

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 SAVOURY FOODS				
FRESH TOMATO PASTE	DOGUS	SALÇA	MANAJANS/JWT, Istanbul	TURKEY
A02 SWEET FOODS & SNACKS				
CHICKEN	ZAINI	KOFLİ	LEO BURNETT ITALY, Milan	ITALY
RABBIT	ZAINI	KOFLİ	LEO BURNETT ITALY, Milan	ITALY
BOY	LEAF NETHERLANDS	CHEWING GUM	UBACHSWISBRUN/JWT, Amsterdam	THE NETHERLANDS
GIRL	LEAF NETHERLANDS	CHEWING GUM	UBACHSWISBRUN/JWT, Amsterdam	THE NETHERLANDS
A04 NON-ALCOHOLIC DRINKS				
BEACH	NESTLÉ WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
NIGHTCLUB	NESTLÉ WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
TENNIS	NESTLÉ WATERS	PERRIER	OGILVY FRANCE, Paris	FRANCE
A05 HOUSEHOLD				
GARDENER	PROCTER & GAMBLE	TIDE	VITRUVIO LEO BURNETT, Madrid	SPAIN
TEEN	PROCTER & GAMBLE	TIDE	VITRUVIO LEO BURNETT, Madrid	SPAIN
BRAILLE	MAPA SPONTEX IBÉRCIA	SPONTEX CONTACTO GLOVES	TBWA/ESPAÑA, Barcelona	SPAIN
SUMO	PROCTER & GAMBLE	DURACELL	OGILVY FRANCE, Paris	FRANCE
TORNADO	PROCTER & GAMBLE	DURACELL	OGILVY FRANCE, Paris	FRANCE
RHINO	PROCTER & GAMBLE	DURACELL	OGILVY FRANCE, Paris	FRANCE
DOGHOUSE	PROCTER & GAMBLE	FEBREZE	GREY PARIS	FRANCE
PLASTIC	HENKEL ITALIA	SUPER ATTACK	DDB, Milan	ITALY
PORCELAIN	HENKEL ITALIA	SUPER ATTACK	DDB, Milan	ITALY
WOOD	HENKEL ITALIA	SUPER ATTACK	DDB, Milan	ITALY
A06 HOME APPLIANCES & FURNISHINGS				
DUCK	GROUPE SEB	ROWENTA RO4541 SILENCE FORCE	PUBLICIS FRANKFURT	GERMANY
BOOKBEAST	IKEA	STORAGE SOLUTIONS	DDB GERMANY DÜSSELDORF	GERMANY
CLOTHESBEAST	IKEA	STORAGE SOLUTIONS	DDB GERMANY DÜSSELDORF	GERMANY
TOYBEAST	IKEA	STORAGE SOLUTIONS	DDB GERMANY DÜSSELDORF	GERMANY
CHAINSAWS	STIHL	GARDEN TOOL	PUBLICIS CONSEIL, Paris	FRANCE
HEDGE TRIMMER	STIHL	GARDEN TOOL	PUBLICIS CONSEIL, Paris	FRANCE
BLOWER	STIHL	GARDEN TOOL	PUBLICIS CONSEIL, Paris	FRANCE
A07 COSMETICS & BEAUTY				
HEAD	ALES GROUPE COSMETIC DEUTSCHLAND	LIERAC HOMME	KOLLE REBBE, Hamburg	GERMANY
LEG	ALES GROUPE COSMETIC DEUTSCHLAND	LIERAC HOMME	KOLLE REBBE, Hamburg	GERMANY
HAND	ALES GROUPE COSMETIC DEUTSCHLAND	LIERAC HOMME	KOLLE REBBE, Hamburg	GERMANY
EYES 1	PROCTER & GAMBLE	MAX FACTOR	LEO BURNETT WARSAW	POLAND
EYES 2	PROCTER & GAMBLE	MAX FACTOR	LEO BURNETT WARSAW	POLAND

EYES 3	PROCTER & GAMBLE	MAX FACTOR	LEO BURNETT WARSAW	POLAND
A08 TOILETRIES & PHARMACY				
RESTAURANT	RECKITT BENCKISER	STREPSILS	EURO RSCG ESPAÑA, Madrid	SPAIN
ARMY	RECKITT BENCKISER	STREPSILS	EURO RSCG ESPAÑA, Madrid	SPAIN
FACTORY	RECKITT BENCKISER	STREPSILS	EURO RSCG ESPAÑA, Madrid	SPAIN
NAILS	ESSILOR	LECT-UP LENSES	GREY PARIS	FRANCE
NEEDLE	ESSILOR	LECT-UP LENSES	GREY PARIS	FRANCE
A09 CLOTHING, FOOTWEAR & ACCESSORIES				
ASA ON THE ROAD	VF EUROPE	WRANGLER EUROPE	FRED & FARID, Paris	FRANCE
DAKOTA HEAD IN THE WATER	VF EUROPE	WRANGLER EUROPE	FRED & FARID, Paris	FRANCE
CHEESEBURGERS	SUNDEK	SURF CLOTHES	GREY PARIS	FRANCE
DONUTS	SUNDEK	SURF CLOTHES	GREY PARIS	FRANCE
COP	FUNK INTERNATIONAL	SUNGLASSES	DDB GERMANY BERLIN	GERMANY
GRANDMA	FUNK INTERNATIONAL	SUNGLASSES	DDB GERMANY BERLIN	GERMANY
BOSS	FUNK INTERNATIONAL	SUNGLASSES	DDB GERMANY BERLIN	GERMANY
EDDIE & EVAN	PETIT BATEAU	PETIT BATEAU	BETC EURO RSCG, Paris	FRANCE
CHIARA & BEN	PETIT BATEAU	PETIT BATEAU	BETC EURO RSCG, Paris	FRANCE
ATTRACTION	WONDERBRA	UNDERWEAR	PUBLICIS CONSEIL, Paris	FRANCE
A11 CARS				
CHEAPER SPEED	SKODA SWEDEN	SKODA OCTAVIA RS	DDB STOCKHOLM	SWEDEN
BOAT	LAND ROVER	LAND ROVER DISCOVERY	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
COW	LAND ROVER	LAND ROVER DEFENDER	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
DIGGER	LAND ROVER	LAND ROVER FREELANDER	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
PANDA	FIAT	FIAT CAR RANGE	MARCEL PARIS	FRANCE
WALRUS	FIAT	FIAT CAR RANGE	MARCEL PARIS	FRANCE
PENGUINS	FIAT	FIAT CAR RANGE	MARCEL PARIS	FRANCE
A12 OTHER VEHICLES, AUTO PRODUCTS & SERVICES				
TOOLS	DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
GOODS	DAIMLER	MERCEDES-BENZ SPRINTER	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
SAN BERNARDINO	AMAG AUTOMOBIL- UND MOTOREN	VOLKSWAGEN 4MOTION	KRIEG SCHLUPP BÜRGE/SPRINGER & JACOBY, Zürich	SWITZERLAND
SWISS NATIONAL PARK	AMAG AUTOMOBIL- UND MOTOREN	VOLKSWAGEN 4MOTION	KRIEG SCHLUPP BÜRGE/SPRINGER & JACOBY, Zürich	SWITZERLAND
VIAMALA	AMAG AUTOMOBIL- UND MOTOREN	VOLKSWAGEN 4MOTION	KRIEG SCHLUPP BÜRGE/SPRINGER & JACOBY, Zürich	SWITZERLAND
FLIMS	AMAG AUTOMOBIL- UND MOTOREN	VOLKSWAGEN 4MOTION	KRIEG SCHLUPP BÜRGE/SPRINGER & JACOBY, Zürich	SWITZERLAND
LEMON	VOLKSWAGEN	CLASSICAL PARTS	DDB GERMANY BERLIN	GERMANY
THINK SMALL	VOLKSWAGEN	CLASSICAL PARTS	DDB GERMANY BERLIN	GERMANY
MOTORBIKE	KTM SPORMOTO	MOTORBIKE	DDB&CO., Istanbul	TURKEY
A13 HOME ELECTRONICS & AUDIO-VISUAL				
ZOOM	OLYMPUS IMAGING EUROPA	OLYMPUS SP-570UZ	KOLLE REBBE, Hamburg	GERMANY
PHOTOGRAPHER	LEICA SHOP	WIDE ANGLE LENS	DEMNER MERLICEK & BERGMANN, Vienna	AUSTRIA
DOWNTOWN	SONY ERICSSON	W705	SAATCHI & SAATCHI, Frankfurt	GERMANY

HARBOUR	SONY ERICSSON	W705	SAATCHI & SAATCHI, Frankfurt	GERMANY
PARK	SONY ERICSSON	W705	SAATCHI & SAATCHI, Frankfurt	GERMANY
A14 RETAIL STORES				
MONA LISA	SCHLEIPER	MATERIALS AND FRAMES	OGILVY BRUSSELS	BELGIUM
CROUCHING	HARVEY NICHOLS	WINTER SALE	DDB LONDON	UNITED KINGDOM
KNEELING	HARVEY NICHOLS	WINTER SALE	DDB LONDON	UNITED KINGDOM
LYING	HARVEY NICHOLS	WINTER SALE	DDB LONDON	UNITED KINGDOM
TABLE	DANK	SECOND HAND FURNITURE	DDB&CO., Istanbul	TURKEY
CHAIR	DANK	SECOND HAND FURNITURE	DDB&CO., Istanbul	TURKEY
SOFA	DANK	SECOND HAND FURNITURE	DDB&CO., Istanbul	TURKEY
A15 RESTAURANTS & FAST FOOD OUTLETS				
SHAKER	McDONALD'S	McSALAD SHAKER	DDB STOCKHOLM	SWEDEN
A16 TRAVEL, TRANSPORT & TOURISM				
GO AND RETURN 1	RENFE	TRAINS	TBWA\ESPAÑA, Madrid	SPAIN
GO AND RETURN 2	RENFE	TRAINS	TBWA\ESPAÑA, Madrid	SPAIN
A17 ENTERTAINMENT & LEISURE				
THE BILL	MUF - MUSEO NAZIONALE DEL FUMETTO	COMICS NATIONAL MUSEUM	JWT MILAN	ITALY
THE WAKING UP	MUF - MUSEO NAZIONALE DEL FUMETTO	COMICS NATIONAL MUSEUM	JWT MILAN	ITALY
THE SHOT	MUF - MUSEO NAZIONALE DEL FUMETTO	COMICS NATIONAL MUSEUM	JWT MILAN	ITALY
GOOSEBUMPS	ZÜRICH CHAMBER ORCHESTRA	CLASSICAL MUSIC	EURO RSCG GROUP SWITZERLAND, Zürich	SWITZERLAND
TEARDROP	ZÜRICH CHAMBER ORCHESTRA	CLASSICAL MUSIC	EURO RSCG GROUP SWITZERLAND, Zürich	SWITZERLAND
HEARTBEAT	ZÜRICH CHAMBER ORCHESTRA	CLASSICAL MUSIC	EURO RSCG GROUP SWITZERLAND, Zürich	SWITZERLAND
INNER CHILD	MUSEUM OF CHILDHOOD	MUSEUM	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
PLAYING	MUSEUM OF CHILDHOOD	MUSEUM	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
A18 PUBLICATIONS & MEDIA				
COPS	FRANCE 24	INTERNATIONAL NEWS CHANNEL	MARCEL PARIS	FRANCE
COUPLE	FRANCE 24	INTERNATIONAL NEWS CHANNEL	MARCEL PARIS	FRANCE
SOLDIERS	FRANCE 24	INTERNATIONAL NEWS CHANNEL	MARCEL PARIS	FRANCE
OBAMA	FINANCIAL TIMES	FINANCIAL NEWSPAPER	DDB LONDON	UNITED KINGDOM
REGGAE	NOVA RADIO	RADIO STATION	Y&R FRANCE, Boulogne-Billancourt	FRANCE
AFRICA	NOVA RADIO	RADIO STATION	Y&R FRANCE, Boulogne-Billancourt	FRANCE
OBAMA	SONNTAGSZEITUNG	NEWSPAPER	ADVICO Y&R, Zürich	SWITZERLAND
POUCH	RCS	GRAZIA MAGAZINE	McCANN ERICKSON ITALIA, Milan	ITALY
SOCK	RCS	GRAZIA MAGAZINE	McCANN ERICKSON ITALIA, Milan	ITALY
ELEPHANT	MTV NETWORKS	COMEDY CENTRAL	KEMPERTRAUTMANN, Hamburg	GERMANY
FLIES	MTV NETWORKS	COMEDY CENTRAL	KEMPERTRAUTMANN, Hamburg	GERMANY
HEDGEHOG	MTV NETWORKS	COMEDY CENTRAL	KEMPERTRAUTMANN, Hamburg	GERMANY
LIGHTNING	CNN TURK	WEATHER REPORT	DDB&CO., Istanbul	TURKEY
MEADOW	CNN TURK	WEATHER REPORT	DDB&CO., Istanbul	TURKEY
TREE	CNN TURK	WEATHER REPORT	DDB&CO., Istanbul	TURKEY

A19 BANKING, INVESTMENT & INSURANCE

ARAG THEFT	ARAG ALLG. RECHTSSCHUTZ-VERSICHERUNG	INSURANCE	BUTTER., Düsseldorf	GERMANY
COINCIDENCE	DEVK	INSURANCE	GRABARZ & PARTNER, Hamburg	GERMANY
SECURITY GUY	DEVK	INSURANCE	GRABARZ & PARTNER, Hamburg	GERMANY
DRIVER	DEVK	INSURANCE	GRABARZ & PARTNER, Hamburg	GERMANY

A20 BUSINESS EQUIPMENT & SERVICES

GARAGE	HEWLETT PACKARD	PRINTERS	CLM BBDO, Boulogne-Billancourt	FRANCE
PONY	HEWLETT PACKARD	PRINTERS	CLM BBDO, Boulogne-Billancourt	FRANCE
BABY	HEWLETT PACKARD	PRINTERS	CLM BBDO, Boulogne-Billancourt	FRANCE

A21 ADVERTISING & MEDIA

RIGHT BUT WRONG	WIENERS + WIENERS	PROOF-READING AGENCY	GRABARZ & PARTNER, Hamburg	GERMANY
CASSETTE	GETTY IMAGES	IMAGE BANK	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
FLOPPY DISC	GETTY IMAGES	IMAGE BANK	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL

A23 COMMERCIAL PUBLIC SERVICES

BARBECUE	COACHING-CANIN.COM	DOG TRAINING LESSONS	GREY PARIS	FRANCE
POSTMAN	COACHING-CANIN.COM	DOG TRAINING LESSONS	GREY PARIS	FRANCE
THE FASTEST COURSE	GURSOY RESIM KURSU	ART COURSE	DDB&CO., Istanbul	TURKEY

A25 PUBLIC HEALTH & SAFETY

BECOMES A DIFFERENT STORY	TELE ONTHAAL	TELEPHONE SUPPORT	SAATCHI & SAATCHI BRUSSELS	BELGIUM
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A26 PUBLIC AWARENESS MESSAGES

MANET'S OLYMPIA 2009	ANAD	NATIONAL ASSOCIATION OF ANOREXIA NERVOSA AND ASSOCIATED	OGILVY FRANKFURT	GERMANY
INGRES' BATHER 2009	ANAD	NATIONAL ASSOCIATION OF ANOREXIA NERVOSA AND ASSOCIATED	OGILVY FRANKFURT	GERMANY
BOUCHER'S NUDE 2009	ANAD	NATIONAL ASSOCIATION OF ANOREXIA NERVOSA AND ASSOCIATED	OGILVY FRANKFURT	GERMANY
SPIT UP	SOLETERRE FOUNDATION	CHARITY FOR FEEDING HUNGRY CHILDREN	JWT MILAN	ITALY
2 MORE DEGREES	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
GM FOODS	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
ECONOMIC CRISIS	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
COMPUTER	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE
CAR WASH	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE

A27 FUNDRAISING & APPEALS

MAHOGANY TREE	OROVERDE RAINFOREST FOUNDATION	ADOPT A TREE APPEAL	OGILVY FRANKFURT	GERMANY
TEAK TREE	OROVERDE RAINFOREST FOUNDATION	ADOPT A TREE APPEAL	OGILVY FRANKFURT	GERMANY
EBONY TREE	OROVERDE RAINFOREST FOUNDATION	ADOPT A TREE APPEAL	OGILVY FRANKFURT	GERMANY
WRITING	BISCHOEFLICHES HILFSWERK MISEREOR	CHILDREN'S FUND	KOLLE REBBE, Hamburg	GERMANY
GAMING	BISCHOEFLICHES HILFSWERK MISEREOR	CHILDREN'S FUND	KOLLE REBBE, Hamburg	GERMANY
RUNNING	BISCHOEFLICHES HILFSWERK MISEREOR	CHILDREN'S FUND	KOLLE REBBE, Hamburg	GERMANY
HOMELESS 1	NEUNERHAUS AUSTRIA	HOMELESS CHARITY	EURO RSCG VIENNA	AUSTRIA
HOMELESS 2	NEUNERHAUS AUSTRIA	HOMELESS CHARITY	EURO RSCG VIENNA	AUSTRIA
IGNORE	STICHTING VLUCHTELING	FOUNDATION FOR REFUGEES	OGILVY AMSTERDAM	THE NETHERLANDS
MOTORCYCLIST	REBORN TO BE ALIVE	ORGAN DONOR FOUNDATION	DUVAL GUILLAUME, Brussels	BELGIUM

