

TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY	PRODUCTION COMPANY	COUNTRY
A03 Non-Alcoholic Drinks						
BEST FRIEND	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI Copenhagen*	DENMARK	SUPERSONIC Copenhagen	DENMARK
HISTORY ERASER	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI Copenhagen*	DENMARK	SUPERSONIC Copenhagen	DENMARK
SUPICIOUS BY NATURE	COCA-COLA NORDIC SERVICES	SPRITE ZERO	SAATCHI & SAATCHI Copenhagen*	DENMARK	SUPERSONIC Copenhagen	DENMARK
A04 Household						
LITTLE RADISH	WÜSTHOF	KITCHEN KNIVES	Y&R GERMANY Frankfurt*	GERMANY	tonCafe studios Frankfurt	GERMANY
A05 Home Appliances/Furnishings/Electronics & Audio-Visual						
NOISE	VEKRA	WINDOWS	Y&R PRAHA*	CZECH REPUBLIC	GPS PRODUCTION Prague	CZECH REPUBLIC
MONSTER	MEDION	ERAZER GAMING PC	TEQUILA Dusseldorf	GERMANY	3 KLANG Dusseldorf	GERMANY
A06 Cosmetics & Beauty, Toiletries & Pharmacy						
NEWS	GLAXOSMITHKLINE	ODOL-MED3 DENTAL FLOSS	GREY WORLDWIDE Duesseldorf*	GERMANY	GIESING TEAM DUESSELDORF	GERMANY
WHISPER	SSL HEALTH CARE	DUREX CONDOMS	TRY ADVERTISING AGENCY Oslo*	NORWAY	STIG & STEIN Oslo	NORWAY
A09 Cars & Automotive Services						
MAY 9TH	DAIMLER	MERCEDES-BENZ G-CLASS	JUNG von MATT Hamburg*	GERMANY	STUDIO FUNK Hamburg	GERMANY
MAY 13TH	DAIMLER	MERCEDES-BENZ G-CLASS	JUNG von MATT Hamburg*	GERMANY	STUDIO FUNK Hamburg	GERMANY
NOTHING	MERCEDES-BENZ NETHERLANDS	MERCEDES-BENZ BASE PLUS BRAKE SYSTEM	BBDO DUESSELDORF	GERMANY	STUDIO FUNK Duesseldorf	GERMANY
WOMAN	VOLKSWAGEN	VW TOUCH SCREEN NAVIGATION SYSTEM	GRABARZ & PARTNER Hamburg*	GERMANY	STUDIO FUNK Hamburg	GERMANY
MAN	VOLKSWAGEN	VW TOUCH SCREEN NAVIGATION SYSTEM	GRABARZ & PARTNER Hamburg*	GERMANY	STUDIO FUNK Hamburg	GERMANY
A10 Retail Stores, Restaurants & Fast Food Outlets						
TEXT MESSAGE	IKEA	HOMEWARES RETAILER	DDB GERMANY BERLIN*	GERMANY	STUDIO FUNK Berlin	GERMANY
LATE	IKEA	HOMEWARES RETAILER	DDB GERMANY BERLIN*	GERMANY	STUDIO FUNK Berlin	GERMANY
SAUSAGE & EGG	McDONALD'S	BREAKFAST MEALS	LEO BURNETT London*	UNITED KINGDOM	FACTORY STUDIOS London	UNITED KINGDOM
COFFEE	McDONALD'S	BREAKFAST MEALS	LEO BURNETT London*	UNITED KINGDOM	FACTORY STUDIOS London	UNITED KINGDOM
A11 Travel, Entertainment & Leisure						
27	MÜNCHEN TICKET	TICKET SALES WEBSITE	.START Munich*	GERMANY	STUDIO FUNK Hamburg	GERMANY
SURROUNDED	ESSEN PHILHARMONIC CONCERT HALL	POLICE CHOIR CONCERT	TILLMANNS OGILVY & MATHER Duesseldorf*	GERMANY	SPRACHLABOR AUDIOPRODUKTIONEN Dusseldorf	GERMANY
ROUTINE TRAFFIC	ESSEN PHILHARMONIC	POLICE CHOIR	TILLMANNS OGILVY &	GERMANY	SPRACHLABOR	GERMANY

CONTROL	CONCERT HALL	CONCERT	MATHER Duesseldorf*		AUDIOPRODUKTIONEN Dusseldorf	
A12 Publications & Media						
DETAILS ROYALE	PREMIERE	HIGH DEFINITION PAY TV	DDB GERMANY DUESSELDORF*	GERMANY	SPRACHLABOR AUDIOPRODUKTIONEN Dusseldorf	GERMANY
BIRTHDAY PARTY	MTV3	THEORY OF MEN TV PROGRAMME	TBWA\PHS HELSINKI*	FINLAND	MIRACLE SOUND Helsinki	FINLAND
69	MTV3	THEORY OF MEN TV PROGRAMME	TBWA\PHS HELSINKI*	FINLAND	MIRACLE SOUND Helsinki	FINLAND
DIFFICULT TO WRITE URL	CANVAS TELEVISION	THE GREAT DICTATION OF THE ENGLISH LANGUAGE	MORTIERBRIGADE Brussels*	BELGIUM	HET GELUIDSHUIS Antwerp	BELGIUM
A13 Banking, Investment & Insurance						
LOVESONG FOR A WOMAN	S2 FINANZSUPPORT OHG	FINANCIAL BROKERS	.START Munich*	GERMANY	STUDIO FUNK Hamburg	GERMANY
A14 Business Equipment & Services						
TORONTO	ORF-ENTERPRISE & RADIO MARKETING SERVICE AUSTRIA	RADIO ADVERTISING PROMOTION	ARGE BUEHRINGER BOKER Vienna*	AUSTRIA	TIC MUSIC Vienna	AUSTRIA
ABRAKADABRA	ORF-ENTERPRISE & RADIO MARKETING SERVICE AUSTRIA	RADIO ADVERTISING PROMOTION	ARGE BUEHRINGER BOKER Vienna*	AUSTRIA	TIC MUSIC Vienna	AUSTRIA
A15 Commercial Public Services						
MUSIC EVERYWHERE	DJUICE	MOBILE DOWNLOAD SERVICE	KITCHEN LEO BURNETT Oslo*	NORWAY	STIG & STEIN Oslo	NORWAY
THE PROPOSAL	TELE2	TELECOMMUNICATION SERVICES	FORSMAN & BODENFORS Gothenburg*	SWEDEN	FLICKORNA LARSSON Stockholm	SWEDEN
WARRIOR	ARCOR	SPAM BLOCKER	GRABARZ & PARTNER Hamburg*	GERMANY	STUDIO FUNK Hamburg	GERMANY
DIMITRI	ARCOR	SPAM BLOCKER	GRABARZ & PARTNER Hamburg*	GERMANY	STUDIO FUNK Hamburg	GERMANY
BEES AND FLOWERS	ARCOR	CHILD PROTECTION SOFTWARE	GRABARZ & PARTNER Hamburg*	GERMANY	STUDIO FUNK Hamburg	GERMANY
A17 Public Health & Safety, Public Awareness & Charities						
BLACKMAIL	UNILEVER DOVE	CAMPAIGN FOR REAL BEAUTY	OGILVY & MATHER Duesseldorf*	GERMANY	STUDIO FUNK Duesseldorf	GERMANY
THE BRIDE'S SPEECH	NORSK KRISESENTERFORBUND	WOMEN'S SHELTER	TRY ADVERTISING AGENCY Oslo*	NORWAY	VERDENS STERKESTE MANN Oslo	NORWAY
FAST DRIVER	KFV (AUSTRIAN ROAD SAFETY BOARD)	SAFER DRIVING CAMPAIGN	DRAFTFCB KOBZA Vienna*	AUSTRIA	STEINHOFF MUSIC PRODUCTION VIENNA	AUSTRIA
COPYCAT BOY	DEPARTMENT FOR TRANSPORT	THINK! CHILD ROAD SAFETY	LEO BURNETT London*	UNITED KINGDOM	JUNGLE London	UNITED KINGDOM
COPYCAT GIRL	DEPARTMENT FOR TRANSPORT	THINK! CHILD ROAD SAFETY	LEO BURNETT London*	UNITED KINGDOM	JUNGLE London	UNITED KINGDOM
RECYCLING	TREE-RECYCLING	RECYCLING CHARITY	DEMNER MERLICEK & BERGMANN Vienna*	AUSTRIA	DEMNER MERLICEK & BERGMANN Vienna	AUSTRIA