

Best of Admaking

AM1 - BEST USE OF LOCAL CULTURE

01L01	American Rom	BV MCCANN ERICKSON ROMANIA SRL
W	Rom	Kandia Dulce
04K02	Adidas SKYCOMIC	TBWA\HAKUHODO
	Adidas football	Adidas Japan K.K.
15J01	Corinthians Republic	F/Nazca S&S
	Corinthians	Nike
06J01	Do It Yourself campaign	OGILVY PRAGUE
	Ford	
12D01	Express Train	Cheil Worldwide
	Super Sticky Post-It	3M
15I03	Puerto Rico`s Heart	JWT San Juan
	Gatorade	Pepsico

AM2 - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKET

02D02	The Friendship machine	Ogilvy & Mather Argentina
W	Coca-Cola	Coca-Cola
17J02	SMS Dialogue Campaign	Spillmann/Felser/Leo Burnett AG
	Telecommunication	Sunrise Telecommunication
05F01	UNIQLO Lucky Line	Dentsu Inc.
	UNIQLO special sale	UNIQLO

AM3 - BEST INTEGRATION OF A GLOBAL IDEA INTO A LOCAL CULTURE

04E04	Write the future: Tulio	Wieden+Kennedy Tokyo
W	Nike Football	Nike Japan
10E01	NIKEiD. GENERATOR - Harajuku	Beacon communications k.k.
	Nike Harajuku (Flagship Store)	Nike Japan

AM4 - BEST OF STRATEGY

18A04	Pastillas Contra el dolor Ajeno / Other-People's-Pain Pills	Germinal Comunicación
W	Pastillas Contra el dolor Ajeno / OTHER-PEOPLE'S-PAIN PILLS	Médicos Sin Fronteras (MSF)
01L01	American Rom	BV MCCANN ERICKSON ROMANIA SRL
	Rom	Kandia Dulce
16M01	Give 100 TL Get 125 TL Back	LEO BURNETT - ISTANBUL
	Private Pension System	Private Pension System
15D02	Operation Christmas	LOWE-SSP3
	PAHD (Programa de Atención Humanitaria al Desmovilizado)	Ministerio de Defensa Nacional
09H01	Unexpected Luggage	Shackleton Group
	Christmas Greeting	Spainair

AM5 - MOST INSIGHTFUL IDEA

01J01	American Rom	BV MCCANN ERICKSON ROMANIA SRL
W	Rom	Kandia Dulce
18A05	Convocatory	F/Nazca S&S
	Fundação SOS Mata Atlântica	Fundação SOS Mata Atlântica

15D02	Operation Christmas PAHD (Programa de Atención Humanitaria al Desmovilizado)	LOWE-SSP3 Ministerio de Defensa Nacional
18A04	Pastillas Contra el dolor Ajeno / Other-People's-Pain Pills Pastillas Contra el dolor Ajeno / OTHER-PEOPLE'S-PAIN PILLS	Germinal Comunicación Médicos Sin Fronteras (MSF)
09H01	Unexpected Luggage Christmas Greeting	Shackleton Group Spainair

AM6 - BEST OF CRAFT

12E02	Wall of Fame W edding Webspecial	kempertrautmann gmbh edding International GmbH
13D02	Coin Landscapes Rough Guide Budget Travel Guide	DDB Singapore Penguin Books Singapore
12J03	Fingerprint : House/ Office/ Laboratory TimeWORKS	SpicyH Co.Ltd IT Works
03G01	The Red-Thread-Book Abtei Ginkgo Plus	Ogilvy & Mather Advertising GmbH GlaxoSmithKline Consumer Healthcare GmbH & Co. KG
04A01	Write The Future Fashion & Accessories	Wieden+Kennedy Amsterdam Nike

AM7 - BEST OF CRAFT FOR PRODUCTION

04CD01	Nike Music Shoe W Nike Free Run+	Wieden+Kennedy Tokyo Nike Japan
05E01	Have a Camper Day Shoes	Herraiszoto&Co. Camper
14A03	Lucky Dog Lotto	DDB Group New Zealand New Zealand Lotteries
04A01	Write The Future Fashion & Accessories	Wieden+Kennedy Amsterdam Nike

AM8 - BEST USE OF TECHNOLOGY

14E04	Utsushi Kagami' (Mirror) W Utsushi Kagami' (Mirror)	Masashi Kawamura/Qanta Shimizu/Saqoosha/Hiroki Ono Zeith.,Ltd/SOUR
04E01	NIKE MUSIC SHOE NIKE FREE RUN+	Wieden+Kennedy Tokyo NIKE JAPAN
10E01	NIKEiD. GENERATOR - Harajuku Nike Harajuku (Flagship Store)	Beacon communications k.k. Nike Japan
12E02	Wall of Fame edding Webspecial	kempertrautmann gmbh edding International GmbH
04E04	Write the future: Tulio Nike Football	Wieden+Kennedy Tokyo Nike Japan