

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Foods &amp; Drinks</b>				
PUT ON A PANTO	BRITVIC	ROBINSONS	BBH, London	UNITED KINGDOM
MEXICO VIA PACIFICO	CREATURE	PACIFICO BEER	CREATURE, Seattle	USA
ASYLUM 626	FRITO-LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
SHIRITORI-RING	TAKAHASHI SHUZOH CO.	TAKAHASHI SHUZOH	OGILVY & MATHER JAPAN, Tokyo	JAPAN
SERENADING UNICORN	WRIGLEY	JUICY FRUIT GUM	EVOLUTION BUREAU, San Francisco	USA
GOLDEN GRANT	GENERAL MILLS	GOLDEN GRAHAMS	McCANN ERICKSON NEW YORK	USA
DORITOS VIRALOCITY	FRITO LAY CANADA	DORITOS	BBDO PROXIMITY CANADA, Toronto	CANADA
KING OF CANNES	ANHEUSER-BUSCH INBEV	STELLA ARTOIS	UNIT 9, London	UNITED KINGDOM
I'M HERE	ABSOLUT VODKA	ABSOLUT VODKA	GREAT WORKS, Stockholm	SWEDEN
WORLD	DIAGEO	DRAUGHT GUINNESS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
DOLLAR HOLIDAY	BURGER KING	DOUBLE CHEESEBURGER	CRISPIN PORTER + BOGUSKY, Boulder	USA
ABSOLUT ROCK EDITION	THE ABSOLUT COMPANY	ABSOLUT VODKA	GREAT WORKS, Stockholm	SWEDEN
<b>A02 Automotive Products &amp; Services</b>				
ECO GRAND PRIX	HONDA MOTOR CO.	HONDA INSIGHT	DRILL, Tokyo	JAPAN
PUBLIC POLO	VOLKSWAGEN	VOLKSWAGEN POLO	ACHTUNG!, Amsterdam	THE NETHERLANDS
ONE THING LEADS TO ANOTHER	FIAT	NEW DOBLÒ 2010	AGÊNCIACLICK ISOBAR, São Paulo	BRAZIL
SHOCKING BARACK	BRAMMO	ENERTIA	CRISPIN PORTER + BOGUSKY, Boulder	USA
IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM
THE FUN THEORY	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN
<b>A04 Healthcare &amp; Medical</b>				
LONG LIVE LIFE	APOTEK HJÄRTAT	PHARMACY CHAIN	ÅKESTAM HOLST, Stockholm	SWEDEN
OFFICE PONG	NOVARTIS	VOLTAREN	SAATCHI & SAATCHI, Frankfurt	GERMANY
<b>A05 Clothing, Footwear &amp; Accessories</b>				
SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA, Göteborg	SWEDEN
LAB ULTRA LIGHT DOWN	UNIQLO	WINTER JACKETS	MOUNT, Tokyo	JAPAN
UNIQLO CALENDAR	UNIQLO	BRAND PROMO	PROJECTOR, Tokyo	JAPAN
ADISYNTH	ADIDAS	ALL BLACKS SPONSORSHIP	TBWATEQUILA\DIGITAL\SHIFT, Auckland	NEW ZEALAND
COLLECTION TOKYO 2009	UNIQLO	UNIQLO	DENTSU, Tokyo	JAPAN
<b>A06 Other Consumer Products (including Durable Goods)</b>				
SAMSUNG SHAKEDOWN	SAMSUNG	SAMSUNG B2100	FROM STOCKHOLM WITH LOVE, Stockholm	SWEDEN
VERBATIM CHAMPIONSHIP	MITSUBISHI KAGAKU MEDIA CO.	VERBATIM STORAGE MEDIA	IMG SRC, Tokyo	JAPAN
SWEDEN'S SLEEPIEST CONTEST	IKEA	SULTAN BEDS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
FREE YOUR DANCE	JABRA	HALO	ZUPA, Copenhagen	DENMARK

IS PARADE	KDDI CORPORATION	IS SERIES	HAKUHODO, Tokyo	JAPAN
<b>A07 Financial Services</b>				
HALF A BEETLE FOR RAFFLE	UNIBANCO	UNIBANCO BANK	F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL
<b>A08 Travel, Entertainment &amp; Leisure</b>				
WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
HAIL THE VILLAIN	RUNE ENTERTAINMENT/COALITION ENTERTAINMENT/WARNER	HAIL THE VILLAIN	GRAND CREATIVE, Toronto	CANADA
SOUNDS OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	JUNG von MATT, Hamburg	GERMANY
SIMPLE MACHINES	THE MUSEUM OF SCIENCE & INDUSTRY	THE MUSEUM OF SCIENCE & INDUSTRY	UNIT 9, London	UNITED KINGDOM
MARK BRADFORD	THE WEXNER CENTER FOR THE ARTS	MARK BRADFORD EXHIBITION	RESOURCE INTERACTIVE, Columbus	USA
<b>A09 Retail &amp; E-Commerce, including Restaurants</b>				
EXPENSE-A-STEAK	MALONEY & PORCELLI	RESTAURANT	WALRUS, New York	USA
SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT STORES	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST, Stockholm	SWEDEN
TWELPFORCE	BEST BUY	BEST BUY	CRISPIN PORTER + BOGUSKY, Boulder	USA
BK.COM	BURGER KING	BURGER KING	CRISPIN PORTER + BOGUSKY, Boulder	USA
NIKEID. GENERATOR - HARAJUKU	NIKE JAPAN	NIKE HARAJUKU (FLAGSHIP STORE)	BEACON COMMUNICATIONS, Tokyo	JAPAN
<b>A10 Publications &amp; Media</b>				
JOHNNY CASH PROJECT	AMERICAN RECORDINGS/LOST HIGHWAY	'AIN'T NO GRAVE' ALBUM	@radical.media, New York	USA
ETERNAL MOONWALK	STUDIO BRUSSELS	STUDIO BRUSSELS	MORTIERBRIGADE, Brussels	BELGIUM
<b>A11 Business Products &amp; Services</b>				
PULPLABS	SÖDRA CELL	PAPERPULP	GARBERGS REKLAMBYRÅ, Stockholm	SWEDEN
<b>A12 Advertising &amp; Media</b>				
BOONE OAKLEY	BOONE OAKLEY	ADVERTISING AGENCY	BOONEOAKLEY, Charlotte	USA
OMMWRITER	HERRAIZ SOTO & CO	SELF PROMOTION TOOL	HERRAIZ SOTO, Barcelona	SPAIN
HEY! THAT'S MY AD	PORTFOLIO NIGHT	PORTFOLIO NIGHT 8	LEO BURNETT IBERIA, Madrid	SPAIN
CPB GROUP	CRISPIN PORTER + BOGUSKY	CRISPIN PORTER + BOGUSKY	CRISPIN PORTER + BOGUSKY, Boulder	USA
<b>A13 Commercial Public Services</b>				
DIGITAL INVADERS	DIGITAL INVADERS	SCHOOL	GRUPO W, Saltillo	MEXICO
YELLOW CHOCOLATE	YELLOW PAGES	YELLOW	COLENZO BBDO, Auckland	NEW ZEALAND
ORANGE FRIEND-O-METER	ORANGE	ORANGE MOBILE	FALLON LONDON	UNITED KINGDOM
<b>A14 Charities, Public Health &amp; Safety, Public Awareness Messages</b>				
STANISLAV	GOVERNMENT/MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG, Amsterdam	THE NETHERLANDS
LOVE LETTERS TO THE FUTURE	XENOPHILE MEDIA/GREENPEACE INTERNATIONAL	ALTERNATE REALITY GAME	XENOPHILE MEDIA, Toronto	CANADA
WATERLIFE	NATIONAL FILM BOARD OF CANADA	DRINKING WATER AWARENESS	JAM3 MEDIA, Toronto	CANADA
1 MILLION CLICKS AGAINST POVERTY	AMNESTY INTERNATIONAL	DEFENSE OF HUMAN RIGHTS	AIR, Brussels	BELGIUM
LIVE RESCUE	COASTGUARD NZ	COASTGUARD NZ	TRIBAL DDB, Auckland	NEW ZEALAND

SUMMIT ON THE SUMMIT	HP	GLOBAL CLEAN WATER CRISIS AWARENESS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
DRIVE THE MOBILOMBO	BISCHOEFLICHES HILFSWERK MISEREOR	INTERACTIVE CHARITY HOTLINE	KOLLE REBBE, Hamburg	GERMANY
DONATE WORDS	MARIO PENNA ONCOLOGY INSTITUTE	HOPE FOR CANCER PATIENTS	RC COMUNICAÇÃO, Belo Horizonte	BRAZIL
PEE IN THE SHOWER	SOS ATLANTIC FOREST FOUNDATION	PRESERVATION OF NATIONAL RESOURCES	F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL
THE LOTTERY OF LIFE	SAVE THE CHILDREN SWEDEN	SAVE THE CHILDREN ORGANISATION	LOWE BRINDFORS, Stockholm	SWEDEN
<b>A15 Corporate Information</b>				
VIRTUAL STRIKE	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	FAMOUS, Brussels	BELGIUM
BRIGHTDANCING	TALKTALK	X FACTOR SPONSORSHIP	CHI & PARTNERS, London	UNITED KINGDOM
O2 BE THE DIFFERENCE	O2 TELEFÓNICA IRELAND	TELECOMMUNICATIONS	BRANDO, Dublin	IRELAND
ASTRONAUTS	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE, Paris	FRANCE
WORLD CUP	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE, Paris	FRANCE
<b>A16 Miscellaneous</b>				
HANDWRITING	COMERCIAL ARGE	PILOT PEN	GREY ESPAÑA, Barcelona	SPAIN
<b>B01 Best Digitally Led Integrated Campaign</b>				
4320 LA/SYD	V AUSTRALIA	V AUSTRALIA	DROGA5 AUSTRALIA, Sydney	AUSTRALIA
OCEAN RECON	DEFENCE FORCE RECRUITING	SUBMARINER JOBS	VISUAL JAZZ, Melbourne	AUSTRALIA
HIGHWAY TO HELL	ELECTRONIC ARTS	DANTE'S INFERNO VIDEO GAME	WIEDEN+KENNEDY, Portland	USA
SUMMIT ON THE SUMMIT	HP	GLOBAL CLEAN WATER CRISIS AWARENESS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
HBO IMAGINE	HBO	TELEVISION SERVICE	BBDO NEW YORK	USA
BABY ELEPHANT	ANTWERP ZOO	ZOO	BOONDOGGLE, Leuven	BELGIUM
WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR, Stockholm	SWEDEN
UNIQLO CALENDAR	UNIQLO	BRAND PROMO	PROJECTOR, Tokyo	JAPAN
RECODE DECODE	THE VICTORIA AND ALBERT MUSEUM	DECODE DIGITAL DESIGN	SAINT, London	UNITED KINGDOM
BORN TO FIT	GAP	CLOTHING / DENIM JEANS	AKQA, San Francisco	USA
TWEETBOOKS	GANDHI BOOKSTORES	BOOKSTORES	OGILVY MEXICO	MEXICO
A HUNDRED LOVERS	DIESEL	SPRING/SUMMER CATALOGUE	ANOMALY UK, LONDON	UNITED KINGDOM
LOVE PROJECT	STARBUCKS & (RED)™	STARBUCKS & (RED)™	BBDO NEW YORK	USA
TRUE CITY	NIKE	NIKE TRUE CITY	AKQA, London	UNITED KINGDOM
PUBLIC POLO	VOLKSWAGEN	VOLKSWAGEN POLO	ACHTUNG!, Amsterdam	THE NETHERLANDS
THE GTI PROJECT	VOLKSWAGEN UK	VOLKSWAGEN GTI MK VI	DDB UK, London	UNITED KINGDOM
REFRESH	PEPSI	PEPSI	TBWA\CHIAT\DAY LA	USA
HOW HETERO?	STOCKHOLM PRIDE	GAY FESTIVAL	ÅKESTAM HOLST, Stockholm	SWEDEN
FLYNN LIVES!	DISNEY	TRON LEGACY	42 ENTERTAINMENT, Pasadena	USA
REPLAY	GATORADE	GATORADE	TBWA\CHIAT\DAY LA	USA
BRAND JOURNALISM	MICROSOFT	BIEB	JWT, New York	USA
RECRUITMENT 2009	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	SWEDEN

THE FUN THEORY	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN
<b>C01 Foods and Drinks</b>				
BEATBOX	PERFETTI VAN MELLE	MENTOS	BBH, London	UNITED KINGDOM
CROUSTI EXPRESS	FINDUS FRANCE	EXPRESS MEALS	GREY PARIS	FRANCE
PLANTS	DIAGEO	CACIQUE	DOUBLEYOU, Barcelona	SPAIN
<b>C02 Automotive Products &amp; Services</b>				
SPORTS CAR FROM STUTT GART	MERCEDES-BENZ	SLS AMG WING-DOOR MODEL	ELEPHANT SEVEN, Hamburg	GERMANY
CREATE YOUR OWN BANNER	BMW GROUP	BMW Z4 ROADSTER	PLAN.NET, Munich	GERMANY
ROAD GRIP	DEKKMESTERN	TYRE DEALERSHIP	MEDIAFRONT, Oslo	NORWAY
FALL	RENAULT ITALIA	MÉGANE SPOR TOUR	SAATCHI & SAATCHI	ITALY
BABY BOOM	RENAULT	AUTOMOTIVE	PUBLICIS NET, Paris	FRANCE
FOX INSIDE OUT	VOLKSWAGEN	FOX	ALMAPBBDO, São Paulo	BRAZIL
<b>C03 Cosmetics, Beauty &amp; Toiletries</b>				
SCENTED BANNER	NATURA	KAIK FRAGRANCE	ID\TBWA, São Paulo	BRAZIL
VHA	UNILEVER	AXE	BBH, New York	USA
WAKE UP & STAY ALERT	UNILEVER	AXE RISE	BBH, New York	USA
<b>C06 Other Consumer Products</b>				
RESIZE-A-ROOM	IKEA	IKEA	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
MUSICAL SHELVES	IKEA	BENNO CD & DVD TOWER	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
TINY THINGS MAKE A BIG DIFFERENCE	IKEA	FURNITURE DEALER	MEDIAFRONT, Oslo	NORWAY
SECOND OPINION	APPLE	MAC	MEDIA ARTS LAB, Los Angeles	USA
<b>C07 Financial Services</b>				
ZOOM	DALE ALCOCK HOMES	NEW HOME BUILDER	LONGTAIL, PERTH	AUSTRALIA
FIRE	EXITO	INSURANCE	SANCHO BBDO COLOMBIA, Bogotá	COLOMBIA
<b>C08 Travel, Entertainment &amp; Leisure</b>				
MASSAGE	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
BECOMING	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
BEAUTY SLEEP	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
FIVE THINGS	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
IMPATIENT	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
<b>C09 Retails &amp; E-Commerce, incl. Restaurants</b>				
VALUE MENU	BURGER KING	VALUE MENU	CRISPIN PORTER + BOGUSKY, Boulder	USA
LAMP	IKEA DEUTSCHLAND	IKEA	GRABARZ & PARTNER, Hamburg	GERMANY
<b>C10 Publications &amp; Media</b>				
THE PACIFIC	CANAL+	THE PACIFIC TV SERIES	SHACKLETON, Madrid	SPAIN
<b>C11 Business Products &amp; Services</b>				
NOW CLOCK	SPRINT	MOBILE PHONE	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
NEW YORK TIMES TAKE OVER	CISCO	VIDEO COMMUNICATION	OGILVY WEST, Culver City	USA
LOVE	FEDEX	COURIER SERVICES	DDB BRASIL, São Paulo	BRAZIL
<b>C12 Advertising &amp; Media</b>				

SOUND IMPRESSIONS	GENETIX SOUND STUDIO	SOUND STUDIO	CHANGE INTEGRATED, Warsaw	POLAND
<b>C14 Charities, Public Health &amp; Safety, Public Awareness</b>				
NEW YEAR	GOVERNMENT/MINISTRY OF HOME AFFAIRS	SAFER STREETS	KONG, Amsterdam	THE NETHERLANDS
BATTERED WOMAN'S SHELTER	WIENER FRAUENHÄUSER	WOMEN'S SHELTER	DRAFTFCB PARTNERS, Vienna	AUSTRIA
RECYCLE BIN	UN WORLD FOOD PROGRAMME	UN WORLD FOOD PROGRAMME	SERVICEPLAN, Munich	GERMANY
TURN AROUND	BARNARDO'S	CHARITY	BBH, London	UNITED KINGDOM
GRAFFITI	AIDES	AIDES	TBWA\PARIS	FRANCE
<b>D01 Best Copywriting</b>				
NIGHTVIEW	DAIMLER	MERCEDES-BENZ	SCHOLZ & VOLKMER, Wiesbaden	GERMANY
TWEETBOOKS	GANDHI BOOKSTORES	BOOKSTORES	OGILVY MEXICO	MEXICO
DOLLAR HOLIDAY	BURGER KING	DOUBLE CHEESEBURGER	CRISPIN PORTER + BOGUSKY, Boulder	USA
THE MAN WHO WALKED AROUND THE WORLD	DIAGEO	JOHNNIE WALKER	BBH, London	UNITED KINGDOM
<b>D02 Best Music/Sound Design</b>				
SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA, Göteborg	SWEDEN
GRAFFITI	AIDES	AIDES	TBWA\PARIS	FRANCE
PARALLEL LINES	PHILIPS	CINEMA 21:9 TV	TRIBAL DDB AMSTERDAM	THE NETHERLANDS
VHA	UNILEVER	AXE	BBH, New York	USA
SOUNDS OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	JUNG von MATT, Hamburg	GERMANY
SOUND IMPRESSIONS	GENETIX SOUND STUDIO	SOUND STUDIO	CHANGE INTEGRATED, Warsaw	POLAND
NIKE MUSIC SHOE	NIKE JAPAN	NIKE FREE RUN+	WIEDEN+KENNEDY TOKYO	JAPAN
SYMPHONIA DIGITAL	VODAFONE	VODAFONE	COLENZO BBDO, Auckland	NEW ZEALAND
SINGING TWEET	KDDI CORPORATION	IIDA	GROUND, Tokyo	JAPAN
<b>D03 Animation</b>				
RUO AND RUCO	MARUI	SHINJUKU MARUI DEPARTMENT STORE	DRILL, Tokyo	JAPAN
VERBATIM CHAMPIONSHIP	MITSUBISHI KAGAKU MEDIA	VERBATIM STORAGE MEDIA	IMG SRC, Tokyo	JAPAN
WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
AND THEN THERE WAS SALSA	FRITO-LAY	TOSTITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
ADIDAS TEAMGEIST	ADIDAS	ADIDAS	NORTH KINGDOM, Skelleftea	SWEDEN
RECODE DECODE	THE VICTORIA AND ALBERT MUSEUM	DECODE EXHIBITION	SAINT, London	UNITED KINGDOM
<b>D04 Interface &amp; Navigation</b>				
PHOTOGRAPHS TIME:LINE	HIROSHI SEO	PHOTOGRAPHY STUDIO	MURAKAMI DESIGN OFFICE, Tokyo	JAPAN
HBO IMAGINE	HBO	TELEVISION SERVICE	BBDO NEW YORK	USA
SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA, Göteborg	SWEDEN
WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
SUMMIT ON THE SUMMIT	HP	COMPUTER	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
GRIP LIMITED	GRIP LIMITED	ADVERTISING AGENCY	GRIP LIMITED, Toronto	CANADA
ARE YOU ON THE LIST?	NISSAN EUROPE	NISSAN CUBE	DNA, Neuilly-sur-Seine	FRANCE

JOHANNES LEONARDO	JOHANNES LEONARDO	CREATIVE AGENCY	JOHANNES LEONARDO, New York	USA
APPIE FROM ALBERT HEIJN	ALBERT HEIJN	SUPERMARKET	ICEMOBILE, Amsterdam	THE NETHERLANDS
THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
<b>D05 Illustration and Graphic Design</b>				
SPACE ODDITY	MICHELBERGER HOTEL	MICHELBERGER HOTEL	MICHELBERGER HOTEL, BERLIN	GERMANY
WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
ADIDAS TEAMGEIST	ADIDAS	ADIDAS	NORTH KINGDOM, Skelleftea	SWEDEN
TRUE CITY	NIKE	NIKE TRUE CITY	AKQA, London	UNITED KINGDOM
ADMIRABLE WORLD	FORD	FORD EDGE	JWT BRAZIL, São Paulo	BRAZIL
STRANGE DAYS	FORD	FORD RANGER	JWT BRAZIL, São Paulo	BRAZIL
THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
<b>D06 Photography</b>				
MUSEUM OF POWER	PUMA	PUMA FOOTBALL POWER LINE	SYRUP, New York	USA
THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
<b>D07 Best Use of Video</b>				
HBO IMAGINE	HBO	TELEVISION SERVICE	BBDO NEW YORK	USA
SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA, Göteborg	SWEDEN
RECRUITMENT 2009	SWEDISH ARMED FORCES	RECRUITMENT	NORTH KINGDOM, Skelleftea	SWEDEN
JACK AND SUZY WELCH	MICROSOFT	IT'S EVERYBODY'S BUSINESS SHOW	JWT, New York	USA
UNIQLO CALENDAR	UNIQLO	BRAND PROMO	PROJECTOR, Tokyo	JAPAN
PARALLEL LINES	PHILIPS	CINEMA 21:9 TV	TRIBAL DDB AMSTERDAM	THE NETHERLANDS
ANNIE MICHAEL	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE, Paris	FRANCE
ASTRONAUTS	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE, Paris	FRANCE
WORLD CUP	LOUIS VUITTON	LUXURY & FASHION PRODUCTS	OGILVY FRANCE, Paris	FRANCE
FAN VIDEO	MYSPACE	MYSPACE MUSIC	BBH, London	UNITED KINGDOM
<b>E01 Mobile Advertising</b>				
INTERACTIVE CATALOGUE	IKEA	IKEA	MOBILE DREAMS FACTORY, Madrid	SPAIN
SEER WIMBLEDON	IBM	INNOVATIVE SOLUTIONS	OGILVYONE, London	UNITED KINGDOM
REAL RACING GTI	VOLKSWAGEN	2010 GTI	AKQA, Washington	USA
AUTOTRADER	TRADER MEDIA GROUP	AUTOTRADER	SAPIENTNITRO, Miami	USA
IHOBO	DEPAUL UK	YOUTH HOMELESS CHARITY	PUBLICIS, London	UNITED KINGDOM
BORN TO FIT	GAP	CLOTHING/DENIM JEANS	AKQA, San Francisco	USA
TRUE CITY	NIKE	NIKE TRUE CITY	AKQA, London	UNITED KINGDOM
RED FLAG	VF APPAREL	THE NORTH FACE	OGILVY SHANGHAI	CHINA
PHONEBOOK	KODANSHA	KODANSHA EDITORIAL	DENTSU, Tokyo	JAPAN
LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS	13TH STREET	JUNG von MATT, Hamburg	GERMANY
<b>E02 Interactive Tools (for PCs, MACs, etc)</b>				

OMMWITER	HERRAIZ SOTO & CO	SELF PROMOTION TOOL	HERRAIZ SOTO, Barcelona	SPAIN
POVERTY IS MODERN	AMNESTY INTERNATIONAL	DEFENSE OF HUMAN RIGHTS	AIR, Brussels	BELGIUM
THE RACE 1.0B	McLAREN	VODAFONE McLAREN MERCEDES	WORK CLUB, London	UNITED KINGDOM
ZDFMEDIATHEK	ZWEITES DEUTSCHES FERNSEHEN	ZDF PUBLIC TELEVISION STATION	SYZYGY, Bad Homburg	GERMANY
RECODE DECODE	THE VICTORIA AND ALBERT MUSEUM	DECODE EXHIBITION	SAINT, London	UNITED KINGDOM
HELLO BABY	PROCTER & GAMBLE	PAMPERS	STRAWBERRYFROG, New York	USA
THE MATCH TRACKER	ADIDAS INTERNATIONAL	SPORTSWEAR	180 AMSTERDAM	THE NETHERLANDS
COMIC SANS DESTROYER	HAPPINESS BRUSSELS	JOB APPLIANCE	HAPPINESS BRUSSELS	BELGIUM
IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM
HANDWRITING	COMERCIAL ARGE	PILOT PEN	GREY ESPAÑA, Barcelona	SPAIN
<b>E03 Community Applications</b>				
NONJA	SAMSUNG ELECTRONICS AUSTRIA	SAMSUNG ST1000	TRAKTOR, Vienna	AUSTRIA
AROUND THE WORLD	VOLVO CAR CORPORATION	VOLVO DRIVE CAR RANGE	EURO RSCG 4D AMSTERDAM	THE NETHERLANDS
MOB THE RAINBOW	WRIGLEY	SKITTLES	EVOLUTION BUREAU, San Francisco	USA
WE'RE ALL FANS	RECORDING ACADEMY OF LOS ANGELES	52ND ANNUAL GRAMMY AWARDS	TBWA\CHIAT\DAY LA	USA
THE PROFILER	PROXIMUS	MOBILE PROVIDER	FAMOUS, Brussels	BELGIUM
TRUE CITY	NIKE	NIKE TRUE CITY	AKQA, London	UNITED KINGDOM
MADAME TRESESTI	VODAFONE	VODAFONE 360	ACHTUNG!, Amsterdam	THE NETHERLANDS
TASUKI TWITTER	NIKE JAPAN	NIKE RUNNING	WIEDEN+KENNEDY TOKYO	JAPAN
FACEBOOK SHOWROOM	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
FRIEND-O-METER	ORANGE	ORANGE	UNIT 9, London	UNITED KINGDOM
VIRTUAL SEXUAL TRANSMITTED DISEASE	MTV BELGIUM	STAYINGALIVE.ORG	DUVAL GUILLAUME, Antwerp	BELGIUM
SHOWERPOOLING	UNILEVER	AXE	zig, Toronto	CANADA
<b>E04 Games</b>				
VERBATIM CHAMPIONSHIP	MITSUBISHI KAGAKU MEDIA	VERBATIM STORAGE MEDIA	IMG SRC, Tokyo	JAPAN
DUDE, WHERE'S MY BAR?	NESTLÉ	BUTTERFINGER CHOCOLATE BAR	THRESHOLD INTERACTIVE, Culver City	USA
221B	WARNER BROS. PICTURES	SHERLOCK HOLMES: THE MOVIE	AKQA, London	UNITED KINGDOM
MONOPOLY CITY STREETS	HASBRO	MONOPOLY CITY GAMEBOARD	DDB UK, London	UNITED KINGDOM
A TRIVIAL EXPERIMENT	HASBRO	TRIVIAL PURSUIT BOARDGAME	DDB UK, London	UNITED KINGDOM
LE TRANSPIRATEUR	AXE FRANCE	ANTI-PERSPIRANT	BUZZMAN, Paris	FRANCE
<b>E05 Other Digital Channels</b>				
REAL GOOD EXPERIMENT	BLU DOT	REAL GOOD CHAIR	MONO, Minneapolis	USA
SMILE ACTIVATED VENDING MACHINE	UNILEVER	WALL'S ICE CREAM	SAPIENTNITRO, Miami	USA
CHALKBOT	NIKE LIVESTRONG FOUNDATION	NIKE LIVESTRONG FOUNDATION	WIEDEN+KENNEDY, Portland	USA
WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR, Stockholm	SWEDEN
NIKE MUSIC SHOE	NIKE JAPAN	NIKE FREE RUN+	WIEDEN+KENNEDY TOKYO	JAPAN
<b>F01 Email Marketing, incl. e-cards</b>				

DECISION MAKING	THE ARMY	THE ARMY	TEQUILALONDON	UNITED KINGDOM
GIVING IS GLORIOUS	MOTHER	MOTHER CHRISTMAS MAILER	MOTHER, London	UNITED KINGDOM
MERCEDES-BENZ NIGHTVIEW EMAIL	DAIMLER AG	MERCEDES-BENZ	SCHOLZ & VOLKMER, Wiesbaden	GERMANY
THE VIRTUAL AVALANCHE	MAMMUT SPORTS GROUP	MAMMUT SAFETY	SCHOLZ & VOLKMER, Wiesbaden	GERMANY
TRACKS	VOLKSWAGEN	VOLKSWAGEN	ALMAPBDO, São Paulo	BRAZIL
<b>F02 Viral Video</b>				
MICROSOFT MEGAWOOSH	MICROSOFT DEUTSCHLAND	SOFTWARE	MRM WORLDWIDE, Frankfurt	GERMANY
CLOTHING DRIVE	AB-INBEV	BUD LIGHT	DDB, Chicago	USA
GRAFFITI	AIDES	AIDES ASSOCIATION	TBWA\PARIS	FRANCE
DRAMA QUEEN	YOUNG DIRECTOR AWARD BY CFP-E /SHOTS	YOUNG DIRECTOR AWARD	TBWA\PHS HELSINKI	FINLAND
CLOSET	CANAL+	CANAL+	BETC EURO RSCG, Paris	FRANCE
ROLLERBABIES	DANONE	EVIAN	BETC EURO RSCG, Paris	FRANCE
CLEANS YOUR BALLS	UNILEVER	AXE GEL	BBH, New York	USA
SUPER SEXY CPR	FORTNIGHT LINGERIE	LINGERIE	RED URBAN, Toronto	CANADA
PIANO STAIRCASE	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN
THE BOTTLE BANK ARCADE	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN
THE WORLD'S DEEPEST BIN	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN
<b>F03 Viral Marketing</b>				
THE HERO	RADIOTJÄNST	BROADCASTING TAX PAYMENT AWARENESS	DRAFTFCB, Stockholm	SWEDEN
BABY ELEPHANT	ZOO ANTWERP	ZOO	BOONDOGGLE, Leuven	BELGIUM
RECODE DECODE	THE VICTORIA AND ALBERT MUSEUM	DECODE EXHIBITION	SAINT, London	UNITED KINGDOM
ROLLERBABIES	DANONE	EVIAN	BETC EURO RSCG, Paris	FRANCE
I KILL A FRIEND	NBC UNIVERSAL	13E RUE	BETC EURO RSCG, Paris	FRANCE
FACEBOOK SHOWROOM	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
UNDERGROUND PUZZLE	DAFFY'S	DAFFY'S	JOHANNES LEONARDO, New York	USA
DORITOS VIRALOCITY	FRITO LAY CANADA	DORITOS	BBDO PROXIMITY CANADA, Toronto	CANADA
FOREVER YOUNG	POSTEN	THE SWEDISH POST	ÅKESTAM HOLST, Stockholm	SWEDEN
FAN VIDEO	MYSPEACE	MYSPEACE MUSIC	BBH, London	UNITED KINGDOM