIN & PARTNERS	USA
STARBUCKS STIR	HEWLETT-PACKARD	+ HP CAMPAIGN	GOODBY SILVERSTEIN & PARTNERS	USA
LIZARD	HEWLETT-PACKARD	HP VIVERA INK	GOODBY SILVERSTEIN & PARTNERS	USA
HUMMINGBIRD	HEWLETT-PACKARD	HP VIVERA INK	GOODBY SILVERSTEIN & PARTNERS	USA
DUCK	HEWLETT-PACKARD	HP VIVERA INK	GOODBY SILVERSTEIN & PARTNERS	USA
HP SCREENSAVER	HP	HP PRINTING TECHNOLOGY	MODEM MEDIA	USA
SPEEDY	TELEFONICA	INTERNET PROVIDER	DDB BRASIL	BRAZIL
LIFE IS TOO SHORT	TELEFONICA	INTERNET PROVIDER	DDB BRASIL	BRAZIL
DOWNLOADS	TELEFONICA	INTERNET PROVIDER	DDB BRASIL	BRAZIL
ELVIS	TELEFONICA	INTERNET PROVIDER	DDB BRASIL	BRAZIL
CROSS COUNTRY	TELIASONERA	TELIASONERA TELECOMMUNICATIONS NETWORK	DADDY	SWEDEN
NATIONAL IS ON	IBM	GEOGRAPHIC PHOTO SOURCING PROJECT	OGILVYONE WORLDWIDE	BRAZIL
ANT	IBM	IBM PERSONAL COMPUTER	OGILVYONE WORLDWIDE	BRAZIL
BRAZIL-JAPAN ROAMING	TIM	TIM INTERNATIONAL ROAMING	EURO RSCG 4D	BRAZIL

#### B06 Fast Moving Consumer Goods

ABSOLUT TRACKS	V&S ABSOLUT SPIRITS	ABSOLUT VODKA	SPRINGTIME	SWEDEN
ABSOLUT LABEL	V&S ABSOLUT SPIRITS	ABSOLUT VODKA	SPRINGTIME	SWEDEN
ESCAPE	DULUX	PAINT	AGENCY.COM	UNITED KINGDOM
LIFE ON MARS	MASTERFOODS SNACKFOOD AUSTRALIA	MARS CHOCOLATE BARS	TEQUILA\SYDNEY	AUSTRALIA
BRAWNY INNOCENT ESCAPES	GEORGIA PACIFIC	CONSUMER GOODS	FALLON MINNEAPOLIS	USA
JUMBO TUBE	ABBA SEAFOOD	KALLES FISH PASTE	FORSMAN & BODENFORS	SWEDEN
BROKEN HEART	HENKEL	SUPER BONDER INSTANT GLUE	DDB BRASIL	BRAZIL
BROKEN DREAMS	HENKEL	SUPER BONDER INSTANT GLUE	DDB BRASIL	BRAZIL
HOLD	PHILIPS	PHILIPS LONGLIFE BATTERIES	DDB BRASIL	BRAZIL
UPSIDE DOWN	THE COCA-COLA COMPANY	COCA-COLA LIGHT	AGENCIAClick	BRAZIL
FASTER	HEINZ	TOP DOWN HEINZ KETCHUP	LEO BURNETT LISBON	PORTUGAL
SMELL	PEDIGREE	PEDIGREE WITH NUGGETS	TEQUILA\	BRAZIL
BOY	BAUDUCCO	BAUDUCCO MINI-CAKE	ALMAPBDDO	BRAZIL
ONE FOR ALL	RECKITT BENCKISER	RODASOL INSECTICIDE	EURO RSCG 4D	BRAZIL

#### B07 Beauty & Luxury Products

HUGO BOSS	HUGO BOSS	NEW HUGO BOSS STORE	BIEDERMANN UND BRANDSTIFT WERBEAGENTUR	GERMANY
WHITENING	COLGATE	TEETH WHITENING GEL	Y&R INTERACTIVE TEL AVIV	ISRAEL
UNLIMITED POWERS OF AXE	AXE	AXE BODY SPRAY	OGILVY INTERACTIVE WORLDWIDE	GERMANY
NINJA	UNILEVER	AXE BODY SPRAY	DARE	UNITED KINGDOM
CREAM	JOHNSON & JOHNSON	NEUTROGENA MOISTURISING CREAM	DDB BRASIL	BRAZIL

#### B08 Healthcare

THE SNEEZER UNBELIEVABLE	FUMAKILLA	POLLEN BLOCKER	DENTSU	JAPAN
KISSER OR SNEEZER ?	FUMAKILLA	A POLLENS BLOCKER AT NASAL CAVITIES	DENTSU	JAPAN
EXTRA LARGE	BLAUSIEGEL INDUSTRIA E COMERCIO	PRESERV EXTRA CONDOMS	PUBLICIS SALLES NORTON	BRAZIL
SUICIDE	AOL BRAZIL	ONLINE HEALTH PORTAL	LOO	BRAZIL

#### B09 Sportswear, Fashion & Clothing

WORKOUT	NIKE	WOMEN'S SPORTSWEAR	R/GA	USA
LEBRON JAMES IN CHAMBER OF FEAR	NIKE	SPORTSWEAR	AKQA	USA
MAKE YOUR OWN ANTI-FORM	LEVI'S POLAND	LEVI'S 501 ANTI-FORM	ARC WORLDWIDE POLAND	POLAND
JACKHAMMER	ALPARGATAS	RAINHA FOOTWEAR	F/NAZCA SAATCHI & SAATCHI	BRAZIL
HEARTBEATS PER MINUTE	ALPARGATAS	RAINHA FOOTWEAR	F/NAZCA SAATCHI & SAATCHI	BRAZIL
EINSTEIN	ADIDAS	ADIDAS ONE TENNIS SHOES	TEQUILA\	BRAZIL
TALL	ADIDAS	ADIDAS A3 SUPERSTAR ULTRA	TEQUILA\	BRAZIL

#### B10 Consumer Products & Services

SOUND PROOF	WERU	NOISE PROTECTION WINDOWS	SCHOLZ & FRIENDS	GERMANY
XTREME	TRE	NEC E616 XTREME MOBILE PHONE	LOWE TESCH	SWEDEN

FUN, ANYONE?	SONY COMPUTER ENTERTAINMENT EUROPE	PLAYSTATION 2 GAME CONSOLE	OGILVY INTERACTIVE WORLDWIDE	GERMANY
N-GAGE ONE	NOKIA	N-GAGE ONE MOBILE MULTIPLAYER GAME	HASAN & PARTNERS	FINLAND
NEVER STOP FOOTBALL	SK TELECOM	NATE MOBILE GAME	COM@S	KOREA
QUICKSHARE	KODAK	KODAK CAMERAS	OGILVYONE WORLDWIDE	USA
HANDGRENADE	SONY ERICSSON	MOBILE PHONE IMAGE SHARING	DARE	UNITED KINGDOM
SNAKES	NOKIA N-GAGE	N-GAGE GAME	FARFAR	SWEDEN
WATER	NOKIA N-GAGE	N-GAGE GAME	FARFAR	SWEDEN
DETAILS	ARNO	VACCUUM CLEANER	F/NAZCA SAATCHI & SAATCHI	BRAZIL
DESPERATE	2001 VIDEO RENTAL PANAMERICANA - ART AND DESIGN SCHOOL	2001 DVD'S RENTAL AND SALE PANAMERICANA-ART&DESIGN COURSES	LODUCCA22	BRAZIL
PULL UPS	NINTENDO OF AMERICA	NINTENDO DS CONSOLE	BLAST RADIUS	CANADA
JUMPING JACKS	NINTENDO OF AMERICA	NINTENDO DS CONSOLE	BLAST RADIUS	CANADA
TREADMILL	NINTENDO OF AMERICA	NINTENDO DS CONSOLE	BLAST RADIUS	CANADA
MUSIC EVERYWHERE	MOTOROLA	MOTOROLA E398	OGILVYONE WORLDWIDE BRAZIL	BRAZIL
MOTO YOURSELF	MOTOROLA	MOTOROLA C650	OGILVYONE WORLDWIDE BRAZIL	BRAZIL
VIRTUA TENNIS	NOKIA	NOKIA N-GAGE	EURO RSCG 4D	BRAZIL
<b>B11 Retail, including e-commerce</b>				
CHAMBER OF FEAR	NIKE	LEBRON JAMES CHAMBER OF FEAR FOOTWEAR	R/GA	USA
180 FUN PACK	NIKE	ONLINE SITE	R/GA	USA
PIMP MY BURGER	BURGER KING	PIMP MY BURGER PROMOTION	.START	GERMANY
AMAZON THEATER PLAYER	AMAZON.COM	ONLINE RETAILER	FALLON MINNEAPOLIS	USA
THE STORE	JC CLOTHES	JEANS & CLOTHES	FORSMAN & BODENFORS	SWEDEN
KAMASUTRA	TOK & STOK	HOUSEHOLD FURNITURE	DDB BRASIL	BRAZIL
<b>B12 Publications &amp; Media</b>				
LIVE ON AIR	SPORTS-I ESPN	TV SPORTS CHANNEL	DENTSU	JAPAN
WORDS	THE PIONEER DAILY NEWSPAPER	THE PIONEER	GREY WORLDWIDE (INDIA)	INDIA
FIX	REVISTA PLASTICA & BELEZA	BEAUTY MAGAZINE	DDB BRASIL	BRAZIL
WHITE NEWSPAPER	AS	SPORT NEWSPAPER	CP COMUNICACION PROXIMITY (CP INTERACTIVE)	SPAIN
GET IN, GET OUT	GLOBO.COM	SEXYHOT CHANNEL	AGENCIAClick	BRAZIL
DINOSAUR	SUPER INTERESSANTE MAGAZINE	SUPER INTERESSANTE MAGAZINE	ALMAPBDO	BRAZIL
<b>B13 Fundraising, Charities &amp; Appeals</b>				
CONDOM	CANCER PATIENTS AID ASSOCIATION (CPAA)	ANTI-SMOKING CAMPAIGN	OGILVYONE WORLDWIDE	INDIA
WANTED: PLACE TO SLEEP	SITUATION	HOMELESS MAGAZINE PROMOTION	FROM STOCKHOLM WITH LOVE	SWEDEN
ANTI-TOBACCO SHOSHOMOSIS	STOP TOBACCO TRUST	STOP TOBACCO TRUST	UNITED VIRTUALITIES	USA
LET US TELL YOU A STORY	MÉDICOS SIN FRONTERAS (MSF)	CHILD LABOUR AWARENESS	ZENTROPY	SPAIN
FORG TT_N D_SE_SES	MÉDICOS SIN FRONTERAS (MSF)	THIRD WORLD DISEASE AWARENESS	ZENTROPY	SPAIN
SEVEN	NSPCC	CHILD ABUSE CHARITY	AGENCY.COM	UNITED KINGDOM
NOT TOO CLOSE	NSPCC	CHILD ABUSE CHARITY	AGENCY.COM	UNITED KINGDOM
FIVE SECONDS	CASA DO ZEZINHO	CHILDREN'S CHARITY	RMG CONNECT	BRAZIL
DRIVER'S EYE	JAPAN ADVERTISING COUNCIL	DRIVER SAFTEY	DENTSU	JAPAN
BAG	NOAH - MENSCHEN FUR TIERE	ANIMAL PROTECTION	JUNG von MATT GERMANY	GERMANY
BRAIN	ALZHEIMER RESEARCH	ALZHEIMER AWARENESS	TBWA/GERMANY	GERMANY
SATURN DONOR DAY	SATURN	ORGAN DONATION	GOODBY SILVERSTEIN & PARTNERS	USA
TSUNAMI SUDDENLY NOTHING	INTERMON OXFAM	TSUNAMI APPEAL	HERRAIZO SOTO & CO.	SPAIN
RETOUCH	FORSMAN & BODENFORS	SEX EQUALITY	FORSMAN & BODENFORS	SWEDEN
PHOTOCOPY	WWF BRAZIL	ENVIRONMENT PROTECTION	AGENCIAClick	BRAZIL
FALCON	WWF BRAZIL	ENVIRONMENT PROTECTION	AGENCIAClick	BRAZIL
BLINDSITE	ROYAL NEW ZEALAND FOUNDATION OF THE BLIND	APPEAL FOR NZ BLIND WEEK	SAATCHI & SAATCHI NEW ZEALAND	NEW ZEALAND
WORDS SAVE LIVES	AMNESTY INTERNATIONAL	FREEDOM WRITERS APPEAL	PUBLICIS MOJO	NEW ZEALAND
HOPE	GRAACC	ONLINE DONATIONS	OGILVYONE WORLDWIDE BRAZIL	BRAZIL
MULTIPLICATION	GRAACC	CHILD CANCER AWARENESS	OGILVYONE WORLDWIDE BRAZIL	BRAZIL
<b>B14 Other</b>				
LONG COPY	OGILVYINTERACTIVE	INTERACTIVE ADVERTISING AGENCY	OGILVYONE WORLDWIDE BRAZIL	BRAZIL
FIREWORKS	HEWLETT-PACKARD	HP HOLIDAY CARD	GOODBY SILVERSTEIN & PARTNERS	USA
FESTIVE HOLIDAY	HEWLETT-PACKARD	HP HOLIDAY CARD	GOODBY SILVERSTEIN & PARTNERS	USA
INTERVIEWS FROM HELL	KENDALL TARRANT	EMPLOYMENT RECRUITING SERVICES	MODEM MEDIA	USA
<b>C01 Mobile Advertising, Mobile Phones, PDAs</b>				
BEHIND BARS	AMNESTY INTERNATIONAL	HUMAN RIGHTS	HE SAID SHE SAID	GERMANY
SHREK II HANDY SPECIALS	FERRERO	FERRERO PRODUCTS	12SNAP GERMANY	GERMANY
<b>C02 Viral Marketing: Email Marketing</b>				
TATTOO	MOTORAVER VERLAG	MOTORAVER MAGAZINE	ELEPHANT SEVEN	GERMANY
BURGER	BURGER KING	PIMP MY BURGER PROMOTION	.START	GERMANY
PLUMBER	SCRUFFS	SCRUFFS ACTION JACKET	JWT CHEETHAMBELL	UNITED KINGDOM
ELECTRICIAN	SCRUFFS	SCRUFFS ACTION TROUSERS	JWT CHEETHAMBELL	UNITED KINGDOM
BUILDER	SCRUFFS	SCRUFFS CYCLONE RIGGER BOOTS	JWT CHEETHAMBELL	UNITED KINGDOM
DEATH PENALTY	AMNISTIA INTERNACIONAL	CAPITAL PUNISHMENT AWARENESS	CP COMUNICACION PROXIMITY (CP INTERACTIVE)	SPAIN
LEGEND OF OMAHA	VOLKSWAGEN DO BRASIL	VOLKSWAGEN	ALMAPBDO	BRAZIL
DRILLING A MOLAR	FORD	FORD FIESTA	OGILVY & MATHER	UNITED KINGDOM
MAKING A CUP OF TEA	FORD	FORD FIESTA	OGILVY & MATHER	UNITED KINGDOM
KARAOKE	FORD	FORD FIESTA	OGILVY & MATHER	UNITED KINGDOM
<b>C03 Viral Marketing: Digital Video Spots for the Internet</b>				
KICKING	APPEALNOW.COM	PARKING TICKET APPEAL	GREAT GUNS	UNITED KINGDOM
BINGO	APPEALNOW.COM	PARKING TICKET APPEAL	GREAT GUNS	UNITED KINGDOM
HIRE US. WE CAN'T DO ANYTHING ELSE	MARCANDTOM.COM	INDEPENDENT ADVERTISING AGENCY	MARCANDTOM.COM	USA
ART OF SPEED	NIKE	ARTISTS RENDERINGS OF SPEED	R/GA	USA
SWING	SSL	SCHOLL FOOTWEAR	McCANN ERICKSON MANCHESTER	UNITED KINGDOM

CSI: NY KILLER	FIVE	TV SHOW	20:20 LONDON	UNITED KINGDOM
TRAUMA	WARNER BROS	MOVIE PROMOTION	20:20 LONDON	UNITED KINGDOM
THE BEST LUCK IS CREATED	VOLVO CAR CORPORATION	VOLVO V70	FUEL EUROPE	THE NETHERLANDS
I'M NOT FEARLESS	VOLVO CAR CORPORATION	VOLVO XC70	FUEL EUROPE	THE NETHERLANDS
RONALDINHO	ELECTRONIC ARTS	FIFA STREET FOOTBALL COMPUTER GAME	20:20 LONDON	UNITED KINGDOM
LINCOLN FRY	MCDONALD'S	MCDONALD'S	DDB CHICAGO	USA
CLAY'S TALENT	DELL	DELL OFFICE TECHNOLOGY	DDB CHICAGO	USA
FINGER BOARDING	HURLEY INTERNATIONAL	HURLEY SKATEBOARDING CLOTHING	BLAST RADIUS	CANADA

#### C04 Viral Marketing: Interactive Tools, incl. Games

HALO2.COM	XBOX	HALO 2 VIDEO GAME	AKQA	USA
MIXED TAPE	MERCEDES-BENZ	MERCEDES-BENZ	SCHOLZ & VOLKMER	GERMANY
QUOTES	MERCEDES-BENZ	MERCEDES-BENZ	SCHOLZ & VOLKMER	GERMANY
HEAD SPACE	SONY COMPUTER ENTERTAINMENT EUROPE	PLAYSTATION.COM	BLOC MEDIA	UNITED KINGDOM
ICON MUSEUM	HONDA MOTOR	HONDA AUTOMOBILES	DENTSU	JAPAN
CAR PARK KERNOODLING	UNILEVER BESTFOODS	POT NOODLE	GLUE LONDON	UNITED KINGDOM
FEATHER	UNILEVER	AXE BODY SPRAY	DARE	UNITED KINGDOM
THE HIDING ROOM	STELLA ARTOIS	STELLA ARTOIS	DRAFT	USA
CHICKEN FIGHT	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY	USA
ARE YOU MINI ENOUGH	BAHLESEN	LEIBNIZ BISCUITS	KOLLE REBBE WERBEAGENTUR	GERMANY

#### C05 Miscellaneous

VISUALISATION	MERCEDES-BENZ	MERCEDES A-CLASS	SCHOLZ & VOLKMER	GERMANY
INTERVIEWS FROM HELL	KENDALL TARRANT	RECRUITMENT SERVICES	MODEM MEDIA	USA
REALITY ADVERTISING	HENKEL	SUPER BONDER INSTANT GLUE	DDB BRASIL	BRAZIL

#### D01 Interactive Campaigns

THE TRUE ADVENTURES OF CHAD	SEGA OF AMERICA	SUPER MONKEYBALL DELUXE VIDEOGAME	MEKANISM	USA
UP TO YOU	ROCK THE VOTE	VOTER REGISTRATION PROMOTION	MEKANISM	USA
DIESEL DREAMS	DIESEL	DIESEL FASHION	EHS BRANN	UNITED KINGDOM
SLAM DUNK	TAKEHIKO INOUE	COMIC AUTHOR TRIBUTE	DENTSU	JAPAN
REPLACEMENT THERAPY	PFIZER/NICORETTE	NICORETTE PEPPERMINT GUM	PROXIMITY OTTO STOCKHOLM	SWEDEN
RELAY	SATURN	SATURN RELAY	GOODBY SILVERSTEIN & PARTNERS	USA
CSI:NY KILLER	FIVE	TV SHOW	20:20 LONDON	UNITED KINGDOM
LIFE ON BOARD	VOLVO CAR CORPORATION	VOLVO CAR RANGE	FUEL EUROPE	THE NETHERLANDS
HEART	VOLVO CARS CORPORATION	VOLVO CARS CORPORATION	FORSMAN & BODENFORS	SWEDEN
PECK!	BURGER KING	CHICKEN TENDERCRISP SANDWICHES	CRISPIN PORTER + BOGUSKY	USA
COUNTERFEIT	MINI	MINI AUTOMOBILES	CRISPIN PORTER + BOGUSKY	USA
FILES	TELEFONICA	INTERNET PROVIDER	DDB BRASIL	BRAZIL
FLYING INSECTS	RECKITT BENCKISER	RODASOL INSECTICIDE	EURO RSCG 4D	BRAZIL
MONSTERS	INTEL	INTEL CENTRINO	EURO RSCG 4D	BRAZIL
DISGUISE	RECKITT BENCKISER	RODASOL INSECTICIDE	EURO RSCG 4D	BRAZIL