

Title	Advertiser/Client	Product/Service	Entrant Company	Country	Production Company	Country
A01 Food						
TENNIS UK	MARS - MARS CHOCOLATE DEUTSCHLAND	MARS MINI BARS	BBDO GROUP GERMANY, Dusseldorf *	GERMANY	TWIN FILM, Munich / BBDO CRAFTWORK, Dusseldorf	GERMANY
PEANUTS REBELLION	MARS	SNICKERS®	BBDO RUSSIA GROUP, Moscow *	RUSSIA	BAZELEVS, Moscow	RUSSIA
A02 Drinks (Alcoholic & Non-Alcoholic)						
ONLY ORDINARY BY NAME	HEINEKEN - JOHN SMITH'S	JOHN SMITH'S	ADAM&EVEDDB, London *	UNITED KINGDOM	SOMESUCH, London	UNITED KINGDOM
FIND YOUR FLOW	LUCOZADE RIBENA SUNTORY	LUCOZDE ENERGY	GREY LONDON *	UNITED KINGDOM	PARK PICTURES, London	UNITED KINGDOM
A03 Household, Home Appliances & Furnishings, Home Electronics & Audio-Visual						
URBAN DEER	CANON	CANON	J. WALTER THOMPSON, London *	UNITED KINGDOM	ACADEMY FILMS, London	UNITED KINGDOM
A04 Cosmetics & Beauty, Toiletries and Pharmacy						
SHOES	JUVA SANTÉ	MERCUROCHROME	HAVAS 360, Puteaux *	FRANCE	OPEN HOUSE, Los Angeles	USA
A05 Clothing, Footwear & Accessories						
PIERRE	SAMDEX	THE NEW SAMSONITE COLLECTION	JANDL, Bratislava *	SLOVAK REPUBLIC	EALLIN, Bratislava / EALLIN, Prague	SLOVAK REPUBLIC / CZECH REPUBLIC
STEVE	SAMDEX	THE NEW SAMSONITE COLLECTION	JANDL, Bratislava *	SLOVAK REPUBLIC	EALLIN, Bratislava / EALLIN, Prague	SLOVAK REPUBLIC / CZECH REPUBLIC
MELVIN	SAMDEX	THE NEW SAMSONITE COLLECTION	JANDL, Bratislava *	SLOVAK REPUBLIC	EALLIN, Bratislava / EALLIN, Prague	SLOVAK REPUBLIC / CZECH REPUBLIC
A07 Cars & Automotive Services						
MECHANICS	AUDI	AUDI SERVICE	THJNK, Berlin *	GERMANY	@radical.media, Berlin	GERMANY
SHOCK	DAIMLER	SMART 453 FORFOUR	BBDO GROUP GERMANY, Berlin *	GERMANY	ANORAK RADICAL MEDIA, Berlin / SLAUGHTERHOUSE, Berlin	GERMANY
A08 Retail Stores, Restaurants & Fast Food Outlets						
MONTY'S CHRISTMAS	JOHN LEWIS PARTNERSHIP	CHRISTMAS	ADAM&EVEDDB, London *	UNITED KINGDOM	BLINK PRODUCTIONS, London	UNITED KINGDOM
POPOV, THE CLOWN	McDONALD'S GERMANY	McDONALD'S	THJNK, Hamburg *	GERMANY	TEMPOMEDIA, Frankfurt	GERMANY
HARRY	McDONALD'S	FAVOURITES	LEO BURNETT LONDON *	UNITED KINGDOM	BOLD PRODUCTIONS, London	UNITED KINGDOM
LONELY HEARTS	McDONALD'S	McDONALD'S	LEO BURNETT LONDON *	UNITED KINGDOM	BOLD PRODUCTIONS, London	UNITED KINGDOM
BABEL-THERE IS ALWAYS A JOB TO BE DONE.	HORNBAACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin *	GERMANY	TRIGGER HAPPY PRODUCTIONS, Berlin	GERMANY
SHEPERD	HAGEBAUMARKT	DIY STORE	THJNK, Hamburg *	GERMANY	TEMPOMEDIA, Frankfurt	GERMANY
PAINT-BRUSH	HAGEBAUMARKT	DIY STORE	THJNK, Hamburg *	GERMANY	TEMPOMEDIA, Frankfurt	GERMANY
DROPS OF BLOOD	HAGEBAUMARKT	DIY STORE	THJNK, Hamburg *	GERMANY	TEMPOMEDIA, Frankfurt	GERMANY
SUMMER CAMP	IKEA FRANCE	HOME FURNISHING	BUZZMAN, Paris *	FRANCE	BIG, Paris / SCHMOOZE, Paris	FRANCE
A09 Travel, Transport & Tourism, Entertainment & Leisure						
IMAGINE	S7 AIRLINES	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM *	THE NETHERLANDS	SMUGGLER, London	UNITED KINGDOM
ANAGRAM LOVERS	MATTEL	SCRABBLE	LOLA / MULLEN LOWE GROUP, Madrid *	SPAIN	LANDIA, Buenos Aires	ARGENTINA
A10 Publications & Media						
UNICORNS	CANAL+	CANAL+	BETC, Paris *	FRANCE	SOIXANTE QUINZE, Paris	FRANCE
INVISIBLE WOMEN	FRANCE 5	INVISIBLE WOMEN (TRAILER)	PUBLICIS CONSEIL, Paris *	FRANCE	WANDA PRODUCTIONS, Saint-Denis La Plaine Cedex	FRANCE
A11 Financial Products & Services						
TINY DANCER	JOHN LEWIS FINANCIAL SERVICES	PREMIER HOME INSURANCE	ADAM&EVEDDB, London *	UNITED KINGDOM	BLINK PRODUCTIONS, London	UNITED KINGDOM
WELCOME	CENTRAAL BEHEER ACHMEA	INSURANCE	DDB & TRIBAL WORLDWIDE AMSTERDAM *	THE NETHERLANDS		
SURPRISE	CENTRAAL BEHEER ACHMEA	INSURANCE COMPANY	DDB & TRIBAL WORLDWIDE AMSTERDAM *	THE NETHERLANDS		
CAR	UBS SCHWEIZ	UBS RETIREMENT CHECK	PUBLICIS COMMUNICATIONS SCHWEIZ, Zürich *	SWITZERLAND	PUMPKIN FILM, Zürich	SWITZERLAND
CLUB	UBS SCHWEIZ	UBS RETIREMENT CHECK	PUBLICIS COMMUNICATIONS SCHWEIZ, Zürich *	SWITZERLAND	PUMPKIN FILM, Zürich	SWITZERLAND
SCROLL	UBS SCHWEIZ	UBS RETIREMENT CHECK	PUBLICIS COMMUNICATIONS SCHWEIZ, Zürich *	SWITZERLAND	PUMPKIN FILM, Zürich	SWITZERLAND
A13 Commercial Public Services						
GOOGLE YEAR IN SEARCH	GOOGLE	ONLINE FILM	R/GA LONDON *	UNITED KINGDOM		
LICK YOUR LIPS	DJUICE	BRAND	TRY/APT/POL, Oslo *	NORWAY	ANIMASJONSDEPARTEMENTET, Oslo / VERDENS STERKESTE MANN, Oslo	NORWAY
A15 Charities, Public Health, Safety & Awareness Messages						
WOMAN	INPES	ANTI-TOBACCO	DDB PARIS *	FRANCE	EXCUSE MY FRENCH, Paris / THE, Paris	FRANCE
AFTENPOSTEN STROKE VERSION	NORWEGIAN AIR AMBULANCE	EMERGENCY HEALTH CARE	TRY/APT/POL, Oslo *	NORWAY	BACON OSL, Oslo / EINAR FILM & FORTELLINGER, Oslo	NORWAY
TELENOR STROKE VERSION	NORWEGIAN AIR AMBULANCE	EMERGENCY HEALTH CARE	TRY/APT/POL, Oslo *	NORWAY	BACON OSL, Oslo / EINAR FILM & FORTELLINGER, Oslo	NORWAY
THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	FCB INFERNO, London *	UNITED KINGDOM	SOMESUCH, London	UNITED KINGDOM
#MAKEACHILDCRY	MÉDECINS DU MONDE	MÉDECINS DU MONDE	DDB PARIS *	FRANCE	MAGALI FILMS, Paris / STUDIO 5, Paris	FRANCE
THE UNDOBBER TRUTH	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels *	BELGIUM	CAVIAR, London	UNITED KINGDOM
50TH ANNIVERSARY	DEPARTMENT FOR TRANSPORT	THINK	AMVBBDO, London *	UNITED KINGDOM	ROGUE, London	UNITED KINGDOM

ELLEEMAE	MUMSNET	EDUCATION INITIATIVE: TEACH YOUR KIDS TO DIAL 999	GREY LONDON *	UNITED KINGDOM	ACADEMY FILMS, London	UNITED KINGDOM
B01 Internet Film						
SWEARING KIDS	DAIMLER / SMART	SMART FORFOUR	BBDO GROUP GERMANY, Berlin *	GERMANY	ANORAK RADICAL MEDIA, Berlin	GERMANY
I SKIP LEG DAY	MERCEDES-BENZ CARS VERTRIEB DEUTSCHLAND	SMART EBIKE	BBDO GROUP GERMANY, Berlin *	GERMANY	BIGFISH FILMPRODUKTION, Berlin	GERMANY
SHOPLIFTERS	HARVEY NICHOLS	LOYALTY APP	ADAM&EVEDDB, London *	UNITED KINGDOM	BLINK PRODUCTIONS, London	UNITED KINGDOM
TIME TO PLAY BALL	MARS	TEMPTATIONS TUMBLERS	ADAM&EVEDDB, London *	UNITED KINGDOM	P FOR PRODUCTION, London	UNITED KINGDOM
THE EYES OF A CHILD	ASSOCIATION NOEMI	DISABILITIES ASSOCIATION	LEO BURNETT FRANCE, Paris *	FRANCE	LES TÉLÉCRÉATEURS, Paris	FRANCE
THE SOUND OF DEATH	UNICEF	PUBLIC AWARENESS MESSAGE	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	ACNE PRODUCTION, Stockholm	SWEDEN
WE ARE SURVIVORS	RFSL DALARNA AND HIV-SWEDEN	HIV- AND LGBT-INFORMATION	MAGIC CIRCLE, Stockholm *	SWEDEN	PAPERCUT FILM, Stockholm	SWEDEN
TASTE THE TRANSLATION	ELAN	TRANSLATOR	J. WALTER THOMPSON AMSTERDAM *	THE NETHERLANDS	DPPLR, Amsterdam	THE NETHERLANDS
1914	SAINSBURY'S	SAINSBURY'S SUPERMARKET	AMVBBDO, London *	UNITED KINGDOM	RATTLING STICK, London	UNITED KINGDOM
B02 Viral Film						
A GREAT DAY	WIND TELECOMUNICAZIONI	WIND	OGILVY & MATHER, Milan *	ITALY	ENORMOUS FILMS, Milan	ITALY
KEYNOTE PRESENTATION	PROTONET	PROTONET SERVER	KOLLE REBBE, Hamburg *	GERMANY	HARVEST DIGITAL AGRICULTURE, Hamburg	GERMANY
B03 Branded Content & Entertainment Film						
DEFROST DINNERS	ELECTRABEL	ENERGY SUPPLIER	FAMOUS BRUSSELS *	BELGIUM	WOESTIJNVIS, Vilvoorde	BELGIUM
BUSINESS LIKE A SWEDE	TCO	UNIONS	ANR BBDO, Stockholm *	SWEDEN	CALLBOY, Stockholm	SWEDEN
SAMSUNG EMOTION PROJECT	SAMSUNG ELECTRONICS ITALIA	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT ITALY, Milan *	ITALY	BEDESCHI FILM, Milan	ITALY
SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS, London *	UNITED KINGDOM	SMUGGLER, London / MARSHALL STREET EDITORS, London	UNITED KINGDOM
RISE PHILIPPINES	NIKE	NIKE BASKETBALL	AKQA, London *	UNITED KINGDOM	FIRECRACKER FILMS, London / PITCH & SYNC, London	UNITED KINGDOM
B04 Screens & Events						
CHILDREN ABOUT BANKERS	FEBELFIN (FEDERATION OF BELGIAN BANKS)	EUROPEAN CONVENTION OF BANKERS	DUVAL GUILLAUME, Antwerp *	BELGIUM	BORGERHOFF & LAMBERIGTS, Leuven	BELGIUM
NOW IT IS OUR TURN TO WALK	NORWEGIAN CHURCH AID	THE WATER PROJECT	TRY/APT/POL, Oslo *	NORWAY		