

EPICA AWARDS 2011

GRAND PRIX & CATEGORY WINNERS

EPICA D'OR

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| Epica d'Or (Film) | NETHERLANDS | Wieden+Kennedy Amsterdam | Heineken • "Open Your World" Campaign |
| Epica d'Or (Press) | SWITZERLAND | Spillmann/Felser/Leo Burnett | Swiss Life • "Life's Turns In A Sentence" Campaign |
| Epica d'Or (Outdoor) | UNITED KINGDOM | Rainey Kelly Campbell Roalfe/Y&R | Land Rover Defender • "Passport Stamps" |
| Epica d'Or (Interactive) | SWEDEN | Jung von Matt Stockholm | MINI • "MINI Getaway" |

FILM

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|--------|--|----------------|------------------------------------|---|
| CAT.01 | Food | UNITED KINGDOM | Saatchi & Saatchi | Wall's Sausages • "Kitchen" & "Garage" |
| CAT.02 | Confectionery & Snacks | UNITED KINGDOM | Abbott Mead Vickers BBDO | Pepsico Doritos • "Dips Desperado" |
| CAT.03 | Dairy Products | UNITED KINGDOM | Stink (for Wieden+Kennedy, London) | Lurpak • "Kitchen Odyssey" |
| CAT.04 | Alcoholic Drinks | NETHERLANDS | Wieden+Kennedy Amsterdam | Heineken • "Open Your World" Campaign |
| CAT.05 | Non-Alcoholic Drinks | FRANCE | Marcel | Contrex • "Contrexperience" |
| CAT.06 | Communication Services | UNITED KINGDOM | Saatchi & Saatchi | T-Mobile • "Welcome Back" |
| CAT.07 | Transport & Tourism | NORWAY | Los&Co | Nettbus • "Whoever You Are" |
| CAT.08 | Retail Services | UNITED KINGDOM | McCann Manchester | Aldi • "Like Brands" Campaign |
| CAT.09 | Financial Services | NORWAY | TRY Advertising Agency | DnB NOR - Saving Services • "Finally Married" |
| CAT.10 | Public Interest | IRELAND | Ogilvy & Mather Dublin | ISPC (Irish Society for the Prevention of Cruelty to Children) • "I Can't Wait" |
| CAT.11 | Home Electronics & Audiovisual Equipment | UNITED KINGDOM | Grey London | Sony • "Two Worlds" |
| CAT.12 | Homes, Furnishings & Appliances | GERMANY | Serviceplan Gruppe | Santec Video Surveillance • "Santec Prison" |
| CAT.13 | Household Maintenance | ISRAEL | Euro RSCG Israel | Colon 101 • "Colon 101" |
| CAT.14 | Beauty Products & Services | FRANCE | TBWA\Paris | Dior • "J'Adore" |
| CAT.15 | Toiletries & Health Care | SWEDEN | Forsman & Bodenfors | Apoteket (Pharmacy of Sweden) • "Stomac Test" Campaign |
| CAT.16 | Clothing & Fabrics | FRANCE | Fred & Farid Paris | Quechua • "We All Need Warmth" |
| CAT.17 | Footwear & Personal Accessories | NETHERLANDS | Wieden+Kennedy Amsterdam | Nike • "Write the Future" |
| CAT.18 | Automobiles | SWITZERLAND | Ruf Lanz Werbeagentur | Hyundai • "Approved by VW Chairman" |
| CAT.19 | Automotive & Accessories | GERMANY | Serviceplan Gruppe | BMW Lane Departure Warning • "Heads" |
| CAT.20 | Media | SWITZERLAND | Advico Y&R (Y&R Switzerland) | SonntagsZeitung • "Peace Talks" |
| CAT.21 | Recreation & Leisure | FRANCE | Ogilvy France | Mattel/Scrabble • "Block Project" |
| CAT.23 | Professional Services | ROMANIA | NEXT Advertising | IQads.ro • "Jealousy" |
| CAT.24 | Corporate Image | NORWAY | Los&Co | Nettbus • "Whoever You Are" |
| CAT.36 | Film Craft | UNITED KINGDOM | CHI & Partners | TalkTalk • "Homes Within Homes" |

PRINT

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|--------|--|----------------|----------------------------------|---|
| CAT.01 | Food | AUSTRIA | Demner, Merlicek & Bergmann | Ja! Natürlich Naturprodukte • "Design Classics" |
| CAT.02 | Confectionery & Snacks | FRANCE | CLM BBDO | Celebrations • "Your Own Celebration" Campaign |
| CAT.03 | Dairy Products | SPAIN | Lola | Magnum Art • "Magnum Art" Campaign |
| CAT.05 | Non-Alcoholic Drinks | FRANCE | Fred & Farid Paris | Schweppes • "Uma" Campaign |
| CAT.06 | Communication Services | TURKEY | TBWA\Istanbul | TTNET • "Pause Live Tv" Campaign |
| CAT.07 | Transport & Tourism | SWEDEN | King | SJ Swedish Rail • "A Smarter Way to Travel" Campaign |
| CAT.08 | Retail Services | UNITED KINGDOM | DDB UK | Harvey Nichols Winter Sale • "Window Shopping" Campaign |
| CAT.09 | Financial Services | SWITZERLAND | Spillmann/Felser/Leo Burnett | Swiss Life • "Life's Turns In A Sentence" Campaign |
| CAT.10 | Public Interest | NETHERLANDS | 180 Amsterdam | SIRE • "Marked for Life" Campaign |
| CAT.11 | Home Electronics & Audiovisual Equipment | AUSTRIA | Demner, Merlicek & Bergmann | Leica Shop • "Face Recognition" Campaign |
| CAT.12 | Homes, Furnishings & Appliances | TURKEY | DDB&Co Istanbul | DANK Second Hand Furniture Store • "History Is for Free" Campaign |
| CAT.13 | Household Maintenance | GERMANY | Serviceplan Gruppe | True Colours • "True Colours" Campaign |
| CAT.14 | Beauty Products & Services | TURKEY | Concept | Pilates With Gerda • "Pilates With Gerda" Campaign |
| CAT.15 | Toiletries & Health Care | SWITZERLAND | JWT / FABRIKANT | Hakle • "See You Later" |
| CAT.16 | Clothing & Fabrics | FRANCE | Fred & Farid Paris | Wrangler • "Stunt" Campaign |
| CAT.17 | Footwear & Personal Accessories | FRANCE | CLM BBDO | TAG Heuer • "Precision" Campaign |
| CAT.18 | Automobiles | UNITED KINGDOM | Rainey Kelly Campbell Roalfe/Y&R | Land Rover Defender • "Passport Stamps" |
| CAT.19 | Automotive & Accessories | GERMANY | DDB Tribal Group | Volkswagen Side Assist • "Early Warning" Campaign |
| CAT.20 | Media | FRANCE | BETC Euro RSCG | CANAL+ • "Movie Flowcharts" Campaign |
| CAT.21 | Recreation & Leisure | SWITZERLAND | Ruf Lanz Werbeagentur | Lucerne Classical Music Festival • "Emergency Exits" |
| CAT.22 | Professional Products | GERMANY | Scholz & Friends Berlin | STIHL • "Warriors" Campaign |
| CAT.23 | Professional Services | SWEDEN | Abby Norm | Kvällspresen Impact • "A Really Unaltermative Media" Campaign |
| CAT.24 | Corporate Image | GERMANY | HEIMAT, Berlin | CNN International • "The CNN Mirrorlakes" |
| CAT.25 | Prescription Products & Services | SWITZERLAND | Wunderman (Y&R Switzerland) | Phonak • "Spice" Campaign |

RADIO

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|--------|-------------------|--------|---------------|--------------------------------------|
| CAT.26 | Radio Advertising | NORWAY | McCann Norway | Maarud Popcorn • "Micropop" Campaign |
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DIRECT MARKETING

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|--------|-----------------------------|---------|--------------------------|--|
| CAT.27 | Consumer Direct | SWEDEN | Jung von Matt Stockholm | MINI • "MINI Getaway" |
| CAT.28 | Business to Business Direct | GERMANY | Scholz & Friends Hamburg | Scholz & Friends Hamburg Recruiting • "Pizza Digitale" |

MEDIA USAGE

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|--------|--------------------------------------|---------|-----------------|---|
| CAT.29 | Media Innovation - Traditional Media | GERMANY | kempertrautmann | edding • "Edding Digital Highlighter" |
| CAT.30 | Media Innovation - Alternative Media | GERMANY | BBDO Germany | Wrigley's Extra • "Mint Parking Ticket" |

BRANDED CONTENT

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|--------|-----------------------|----------------|---------------------|---|
| CAT.31 | Social Networks | SWEDEN | Forsman & Bodenfors | REEBOK • "The Promise Keeper" |
| CAT.32 | Mobile Communications | SWEDEN | ESTER | LAFAB, The Stockholm County Aids Prevention Program • "The Sex Profile" |
| CAT.33 | Branded Entertainment | UNITED KINGDOM | Grey London | British Heart Foundation • "Angina Monologues" |

PR & PROMOTIONS

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|--------|-------------------------|-------------|------------------------------|----------------------------|
| CAT.34 | Public Relations | GERMANY | Serviceplan Gruppe | SKY • "SKY Football Opera" |
| CAT.35 | Promotions & Activation | SWITZERLAND | Spillmann/Felser/Leo Burnett | Micasa • "Names" Promotion |

CRAFT & IMAGERY

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|--------|-------------------------|----------------------|--------------------|---|
| CAT.37 | Print Craft | UNITED ARAB EMIRATES | FP7/BAH | Batelco • "Batelco Directory" Campaign |
| CAT.38 | Advertising Photography | FRANCE | Fred & Farid Paris | Wrangler • "Stunt" Campaign |
| CAT.39 | Illustration | GERMANY | KNSK Werbeagentur | WMF Peelers Magazine • "WMF Peelers" Campaign |

DESIGN

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|--------|--------------------|---------|-----------------------------|---|
| CAT.40 | Graphic Design | FRANCE | Havas 04 | Monoprix • "Not Your Everyday Everyday" |
| CAT.40 | Graphic Design | GERMANY | kempertrautmann | Philharmoniker Hamburg • "A Sound Logo - Inspired by Hamburg" |
| CAT.41 | Publication Design | GERMANY | Ogilvy & Mather Advertising | Abtei Ginkgo Plus • "The Red-Thread-Book" |
| CAT.42 | Packaging Design | GERMANY | Scholz & Friends Berlin | Festina Profundo • "The Diver's Watch in Water Packaging" |

WEB

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| CAT.43 | Consumer Internet Sites - Durables | GERMANY | Ogilvy & Mather Werbeagentur | Moto Waganari • "Directing Shadows" |
| CAT.44 | Consumer Internet Sites - Non-Durables | SWEDEN | Lowe Brindfors | Unilever - Magnum Ice cream • "Pleasure Hunt" |
| CAT.45 | Business to Business Internet Sites | UNITED KINGDOM | Rainey Kelly Campbell Roalfe/Y&R | Award Calender Countdown website for Creative Industry • "T-Minus" |
| CAT.46 | Online Ads | NETHERLANDS | MediaMonks (for Dufresne Corrigan Scarlett, Paris) | The Desperados Experience • "The Desperados Experience" |
| CAT.47 | Online Films | NETHERLANDS | Wieden+Kennedy Amsterdam | Heineken • "The Entrance Interactive Film" |

INTEGRATED CAMPAIGNS

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| CAT.48 | Integrated Campaigns | ROMANIA | McCann Erickson | Rom • "American Rom" |
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EPICA AWARDS 2011

SILVER & BRONZE WINNERS

AUSTRIA

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| CAT.26 | Radio Advertising | RA | Demner, Merliceck & Bergmann | A1 Telekom Austria • "Gugl" Campaign | BRONZE |
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BELGIUM

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| CAT.34 | Public Relations | DM | LDV | Kia 7 Year Warranty • "KIA CEO Hooked up to a Lie Detector" | BRONZE |
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| CAT.26 | Radio Advertising | RA | Leo Burnett Brussels | Fiat 500 Cabrio • "Fiat Cabrio Days Prank Call" Campaign | SILVER |
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| CAT.01 | Food | TVC | Openhere | Bicky • "Talking Ears" Campaign | SILVER |
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BULGARIA

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| CAT.04 | Alcoholic Drinks | TVC | Noble Graphics Creative Studio | Shumensko Beer • "The Bulgarian Social Network" | SILVER |
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CZECH REPUBLIC

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| CAT.31 | Social Networks | BC | EURO RSCG Prague | Amnesty International • "Stones for Sakineh" | SILVER |
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| CAT.03 | Dairy Products | POS | Young & Rubicam Prague | Activia • "Hard to Digest Facts" Campaign | SILVER |
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DENMARK

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| CAT.42 | Packaging Design | PAC | envision | Kohberg • "Support the Breasts" | BRONZE |
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FINLAND

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| CAT.39 | Illustration | POS | 358 Helsinki | Heineken • "Tastebuddies" Campaign | BRONZE |
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| CAT.40 | Graphic Design | GD | Bond Creative Agency | PINO • "PINO Corporate Identity" | BRONZE |
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| CAT.10 | Public Interest | TVC | Euro RSCG Helsinki | The Fragile Childhood (Lasinen Lapsuus) • "Voice for a Child" | BRONZE |
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FRANCE

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| CAT.10 | Public Interest | TVC | BDDP Unlimited | Abbe Pierre Foundation • "Water & Ink" | SILVER |
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| CAT.36 | Film Craft | TVC | BDDP Unlimited | Abbe Pierre Foundation • "Water & Ink" | SILVER |
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| CAT.02 | Confectionery & Snacks | TVC | BETC Euro RSCG | Mikado • "Even if You Shouldn't" Campaign | BRONZE |
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| CAT.05 | Non-Alcoholic Drinks | TVC | BETC Euro RSCG | Evian • "Baby Inside" | BRONZE |
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| CAT.36 | Film Craft | TVC | BLUE | Renault • "A Whirlwind of Change" | SILVER |
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| CAT.27 | Consumer Direct | DM | Buzzman | Bic Flex 3 • "WTF! Insane Human Curling" | BRONZE |
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| CAT.02 | Confectionery & Snacks | PRE | CLM BBDO | Snickers • "Metamorphosis" Campaign | SILVER |
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| CAT.37 | Print Craft | PRE | CLM BBDO | TAG HEUER • "Precision" Campaign | SILVER |
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| CAT.38 | Advertising Photography | PRE | CLM BBDO | FRANCE ADOT (Organ Donation) • The Ghost | BRONZE |
| CAT.39 | Illustration | PRE | CLM BBDO | TAG HEUER • "Precision" Campaign | SILVER |
| CAT.05 | Non-Alcoholic Drinks | POS | DDB Paris | Tropicana • "Tropicana Billboard Powered by Oranges" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | PIE | DDB Paris | Tropicana • "Tropicana Billboard Powered by Oranges" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | PIE | DDB Paris | voyages-sncf.com • "The Escape Machine" | SILVER |
| CAT.47 | Online Films | INT | DDB Paris | Tropicana • "Tropicana Billboard Powered by Oranges" | BRONZE |
| CAT.47 | Online Films | INT | DDB Paris | INPES • "Fanatic" | BRONZE |
| CAT.16 | Clothing & Fabrics | POS | Euro RSCG 360 | Happy Boxers • "Partnership" Campaign | BRONZE |
| CAT.09 | Financial Services | TVC | Fred & Farid Paris | Societe Generale • "So Music" Credit Card | SILVER |
| CAT.21 | Recreation & Leisure | TVC | Fred & Farid Paris | Oxylane - B'Twin • "Everywhere" | BRONZE |
| CAT.38 | Advertising Photography | PH | Fred & Farid Paris | Schweppes • "Uma" Campaign | SILVER |
| CAT.48 | Integrated Campaigns | INC | Fred & Farid Paris | Wrangler • "Stunt" | BRONZE |
| CAT.33 | Branded Entertainment | BC | Furious Monkeys | Orangina • "Serial Tackler" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Furious Monkeys | Schweppes • "Uma" | BRONZE |
| CAT.18 | Automobiles | TVC | H | Citroën Promotional Campaign • "Bip Bip" | SILVER |
| CAT.18 | Automobiles | TVC | H | Citroën DS4 • "Baby" | BRONZE |
| CAT.18 | Automobiles | TVC | H & Euro RSCG Madrid | Citroën C5 • "Work for Nothing" | BRONZE |
| CAT.46 | Online Ads | INT | H | Mennen Incident • "Mennen Incident" | BRONZE |
| CAT.15 | Toiletries & Health Care | TVC | HEREZIE | Essilor - Optifog Lenses • "Foggy Moments" | SILVER |
| CAT.32 | Mobile Communications | DM | La Chose | Amnesty International • "Bulletproof" | BRONZE |
| CAT.01 | Food | TVC | Leo Burnett France | Charal Meat • "The Ostriches" & "The Wolves" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Marcel | Contrex • "Contrexperience" | SILVER |
| CAT.36 | Film Craft | TVC | Ogilvy France | Mattel/Scrabble • "Block Project" | SILVER |
| CAT.10 | Public Interest | PRE | Ogilvy France | WWF • "Red Tuna" Campaign | SILVER |
| CAT.10 | Public Interest | POS | Ogilvy France | WWF • "Red Tuna" Campaign | SILVER |
| CAT.29 | Media Innovation - Traditional Media | MI | Ogilvy France | Perrier • "Le Club Perrier" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Ogilvy France | Scrabble • "Block Project" | SILVER |
| CAT.34 | Public Relations | PIE | Ogilvy France | Europcar/Autoliberté • "Crush Hour" | SILVER |
| CAT.33 | Branded Entertainment | BC | Ogilvy France | Perrier • "Le Club Perrier" | SILVER |
| CAT.48 | Integrated Campaigns | INC | Ogilvy France | Europcar/Autoliberté • "Crush Hour" | BRONZE |
| CAT.06 | Communication Services | TVC | Publicis Conseil | Orange Cineday • "Hussars" | BRONZE |
| CAT.18 | Automobiles | TVC | Publicis Conseil | Renault ZE Electric Life • "Electric Life" | SILVER |
| CAT.21 | Recreation & Leisure | TVC | Publicis Conseil | PMU • "The Jockeys Are Back!" | SILVER |
| CAT.24 | Corporate Image | TVC | Publicis Conseil | Orange Cineday • "Hussars" | BRONZE |
| CAT.24 | Corporate Image | TVC | Publicis Conseil | Renault ZE • "Electric Life" | SILVER |

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| CAT.36 | Film Craft | TVC | Publicis Conseil | Orange Cineday • "Hussars" | SILVER |
| CAT.21 | Recreation & Leisure | PRE | Publicis Conseil | Sooruz • "Jump" Campaign | SILVER |
| CAT.37 | Print Craft | PRE | Publicis Conseil | Sooruz • "Jump" Campaign | SILVER |
| CAT.38 | Advertising Photography | PRE | Publicis Conseil | Nestle Menier Old Days • "Old Days" Campaign | BRONZE |
| CAT.39 | Illustration | PRE | Publicis Conseil | Sooruz • "Jump" Campaign | SILVER |
| CAT.32 | Mobile Communications | DM | Publicis Conseil & Marcel | Renault Espace • "Espace 360" | BRONZE |
| CAT.36 | Film Craft | TVC | TBWA\Paris | Dior • "J'Adore" | SILVER |
| CAT.10 | Public Interest | TVC | Wanda Productions (for La Chose) | Amnesty International • "Projection" | BRONZE |
| CAT.36 | Film Craft | TVC | Wanda Productions (for TBWA\G1 & TBWA\Paris) | Nissan Juke • "Stay Awake" | BRONZE |
| CAT.36 | Film Craft | TVC | Wanda Productions (for UBISOFT) | Raving Rabbids • "E3" | SILVER |
| CAT.36 | Film Craft | TVC | WIZZ (for Marcel) | Sequoia Organic & Natural Market • "Snail", "Mantis" & "Skunk" | BRONZE |
| CAT.20 | Media | POS | Young & Rubicam Paris | L'Etudiant • "L'Etudiant.fr" Campaign | SILVER |

GERMANY

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| CAT.47 | Online Films | INT | Andreas Roth | Dirt Devil • "Exorcist" | SILVER |
| CAT.32 | Mobile Communications | BC | BBDO Germany | BBDO Germany • "The Interactive Coal-Gate" | BRONZE |
| CAT.14 | Beauty Products & Services | TVC | BBDO Proximity | Braun / Satin Hair 5 Multistyle • "Hairmoticons" | SILVER |
| CAT.01 | Food | TVC | DDB Tribal Group & Heye & Partner | McDonald's • "Package" | BRONZE |
| CAT.20 | Media | TVC | Euro RSCG Düsseldorf | n-tv The News Channel • "Nothing Moves You More Than Reality - Stunt" | SILVER |
| CAT.23 | Professional Services | TVC | Grabarz & Partner Werbeagentur | jobsintown.de • "Fisherman" | SILVER |
| CAT.18 | Automobiles | PRE | Grabarz & Partner Werbeagentur | VW Polo BlueMotion • "Ocean" | SILVER |
| CAT.18 | Automobiles | PRE | Grabarz & Partner Werbeagentur | VW Phaeton • "Cubism" Campaign | BRONZE |
| CAT.19 | Automotive & Accessories | PRE | Grabarz & Partner Werbeagentur | Volkswagen Rear Assist • "All-round Safety" Campaign | BRONZE |
| CAT.28 | Business to Business Direct | PRE | Grabarz & Partner Werbeagentur | WIENERS + WIENERS • "Self Translating Email" | BRONZE |
| CAT.08 | Retail Services | POS | Grabarz & Partner Werbeagentur | Ikea • "Ikea Store Opening" | SILVER |
| CAT.19 | Automotive & Accessories | POS | Grabarz & Partner Werbeagentur | Volkswagen Rear Assist • "All-round Safety" Campaign | BRONZE |
| CAT.26 | Radio Advertising | RA | Grabarz & Partner Werbeagentur | Modern Music School • "Talent" Campaign | SILVER |
| CAT.29 | Media Innovation - Traditional Media | MI | Grabarz & Partner Werbeagentur | Volkswagen Side Assist • "Safe for Work" (Microsite) | SILVER |
| CAT.34 | Public Relations | PR | Grabarz & Partner Werbeagentur | Exit • "Trojan Shirt" | SILVER |
| CAT.46 | Online Ads | INT | Grabarz & Partner Werbeagentur | Volkswagen Side Assist • "Safe for Work (Banner)" | SILVER |
| CAT.17 | Footwear & Personal Accessories | PRE | Grey Worldwide | Deichmann Graceland • "High Heels" Campaign | SILVER |
| CAT.36 | Film Craft | TVC | Group.IE Gesellschaft für Identity Engineering | ALDAR Properties PJSC + Ferrari SPA • "Coppa di Sicilia" | SILVER |
| CAT.24 | Corporate Image | TVC | HEIMAT, Berlin | Hornbach DIY/ Home Improvement Superstores • "Every Change Needs a Beginning" | SILVER |
| CAT.29 | Media Innovation - Traditional Media | DM | Interone | Sunny Cars • "The Rain Promotion" | SILVER |
| CAT.22 | Professional Products | PRE | kempertrautmann | edding • "Wall of Fame" Campaign | BRONZE |

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| CAT.39 | Illustration | PRE | kempertrautmann | edding • "Wall of Fame" Campaign | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | kempertrautmann | edding • "Wall of Fame" | SILVER |
| CAT.34 | Public Relations | PIE | kempertrautmann | Germany Will Find You • "Germany Will Find You" | BRONZE |
| CAT.42 | Packaging Design | PAC | kempertrautmann & loved | Görtz 17 • "Görtz 17 Shoelace Box" | SILVER |
| CAT.43 | Consumer Internet Sites - Durables | INT | kempertrautmann | edding • "Wall of Fame" | SILVER |
| CAT.46 | Online Ads | INT | kempertrautmann | edding • "edding Digital Highlighter" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | kempertrautmann | edding • "Wall of Fame" | SILVER |
| CAT.48 | Integrated Campaigns | INC | kempertrautmann | Deutschland Findet Euch • "Germany Will Find You" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | KKLD* Creative Agency for the Digital Age | MINI • "MINI Photo Box" | SILVER |
| CAT.48 | Integrated Campaigns | INC | KKLD* Creative Agency for the Digital Age | MINI • "MINI Photo Box" | BRONZE |
| CAT.40 | Graphic Design | GD | KNSK Werbeagentur | WMF Peelers • "WMF Peelers" | SILVER |
| CAT.15 | Toiletries & Health Care | TVC | Kolle Rebbe | Stop the Water While Using Me! • "Stop the Water While Using Me!" | BRONZE |
| CAT.40 | Graphic Design | PAC | Kolle Rebbe | Stop the Water While Using Me • "Packaging Design" | BRONZE |
| CAT.42 | Packaging Design | PAC | Kolle Rebbe | The Deli Garage • "Brickstones" | SILVER |
| CAT.42 | Packaging Design | PAC | Kolle Rebbe | The Deli Garage • "Food Paint Shop" | SILVER |
| CAT.42 | Packaging Design | PAC | Kolle Rebbe | The Deli Garage • "Parmesan Pencils" | SILVER |
| CAT.21 | Recreation & Leisure | TVC | Leagas Delaney Hamburg | Deutsches Schauspielhaus in Hamburg • "Hail of Criticism" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | Markenfilm (for Jung von Matt) | Dortmund Concert Hall • "Dortmund Concert Milk" | SILVER |
| CAT.40 | Graphic Design | GD | Ogilvy & Mather Advertising | Abtei Ginkgo Plus • "The Red-Thread-Book" | SILVER |
| CAT.07 | Transport & Tourism | TVC | Ogilvy & Mather Werbeagentur | Deutsche Bahn (German Rail) • "The Boss Is Coming" | BRONZE |
| CAT.07 | Transport & Tourism | TVC | Ogilvy & Mather Werbeagentur | Deutsche Bahn (German Rail) • "Travel Symphony" | BRONZE |
| CAT.07 | Transport & Tourism | TVC | Ogilvy & Mather Werbeagentur | Deutsche Bahn (German Rail) • "Back Seat Holiday" | BRONZE |
| CAT.36 | Film Craft | TVC | Ogilvy & Mather Werbeagentur | DKV (German Health Insurance) • "Very Angry Neighbour" | SILVER |
| CAT.07 | Transport & Tourism | PRE | Ogilvy & Mather Werbeagentur | Deutsche Bahn AG (German Rail) • "Germany Is Getting Smaller" | SILVER |
| CAT.18 | Automobiles | PRE | Ogilvy & Mather Werbeagentur | US-MOBILE.DE • "Offroad? What Offroad?" Campaign | BRONZE |
| CAT.07 | Transport & Tourism | POS | Ogilvy & Mather Werbeagentur | Deutsche Bahn (German Rail) • "Germany Is Getting Smaller" | SILVER |
| CAT.39 | Illustration | GD | Ogilvy & Mather Werbeagentur | Ogilvy Germany • "How to Magazine/Series Neuromarketing" | BRONZE |
| CAT.39 | Illustration | GD | Ogilvy & Mather Werbeagentur | IBM • "DATAISM. The Unknown Artists" | SILVER |
| CAT.41 | Publication Design | GD | Ogilvy & Mather Werbeagentur | Ogilvy Germany • "How to Magazine/The Black Issue" | BRONZE |
| CAT.46 | Online Ads | INT | Ogilvy & Mather Werbeagentur | Sony Playstation • "GT5 Profile Takeover" | BRONZE |
| CAT.39 | Illustration | PRE | Scholz & Friends Berlin | BUND (Friends of the Earth Germany) • "Time up, Life Over" Campaign | SILVER |
| CAT.08 | Retail Services | POS | Scholz & Friends Berlin | Copyshop • "The Copied City" Campaign | BRONZE |
| CAT.10 | Public Interest | POS | Scholz & Friends Berlin | BUND (Friends of the Earth Germany) • "Time up, Life Over" Campaign | SILVER |

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| CAT.30 | Media Innovation - Alternative Media | POS | Scholz & Friends Berlin | Copyshop • "The Copied City" Campaign | SILVER |
| CAT.40 | Graphic Design | POS | Scholz & Friends Berlin | Loewe • "Loewe 3D" Campaign | SILVER |
| CAT.32 | Mobile Communications | BC | Scholz & Friends Berlin | Scholz & Friends - Employee Loyalty and Corporate Image • "Me & Friends" | SILVER |
| CAT.39 | Illustration | GD | Scholz & Friends Berlin | STIHL Chainsaws • "Warriors" Campaign | SILVER |
| CAT.41 | Publication Design | GD | Scholz & Friends Berlin | Frankfurter Allgemeine Zeitung • "The First Page Calendar" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Scholz & Friends Hamburg | Scholz & Friends Hamburg • "Pizza Digitale" Recruiting Campaign | SILVER |
| CAT.24 | Corporate Image | POS | Serviceplan Gruppe | serviceplan campaign hamburg • "Posters of Passion" Campaign | BRONZE |
| CAT.27 | Consumer Direct | DM | Serviceplan Gruppe | LEGO • "Builders of Infinity" | SILVER |
| CAT.46 | Online Ads | INT | Serviceplan Gruppe | LEGO • "Builders of Infinity" | SILVER |
| CAT.21 | Recreation & Leisure | PRE | Serviceplan Gruppe | Lego • "Builders of Tomorrow" Campaign | SILVER |
| CAT.28 | Business to Business Direct | DM | Serviceplan Gruppe | Pencil Heads • "Pencil Heads" | BRONZE |
| CAT.32 | Mobile Communications | DM | Serviceplan Gruppe | The Global Fund • "Heartbeats" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Serviceplan Gruppe | LEGO • "The LEGO Stereoscope" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Serviceplan Gruppe | Pattex • "Pattex Crane" | SILVER |
| CAT.41 | Publication Design | PUB | serviceplan health & life | AOK Health Insurance • "The Non-Smokers Art Calendar" | BRONZE |
| CAT.28 | Business to Business Direct | MI | TBWA\Düsseldorf | TBWA • "TBWA Recruiting - Hijack the Wall of Fame" | SILVER |
| CAT.29 | Media Innovation - Traditional Media | MI | TBWA\ Berlin | adidas • "Game Faces" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | PIE | TBWA\ Berlin & CHE*CHE | ABSOLUT Vodka • "MADE" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | PIE | TBWA\ Berlin & CHE*CHE | ABSOLUT Vodka • "MADE - Weird Reality" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | TBWA\ Berlin & CHE*CHE | ABSOLUT Vodka • "MADE" | BRONZE |

GREECE

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| CAT.42 | Packaging Design | PAC | mousegraphics | Olive Oil • "100% Olive Oil" | BRONZE |
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IRELAND

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| CAT.20 | Media | POS | chemistry | The Irish Examiner • "The Irish Examiner" Campaign | BRONZE |
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ISRAEL

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| CAT.05 | Non-Alcoholic Drinks | TVC | ACW GREY ISRAEL | Schweppes • "Cannibals" | SILVER |
| CAT.29 | Media Innovation - Traditional Media | MI | Shalmor Avnon Amichay | Aids Awareness • The Aids Task Force - The "Get Tested Project" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | Shalmor Avnon Amichay | Strauss • "All Names in the Country Share the Logo" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | Shalmor Avnon Amichay | Task Force On Human Trafficking • "Woman For Sale" | BRONZE |

ITALY

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| CAT.20 | Media | TVC | 1861united | Sky Sport • "Miracles" | SILVER |
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| CAT.20 | Media | PRE | 1861united | SKY Sport • "Miracles" Campaign | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Leo Burnett Company | Samsung - Washing Machine • "Naked Staues" | SILVER |
| CAT.05 | Non-Alcoholic Drinks | TVC | Publicis Italy | Burn Energy Drink • "Never Extinguish" | BRONZE |
| CAT.21 | Recreation & Leisure | PRE | Young & Rubicam Brands Italia | Profondo Rosso Store/Museum • "Horror" Campaign | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Young & Rubicam Brands Italia | Microsoft • "Pirate Inside" | BRONZE |

LEBANON

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| CAT.35 | Promotions & Activation | PR | Leo Burnett Beirut | BPG • "Fake it All" | BRONZE |
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LITHUANIA

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| CAT.42 | Packaging Design | PAC | LOVE | MADE IN IKI • "When People Dream of Tasty Bread" | BRONZE |
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NETHERLANDS

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| CAT.10 | Public Interest | TVC | 180 Amsterdam | SIRE • "Marked for Life" | SILVER |
| CAT.18 | Automobiles | TVC | BSUR Agency | MINI Coupé • "Another Day. Another Adventure." | BRONZE |
| CAT.18 | Automobiles | TVC | BSUR Agency | MINI Family Range • "Mini vs Monster" | BRONZE |
| CAT.36 | Film Craft | TVC | BSUR Agency | MINI Coupé • "Sunday in Rio (Carnival)" | BRONZE |
| CAT.18 | Automobiles | TVC | DDB Amsterdam | Old Lady • "Old Lady" | SILVER |
| CAT.10 | Public Interest | POS | Lemz | Stichting Consument Veiligheid & VWA • "Children See Things Differently" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | Lemz | IKEA • "IKEA 365 campaign" | SILVER |
| CAT.31 | Social Networks | BC | Lemz | KLM Royal Dutch Airlines • "Live Reply" | SILVER |
| CAT.47 | Online Films | INT | Lemz | KLM Royal Dutch Airlines • "Live Reply" | BRONZE |
| CAT.28 | Business to Business Direct | DM | N=5 | Mercedes-Benz Sprinter • "Online Guerrilla" | BRONZE |
| CAT.36 | Film Craft | TVC | Ogilvy Amsterdam | Orange Babies • "The Fight" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | Ogilvy Amsterdam | TNT • "The Conversation Starts Here" | BRONZE |
| CAT.04 | Alcoholic Drinks | TVC | Selmore | Bavaria Premium Beer • "Hugh Hefner" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Tribal DDB Amsterdam | Philips Audio Range • "Philips Obsessed With Sound - Hear Every Detail" | SILVER |
| CAT.47 | Online Films | INT | Tribal DDB Amsterdam | Philips Audio Range • "Philips Obsessed With Sound - Hear Every Detail" | BRONZE |
| CAT.04 | Alcoholic Drinks | TVC | Wieden+Kennedy Amsterdam | Heineken • "Legendary Football" | SILVER |
| CAT.47 | Online Films | INT | Wieden+Kennedy Amsterdam | Heineken • "Legendary Making of the Date" | SILVER |

NORWAY

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| CAT.30 | Media Innovation - Alternative Media | MI | Anorak & Haaland Eidsvåg & Strøm | Kaizers Orchestra • "Heartbreaker" | SILVER |
| CAT.48 | Integrated Campaigns | INC | Anorak & Haaland Eidsvåg & Strøm | Kaizers Orchestra • "Heartbreaker" | BRONZE |
| CAT.28 | Business to Business Direct | DM | Fasett | BIS Industrier • "Love, Mum" | SILVER |

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| CAT.06 | Communication Services | TVC | Kitchen Leo Burnett | 1888 (telephone directory) • "The Brat" | SILVER |
| CAT.15 | Toiletries & Health Care | TVC | Los&Co | Asan Trippel Shower • "Shower Like a Man" | BRONZE |
| CAT.33 | Branded Entertainment | BC | Mediafront / McCann | WIDERØE Airlines • "A Summer Without Rain" | SILVER |
| CAT.34 | Public Relations | PIE | TRY Advertising Agency & APT Advertising Agency | Aschehoug Doctor Proctor • "Doctor Proctor" | BRONZE |
| CAT.35 | Promotions & Activation | PIE | TRY Advertising Agency & APT Advertising Agency | Volkswagen Golf BlueMotion • "BlueMotion Roulette" | SILVER |
| CAT.34 | Public Relations | PR | TRY Advertising Agency & APT Advertising Agency | FINN.no • "FINNland – The Smallest Country in the World" | BRONZE |
| CAT.35 | Promotions & Activation | PR | TRY Advertising Agency & APT Advertising Agency | Macks Brewery • The "Fuck-You-International-Beer-Producing-Assholes" Campaign | SILVER |
| CAT.43 | Consumer Internet Sites - Durables | INT | TRY Advertising Agency & APT Advertising Agency | Volkswagen Golf BlueMotion • "BlueMotion Roulette" | BRONZE |

POLAND

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| CAT.30 | Media Innovation - Alternative Media | DM | Euro RSCG Warsaw | The Polish Federation of Cancer Survivors • "What a Person Can Miss the Machine Will Find" | BRONZE |
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ROMANIA

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| CAT.35 | Promotions & Activation | PR | McCann Erickson | Rom • "American Rom" | SILVER |
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RUSSIAN FEDERATION

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| CAT.06 | Communication Services | PRE | BBDO Russia Group | Google StreetView • "Power Station" & "Sex Shop" Campaign | SILVER |
| CAT.15 | Toiletries & Health Care | PRE | BBDO Russia Group | Aspirin • "Before & After" Campaign | BRONZE |
| CAT.15 | Toiletries & Health Care | PRE | BBDO Russia Group | Bayer Nazol • "Smells of the World" Campaign | BRONZE |
| CAT.40 | Graphic Design | PAC | Depot WPF | Dizao Organics Skin Care Products • Packaging Graphics | SILVER |
| CAT.42 | Packaging Design | PAC | Depot WPF | EcoBag • "EcoBag" | BRONZE |
| CAT.42 | Packaging Design | PAC | Depot WPF | Dizao Organics Skin Care Products • Packaging Graphics | BRONZE |
| CAT.37 | Print Craft | PRE | Leo Burnett Moscow | LEGO • "Make It" Campaign | BRONZE |
| CAT.27 | Consumer Direct | DM | Voskhod | 100 000 Books • "Books Fresheners" | BRONZE |

SLOVAKIA

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| CAT.06 | Communication Services | PRE | JANDL, marketing a reklama | Wikipedia • "Don't Keep It to Yourself" Campaign | BRONZE |
| CAT.09 | Financial Services | PRE | Wiktor Leo Burnett | Union Travel Insurance • "Truth Well Told" Campaign | BRONZE |

SLOVENIA

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| CAT.10 | Public Interest | POS | Pristop | Amnesty International Slovenia • "Plug Right" | BRONZE |
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SPAIN

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| CAT.34 | Public Relations | PIE | Bungalow25 | Sony Pictures • "Smurf Village" | BRONZE |
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| CAT.10 | Public Interest | PRE | CONTRAPUNTO BBDO | Amnesty International • Protest | SILVER |
| CAT.38 | Advertising Photography | PH | Lola | Magum Art • "Magnum Art" Campaign | BRONZE |
| CAT.11 | Home Electronics & Audiovisual Equipment | PRE | TBWAVESPAÑA | SONY PLAYSTATION • "Wound & "Injection" | BRONZE |
| CAT.05 | Non-Alcoholic Drinks | TVC | Victor Enrique Suñer Santos (for M&V Valencia) | Pepsi • "Numbers" | SILVER |

SWEDEN

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| CAT.27 | Consumer Direct | DM | Åkestam Holst | The Swedish Post • "Living Christmas Cards" | BRONZE |
| CAT.27 | Consumer Direct | DM | Åkestam Holst | The Swedish Post • "The Sound of Green" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | Åkestam Holst | Pause Home Entertainment • "The Human Jukebox" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Åkestam Holst | The Swedish Post • "Living Christmas Cards" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Åkestam Holst | Carlsberg • "Unbottle Yourself" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Åkestam Holst | The Swedish Post • "Voice Letter" | BRONZE |
| CAT.24 | Corporate Image | DM | CP+B | KOMM • "Awards Rejudged" | SILVER |
| CAT.32 | Mobile Communications | MI | CP+B | ABBA Seafood • "Kalles Egg Timer" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | BC | DDB Stockholm | Volkswagen Sweden • "The Speed Camera Lottery" | SILVER |
| CAT.35 | Promotions & Activation | MI | ESTER | LAFA • "The Sex Profile" | SILVER |
| CAT.33 | Branded Entertainment | PIE | ESTER | LAFA, The Stockholm County Aids Prevention Program • "The Sex Profile" | SILVER |
| CAT.07 | Transport & Tourism | TVC | Fältman & Malmén | Stockholm Arlanda Airport • "There's Always a Good Reason to Travel" | BRONZE |
| CAT.18 | Automobiles | PRE | Forsman & Bodenfors | Volvo • "Pedestrian" | SILVER |
| CAT.38 | Advertising Photography | PRE | Forsman & Bodenfors | VOLVO • "VOLVO XC TRAVELS" Campaign | SILVER |
| CAT.18 | Automobiles | POS | Forsman & Bodenfors | Volvo • "Volvo XC Travels" Campaign | BRONZE |
| CAT.20 | Media | POS | Forsman & Bodenfors | Göteborgs-Posten • "A World-Class Local" Campaign | BRONZE |
| CAT.27 | Consumer Direct | DM | Forsman & Bodenfors | AMF • "Send a Message to the Future" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | Forsman & Bodenfors | IKEA • "Lullabies" | BRONZE |
| CAT.31 | Social Networks | MI | Forsman & Bodenfors | IKEA • "Fashion Award" | SILVER |
| CAT.31 | Social Networks | MI | Forsman & Bodenfors | IKEA • "Lullabies" | SILVER |
| CAT.33 | Branded Entertainment | MI | Forsman & Bodenfors | VOLVO • "XC TRAVELS" | BRONZE |
| CAT.34 | Public Relations | PR | Forsman & Bodenfors | AMF • "Send a Message to the Future" | BRONZE |
| CAT.32 | Mobile Communications | BC | Forsman & Bodenfors | COMVIQ • "Single, Single Release" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | Forsman & Bodenfors | REEBOK • "The Promise Keeper" | SILVER |
| CAT.43 | Consumer Internet Sites - Durables | INT | Forsman & Bodenfors | VOLVO • "XC TRAVELS" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | Forsman & Bodenfors | IKEA • "Fashion Award" | SILVER |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Forsman & Bodenfors | AMF • "Send a Message to the Future" | SILVER |

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| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Forsman & Bodenfors | Västtrafik • "Tram Sightseeing" | BRONZE |
| CAT.32 | Mobile Communications | BC | Great Works | ABSOLUT • "ABSOLUT Blank App" | BRONZE |
| CAT.31 | Social Networks | MI | INGO | United Nations Association • "UNA - Unselfish Status" | BRONZE |
| CAT.32 | Mobile Communications | MI | Jung von Matt Stockholm | MINI • "MINI Getaway" | SILVER |
| CAT.35 | Promotions & Activation | PIE | Jung von Matt Stockholm | MINI • "MINI Getaway" | SILVER |
| CAT.48 | Integrated Campaigns | INC | Jung von Matt Stockholm | MINI • "Getaway Stockholm" | SILVER |
| CAT.06 | Communication Services | TVC | King | Com Hem • "On Demand" | BRONZE |
| CAT.07 | Transport & Tourism | TVC | King | SJ Swedish Rail • "A Smarter Way to Travel" Campaign | BRONZE |
| CAT.20 | Media | TVC | King | Expressen • "RevealingNews" | SILVER |
| CAT.13 | Household Maintenance | POS | Lowe Brindfors | Alcro - Paint Manufacturer • "Colour Tackle" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | Lowe Brindfors | Magnum Ice Cream • "Pleasure Hunt" | BRONZE |
| CAT.33 | Branded Entertainment | BC | Lowe Brindfors | Magnum Ice Cream • "Pleasure Hunt" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | Naked Communications Sweden | Nike • "Be Zlatan" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | DM | Pool | Hertz Dog Cages • "Give the Dog a Bone" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Saatchi & Saatchi Stockholm | Ariel Actilift • "Ariel Fashion Shoot" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Saatchi & Saatchi Stockholm | Ariel Actilift • "Ariel Fashion Shoot" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | Saatchi & Saatchi Stockholm | Ariel Actilift • "Ariel Fashion Shoot" | BRONZE |
| CAT.36 | Film Craft | TVC | SCP Göteborg | Göteborg International Film Festival • "Göteborg International Film Festival Vignette Film" | SILVER |
| CAT.37 | Print Craft | PRE | SCP Göteborg | Göteborg International Film Festival • "Göteborg International Film Festival Ad" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | SCP Göteborg | Primärvården Göteborg • "Sneeze Box" | SILVER |
| CAT.06 | Communication Services | TVC | TBWA\ Stockholm | Adressändring (Swedish mail/postal services) • "Love Swing" | BRONZE |
| CAT.10 | Public Interest | PRE | TBWA\ Stockholm | Cancerfonden (The Swedish Cancer Society) • "Survivors" Campaign | SILVER |
| CAT.21 | Recreation & Leisure | PRE | TBWA\ Stockholm | Oddset • "All You Need Is an Opinion" Campaign | BRONZE |

SWITZERLAND

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| CAT.14 | Beauty Products & Services | PRE | Advico Y&R (Y&R Switzerland) | Migros Genossenschafts-Bund • "Precious Hair" Campaign | SILVER |
| CAT.17 | Footwear & Personal Accessories | PRE | Jung von Matt / Limmat | Vögele Shoes • "Box Models" Campaign | SILVER |
| CAT.31 | Social Networks | DM | Jung von Matt / Limmat | Graubünden Ferien • "Application for Citizenship" | SILVER |
| 14 | Beauty Products & Services | POS | Publicis Communications Schweiz | Garnier, Ultra Lift • "Forever Young" | BRONZE |
| CAT.23 | Professional Services | PRE | Ruf Lanz Werbeagentur | Oekopool • "Oekopool" Campaign | BRONZE |
| CAT.15 | Toiletries & Health Care | TVC | Saatchi & Saatchi Switzerland | Otrivin • "You Look Dumber when Your Mouth's Open" | SILVER |
| CAT.06 | Communication Services | TVC | Spillmann/Felser/Leo Burnett | Sunrise Telecommunication • "At the Movies" | BRONZE |
| CAT.08 | Retail Services | TVC | Spillmann/Felser/Leo Burnett | Micasa • "Names" Promotion | SILVER |
| CAT.47 | Online Films | INT | Spillmann/Felser/Leo Burnett | Switzerland Tourism • "Holidays Without Internet" | BRONZE |

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| CAT.12 | Homes, Furnishings & Appliances | TVC | walker | Pfister • "The Dinner" | SILVER |
| CAT.23 | Professional Services | PRE | Wirz BBDO | Small World Travel Agency • "Small World" Campaign | BRONZE |
| CAT.37 | Print Craft | PRE | Wunderman (Y&R Switzerland) | Phonak • "Spice" Campaign | SILVER |
| CAT.37 | Print Craft | POS | Wunderman (Y&R Switzerland) | Phonak • "Spice" Campaign | SILVER |

TURKEY

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| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Grey Istanbul | Discrimination • "Human Piano" | SILVER |
| CAT.19 | Automotive & Accessories | TVC | Leo Burnett - Istanbul | Fiat Ducato • "26" | BRONZE |
| CAT.27 | Consumer Direct | DM | Rabarba | Garanti Bank • "The Last Person on Earth Who Doesn't Use Online Banking" | SILVER |
| CAT.11 | Home Electronics & Audiovisual Equipment | PRE | TBWA\Istanbul | BEKO • "The Recorded Contents" Campaign | BRONZE |
| CAT.13 | Household Maintenance | PRE | THE | Arya Tempo Paper Towel • "Superabsorbent Paper Towel" | BRONZE |

UKRAINE

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| CAT.41 | Publication Design | GD | Graphic Design Studio by Yurko Gutsulyak | Graphic Design (Self-promotion) • "Trash Calendar" | SILVER |
| CAT.09 | Financial Services | TVC | Ogilvy&Mather Ukraine | Bank Forum • "Passion" & "Surprise" | SILVER |
| CAT.09 | Financial Services | PRE | Ogilvy&Mather Ukraine | Bank Forum • "Banking. Germany Style." Campaign | SILVER |
| CAT.48 | Integrated Campaigns | INC | Ogilvy&Mather Ukraine | Bank Forum • "German Style" | BRONZE |

UNITED ARAB EMIRATES

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| CAT.06 | Communication Services | PRE | FP7/BAH | Batelco • "Batelco Directory" Campaign | SILVER |
| CAT.06 | Communication Services | POS | FP7/BAH | Batelco • "Batelco Directory" Campaign | SILVER |
| CAT.23 | Professional Services | POS | FP7/BAH | Berlitz Language School • "UFO" Campaign | BRONZE |
| CAT.15 | Toiletries & Health Care | PRE | IMPACT BBDO DUBAI | Braun • "Monkey", "Squirrel" & "Chick" | SILVER |
| CAT.38 | Advertising Photography | PH | IMPACT BBDO DUBAI | BRAUN • "Monkey", "Squirrel" & "Chick" | SILVER |
| CAT.23 | Professional Services | TVC | Memac Ogilvy and Mather | Berlitz Language Centre • "Google Translates" Campaign | BRONZE |
| CAT.10 | Public Interest | PRE | Memac Ogilvy and Mather | Reporters Without Borders • "Pixelated Truth" Campaign | SILVER |
| CAT.08 | Retail Services | PRE | Y&R Dubai | Harvey Nichols • "Accessories Required" Campaign | SILVER |
| CAT.37 | Print Craft | PRE | Y&R Dubai | Land Rover • "Rare" Campaign | BRONZE |
| CAT.10 | Public Interest | POS | Y&R Dubai | KAFA • "Words Hurt" Campaign | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Y&R Dubai | Al Noor School • "See Potential" | BRONZE |

UNITED KINGDOM

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| CAT.01 | Food | TVC | Abbott Mead Vickers BBDO | Heinz • "Happy Birthday" | BRONZE |
| CAT.04 | Alcoholic Drinks | TVC | Abbott Mead Vickers BBDO | Guinness • "Made of More" | SILVER |

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| CAT.10 | Public Interest | TVC | Abbott Mead Vickers BBDO | The London Metropolitan Police • "Who Killed Deon?" | BRONZE |
| CAT.38 | Advertising Photography | PRE | Abbott Mead Vickers BBDO | London Borough of Tower Hamlets • Road Safety Campaign | BRONZE |
| CAT.33 | Branded Entertainment | BC | Abbott Mead Vickers BBDO | Wrigleys • "The Nightjar" | BRONZE |
| CAT.33 | Branded Entertainment | BC | Abbott Mead Vickers BBDO | Doritos Dips • "Desperado" | BRONZE |
| CAT.47 | Online Films | INT | Abbott Mead Vickers BBDO | Doritos • "Dips Desperado" | BRONZE |
| CAT.47 | Online Films | INT | Abbott Mead Vickers BBDO | Wrigleys • "The Nightjar" | BRONZE |
| CAT.23 | Professional Services | TVC | Across The Pond Productions (Google Creative Lab) | Google Analytics • "Online Checkout - In Real Life" | SILVER |
| CAT.32 | Mobile Communications | BC | AKQA | Heineken • "Heineken Star Player" | BRONZE |
| CAT.06 | Communication Services | TVC | CHI & Partners | TalkTalk • "Homes Within Homes" | SILVER |
| CAT.20 | Media | PRE | CHI & Partners | The Sunday Times Rich List 2011 • "Rich List" Campaign | BRONZE |
| CAT.32 | Mobile Communications | PIE | DDB UK | Budweiser • "Budweiser Ice Cold Index" | BRONZE |
| CAT.04 | Alcoholic Drinks | TVC | Fold7 | Carlsberg • "Everest" | SILVER |
| CAT.36 | Film Craft | TVC | Gorgeous (for Fallon London) | Orange • "Popcorn" | BRONZE |
| CAT.36 | Film Craft | TVC | Gorgeous (for BBDO New York) | AT&T • "Entertainment" | SILVER |
| CAT.47 | Online Films | INT | LBi | Sony Ericsson • "Sony Xperia Film" | BRONZE |
| CAT.01 | Food | TVC | Leo Burnett London | McDonald's • "Go With the Flow" | BRONZE |
| CAT.21 | Recreation & Leisure | TVC | Leo Burnett London | BFI's London Film Festival • "Dialogue" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | McCann Birmingham | Vauxhall Astra GTC • "St George" | BRONZE |
| CAT.05 | Non-Alcoholic Drinks | TVC | McCann Manchester | Red Label Tea • "Tea" | SILVER |
| CAT.36 | Film Craft | TVC | Nexus Productions (for CAA & Chipotle) | Chipotle Mexican Grill • "Back to the Start" | BRONZE |
| CAT.47 | Online Films | INT | Nexus Productions (for Venables, Bell & Partners, SF) | Intel Core • "The Chase" | SILVER |
| CAT.01 | Food | TVC | Rainey Kelly Campbell Roalfe/Y&R | Warbutons Toastie/Farmhouse Loaves • "Celebration" | SILVER |
| CAT.37 | Print Craft | PRE | Rainey Kelly Campbell Roalfe/Y&R | Land Rover Defender • "Passport Stamps" | SILVER |
| CAT.06 | Communication Services | TVC | Saatchi & Saatchi | T-Mobile • "Parking Ticket" | BRONZE |
| CAT.31 | Social Networks | BC | SapientNitro | Foot Locker • "Sneakerpedia" | BRONZE |
| CAT.42 | Packaging Design | PAC | Turner Duckworth: London and San Francisco | Diet Coke • Diet Coke Crop Packaging | BRONZE |
| CAT.31 | Social Networks | BC | Work Club | Ballantine's Whisky • "Human API" | BRONZE |

UNITED STATES

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| CAT.15 | Toiletries & Health Care | TVC | Saatchi & Saatchi New York | Pampers • "Miracles" | BRONZE |
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| TVC | TV/Cinema commercial | RA | Radio | PR | Public Relations | PUB | Publications |
| PRE | Press ads | DM | Direct Marketing | BC | Branded Content | PAC | Packaging |
| POS | Posters | MI | Media Innovation | PH | Photography | INT | Interactive |
| PP | Press & Poster | PIE | Promotions/Installations/Events | GD | Graphic Design | INC | Integrated Campaigns |

EPICA AWARDS 2011

SILVER & BRONZE WINNERS

AUSTRIA

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| CAT.26 | Radio Advertising | RA | Demner, Merliceck & Bergmann | A1 Telekom Austria • "Gugl" Campaign | BRONZE |
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BELGIUM

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| CAT.34 | Public Relations | DM | LDV | Kia 7 Year Warranty • "KIA CEO Hooked up to a Lie Detector" | BRONZE |
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| CAT.26 | Radio Advertising | RA | Leo Burnett Brussels | Fiat 500 Cabrio • "Fiat Cabrio Days Prank Call" Campaign | SILVER |
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| CAT.01 | Food | TVC | Openhere | Bicky • "Talking Ears" Campaign | SILVER |
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BULGARIA

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| CAT.04 | Alcoholic Drinks | TVC | Noble Graphics Creative Studio | Shumensko Beer • "The Bulgarian Social Network" | SILVER |
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CZECH REPUBLIC

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| CAT.31 | Social Networks | BC | EURO RSCG Prague | Amnesty International • "Stones for Sakineh" | SILVER |
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| CAT.03 | Dairy Products | POS | Young & Rubicam Prague | Activia • "Hard to Digest Facts" Campaign | SILVER |
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DENMARK

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| CAT.42 | Packaging Design | PAC | envision | Kohberg • "Support the Breasts" | BRONZE |
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FINLAND

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| CAT.39 | Illustration | POS | 358 Helsinki | Heineken • "Tastebuddies" Campaign | BRONZE |
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| CAT.40 | Graphic Design | GD | Bond Creative Agency | PINO • "PINO Corporate Identity" | BRONZE |
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| CAT.10 | Public Interest | TVC | Euro RSCG Helsinki | The Fragile Childhood (Lasinen Lapsuus) • "Voice for a Child" | BRONZE |
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FRANCE

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| CAT.10 | Public Interest | TVC | BDDP Unlimited | Solidarités International • "Water & Ink" | SILVER |
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| CAT.36 | Film Craft | TVC | BDDP Unlimited | Solidarités International • "Water & Ink" | SILVER |
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| CAT.02 | Confectionery & Snacks | TVC | BETC Euro RSCG | Mikado • "Even if You Shouldn't" Campaign | BRONZE |
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| CAT.05 | Non-Alcoholic Drinks | TVC | BETC Euro RSCG | Evian • "Baby Inside" | BRONZE |
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| CAT.36 | Film Craft | TVC | BLUE | Renault • "A Whirlwind of Change" | SILVER |
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| CAT.27 | Consumer Direct | DM | Buzzman | Bic Flex 3 • "WTF! Insane Human Curling" | BRONZE |
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| CAT.02 | Confectionery & Snacks | PRE | CLM BBDO | Snickers • "Metamorphosis" Campaign | SILVER |
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| CAT.37 | Print Craft | PRE | CLM BBDO | TAG HEUER • "Precision" Campaign | SILVER |
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| CAT.38 | Advertising Photography | PRE | CLM BBDO | FRANCE ADOT (Organ Donation) • The Ghost | BRONZE |
| CAT.39 | Illustration | PRE | CLM BBDO | TAG HEUER • "Precision" Campaign | SILVER |
| CAT.05 | Non-Alcoholic Drinks | POS | DDB Paris | Tropicana • "Tropicana Billboard Powered by Oranges" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | PIE | DDB Paris | Tropicana • "Tropicana Billboard Powered by Oranges" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | PIE | DDB Paris | voyages-sncf.com • "The Escape Machine" | SILVER |
| CAT.47 | Online Films | INT | DDB Paris | Tropicana • "Tropicana Billboard Powered by Oranges" | BRONZE |
| CAT.47 | Online Films | INT | DDB Paris | INPES • "Fanatic" | BRONZE |
| CAT.16 | Clothing & Fabrics | POS | Euro RSCG 360 | Happy Boxers • "Partnership" Campaign | BRONZE |
| CAT.09 | Financial Services | TVC | Fred & Farid Paris | Societe Generale • "So Music" Credit Card | SILVER |
| CAT.21 | Recreation & Leisure | TVC | Fred & Farid Paris | Oxylane - B'Twin • "Everywhere" | BRONZE |
| CAT.38 | Advertising Photography | PH | Fred & Farid Paris | Schweppes • "Uma" Campaign | SILVER |
| CAT.48 | Integrated Campaigns | INC | Fred & Farid Paris | Wrangler • "Stunt" | BRONZE |
| CAT.33 | Branded Entertainment | BC | Furious Monkeys | Orangina • "Serial Tackler" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Furious Monkeys | Schweppes • "Uma" | BRONZE |
| CAT.18 | Automobiles | TVC | H | Citroën Promotional Campaign • "Bip Bip" | SILVER |
| CAT.18 | Automobiles | TVC | H | Citroën DS4 • "Baby" | BRONZE |
| CAT.18 | Automobiles | TVC | H & Euro RSCG Madrid | Citroën C5 • "Work for Nothing" | BRONZE |
| CAT.46 | Online Ads | INT | H | Mennen Incident • "Mennen Incident" | BRONZE |
| CAT.15 | Toiletries & Health Care | TVC | HEREZIE | Essilor - Optifog Lenses • "Foggy Moments" | SILVER |
| CAT.32 | Mobile Communications | DM | La Chose | Amnesty International • "Bulletproof" | BRONZE |
| CAT.01 | Food | TVC | Leo Burnett France | Charal Meat • "The Ostriches" & "The Wolves" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Marcel | Contrex • "Contrexperience" | SILVER |
| CAT.36 | Film Craft | TVC | Ogilvy France | Mattel/Scrabble • "Block Project" | SILVER |
| CAT.10 | Public Interest | PRE | Ogilvy France | WWF • "Red Tuna" Campaign | SILVER |
| CAT.10 | Public Interest | POS | Ogilvy France | WWF • "Red Tuna" Campaign | SILVER |
| CAT.29 | Media Innovation - Traditional Media | MI | Ogilvy France | Perrier • "Le Club Perrier" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Ogilvy France | Scrabble • "Block Project" | SILVER |
| CAT.34 | Public Relations | PIE | Ogilvy France | Europcar/Autoliberté • "Crush Hour" | SILVER |
| CAT.33 | Branded Entertainment | BC | Ogilvy France | Perrier • "Le Club Perrier" | SILVER |
| CAT.48 | Integrated Campaigns | INC | Ogilvy France | Europcar/Autoliberté • "Crush Hour" | BRONZE |
| CAT.06 | Communication Services | TVC | Publicis Conseil | Orange Cineday • "Hussars" | BRONZE |
| CAT.18 | Automobiles | TVC | Publicis Conseil | Renault ZE Electric Life • "Electric Life" | SILVER |
| CAT.21 | Recreation & Leisure | TVC | Publicis Conseil | PMU • "The Jockeys Are Back!" | SILVER |
| CAT.24 | Corporate Image | TVC | Publicis Conseil | Orange Cineday • "Hussars" | BRONZE |
| CAT.24 | Corporate Image | TVC | Publicis Conseil | Renault ZE • "Electric Life" | SILVER |

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| CAT.36 | Film Craft | TVC | Publicis Conseil | Orange Cineday • "Hussars" | SILVER |
| CAT.21 | Recreation & Leisure | PRE | Publicis Conseil | Sooruz • "Jump" Campaign | SILVER |
| CAT.37 | Print Craft | PRE | Publicis Conseil | Sooruz • "Jump" Campaign | SILVER |
| CAT.38 | Advertising Photography | PRE | Publicis Conseil | Nestle Menier Old Days • "Old Days" Campaign | BRONZE |
| CAT.39 | Illustration | PRE | Publicis Conseil | Sooruz • "Jump" Campaign | SILVER |
| CAT.32 | Mobile Communications | DM | Publicis Conseil & Marcel | Renault Espace • "Espace 360" | BRONZE |
| CAT.36 | Film Craft | TVC | TBWA\Paris | Dior • "J'Adore" | SILVER |
| CAT.10 | Public Interest | TVC | Wanda Productions (for La Chose) | Amnesty International • "Projection" | BRONZE |
| CAT.36 | Film Craft | TVC | Wanda Productions (for TBWA\G1 & TBWA\Paris) | Nissan Juke • "Stay Awake" | BRONZE |
| CAT.36 | Film Craft | TVC | Wanda Productions (for UBISOFT) | Raving Rabbids • "E3" | SILVER |
| CAT.36 | Film Craft | TVC | WIZZ (for Marcel) | Sequoia Organic & Natural Market • "Snail", "Mantis" & "Skunk" | BRONZE |
| CAT.20 | Media | POS | Young & Rubicam Paris | L'Etudiant • "L'Etudiant.fr" Campaign | SILVER |

GERMANY

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| CAT.47 | Online Films | INT | Andreas Roth | Dirt Devil • "Exorcist" | SILVER |
| CAT.32 | Mobile Communications | BC | BBDO Germany | BBDO Germany • "The Interactive Coal-Gate" | BRONZE |
| CAT.14 | Beauty Products & Services | TVC | BBDO Proximity | Braun / Satin Hair 5 Multistyle • "Hairmoticons" | SILVER |
| CAT.01 | Food | TVC | DDB Tribal Group & Heye & Partner | McDonald's • "Package" | BRONZE |
| CAT.20 | Media | TVC | Euro RSCG Düsseldorf | n-tv The News Channel • "Nothing Moves You More Than Reality - Stunt" | SILVER |
| CAT.23 | Professional Services | TVC | Grabarz & Partner Werbeagentur | jobsintown.de • "Fisherman" | SILVER |
| CAT.18 | Automobiles | PRE | Grabarz & Partner Werbeagentur | VW Polo BlueMotion • "Ocean" | SILVER |
| CAT.18 | Automobiles | PRE | Grabarz & Partner Werbeagentur | VW Phaeton • "Cubism" Campaign | BRONZE |
| CAT.19 | Automotive & Accessories | PRE | Grabarz & Partner Werbeagentur | Volkswagen Rear Assist • "All-round Safety" Campaign | BRONZE |
| CAT.28 | Business to Business Direct | PRE | Grabarz & Partner Werbeagentur | WIENERS + WIENERS • "Self Translating Email" | BRONZE |
| CAT.08 | Retail Services | POS | Grabarz & Partner Werbeagentur | Ikea • "Ikea Store Opening" | SILVER |
| CAT.19 | Automotive & Accessories | POS | Grabarz & Partner Werbeagentur | Volkswagen Rear Assist • "All-round Safety" Campaign | BRONZE |
| CAT.26 | Radio Advertising | RA | Grabarz & Partner Werbeagentur | Modern Music School • "Talent" Campaign | SILVER |
| CAT.29 | Media Innovation - Traditional Media | MI | Grabarz & Partner Werbeagentur | Volkswagen Side Assist • "Safe for Work" (Microsite) | SILVER |
| CAT.34 | Public Relations | PR | Grabarz & Partner Werbeagentur | Exit • "Trojan Shirt" | SILVER |
| CAT.46 | Online Ads | INT | Grabarz & Partner Werbeagentur | Volkswagen Side Assist • "Safe for Work (Banner)" | SILVER |
| CAT.17 | Footwear & Personal Accessories | PRE | Grey Worldwide | Deichmann Graceland • "High Heels" Campaign | SILVER |
| CAT.36 | Film Craft | TVC | Group.IE Gesellschaft für Identity Engineering | ALDAR Properties PJSC + Ferrari SPA • "Coppa di Sicilia" | SILVER |
| CAT.24 | Corporate Image | TVC | HEIMAT, Berlin | Hornbach DIY/ Home Improvement Superstores • "Every Change Needs a Beginning" | SILVER |
| CAT.29 | Media Innovation - Traditional Media | DM | Interone | Sunny Cars • "The Rain Promotion" | SILVER |
| CAT.22 | Professional Products | PRE | kempertrautmann | edding • "Wall of Fame" Campaign | BRONZE |

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| CAT.39 | Illustration | PRE | kempertrautmann | edding • "Wall of Fame" Campaign | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | kempertrautmann | edding • "Wall of Fame" | SILVER |
| CAT.34 | Public Relations | PIE | kempertrautmann | Germany Will Find You • "Germany Will Find You" | BRONZE |
| CAT.42 | Packaging Design | PAC | kempertrautmann & loved | Görtz 17 • "Görtz 17 Shoelace Box" | SILVER |
| CAT.43 | Consumer Internet Sites - Durables | INT | kempertrautmann | edding • "Wall of Fame" | SILVER |
| CAT.46 | Online Ads | INT | kempertrautmann | edding • "edding Digital Highlighter" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | kempertrautmann | edding • "Wall of Fame" | SILVER |
| CAT.48 | Integrated Campaigns | INC | kempertrautmann | Deutschland Findet Euch • "Germany Will Find You" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | KKLD* Creative Agency for the Digital Age | MINI • "MINI Photo Box" | SILVER |
| CAT.48 | Integrated Campaigns | INC | KKLD* Creative Agency for the Digital Age | MINI • "MINI Photo Box" | BRONZE |
| CAT.40 | Graphic Design | GD | KNSK Werbeagentur | WMF Peelers • "WMF Peelers" | SILVER |
| CAT.15 | Toiletries & Health Care | TVC | Kolle Rebbe | Stop the Water While Using Me! • "Stop the Water While Using Me!" | BRONZE |
| CAT.40 | Graphic Design | PAC | Kolle Rebbe | Stop the Water While Using Me • "Packaging Design" | BRONZE |
| CAT.42 | Packaging Design | PAC | Kolle Rebbe | The Deli Garage • "Brickstones" | SILVER |
| CAT.42 | Packaging Design | PAC | Kolle Rebbe | The Deli Garage • "Food Paint Shop" | SILVER |
| CAT.42 | Packaging Design | PAC | Kolle Rebbe | The Deli Garage • "Parmesan Pencils" | SILVER |
| CAT.21 | Recreation & Leisure | TVC | Leagas Delaney Hamburg | Deutsches Schauspielhaus in Hamburg • "Hail of Criticism" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | Markenfilm (for Jung von Matt) | Dortmund Concert Hall • "Dortmund Concert Milk" | SILVER |
| CAT.40 | Graphic Design | GD | Ogilvy & Mather Advertising | Abtei Ginkgo Plus • "The Red-Thread-Book" | SILVER |
| CAT.07 | Transport & Tourism | TVC | Ogilvy & Mather Werbeagentur | Deutsche Bahn (German Rail) • "The Boss Is Coming" | BRONZE |
| CAT.07 | Transport & Tourism | TVC | Ogilvy & Mather Werbeagentur | Deutsche Bahn (German Rail) • "Travel Symphony" | BRONZE |
| CAT.07 | Transport & Tourism | TVC | Ogilvy & Mather Werbeagentur | Deutsche Bahn (German Rail) • "Back Seat Holiday" | BRONZE |
| CAT.36 | Film Craft | TVC | Ogilvy & Mather Werbeagentur | DKV (German Health Insurance) • "Very Angry Neighbour" | SILVER |
| CAT.07 | Transport & Tourism | PRE | Ogilvy & Mather Werbeagentur | Deutsche Bahn AG (German Rail) • "Germany Is Getting Smaller" | SILVER |
| CAT.18 | Automobiles | PRE | Ogilvy & Mather Werbeagentur | US-MOBILE.DE • "Offroad? What Offroad?" Campaign | BRONZE |
| CAT.07 | Transport & Tourism | POS | Ogilvy & Mather Werbeagentur | Deutsche Bahn (German Rail) • "Germany Is Getting Smaller" | SILVER |
| CAT.39 | Illustration | GD | Ogilvy & Mather Werbeagentur | Ogilvy Germany • "How to Magazine/Series Neuromarketing" | BRONZE |
| CAT.39 | Illustration | GD | Ogilvy & Mather Werbeagentur | IBM • "DATAISM. The Unknown Artists" | SILVER |
| CAT.41 | Publication Design | GD | Ogilvy & Mather Werbeagentur | Ogilvy Germany • "How to Magazine/The Black Issue" | BRONZE |
| CAT.46 | Online Ads | INT | Ogilvy & Mather Werbeagentur | Sony Playstation • "GT5 Profile Takeover" | BRONZE |
| CAT.39 | Illustration | PRE | Scholz & Friends Berlin | BUND (Friends of the Earth Germany) • "Time up, Life Over" Campaign | SILVER |
| CAT.08 | Retail Services | POS | Scholz & Friends Berlin | Copyshop • "The Copied City" Campaign | BRONZE |
| CAT.10 | Public Interest | POS | Scholz & Friends Berlin | BUND (Friends of the Earth Germany) • "Time up, Life Over" Campaign | SILVER |

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| CAT.30 | Media Innovation - Alternative Media | POS | Scholz & Friends Berlin | Copyshop • "The Copied City" Campaign | SILVER |
| CAT.40 | Graphic Design | POS | Scholz & Friends Berlin | Loewe • "Loewe 3D" Campaign | SILVER |
| CAT.32 | Mobile Communications | BC | Scholz & Friends Berlin | Scholz & Friends - Employee Loyalty and Corporate Image • "Me & Friends" | SILVER |
| CAT.39 | Illustration | GD | Scholz & Friends Berlin | STIHL Chainsaws • "Warriors" Campaign | SILVER |
| CAT.41 | Publication Design | GD | Scholz & Friends Berlin | Frankfurter Allgemeine Zeitung • "The First Page Calendar" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Scholz & Friends Hamburg | Scholz & Friends Hamburg • "Pizza Digitale" Recruiting Campaign | SILVER |
| CAT.24 | Corporate Image | POS | Serviceplan Gruppe | serviceplan campaign hamburg • "Posters of Passion" Campaign | BRONZE |
| CAT.27 | Consumer Direct | DM | Serviceplan Gruppe | LEGO • "Builders of Infinity" | SILVER |
| CAT.46 | Online Ads | INT | Serviceplan Gruppe | LEGO • "Builders of Infinity" | SILVER |
| CAT.21 | Recreation & Leisure | PRE | Serviceplan Gruppe | Lego • "Builders of Tomorrow" Campaign | SILVER |
| CAT.28 | Business to Business Direct | DM | Serviceplan Gruppe | Pencil Heads • "Pencil Heads" | BRONZE |
| CAT.32 | Mobile Communications | DM | Serviceplan Gruppe | The Global Fund • "Heartbeats" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Serviceplan Gruppe | LEGO • "The LEGO Stereoscope" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Serviceplan Gruppe | Pattex • "Pattex Crane" | SILVER |
| CAT.41 | Publication Design | PUB | serviceplan health & life | AOK Health Insurance • "The Non-Smokers Art Calendar" | BRONZE |
| CAT.28 | Business to Business Direct | MI | TBWA\Düsseldorf | TBWA • "TBWA Recruiting - Hijack the Wall of Fame" | SILVER |
| CAT.29 | Media Innovation - Traditional Media | MI | TBWA\ Berlin | adidas • "Game Faces" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | PIE | TBWA\ Berlin & CHE*CHE | ABSOLUT Vodka • "MADE" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | PIE | TBWA\ Berlin & CHE*CHE | ABSOLUT Vodka • "MADE - Weird Reality" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | TBWA\ Berlin & CHE*CHE | ABSOLUT Vodka • "MADE" | BRONZE |

GREECE

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| CAT.42 | Packaging Design | PAC | mousegraphics | Olive Oil • "100% Olive Oil" | BRONZE |
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IRELAND

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| CAT.20 | Media | POS | chemistry | The Irish Examiner • "The Irish Examiner" Campaign | BRONZE |
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ISRAEL

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| CAT.05 | Non-Alcoholic Drinks | TVC | ACW GREY ISRAEL | Schweppes • "Cannibals" | SILVER |
| CAT.29 | Media Innovation - Traditional Media | MI | Shalmor Avnon Amichay | Aids Awareness • The Aids Task Force - The "Get Tested Project" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | Shalmor Avnon Amichay | Strauss • "All Names in the Country Share the Logo" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | Shalmor Avnon Amichay | Task Force On Human Trafficking • "Woman For Sale" | BRONZE |

ITALY

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| CAT.20 | Media | TVC | 1861united | Sky Sport • "Miracles" | SILVER |
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| CAT.20 | Media | PRE | 1861united | SKY Sport • "Miracles" Campaign | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Leo Burnett Company | Samsung - Washing Machine • "Naked Staues" | SILVER |
| CAT.05 | Non-Alcoholic Drinks | TVC | Publicis Italy | Burn Energy Drink • "Never Extinguish" | BRONZE |
| CAT.21 | Recreation & Leisure | PRE | Young & Rubicam Brands Italia | Profondo Rosso Store/Museum • "Horror" Campaign | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Young & Rubicam Brands Italia | Microsoft • "Pirate Inside" | BRONZE |

LEBANON

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| CAT.35 | Promotions & Activation | PR | Leo Burnett Beirut | BPG • "Fake it All" | BRONZE |
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LITHUANIA

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| CAT.42 | Packaging Design | PAC | LOVE | MADE IN IKI • "When People Dream of Tasty Bread" | BRONZE |
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NETHERLANDS

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| CAT.10 | Public Interest | TVC | 180 Amsterdam | SIRE • "Marked for Life" | SILVER |
| CAT.18 | Automobiles | TVC | BSUR Agency | MINI Coupé • "Another Day. Another Adventure." | BRONZE |
| CAT.18 | Automobiles | TVC | BSUR Agency | MINI Family Range • "Mini vs Monster" | BRONZE |
| CAT.36 | Film Craft | TVC | BSUR Agency | MINI Coupé • "Sunday in Rio (Carnival)" | BRONZE |
| CAT.18 | Automobiles | TVC | DDB Amsterdam | Old Lady • "Old Lady" | SILVER |
| CAT.10 | Public Interest | POS | Lemz | Stichting Consument Veiligheid & VWA • "Children See Things Differently" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | Lemz | IKEA • "IKEA 365 campaign" | SILVER |
| CAT.31 | Social Networks | BC | Lemz | KLM Royal Dutch Airlines • "Live Reply" | SILVER |
| CAT.47 | Online Films | INT | Lemz | KLM Royal Dutch Airlines • "Live Reply" | BRONZE |
| CAT.28 | Business to Business Direct | DM | N=5 | Mercedes-Benz Sprinter • "Online Guerrilla" | BRONZE |
| CAT.36 | Film Craft | TVC | Ogilvy Amsterdam | Orange Babies • "The Fight" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | Ogilvy Amsterdam | TNT • "The Conversation Starts Here" | BRONZE |
| CAT.04 | Alcoholic Drinks | TVC | Selmore | Bavaria Premium Beer • "Hugh Hefner" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | MI | Tribal DDB Amsterdam | Philips Audio Range • "Philips Obsessed With Sound - Hear Every Detail" | SILVER |
| CAT.47 | Online Films | INT | Tribal DDB Amsterdam | Philips Audio Range • "Philips Obsessed With Sound - Hear Every Detail" | BRONZE |
| CAT.04 | Alcoholic Drinks | TVC | Wieden+Kennedy Amsterdam | Heineken • "Legendary Football" | SILVER |
| CAT.47 | Online Films | INT | Wieden+Kennedy Amsterdam | Heineken • "Legendary Making of the Date" | SILVER |

NORWAY

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| CAT.30 | Media Innovation - Alternative Media | MI | Anorak & Haaland Eidsvåg & Strøm | Kaizers Orchestra • "Heartbreaker" | SILVER |
| CAT.48 | Integrated Campaigns | INC | Anorak & Haaland Eidsvåg & Strøm | Kaizers Orchestra • "Heartbreaker" | BRONZE |
| CAT.28 | Business to Business Direct | DM | Fasett | BIS Industrier • "Love, Mum" | SILVER |

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| CAT.06 | Communication Services | TVC | Kitchen Leo Burnett | 1888 (telephone directory) • "The Brat" | SILVER |
| CAT.15 | Toiletries & Health Care | TVC | Los&Co | Asan Trippel Shower • "Shower Like a Man" | BRONZE |
| CAT.33 | Branded Entertainment | BC | Mediafront / McCann | WIDERØE Airlines • "A Summer Without Rain" | SILVER |
| CAT.34 | Public Relations | PIE | TRY Advertising Agency & APT Advertising Agency | Aschehoug Doctor Proctor • "Doctor Proctor" | BRONZE |
| CAT.35 | Promotions & Activation | PIE | TRY Advertising Agency & APT Advertising Agency | Volkswagen Golf BlueMotion • "BlueMotion Roulette" | SILVER |
| CAT.34 | Public Relations | PR | TRY Advertising Agency & APT Advertising Agency | FINN.no • "FINNland – The Smallest Country in the World" | BRONZE |
| CAT.35 | Promotions & Activation | PR | TRY Advertising Agency & APT Advertising Agency | Macks Brewery • The "Fuck-You-International-Beer-Producing-Assholes" Campaign | SILVER |
| CAT.43 | Consumer Internet Sites - Durables | INT | TRY Advertising Agency & APT Advertising Agency | Volkswagen Golf BlueMotion • "BlueMotion Roulette" | BRONZE |

POLAND

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| CAT.30 | Media Innovation - Alternative Media | DM | Euro RSCG Warsaw | The Polish Federation of Cancer Survivors • "What a Person Can Miss the Machine Will Find" | BRONZE |
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ROMANIA

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| CAT.35 | Promotions & Activation | PR | McCann Erickson | Rom • "American Rom" | SILVER |
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RUSSIAN FEDERATION

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| CAT.06 | Communication Services | PRE | BBDO Russia Group | Google StreetView • "Power Station" & "Sex Shop" Campaign | SILVER |
| CAT.15 | Toiletries & Health Care | PRE | BBDO Russia Group | Aspirin • "Before & After" Campaign | BRONZE |
| CAT.15 | Toiletries & Health Care | PRE | BBDO Russia Group | Bayer Nazol • "Smells of the World" Campaign | BRONZE |
| CAT.40 | Graphic Design | PAC | Depot WPF | Dizao Organics Skin Care Products • Packaging Graphics | SILVER |
| CAT.42 | Packaging Design | PAC | Depot WPF | EcoBag • "EcoBag" | BRONZE |
| CAT.42 | Packaging Design | PAC | Depot WPF | Dizao Organics Skin Care Products • Packaging Graphics | BRONZE |
| CAT.37 | Print Craft | PRE | Leo Burnett Moscow | LEGO • "Make It" Campaign | BRONZE |
| CAT.27 | Consumer Direct | DM | Voskhod | 100 000 Books • "Books Fresheners" | BRONZE |

SLOVAKIA

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| CAT.06 | Communication Services | PRE | JANDL, marketing a reklama | Wikipedia • "Don't Keep It to Yourself" Campaign | BRONZE |
| CAT.09 | Financial Services | PRE | Wiktor Leo Burnett | Union Travel Insurance • "Truth Well Told" Campaign | BRONZE |

SLOVENIA

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| CAT.10 | Public Interest | POS | Pristop | Amnesty International Slovenia • "Plug Right" | BRONZE |
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SPAIN

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| CAT.34 | Public Relations | PIE | Bungalow25 | Sony Pictures • "Smurf Village" | BRONZE |
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| CAT.10 | Public Interest | PRE | CONTRAPUNTO BBDO | Amnesty International • Protest | SILVER |
| CAT.38 | Advertising Photography | PH | Lola | Magum Art • "Magnum Art" Campaign | BRONZE |
| CAT.11 | Home Electronics & Audiovisual Equipment | PRE | TBWAVESPAÑA | SONY PLAYSTATION • "Wound & "Injection" | BRONZE |
| CAT.05 | Non-Alcoholic Drinks | TVC | Victor Enrique Suñer Santos (for M&V Valencia) | Pepsi • "Numbers" | SILVER |

SWEDEN

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| CAT.27 | Consumer Direct | DM | Åkestam Holst | The Swedish Post • "Living Christmas Cards" | BRONZE |
| CAT.27 | Consumer Direct | DM | Åkestam Holst | The Swedish Post • "The Sound of Green" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | Åkestam Holst | Pause Home Entertainment • "The Human Jukebox" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Åkestam Holst | The Swedish Post • "Living Christmas Cards" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Åkestam Holst | Carlsberg • "Unbottle Yourself" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Åkestam Holst | The Swedish Post • "Voice Letter" | BRONZE |
| CAT.24 | Corporate Image | DM | CP+B | KOMM • "Awards Rejudged" | SILVER |
| CAT.32 | Mobile Communications | MI | CP+B | ABBA Seafood • "Kalles Egg Timer" | SILVER |
| CAT.30 | Media Innovation - Alternative Media | BC | DDB Stockholm | Volkswagen Sweden • "The Speed Camera Lottery" | SILVER |
| CAT.35 | Promotions & Activation | MI | ESTER | LAFA • "The Sex Profile" | SILVER |
| CAT.33 | Branded Entertainment | PIE | ESTER | LAFA, The Stockholm County Aids Prevention Program • "The Sex Profile" | SILVER |
| CAT.07 | Transport & Tourism | TVC | Fältman & Malmén | Stockholm Arlanda Airport • "There's Always a Good Reason to Travel" | BRONZE |
| CAT.18 | Automobiles | PRE | Forsman & Bodenfors | Volvo • "Pedestrian" | SILVER |
| CAT.38 | Advertising Photography | PRE | Forsman & Bodenfors | VOLVO • "VOLVO XC TRAVELS" Campaign | SILVER |
| CAT.18 | Automobiles | POS | Forsman & Bodenfors | Volvo • "Volvo XC Travels" Campaign | BRONZE |
| CAT.20 | Media | POS | Forsman & Bodenfors | Göteborgs-Posten • "A World-Class Local" Campaign | BRONZE |
| CAT.27 | Consumer Direct | DM | Forsman & Bodenfors | AMF • "Send a Message to the Future" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | Forsman & Bodenfors | IKEA • "Lullabies" | BRONZE |
| CAT.31 | Social Networks | MI | Forsman & Bodenfors | IKEA • "Fashion Award" | SILVER |
| CAT.31 | Social Networks | MI | Forsman & Bodenfors | IKEA • "Lullabies" | SILVER |
| CAT.33 | Branded Entertainment | MI | Forsman & Bodenfors | VOLVO • "XC TRAVELS" | BRONZE |
| CAT.34 | Public Relations | PR | Forsman & Bodenfors | AMF • "Send a Message to the Future" | BRONZE |
| CAT.32 | Mobile Communications | BC | Forsman & Bodenfors | COMVIQ • "Single, Single Release" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | Forsman & Bodenfors | REEBOK • "The Promise Keeper" | SILVER |
| CAT.43 | Consumer Internet Sites - Durables | INT | Forsman & Bodenfors | VOLVO • "XC TRAVELS" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | Forsman & Bodenfors | IKEA • "Fashion Award" | SILVER |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Forsman & Bodenfors | AMF • "Send a Message to the Future" | SILVER |

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| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Forsman & Bodenfors | Västtrafik • "Tram Sightseeing" | BRONZE |
| CAT.32 | Mobile Communications | BC | Great Works | ABSOLUT • "ABSOLUT Blank App" | BRONZE |
| CAT.31 | Social Networks | MI | INGO | United Nations Association • "UNA - Unselfish Status" | BRONZE |
| CAT.32 | Mobile Communications | MI | Jung von Matt Stockholm | MINI • "MINI Getaway" | SILVER |
| CAT.35 | Promotions & Activation | PIE | Jung von Matt Stockholm | MINI • "MINI Getaway" | SILVER |
| CAT.48 | Integrated Campaigns | INC | Jung von Matt Stockholm | MINI • "Getaway Stockholm" | SILVER |
| CAT.06 | Communication Services | TVC | King | Com Hem • "On Demand" | BRONZE |
| CAT.07 | Transport & Tourism | TVC | King | SJ Swedish Rail • "A Smarter Way to Travel" Campaign | BRONZE |
| CAT.20 | Media | TVC | King | Expressen • "RevealingNews" | SILVER |
| CAT.13 | Household Maintenance | POS | Lowe Brindfors | Alcro - Paint Manufacturer • "Colour Tackle" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | Lowe Brindfors | Magnum Ice Cream • "Pleasure Hunt" | BRONZE |
| CAT.33 | Branded Entertainment | BC | Lowe Brindfors | Magnum Ice Cream • "Pleasure Hunt" | BRONZE |
| CAT.43 | Consumer Internet Sites - Durables | INT | Naked Communications Sweden | Nike • "Be Zlatan" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | DM | Pool | Hertz Dog Cages • "Give the Dog a Bone" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Saatchi & Saatchi Stockholm | Ariel Actilift • "Ariel Fashion Shoot" | BRONZE |
| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Saatchi & Saatchi Stockholm | Ariel Actilift • "Ariel Fashion Shoot" | BRONZE |
| CAT.48 | Integrated Campaigns | INC | Saatchi & Saatchi Stockholm | Ariel Actilift • "Ariel Fashion Shoot" | BRONZE |
| CAT.36 | Film Craft | TVC | SCP Göteborg | Göteborg International Film Festival • "Göteborg International Film Festival Vignette Film" | SILVER |
| CAT.37 | Print Craft | PRE | SCP Göteborg | Göteborg International Film Festival • "Göteborg International Film Festival Ad" | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | SCP Göteborg | Primärvården Göteborg • "Sneeze Box" | SILVER |
| CAT.06 | Communication Services | TVC | TBWA\ Stockholm | Adressändring (Swedish mail/postal services) • "Love Swing" | BRONZE |
| CAT.10 | Public Interest | PRE | TBWA\ Stockholm | Cancerfonden (The Swedish Cancer Society) • "Survivors" Campaign | SILVER |
| CAT.21 | Recreation & Leisure | PRE | TBWA\ Stockholm | Oddset • "All You Need Is an Opinion" Campaign | BRONZE |

SWITZERLAND

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| CAT.14 | Beauty Products & Services | PRE | Advico Y&R (Y&R Switzerland) | Migros Genossenschafts-Bund • "Precious Hair" Campaign | SILVER |
| CAT.17 | Footwear & Personal Accessories | PRE | Jung von Matt / Limmat | Vögele Shoes • "Box Models" Campaign | SILVER |
| CAT.31 | Social Networks | DM | Jung von Matt / Limmat | Graubünden Ferien • "Application for Citizenship" | SILVER |
| 14 | Beauty Products & Services | POS | Publicis Communications Schweiz | Garnier, Ultra Lift • "Forever Young" | BRONZE |
| CAT.23 | Professional Services | PRE | Ruf Lanz Werbeagentur | Oekopool • "Oekopool" Campaign | BRONZE |
| CAT.15 | Toiletries & Health Care | TVC | Saatchi & Saatchi Switzerland | Otrivin • "You Look Dumber when Your Mouth's Open" | SILVER |
| CAT.06 | Communication Services | TVC | Spillmann/Felser/Leo Burnett | Sunrise Telecommunication • "At the Movies" | BRONZE |
| CAT.08 | Retail Services | TVC | Spillmann/Felser/Leo Burnett | Micasa • "Names" Promotion | SILVER |
| CAT.47 | Online Films | INT | Spillmann/Felser/Leo Burnett | Switzerland Tourism • "Holidays Without Internet" | BRONZE |

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| CAT.12 | Homes, Furnishings & Appliances | TVC | walker | Pfister • "The Dinner" | SILVER |
| CAT.23 | Professional Services | PRE | Wirz BBDO | Small World Travel Agency • "Small World" Campaign | BRONZE |
| CAT.37 | Print Craft | PRE | Wunderman (Y&R Switzerland) | Phonak • "Spice" Campaign | SILVER |
| CAT.37 | Print Craft | POS | Wunderman (Y&R Switzerland) | Phonak • "Spice" Campaign | SILVER |

TURKEY

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| CAT.44 | Consumer Internet Sites - Non-Durables | INT | Grey Istanbul | Discrimination • "Human Piano" | SILVER |
| CAT.19 | Automotive & Accessories | TVC | Leo Burnett - Istanbul | Fiat Ducato • "26" | BRONZE |
| CAT.27 | Consumer Direct | DM | Rabarba | Garanti Bank • "The Last Person on Earth Who Doesn't Use Online Banking" | SILVER |
| CAT.11 | Home Electronics & Audiovisual Equipment | PRE | TBWA\Istanbul | BEKO • "The Recorded Contents" Campaign | BRONZE |
| CAT.13 | Household Maintenance | PRE | THE | Arya Tempo Paper Towel • "Superabsorbent Paper Towel" | BRONZE |

UKRAINE

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| CAT.41 | Publication Design | GD | Graphic Design Studio by Yurko Gutsulyak | Graphic Design (Self-promotion) • "Trash Calendar" | SILVER |
| CAT.09 | Financial Services | TVC | Ogilvy&Mather Ukraine | Bank Forum • "Passion" & "Surprise" | SILVER |
| CAT.09 | Financial Services | PRE | Ogilvy&Mather Ukraine | Bank Forum • "Banking. Germany Style." Campaign | SILVER |
| CAT.48 | Integrated Campaigns | INC | Ogilvy&Mather Ukraine | Bank Forum • "German Style" | BRONZE |

UNITED ARAB EMIRATES

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| CAT.06 | Communication Services | PRE | FP7/BAH | Batelco • "Batelco Directory" Campaign | SILVER |
| CAT.06 | Communication Services | POS | FP7/BAH | Batelco • "Batelco Directory" Campaign | SILVER |
| CAT.23 | Professional Services | POS | FP7/BAH | Berlitz Language School • "UFO" Campaign | BRONZE |
| CAT.15 | Toiletries & Health Care | PRE | IMPACT BBDO DUBAI | Braun • "Monkey", "Squirrel" & "Chick" | SILVER |
| CAT.38 | Advertising Photography | PH | IMPACT BBDO DUBAI | BRAUN • "Monkey", "Squirrel" & "Chick" | SILVER |
| CAT.23 | Professional Services | TVC | Memac Ogilvy and Mather | Berlitz Language Centre • "Google Translates" Campaign | BRONZE |
| CAT.10 | Public Interest | PRE | Memac Ogilvy and Mather | Reporters Without Borders • "Pixelated Truth" Campaign | SILVER |
| CAT.08 | Retail Services | PRE | Y&R Dubai | Harvey Nichols • "Accessories Required" Campaign | SILVER |
| CAT.37 | Print Craft | PRE | Y&R Dubai | Land Rover • "Rare" Campaign | BRONZE |
| CAT.10 | Public Interest | POS | Y&R Dubai | KAFA • "Words Hurt" Campaign | BRONZE |
| CAT.30 | Media Innovation - Alternative Media | MI | Y&R Dubai | Al Noor School • "See Potential" | BRONZE |

UNITED KINGDOM

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|--------|------------------|-----|--------------------------|---------------------------|--------|
| CAT.01 | Food | TVC | Abbott Mead Vickers BBDO | Heinz • "Happy Birthday" | BRONZE |
| CAT.04 | Alcoholic Drinks | TVC | Abbott Mead Vickers BBDO | Guinness • "Made of More" | SILVER |

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| CAT.10 | Public Interest | TVC | Abbott Mead Vickers BBDO | The London Metropolitan Police • "Who Killed Deon?" | BRONZE |
| CAT.38 | Advertising Photography | PRE | Abbott Mead Vickers BBDO | London Borough of Tower Hamlets • Road Safety Campaign | BRONZE |
| CAT.33 | Branded Entertainment | BC | Abbott Mead Vickers BBDO | Wrigleys • "The Nightjar" | BRONZE |
| CAT.33 | Branded Entertainment | BC | Abbott Mead Vickers BBDO | Doritos Dips • "Desperado" | BRONZE |
| CAT.47 | Online Films | INT | Abbott Mead Vickers BBDO | Doritos • "Dips Desperado" | BRONZE |
| CAT.47 | Online Films | INT | Abbott Mead Vickers BBDO | Wrigleys • "The Nightjar" | BRONZE |
| CAT.23 | Professional Services | TVC | Across The Pond Productions (Google Creative Lab) | Google Analytics • "Online Checkout - In Real Life" | SILVER |
| CAT.32 | Mobile Communications | BC | AKQA | Heineken • "Heineken Star Player" | BRONZE |
| CAT.06 | Communication Services | TVC | CHI & Partners | TalkTalk • "Homes Within Homes" | SILVER |
| CAT.20 | Media | PRE | CHI & Partners | The Sunday Times Rich List 2011 • "Rich List" Campaign | BRONZE |
| CAT.32 | Mobile Communications | PIE | DDB UK | Budweiser • "Budweiser Ice Cold Index" | BRONZE |
| CAT.04 | Alcoholic Drinks | TVC | Fold7 | Carlsberg • "Everest" | SILVER |
| CAT.36 | Film Craft | TVC | Gorgeous (for Fallon London) | Orange • "Popcorn" | BRONZE |
| CAT.36 | Film Craft | TVC | Gorgeous (for BBDO New York) | AT&T • "Entertainment" | SILVER |
| CAT.47 | Online Films | INT | LBi | Sony Ericsson • "Sony Xperia Film" | BRONZE |
| CAT.01 | Food | TVC | Leo Burnett London | McDonald's • "Go With the Flow" | BRONZE |
| CAT.21 | Recreation & Leisure | TVC | Leo Burnett London | BFI's London Film Festival • "Dialogue" | BRONZE |
| CAT.29 | Media Innovation - Traditional Media | MI | McCann Birmingham | Vauxhall Astra GTC • "St George" | BRONZE |
| CAT.05 | Non-Alcoholic Drinks | TVC | McCann Manchester | Red Label Tea • "Tea" | SILVER |
| CAT.36 | Film Craft | TVC | Nexus Productions (for CAA & Chipotle) | Chipotle Mexican Grill • "Back to the Start" | BRONZE |
| CAT.47 | Online Films | INT | Nexus Productions (for Venables, Bell & Partners, SF) | Intel Core • "The Chase" | SILVER |
| CAT.01 | Food | TVC | Rainey Kelly Campbell Roalfe/Y&R | Warbutons Toastie/Farmhouse Loaves • "Celebration" | SILVER |
| CAT.37 | Print Craft | PRE | Rainey Kelly Campbell Roalfe/Y&R | Land Rover Defender • "Passport Stamps" | SILVER |
| CAT.06 | Communication Services | TVC | Saatchi & Saatchi | T-Mobile • "Parking Ticket" | BRONZE |
| CAT.31 | Social Networks | BC | SapientNitro | Foot Locker • "Sneakerpedia" | BRONZE |
| CAT.42 | Packaging Design | PAC | Turner Duckworth: London and San Francisco | Diet Coke • Diet Coke Crop Packaging | BRONZE |
| CAT.31 | Social Networks | BC | Work Club | Ballantine's Whisky • "Human API" | BRONZE |

UNITED STATES

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|--------|--------------------------|-----|----------------------------|----------------------|--------|
| CAT.15 | Toiletries & Health Care | TVC | Saatchi & Saatchi New York | Pampers • "Miracles" | BRONZE |
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| TVC | TV/Cinema commercial | RA | Radio | PR | Public Relations | PUB | Publications |
| PRE | Press ads | DM | Direct Marketing | BC | Branded Content | PAC | Packaging |
| POS | Posters | MI | Media Innovation | PH | Photography | INT | Interactive |
| PP | Press & Poster | PIE | Promotions/Installations/Events | GD | Graphic Design | INC | Integrated Campaigns |