

Sales Promotion Shortlist

eurobest
the european advertising festival
25-27 november 2009

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 EVENT & FIELD MARKETING				
FOLDING SEATS	LENOVO GERMANY	THINKPAD NOTEBOOKS	OGILVY FRANKFURT	GERMANY
TRANSPARENT MAN	FIFTYFIFTY	MAGAZINE FOR HOMELESS PEOPLE	EURO RSCG DÜSSELDORF	GERMANY
THE MACHINE	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	SWEDEN
WOMAN IN A SUITCASE	AMNESTY INTERNATIONAL	AGAINST HUMAN TRAFFICKING	SERVICEPLAN, Munich	GERMANY
ALLSTARS VS. BAYERN MUNICH	McFIT	FITNESS STUDIO CHAIN	HEIMAT, Berlin	GERMANY
A02 BEST USE OF MERCHANDISING/ IN-STORE MARKETING				
SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT STORES	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST, Stockholm	SWEDEN
RUG FLIP FLOPS	STEP	CARPET STORE	TBWAISTANBUL	TURKEY
A03 BEST NEW PRODUCT LAUNCH/RE-LAUNCH				
IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM
A04 BEST USE OF TV OR RADIO IN A PROMOTIONAL CAMPAIGN				
SINGING WEATHER GIRL	TV2	X FACTOR 2009	DIST CREATIVE, Oslo	NORWAY
GUINNESS 250	DIAGEO	GUINNESS	SAATCHI & SAATCHI, London	UNITED KINGDOM
DREAMTRIP	ELGIGANTEN	STORE CHAIN WITHIN HOME APPLIANCES AND ELECTRONICS	LOWE BRINDFORS, Stockholm	SWEDEN
DOUBT	AIDS TASK FORCE	NATIONAL AIDS DAY AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL
A05 BEST USE OF PRINT OR STANDARD OUTDOOR IN A PROMOTIONAL CAMPAIGN				
THE LEGO CODES	MYTOYS.DE	ONLINE TOY STORE	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
A06 BEST INTEGRATED CAMPAIGN LED BY SALES PROMOTION				
WHERE WILL 100 000 CONDOMS END UP THIS SUMMER?	LAFI, THE STOCKHOLM COUNTY AIDS PREVENTION PROGRAM	PUBLIC HEALTH/USE OF CONDOMS	ESTER, Stockholm	SWEDEN
MISS PENNY	ING	FREE CURRENT ACCOUNT	EURO RSCG BRUSSELS	BELGIUM
ETERNAL MOONWALK	STUDIO BRUSSELS	RADIOSTATION	MORTIERBRIGADE, Brussels	BELGIUM
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM
B02 CARS & AUTOMOTIVE SERVICES				
GAS STATION	SUZUKI	CARS	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK
IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM
B04 TRAVEL, ENTERTAINMENT, LEISURE & RETAIL (including e-commerce & restaurants)				
UPLOAD CINEMA	FILMTHEATRE DE UITKIJK	MOVIE THEATRE DE UITKIJK	LOWE/DRAFTFCB, Amsterdam	THE NETHERLANDS
THE LEGO CODES	MYTOYS.DE	ONLINE TOY STORE	LUKAS LINDEMANN ROSINSKI, Hamburg	GERMANY
B05 FINANCIAL SERVICES & COMMERCIAL PUBLIC SERVICES				
OLDEST PROMO TEAM	KATHOLIEKE HOGESCHOOL LEUVEN	UNIVERSITY COLLEGE	HEAD OFFICE, Leuven	BELGIUM
QUESTIONS	SCANDINAVIAN ONLINE	QUESTION ANSWER WEB SERVICE	DIST CREATIVE, Oslo	NORWAY
B06 PUBLICATIONS & MEDIA				
CHANGED OPENING CREDITS & EPISODES	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE, Brussels	BELGIUM
ETERNAL MOONWALK	STUDIO BRUSSELS	RADIOSTATION	MORTIERBRIGADE, Brussels	BELGIUM
B07 BUSINESS TO BUSINESS: PRODUCTS & SERVICES				
UGLIEST BUILDING	STALLAERT	DEMOLITION COMPANY	DUVAL GUILLAUME, Antwerp	BELGIUM
B08 CORPORATE IMAGE & INFORMATION				

B09 CHARITIES, PUBLIC HEALTH & SAFETY & PUBLIC AWARENESS MESSAGES

TRANSPARENT MAN	FIFTYFIFTY	MAGAZINE FOR HOMELESS PEOPLE	EURO RSCG DÜSSELDORF	GERMANY
STORE+ THE STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS	LEO BURNETT LISBOA	PORTUGAL
LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM
DOUBT	AIDS TASK FORCE	NATIONAL AIDS DAY AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL