

Best of Media

A - Best of Film

04A01	Write The Future	Wieden+Kennedy Amsterdam
	W Fashion & Accessories	Nike
13A09	Cleaner	BorghierhLowe
	Emprego Certo	UOL
17A03	Family Ties: Message in a Bento Box	Dentsu Inc.
	Tokyo Gas	Tokyo Gas
14A03	Lucky Dog	DDB Group New Zealand
	Lotto	New Zealand Lotteries
18A04	Pastillas Contra el dolor Ajeno / Other-People's-Pain Pills	Germinal Comunicación
	Pastillas Contra el dolor Ajeno / OTHER-PEOPLE'S-PAIN PILLS	Médicos Sin Fronteras (MSF)

B - Best of Radio

18B01	Aids Task Force - The "Get Tested" Project	SHALMOR AVNON AMICHAY / Y&R INTERACTIVE TEL AVIV
	Aids Task Force	
03J03	Global Warming, Shelter for Puppies, Cookies for Library	Lowe Ginkgo
	Axe Excite	Unilever
13B01	Gugl-Paris	DEMNER, MERLICEK & BERGMANN WERBEGESELLSCHAFT MBH
	bob	Mobilkom Austria AG/ bob

C - Best of Press

14C01	Builders of Tomorrow	Serviceplan Gruppe GmbH & Co. KG
	W LEGOÆ	Lego GmbH
18C03	Eye 1 / Eye 2	BBDO Bangkok Ltd.
	Don't Drive Sleepy Project	Thai Health Promotion Foundation
18C02	Obsessions	DDB Singapore
	Breast Cancer Foundation	Breast Cancer Foundation
03C01	Phonak - Spice	Wunderman
	Hearing aids	Phonak AG

D - Best of Outdoor

12D01	Express Train	Cheil Worldwide
	W Super Sticky Post-It	3M
15D02	Operation Christmas	LOWE-SSP3
	PAHD (Programa de Atención Humanitaria al Desmovilizado)	Ministerio de Defensa Nacional
02D02	The Friendship machine	Ogilvy & Mather Argentina
	Coca-Cola	Coca-Cola

E - Best of Interactive

14E04	Utsushi Kagami' (Mirror)	Masashi Kawamura/Qanta Shimizu/Saqoosha/Hiroki Ono
	W Utsushi Kagami' (Mirror)	Zeith.,Ltd/SOUR
10E01	NIKEiD. GENERATOR - Harajuku	Beacon communications k.k.
	Nike Harajuku (Flagship Store)	Nike Japan

18E10	PEACE SHADOW/ RECREATING THE MEMORY HIROSHIMA PEACE MEMORIAL MUSEUM	HAKUHODO Inc. HIROSHIMA PEACE MEMORIAL MUSEUM
04E02	RUN Fwd: Nike Running	Wieden+Kennedy Tokyo Nike Japan
12E02	Wall of Fame edding Webspecial	kempertrautmann gmbh edding International GmbH

F - Best of One2One

11F01	Dirty Dishes campaign W Morning Fresh	DDB Group Melbourne PZ Cussons
17F01	Hidden Pizza Restaurant Sensis Yellow Pages	Clemenger BBDO and Proximity Melbourne Sensis Yellow Pages
05F01	UNIQLO Lucky Line UNIQLO special sale	Dentsu Inc. UNIQLO

G - Best of Publications

18G01	BasisBibel NT Bible, The New Testament	gobasil GmbH Deutsche Bibelgesellschaft
15G02	Calendary Librerías	DDB México Librerías Porrúa
01G01	CR-EAT-IVITY	IVITY BRAND CORP VILA JOYA
03G01	The Red-Thread-Book Abtei Ginkgo Plus	Ogilvy & Mather Advertising GmbH GlaxoSmithKline Consumer Healthcare GmbH & Co. KG

H - Best of Installations and Events

09H01	Unexpected Luggage W Christmas Greeting	Shackleton Group Spainair
05H01	Be Stupid Facepark Fashion	DDB Tribal Group Diesel Deutschland
14H02	Dortmund Concert Milk Dortmund Concerthall Season 2010/2011	Jung von Matt AG Dortmund Concerthall
13H01	SKY football opera Sky Bundesliga	Serviceplan Gruppe GmbH & Co. KG Sky Deutschland Fernsehen GmbH & Co. KG
16H02	TBC Bank Deposits TBC Bank	WINDFOR'S ADVERTISING

I - Best of Media Innovation

15I03	Puerto Rico`s Heart W Gatorade	JWT San Juan Pepsico
15I05	Chevrolet University Taxi 7:24 Chevrolet	Sancho BBDO GM Colmotores
14I02	Smash: Born To Be Destroyed Smash	HAKUHODO Inc. K'S Japan
18I03	Support Scent Support Scent	Clemenger BBDO Guide Dogs of Australia

J - Best of Multi Channel - Campaign

01J01	American Rom	BV MCCANN ERICKSON ROMANIA SRL
W	Rom	Kandia Dulce
16J03	Hat / Iceberg / Goldrush	Dentsu Inc.
	JAF CB Card	JAF CB Co., Ltd.
12J01	Nose meter, Nose job, Giant Nose, Disaponted nose	Del Campo Nazca S&S
	BGH Aires Acondicionados	BGH
18J03	Pills against the Others Pain Campaign	Germinal Comunicaci3n
	Pills against the Others pain	Doctors without borders
17J02	SMS Dialogue Campaign	Spillmann/Felser/Leo Burnett AG
	Telecommunication	Sunrise Telecommunication

K - Best of Design

03K01	Stop the water while using me!	Kolle Rebbe GmbH
W	Personal Care Products	T.D.G. Vertriebs GmbH & Co. KG
04K02	Adidas SKYCOMIC	TBWA\HAKUHODO
	Adidas football	Adidas Japan K.K.
12K01	Fold Aide Box	Leo Burnett
	Bajaj Majesty Iron	Bajaj Electricals Pvt Ltd
18K02	PEACE SHADOW, RECREATING THE MEMORY	HAKUHODO Inc
	HIROSHIMA PEACE MEMORIAL MUSEUM	HIROSHIMA PEACE MEMORIAL MUSEUM

L - Best of Direct Marketing

06L01	The Sprinter applies for a job	Lukas Lindemann Rosi ski GmbH
W	Mercedes-Benz Vans	Daimler AG
01L01	American Rom	BV MCCANN ERICKSON ROMANIA SRL
	Rom	Kandia Dulce
14L03	SMASH: BORN TO BE DESTROYED	HAKUHODO Inc.
	SMASH	K'S JAPAN

M - Best of PR

16M01	Give 100 TL Get 125 TL Back	LEO BURNETT - ISTANBUL
W	Private Pension System	Private Pension System
01M01	American Rom	BV MCCANN ERICKSON ROMANIA SRL
	Rom	Kandia Dulce
13M03	Lucky Puck	WIKTOR LEO BURNETT
	Orange	Orange Slovensko, a.s.