

EPICA AWARDS 2010

GRAND PRIX & CATEGORY WINNERS

EPICA D'OR

Epica d'Or (Film)	UNITED KINGDOM	Aardman Animations	Nokia N8 • "Dot"
Epica d'Or (Press)	UNITED KINGDOM	M&C Saatchi	Dixons • "The Last Place You Want to Go" Campaign
Epica d'Or (Poster)	FRANCE	Fred & Farid Group	Wrangler • "Red" Campaign
Epica d'Or (Interactive)	UNITED KINGDOM	Brothers and Sisters Creative	Museum of London • "Streetmuseum" iPhone App

FILM

CAT.01	Food	FRANCE	CLM BBDO	Frolic • "Couples" Campaign
CAT.02	Confectionery & Snacks	FRANCE	CLM BBDO	Mars Bar • "The Crying Phone"
CAT.03	Dairy Products	EGYPT	Advantage Marketing & Advertising/ Elephant Cairo	Panda Cheese • "You Can't Say No to Panda" Campaign
CAT.04	Alcoholic Drinks	UNITED KINGDOM	St. Luke's	Strongbow • "Final Push - Bankers"
CAT.05	Non-Alcoholic Drinks	FRANCE/UNITED KINGDOM	Fred & Farid Group & Gorgeous Enterprises	Orangina • "Anytime • Anywhere"
CAT.06	Communication Services	SWITZERLAND	Spillmann/Felser/Leo Burnett	Sunrise Communication • "SMS Dialogues" Campaign
CAT.07	Transport & Tourism	UNITED KINGDOM	Rainey Kelly Campbell Roalfe/Y&R	Virgin Atlantic • "Your Airlines Either Got It or It Hasn't"
CAT.08	Retail Services	UNITED KINGDOM	SapientNitro	FootLocker • "Sneaker Mastermind"
CAT.09	Financial Services	SOUTH AFRICA	Bouffant Films	First for Women Insurance • "So Backwards"
CAT.10	Public Interest	FRANCE	TBWA\Paris	AIDES • "Graffiti"
CAT.11	Home Electronics & Audiovisual Equipment	UNITED KINGDOM	Aardman Animations	Nokia N8 • "Dot"
CAT.12	Homes, Furnishings & Appliances	UNITED KINGDOM	Stink	IKEA • "Happy Inside"
CAT.13	Household Maintenance	UNITED KINGDOM	Euro RSCG London & Stink	Dulux • "Walls"
CAT.15	Toiletries & Health Care	FRANCE	Ogilvy France	Dove Men+Care • "Dove Man"
CAT.16	Clothing & Fabrics	ITALY	Y&R Italia	Arena • "Baywatch"
CAT.17	Footwear & Personal Accessories	FRANCE	H	KRYS • SNK Sunglasses Campaign
CAT.18	Automobiles	SWEDEN	Forsman & Bodenfors	Volvo • "Capture the Moment"
CAT.19	Automotive & Accessories	SWEDEN	Forsman & Bodenfors	Preem • "Road Food"
CAT.20	Media	UNITED KINGDOM	Rainey Kelly Campbell Roalfe/Y&R	BBC • "Riot"
CAT.21	Recreation & Leisure	FRANCE	Publicis Conseil	PMU • Online Sports Betting Campaign
CAT.23	Professional Services	FINLAND	TBWA\PHS	Young Director Award by CFP-E/Shots • "Drama Queen"
CAT.24	Corporate Image	SWITZERLAND	Jung von Matt/Limmat	Migros • "Animal Farm"

PRINT

CAT.01	Food	GERMANY	Saatchi & Saatchi Dsseldorf	Délifrance • “Ready to Bake”
CAT.02	Confectionery & Snacks	FRANCE	DDB Paris	Mini Chupa Chups • “Action Man” & “Sindy”
CAT.03	Dairy Products	NORWAY	TRY Advertising Agency	Tine Milk • “Mountains”
CAT.05	Non-Alcoholic Drinks	FRANCE	BETC Euro RSCG	Evian • “Baby Inside” Campaign
CAT.06	Communication Services	TURKEY	Grey Istanbul	Google Search Engine • “Did You Mean..?” Campaign
CAT.07	Transport & Tourism	FRANCE	leg.	Eurostar • “When was the last time...?” Campaign
CAT.08	Retail Services	UNITED KINGDOM	M&C Saatchi	Dixons • “The Last Place You Want to Go” Campaign
CAT.09	Financial Services	UKRAINE	Ogilvy&Mather Ukraine	Bank Forum • “The German Way” Campaign
CAT.10	Public Interest	FRANCE	Publicis Conseil	LICRA • “Licra Colour Panels” Campaign
CAT.11	Home Electronics & Audiovisual Equipment	SWITZERLAND	Advico Young & Rubicam	Leica • “Sharpest Details” Campaign
CAT.12	Homes, Furnishings & Appliances	GERMANY	Grabarz & Partner Werbeagentur	IKEA • “Silent Messages” Campaign
CAT.13	Household Maintenance	POLAND	Saatchi & Saatchi Poland	Ariel • “Labels” Campaign
CAT.14	Beauty Products & Services	FRANCE	M/M, Paris	Byredo & M/M (Paris) • “M/MINK” Campaign
CAT.16	Clothing & Fabrics	FRANCE	Fred & Farid Group	Wrangler • “Red” Campaign
CAT.17	Footwear & Personal Accessories	FRANCE	H	Eram Shoes • “Shooting” Campaign
CAT.18	Automobiles	FRANCE	TBWA\Paris & TBWA\G1	Nissan • “Cube” Campaign
CAT.19	Automotive & Accessories	FRANCE	Marcel Paris	Fiat GPS Data Upload Services • “Flags” Campaign
CAT.20	Media	SWITZERLAND	Advico Young & Rubicam	SonntagsZeitung • “The Insight Story” Campaign
CAT.21	Recreation & Leisure	SWITZERLAND	Advico Young & Rubicam	Zoo Zurich • “More Space for the Big Ones” Campaign
CAT.22	Professional Products	FRANCE	Ogilvy France	IBM • “Smarter Planet Outcomes” Campaign
CAT.23	Professional Services	TURKEY	TBWA\Istanbul	Inlingua • “Building Languages” Campaign
CAT.24	Corporate Image	TURKEY	DDB&Co. Istanbul	CNN • “Cameraman”
CAT.25	Medical Products	GERMANY	BUTTER. Agentur fuer Werbung	EIZO High-End-Monitors (Medical Imaging) • “Pin-Up Calendar 2010”

RADIO

CAT.26	Radio Advertising	SWEDEN	Forsman & Bodenfors	Tele2 • “Frank Calling Sweden” Campaign
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DIRECT MARKETING

CAT.27	Consumer Direct	SWEDEN	Crispin Porter + Bogusky Europe	Swedish Postal Service • “Magical Christmas Cards”
CAT.28	Business to Business Direct	SWITZERLAND	Advico Young & Rubicam	Supreme Security • “Job Offer”

MEDIA USAGE

CAT.29	Media Innovation - Traditional Media	GERMANY	SERVICEPLAN Gruppe	BMW S 1000 RR • "BMW Flash-Projection"
CAT.30	Media Innovation - Alternative Media	ITALY	JWT Italy	Heineken • "Auditorium"
CAT.31	Branded Content	UNITED KINGDOM	Brothers and Sisters Creative Ltd	Museum of London • "Streetmuseum" iPhone App

PR & PROMOTIONS

CAT.32	Public Relations	SLOVAKIA	Wiktor Leo Burnett	Union Car Insurance • "The Pink Squad"
CAT.33	Promotions & Incentives	SWEDEN	Farfar	Nokia Navigation Services • "The World's Biggest Signpost"

DESIGN & IMAGERY

CAT.34	Advertising Photography	FRANCE	Young & Rubicam Paris	Surfrider Foundation • "Oceane Initiatives 2010" Campaign
CAT.35	Illustration	FRANCE	Marcel Paris	Editions Points • "Famous Speeches Collection"
CAT.36	Graphic Design	BELGIUM	Happiness Brussels	Toyota iQ • "iQ Font"
CAT.37	Publication Design	GERMANY	Ogilvy & Mather Werbeagentur	Ogilvy Germany • "The Death of the Mouse 2.0"
CAT.38	Packaging Design	NETHERLANDS	FHV BBDO	Mars Bar • "Mars Messages"

WEB

CAT.39	Consumer Internet Sites - Durables	UNITED KINGDOM	DDB UK	Monopoly City Boardgame • "Monopoly City Streets"
CAT.40	Consumer Internet Sites - Non-Durables	SWEDEN	DDB Stockholm	The Royal Opera in Stockholm • "Emotion Planner"
CAT.41	Business to Business Internet Sites	SWEDEN	Valentin&Byhr	Volvo FMX • "Volvo FMX Launch"
CAT.42	Online Ads	SWEDEN	Forsman & Bodenfors	IKEA • "Facebook Showroom"
CAT.43	Online Films	FRANCE	BUZZMAN	Tipp-Ex Pocket Mouse • "A Hunter Shoots a Bear"

INTEGRATED CAMPAIGNS

CAT.44	Integrated Campaigns	ITALY	JWT Italy	Heineken • "Are You Still With Us?"
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EPICA AWARDS 2010

SILVER & BRONZE WINNERS

AUSTRIA

CAT.08	Retail Services	TVC	Demner, Merlicek & Bergmann	Moemax Furniture Store • "Light"	SILVER
CAT.11	Home Electronics & Audiovisual Equipment	TVC	Demner, Merlicek & Bergmann	Leica Shop • "Anti-Shake - Barman"	SILVER
CAT.28	Business to Business Direct	DM	Demner, Merlicek & Bergmann	Media 1 • "Undeliverable Letter"	SILVER
CAT.29	Media Innovation - Traditional Media	MI	Demner, Merlicek & Bergmann	Moemax Furniture Store • "Light"	SILVER
CAT.32	Public Relations	PR	Traktor Werbeagentur	Samsung ST1000 Digital Camera • "Nonja"	SILVER
CAT.21	Recreation & Leisure	POS	WIEN NORD	THIS HUMAN WORLD • "Tied Up"	BRONZE

BELGIUM

CAT.44	Integrated Campaigns	INC	Happiness Brussels	EOS Magazine • "Talking Tree"	BRONZE
CAT.20	Media	TVC	Openhere	Joefm Hitarchive 2000 • Joefm Hitarchive 2000 "Nena" & "Status Quo"	SILVER

BULGARIA

CAT.08	Retail Services	PRE	reforma	"Saint Michael" Orthodox Christian Cemetery • "Boyana Park" Campaign	BRONZE
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CROATIA

CAT.21	Recreation & Leisure	POS	STUDIO INTERNATIONAL	Museum of Contemporary Art Zagreb • Welcome	BRONZE
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CZECH REPUBLIC

CAT.32	Public Relations	PIE	Mark BBDO, Prague	General Bottlers / Pepsi • "Pepsi Manifesto"	BRONZE
CAT.43	Online Films	INT	Stillking Films	Greenpeace • "Facebook:Unfriend Coal"	BRONZE

DENMARK

CAT.16	Clothing & Fabrics	TVC	& Co.	Jack & Jones • "Girtoy"	SILVER
CAT.44	Integrated Campaigns	INC	DDB Denmark	Faxe Kondi • "Faxe Kondi - From Skagen to Copenhagen"	BRONZE
CAT.26	Radio Advertising	RA	envision	Falk Lauritsen Travels • "Landing Fee"	BRONZE
CAT.08	Retail Services	TVC	Hjaltelin, Stahl & Co	IKEA • Tested By Everyday Life • "Uncle-Bob" Test	SILVER
CAT.07	Transport & Tourism	TVC	Robert/Boisen & Like-minded A/S	Spies Travel Agency • "Mr. Jensen" & "Greedy Grandma"	BRONZE

FINLAND

CAT.38	Packaging Design	PAC	hasan & partners	Vilpuri • "Vilpuri"	BRONZE
CAT.38	Packaging Design	PAC	Nitro	Lahti Aqua • "Luxury Tap Water"	BRONZE

CAT.10	Public Interest	TVC	Otto Production	Finnish Library Association • "Laughing Baby"	SILVER
CAT.23	Professional Services	POS	TBWA\PHS	Young Director Award by CFP-E/Shots • "Pool"	SILVER
CAT.43	Online Films	INT	TBWA\PHS	Young Director Award by CFP-E/Shots • "Drama Queen"	BRONZE

FRANCE

CAT.30	Media Innovation - Alternative Media	MI	BDDP Unlimited	SOLIDARITS INTERNATIONAL • "Water Talks"	SILVER
CAT.08	Retail Services	TVC	BETC Euro RSCG	McDonald's France • "Father&Son"	BRONZE
CAT.20	Media	TVC	BETC Euro RSCG	CANAL+ • "iPhone"	BRONZE
CAT.32	Public Relations	MI	BETC Euro RSCG	Dulux Valentine • "Walls Are Dancing"	BRONZE
CAT.40	Consumer Internet Sites - Non-Durables	INT	BETC Euro RSCG	13me RUE • "jetueunami.com/ikillafriend.com"	SILVER
CAT.40	Consumer Internet Sites - Non-Durables	INT	BETC Euro RSCG	CANAL+ • "Maison Close"	SILVER
CAT.40	Consumer Internet Sites - Non-Durables	INT	BETC Euro RSCG	CANAL+ • "Carlos"	SILVER
CAT.44	Integrated Campaigns	INC	BETC Euro RSCG	13me RUE • "ikillafriend.com"	SILVER
CAT.30	Media Innovation - Alternative Media	MI	BUZZMAN	Tipp-Ex Pocket Mouse • "A Hunter Shoots a Bear"	SILVER
CAT.27	Consumer Direct	POS	Chainsaw	Aubade • "French Art of Loving"	BRONZE
CAT.01	Food	PRE	CLM BBDO	Frolic • "Couples" Campaign	BRONZE
CAT.01	Food	POS	CLM BBDO	Frolic • "Couples" Campaign	BRONZE
CAT.05	Non-Alcoholic Drinks	TVC	CLM BBDO	Pepsi Max • "Asteroid"	SILVER
CAT.22	Professional Products	PRE	CLM BBDO	Hewlett Packard Printers • "Poster Tubes" Campaign	BRONZE
CAT.05	Non-Alcoholic Drinks	TVC	DDB Paris	Lipton Yellow • "Lalo"	SILVER
CAT.12	Homes, Furnishings & Appliances	TVC	Draftfcb	Conforama • "My Dear Neighbours" Campaign	SILVER
CAT.20	Media	PRE	Fred & Farid Group	Libration • "Looking for Truth Is a Fight" Campaign	BRONZE
CAT.34	Advertising Photography	PRE	Fred & Farid Group	VF Europe Wrangler • "Red" Campaign	SILVER
CAT.29	Media Innovation - Traditional Media	POS	Grey Paris	Findus Harmonica Selected Sea Foods • "Fish Choir"	SILVER
CAT.18	Automobiles	TVC	H	Citroën DS3 Racing • "Loeb"	SILVER
CAT.38	Packaging Design	PAC	Havas City	Monoprix New Packaging • "Monoprix New Packs"	BRONZE
CAT.16	Clothing & Fabrics	PRE	HEREZIE	Well Stockings • "Unrippable"	BRONZE
CAT.12	Homes, Furnishings & Appliances	TVC	la chose	IKEA Sultan Mattresses • "Wake Up" Campaign	BRONZE
CAT.20	Media	TVC	Marcel Paris	FRANCE24 International News Channel • "Arabic Lessons" Campaign	SILVER
CAT.20	Media	PRE	Marcel Paris	Editions Points • "Famous Speeches Collection"	SILVER
CAT.20	Media	POS	Marcel Paris	Editions Points • "Famous Speeches Collection"	SILVER
CAT.27	Consumer Direct	DM	Marcel Paris	Editions Points • "Putpockets"	BRONZE
CAT.30	Media Innovation - Alternative Media	MI	Marcel Paris	Editions Points • "Putpockets"	SILVER
CAT.33	Promotions & Incentives	PIE	Marcel Paris	Editions Points • "Putpockets"	SILVER
CAT.36	Graphic Design	GD	Marcel Paris	Editions Points • "Famous Speeches Collection"	SILVER

CAT.05	Non-Alcoholic Drinks	POS	Ogilvy France	Perrier • "Melting Car"	BRONZE
CAT.40	Consumer Internet Sites - Non-Durables	INT	Ogilvy France	Perrier • "The Perrier Mansion"	BRONZE
CAT.06	Communication Services	TVC	Publicis Conseil	Orange France - Broadband • "Words"	BRONZE
CAT.10	Public Interest	PRE	Publicis Conseil	SAMU Social • "Asphaltisation" Campaign	SILVER
CAT.10	Public Interest	POS	Publicis Conseil	SAMU Social • "Asphaltisation" Campaign	SILVER
CAT.18	Automobiles	TVC	Publicis Conseil	RENAULT France • Clio Challenge "Plane" & "Rocket"	SILVER
CAT.18	Automobiles	TVC	Publicis Conseil	Renault Fluence • "Hitchhiker"	SILVER
CAT.24	Corporate Image	TVC	Publicis Conseil	ORANGE International • "Airball"	SILVER
CAT.29	Media Innovation - Traditional Media	MI	Publicis Conseil	SAMU Social - Charity Organization • "Being a Homeless"	BRONZE
CAT.34	Advertising Photography	PRE	Publicis Conseil	SAMU Social • "Asphaltisation" Campaign	SILVER
CAT.35	Illustration	GD	PUBLICIS DIALOG	Special.T by Nestl • "Illustrations"	BRONZE
CAT.10	Public Interest	TVC	TBWA\Paris	Amnesty International France • "Death Penalty"	SILVER
CAT.10	Public Interest	PRE	TBWA\Paris	Amnesty International France • "Death Penalty" Campaign	BRONZE
CAT.11	Home Electronics & Audiovisual Equipment	PRE	TBWA\Paris	PlayStation • "Coq"	BRONZE
CAT.42	Online Ads	INT	TBWA\Paris	AIDES • "Graffiti"	SILVER
CAT.43	Online Films	INT	TBWA\Paris	AIDES • "Graffiti"	SILVER
CAT.08	Retail Services	POS	Young & Rubicam Paris	DECATHLON • "Explore New Worlds" Campaign	BRONZE
CAT.10	Public Interest	POS	Young & Rubicam Paris	Surfrider Foundation • "Oceane Initiatives 2010" Campaign	SILVER

GERMANY

CAT.42	Online Ads	INT	argonauten G2	SEAT LEON • "Remixer"	BRONZE
CAT.23	Professional Services	PRE	BBDO Germany	SPUK Pictures • "The Unseen" Campaign	SILVER
CAT.29	Media Innovation - Traditional Media	MI	BBDO Germany	Aidshilfe Düsseldorf • "Safer Sex hotline"	BRONZE
CAT.35	Illustration	GD	BBDO Germany	smart • "Evil Costs" Campaign	BRONZE
CAT.26	Radio Advertising	RA	Betriebskultur GmbH	Condom Billy Boy Special Contour • "Go Longer"	SILVER
CAT.28	Business to Business Direct	DM	Euro RSCG Düsseldorf	STIHL Handheld Blowers • "Autumn Calendar 2010"	SILVER
CAT.34	Advertising Photography	PH	Euro RSCG Düsseldorf	Peugeot iON • "Electric Horse"	SILVER
CAT.37	Publication Design	GD	Euro RSCG Düsseldorf	STIHL Handheld Blowers • "Autumn Calendar 2010"	SILVER
CAT.08	Retail Services	TVC	Grabarz & Partner Werbeagentur	IKEA • "IKEA Furniture Art"	BRONZE
CAT.17	Footwear & Personal Accessories	PRE	Grabarz & Partner Werbeagentur	Carrera Sunglasses • "Irresistible" Campaign	BRONZE
CAT.29	Media Innovation - Traditional Media	MI	Grabarz & Partner Werbeagentur	Naturia Dog Food • "Dog Radio"	SILVER
CAT.30	Media Innovation - Alternative Media	MI	Grabarz & Partner Werbeagentur	Mineralbrunnen Bad Liebenzell • "Interactive Magnifer-Label"	BRONZE
CAT.33	Promotions & Incentives	PIE	Grabarz & Partner Werbeagentur	IKEA • "IKEA Furniture Art"	SILVER
CAT.42	Online Ads	INT	Grabarz & Partner Werbeagentur	IKEA • "Unbox the banner: Lamp"	SILVER
CAT.42	Online Ads	INT	Grabarz & Partner Werbeagentur	IKEA • "Unbox the banner: Boards"	SILVER

CAT.42	Online Ads	INT	Grabarz & Partner Werbeagentur	IKEA • "Unbox the banner 3: Back Panel"	SILVER
CAT.08	Retail Services	TVC	HEIMAT, Berlin	Hornbach/ DIY Home Improvement Superstores • "The Infinite House"	BRONZE
CAT.24	Corporate Image	TVC	HEIMAT, Berlin	Hornbach/ DIY Home Improvement Superstores • "Faces"	BRONZE
CAT.31	Branded Content	MI	HEIMAT, Berlin	CNN International • "Go Beyond Borders"	BRONZE
CAT.08	Retail Services	PRE	Heye & Partner, Munich	International Militaria Auctions • "Own Part Of History" Campaign	SILVER
CAT.26	Radio Advertising	RA	KNSK Werbeagentur	Herlitz Highlighter • "Highlighter" Campaign	SILVER
CAT.20	Media	TVC	Kolle Rebbe	ZDF Theaterkanal • "The Greatest Operas of All Time" Campaign	BRONZE
CAT.38	Packaging Design	PAC	Kolle Rebbe	The Deli Garage • "Multi Noodles"	BRONZE
CAT.07	Transport & Tourism	TVC	Ogilvy & Mather Werbeagentur	Deutsche Bahn (German Rail) • "Gaining Time. For Yourself."	SILVER
CAT.10	Public Interest	PRE	Ogilvy & Mather Werbeagentur	ISHR • "Scared Leaders" Campaign	SILVER
CAT.20	Media	POS	Ogilvy & Mather Werbeagentur	Rolling Stone • "Copy On" Campaign	BRONZE
CAT.26	Radio Advertising	RA	Ogilvy & Mather Werbeagentur	DKV Travel Health Insurance • "DKV Foreign Language Trainer" Campaign	BRONZE
CAT.27	Consumer Direct	DM	Ogilvy & Mather Werbeagentur	Europcar Minibus • "Cinema Rear View Mirror"	SILVER
CAT.27	Consumer Direct	DM	Ogilvy & Mather Werbeagentur	Dove Body Lotion • "Magic Mirror Mailing"	BRONZE
CAT.33	Promotions & Incentives	PIE	Ogilvy & Mather Werbeagentur	Europcar Minibus • "Cinema Rear View Mirror"	SILVER
CAT.13	Household Maintenance	POS	SERVICEPLAN Gruppe	UHU All-Purpose Glue • "Retro Billboard"	BRONZE
CAT.14	Beauty Products & Services	PRE	SERVICEPLAN Gruppe	8in1 Dog Shampoo • "Dog Beauties" Campaign	BRONZE
CAT.18	Automobiles	POS	SERVICEPLAN Gruppe	BMW M3 Coupe • The BMW Light Wall "Reflection"	SILVER
CAT.29	Media Innovation - Traditional Media	MI	SERVICEPLAN Gruppe	BMW M3 Coupe • The BMW Light Wall "Reflection"	SILVER
CAT.34	Advertising Photography	POS	SERVICEPLAN Gruppe	8in1 Dog Shampoo • "Dog Beauties" Campaign	BRONZE
CAT.36	Graphic Design	GD	SERVICEPLAN Gruppe	BMW M3 Coupe • The BMW Light Wall "Reflection"	SILVER
CAT.24	Corporate Image	PIE	SERVICEPLAN Gruppe	Bang & Olufsen • "Audio Annual Report"	SILVER
CAT.28	Business to Business Direct	DM	SERVICEPLAN Gruppe	Bang & Olufsen • "Audio Annual Report"	SILVER
CAT.32	Public Relations	PIE	SERVICEPLAN Gruppe	Vegetarian Foundation Germany • "The Cannibal Restaurant"	BRONZE
CAT.37	Publication Design	PUB	SERVICEPLAN Gruppe	Bang & Olufsen • "Audio Annual Report"	SILVER
CAT.19	Automotive & Accessories	TVC	SERVICEPLAN Gruppe	BMW S 1000 RR • "BMW Flash-Projection"	BRONZE
CAT.29	Media Innovation - Traditional Media	MI	SERVICEPLAN Gruppe	UHU Power Glue • "The Stickiest Ad in the World"	SILVER
CAT.32	Public Relations	PR	SERVICEPLAN Gruppe	BMW S 1000 RR • "BMW S 1000 RR Tabletrick"	SILVER
CAT.44	Integrated Campaigns	INC	TBWA\ Berlin	ABSOLUT Vodka • "Largest Photo Exhibition"	BRONZE

GREECE

CAT.38	Packaging Design	PAC	Mouse Graphics	Sugarillos Sugar Sticks • "Sugarillos"	BRONZE
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ISRAEL

CAT.02	Confectionery & Snacks	TVC	Baumann Ber Rivnay Saatchi & Saatchi	Elite Bates • "Telenovela"	BRONZE
CAT.22	Professional Products	PRE	Gitam BBDO	Office Depot • "Note"	SILVER
CAT.39	Consumer Internet Sites - Durables	INT	McCann Erickson Israel	Opticana • "The \$500 Campaign"	BRONZE
CAT.26	Radio Advertising	RA	Shalмор Avnon Amichay / Y&R Interactive Tel Aviv	Aids Task Force • "SDIA Project"	SILVER
CAT.43	Online Films	INT	Shalмор Avnon Amichay / Y&R Interactive Tel Aviv	Aids Task Force • "SDIA Project"	SILVER
CAT.44	Integrated Campaigns	INC	Shalмор Avnon Amichay / Y&R Interactive Tel Aviv	Aids Task Force • "SDIA Project"	BRONZE

ITALY

CAT.20	Media	TVC	Cow&Boys	SKY Germany • Blue Movie Channels • "Opera"	BRONZE
CAT.09	Financial Services	TVC	Leo Burnett Company	ING Direct Conto Arancio • "Bus"	SILVER
CAT.09	Financial Services	POS	Leo Burnett Company	ING Direct Conto Arancio • "Human Billboard" Campaign	SILVER
CAT.30	Media Innovation - Alternative Media	MI	Leo Burnett Company	ING Direct Conto Arancio • "ING Direct Human Billboard"	SILVER
CAT.44	Integrated Campaigns	INC	McCann Erickson Italia	FAO • "1 Billion Hungry Project"	BRONZE

LEBANON

CAT.31	Branded Content	PR	Leo Burnett Beirut	Exotica • Valentine "Make a Move"	BRONZE
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NETHERLANDS

CAT.18	Automobiles	TVC	BSUR Amsterdam	MINI Countryman • "Flow"	BRONZE
CAT.43	Online Films	INT	CCCP	Hi-Tec Sports • "Liquid Mountaineering"	BRONZE
CAT.30	Media Innovation - Alternative Media	PIE	Muse Amsterdam	Samsung 3D LED TV • "Samsung 3D"	SILVER
CAT.44	Integrated Campaigns	INC	Muse Amsterdam	Samsung 3D LED TV • "Samsung 3D"	SILVER
CAT.29	Media Innovation - Traditional Media	MI	N=5	Awareness Campaign About Aggression • "Live Interactive Billboard"	SILVER
CAT.42	Online Ads	INT	NRG3	Need for Speed SHIFT • "Banner Tournament"	BRONZE
CAT.04	Alcoholic Drinks	TVC	Selmore Creative Agency	Bavaria • "Steward"	SILVER
CAT.05	Non-Alcoholic Drinks	TVC	Selmore Creative Agency	Bavaria 0.0% • "Mickey Rourke"	BRONZE
CAT.40	Consumer Internet Sites - Non-Durables	INT	Tribal DDB Amsterdam	Ziggos New Video On Demand Service • "Tag the Chair"	BRONZE

NORWAY

CAT.27	Consumer Direct	PIE	Kitchen Leo Burnett	Salvation Army • "Fretex Catwalk Stunt"	SILVER
CAT.06	Communication Services	TVC	SMFB	Tele2 Bipper • "Hip Hop Fantasy"	SILVER
CAT.18	Automobiles	TVC	TRY Advertising Agency	Volkswagen • "The Letter"	SILVER
CAT.26	Radio Advertising	RA	TRY Advertising Agency	Norwegian Women's Shelter Association • "Emergency Call"	SILVER
CAT.26	Radio Advertising	RA	TRY Advertising Agency	Volkswagen • "Back Up Censor"	BRONZE

POLAND

CAT.44	Integrated Campaigns	INC	Saatchi & Saatchi Poland	The Grand Theatre National Opera • "Kurt Weill Divided"	BRONZE
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PORTUGAL

CAT.21	Recreation & Leisure	TVC	Fuel Euro RSCG	Queer Gay Festival • "Mr. Pink"	BRONZE
CAT.40	Consumer Internet Sites - Non-Durables	INT	Leo Burnett Iberia	Tyrannybook • "Tyrannybook"	BRONZE

ROMANIA

CAT.26	Radio Advertising	RA	Propaganda	Delmar • "Your Other Half"	BRONZE
CAT.26	Radio Advertising	RA	PUBLICIS Romania	Bucharests City Police • "Text Kills"	BRONZE

RUSSIAN FEDERATION

CAT.05	Non-Alcoholic Drinks	POS	BBDO Russia Group	Pepsi Max • "Wake Up!" Campaign	SILVER
CAT.38	Packaging Design	PAC	Depot WPF	mlk • "mlk Organic Dairy"	BRONZE
CAT.23	Professional Services	PRE	Instinct	job.ru • "Oldies" Campaign	BRONZE
CAT.20	Media	PRE	Leo Burnett	Russian Ministry of Press • "Reading"	SILVER
CAT.40	Consumer Internet Sites - Non-Durables	INT	Leo Burnett	Siberian Tiger Protection • "PhotoSHOOTING"	BRONZE
CAT.15	Toiletries & Health Care	TVC	Ogilvy Group Russia	Gillette Venus Embrace • Campaign	SILVER
CAT.29	Media Innovation - Traditional Media	MI	Young&Rubicam	Palmolive • "Shower in the Street"	SILVER

SAUDI ARABIA

CAT.06	Communication Services	PRE	Fortune Promoseven	Red-Logistics Relocations • Pack "Living Room" & "Bedroom"	BRONZE
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SERBIA

CAT.44	Integrated Campaigns	INC	MMS Communications / Leo Burnett	Hunger Strike Against Hunger • "Hunger Strike Against Hunger"	BRONZE
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SLOVAKIA

CAT.21	Recreation & Leisure	TVC	Vaculik Advertising	Istropolitana Project • "Getting Ready for the Spotlights"	BRONZE
CAT.44	Integrated Campaigns	INC	Vaculik Advertising	Istropolitana Project • "Getting Ready For the Spotlights"	BRONZE
CAT.44	Integrated Campaigns	INC	Wiktor Leo Burnett	Union Car Insurance • "The Pink Squad"	BRONZE

SOUTH AFRICA

CAT.11	Home Electronics & Audiovisual Equipment	POS	Y&R	XBox 360 • "Need For Speed"	BRONZE
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SPAIN

CAT.28	Business to Business Direct	DM	Leo Burnett Iberia - Madrid	Madrid Portfolio Night • "Hey! That's My Ad"	SILVER
CAT.15	Toiletries & Health Care	TVC	LOLA (Lowe & Partners)	Signal Toothpaste • "Pablo And Oliver Little Monsters"	SILVER
CAT.33	Promotions & Incentives	PIE	McCann Erickson	Coca Cola Zero • "The Swap"	BRONZE
CAT.32	Public Relations	PR	netthink	Adidas • "The Power Of the Red"	BRONZE
CAT.19	Automotive & Accessories	PRE	ZAPPING/M&C SAATCHI	Mercedes Benz Industrial Vehicles • "Marilyn&Albert"	BRONZE

SWEDEN

CAT.30	Media Innovation - Alternative Media	MI	Åkestam Holst	Stockholm Pride • "How Hetero?"	SILVER
CAT.30	Media Innovation - Alternative Media	MI	Åkestam Holst	Pressbyran • "The Name Change"	BRONZE
CAT.32	Public Relations	PR	Åkestam Holst	Posten • "Forever Young"	BRONZE
CAT.33	Promotions & Incentives	PIE	Åkestam Holst	Playground Outdoor Equipment Stores • "The Big Mosquito Party"	SILVER
CAT.40	Consumer Internet Sites - Non-Durables	INT	Åkestam Holst	Save the Children • "Picture Protect"	BRONZE
CAT.40	Consumer Internet Sites - Non-Durables	INT	Åkestam Holst	Carlsberg • "Xide Mood"	BRONZE
CAT.08	Retail Services	TVC	Atmosfär (for Forsman & Bodenfors)	Preem • "Roadfood"	SILVER
CAT.30	Media Innovation - Alternative Media	DM	Crispin Porter + Bogusky Europe	Swedish Postal Service • "Magical Christmas Cards"	SILVER
CAT.27	Consumer Direct	DM	DDB Stockholm	McDonald's • "Catch the Goodies"	BRONZE
CAT.29	Media Innovation - Traditional Media	PIE	DDB Stockholm	McDonald's • "Catch the Goodies"	BRONZE
CAT.30	Media Innovation - Alternative Media	MI	DDB Stockholm	Volkswagen BlueMotion Technologies • "The Fun Theory"	SILVER
CAT.31	Branded Content	MI	DDB Stockholm	Volkswagen BlueMotion Technologies • "The Fun Theory"	BRONZE
CAT.33	Promotions & Incentives	MI	DDB Stockholm	McDonald's • "Catch the Goodies"	SILVER
CAT.39	Consumer Internet Sites - Durables	INT	DDB Stockholm	Volkswagen BlueMotion Technologies • "The Fun Theory"	SILVER
CAT.39	Consumer Internet Sites - Durables	INT	DDB Stockholm	Volkswagen Performance Range • "Driving Track Confessions"	BRONZE
CAT.43	Online Films	INT	DDB Stockholm	Volkswagen BlueMotion Technologies • "The Fun Theory - The piano stairs"	SILVER
CAT.43	Online Films	INT	DDB Stockholm	Volkswagen BlueMotion Technologies • "The Fun Theory - The World's Deepest Bin"	BRONZE
CAT.43	Online Films	INT	DDB Stockholm	Volkswagen BlueMotion Technologies • "The Fun Theory - The Bottle Bank Arcade"	BRONZE
CAT.44	Integrated Campaigns	INC	DDB Stockholm	Volkswagen BlueMotion Technologies • "The Fun Theory"	SILVER
CAT.43	Online Films	INT	DraftFCB	Swedish TV-fee • "The Hero"	BRONZE
CAT.33	Promotions & Incentives	PIE	ESTER	Condom08 • "The-Get-Laid-List"	SILVER
CAT.38	Packaging Design	PAC	Family Business	ABSOLUT Vodka • "ABSOLUT Vodka Rock Edition"	BRONZE
CAT.30	Media Innovation - Alternative Media	POS	Farfar	Nokia Navigation Services • "The World's Biggest Signpost"	SILVER
CAT.12	Homes, Furnishings & Appliances	TVC	Forsman & Bodenfors	IKEA • "Wardrobe"	SILVER
CAT.27	Consumer Direct	DM	Forsman & Bodenfors	IKEA • "Homemade Is Best"	SILVER
CAT.29	Media Innovation - Traditional Media	MI	Forsman & Bodenfors	Tele2 • "Giant Phone"	SILVER

CAT.30	Media Innovation - Alternative Media	PIE	Forsman & Bodenfors	IKEA • "Facebook Showroom"	SILVER
CAT.31	Branded Content	BC	Forsman & Bodenfors	IKEA • "Facebook Showroom"	SILVER
CAT.33	Promotions & Incentives	PR	Forsman & Bodenfors	IKEA • "Facebook Showroom"	SILVER
CAT.36	Graphic Design	GD	Forsman & Bodenfors	IKEA • "Homemade Is Best"	SILVER
CAT.37	Publication Design	GD	Forsman & Bodenfors	IKEA • "Homemade Is Best"	SILVER
CAT.42	Online Ads	INT	Forsman & Bodenfors	IKEA • "Kondis: The App"	BRONZE
CAT.44	Integrated Campaigns	INC	Forsman & Bodenfors	IKEA • "Homemade Is Best"	SILVER
CAT.27	Consumer Direct	DM	From Stockholm With Love	Samsung b2100 • "Samsung Shakedown"	SILVER
CAT.40	Consumer Internet Sites - Non-Durables	INT	Great Works	ABSOLUT Vodka • "I'm Here"	BRONZE
CAT.43	Online Films	INT	Grey Stockholm	Propellerhead • "The World Biggest Drum Machine"	BRONZE
CAT.07	Transport & Tourism	PRE	King	SJ (Swedish Railways) • "Roadsigns"	SILVER
CAT.07	Transport & Tourism	POS	King	SJ (Swedish Railways) • "Miniprice" Campaign	SILVER
CAT.38	Packaging Design	GD	King	ICA Supermarkets • "Good Life" Packaging	BRONZE
CAT.39	Consumer Internet Sites - Durables	INT	KOKOKAKA	Wangler/Bluebell Europe • "Spring/Summer 2010 Collection"	BRONZE
CAT.10	Public Interest	POS	Lowe Brindfors	Rdda Barnen (Save the Children) • "The Lottery of Life" Campaign	SILVER
CAT.32	Public Relations	PIE	Lowe Brindfors	Rdda Barnen (Save the Children) • "Christmas Bargains"	SILVER
CAT.44	Integrated Campaigns	INC	Naked Communications	RFSU Home Chlamydia Test • "The Worlds Simplest Chlamydia Tests"	BRONZE
CAT.44	Integrated Campaigns	INC	Ogilvy Group Sweden	ENIRO Map services - Streetview • "ENIRO Treasure Hunt"	SILVER
CAT.40	Consumer Internet Sites - Non-Durables	INT	Pool	Cancerfonden • "The Banner Generator"	BRONZE
CAT.32	Public Relations	PR	Prime Pr	Electrolux Green Range Vacuum Cleaners • "Vac From the Sea"	SILVER
CAT.21	Recreation & Leisure	POS	Volt	Swedish Tennis Veterans • "Veteran Tennis"	SILVER

SWITZERLAND

CAT.20	Media	TVC	Advico Young & Rubicam	Sonntagszeitung • "The Insight Story - Obama"	SILVER
CAT.43	Online Films	INT	Contexta AG	Swisscom TV • "Lost in Val Sinestra"	BRONZE
CAT.33	Promotions & Incentives	PIE	Jung von Matt/Limmat	CARITAS • "One Minute Of Silence"	SILVER
CAT.02	Confectionery & Snacks	TVC	Publicis Werbeagentur AG, BSW	Pralinato • "Like A Dream" Campaign	BRONZE
CAT.16	Clothing & Fabrics	POS	Publicis Werbeagentur AG, BSW	Bardill Sport • "Action" Campaign	SILVER
CAT.20	Media	PRE	Spillmann/Felser/Leo Burnett	WOZ Die Wochenzeitung • "Marx (Getting Pretty...)"	BRONZE

TURKEY

CAT.10	Public Interest	PRE	DDB&Co. Istanbul	WWF • Animals "Snake" & "Shark"	SILVER
CAT.16	Clothing & Fabrics	POS	TBWA\Istanbul	VOG Socks • "Spider Girls" Campaign	BRONZE
CAT.33	Promotions & Incentives	BC	TBWA\Istanbul	Esemmat • "Laser-Pointer Warhead"	SILVER

UKRAINE

CAT.23	Professional Services	PRE	Leo Burnett Ukraine	Art Directors Club Ukraine • "Sorry • We Are Not Your Mother" Campaign	BRONZE
CAT.23	Professional Services	POS	Leo Burnett Ukraine	Art Directors Club Ukraine • "Sorry • We Are Not Your Mother" Campaign	BRONZE
CAT.44	Integrated Campaigns	INC	Leo Burnett Ukraine	Caritas Kiev • "Street Children"	BRONZE

UNITED KINGDOM

CAT.27	Consumer Direct	DM	Abbott Mead Vickers BBDO	The Metropolitan Police • "Choose a Different Ending"	BRONZE
CAT.40	Consumer Internet Sites - Non-Durables	INT	Abbott Mead Vickers BBDO	Diageo Guinness • "Google Earth"	SILVER
CAT.43	Online Films	INT	Abbott Mead Vickers BBDO	The Metropolitan Police • "Choose a Different Ending"	BRONZE
CAT.08	Retail Services	TVC	Adam & Eve	John Lewis • "Always a Woman"	SILVER
CAT.17	Footwear & Personal Accessories	TVC	Arnold Worldwide London	Nike • "Fresh Air"	BRONZE
CAT.24	Corporate Image	TVC	DDB UK	VW Independent Cinema Sponsorship • "When Harry Met Sally"	BRONZE
CAT.24	Corporate Image	PRE	DDB UK	VW Independent Cinema Sponsorship • "See Film Differently" Campaign	BRONZE
CAT.31	Branded Content	MI	DDB UK	Monopoly City • "Monopoly City Streets"	SILVER
CAT.43	Online Films	INT	DDB UK	Philips Flat TV's • "The Hunt"	SILVER
CAT.43	Online Films	INT	DDB UK	Philips Flat TV's • "The Gift"	SILVER
CAT.43	Online Films	INT	DDB UK	Philips Flat TV's • "El Secreto de Mateo"	SILVER
CAT.43	Online Films	INT	DDB UK	Philips Flat TV's • "Jun & the Hidden Skies"	SILVER
CAT.43	Online Films	INT	DDB UK	Philips Flat TV's • "DarkRoom"	BRONZE
CAT.08	Retail Services	TVC	Gorgeous Enterprises	McDonalds • "The Antidote Dozy"	SILVER
CAT.10	Public Interest	TVC	Gorgeous Enterprises	Barnardo's • "Turn Around"	SILVER
CAT.01	Food	TVC	Leo Burnett	McDonald's • "Tacticians and Statisticians"	BRONZE
CAT.35	Illustration	GD	Leo Burnett	Shelter 'House of Cards' • "Pack Of Cards"	SILVER
CAT.44	Integrated Campaigns	INC	Leo Burnett	Shelter House of Cards • "House of Cards"	SILVER
CAT.33	Promotions & Incentives	MI	McCann London	MasterCard • "mypricelessgig.co.uk"	SILVER
CAT.30	Media Innovation - Alternative Media	BC	Publicis London	Renault Wind Roadster • "12 Second Strip"	SILVER
CAT.31	Branded Content	MI	Publicis London	Depaul UK • "iHobo"	SILVER
CAT.43	Online Films	INT	Publicis London	Renault Megane • "The Megane Experiment: Documentary Film"	BRONZE
CAT.44	Integrated Campaigns	INC	Publicis London	Renault Megane • "The Megane Experiment"	SILVER
CAT.44	Integrated Campaigns	INC	Publicis London	Renault Wind Roadster • "12 Second Strip"	BRONZE
CAT.08	Retail Services	PRE	Rainey Kelly Campbell Roalfe/Y&R	Shock and Soul Vintage Clothes • "Shock and Soul Winter Collection" Campaign	SILVER
CAT.08	Retail Services	POS	Rainey Kelly Campbell Roalfe/Y&R	Shock and Soul Vintage Clothes • "Shock and Soul Winter Collection" Campaign	SILVER
CAT.10	Public Interest	TVC	Rainey Kelly Campbell Roalfe/Y&R	Food Standards Agency • "Family Supercooks" Ident Campaign	SILVER

CAT.11	Home Electronics & Audiovisual Equipment	TVC	Rainey Kelly Campbell Roalfe/Y&R	LG • "The Young and Connected" Ident Campaign	SILVER
CAT.20	Media	TVC	Rainey Kelly Campbell Roalfe/Y&R	BBC • "Adventure"	BRONZE
CAT.40	Consumer Internet Sites - Non-Durables	INT	Rainey Kelly Campbell Roalfe/Y&R	The Victoria and Albert Museum • "Recod/Decode"	SILVER
CAT.23	Professional Services	TVC	Rattling Stick	Thinkbox • "Dogs Home"	SILVER
CAT.17	Footwear & Personal Accessories	TVC	SapientNitro	FootLocker • "Sneaker Mastermind"	SILVER
CAT.28	Business to Business Direct	DM	SapientNitro	SapientNitro • "Rocket Chair"	BRONZE
CAT.31	Branded Content	BC	SapientNitro	AutoTrader • "AutoTrader iPhone Application"	SILVER
CAT.35	Illustration	GD	Turner Duckworth: London and San Francisco	Turner Duckworth • "Turner Duckworth Holiday Card 2009"	SILVER
CAT.36	Graphic Design	GD	Wunderman	Kern Precision Scales • "Precision Stationery"	BRONZE

UNITED STATES

CAT.30	Media Innovation - Alternative Media	MI	Leo Burnett	Leo Burnett • "David On Demand"	SILVER
CAT.32	Public Relations	PR	Leo Burnett	Leo Burnett • "David On Demand"	SILVER
CAT.41	Business to Business Internet Sites	INT	Leo Burnett	Leo Burnett • "David On Demand"	SILVER

TVC	TV/Cinema commercial
PRE	Press ads
POS	Posters
PP	Press & Poster
RA	Radio
DM	Direct Marketing
MI	Media Innovation
PIE	Promotions/Installations/Events
PR	Public Relations
BC	Branded Content
PH	Photography
GD	Graphic Design
PUB	Publications
PAC	Packaging
INT	Interactive
INC	Integrated Campaigns