

Best of Media

## A - BEST OF FILM

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|-------|--|--|
| 18A03 | Power of Wind<br>Wind energy                         | Nordpol+ Hamburg<br>Epuron / German Ministry for the Environment |
| 05S08 | Smooth E Baby face Scrub<br>Smooth E Baby face Scrub | Jeh United (Bangkok)<br>Siam Health Group Co.,Ltd                |
| 01A12 | Non-blinking Woman<br>Carré de Chocolat              | Dentsu Inc Tokyo<br>MORINAGA & Co Ltd                            |
| 02A08 | Gauchos<br>1882                                      | Madre<br>Porta Hnos.   |
| 01A06 | Transformation<br>Foster Farms                       | Grupo Gallegos<br>Foster Farms                                   |

## B - BEST OF RADIO

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|       |  |   |
|-------|--|---|
| 12B01 | Sad Christmas<br>Vanish  | EURO RSCG PRAGUE<br>Reckitt Benckiser         |
| 17B02 | Disclaimer<br>RACV Car Loans   | Clemenger BBDO<br>RACV                        |
| 12B04 | Perro<br>Colchones   | DDB México<br>Dormimundo                      |
| 15S08 | Serenity (CorporituaI/Traffic Therapy/Nahhger)<br>Lotus Spa                          | JWT Manila<br>Lotus Spa                       |
| 15B06 | The Return of the Prodigal Son, The Downfall of St. Paul<br>Kunsthistorisches Museum | SAATCHI & SAATCHI<br>Kunsthistorisches Museum |

## C - BEST OF PRESS

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|       |  |   |
|-------|--|---|
| 02C08 | Goldstar flow chart (Getting, Going out, Toilet)<br>Goldstar Beer                            | MCCANN ERICKSON ISRAEL<br>Tempo Inc.                          |
| 12C01 | Birds Campaign<br>FRISKIES-NIDO (BIRD FOOD)  | DDB España<br>Nestle Petcare                                  |
| 08C03 | Japanese Myth, American Myth, European Myth<br><br>Honda CBR Fireblade                       | COHN & JANSEN - ASHLEY &<br>HOLME<br>InterMotorcycle          |
| 01S02 | Crab In The Pack/Squid In The Pack/Fish In The Pack/Prawns<br>In The Pack<br><br>Tesco Lotus | BBDO Bangkok Ltd<br><br>Ekchai Distribution Systems Co<br>Ltd |
| 07C01 | The Parking-Campaign<br>Volkswagen Park Distance Control                                     | DDB Germany-Berlin<br>Volkswagen AG                           |

## D - BEST OF OUTDOOR

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|-------|---|--|
| 15D01 | Optical Zoom<br>Leica V-Lux 1                                     | Advico Young & Rubicam<br>Leica Camera AG            |
| 01S06 | Gum by Numbers: Marilyn/Mona/Sunflowers<br>Hubba Bubba Bubble Gum | DDB Sydney<br>Wrigley's                              |
| 04D01 | adidas Olympic Launch-Hu Jia, Sui Fei Fei, Zheng Zhi<br>adidas    | TBWA\CHINA<br>adidas                                 |
| 07D01 | Slim-poster<br>SMART  | Jung von Matt, Zurich<br>Mercedes-Benz (Switzerland) |
| 07D02 | Horsepower<br>Volkswagen Golf GTI Technology Edition 30           | DDB Germany-Berlin<br>Volkswagen AG                  |

## E - BEST OF INTERACTIVE

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|       |   |  |
|-------|---|--|
| 05E08 | Uniqlock<br>Uniqlo  | Projector Inc<br>Uniqlo Co Ltd                             |
| 15E01 | BeHaveYour Zoogami<br>Abbigliamento, birra e musica               | Saatchi & Saatchi Srl<br>Heroes Factory                    |
| 16E01 | Dentsu CR&P School 2007<br>Dentsu Creative And Planning School    | Dentsu Inc<br>Dentsu Inc                                   |
| 05E01 | Diesel Style Lounge<br>New collection of the fashion brand Diesel | Neue Digitale GmbH/Berlin<br>Diesel S.p.A.                 |
| 15E02 | Cello Challenge<br>Berlin Philharmonic Orchestra                  | Scholz & Friends Interactive<br>Berliner Philharmonie GmbH |

## F - BEST OF ONE2ONE

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|-------|---|--|
| 07F02 | MINI Clubman. The Other Test-drive.<br>MINI Clubman.      | Interone/BBDO ComLab<br>BMW Group                |
| 04F03 | Palermo 180<br>Puma Borussia                              | DDB Argentina<br>Puma                            |
| 02F02 | In an Absolut World - Cash Machine, Taxi<br>Absolut Vodka | TBWA\ Germany, Berlin<br>MaxXium Germany         |
| 12F01 | Cinderella<br>Paints                                      | Ogilvy & Mather<br>Asian Paints                  |
| 15F03 | Impossible Map<br>adidas Football                         | TBWA\ Germany (180/TBWA),<br>Berlin<br>Adidas AG |

## G - BEST OF PUBLICATIONS

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|       |   |   |
|-------|---|---|
| 18G01 | Fleurop Annual report<br>Fleurop Interflora                 | Walker, Zurich<br>Fleurop Interflora  |
| 16G04 | Calendar made of matches<br>VS Energy International Ukraine | Graphic design studio by Yurko<br>Gutsulyak (Kyiv)<br>VS Energy International Ukraine             |
| 14G06 | Polyplaypylene<br>Lego                                      | Kolle Rebbe Werbeagentur<br>GmbH, Korefe Form und<br>Entwicklung<br>Lego GmbH                     |
| 14G05 | Death's Messengers<br>Death's Messengers                    | Kolle Rebbe Werbeagentur<br>GmbH, Korefe Form und<br>Entwicklung<br>Kolle Rebbe Werbeagentur GmbH |
| 19G01 | Tree Drawings<br>Forest Stewardship Council (FSC)           | Jung von Matt AG<br>Forest Stewardship Council (FSC)  |

## H - BEST OF INSTALLATION

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|       |   |   |
|-------|---|---|
| 10H01 | Sound of the Squares<br>The City of Mannheim, Germany | Atelier Markgraph<br>Stadtmarketing Mannheim GmbH |
| 03H02 | Onovalov's Statue                                     | CHANGE INERGRATED<br>Spectab                      |
| 04F01 | I mpossible Goalkeeper<br><br>adidas Football         | TBWA\ Germany (180/TBWA),<br>Berlin<br>Adidas AG  |
| 07H04 | Eos Shadow Poster<br>Volkswagen Eos Convertible       | DDB Germany/ Düsseldorf<br>Volkswagen AG          |
| 15H02 | I mpossible Huddle                                    | TBWA / GERMANY<br>Adidas Football                 |

## I - BEST OF MEDIA INNOVATION

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|       |                                      |  |
|-------|--------------------------------------|--|
| 09I01 | Color Tokyo!<br>Bravia               | HAKUHODO Kettle/HAKUHODO<br>Sony Marketing Japan Inc |
| 05I02 | Uniqlock<br>Uniqlo                   | Projector Inc<br>Uniqlo Co Ltd                       |
| 04E04 | Nike Bukatsu Campaign 2007<br>Nike   | Beacon Communications KK<br>NIKE Japan               |
| 01I06 | Freedom Project<br>Nissin Cup Noodle | ground Tokyo<br>Nissin Food Products Co Ltd          |