

Best of Media

A - Best of Film

15010	I Am Mumbai	Taproot India
W AF	Mumbai Mirror	Bennett coleman & co. ltd
08001	Alma_Soul	F/Nazca Saatchi & Saatchi
FI	M-Monochrom	Leica
06002	Árbol_Tree / Bombilla_Light bulb / Tostadora_Toaster	AlmapBBDO
FI	Volkswagen Features	Volkswagen do Brasil
18012	Don't make up and drive	DDB Tribal Group
AD	Volkswagen Brand	Volkswagen AG
09002	Dumb Ways to Die	McCann
AF	Metro Trains	McCann
17018	MAY CAUSE DROWSINESS	Dentsu Inc.
AF	.jp	Japan Registry Services Co., Ltd.
06012	Offroad	BBDO Proximity Berlin GmbH
AD	smart fortwo	Daimler AG / smart
05006	Young and Mature	Ponce
FI	Axe Young y Axe Mature	Unilever

B - Best of Radio

18001	10 meters apart	New Moment New Ideas Company Skopje
W G	Tolerance	Government of Republic of Macedonia
18005	Autism Forum Switzerland „Radio-News from people with Autism“	Ruf Lanz, Zurich
AD	Autism Forum Switzerland	Autism Forum Switzerland
06018	Crafter 22+1	McCANN Istanbul
G	Crafter 22+1	VW Commercial Vehicles
17014	Esposo_Husband	Lápiz
FI	Mujeres Latinas en Accion	Mujeres Latinas en Accion
01008	Zoom in - Zoom out	New Moment New Ideas Company Y&R/Belgrade
G	Bananica	Stark

C - Best of Press

15011	Life's turn in a sentence 2	Leo Burnett Schweiz AG
W AD	Life Insurance	Swiss Life
03001	Abogado_Lawyer / Compañero de celda_Cell mate / Dolor de Cabeza_Headacke	AlmapBBDO
FI	Bayer Cafiaspirina	Bayer
17003	Abused Goddess 1-3	Taproot India
AF	Save Our Sisters	(STCI)
03003	Beard	Publicis Communications Schweiz
AD	Garnier Fructis	L'Oréal Suisse
07002	Cocina_Kitchen / Deposito_Store / Hechos a Medida_Tailor made trucks / Supermercado_Supermarket	AlmapBBDO
FI	Volkswagen Camiones	MAN Latin America

02005 **Made Of More - Rockstar, Pool, Hotel**

AF Guinness

BBDO PROXIMITY SINGAPORE
PTE LTD

Asia Pacific Breweries Singapore
/ DIAGEO

D - Best of Outdoor

17008 **Bridge of Life**

W AF Samsung Life Insurance

Cheil worldwide

Samsung Life Insurance

11006 **Beach / Forest / Mountain**

AD Coleman Sleeping Bags

Young&Rubicam Prague

CampingGaz CS s.r.o.

09004 **Dumb Ways to Die - Toast/Bear/Helmet/Piranha/Hair**

AF Metro Trains

McCann

Metro Trains

16003 **Renovation loan**

G Renovation loan

Age McCann/Tallinn

KredEx

E - Best of Interactive

13014 **SHARE THE NEWS PAPER WITH CHILDREN**

W AF THE TOKYO SHIMBUN (NEWSPAPER)

Dentsu Inc.

THE TOKYO SHIMBUN
(NEWSPAPER)

17001 **A Good Button**

AF The Hong Kong Society for Rehabilitation

McCann Woprlrdgroup Hong Kong

The Hong Kong Society for
Rehabilitation

04002 **adidas Window Shopping**

G adidas NEO

TBWA\Helsinki

adidas

18009 **Bury the Past**

AF Fight Against Evaw

DDB DM9JaymeSyfu

Gabriela

09003 **Dumb Ways to Die**

AF Metro Trains

McCann

Metro Trains

02008 **The Deepest Site**

AD Borjomi

Ogilvy&Mather Ukraine

Borjomi

G - Best of Publications

10009 **Moormann macht Sitz / Moormann takes the chair**

AD Moormann brochure

jaeger & jaeger

Nils Holger Moormann GmbH

01009 **Zucht & Ordnung**

AD book

Atelier Walter Oczlon

Verlag Oczlon

H - Best of Installations and Events

15003 **Catraca de Cerveza_The beer turnstile**

W FI Antarctica

AlmapBBDO

AMBEV

18001 **10 meters apart**

G Tolerance

New Moment New Ideas
Company Skopje

Government of Republic of
Macedonia

17008 **Bridge of Life**

AF Samsung Life Insurance

Cheil worldwide

Samsung Life Insurance

17019 **Mi sangre es rojo negro_My blood is red black**

FI Institucional

Leo Burnett Tailor Made

Hemoba/Esporte Clube Vitoria

10016 **WI-FI GRATIS**

FI McDonalds

TBWA ESPAÑA

McDonald's Sistemas de España

I - Best of Media Innovation

18010	Days of Hope		Saatchi & Saatchi/Bucharest/Moscow/Belgrade/Warsaw
W G	Samusocial, Spravedlivaya Pomosch, Shelter, Polski Czerwony Krzyz		Samusocial, Spravedlivaya Pomosch, Shelter, Polski
04002	adidas Window Shopping		TBWA\Helsinki
G	adidas NEO		adidas
13004	Binary Code		Jung von Matt / Limmat
AD	Neue Zuercher Zeitung		Neue Zuercher Zeitung
17019	Mi sangre es rojo negro_My blood is red black		Leo Burnett Tailor Made
FI	Institucional		Hemoba/Esporte Clube Vitoria
13014	SHARE THE NEWS PAPER WITH CHILDREN		Dentsu Inc.
AF	THE TOKYO SHIMBUN (NEWSPAPER)		THE TOKYO SHIMBUN (NEWSPAPER)
10016	WI-FI GRATIS		TBWA ESPAÑA
FI	McDonalds		McDonald's Sistemas de España

J - Best of Campaign

09003	Dumb Ways to Die		McCann
W AF	Metro Trains		Metro Trains
18013	Integration Day		Saatchi & Saatchi Milan
W AD	World Down Syndrome Day		CoorDown Onlus
18010	Days of Hope		Saatchi & Saatchi/Bucharest/Moscow/Belgrade/Warsaw
G	Samusocial, Spravedlivaya Pomosch, Shelter, Polski Czerwony Krzyz		Samusocial, Spravedlivaya Pomosch, Shelter, Polski
17019	Mi sangre es rojo negro_My blood is red black		Leo Burnett Tailor Made
FI	Institucional		Hemoba/Esporte Clube Vitoria
02007	The Candidate		Publicis Italy
AD	Heineken		Heineken International

K - Best of Design

02009	The Tea Calendar		Kolle Rebbe GmbH
W AD	Tea Calendar		Hälssen & Lyon
09003	Dumb Ways to Die		McCann
AF	Metro Trains		Metro Trains
15007	Font system for the 2012 Tokyo Annual Meetings of the IMF and World Bank Group		Dentsu Inc.
AF	Annual Meetings of the IMF and World Bank Group		Ministry of Finance
14014	Piano		New Moment New Ideas Company Skopje
G	Jazz Festival		Skopje Jazz Festival
01006	Selizharovo Cannery		:OTVETDESIGN/St.-Petersburg
G	Canned goods		Selizharovo Cannery

L - Best of Direct Marketing

17019	Mi sangre es rojo negro_My blood is red black		Leo Burnett Tailor Made
W FI	Institucional		Hemoba/Esporte Clube Vitoria
04002	adidas Window Shopping		TBWA\Helsinki
G	adidas NEO		adidas

18009	Bury the Past	DDB DM9JaymeSyfu
AF	Fight Against Evaw	Gabriela
10005	Fiambrera Exprés_Lunch box express	Tiempo BBDO
FI	Promoción	Nestlé España (La Cocinera)
10006	Fragrance pairs	Wirz / BBDO
AD	Perfume retailer	Marionnaud

M - Best of PR

17019	Mi sangre es rojo negro_My blood is red black	Leo Burnett Tailor Made
W FI	Institucional	Hemoba/Esporte Clube Vitoria
11001	CAJA DE AHORROS MI COLCHÓN_MY MATTRESS SAVINGS BANK	VCCP Spain
FI	PRODUCTO DE DESCANSO	DES´S
18013	Integration Day	Saatchi & Saatchi Milan
AD	World Down Syndrome Day	CoorDown Onlus
17021	No name match	ONIRIA\TBWA
FI	Campaña de cedulación	Unicef
09006	Why Don't You Come Over?	GMP Advertising & WEBSTYLER/Bucharest
G	Newspaper	Mediafax Group