

Best of Admaking

## J - BEST USE OF LOCAL CULTURE

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19S14	Tan Hong Ming/Race/Karate Merdeka 2007	Leo Burnett Advertising Sdn Bhd Petronas National Berhad
05S08	Smooth E Baby face Scrub Smooth E Baby face Scrub	Jeh United (Bangkok) Siam Health Group Co.,Ltd
08F02	Nelka Case Rent a Car	JWT/ Costa Rica Nelka
03S10	Onovalov's Statue Spectab	CHANGE INTERGRATED Jelfa SA
01S05	Freedom Project Nissin Cup Noodle	ground Tokyo Nissin Food Products Co Ltd

## K - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKET

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01A12	Non-blinking Woman Carré de Chocolat	Dentsu Inc Tokyo MORINAGA & Co Ltd
05E08	Uniqlock Uniqlo	Projector Inc Uniqlo Co Ltd
19S14	Tan Hong Ming/Race/Karate Merdeka 2007	Leo Burnett Advertising Sdn Bhd Petronas National Berhad
17B02	Disclaimer RACV Car Loans	Clemenger BBDO RACV
14S01	17 Weeks/Who's this?/Wrong Number SKY Television (SKY Movies)	DDB New Zealand SKY Television

## M - BEST OF STRATEGY

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19A14	Let Us Do It Fundacion Prodis	Vitruvio Leo Burnett Fundacion Prodis
02S05	La Clave Reserva Freixenet	JWT Spain Cava Freixenet Carta Nevada
04I01	Impossible Is Nothing - Where Sport Meets Art Sportswear	180 Amsterdam (180 TBWA) Adidas International
03S10	Onovalov's Statue Spectab	CHANGE INTERGRADED Jelfa SA
04F03	Palermo 180 Puma Borussia	DDB Argentina Puma

## N - MOST INSIGHTFUL IDEA

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18A03	Power of Wind Wind energy	Nordpol+ Hamburg Epuron / German Ministry for the Environment
05S08	Smooth E Baby face Scrub Smooth E Baby face Scrub	Jeh United (Bangkok) Siam Health Group Co.,Ltd
16E01	Dentsu CR&P School 2007 Dentsu Creative And Planning School	Dentsu Inc Dentsu Inc
01A12	Non-blinking Woman Carré de Chocolat	Dentsu Inc Tokyo MORINAGA & Co Ltd
02C08	Goldstar flow chart (Getting, Going out, Toilet) Goldstar Beer	MCCANN ERICKSON ISRAEL Tempo Inc.

## O - BEST OF CRAFTING (AWARD FOR AGENCY)

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18A03	Power of Wind Wind energy	Nordpol+ Hamburg Epuron / German Ministry for the Environment
05S08	Smooth E Baby face Scrub Smooth E Baby face Scrub	Jeh United (Bangkok) Siam Health Group Co.,Ltd
04I01	Impossible Is Nothing - Where Sport Meets Art Sportswear	180 Amsterdam (180 TBWA) Adidas International
02A08	Gauchos 1882	Madre Porta Hnos.
19S14	Tan Hong Ming/Race/Karate Merdeka 2007	Leo Burnett Advertising Sdn Bhd Petronas National Berhad

P - BEST OF CRAFTING (AWARD FOR PRODUCTION COMPANY)

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02S05	La Clave Reserva Freixenet	JWT Spain Cava Freixenet Carta Nevada
19A14	Let Us Do It Fundacion Prodis	Vitruvio Leo Burnett Fundacion Prodis
18A03	Power of Wind Wind energy	Nordpol+ Hamburg Epuron / German Ministry for the Environment
05E01	Diesel Style Lounge New collection of the fashion brand Diesel	Neue Digitale GmbH/Berlin Diesel S.p.A.
00P26	La Ventana Indiscreta Maratón de TV3	Bassat Ogilvy & Mather Barcelona TV3

## Q - BEST USE OF TECHNOLOGY

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05E08	Uniqlock Uniqlo	Projector Inc Uniqlo Co Ltd
15E02	Cello Challenge Berlin Philharmonic Orchestra	Scholz & Friends Interactive Berliner Philharmonie GmbH
09I01	Color Tokyo! Bravia	HAKUHODO Kettle/HAKUHODO Sony Marketing Japan Inc
04E04	Nike Bukatsu Campaign 2007 Nike	Beacon Communications KK Nike Japan
07F02	MINI Clubman. The Other Test-drive. MINI Clubman.	Interone/BBDO ComLab BMW Group

## R - BEST OF DESIGN

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05E01	Diesel Style Lounge New collection of the fashion brand Diesel	Neue Digitale GmbH/Berlin Diesel S.p.A.
04R01	Stadium Sports	Publicis Singapore Yes
18R04	Fleurop Annual report Fleurop Interflora	Walker, Zurich Fleurop Interflora
08C03	Japanese Myth, American Myth, European Myth  Honda CBR Fireblade	COHN & JANSEN - ASHLEY & HOLME  InterMotorcycle
10H01	Sound of the Squares The City of Mannheim, Germany	Atelier Markgraph Stadtmarketing Mannheim GmbH

## S - BEST CAMPAIGN

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04I01	Impossible Is Nothing - Where Sport Meets Art Sportswear	180 Amsterdam (180 TBWA) Adidas International
02S05	La Clave Reserva Freixenet	JWT Spain Cava Freixenet Carta Nevada
05S08	Smooth E Baby face Scrub Smooth E Baby face Scrub	Jeh United (Bangkok) Siam Health Group Co.,Ltd
14S13	Times Of India Times Of India	JWT Bennett Coleman & Co
19S07	Earth Hour Earth Hour	Leo Burnett World Wildlife Fund