



2004 Press Release



Epica
year 18
Europe's premier
creative awards

EPICA 2004: PRESS RELEASE

This summarises the results of the 18th annual Epica European advertising awards. To see all the winners and to download print quality images and screenshots please visit www.epica-awards.com/presspreview/2004.

The Epica d'Or for film was won by Wieden & Kennedy, London, for the Honda Diesel "Grrr" film.

The second Epica d'Or was won by BDDP & Fils, Paris, with their print campaign for Les Echos: "understand the economy, understand the world".

ENTRIES & ENTRANTS

A total of 635 companies participated in the awards with 4,755 entries (+ 7% vs 2003). The number of countries represented increased from 39 to 41.

| | Entrants | |
|--------------|----------|------|
| | 2003 | 2004 |
| Germany | 82 | 80 |
| Sweden | 69 | 68 |
| UK | 56 | 59 |
| France | 31 | 42 |
| Italy | 30 | 37 |
| Spain | 29 | 31 |
| Netherlands | 26 | 30 |
| Belgium | 26 | 25 |
| Denmark | 21 | 23 |
| Finland | 16 | 20 |
| Switzerland | 24 | 19 |
| Turkey | 17 | 19 |
| Austria | 21 | 15 |
| Hungary | 15 | 13 |
| Russia | 13 | 13 |
| Israel | 14 | 12 |
| Poland | 14 | 12 |
| Portugal | 9 | 12 |
| Slovenia | 15 | 11 |
| Greece | 7 | 9 |
| UAE | 4 | 9 |
| Norway | 9 | 8 |
| Croatia | 8 | 8 |
| Romania | 7 | 8 |
| Ireland | 8 | 7 |
| Czechia | 7 | 7 |
| Lebanon | 5 | 5 |
| Slovakia | 5 | 4 |
| Iceland | 2 | 4 |
| Estonia | - | 4 |
| Lithuania | 5 | 3 |
| Latvia | 1 | 3 |
| Morocco | 1 | 3 |
| Saudi Arabia | 1 | 3 |
| Ukraine | 3 | 2 |
| Belarus | 1 | 2 |
| Luxembourg | 3 | 1 |
| Macedonia | 2 | 1 |
| Georgia | 1 | 1 |
| Serbia | 1 | 1 |
| Bulgaria | - | 1 |
| | 609 | 635 |

| | Entries | |
|--------------|---------|-------|
| | 2003 | 2004 |
| Germany | 707 | 747 |
| France | 327 | 563 |
| Sweden | 510 | 544 |
| UK | 338 | 412 |
| Switzerland | 237 | 280 |
| Italy | 221 | 272 |
| Belgium | 209 | 233 |
| Spain | 282 | 226 |
| Finland | 229 | 197 |
| Netherlands | 164 | 179 |
| Denmark | 121 | 116 |
| Turkey | 85 | 97 |
| Austria | 106 | 81 |
| Portugal | 107 | 80 |
| Israel | 69 | 76 |
| Poland | 87 | 74 |
| Norway | 68 | 72 |
| UAE | 43 | 60 |
| Czechia | 99 | 59 |
| Greece | 49 | 50 |
| Hungary | 37 | 45 |
| Slovenia | 73 | 39 |
| Russia | 48 | 30 |
| Croatia | 19 | 28 |
| Ireland | 63 | 28 |
| Slovakia | 42 | 27 |
| Romania | 37 | 26 |
| Lebanon | 18 | 23 |
| Lithuania | 20 | 18 |
| Iceland | 7 | 17 |
| Latvia | 1 | 14 |
| Estonia | 0 | 8 |
| Bulgaria | 0 | 8 |
| Morocco | 4 | 7 |
| Luxembourg | 10 | 5 |
| Ukraine | 12 | 3 |
| Macedonia | 9 | 3 |
| Saudi Arabia | 1 | 3 |
| Serbia | 2 | 3 |
| Belarus | 2 | 2 |
| Georgia | 1 | 1 |
| | 4.464 | 4.755 |

EPICA D'OR (FILM)

The 2004 film Epica d'Or was won by Wieden + Kennedy London for the Honda "Grrr" commercial.

| | |
|------------------------|--|
| Agency | Wieden + Kennedy London |
| Creative Directors | Kim Papworth & Tony Davidson |
| Writers | Sean Thompson, Michael Russoff & Richard Russell |
| Group Account Director | Jonathan Campbell |
| Account Director | Francesca Sellers |
| Account Manager | Matt Berry |
| Agency Producers | Charlie Tinson & Rob Steiner |
| Production Company | Nexus, London |
| Directors | Adam Foulkes & Alan Smith |
| Prod Co. Producer | Julia Parfitt |
| Music | Be Nice to the Pigeons |
| Music Production | Amber, London, John Waddell & Will Parnell |
| Sound Design | Wave, London, Johnny Burn |

The "Grrr" commercial launched Honda's first-ever diesel engine. For many years the company resisted diesels. Kenichi Nagahiro, Honda's chief engine designer, quite literally hated diesels and only agreed to produce one if he could start from scratch. Nagahiro's hatred inspired him to produce a better diesel engine – and inspired Wieden + Kennedy to produce "Grrr".

"Grrr" introduces the premise that hate can be a good thing. Throughout the film Garrison Keillor sings along to a strumming guitar about the joys of hate. And so it goes, "hate something, change something, make something better.."

The beautiful world of Hate, made up of lush green rolling hills, populated by fluffy bunnies, penguins and flamingos is invaded by flying dirty, spluttering, coughing, diesel engines. The engines reap havoc on the tranquil place. However, the animals get angry and get even. They use their hate for good, ganging up against the engines. The creatures bash them with baseball bats and mallets and blow them up with carrot tipped heat-seeking arrows. They destroy every last one.

In a grand finale the new Honda diesel engine is introduced. The animals celebrate the silent, clean machine as it wends its way through world of Hate. There is much joy from the assembled woodland creatures as they sing and dance in formation.

The animation was directed by the acclaimed Smith and Foulkes at Nexus.

The "Grrr" song was written, performed and whistled by the Wieden + Kennedy writers; Michael Russoff, Sean Thompson and Richard Russell, under the band name "Be Nice to the Pigeons". It was produced by Waddell and Parnell at Amber and the Sound Design was by Johnny Burn at Wave. The song has attracted the attention of Band Aid and could be released as a single.

The commercial was released in September, 2004, and immediately became a big hit with the public. It generated massive press coverage and is even being used as a teaching aid in drug rehabilitation clinics where the idea of using hate as a positive force to improve lives is particularly relevant.

The Honda film won a clear majority of the Epica jury's votes on the first round of voting; the first time this has happened. The 2004 Epica d'Or is also the first award that the Honda "Grrr" commercial has won.

EPICA D'OR (PRINT)

The 2004 print Epica d'Or was won by BDD & Fils, Paris for Les Echos.

| | |
|-------------------|--|
| Agency | BDDP & Fils, Paris |
| Creative Director | Olivier Altmann |
| Copy Writer | Olivier Camensuli |
| Art Directors | Laurent Bodson & Aurore de Sousa |
| Art Buyer | Sylvie Etchémité |
| Photographers | Karin Alaoui – “Shopping” Bruno Comtesse – “Soft Drinks” Steeve Lunker (Vu) – “GMO” Nazer (Sipa Image) – “Tank” |

Les Echos is a French daily economic newspaper that was recently relaunched with a smaller format, colour images and with more extensive news coverage and commentary than was previously the case.

The relaunch campaign was based on the idea that it is impossible to understand the news without also understanding the underlying economic trends behind it – there are no political, social or cultural events that are independent of economic considerations. This idea is summarised in the claim “understand the economy, understand the world”.

The winning campaign consists of four double page ads using images that serve as visual metaphors for related economic trends.

“Shopping” shows a woman trying on sports shoes next to three piles of shoeboxes that resemble a bar chart measuring the number of child labourers in different third-world countries.

“Soft Drinks” superimposes a graph over the profile of a man’s large stomach. The curve of his belly represents the spectacular growth in soft drink advertising expenditures since 1998.

“GMO” shows a demonstrator hurling a smoke bomb at a group of riot police. The trajectory of smoke services as a curve measuring land area where genetically modified crops are planted.

“Tank” uses the long barrel of the a cannon, raised at an angle of 45°, to show the growth of US oil company stock prices over a period of six months – “understand the economy, understand the world”.

The finalist shortlist for the print Epica d'Or included another entry by BDDP 1 Fils, the BMW X 3 “Mix your playground” campaign, and two entries by Abbot Mead Vickers BBDO – Harvey Nichols “Sales” and the Guinness “ Rugby” campaign.

After a process of progressive elimination Les Echos eventually seduced a majority of the Epica jury.

TOTAL AWARDS

A total of 63 Epica winners were announced in 2004, including the two grand prix. This compares with 62 winners voted in 2003. Winners were chosen in all categories with the exception of categories 13 (Household Maintenance) and 28 (Media Innovation) where no film winners were named. However in category 11 (Communication Services) two film winners were chosen.

The number of finalists increased from 315 to 367. For the first time this year the finalists were designated as silver or bronze according to the scores they achieved within each category.

Winners will receive Epica trophies, the silver and bronze finalists will receive certificates.

AWARDS CEREMONY

The awards ceremony will be held on Friday 21st January 2005 at the Thália Theatre in Budapest. The event will be hosted by Kreatív, Hungary's leading advertising and marketing magazine. For more information please visit www.kreativ.hu/epica or contact Agnes Sagi:

Tel: +36 1 461 7454 , Fax: +36 1 461 7422, E-Mail : epica@kreativ.hu

RESULTS BY COUNTRY

Once again the UK and France topped the country rankings both in terms of winners and total awards. Germany was third with more than twice as many winners than the previous year. A total of 28 countries achieved recognition in 2004.

| | Epica Winners | Silver Finalists | Bronze Finalists | Total Awards |
|----------------------|---------------|------------------|------------------|--------------|
| France | 13 | 31 | 30 | 74 |
| United Kingdom | 17 | 28 | 26 | 71 |
| Germany | 9 | 26 | 35 | 70 |
| Sweden | 3 | 20 | 19 | 42 |
| Belgium | 4 | 11 | 12 | 27 |
| The Netherlands | 2 | 13 | 5 | 20 |
| Italy | 2 | 10 | 8 | 20 |
| Denmark | 3 | 5 | 7 | 15 |
| Spain | 2 | 7 | 6 | 15 |
| Finland | 1 | 4 | 8 | 13 |
| Switzerland | - | 6 | 6 | 12 |
| Norway | 1 | 5 | 4 | 10 |
| Israel | 1 | 3 | 2 | 5 |
| Hungary | 1 | 2 | 1 | 4 |
| Poland | 1 | 1 | 2 | 4 |
| Romania | - | 3 | 1 | 4 |
| Slovenia | - | 3 | 1 | 4 |
| Greece | - | 2 | 2 | 4 |
| Portugal | 1 | 1 | 1 | 3 |
| Austria | - | - | 3 | 3 |
| Russia | 1 | - | 1 | 2 |
| Turkey | 1 | - | 1 | 2 |
| Iceland | 1 | - | - | 1 |
| Czechia | - | 1 | - | 1 |
| Ireland | - | 1 | - | 1 |
| Lebanon | - | - | 1 | 1 |
| Latvia | - | - | 1 | 1 |
| United Arab Emirates | - | - | 1 | 1 |
| Total | 63 | 183 | 184 | 430 |

MOST SUCCESSFUL AGENCIES

TBWA/Paris was the most successful agency in 2004 with 3 winners and 12 finalists, followed by Abbott Mead Vickers BBDO (London) with 3 winners and 9 finalists.

| | Epica Winners | Silver Finalists | Bronze Finalists | Total Awards |
|-------------------------------|---------------|------------------|------------------|--------------|
| TBWA\Paris (F) | 3 | 5 | 7 | 15 |
| Abbott Mead Vickers BBDO (GB) | 3 | 4 | 5 | 12 |
| DDB Paris (F) | 2 | 5 | 4 | 11 |
| Forsman & Bodenfors (S) | 2 | 4 | 4 | 10 |
| BDDP et Fils (F) | 3 | 4 | 2 | 9 |
| BETC Euro RSCG (F) | 1 | 5 | 2 | 8 |
| DDB Germany (D) | - | 5 | 3 | 8 |
| TBWA\Germany (D) | - | 2 | 6 | 8 |
| Duval Guillaume (B) | 3 | 2 | 2 | 7 |
| Saatchi & Saatchi (F) | - | 1 | 6 | 7 |
| 180 Amsterdam (NL) | 1 | 5 | - | 6 |
| CLM BBDO (F) | 1 | 4 | 1 | 6 |
| DDB London (GB) | 1 | 4 | 1 | 6 |
| Publicis Conseil (F) | 1 | 3 | 2 | 6 |
| Lowe Brindfors (S) | - | 4 | 1 | 5 |
| The Union (GB) | - | 2 | 3 | 5 |

MOST SUCCESSFUL NETWORKS

BBDO was the most successful network in 2004 with 7 winners from 5 countries (BBDO has lead Epica's network ranking 4 times over the last 5 years). DDB and Leo Burnett both had 6 winners from 5 countries.

| | Winners | Countries |
|--|---------|-----------|
| BBDO | 7 | 5 |
| DDB | 6 | 5 |
| Leo Burnett | 6 | 5 |
| TBWA | 6 | 2 |
| J. Walter Thompson | 2 | 2 |
| Saatchi & Saatchi | 2 | 2 |
| Young & Rubicam | 2 | 2 |
| NB: TBWA includes BBDP & Fils in Paris | | |

EPICA BOOK & DVD

Full results of the 2004 EPICA awards will be published in the 18th annual Epica Book that all entrants will receive in August 2005. All the winners and finalists will be shown in the book together with a selection of other shortlisted entries. All entrants will also receive a 90-minute DVD showing the film winners and a good selection film finalists.

EPICA WINNERS 2004

EPICA D'OR (FILM)
EPICA D'OR (PRINT)

WIEDEN + KENNEDY (LONDON)
BDDP & FILS (PARIS)

HONDA DIESEL „GRRR“
LES ECHOS NEWSPAPER “UNDERSTAND” CAMPAIGN

FILM WINNERS

| | | |
|------------------------------------|---------------------------------------|---|
| FOOD | LEO BURNETT PARIS (PARIS) | CHARAL MEAT “THE RACE” |
| CONFECTIONERY & SNACKS | BBDO MOSCOW (MOSCOW) | ORBIT CHEWING GUM “THE ASTRONAUT” |
| DAIRY PRODUCTS | SKANDAALI/LEO BURNETT (HELSINKI) | VALIO YOGHURT “ FOR A LONGER LIFE” |
| ALCOHOLIC DRINKS (A) | J. WALTER THOMPSON (LONDON) | SMIRNOFF RED VODKA “MATRIOSKA” |
| ALCOHOLIC DRINKS (B) | ABBOTT MEAD VICKERS BBDO (LONDON) | GUINNESS EXTRA “SNAIL” & “SURFER” |
| NON ALCOHOLIC DRINKS | BETC EURO RSCG (PARIS) | EVIAN MINERAL WATER “WATERBOY” |
| TRANSPORT & TOURISM | DUVAL GUILLAUME ANTWERP (ANTWERP) | VIRGIN EXPRESS “FLIGHT AID” |
| RETAIL SERVICES | VASATA SCHRODER (HAMBURG) | OBI DIY SUPPLIER “DOG” & “MOLE” |
| FINANCIAL SERVICES | SAATCHI & SAATCHI (LONDON) | VISA INTERNATIONAL “GUITAR” |
| PUBLIC INTEREST | LA FAMILIA COMMUNICATION (COPENHAGEN) | BOARD OF HEALTH - “EXERCISE 30 MINS A DAY” |
| COMMUNICATION SERVICES (2 WINNERS) | Y & R ITALIA (MILAN) | TELECOM ITALIA “GANDHI” |
| | PUBLICIS CONSEIL (PARIS) | SAGEM MYX5-2 MOBILE PHONE “TOKYO” |
| HOMES, FURNISHINGS & APPLIANCES | FORSMAN & BODENFORS (GOTHENBURG) | IKEA SWEDEN “EMBLA” |
| AUDIOVISUAL EQUIPMENT | TBWA\LONDON (LONDON) | SONY PLAYSTATION2 “MOUNTAIN” |
| TOILETRIES & HEALTH CARE | TBWA\PARIS (PARIS) | HANSAPLAST CONDOMS “MOM” |
| BEAUTY PRODUCTS & SERVICES | GORGEOUS ENTERPRISES (LONDON) | BOOTS SOLTAN “SKINSCOPE” |
| AUTOMOBILES | WIEDEN + KENNEDY (LONDON) | HONDA DIESEL “GRRR” |
| AUTOMOTIVE & ACCESSORIES | CLM BBDO (PARIS) | TOTAL PETROL STATIONS “LULLABY” |
| OFFICE EQUIPMENT | GORGEOUS ENTERPRISES (LONDON) | HEWLETT PACKARD “NEXT SHIFT” |
| PROFESSIONAL SERVICES | VOLLEY COMMUNICATIONS (STOCKHOLM) | SWECO CONSULTING “CURIOSITY” CAMPAIGN |
| INDUSTRIAL & AGRICULTURAL | LEO BURNETT DENMARK (COPENHAGEN) | MILWAUKEE/ATLAS COPCO TOOLS “PIT STOP” |
| CLOTHING & FABRICS | 180 AMSTERDAM (AMSTERDAM) | ADIDAS “LAILA” |
| FOOTWEAR & PERSONAL ACCESSORIES | KOLLE REBBE (HAMBURG) | GAULOISES CIGARETTES “SUBTITLED” |
| MEDIA | J. WALTER THOMPSON (MILAN) | GOAL REPORTER RADIO STATION “EXORCISM” |
| RECREATION & LEISURE | LEO BURNETT BUDAPEST (BUDAPEST) | HUNGARIAN DANCE ACADEMY “BALLET NEEDS BOYS” |

PRINT WINNERS

| | | |
|---------------------------------|--------------------------------------|--|
| FOOD | DDB PARIS (PARIS) | LE BARRAN CHICKEN “TRUST” CAMPAIGN |
| CONFECTIONERY & SNACKS | ABBOTT MEAD VICKERS BBDO (LONDON) | ORBIT CHEWING GUM “WEDDING” & “PAPARAZZI” |
| DAIRY PRODUCTS | KNSK (HAMBURG) | CAMPINA YOGHURT DRINK “TRACE” |
| ALCOHOLIC DRINKS (A) | FAMILY (EDINBURGH) | SCOTTISH LEADER WHISKY “LATVIA” CAMPAIGN |
| ALCOHOLIC DRINKS (B) | ABBOTT MEAD VICKERS BBDO (LONDON) | GUINNESS RUGBY CAMPAIGN |
| NON ALCOHOLIC DRINKS | RAFINERI (ISTANBUL) | CAFE DEL MONDO - DECAF COFFEE CAMPAIGN |
| TRANSPORT & TOURISM | GREY COPENHAGEN (COPENHAGEN) | COPENHAGEN UNDERGROUND “RUSH THROUGH TOWN” |
| RETAIL SERVICES | DDB LONDON (LONDON) | HARVEY NICHOLS SALES CAMPAIGN |
| FINANCIAL SERVICES | BUTTER (DUSSELDORF) | ARAG INSURANCE CAMPAIGN |
| PUBLIC INTEREST | DDB (BRUSSELS) | REPORTERS WITHOUT BORDERS “TOURISM” CAMPAIGN |
| COMMUNICATION SERVICES | BBDO (DUSSELDORF) | DEUTSCHE POST “LORD OF THE RINGS” |
| HOMES, FURNISHINGS & APPLIANCES | DDB OSLO (OSLO) | OBOS REAL ESTATE CAMPAIGN |
| HOUSEHOLD MAINTENANCE | DDB ESPANA (MADRID) | LOCTITE SUPERGLUE “CLAMP” |
| AUDIOVISUAL EQUIPMENT | TBWA\PARIS (PARIS) | SONY PLAYSTATION2 “POTATO HEAD” |
| TOILETRIES & HEALTH CARE | TBWA\PARIS (PARIS) | HANSAPLAST BURN PLASTERS “ROCKSTAR” |
| BEAUTY PRODUCTS | LEO BURNETT PARIS (PARIS) | AESTHETIS PLASTIC SURGERY CLINIC CAMPAIGN |
| PRESCRIPTION PRODUCTS | JUNCTION 11 (WEYBRIDGE) | RISPERDAL SCHIZOPHRENIA CAMPAIGN |
| AUTOMOBILES | BDDP & FILS (PARIS) | BMW X3 “MIX YOUR PLAYGROUNDS” CAMPAIGN |
| AUTOMOTIVE & ACCESSORIES | BBDO PORTUGAL (LISBON) | NEW NISSAN CABSTAR “KANGAROO” |
| OFFICE EQUIPMENT | KOLLE REBBE (HAMBURG) | BISLEY FURNISHINGS “NEW ORDER” CAMPAIGN |
| BUSINESS SERVICES | THE BRIDGE (GLASGOW) | NAPIER UNIVERSITY “SMOKING” & “SOAP POWDER” |
| INDUSTRIAL & AGRICULTURAL | RTS RIEGER TEAM (STUTTGART) | BAUSTAHLEGEWEBE STEEL CAMPAIGN |
| CLOTHING & FABRICS | JONSSON & LEMACKS (REYKJAVIK) | 66°NORTH OUTDOOR CLOTHING CAMPAIGN |
| FOOTWEAR & PERSONAL ACCESSORIES | LEO BURNETT (FRANKFURT) | ZIPPO LIGHTER “LOST ZIPPO” CAMPAIGN |
| MEDIA | BDDP & FILS (PARIS) | LES ECHOS NEWSPAPER “UNDERSTAND “ CAMPAIGN |
| RECREATION & LEISURE | DUVAL GUILLAUME BRUSSELS (BRUSSELS) | VAN GOGH MUSEUM “EAR” |
| ADVERTISING PHOTOGRAPHY | NADAV KANDER (FOR RKCR/Y&R – LONDON) | ENGLISH NATIONAL BALLET CAMPAIGN |
| MEDIA INNOVATION | SAATCHI & SAATCHI (WARSAW) | BLEND-A-MED WHITESTRIPS “ZEBRA CROSSING” |
| DIRECT MARKETING | ZAPPING (MADRID) | “COLD MOUNTAIN” MOVIE PREMIERE PRESS MAILING |
| PUBLICATIONS | WEIGERTPIROUZWOLF (HAMBURG) | ENDLESS PAIN TATTOO & PIERCING STUDIO CALENDAR |
| PACKAGING DESIGN | DUVAL GUILLAUME BRUSSELS (BRUSSELS) | VTM CRIME STORIES “CRIME BAG” |
| ILLUSTRATION & GRAPHICS | DDB PARIS (PARIS) | NIKE RETRO BASKET CAMPAIGN |

INTERACTIVE WINNERS

| | | |
|------------------------------------|----------------------------------|--|
| INTERACTIVE: WEBSITES | CLOCKWORK (AMSTERDAM) | FIRST8, FOUNDATION AGAINST POVERTY |
| INTERACTIVE: ONLINE ADS | MODEM MEDIA (LONDON) | CARE FOR THE WILD “DISAPPEARING ADS” |
| INTERACTIVE: ONLINE FILMS | THE VIRAL FACTORY (LONDON) | TROJAN CONDOMS “WEIGHT LIFT” & “VAULT” |
| INTERACTIVE : INTEGRATED CAMPAIGNS | FORSMAN & BODENFORS (GOTHENBURG) | VOLVO S40 “THE INSIDE STORY” |

EPICA FINALISTS 2004

AUSTRIA

PRINT

| | | | |
|-------|----------|---|--------|
| 10190 | LOWE G&K | AKTION MENSCH AGAINST FEMALE CIRCUMCISION "RAZOR BLADE" | BRONZE |
| 28070 | FCB | PFIZER VIAGRA "PARKING LOT" | BRONZE |

INTERACTIVE

| | | | |
|-------|--------------|---------------------------------|--------|
| 33035 | STROBELGASSE | ADVERTISING AGENCY STROBELGASSE | BRONZE |
|-------|--------------|---------------------------------|--------|

BELGIUM

PRINT

| | | | |
|-------|------------------------------|---|--------|
| 01026 | LEO BURNETT | HEINZ HOT KETCHUP "BURNT" | BRONZE |
| 06015 | Y&R BRUSSELS | HYPE ENERGY DRINK "POPE" | BRONZE |
| 07022 | DUVAL GUILLAUME ANTWERP | VIRGIN EXPRESS LOW COST AIRLINE "FIRST MINUTES" | BRONZE |
| 07074 | DUVAL GUILLAUME BRUSSELS | TGV - HIGH SPEED TRAIN "SPEEDY GONZALES" | BRONZE |
| 09063 | QUATTRO SAATCHI & SAATCHI | RABOBANK.BE ONLINE SAVINGS "SAVE MORE" | SILVER |
| 10108 | LEO BURNETT | SOS SUICIDE "RAILS" "HAND" | SILVER |
| 13036 | TBWA\BRUSSELS | AMBIANCE BY LEVIS PAINTS "DRESS" | BRONZE |
| 16039 | TBWA\BRUSSELS | NIVEA SUN SELF-TAN SPRAY "SNOW WHITE" | BRONZE |
| 18027 | DDB | AUDI A4 "HORSES" | SILVER |
| 21086 | McCANN ERICKSON BELGIUM | UNIVERSAL MEDIA "MUD" | SILVER |
| 21130 | McCANN-ERICKSON BELGIUM | McCANN-ERICKSON ADVERTISING AGENCY "JESUS" | BRONZE |
| 23016 | LEO BURNETT | CHANTELLE "PUSH-UP" | BRONZE |
| 28004 | DDB | REPORTERS WITHOUT BORDERS "TORTURE" | BRONZE |
| 18025 | DDB | VW POLO FOX "CHILDREN" "CHICKEN" | SILVER |
| 28063 | DUBOIS MEETS FUGGER | PUBLI POOL DIVING CENTRE/CLUB | BRONZE |
| 25237 | 10 ADVERTISING | ATV (ANTWERP TELEVISION) | BRONZE |
| 27033 | 10 ADVERTISING/TOM VAN DAELE | ATV (ANTWERP TELEVISION) | SILVER |

FILM

| | | | |
|-------|-------------------------|---------------------------------------|--------|
| 05006 | LOWE | STELLA ARTOIS "KITCHEN" | BRONZE |
| 07071 | LG&F | SN BRUSSELS AIRLINES "THE MESSAGE" | SILVER |
| 09024 | DUVAL GUILLAUME ANTWERP | MERCATOR "BREAKFAST" | SILVER |
| 25101 | DUVAL GUILLAUME ANTWERP | STUDIO BRUSSELS "BAPTIST" | SILVER |
| 25109 | VVL BBDO | SANOMA/LIBELLE MAGAZINE | SILVER |
| 25156 | LG&F | RADIO DONNA STATION "MARIAGE" & "GAY" | SILVER |

CZECH REPUBLIC

PRINT

| | | | |
|-------|--------------------|--|--------|
| 26003 | LEO BURNETT PRAGUE | NATIONAL LIBRARY "READ IT BEFORE HOLLYWOOD DOES" | SILVER |
|-------|--------------------|--|--------|

DENMARK

PRINT

| | | | |
|-------|----------------------------|---|--------|
| 17003 | JUST/KIDDE | ABILIFY ARIPRIPRAZOL SCHIZOPHRENIA PRODUCT "SPY HOLE" | BRONZE |
| 15022 | GREY COPENHAGEN | NYCOMED KODIMAGNYL (HEADACHE TABLETS/PAINKILLERS) | BRONZE |
| 07078 | ROBERT/BOISEN & LIKEMINDED | SPIES TOUR OPERATOR | SILVER |
| 31038 | PUBLICIS | COCA-COLA BOTTLE SLEEVES | BRONZE |

FILM

| | | | |
|-------|----------------------------|--|--------|
| 07016 | GREY COPENHAGEN | METRO "RUSH THROUGH TOWN WITHOUT STRESS" | BRONZE |
| 07076 | ROBERT/BOISEN & LIKEMINDED | SPIES TOUR OPERATORS "SWIMMING POOL" | SILVER |
| 08094 | SUNRISE | FONA "RESTROOM" | BRONZE |

INTERACTIVE

| | | | |
|-------|-----------------|--|--------|
| 33038 | OGILVY A MATHER | FANTA "FANTA NEWS CHANNEL" | SILVER |
| 33063 | FRAMFAB | NIKE FOOTBALL. OLE "PLEASED TO BEAT YOU" | BRONZE |
| 33064 | FRAMFAB | NIKE WOMEN "SPEED SESSIONS" | SILVER |
| 33065 | FRAMFAB | SPRITE "THE INSTINCT" | BRONZE |
| 34027 | FRAMFAB | NIKE FOOTBALL. OLE "DOUBLE VIDEO BANNER" | SILVER |

FINLAND

PRINT

| | | | |
|-------|-------------------|---|--------|
| 12059 | HASAN & PARTNERS | IKEA MATTRESS SALE "SPINE" | BRONZE |
| 17006 | TBWA PHS HELSINKI | ARICEPT MEDICINE FOR ALZHEIMER'S DISEASE "FLOOR PLAN" | BRONZE |
| 26084 | TBWA PHS HELSINKI | WORLD ATHLETICS HELSINKI 2005 "LONG JUMP" "JAVELIN" | BRONZE |
| 21167 | HASAN & PARTNERS | SANOMA WOMEN'S MAGAZINES "TAN" "BLISTER" "NAIL" | BRONZE |
| 25122 | TBWA PHS HELSINKI | HELSINGIN SANOMAT NEWSPAPER "RECYCLABLE GIFTWRAP" | BRONZE |
| 19028 | BOB HELSINKI | NOKIAN TYRES "WARNING SIGNS" CAMPAIGN | SILVER |

FILM

| | | | |
|-------|------------------|---|--------|
| 05049 | SEK & GREY | HARTWALL OTTO LONG DRINK "OTTO BUSSTOP" | SILVER |
| 06044 | SEK & GREY | HARTWALL NOVELLE MINERAL WATER "BIRD" | BRONZE |
| 07065 | HASAN & PARTNERS | SCANDIC HOTELS "CD-PLAYER" "MAN & DOG" "RUBBER BOOTS" | BRONZE |
| 12058 | HASAN & PARTNERS | IKEA "REVOLUTION" | SILVER |

INTERACTIVE

| | | | |
|-------|----------|--|--------|
| 33011 | NITRO FX | LAITILA BREWERY | BRONZE |
| 36001 | NITRO FX | AVOTAKKA HOME DECORATION MAGAZINE "YOUNG HOME" | SILVER |

FRANCE

PRINT

| | | | |
|-------|------------------------------|---|--------|
| 04019 | TBWA\PARIS | ABSOLUT VODKA "SELF CONTROL" | SILVER |
| 05048 | CLM BBDO | GUINNESS BEER "AVALANCHE" | SILVER |
| 08131 | LEO BURNETT PARIS | LE VIVARIO CORSICAN RESTAURANT | BRONZE |
| 10270 | SAATCHI & SAATCHI PARIS | REPORTERS WITHOUT BORDERS "HANDS" | BRONZE |
| 13052 | SAATCHI & SAATCHI PARIS | ARIEL BRIGHT WHITE "SHADOW" | BRONZE |
| 14051 | TBWA\PARIS | SONY PLAYSTATION "DOLL" | BRONZE |
| 14054 | TBWA\PARIS | SONY PLAYSTATION "HEART OF STONE" | BRONZE |
| 27026 | DDB PARIS/(CORBIS) | NIKE RUNNING "FINISH LINE" | BRONZE |
| 32053 | DDB PARIS | L'EQUIPE "MOHAMMED ALI" | SILVER |
| 03021 | McCANN ERICKSON PARIS | MIKO MAGNUM LIGHT ICE-CREAM | BRONZE |
| 07015 | FCB | RATP PUBLIC TRANSPORT "BOX" "ECOLOGICAL" | SILVER |
| 08013 | YOUNG & RUBICAM | DECATHLON "NOW EVEN LOWER" | SILVER |
| 10275 | SAATCHI & SAATCHI PARIS | ASSOCIATION FRANCE ALZHEIMER "YOUNG GIRL" | BRONZE |
| 10276 | SAATCHI & SAATCHI PARIS | INNOCENCE IN DANGER "SWEET" "HAND" | BRONZE |
| 15095 | TBWA\PARIS | HANSAPLAST BANANA FLAVOURED CONDOMS "MONKEY" | BRONZE |
| 27034 | BETC EURO RSCG/NADAV KANDER | AIR FRANCE "SEAGULLS" & "SKI" | SILVER |
| 27035 | STEAK/MATHIEU DELUC | TRY LUBRICATING GEL "ARMS" & "LEGS" | BRONZE |
| 31033 | LANDOR ASSOCIATES | EVIAN WATER NEW COLLECTOR BOTTLE 2005 "INSPIRING" | BRONZE |
| 08015 | YOUNG & RUBICAM | DECATHLON "GIGANTIC" "ENORMOUS" "HUGE" | BRONZE |
| 09088 | TBWA\PARIS | BNP PARIBUS RECRUITMENT "SUPER CANDIDATE" "BABY" "IDOL" | SILVER |
| 10306 | PUBLICIS CONSEIL | ENFANCE & PARTAGE "WOMAN" "OLD WOMEN" "MAN" | SILVER |
| 10316 | TBWA\PARIS | AMNESTY INTERNATIONAL "COLOURING" "SPOT THE DIFFERENCE" | BRONZE |
| 18170 | BETC EURO RSCG | PEUGEOT 407 "PLAYTIME IS OVER" CAMPAIGN | SILVER |
| 22033 | DDB PARIS | STIHL HIGH POWERED BLOWER "VOLCANIC" "SNOW" "DESERT" | BRONZE |
| 27001 | CLM BBDO/JEAN-MARIE VIVES | NICOLAS HULOT FOUNDATION FOR NATURE AND MANKIND | SILVER |
| 27039 | J.WALTER THOMPSON/GREG LOTUS | DTC DIAMONDS "NECKLACE" "EARRING" & "RING" | SILVER |
| 32048 | DDB PARIS | AUDI A8 PRESS ADS "ALIEN" "PLANT" "INSECT" | SILVER |
| 10312 | TBWA\PARIS | AMNESTY INTERNATIONAL "MOUTH" GUERILLA CAMPAIGN | BRONZE |
| 10313 | TBWA\PARIS | RESPONSIBLE YOUNG DRIVERS. ROAD SAFETY AWARENESS | SILVER |
| 13064 | TBWA\PARIS | K2R LAUNDRY STAIN REMOVER GUERILLA CAMPAIGN | SILVER |
| 24070 | DDB PARIS | NIKE RETRO BASKETBALL SHOES | SILVER |
| 07034 | BETC EURO RSCG | AIR FRANCE "MAJOR" CAMPAIGN - PRESS ADS | SILVER |
| 10317 | TBWA\PARIS | AIDES. AIDS AWARENESS | SILVER |
| 29043 | PROXIMITY BBDO | PT CRUISER CABRIOLET LAUNCH (DAIMLER CHRYSLER) | BRONZE |

FILM

| | | | |
|-------|-------------------------|---|--------|
| 01081 | DDB PARIS | LE BARRAN CHICKEN "CLIMBING" | SILVER |
| 06042 | CLM BBDO | PEPSI SOFT DRINK "MOHAWKS" | SILVER |
| 10273 | SAATCHI & SAATCHI PARIS | ASSOCIATION FRANCE ALZHEIMER "BEDROOM" | BRONZE |
| 10285 | BDDP & FILS | SECOURS POPULAIRE FRANCAIS "SPIRITUALS DIET" | SILVER |
| 10320 | TBWA\PARIS | AIDES. AIDS AWARENESS "THE VILLAGE" | BRONZE |
| 10321 | TBWA\PARIS | RESPONSIBLE YOUNG DRIVERS "DON'T DRINK AND DRIVE" | BRONZE |
| 11079 | BETC EURO RSCG | ORANGE TELECOMMUNICATIONS "PLAYER" | SILVER |
| 11085 | CLM BBDO | WANADOO INTERNET SERVICE PROVIDER "THE CHASE" | SILVER |
| 11116 | BDDP & FILS | GALLERY (SFR, BOUYGUES TELECOM, ORANGE) "THE FIRE CAMP" | SILVER |
| 11117 | BDDP A FILS | LA POSTE "TRUST" | BRONZE |
| 11134 | PUBLICIS CONSEIL | SFR "THE GROUP" | BRONZE |
| 11136 | PUBLICIS CONSEIL | SFR "THE STAR" | SILVER |

| | | | |
|-------------|-------------------|--|--------|
| 11137 | PUBLICIS CONSEIL | SFR "THE DRAIN COVER" | SILVER |
| 12031 | CLM BBDO | IKEA HOME FURNISHINGS "TABLE" | BRONZE |
| 15044 | BETC EURO RSCG | INPES CONDOMS "BEAUTY" | BRONZE |
| 15084 | BDDP & FILS | MANIX KING SIZE CONDOMS "THE WATERBOMB" | SILVER |
| 18108 | SAATCHI & SAATCHI | TOYOTA COROLLA "NIGHTMARE" | SILVER |
| 18109 | SAATCHI & SAATCHI | TOYOTA COROLLA "TRAP" | BRONZE |
| 18165 | BETC EURO RSCG | AUTOMOBILES PEUGEOT 607 "THE BRIDGE" | BRONZE |
| 18166 | BETC EURO RSCG | AUTOMOBILES PEUGEOT 407 "TOYS" | SILVER |
| 18265 | BDDP & FILS | BMW SERIE 5 TOURING "THE DOG" | SILVER |
| 18279 | PUBLICIS CONSEIL | RENAULT MODUS "TIC TAC TOE" | BRONZE |
| 19064 | DDB PARIS | QUATTRO SYSTEM AUDI QUATTRO "FIRST STEP" | BRONZE |
| 23035 | DDB PARIS | PASSIONATA CHANTELLE PASSIONATA "STAIRS" | SILVER |
| 26188 | DDB PARIS | LA FRANCAISE DES JEUX LOTO ""EIFFEL TOWER" | BRONZE |
| INTERACTIVE | | | |
| 35027 | BDDP & FILS | FNAC PHOTONUMERIQUE "HEARTBREAK" | BRONZE |
| 35030 | TBWA\INTERACTIVE | SNCF "ANY OTHER CHOICE WON'T BE VERY PROFESSIONAL" | SILVER |

GERMANY

PRINT

| | | | |
|-------|---------------------------------|---|--------|
| 08182 | M.E.C.H. McCANN ERICKSON BERLIN | PFLANZEN KÖLLE PLANT SHOPS" HOPE | BRONZE |
| 12045 | McCANN ERICKSON FRANKFURT | BLACK & DECKER DRILLS "AVIATOR" | BRONZE |
| 16007 | TBWA\GERMANY | LABELLO LIP CARE "KISSING POINT" | BRONZE |
| 16009 | TBWA\GERMANY | NIVEA VISAGE ANTI-SHADOW CREAM "NO SHADOW" | BRONZE |
| 16036 | BBDO CAMPAIGN | DIADERMINE LIFT VANISHING CREAM "HANDBAG" | BRONZE |
| 17011 | BBDO CAMPAIGN | CARMINATIVUM HETTERICH MADAUS "BOTTOM" | SILVER |
| 18197 | DDB GERMANY | VOLKSWAGEN NEW BEETLE "TURBO" | SILVER |
| 18199 | DDB GERMANY | VOLKSWAGEN POLO "BABY" | BRONZE |
| 26026 | FCB WILKENS | SC BERLIN BOXING CLUB "A TOOTH FOR A TOOTH" | BRONZE |
| 26100 | PUBLICIS FRANKFURT | FITNESS COMPANY "OVERWEIGHT?" | SILVER |
| 28077 | GRABARZ & PARTNER | HARWEGE FARM "SHOPPING BASKET" | BRONZE |
| 28090 | LEO BURNETT | ADVANCE - AFINITY PET CARE "SMELLING BILLBOARD" | SILVER |
| 09083 | BEAUFORT 8 | KREISSPARKASSE BANK ESSLINGEN - REAL ESTATE SERVICES | BRONZE |
| 19021 | LEAGAS DELANEY HAMBURG | NIGRIN CAR POLISH "COARSE VS POLISHED" | BRONZE |
| 30013 | PHILIPP UND KEUNTJE | AUDI QUATTRO "QUATTRO CALENDAR 2004" | BRONZE |
| 32036 | CHANGE COMMUNICATION | BIKE PETRY BIKE REPAIRS BUSINESS CARD & LETTERHEAD | SILVER |
| 06004 | TBWA\GERMANY | TEEKANNE "CHINA" "INDIA" "AFRICA" | SILVER |
| 07003 | TBWA\GERMANY | SUN COMPANY TRAVEL AGENCY | BRONZE |
| 10186 | BBDO CAMPAIGN | KAMPF DER DROGE ANTI-DRUGS "NICOTINE""ECSTACY""COCAINE" | BRONZE |
| 10278 | .START | MUENCHNER AIDS-HILFE "SOUVENIRS" CAMPAIGN | BRONZE |
| 11050 | HEIMAT WERBEAGENTUR | SIEMENS GIGASET PHONES "SUBMARINE" "BRA" "FLOOD" | BRONZE |
| 13010 | FCB WILKENS | DRANO DRAIN CLEANER "S.O.S." "110" "WHITE FLAG" | BRONZE |
| 18211 | GRABARZ & PARTNER | VOLKSWAGEN TOUAREG "ELEPHANT" "LIFE BELT" "FLOWER" | BRONZE |
| 20014 | BUTTER | EIZO MONITORS"TABLE DANCE" "HAUTE COUTURE" "SMURF" | SILVER |
| 21077 | LEAGAS DELANEY HAMBURG | ABC DIGITAL STUDIO IMAGE CAMPAIGN | BRONZE |
| 22025 | DDB GERMANY | HENKEL PATTEX ADHESIVES SINCE "SINCE 1923" CAMPAIGN | BRONZE |
| 24005 | TBWA\GERMANY | ADIDAS ORIGINALS "SPEEDER" "WRESTLING" "X-COUNTRY" | BRONZE |
| 24016 | HEIMAT WERBEAGENTUR | SALAMANDER FOOTWEAR "SHOE BRUSH" "MAT" "STAIRS" | BRONZE |
| 25038 | LEAGAS DELANEY HAMBURG | GRUNER + JAHR STERN MAGAZINE "LETTER FACES" | BRONZE |
| 32055 | TBWA\GERMANY | ADIDAS ORIGINALS"STILL FAST""STILL STRONG""STILL TOUGH" | SILVER |
| 24054 | LEO BURNETT | DUNLOP GREEN FLASH SPORT SHOES "BELOVED SINCE 1929" | SILVER |
| 25015 | TBWA\GERMANY | MONOPOL - THE MAGAZINE FOR ART AND LIFE | BRONZE |
| 30003 | TBWA\GERMANY | SONY PLAYSTATION2 "GAME-A-SUTRA" | BRONZE |
| 30052 | .START | BMW MINI COLLECTION 2004/05 | BRONZE |
| 28122 | KNSK | BREMERHAVEN COMMUNITY GROUP "VOTE" CAMPAIGN | SILVER |
| FILM | | | |
| 08029 | HEYE & PARTNER | McDONALD'S GERMANY FAST FOOD RESTAURANT "OUTTAKES" | BRONZE |
| 08105 | VASATA SCHRODER | OBI SUPPLIER "LAWN MOVER" | SILVER |
| 08151 | .START | BURGER KING "STABLE" | SILVER |
| 10357 | MARKENFILM | READ & WRITE "ZORRO" | SILVER |
| 11051 | HEIMAT WERBEAGENTUR | SIEMENS GIGASET CORDLESS PHONES "BALLOON" | SILVER |
| 11100 | KOLLE REBBE | T-ONLINE "BEETHOVEN" | BRONZE |
| 12014 | WEIGERTPIROUZWOLF | IKEA GERMANY "LONG GOODBYE" | SILVER |
| 16072 | DDB GERMANY | SCHWARZKOPF & HENKEL POLY BLONDE "RICH" | SILVER |
| 18185 | SAATCHI & SAATCHI | AUDI A6 "JUST LIKE YOUR MOTHER" | SILVER |
| 18188 | DDB GERMANY | VOLKSWAGEN TOURAN "NEIGHBOURS" | BRONZE |
| 18190 | DDB GERMANY | VOLKSWAGEN VW GOLF DSG "KIDS ON STEPS" | SILVER |
| 18193 | DDB GERMANY | VOLKSWAGEN VW POLO "TRUCK" | SILVER |
| 20008 | HEIMAT WERBEAGENTUR | SIEMENS GIGASET CORDLESS PHONE "BALLON" | SILVER |
| 21113 | DDB GERMANY | BERLITZ LANGUAGE SERVICES "JFK" | SILVER |

| | | | |
|-------|---------------------------|---|--------|
| 22012 | HEIMAT WERBEAGENTUR | HORNBACH DIY CAMPAIGN | SILVER |
| 24042 | KOLLE REBBE | BRITISH AMERICAN TOBACCO/GAULOISES "JAPANESE" | SILVER |
| 24050 | JO! SCHMID FILMPRODUKTION | WEST CIGARETTES "DEMONSTRATION" | BRONZE |
| 26195 | MARKENFILM | ODDSET FOOTBALL LOTTERY "DEUTSCHLAND - HOLLAND" | SILVER |

INTERACTIVE

| | | | |
|-------|--------------------|--|--------|
| 33042 | NEUE DIGITALE | JONATHAN MEESE ART EXHIBITION | BRONZE |
| 33043 | NEUE DIGITALE | ADIDAS SPORTS STYLE Y-3 | SILVER |
| 33044 | NEUE DIGITALE | SABRINA SETLUR R&B & HIPHOP ARTISIT | BRONZE |
| 33068 | SCHOLZ & VOLKMER | MERCEDES-BENZ SLK | BRONZE |
| 33069 | SCHOLZ & VOLKMER | HIGHLIGHT TOWERS CONSTRUCTION PROJECT | BRONZE |
| 33071 | SCHOLZ & VOLKMER | MERCEDES-BENZ "THE PORTER" | BRONZE |
| 33073 | SCHOLZ & VOLKMER | ACHT FRANKFURT POST-PRODUCTION COMPANY | BRONZE |
| 34032 | SERVICEPLAN GRUPPE | WEIGHT WATCHERS "WAIST" | SILVER |

GREAT BRITAIN

PRINT

| | | | |
|-------|--------------------------|---|--------|
| 07013 | THE UNION | SEACAT FERRY SERVICE TO DUBLIN "PROPELLOR" | BRONZE |
| 18312 | DDB LONDON | VW POLO "KING KONG" | SILVER |
| 25167 | ABBOTT MEAD VICKERS BBDO | THE ECONOMIST "INKBLOT" | BRONZE |
| 25168 | ABBOTT MEAD VICKERS BBDO | THE ECONOMIST "BRAINS" | BRONZE |
| 26041 | THE UNION | LOCHNESS MARATHON "LACES" | BRONZE |
| 28040 | CHJM LTD | GUARDIAN NEWSPAPER FRANZ FERDINAND CD "HAND STAMP" | BRONZE |
| 28119 | ABBOTT MEAD VICKERS BBDO | THE ECONOMIST "LIGHT BULB" | SILVER |
| 29101 | CRAIK JONES | FREELANDER "SPEND LESS TIME HERE" | SILVER |
| 31023 | LEWIS MOBERLY | WAITROSE COOKS INGREDIENTS,50 STORE CUPBOARD ESSENTIALS | BRONZE |
| 05064 | ABBOTT MEAD VICKERS BBDO | GUINNESS "FOOTPRINTS" "PARTY" | SILVER |
| 10059 | EURO RSCG LONDON | BRITISH HEART FOUNDATION, ANTI-SMOKING | SILVER |
| 10071 | THE UNION | SCOTTISH EXECUTIVE "SHOE" "STILETTO" | BRONZE |
| 15046 | FALLON LONDON | DOUBLE VELVET TOILET TISSUE "POOL" "GYM" | BRONZE |
| 28036 | THE BRIDGE | MEET SCOTLAND DATING AGENCY "MEET EVERYONE" | BRONZE |
| 28114 | DDB LONDON | POLO TWIST "ICE CAR" | SILVER |
| 32047 | JOHNSON BANKS | FUN FRUIT AND VEG STAMPS FOR ROYAL MAIL | SILVER |
| 05065 | ABBOTT MEAD VICKERS BBDO | GUINNESS "PLASTIC RING" "FOUR PACKS" "RING PULL" | BRONZE |
| 07012 | THE UNION | NATIONAL GALLERIES OF SCOTLAND BUS SERVICE | SILVER |
| 08006 | FRAME C | BUCHANAN GALLERIES "PUSHCHAIR" "FUNERAL" "BIRTH" | BRONZE |
| 16024 | PWLC | CITY GENT HAIR STYLISTS "QUIFF" "GEEK" "GIBBON" | BRONZE |
| 17002 | JUNCTION 11 | RISPERDAL ANTIPSYCHOTIC FOR THE TREATMENT OF MANIA | SILVER |
| 25169 | ABBOTT MEAD VICKERS BBDO | THE ECONOMIST "OPTIMIST/PESSIMIST" | BRONZE |
| 26042 | THE UNION | NATIONAL GALLERIES OF SCOTLAND BUS SERVICE | SILVER |
| 31003 | PEARLFISHER | CAPRICORN SOMERSET GOATS CHEESE | SILVER |
| 13071 | J.WALTER THOMPSON | PERSIL "LADYBIRD" "KAPPA" "COQ SPORTIF" "SLAZENGER" | BRONZE |
| 18311 | DDB LONDON | VOLKSWAGEN - NEW BEETLE CABRIOLET | SILVER |
| 28039 | CHJM LTD | THE GUARDIAN NEWSPAPER RYDER CUP SUPPLEMENT "CAMOBALL" | BRONZE |

FILM

| | | | |
|-------|-----------------------------------|--|--------|
| 02071 | J. WALTER THOMPSON | KIT KAT "LIBRARY" | BRONZE |
| 05022 | TBWA\LONDON | JOHN SMITH'S BITTER "SHOWSTOPPER" | SILVER |
| 05023 | TBWA\LONDON | JOHN SMITH'S BITTER "DOORSTEP CHALLENGE" | BRONZE |
| 06062 | CLEMMOW HORNBY INGE | TANGO APPLE DRINKS "VELCRO" | BRONZE |
| 06065 | CLEMMOW HORNBY INGE | TYPHOO TEA "DRILL SERGEANT" "WATER" "COCKREL" CAMPAIGN | SILVER |
| 07035 | FALLON LONDON | UNITED AIRLINES. LOW FARES TO THE U.S. "TIPS" | SILVER |
| 09033 | SAATCHI & SAATCHI | VISA INTERNATIONAL "STORYWRITING" | SILVER |
| 09105 | J. WALTER THOMPSON | HSBC "FLOWERS" | SILVER |
| 11092 | ABBOTT MEAD VICKERS BBDO | YELLOW PAGES "ELVES" | BRONZE |
| 11093 | ABBOTT MEAD VICKERS BBDO | BT WEB CAM "CLEAN ZONE" | SILVER |
| 11114 | WCRS | 118 118 THE NUMBER "ROCKY" | SILVER |
| 11115 | WCRS | 118 118 THE NUMBER "COG" | SILVER |
| 11118 | MJZ | ORANGE "COINCIDENCE" | SILVER |
| 15047 | FALLON LONDON | DOUBLE VELVET TOILET TISSUE "SOFT FACTORY" | BRONZE |
| 18038 | EURO RSCG LONDON | PEUGEOT "ENVY" | SILVER |
| 18045 | DDB LONDON & GORGEOUS ENTERPRISES | VW "A LIFE IN A DAY" | BRONZE |
| 24006 | DDB LONDON & GORGEOUS ENTERPRISES | NIKE "TENNIS INSTRUCTOR" | SILVER |
| 25010 | BARRINGTON JOHNSON LORAINS | GALAXY RADIO NETWORK "LIVE IT" | SILVER |
| 25022 | GORGEOUS ENTERPRISES | THE GUARDIAN "DIVERS" | SILVER |
| 25155 | ABBOTT MEAD VICKERS BBDO | BBC D-DAY PROGRAMME "D-DAY" | SILVER |

INTERACTIVE

| | | | |
|-------|-----------------------|--|--------|
| 33034 | ARC WORLDWIDE | FIAT VANS | BRONZE |
| 33092 | WUNDERMAN INTERACTIVE | FORD STREETKA - "EXPERIENCE" WEBSITE | BRONZE |
| 35014 | MODEM MEDIA | FAS AWARENESS "SCAN" | BRONZE |
| 35016 | LIDA | AA CAR BUYERS GUIDE "CARAVAN" | BRONZE |
| 35017 | LIDA | AA CAR BUYERS GUIDE "SHOPPING" | BRONZE |
| 35020 | THE VIRAL FACTORY | FORD SPORTS KA "PIGEON" | SILVER |
| 36002 | TRIBAL DDB LONDON | VOLKSWAGEN GOLF "30 YEARS IN THE MAKING" | SILVER |

GREECE**PRINT**

| | | | |
|-------|--------------------------------|---|--------|
| 10046 | CREAM | WORLD NO TOBACCO DAY "STILL SMOKING?" | SILVER |
| 21015 | SPOT THOMPSON TOTAL COM. GROUP | JANE'S & MIKE'S ENGLISH LANGUAGE SCHOOL | BRONZE |

FILM

| | | | |
|-------|-------|----------------------------------|--------|
| 12005 | CREAM | PITSOS HOME APPLIANCES "AIRPORT" | BRONZE |
|-------|-------|----------------------------------|--------|

INTERACTIVE

| | | | |
|-------|-----------------------|--------------------------|--------|
| 33106 | BEETROOT DESIGN GROUP | MED LINGERIE & UNDERWEAR | SILVER |
|-------|-----------------------|--------------------------|--------|

HUNGARY**PRINT**

| | | | |
|-------|----------------------|--|--------|
| 26046 | LEO BURNETT BUDAPEST | HUNGARIAN DANCE ACADEMY "BALLET NEEDS BOYS" | SILVER |
| 26045 | LEO BURNETT BUDAPEST | PRAGUE MUSEUM OF COMMUNISM "ABBAY ROAD" "KHRUSHCHEV" | SILVER |
| 10081 | LEO BURNETT BUDAPEST | AMNESTY INTERNATIONAL "PUNCHING BAGS" | BRONZE |

IRELAND**PRINT**

| | | | |
|-------|-------------|---------------------------------|--------|
| 03059 | QMP PUBLICS | AVONMORE SLIMLINE MILK "SKATER" | SILVER |
|-------|-------------|---------------------------------|--------|

ISRAEL**PRINT**

| | | | |
|-------|-----------------------------|--|--------|
| 06031 | SHALMOR AVNON AMICHAY / Y&R | ELITE TURKISH COFFEE "GLASNOST" | SILVER |
| 09048 | SHALMOR AVNON AMICHAY / Y&R | DIRECT INSURANCE "FLOODING" | BRONZE |
| 11039 | REUVENI-PRIDAN IPG | ORANGE TELECOMMUNICATIONS "ORANGE FUN TONE" | BRONZE |
| 11041 | REUVENI-PRIDAN IPG | 012 GOLDEN LINES, LONG DISTANCE CALLS SPOT 2 | SILVER |
| 18174 | McCANN ERICKSON | MEIR CAR AGENCY, HONDA CIVIC "HONDA FAMILY" | SILVER |

ITALY**PRINT**

| | | | |
|-------|------------------------------------|--|--------|
| 11072 | Y&R ITALIA | TELECOM ITALIA "GANDHI" | BRONZE |
| 15043 | PUBLICIS | PROCTER & GAMBLE / TEMPO TISSUES | BRONZE |
| 17007 | RED DELL | EDENTIST.IT SITE FOR ITALIAN DENTISTS "KEY TOOTH" | BRONZE |
| 17022 | SUDLER & HENNESSEY MILAN | EXELON AGAINST ALZHEIMER DISEASE "DOMINO EFFECT" | BRONZE |
| 26152 | J.WALTER THOMPSON | S.R. MONZA KARATE SCHOOL "DESKS" | SILVER |
| 21166 | SAATCHI & SAATCHI | CATSOUND AUDIO PRODUCTION COMPANY "ST FRANCIS" "SNAKE" | BRONZE |
| 25114 | McCANN ERICKSON | McCANN BOOK ADVERTISING BOOK "CHILDREN" "CATS" | BRONZE |
| 14034 | LORENZO MARINI & ASSOCIATI | FINEPIX - FUJIFILM DIGITAL CAMERAS "BAYWATCH, DEAD, BOXER" | BRONZE |
| 25106 | D'ADDA, LORENZINI, VIGORELLI, BBDO | STUDIO UNIVERSAL NETWORK ITALIA "SPAGHETTI WESTERN'S" | BRONZE |
| 25134 | RED CELL | SKY TV ITALIA "SKY SOCCER" | BRONZE |
| 03017 | McCANN ERICKSON | WALL'S ICE-CREAM RANGE | BRONZE |

FILM

| | | | |
|-------|--------------------------|--|--------|
| 10258 | J. WALTER THOMPSON | HEINEKEN ITALIA ANTI-DRINK/DRIVE "DOG" | SILVER |
| 11148 | LEO BURNETT ITALIA | TELECOM ITALIA, VIDEO TELEPHON "GIULIO" | SILVER |
| 18277 | EURO RSCG MCM | PEUGEOT 206 "BUS" | SILVER |
| 24030 | RED CELL | TRIBE BY BREIL WATCHES "STREET MARKET" | SILVER |
| 25013 | MERCURIO CINEMATOGRAFICA | SKY MEDIA "FULL METAL CHRISTMAS" | SILVER |
| 25103 | (H) FILMS | MTV BRAND:NEW "IVANO GAS-GAS" | SILVER |
| 25128 | RED CELL | SKY TV ITALIA "IF YOU LOVE FOOTBALL, FOOTBALL LOVES YOU" | SILVER |

LATVIA

PRINT

| | | | |
|-------|-------|--|--------|
| 10173 | ZOOM! | AGAINST PARKING IN DISABLED PARKING SPACES | BRONZE |
|-------|-------|--|--------|

LEBANON

PRINT

| | | | |
|-------|-----------------|---|--------|
| 26201 | H&C LEO BURNETT | BEIRUT INTERNATIONAL MARATHON "ARE YOU READY?" CAMPAIGN | BRONZE |
|-------|-----------------|---|--------|

THE NETHERLANDS

PRINT

| | | | |
|-------|-------------------------|---|--------|
| 24076 | 180 AMSTERDAM | ADIDAS ORIGINALS "TITAN" | SILVER |
| 27044 | 180 AMSTERDAM/TIM FLACH | ADIDAS ORIGINALS "TITAN" | SILVER |
| 05016 | DOOM & DICKSON | AMSTEL BEER "BEERPLAN" | SILVER |
| 08001 | LEO BURNETT AMSTERDAM | O'REILLY'S IRISH PUB | BRONZE |
| 26001 | LEO BURNETT | PARALYMPICS "BOXER" "WRESTLER" "DISCUS" | BRONZE |

FILM

| | | | |
|-------|----------------------------|--|--------|
| 05015 | DOOM & DICKSON | AMSTEL "TRUCK" | SILVER |
| 06019 | WIEDEN + KENNEDY AMSTERDAM | POWERADE "COOL NEW CAMERA" | SILVER |
| 08045 | EURO RSCG AMSTERDAM | PEARL OPTICIANS "CARE TAKERS" & "TRUCKERS" | BRONZE |
| 09018 | DDB AMSTERDAM | CENTRAAL BEHEER ACHMEA "CLEANING LADIES" | SILVER |
| 10008 | CYGNUS X-3 | STRICHTING NATUUR EN MILIEU "GIVE NATURE SOME SPACE" | SILVER |
| 18080 | DDB AMSTERDAM | PON'S AUTOMOBILELHANDEL B.V., VOLSWAGEN "WELCOME" | SILVER |
| 18081 | DDB AMSTERDAM | PON'S AUTOMOBILELHANDEL B.V. AUDI "DUEL" | SILVER |
| 23009 | 180 AMSTERDAM | ADIDAS "NADIA" | SILVER |
| 23010 | 180 AMSTERDAM | ADIDAS "HAILE" | SILVER |
| 23011 | 180 AMSTERDAM | ADIDAS "ROAD TO LISBON" | SILVER |
| 23014 | WIEDEN + KENNEDY AMSTERDAM | NIKE "THE OTHER GAME" | SILVER |

INTERACTIVE

| | | | |
|-------|--------------|--|--------|
| 33013 | QI IDEAS | PHILIPS EUROPE CONSUMER ELECTRONICS | BRONZE |
| 35032 | BOOM CHICAGO | BOOM CHICAGO'S MR.AMERICA CONTEST "FLORIDA VOTING" | BRONZE |

NORWAY

PRINT

| | | | |
|-------|----------------|---|--------|
| 15042 | DINAMO | NICOTINELL "READY TO QUIT?" | SILVER |
| 18085 | BATES RED CELL | VOLKSWAGEN GOLF 4 MOTION "SNOWMOBILE" | BRONZE |
| 28057 | DINAMO | NICOTINELL "READY TO QUIT?" | SILVER |
| 12043 | DDB OSLO | IKEA "SLEEP WELL" | BRONZE |
| 28058 | DINAMO | ROYAL MAIL CHANGE OF ADDRESS FOR STUDENTS | BRONZE |

FILM

| | | | |
|-------|----------------|---|--------|
| 02032 | TRY | KIMS CRISPS "MIX-UP" | SILVER |
| 09019 | BATES RED CELL | EUROPEISKE TRAVEL INSURANCE "RIGHT LEG" | SILVER |
| 10149 | DINAMO | TWIN PARENTS ASSOCIATION "ULTRASOUND" | SILVER |
| 18086 | BATES RED CELL | VOLKSWAGEN GOLF "GARAGE" | BRONZE |

POLAND

PRINT

| | | | |
|-------|----------------------------|--|--------|
| 01075 | J.WALTER THOMPSON PARTINEX | KING OSCAR CANNED FISHES "CLOSED FISH" "OPENED FISH" | BRONZE |
| 13014 | GREY WORLDWIDE WARSAW | LENOR FABRIC SOFTENER "BLOUSE & FLOWERS" | BRONZE |
| 28014 | SAATCHI & SAATCHI | HEAD & SHOULDERS SHAMPOO "IT CAN'T FALL HERE" | SILVER |

PORTUGAL

PRINT

| | | | |
|-------|----------|-------------------------------|--------|
| 28102 | RED CELL | IKEA NEW STORE OPENING "BEDS" | BRONZE |
|-------|----------|-------------------------------|--------|

FILM

| | | | |
|-------|---------------|----------------------|--------|
| 11125 | BBDO PORTUGAL | OPTIMUS VMTS "CHAIN" | SILVER |
|-------|---------------|----------------------|--------|

ROMANIA

PRINT

| | | | |
|-------|-------------------------|--|--------|
| 10050 | MERCURY | BUCHAREST TRAFFIC POLICE "DON'T DRINK AND DRIVE" | SILVER |
| 28099 | LOWE & PARTNERS ROMANIA | "READ A BOOK" CAMPAIGN | SILVER |
| 30006 | DDB BUCHAREST | ALPHA BANK CALENDAR "2032" | BRONZE |

FILM

| | | | |
|-------|-----------------|-----------------------|--------|
| 25120 | McCANN ERICKSON | MTV ROMANIA "WEDDING" | SILVER |
|-------|-----------------|-----------------------|--------|

RUSSIA

PRINT

| | | | |
|-------|-------------|--|--------|
| 30048 | MANUFAKTURA | ANNUAL MAGAZINE "THE UNKNOWN SOUTH AFRICA" | BRONZE |
|-------|-------------|--|--------|

SPAIN

PRINT

| | | | |
|-------|---------------------|---|--------|
| 05036 | GREY & TRACE MADRID | MARQUES DE RISCAL WINE | SILVER |
| 07061 | J.WALTER THOMPSON | VIAJES CENTURY TRAVELS "PLANE" | BRONZE |
| 14025 | TBWA\ESPANA | SONY PLAYSTATION "DUEL" | BRONZE |
| 18264 | DDB ESPANA | VOLKSWAGEN GOLF "ETC" | BRONZE |
| 15057 | GREY & TRACE | NATURAL INDO LENS "TOURIST" "DRIVER" | BRONZE |
| 28121 | CONTRAPUNTO | AMNESTY INTERNATIONAL "WALL CALENDAR" "POCKET CALENDAR" | SILVER |
| 30056 | ZAPPING | "HOME OF THE RANGE" MOVIE PREMIERE PRESS BOOK | BRONZE |
| 30059 | ZAPPING | KILL BILL MOVIE PRESS BOOK | SILVER |

FILM

| | | | |
|-------|------------------|---|--------|
| 05042 | DELVICO RED CELL | FREIXENET CORDON NEGRO "INFORMALITY" | SILVER |
| 05068 | DDB ESPANA | DAMM S.A. / ESTRELLA DAMM BEER "TWO WORLDS" | SILVER |
| 06040 | McCANN ERICKSON | NESTLE NESCAFE CLASSIC "MOTHER IN LAW" | SILVER |
| 18251 | DDB ESPANA | V.A.E.S.A. / VOLKSWAGEN GOLF "ETC" | SILVER |

INTERACTIVE

| | | | |
|-------|---------|---------------------|--------|
| 35029 | ZAPPING | ZAPPING "FLEX BALL" | BRONZE |
|-------|---------|---------------------|--------|

SLOVENIA

PRINT

| | | | |
|-------|-----------------|--|--------|
| 05073 | FUTURA DDB | KRATOCHWILL "MISERABLE" CAMPAIGN | SILVER |
| 10346 | AGENCIJA IMELDA | BRAVO DYSLEXIA AWARENESS "EDISON" "TOM" "LEONARDO" | BRONZE |
| 33102 | MAYER McCANN | ZAVOD - PROMOTION OF TOLERANCE "THE MOSQUE" | SILVER |
| 34053 | MAYER McCANN | HYPO ALPE-ADRIA BANK "WE MOVED" | SILVER |

SWEDEN

PRINT

| | | | |
|-------|-----------------------------------|--|--------|
| 18224 | STENSTROM RED CELL | AUDI QUATTRO "JUST GO FOR IT" | SILVER |
| 29090 | GOSS | CYKELSPEC BIKE RETAIL STORE "BICYCLE INSPECTORS" | BRONZE |
| 31015 | AMORE | LLL - "LITTLE LIGHT LAGER" BEER | BRONZE |
| 09073 | PUBLICIS STOCKHOLM | TRYGG-HANSA INSURANCE "SKATEBOARD" "LIVING-ROOM" | BRONZE |
| 14046 | LOWE BRINDFORS | FUJIFILM DIGITAL CAMERAS "BAD PICTURE" | SILVER |
| 21169 | LOWE BRINDFORS | DAGENS NYHETER DAILY NEWSPAPER "BASKET" "THE KISS" | BRONZE |
| 09071 | FORSMAN & BODENFORS | AMF PENSION "POOL" "ALPS" "PORCH" | BRONZE |
| 10288 | OTTO STOCKHOLM PROXIMITY | NTF ROAD SAFETY "JOHAN" "LARS" "MIA" | SILVER |
| 30034 | HAPPY FORSMAN & BODEFORS | ARCTIC PAPER, THE COVER EXHIBITION BROCHURE | SILVER |
| 32025 | HAPPY FORSMAN & BODENFORS | MUSEUM OF ARCHITECTURE, BUSINESS STATIONERY | SILVER |
| 09045 | REKLAMBYRAN SWE | EUROCARD CREDIT CARD "TEMPTED?" | BRONZE |
| 25164 | FORSMAN & BODENFORS | GOTEBORGS-POSTEN MORNING PAPER "WHAT'S HAPPENING?" | SILVER |
| 30033 | HAPPY FORSMAN & BODENFORS | ARCTIC PAPER "WOOD ON WOOD" BROCHURE | BRONZE |
| 01027 | BATES RED CELL | HEINZ KETCHUP | SILVER |
| 28050 | JOHN DOE WORLDWIDE | SE&HÖR SWEDISH GOSSIP MAGAZINE | BRONZE |
| 10279 | KING | WWW.NONSMOKING.SE | SILVER |
| 27043 | PEER COMMUNICATIONS/PEER ERIKSSON | ANI PRINTING INKS | SILVER |
| 32057 | SCP GOTEBORG | GOTEBORG SYMPHONIC ORCHESTRA & CONCERTHALL | SILVER |
| 31017 | BVD. BLIDHOLM VAGNEMARK DESIGN | FIXA HOUSEHOLD PRODUCTS "GETTING IT DONE" | BRONZE |
| 26137 | FORSMAN & BODENFORS | GOTHENBURG FILM FESTIVAL TICKET RELEASE | SILVER |

FILM

| | | | |
|-------|-----------------------|---|--------|
| 07049 | LOWE BRINDFORS | SAS AIRLINE COMPANY "THE EXPERT" | SILVER |
| 08178 | KING | ICA "GENIE IN A BOTTLE" | SILVER |
| 10253 | LOWE BRINDFORS | FRIENDS ORGANISATION AGAINST BULLYING "HARD WORDS" | SILVER |
| 11027 | OGILVY SWEDEN | ENIRO ONLINE DIRECTORY "CHEERLEADERS" | BRONZE |
| 11146 | STORAKERS McCANN | TELIA "POSTCARDS" | SILVER |
| 15109 | FORSMAN & BODENFORS | SCA HYGIENE PRODUCTS, LIBERO DIAPERS "BAD FIT" | BRONZE |
| 21122 | VOLLEY COMMUNICATIONS | SWECO CONSULTANCY SERVICES "LIFE BOAT" & "TOILET PAPER" | SILVER |
| 23012 | GO.GARBERGS | JC/BROTHERS MENSWEAR FASHION "BROTHER'S SANTA CLAUS" | BRONZE |
| 23027 | FORSMAN & BODENFORS | JC JEANS & CLOTHES "ASSES ON FIRE" | BRONZE |
| 26141 | LOWE BRINDFORS | ODDSET SVENSKA SPEL SPORTS BETTING "SKEET-GOALIE" | SILVER |
| 26205 | GOSS | ROSSIGNOL "THE BEAR" | BRONZE |
| 18318 | FORSMAN & BODENFORS | VOLVO V40 "THE INSIDE STORY" 4 PARTS + EPILOG | SILVER |

INTERACTIVE

| | | | |
|-------|---------------------|---|--------|
| 33020 | SPRINGTIME | ABSOLUT WONDER VODKA WWW.ABSOLUT.COM/WONDER | BRONZE |
| 33032 | LOWE TESCH | SAAB 9-3 CONVERTIBLE LAUNCH "9-3 CABRIOLET" | BRONZE |
| 33045 | POOL INTERACTIVE | SCANDINAVIAN AIRLINES EMEA | SILVER |
| 33054 | FOREIGN | ADIDAS EUROPEAN FOOTBALL CHAMPIONSHIP 2004 | BRONZE |
| 33081 | FORSMAN & BODENFORS | VOLVO CARS SWEDEN V50 | SILVER |
| 36009 | STROBE | ABSOLUT VODKA "ABSOLUT THREETRACKS" | BRONZE |
| 36011 | FORSMAN & BODENFORS | ABBA SEAFOOD, KELLES CAVIAR BREADSPREAD | BRONZE |

SWITZERLAND

PRINT

| | | | |
|-------|-----------------------|---|--------|
| 07006 | RUF LANZ WERBEAGENTUR | VBZ PUBLIC TRANSPORT "TOURIST PICTURES" | BRONZE |
| 07037 | LOWE AG | SOUTH AFRICAN AIRWAYS "FRESH TOURISTS" | BRONZE |
| 08056 | PUBLICIS ZURICH | SPORTSPLAUSCH WIDER SPORTS RETAILER "BELLY" | SILVER |
| 10089 | PUBLICIS ZURICH | TERRE DES HOMMES CHARITY "BREAD" | BRONZE |
| 29051 | JUNG VON MATT/LIMMAT | TUR & PARTNER LANDSCAPE ARCHITECTS "LIVE MAILING" | SILVER |
| 10130 | LESCH & FREI | ROAD CROSSACCIDENT PREVENTION "SECURITY LINE" "STOP" | SILVER |
| 10088 | PUBLICIS ZURICH | AMNESTY INTERNATIONAL/SWITZERLAND "GET HIM OUT OF HERE" | BRONZE |
| 11013 | PUBLICIS ZURICH | LTV YELLOW PAGES "BOXER" "DEMONSTRATION" "CAR" | BRONZE |
| 29052 | JUNG VON MATT/LIMMAT | SCHLAGENHAUF "GRAFFITI REMOVAL PANEL" | SILVER |
| 07027 | JUNG VON MATT/LIMMAT | SBB SWISS RAILWAYS "STATIONS IN LIFE" | SILVER |

FILM

| | | | |
|-------|--------------------------|--|--------|
| 10044 | RUF LANZ WERBEAGENTUR AG | MUEHLEHADE HOME FRO THE BLIND ZURICH "STEVIE WONDER" | SILVER |
|-------|--------------------------|--|--------|

INTERACTIVE

| | | | |
|-------|-----------------------|---|--------|
| 33067 | FUTURECOM INTERACTIVE | AXPO LION WEBSITE - NEW LION PARK IN ZURICH ZOO | BRONZE |
|-------|-----------------------|---|--------|

TURKEY

PRINT

| | | | |
|-------|--------------------|--|--------|
| 15001 | MARKOM/LEO BURNETT | PHILISHAVE COOLSKIN ELECTRIC SHAVER "FATHER'S DAY" | BRONZE |
|-------|--------------------|--|--------|

UNITED ARAB EMIRATES

PRINT

| | | | |
|-------|------------------------------|---------------------------------------|--------|
| 10067 | INTERMARKETS ADVERTISING LLC | WORLD PRESS FREEDOM DAY "PRISON BARS" | BRONZE |
|-------|------------------------------|---------------------------------------|--------|

