

# Best of Products and Services

## 01 - BEST OF FOOD

01006	<b>Selizharovo Cannery</b>	:OTVETDESIGN/St.-Petersburg
W GD	Canned goods	Selizharovo Cannery
01008	<b>Zoom in - Zoom out</b>	New Moment New Ideas
GD	Bananica	Company Y&R/Belgrade
		Stark
01005	<b>National Day Emmentaler</b>	Leo Burnett Schweiz AG
AD	Cheese	Emmentaler Switzerland
01004	<b>Mentos kiss - Garlic, Tuna</b>	McCann Erickson/Tel-Aviv
GD	Mentos kiss	Leiman Schlusser

## 02 - BEST OF BEVERAGES

02007	<b>The Candidate</b>	Publicis Italy
W AD	Heineken	Heineken International
02009	<b>The Tea Calendar</b>	Kolle Rebbe GmbH
AD	Tea Calendar	Hälssen & Lyon
02005	<b>Made Of More - Rockstar, Pool, Hotel</b>	BBDO PROXIMITY SINGAPORE
AF	Guinness	PTE LTD
		Asia Pacific Breweries Singapore
		/ DIAGEO
02004	<b>Herencia Gastronomica_Gastronomy heritage</b>	Pages BBDO
FI	Leche Evaporada Rica	Leche Rica
02008	<b>The Deepest Site</b>	Ogilvy&Mather Ukraine
AD	Borjomi	Borjomi

## 03 - BEST OF HEALTH AND PERSONAL CARE

03001	<b>Abogado_Lawyer / Compañero de celda_Cell mate / Dolor de Cabeza_Headacke</b>	AlmapBBDO
W FI	Bayer Cafiaspirina	Bayer
03003	<b>Beard</b>	Publicis Communications Schweiz
AD	Garnier Fructis	L'Oréal Suisse
03004	<b>Cinzia your skin friend</b>	Leo Burnett Co. Srl
AD	PHARMACEUTICAL PRODUCTS	IDI Farmaceutici (MERK SHARP & DOHME Group)
03007	<b>Horror Movie / Rocker / Soccer / Zombie</b>	Lápiz
FI	Gain with Oxi	P&G

## 04 - BEST OF SPORTS

04003	<b>ENTER THE GAME</b>	Havas Sports & Entertainment
FI	PES 2013	KONAMI
04002	<b>adidas Window Shopping</b>	TBWA\Helsinki
GD	adidas NEO	adidas

## 05 - BEST OF FASHION, COSMETICS AND LUXURY GOODS

05006	<b>Young and Mature</b>	Ponce
W FI	Axe Young y Axe Mature	Unilever
05005	<b>The Montblanc Worldsecond</b>	demodern - digital design studio
AD	Timewalker Chronograph	Montblanc International GmbH
05001	<b>Flores_Flowers / Purpura_Purple</b>	AlmapBBDO
FI	Gillette Venus	Gillette

## 06 - BEST OF CARS

06012	<b>Offroad</b>	BBDO Proximity Berlin GmbH
W AD	smart fortwo	Daimler AG / smart
06018	<b>Crafter 22+1</b>	McCANN Istanbul
GD	Crafter 22+1	VW Commercial Vehicles
06002	<b>Árbol_Tree / Bombilla_Light bulb / Tostadora_Toaster</b>	AlmapBBDO
FI	Volkswagen Features	Volkswagen do Brasil
06009	<b>Greyhounds</b>	DDB Spain
AD	Volkswagen Golf	VAESA
06013	<b>Polowers by Volkswagen</b>	DDB Spain
AD	Volkswagen Polo	VAESA
06006	<b>Brasil 70 / Cépticos_Sceptics</b>	AlmapBBDO
FI	Nuevo Fusca	Volkswagen do Brasil

## 07 - BEST OF OTHER VEHICLES AND ACCESSORIES

07008	<b>Traductor_Translator</b>	AlmapBBDO
W FI	Piezas Originales Volkswagen	Volkswagen do Brasil
07001	<b>Bakery / Carpentry / Flower Shop</b>	Bold Ogilvy & Mather/Athens
GD	Ford Transit vans	Ford Motor Hellas
07002	<b>Cocina_Kitchen / Deposito_Store / Hechos a Medida_Tailor made trucks / Supermercado_Supermarket</b>	AlmapBBDO
FI	Volkswagen Camiones	MAN Latin America
07004	<b>Dots map</b>	Dentsu Inc.
AF	Internavi	Honda Motor Co., Ltd.

## 08 - BEST OF ELECTRONICS

08001	<b>Alma_Soul</b>	F/Nazca Saatchi & Saatchi
W FI	M-Monochrom	Leica
08006	<b>Insight / What does your mind see?</b>	Cheil worldwide
AF	Samsung Camera	Samsung Electronics
08005	<b>Elija Después_Choose After</b>	Giovanni+Draftfcb
FI	JVC Cámara GCPX10	JVC

## 09 - BEST OF TRAVEL, TOURISM AND TRANSPORT

09003	<b>Dumb Ways to Die</b>	McCann
W AF	Metro Trains	Metro Trains

09002	<b>Dumb Ways to Die</b>	McCann
AF	Metro Trains	McCann
09006	<b>Why Don't You Come Over?</b>	GMP Advertising & WEBSTYLER/Bucharest
GD	Newspaper	Mediafax Group
09001	<b>'HERE' balloon</b>	Cheil worldwide
AF	S-Oil	S-Oil
09004	<b>Dumb Ways to Die - Toast/Bear/Helmet/Piranha/Hair</b>	McCann
AF	Metro Trains	Metro Trains

## 10 - BEST OF RETAIL

10004	<b>Festival</b>	Heimat Werbeagentur
W AD	DIY/ Home Improvement Superstores	HORNBACH
10003	<b>Egg Tart/Rice Cooker/Kettle</b>	Leo Burnett, Hong Kong
AF	Redemption Promotion	7-Eleven Hong Kong
10009	<b>Moormann macht Sitz / Moormann takes the chair</b>	jaeger & jaeger
AD	Moormann brochure	Nils Holger Moormann GmbH
10013	<b>Symphony</b>	Heimat Werbeagentur
AD	DIY / Home Improvement Superstores	HORNBACH
10016	<b>WI-FI GRATIS</b>	TBWA ESPAÑA
FI	McDonalds	McDonald's Sistemas de España

## 11 - BEST OF HOUSEHOLD PRODUCTS AND MAINTENANCE

11001	<b>CAJA DE AHORROS MI COLCHÓN_MY MATTRESS SAVINGS BANK</b>	VCCP Spain
W FI	PRODUCTO DE DESCANSO	DES´S
11006	<b>Beach / Forest / Mountain</b>	Young&Rubicam Prague
AD	Coleman Sleeping Bags	CampingGaz CS s.r.o.
11005	<b>The Ultimate Pencil: Flower / Old man</b>	Dentsu Inc.
AF	Mars Lumograph	STAEDTLER NIPPON K.K.

## 13 - BEST OF COMMUNICATION MEDIA AND PUBLICATIONS

13014	<b>SHARE THE NEWS PAPER WITH CHILDREN</b>	Dentsu Inc.
W AF	THE TOKYO SHIMBUN (NEWSPAPER)	THE TOKYO SHIMBUN (NEWSPAPER)
13008	<b>La espera telefónica pop_On hold jam session</b>	AlmapBBDO
FI	Billboard Magazine	Billboard Brasil.
13004	<b>Binary Code</b>	Jung von Matt / Limmat
AD	Neue Zuercher Zeitung	Neue Zuercher Zeitung
13002	<b>Adios Cliches, Hola Mexico</b>	Alma DDB
FI	Hola Mexico Film Festival	Hola Mexico Film Festival
13012	<b>Radionet - Tea Party</b>	JANDL, marketing a reklama, s.r.o./Bratislava
GD	Radionet Radio Network	RadioNet, s.r.o. Media Representative
13005	<b>Extremist constitution</b>	Red Pepper/Ekaterinburg
GD	Independent mass media	ZNAK.COM

## 14 - BEST OF ENTERTAINMENT, RECREATION, LEISURE

14005	<b>Do not wait to get old to go to Benidorm</b>	TBWA\ESPAÑA
AD	LOW COST FESTIVAL	LOW COST FESTIVAL
14007	<b>Escaping Japanese</b>	Dentsu Inc.
AF	THE GRATE ESCAPE GAME	FujiQ Amusement Park
14011	<b>Love to Bingo</b>	AlmapBBDO
FI	Getty Images	Getty Images

## 15 - BEST OF CORPORATE

15010	<b>I Am Mumbai</b>	Taproot India
# AF	Mumbai Mirror	Bennett coleman & co. ltd
15011	<b>Life's turn in a sentence 2</b>	Leo Burnett Schweiz AG
AD	Life Insurance	Swiss Life
15003	<b>Catraca de Cerveza_The beer turnstile</b>	AlmapBBDO
FI	Antarctica	AMBEV
15005	<b>Creativo_Creative</b>	AlmapBBDO
FI	Escola Panamericana de Arte e Design	Escola Panamericana de Arte e Design
15002	<b>Biografia en blanco_Blank biography</b>	AlmapBBDO
FI	Casa do Zezinho	Casa do Zezinho
15007	<b>Font system for the 2012 Tokyo Annual Meetings of the IMF and World Bank Group</b>	Dentsu Inc.
AF	Annual Meetings of the IMF and World Bank Group	Ministry of Finance

## 16 - BEST OF FINANCIAL

16003	<b>Renovation loan</b>	Age McCann/Tallinn
W GD	Renovation loan	KredEx
16002	<b>Ladrón, Choque y Tornado_Thief, shock and Tornado</b>	DDB Colombia
FI	Seguros Bancolombia	Bancolombia
16001	<b>Coche_Car</b>	AlmapBBDO
FI	Bradesco Seguro Auto	Bradesco Seguros

## 17 - BEST OF PUBLIC AND PRIVATE SERVICES

17019	<b>Mi sangre es rojo negro_My blood is red black</b>	Leo Burnett Tailor Made
W FI	Institucional	Hemoba/Esporte Clube Vitoria
17018	<b>MAY CAUSE DROWSINESS</b>	Dentsu Inc.
AF	.jp	Japan Registry Services Co., Ltd.
17008	<b>Bridge of Life</b>	Cheil worldwide
AF	Samsung Life Insurance	Samsung Life Insurance
17001	<b>A Good Button</b>	McCann Woprlldgroup Hong Kong
AF	The Hong Kong Society for Rehabilitation	The Hong Kong Society for Rehabilitation
17024	<b>Operación Belén_Operation Bethlehem</b>	LOWE-SSP3
FI	Programa de Atención Humanitaria al Desmovilizado (PAHD)	Ministerio de Defensa

## 18 - BEST OF SOCIAL ENGAGEMENTS

18013	<b>Integration Day</b>	Saatchi & Saatchi Milan
W AD	World Down Syndrome Day	CoorDown Onlus
18012	<b>Don't make up and drive</b>	DDB Tribal Group
AD	Volkswagen Brand	Volkswagen AG
18001	<b>10 meters apart</b>	New Moment New Ideas Company Skopje
GD	Tolerance	Government of Republic of Macedonia
18009	<b>Bury the Past</b>	DDB DM9JaymeSyfu
AF	Fight Against Evaw	Gabriela
18011	<b>Donating 2-Barcode Water</b>	Cheil worldwide
AF	Minewater	CJ CheilJedang