

Best of Products and Services

01 - BEST OF FOOD

01J01	American Rom	BV MCCANN ERICKSON ROMANIA SRL
W	Rom	Kandia Dulce
01J03	Organic Poo Campaign : Orchard Fruit Peekaboo Flavor/Grandma's Turkey Dinner Flavor/Pumpkin Pie Flav	Leo Burnett Hong Kong
	Organic baby food	Organic Town
01D03	Fresh Breath Snow Cannon	PKP BBDO WERBEAGENTUR GMBH
	Wrigley	Wrigley Austria
01G01	CR-EAT-IVITY	IVITY BRAND CORP VILA JOYA
14F01	Halls "Aaan" Project	ADK Japan
	Halls	Nihon Kraft Foods Limited

02 - BEST OF BEVERAGES

02J02	Go Back 1, 2, 3	F/Nazca S&S
W	Café Suplicy	Café Suplicy
02D02	The Friendship machine	Ogilvy & Mather Argentina
	Coca-Cola	Coca-Cola
02F01	Bundy Skycouch	The Marketing Store
	Bundaberg Rum	Diageo
02A07	Swichtaroo	Mccann Erickson
	Coca-Cola Zero	Coca-Cola
02I01	Parking	Leagas Delaney Praha s.r.o.
	Rajec water	Kofola a.s.

03 - BEST OF HEALTH AND PERSONAL CARE

03K01	Stop the water while using me!	Kolle Rebbe GmbH
W	Personal Care Products	T.D.G. Vertriebs GmbH & Co. KG
03C01	Phonak - Spice	Wunderman
	Hearing aids	Phonak AG
03A01	Sandpaper Man	Contrapunto BBDO Madrid
	Gillette Fusion	P&G - Gillette
03J04	Persistent Headaches : Butcher/Carpenter/Laundry	BBDO Guerrero
	Saridon	Bayer Philippines
03J03	Global Warming, Shelter for Puppies, Cookies for Library	Lowe Ginkgo
	Axe Excite	Unilever

04 - BEST OF SPORTS

04A01	Write The Future	Wieden+Kennedy Amsterdam
W	Fashion & Accessories	Nike
04CD01	Nike Music Shoe	Wieden+Kennedy Tokyo
	Nike Free Run+	Nike Japan

04K02	Adidas SKYCOMIC Adidas football	TBWA\HAKUHODO Adidas Japan K.K.
04E02	RUN Fwd: Nike Running	Wieden+Kennedy Tokyo Nike Japan
04E04	Write the future: Tulio Nike Football	Wieden+Kennedy Tokyo Nike Japan

05 - BEST OF FASHION, COSMETICS AND LUXURY GOODS

05F01	UNIQLO Lucky Line W UNIQLO special sale	Dentsu Inc. UNIQLO
05H01	Be Stupid Facepark Fashion	DDB Tribal Group Diesel Deutschland
05I01	Swatch Wristbands Swatch Colorcodes	Publicis Brasil Lisa Logistica Integrada Sulamericana Sa/Swatch
05E01	Have a Camper Day Shoes	Herrazsoto&Co. Camper
05E04	Tabio Slide Show Tabio	Projector Tabio

06 - BEST OF CARS

06D01	The BMW Light Wall "Reflection" BMW M3 Coupe	serviceplan gruppe fuer innovative kommunikation gmbh & co. kg BMW AG Deutschland
06J01	Do It Yourself campaign Ford	OGILVY PRAGUE
06L01	The Sprinter applies for a job Mercedes-Benz Vans	Lukas Lindemann Rosi ski GmbH Daimler AG
06J03	Is that Troller yours?? Troller T4	JWT Troller

07 - BEST OF OTHER VEHICLES AND ACCESSORIES

07E01	TOKYO ZOO PROJECT The Car & Bicycle Navigation System [nav-u]	Frontage Inc. Sony Marketing (Japan) Inc.
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08 - BEST OF ELECTRONICS

08J01	SONY TX 5 VIEWFINDER : SONY TX 5 - AFROMIDNITE/ SONY TX 5 - BUBBLES/ SONY TX 5 - PANORA SONY	Leo Burnett, Hong Kong SONY
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09 - BEST OF TRAVEL, TOURISM AND TRANSPORT

09H01	Unexpected Luggage W Christmas Greeting	Shackleton Group Spainair
09CD01	It's in our Nature Shangri-la Hotels and Resorts	Ogilvy & Mather Group, HK Shangri-la Hotels and Resorts
09H02	Mobility - Reflective Kinematronic II Kinetic Installation	ART+COM Otto Bock HealthCare GmbH

10 - BEST OF RETAIL

10A01	Light	DEMNER, MERLICEK & BERGMANN WERBEGESELLSCHAFT MBH
W	Moemax Furniture Store	XXXLutz/ Moemax Furniture Store
10E01	NIKEiD. GENERATOR - Harajuku	Beacon communications k.k.
	Nike Harajuku (Flagship Store)	Nike Japan
10A04	Dad's Love	ASATSU-DK INC
	Sunshine Sakae	Kyoraku Sakae Development Inc.
10A03	Faces	Heimat Werbeagentur GmbH
	DIY	Hornbach Baumarkt AG

11 - BEST OF HOUSEHOLD PRODUCTS AND MAINTENANCE

11F01	Dirty Dishes campaign	DDB Group Melbourne
W	Morning Fresh	PZ Cussons
11C03	Map 1	LEO BURNETT SP. Z O.O.
	Bonux	Procter & Gamble

12 - BEST OF HOUSEHOLD, BUSINESS APPLIANCES, FURNISHING

12J01	Nose meter, Nose job, Giant Nose, Disaponted nose	Del Campo Nazca S&S
W	BGH Aires Acondicionados	BGH
12D01	Express Train	Cheil Worldwide
	Super Sticky Post-It	3M
12E02	Wall of Fame	kempertrautmann gmbh
	edding Webspecial	edding International GmbH
12K01	Fold Aide Box	Leo Burnett
	Bajaj Majesty Iron	Bajaj Electricals Pvt Ltd
12D02	Trailer	Leo Burnett Hong Kong
	Curtains	IKEA

13 - BEST OF COMMUNICATION MEDIA AND PUBLICATIONS

13A09	Cleaner	BorghierhLowe
W	Emprego Certo	UOL
13A08	SMS Dialogue	Spillmann/Felser/Leo Burnett AG
	Telecommunication	Sunrise Telecommunication
13I04	Birds On Twitter	Latvian Art Directors Club
	online magazine	Ir Magazine
13H01	SKY football opera	Serviceplan Gruppe GmbH & Co. KG
	Sky Bundesliga	Sky Deutschland Fernsehen GmbH & Co. KG
13J02	Vodafone The Wedding	BV MCCANN ERICKSON ROMANIA SRL
	Vodafone	Vodafone Romania

14 - BEST OF ENTERTAINMENT, RECREATION, LEISURE

14H02	Dortmund Concert Milk	Jung von Matt AG
W	Dortmund Concerthall Season 2010/2011	Dortmund Concerthall
14A03	Lucky Dog	DDB Group New Zealand
	Lotto	New Zealand Lotteries
14I02	Smash: Born To Be Destroyed	HAKUHODO Inc.
	Smash	K'S Japan
14C01	Builders of Tomorrow	Serviceplan Gruppe GmbH & Co. KG
	LEGOÆ	Lego GmbH
14K05	Utsushi Kagami' (Mirror)	Masashi Kawamura/Qanta Shimizu/Saqoosha/Hiroki Ono Zeith.,Ltd/SOUR
	Utsushi Kagami' (Mirror)	

15 - BEST OF CORPORATE

15D02	Operation Christmas	LOWE-SSP3
W	PAHD (Programa de Atención Humanitaria al Desmovilizado)	Ministerio de Defensa Nacional
15I05	Chevrolet University	Sancho BBDO
	Taxi 7:24 Chevrolet	GM Colmotores
15I03	Puerto Rico`s Heart	JWT San Juan
	Gatorade	Pepsico
15J01	Corinthians Republic	F/Nazca S&S
	Corinthians	Nike
15I02	Deadlines	CAFÉ CREATIVE KFT.
	Cafe Creative	

16 - BEST OF FINANCIAL

16J03	Hat / Iceberg / Goldrush	Dentsu Inc.
W	JAF CB Card	JAF CB Co., Ltd.
16A01	Surprise	OGILVY & MATHER UKRAINE
	Bank Forum	
16M02	TBC Bank Deposits	WINDFOR'S ADVERTISING
	TBC Bank	
16M01	Give 100 TL Get 125 TL Back	LEO BURNETT - ISTANBUL
	Private Pension System	Private Pension System

17 - BEST OF PUBLIC AND PRIVATE SERVICES

17J02	SMS Dialogue Campaign	Spillmann/Felser/Leo Burnett AG
W	Telecommunication	Sunrise Telecommunication
17A01	PowerPoint	DraftFCB
	Zona Jobs	Zona Jobs
17F01	Hidden Pizza Restaurant	Clemenger BBDO and Proximity Melbourne
	Sensis Yellow Pages	Sensis Yellow Pages
17A03	Family Ties: Message in a Bento Box	Dentsu Inc.
	Tokyo Gas	Tokyo Gas

17I06 **LIVE Rescue**
Search & Rescue

DDB Group New Zealand / Rapp
Tribal
Coastguard New Zealand

18 - BEST OF SOCIAL ENGAGEMENTS

18J03 **Pills against the Others Pain Campaign**
GC Pills against the Others pain

Germinal Comunicación
Doctors without borders

18J05 **Obsessions**
Breast Cancer Foundation

DDB Singapore
Breast Cancer Foundation

18J06 **Eye 1/ Eye 2/ Eye 3**
Don't Drive Sleepy Project

BBDO Bangkok Ltd.
Thai Health Promotion Foundation

18I03 **Support Scent**
Support Scent

Clemenger BBDO
Guide Dogs of Australia

18E10 **PEACE SHADOW/ RECREATING THE MEMORY**
HIROSHIMA PEACE MEMORIAL MUSEUM

HAKUHODO Inc.
HIROSHIMA PEACE MEMORIAL
MUSEUM