

Shortlist (Radio Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
A01 (Foods)									
A01/025	00165	ACTION TRAILER	MARS THAILAND INC.	SNICKERS	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok	STARCOM MEDIAVEST GROUP Bangkok	CINESOUND Bangkok
A01/026	00702	THE KINGS SPEECH	MAARUD	MAARUD POTATO CHIPS	SMFB Oslo	NORWAY	SMFB Oslo	STARCOM Oslo	BADEOG Oslo
A01/027	00964	SURVIVAL	KFC	KFC SNACK BURGER	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG		PRODUCE SOUND Johannesburg
A01/028	00075	VOICE TRANSPLANT	FONTERRA TIP TOP	MEMPHIS MELTDOWN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	OMD Auckland	
A01/029	00077	LISTEN TO YOUR STOMACH	FONTERRA TIP TOP	MEMPHIS MELTDOWN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	OMD Auckland	
A01/031	00744	SUSHI	TORRES Y RIBELLES	BETIS OLIVE OIL	BBDO PUERTO RICO San Juan	PUERTO RICO	BBDO PUERTO RICO San Juan	OMD PUERTO RICO San Juan	BOOMERANG Guaynabo
A01/041	01213	LIFE & DEATH IN NYC	MAGNUM	MAGNUM CLASSIC	LOLA Madrid	SPAIN	LOLA Madrid	MINDSHARE London	NO PROBLEM Madrid / OEO MUSIC Madrid
A01/042	01215	LIFE & DEATH IN PARIS	MAGNUM	MAGNUM CLASSIC	LOLA Madrid	SPAIN	LOLA Madrid	MINDSHARE London	NO PROBLEM Madrid / OEO MUSIC Madrid
A01/043	01217	LIFE & DEATH IN VENICE	MAGNUM	MAGNUM CLASSIC	LOLA Madrid	SPAIN	LOLA Madrid	MINDSHARE London	NO PROBLEM Madrid / OEO MUSIC Madrid
A01/051	00856	ARGUMENT	MARS CHOCOLATE AUSTRALIA	M&M'S	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE		FLAGSTAFF STUDIOS Melbourne
A01/052	00857	TEARS	MARS CHOCOLATE AUSTRALIA	M&M'S	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE		FLAGSTAFF STUDIOS Melbourne
A01/053	00858	REFILL	MARS CHOCOLATE AUSTRALIA	M&M'S	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE		FLAGSTAFF STUDIOS Melbourne
A02 (Alcoholic Drinks)									
A02/009	00647	BEST DRESSED	HEINEKEN	DOS EQUIS	HAVAS WORLDWIDE New York	USA	HAVAS WORLDWIDE New		OUTSIDE EDIT + DESIGN New York
A03 (Non-Alcoholic Drinks)									
A03/011	00370	THE ALPINE MARMOT	CAPI SPARKLING	MINERAL WATER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney		
A03/012	00371	MARATHON CYCLISTS	CAPI SPARKLING	MINERAL WATER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney		
A03/013	00372	TOILETS	CAPI SPARKLING	MINERAL WATER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney		
A03/014	00973	1. TELECONFERENCE	LUCOZADE	LUCOZADE ENERGY DRINK	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG		PRODUCE SOUND Johannesburg
A03/015	00975	2. KIDS PARTY	LUCOZADE	LUCOZADE ENERGY DRINK	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG		PRODUCE SOUND Johannesburg
A03/016	00977	3. ENRIQUE CONCERT	LUCOZADE	LUCOZADE ENERGY DRINK	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG		PRODUCE SOUND Johannesburg
A03/022	01042	YOUNG SCHWEPPEES	SCHWEPPEES	SCHWEPPEES	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		ALLEHOP Barcelona
A04 (Household)									
A04/010	00887	TEDDY	DURACELL	BATTERIES	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF	GREY MEDIA Düsseldorf	HASTINGS AUDIO NETWORK Düsseldorf
A04/025	01040	CAT	ENERGIZER	ENERGIZER LITHIUM	TBWA/SINGAPORE	SINGAPORE	TBWA/SINGAPORE		EARDRUM AUSTRALIA Sydney / SONG ZU Sydney
A04/026	01041	KIDS	ENERGIZER	ENERGIZER LITHIUM	TBWA/SINGAPORE	SINGAPORE	TBWA/SINGAPORE		EARDRUM AUSTRALIA Sydney / SONG ZU Sydney
A05 (Home Appliances, Furnishings, Electronics & Audio Visual)									
A05/010	00379	MISINTERPRETED PHOTO: HUSBAND	SAMSUNG	SOUND & SHOT	CHEIL WORLDWIDE UAE Dubai	UNITED ARAB EMIRATES	CHEIL WORLDWIDE UAE Dubai		BKP Dubai
A05/011	00382	MISINTERPRETED PHOTO: DAUGHTER	SAMSUNG	SOUND & SHOT	CHEIL WORLDWIDE UAE Dubai	UNITED ARAB EMIRATES	CHEIL WORLDWIDE UAE Dubai		BKP Dubai

Shortlist (Radio Lions)

A05/019	00589	CHEETAH	OLYMPUS MALAYSIA	OLYMPUS OM-D E-M10	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	SONG ZU SINGAPORE	Singapore
A05/020	00590	JUSTIN	OLYMPUS MALAYSIA	OLYMPUS OM-D E-M10	BBDO PROXIMTY SINGAPORE	SINGAPORE	BBDO PROXIMTY SINGAPORE	SONG ZU SINGAPORE	Singapore
A05/026	01129	GACA	ELECTROLUX	WASHING MACHINES	DDB MEXICO	Mexico City	MEXICO	DDB MEXICO	Mexico City
A05/027	01130	HANDBAR	ELECTROLUX	WASHING MACHINES	DDB MEXICO	Mexico City	MEXICO	DDB MEXICO	Mexico City
A05/028	01131	PACAPU	ELECTROLUX	WASHING MACHINES	DDB MEXICO	Mexico City	MEXICO	DDB MEXICO	Mexico City

A06 (Cosmetics & Beauty, Toiletries)

A06/006	00784	SURPRISE PARTY	COLGATE PALMOLIVE	COLGATE PLAX MOUTHWASH	Y&R SOUTH AFRICA	Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA	Cape Town	MEC Cape Town	STERLING SOUND	Johannesburg	
A06/007	00786	TEACHER GREETING	COLGATE PALMOLIVE	COLGATE PLAX MOUTHWASH	Y&R SOUTH AFRICA	Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA	Cape Town	MEC Cape Town	STERLING SOUND	Johannesburg	
A06/008	00788	WEDDING	COLGATE PALMOLIVE	COLGATE PLAX MOUTHWASH	Y&R SOUTH AFRICA	Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA	Cape Town	MEC Cape Town	STERLING SOUND	Johannesburg	
A06/012	00965	BOYS	KIMBERLY-CLARKE	HUGGIES GOLD	OGILVY & MATHER	JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER	JOHANNESBURG		STERLING SOUND	Johannesburg	
A06/013	00966	GIRLS	KIMBERLY-CLARKE	HUGGIES GOLD	OGILVY & MATHER	JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER	JOHANNESBURG		STERLING SOUND	Johannesburg	
A06/020	01358	BEACH	UNILEVER	DOVE BRAND	OGILVY & MATHER	LONDON	UNITED KINGDOM	OGILVY & MATHER		MINDSHARE	London	JUNGLE GROUP	London

A07 (Pharmacy)

A07/059	00841	HERITAGE	L'OREAL	NEOGENIC ANTI-HAIRLOSS	TBWA/ESPAÑA	Madrid	SPAIN	TBWA/ESPAÑA	Madrid		SIRENA	Madrid	
A07/060	01025	SEE, YOU DO SNORE DARYL *PLAY FIRST	GSK	BREATHE RIGHT	GREY GROUP CANADA	Toronto	CANADA	GREY GROUP CANADA	Toronto		EGGPLANT COLLECTIVE	Toronto	
A07/061	01026	SEE, YOU DO SNORE KATIE	GSK	BREATHE RIGHT	GREY GROUP CANADA	Toronto	CANADA	GREY GROUP CANADA	Toronto		EGGPLANT COLLECTIVE	Toronto	
A07/062	01027	SEE, YOU DO SNORE RYAN	GSK	BREATHE RIGHT	GREY GROUP CANADA	Toronto	CANADA	GREY GROUP CANADA	Toronto		EGGPLANT COLLECTIVE	Toronto	
A07/063	01388	LISTEN TO YOUR LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY	Guayaquil	ECUADOR	MARURI GREY	Guayaquil		MASSIVEMUSIC	Amsterdam / MARURI PRODUCTIONS	Guayaquil
A07/064	01390	TOTAL ECLIPSE OF THE LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY	Guayaquil	ECUADOR	MARURI GREY	Guayaquil		MASSIVEMUSIC	Amsterdam / MARURI PRODUCTIONS	Guayaquil
A07/065	01392	DON'T GO BREAKING MY LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY	Guayaquil	ECUADOR	MARURI GREY	Guayaquil		MASSIVEMUSIC	Amsterdam / MARURI PRODUCTIONS	Guayaquil
A07/066	01394	SHAPE OF MY LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY	Guayaquil	ECUADOR	MARURI GREY	Guayaquil		MASSIVEMUSIC	Amsterdam / MARURI PRODUCTIONS	Guayaquil
A07/076	01333	CONCENTRATION 2	PASMO	VIVE RETARDANTS CONDOMS	EL TAIER / TRIBU	DDB Guatemala City	GUATEMALA	EL TAIER / TRIBU	DDB Guatemala City		BE SOUND FX	Guatemala City	

A09 (Miscellaneous)

A09/013	01002	TALKIES	MARS	PEDIGREE	COLENZO BBDO	Auckland	NEW ZEALAND	COLENZO BBDO	Auckland	STARCOM NEW ZEALAND	NZ RADIO TRAINING SCHOOL	Auckland
A09/014	01003	MEDITATION	MARS	PEDIGREE	COLENZO BBDO	Auckland	NEW ZEALAND	COLENZO BBDO	Auckland	STARCOM NEW ZEALAND	NZ RADIO TRAINING SCHOOL	Auckland

A10 (Cars & Automotive Services)

A10/017	00191	GIRLFRIEND	TOMTOM	TOMTOM TRAFFIC	DDB & TRIBAL	WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL	WORLDWIDE Amsterdam	MEC	Amsterdam	
A10/018	00192	PREGNANT	TOMTOM	TOMTOM TRAFFIC	DDB & TRIBAL	WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL	WORLDWIDE Amsterdam	MEC	Amsterdam	
A10/024	00361	SISTER	HYUNDAI CAMIONES Y BUSES	TRUCKS	TBWA/FREDERICK	Santiago	CHILE	TBWA/FREDERICK	Santiago		SOLO ESTUDIO	Santiago
A10/025	00362	FRIEND	HYUNDAI CAMIONES Y BUSES	TRUCKS	TBWA/FREDERICK	Santiago	CHILE	TBWA/FREDERICK	Santiago		SOLO ESTUDIO	Santiago
A10/036	00616	COP CHASE	NISSAN SA	NISSAN LEAF	TBWA/HUNT/LASCARIS	JOHANNESBURG	SOUTH AFRICA	TBWA/HUNT/LASCARIS	JOHANNESBURG		STERLING SOUND	Johannesburg
A10/038	00618	WEDDING BELLS	NISSAN SA	NISSAN LEAF	TBWA/HUNT/LASCARIS	JOHANNESBURG	SOUTH AFRICA	TBWA/HUNT/LASCARIS	JOHANNESBURG		STERLING SOUND	Johannesburg

Shortlist (Radio Lions)

A10/052	00115	THE SINGING CHILDREN OF THE R33	VOLKSWAGEN	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	MINDSHARE WORLD Cape Town	THE WORK ROOM Cape Town
A10/101	01168	PRECOGNITION	TOYOTA SOUTH AFRICA MOTORS	LEXUS ADAPTIVE LIGHTS	FCB SOUTH AFRICA Johannesburg	SOUTH AFRICA	FCB SOUTH AFRICA Johannesburg		SONOVISION STUDIOS Johannesburg
A10/105	01178	MICHELLE	TOYOTA SOUTH AFRICA MOTORS	TOYOTA GENUINE PARTS	FCB SOUTH AFRICA Johannesburg	SOUTH AFRICA	FCB SOUTH AFRICA Johannesburg		SONOVISION STUDIOS Johannesburg
A10/106	01179	PAINTING	TOYOTA SOUTH AFRICA MOTORS	TOYOTA GENUINE PARTS	FCB SOUTH AFRICA Johannesburg	SOUTH AFRICA	FCB SOUTH AFRICA Johannesburg		SONOVISION STUDIOS Johannesburg
A10/109	01343	WORK	TOYOTA DE P.R.	PARTS AND SERVICES	BADILLO SAATCHI & SAATCHI Guaynabo	PUERTO RICO	BADILLO SAATCHI & SAATCHI Guaynabo	MEDIANET San Juan	GPS ESTUDIO Guaynabo
A10/110	00923	BYCICLE	VOLKSWAGEN	SIDE ASSIST	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires		LA PIRADA Buenos Aires
A10/112	01260	COME TO THE STREETS	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo		S DE SAMBA São Paulo

A11 (Retail Stores)

A11/003	00005	F&EASY - INGREDIENTS	FRESH & EASY	SUPERMARKET CHAIN	IGNITED EI Segundo	USA	IGNITED EI Segundo		IGNITED EI Segundo
A11/007	00090	WORDS IN UNCOMFORTABLE SMALL TALK	WORDSWORTH BOOKS	BOOK STORE	SAATCHI & SAATCHI SOUTH AFRICA Cape Town	SOUTH AFRICA	SAATCHI & SAATCHI SOUTH AFRICA Cape Town	NOTA BENE Cape Town	WE LOVE JAM Cape Town
A11/016	00367	FOOTBALL	LUXOTTICA AUSTRALIA	OPSM EYE EXAMS	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI		RUMBLE STUDIOS Sydney
A11/027	01122	ADULTEROUS	ORPI	REAL ESTATE	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux		CHEZ JEAN Paris
A11/028	01123	RETIREMENT	ORPI	REAL ESTATE	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux		CHEZ JEAN Paris

A13 (Travel, Transport & Tourism)

A13/010	01145	BRAZIL	EXPEDIA	EXPEDIA TRAVEL SERVICES	Y&R MEXICO	MEXICO	Y&R MEXICO	STARCOM MEDIAVEST GROUP Mexico	BLUE STUDIO Mexico City
A13/014	00940	TOO OLD FOR IBIZA	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNTLASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNTLASCARIS JOHANNESBURG		PRODUCE SOUND Johannesburg
A13/028	01450	THE FINDER	YATRA.COM	TRAVEL PORTAL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai		KSHITIJ STUDIOS New Delhi

A14 (Entertainment & Leisure)

A14/003	00215	MRS. NICKEL	WESTDEUTSCHE LOTTERIE	EUROJACKPOT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich		STUDIO FUNK Hamburg
A14/004	00217	GERO	WESTDEUTSCHE LOTTERIE	EUROJACKPOT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich		STUDIO FUNK Hamburg
A14/018	00689	MONEY	CINE LAS AMERICAS	CINE LAS AMERICAS	LATINWORKS Austin	USA	LATINWORKS Austin		PERSONAL MUSIC Miami
A14/056	01426	BIRTHDAY PARTY	LA JUGUETERIA HASBRO	GAME BOARD Pictionary	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA		30 SEGUNDOS Guatemala City
A14/057	01427	LONE RANGER	LA JUGUETERIA HASBRO	GAME BOARD Pictionary	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA		30 SEGUNDOS Guatemala City

A15 (Publications & Media)

A15/005	00031	SERIES+ _MAJORCR IMES_BOAT	TELEVISION BELL MEDIA	TV CHANNEL	BLEUBLANCROUGE Montreal	CANADA	BLEUBLANCROUGE Montreal		SONART Montreal
A15/006	00032	SERIES+ _MAJORCR IMES_GUN	TELEVISION BELL MEDIA	TV CHANNEL	BLEUBLANCROUGE Montreal	CANADA	BLEUBLANCROUGE Montreal		SONART Montreal
A15/007	00033	SERIES+ _MAJORCR IMES_KIDNAPPING	TELEVISION BELL MEDIA	TV CHANNEL	BLEUBLANCROUGE Montreal	CANADA	BLEUBLANCROUGE Montreal		SONART Montreal
A15/008	00034	SERIES+ _MAJORCR IMES_SHOVEL	TELEVISION BELL MEDIA	TV CHANNEL	BLEUBLANCROUGE Montreal	CANADA	BLEUBLANCROUGE Montreal		SONART Montreal
A15/009	00171	NATURE	BBC	WINTER OLYMPICS	RKCR Y&R London	UNITED KINGDOM	RKCR Y&R London	MEC London	BBC X TRAILS London
A15/025	00687	RIMBAUD	MARVIN	MARVIN	LATINWORKS Austin	USA	LATINWORKS Austin		PERSONAL MUSIC Miami
A15/029	00967	MAY DAY FOLEY	MULTICHOICE DSTV	DISCOVERY CHANNEL	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG		PRODUCE SOUND Johannesburg
A15/030	00970	HOEDOWN FOLEY	MULTICHOICE DSTV	DISCOVERY CHANNEL	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG		PRODUCE SOUND Johannesburg
A15/039	00562	DNA MUSIC	ABC CLASSIC FM	A19	EARDRUM AUSTRALIA Sydney	AUSTRALIA	EARDRUM AUSTRALIA		NOISE INTERNATIONAL Sydney
A15/049	01204	EXPENSIVE DRESS	LIBERO	FOOTBALL MAGAZINE	LOLA Madrid	SPAIN	LOLA Madrid		SIRENA Madrid

Shortlist (Radio Lions)

A15/065	01336	YMCA	BILLBOARD	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo		MARROQUINO MUSIC São Paulo
A15/066	01337	R.E.S.P.C.T	BILLBOARD	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo		MARROQUINO MUSIC São Paulo
A15/067	01338	BLACK OR WHITE	BILLBOARD	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo		MARROQUINO MUSIC São Paulo

A16 (Banking, Investment & Insurance)

A16/024	01015	PEDRO	COMMERCIAL INSURANCE	TRAVEL INSURANCE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		EARDRUM AUSTRALIA Sydney
A16/025	01019	TIMMY	COMMERCIAL INSURANCE	TRAVEL INSURANCE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		EARDRUM AUSTRALIA Sydney
A16/041	01112	CAMILA	STATE INSURANCE BANK	ROAD SAFETY	Y&R URUGUAY Montevideo	URUGUAY	Y&R URUGUAY Montevideo	MEC Montevideo	TONO Montevideo
A16/042	01113	RODRIGO	STATE INSURANCE BANK	ROAD SAFETY	Y&R URUGUAY Montevideo	URUGUAY	Y&R URUGUAY Montevideo	MEC Montevideo	TONO Montevideo

A18 (Commercial Public Services)

A18/018	00560	BRON	CIGNA	TV-TO-GO	DDB/DM9JAYMESYFU/DIGIT Makati City	THE PHILIPPINES	DDB/DM9JAYMESYFU/DIGI T Makati City		HIT PRODUCTIONS Makati City
A18/025	01420	BUSHES	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK		VISION POST New York
A18/026	01422	MAGIC	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK		VISION POST New York
A18/027	01424	SCREENSAVER	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK		VISION POST New York
A18/050	01274	YOU'RE FIRED!	YELLOW PAGES CHILE	WWW.PAGINASAMARILLAS.CL	LECHEMDB Santiago	CHILE	LECHEMDB Santiago	OMD CHILE Santiago	CLIO EXPRESS Santiago

A19 (Corporate Image)

A19/008	01370	LIFE IS MUSIC - EAT SLEEP RAVE REPEAT	STUDIO BRUSSELS	STUDIO BRUSSELS	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	VRT Brussels	SONICVILLE Brussels
A19/009	01373	LIFE IS MUSIC - SHOW ME LOVE	STUDIO BRUSSELS	STUDIO BRUSSELS	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	VRT Brussels	SONICVILLE Brussels

A20 (Public Health & Safety)

A20/020	00398	MELANOMA SPREADS	MELANOMA INSTITUTE AUSTRALIA	A20	DISCIPLE Sydney	AUSTRALIA	DISCIPLE Sydney	STARCOM MEDIAVEST GROUP Sydney	NYLON STUDIOS Sydney
A20/027	00979	MEETING - SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney	EARDRUM AUSTRALIA Sydney / SONG ZU Sydney
A20/028	00980	DAD - SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney	EARDRUM AUSTRALIA Sydney / SONG ZU Sydney
A20/029	00981	BALLET - SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney	EARDRUM AUSTRALIA Sydney / SONG ZU Sydney
A20/038	00262	HER GOODBYE	CAPEL	CAPEL	McCANN ERICKSON Santiago	CHILE	McCANN ERICKSON		CLIO EXPRESS Santiago
A20/039	00263	HIS GOODBYE	CAPEL	CAPEL	McCANN ERICKSON Santiago	CHILE	McCANN ERICKSON		CLIO EXPRESS Santiago
A20/041	01240	RADIOMETRIES	EXITO GROUP	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá		LAIKA Bogotá / DIREKTOR FILMS Bogotá

A21 (Public Awareness Messages)

A21/013	00363	HAPPY	TODO MEJORA FOUNDATION	TODO MEJORA FOUNDATION	TBWA\FREDERICK Santiago	CHILE	TBWA\FREDERICK Santiago		SOLO ESTUDIO Santiago
A21/021	01227	GUN MUSIC: LULLABY	NEWTOWN ACTION COMMITTEE	PUBLIC AWARENESS	Y&R New York	USA	Y&R New York		TO NEFARMER New York
A21/032	01198	TRAIN	MUMBAI POLICE	A21	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai		SOUNDS GOOD Mumbai
A21/038	01418	TOYS	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI GUN VIOLENCE ORGANIZATION	GREY NEW YORK	USA	GREY NEW YORK		VISION POST New York
A21/044	01276	POLICE STATION	MUKTI FOUNDATION	MUKTI FOUNDATION	JWT INDIA Mumbai	INDIA	JWT INDIA Mumbai		EARDRUM Mumbai

A22 (Fundraising, Donations & Appeals)

A22/021	00760	TSUNAMI	CHILEAN RED CROSS	RESTORING FAMILY LINKS	JWT CHILE Santiago	CHILE	JWT CHILE Santiago		PRODUCTORA MUSICAL CLIO Santiago
A22/042	00866	PROJECT ENGLISH DAY 2	ONE SCHOOL AT A TIME	NON-PROFIT ORGANISATION	JOE PUBLIC Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg		

Shortlist (Radio Lions)

A22/043	00867	PROJECT ENGLISH DAY 3	ONE SCHOOL AT A TIME	NON-PROFIT ORGANISATION	JOE PUBLIC Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg	
A22/045	00869	PROJECT ENGLISH DAY 5	ONE SCHOOL AT A TIME	NON-PROFIT ORGANISATION	JOE PUBLIC Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg	
A22/047	01334	RAISING VOICES	COLEGIO LAS LOMAS ORAL	COLEGIO LAS LOMAS ORAL	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	ORUGA CINE Buenos Aires

B01 (Use of Music and/or Sound Design)

B01/026	01012	LEBEAU	COMMERCIAL INSURANCE	TRAVEL INSURANCE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	EARDRUM AUSTRALIA Sydney	
B01/027	01016	PEDRO	COMMERCIAL INSURANCE	TRAVEL INSURANCE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	EARDRUM AUSTRALIA Sydney	
B01/028	01020	TIMMY	COMMERCIAL INSURANCE	TRAVEL INSURANCE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	EARDRUM AUSTRALIA Sydney	
B01/035	01231	GUN MUSIC: LULLABY	NEWTOWN ACTION COMMITTEE	PUBLIC AWARENESS	Y&R New York	USA	Y&R New York	TONEFARMER New York	
B01/036	01232	GUN MUSIC: MOZART	NEWTOWN ACTION COMMITTEE	PUBLIC AWARENESS	Y&R New York	USA	Y&R New York	TONEFARMER New York	
B01/056	01371	LIFE IS MUSIC - EAT SLEEP RAVE REPEAT	STUDIO BRUSSELS	STUDIO BRUSSELS	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	VRT Brussels	SONICVILLE Brussels
B01/073	01389	LISTEN TO YOUR LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MASSIVEMUSIC Amsterdam / MARURI PRODUCTIONS Guayaquil	
B01/074	01391	TOTAL ECLIPSE OF THE LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MASSIVEMUSIC Amsterdam / MARURI PRODUCTIONS Guayaquil	
B01/075	01393	DON'T GO BREAKING MY LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MASSIVEMUSIC Amsterdam / MARURI PRODUCTIONS Guayaquil	
B01/076	01395	SHAPE OF MY LIVER	NATURE'S GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MASSIVEMUSIC Amsterdam / MARURI PRODUCTIONS Guayaquil	

B02 (Scriptwriting)

B02/038	00380	MISINTERPRETED PHOTO: HUSBAND	SAMSUNG	SOUND & SHOT	CHEIL WORLDWIDE UAE Dubai	UNITED ARAB EMIRATES	CHEIL WORLDWIDE UAE Dubai	BKP Dubai	
B02/052	01013	LEBEAU	COMMERCIAL INSURANCE	TRAVEL INSURANCE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	EARDRUM AUSTRALIA Sydney	
B02/053	01017	PEDRO	COMMERCIAL INSURANCE	TRAVEL INSURANCE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	EARDRUM AUSTRALIA Sydney	
B02/054	01021	TIMMY	COMMERCIAL INSURANCE	TRAVEL INSURANCE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	EARDRUM AUSTRALIA Sydney	
B02/068	00969	MAY DAY FOLEY	MULTICHOICE DSTV	DISCOVERY CHANNEL	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG	PRODUCE SOUND Johannesburg	
B02/069	00972	HOEDOWN FOLEY	MULTICHOICE DSTV	DISCOVERY CHANNEL	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG	PRODUCE SOUND Johannesburg	
B02/070	00974	1. TELECONFERENCE	LUCOZADE	LUCOZADE ENERGY DRINK	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG	PRODUCE SOUND Johannesburg	
B02/071	00976	2. KIDS PARTY	LUCOZADE	LUCOZADE ENERGY DRINK	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG	PRODUCE SOUND Johannesburg	
B02/072	00978	3. ENRIQUE CONCERT	LUCOZADE	LUCOZADE ENERGY DRINK	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG	PRODUCE SOUND Johannesburg	
B02/099	01214	LIFE & DEATH IN NEW YORK	MAGNUM	MAGNUM CLASSIC	LOLA Madrid	SPAIN	LOLA Madrid	MINDSHARE London	NO PROBLEM Madrid / OEO MUSIC Madrid
B02/100	01216	LIFE & DEATH IN PARIS	MAGNUM	MAGNUM CLASSIC	LOLA Madrid	SPAIN	LOLA Madrid	MINDSHARE London	NO PROBLEM Madrid / OEO MUSIC Madrid
B02/108	01425	SCREENSAVER	DIRECTV	TELECOMMUNICATIONS	GREY NEW YORK	USA	GREY NEW YORK	VISION POST New York	

B04 (Use of Radio as a Medium)

B04/013	00356	HONEY	UPSTREAM ADVERTISING / HIPPO.CO.ZA	INSURANCE QUOTE COMPARISON	METROPOLITANREPUBLIC Johannesburg	SOUTH AFRICA	METROPOLITANREPUBLIC Johannesburg	SONOVISION STUDIOS Johannesburg
B04/014	00358	IGUANA	UPSTREAM ADVERTISING / HIPPO.CO.ZA	INSURANCE QUOTE COMPARISON	METROPOLITANREPUBLIC Johannesburg	SOUTH AFRICA	METROPOLITANREPUBLIC Johannesburg	SONOVISION STUDIOS Johannesburg

Shortlist (Radio Lions)

B04/015	00360	SJAMBOK	UPSTREAM ADVERTISING / HIPPO.CO.ZA	INSURANCE QUOTE COMPARISON	METROPOLITANREPUBLIC Johannesburg	SOUTH AFRICA	METROPOLITANREPUBLIC Johannesburg	SONOVISION STUDIOS Johannesburg
B04/033	01001	K9FM	MARS	PEDIGREE	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland	STARCOM NEW ZEALAND NZ RADIO TRAINING SCHOOL Auckland Auckland
B04/047	01241	RADIOMETRIES	EXITO GROUP	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá	LAIKA Bogotá / DIREKTOR FILMS Bogotá
B04/048	01291	RADIO BIKE LANE	MEDIACORP RADIO	RADIO STATIONS	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE	FREEFLOW PRODUCTIONS SINGAPORE
B04/050	01335	RAISING VOICES	COLEGIO LAS LOMAS ORAL	COLEGIO LAS LOMAS ORAL	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	ORUGA CINE Buenos Aires
B04/056	01024	SEE, YOU DO SNORE	GSK	BREATHE RIGHT	GREY GROUP CANADA Toronto	CANADA	GREY GROUP CANADA Toronto	EGGPLANT COLLECTIVE Toronto
B04/062	00283	ZZZ RADIO - PAMPERS	P&G DISTRIBUTING PHILIPPINES, INC.	PAMPERS DIAPERS	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila	
B04/077	01456	SPOT AGAINST SILENCE	AMNESTY INTERNATIONAL	HUMAN RIGHTS PROTECTION	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	SILENCE Rio de Janeiro

Total Entries: 146