

2007 INTERACTIVE & NEW MEDIA AWARDS

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GRAND AWARDS

**Kutoka Interactive
Montreal Canada**

Kutoka Kids
"Didi & Ditto: The Wolf King"
Best Application

**Scholz & Friends Berlin GmbH
Berlin Germany**

Jobsintown.de
"The Wrong Working
Environment Campaign"
Best Guerrilla Marketing/Alternative Media

**Forsman & Bodenfors
Gothenburg Sweden**

Ikea Sweden
"Come Into The Closet"
Best Websites/Advergames/Viral Advertising



ARGENTINA**Leo Burnett Argentina
Buenos Aires Argentina**

Finalist Certificate
Closeness "Toothpaste"
Guerrilla Marketing: Indoor

AUSTRALIA**George Patterson Y&R; Melbourne Australia**

Gold World Medal
VB "Boony"
Alternative & Innovative Media: Ambient

Clemenger Proximity; Sydney Australia

Silver World Medal
Mitsubishi Motors Australia
"Mitsubishi Revolution Facility"
Automotive

Finalist Certificate
Mitsubishi Motors Australia
"Mitsubishi Revolution Facility"
Best Design; Best Microsite

Soap Creative; Ultimo, NSW Australia

Finalist Certificate
Echo Bridge Entertainment "Pingball"
Advergame/Viral Marketing: Advertising & Promotional

AUSTRIA**Vogel Audiovision; Linz Austria**

Finalist Certificate
Silhouette "Silhouette"
CD-ROM: Internal Use

**Demner, Merlicek & Bergmann Werbe. GmbH
Vienna Austria**

Gold World Medal
Mömax "Shower Curtain"
Guerrilla Marketing: Outdoor
Finalist Certificate
Mömax "Houseblasting - Banner"
Household Appliances/Furnishings

Ogilvy & Mather; Vienna Austria

Finalist Certificate
aon Mini Package "With High Speed To Misano."
Advergame/Viral Marketing: Advertising & Promotional

**Springer & Jacoby Österreich GmbH
Vienna Austria**

Finalist Certificate
bwin formerly betandwin "Magic Moments
of Sports" - Website"
Entertainment Promotion

BELGIUM**TBWABrussels; Brussels Belgium**

Finalist Certificate
PlayStation Portable "Wallpaper"
Alternative & Innovative Media: Legal Graffiti/Murals

BRAZIL**AlmapBBDO; Sao Paulo Brazil**

Gold World Medal
Audi A3 Sportback "Audi Robots/Best"
Best Use of Alternative Media
Greenpeace "Clock"
Alternative & Innovative Media: Interactive Tools

Bronze World Medal
Volkswagen Fox "Fractal"
Pop-up/under Advertisements

Finalist Certificate
Audi A3 Sportback "Audi Robots"
Alternative & Innovative Media: Ambient
Gol Airlines "Pointers"
Simple Banners

DDB Brasil; Sao Paulo Brazil

Gold World Medal
Itau Insurance "Crash"
Pop-up/under Advertisements
J&J/Sundown "Piano"
Medical/Pharmaceutical

Silver World Medal
Masp Museum "As One"
Beyond The Banner

Ogilvy Brazil; Sao Paulo Brazil

Bronze World Medal
Hellmanns/Unilever "Screensavers Crazy
About Ketchup"
Alternative & Innovative Media: Interactive Tools
Finalist Certificate
Hellmanns/Unilever "Crazy About Ketchup"
Online Advertising Campaign
Hellmanns/Unilever "Crazy About Ketchup/ Lick"
Rich Media Banners
IBM Brazil "Take Back Control Campaign";
"Thinkers Campaign"
Corporate Information
Kraft/Mini Confetti "Kraft, World's Smallest
Chocolate Site"
Advergame/Viral Marketing: Advertising & Promotional
Motorola/ Bluetooth Motorola "Freehands"
Portable Electronics

CANADA**Fjord Interactive Marketing + Technology
Montreal Canada**

Finalist Certificate
General Motors of Canada "GM Virtual Advisor"
Interactive Broadcast/Streaming Advertisements

Kutoka Interactive; Montreal Canada

Gold World Medal
Kutoka Kids "Didi & Ditto: The Wolf King"
CD-ROM: Educational/Instructional

PALM Communication; Montreal Canada

Finalist Certificate
Volkswagen of America inc. "Make Friends
With Your Fast"
Advergame/Viral Marketing: Business to Consumer

TAXI Canada Inc; Toronto Canada

Finalist Certificate
AMP'D Mobile "AMP'D Pinata"
Online Advertising Campaign

Cocoon; Winnipeg Canada

Finalist Certificate
Scotiabank "Impact"
Alternative & Innovative Media: Ambient

CHINA**Ogilvy Beijing; Beijing China**

Finalist Certificate

Audi *"The Audi Q7 Adventure Chronicles"*
AutomotiveMotorola *"Motorola Backdorm Boyz"*
Best Use of Music/Sound**Euro RSCG Worldwide; Shanghai China**

Bronze World Medal

Vichy Bi-White Advanced Deep Cleansing Gel
"Select All"

Email Marketing/Newsletters

OgilvyOne Worldwide, Shanghai Shanghai China

Finalist Certificate

Adidas China *"Adidas KG3 Dragon (Blow Smoke Banner)"*

Beyond The Banner

CZECH REPUBLIC**EURO RSCG Prague; Prague Czech Republic**

Finalist Certificate

Listerine *"You Shouldn't Be Here"*
Best Place-Based Media**Publicis Prague, s.r.o.; Prague Czech Republic**

Bronze World Medal

Restart *"Restart"*
Best Use of Alternative Media**DENMARK****Ogilvy & Mather; København Denmark**

Bronze World Medal

Copenhagen Jazz Festival *"The Piano"*
Guerrilla Marketing: Outdoor**ECUADOR****McCann Erickson; Quito Ecuador**

Finalist Certificate

Ciclón Liquid Detergent *"Cord"*
Guerrilla Marketing: Outdoor**ENGLAND****AKQA; London England**

Finalist Certificate

Coke *"Coke.com"*
Beverages: Non-Alcoholic**Harrison Troughton Wunderman London England**

Finalist Certificate

adidas *"adidas Missy Elliott Respect ME"*
Recreation/Sporting GoodsLand Rover *"Land Rover Discovery Sled"*
Online Advertising CampaignLand Rover *"Land Rover Range Rover Sport Supercharged"*

Best Homepage/Landing Page; Best Use of Rich Media

Land Rover *"Land Rover, Go Beyond"*
Automotive**Interstate; London England**

Finalist Certificate

WhippetGrey *"WhippetGrey Website"*
Best Consumer-Targeted Website**Syzygy UK; London England**

Bronze World Medal

Mazda MX-5 Roadster Coupe *"Cones"*
Rich Media Banners**Tribal DDB London; London England**

Finalist Certificate

Volkswagen Touran *"David Beckham Academy Touran Challenge"*

Best Microsite

Volkswagen Touran *"David Beckham Touran Challenge"*

Automotive

Volkswagen Polo *"Guardian Angels"*

Beyond The Banner; Online Advertising Campaign

Williams Murray Hamm; London England

Bronze World Medal

Jacksons of Piccadilly *"Jacksons of Piccadilly Website"*
Best Design**Vodafone Group Services; Newbury England**

Gold World Medal

Vodafone Group PLC *"Vodafone Journey"*
Corporate Information**FINLAND****Bob Helsinki; Helsinki Finland**

Finalist Certificate

Seppälä Fashion Retail Chain *"The Supermodel Of My Own Life"*

Retail (Physical Stores)

FRANCE**Publicis Net; Paris France**

Gold World Medal

Wonderbra *"Experience Wonder You"*
Apparel

Silver World Medal

Coca-Cola Company *"Coca-Cola BlaK"*
Beverages: Non-AlcoholicWonderbra *"Experience Wonder You"*
Best Homepage/Landing Page**EURO RSCG 4D France; Suresnes France**

Finalist Certificate

CANAL + *"Husbands For Sale"*
Media Promotion: Broadcast**GERMANY****HEIMAT, Berlin; Berlin Germany**

Finalist Certificate

HORNBACK Home Improvement Superstores
"The Tree Outdoor Ambient"

Alternative & Innovative Media: Ambient

I-D Media AG; Berlin Germany

Finalist Certificate

Motor TV *"Motor TV Videoplayer"*
Home Entertainment

Scholz & Friends Berlin GmbH; Berlin Germany

Gold World Medal

jobsintown.de "The Wrong Working Environment Campaign"

Guerrilla Marketing: Outdoor; Alternative & Innovative Media: Ambient

Silver World Medal

Jobsintown.de "The Wrong Working Environment Campaign - Cash Machine"

Best Place-Based Media

Jobsintown.de "The Wrong Working Environment Campaign - Coffee Dispenser"

Best Use of Alternative Media

Bronze World Medal

Jobsintown.de "The Wrong Working Environment Campaign - Cash Machine"

Best Art Direction/Design

World Hunger Aid "The Stop Child Labour Promotion"

Guerrilla Marketing: Indoor

Finalist Certificate

Jobsintown.de "The Wrong Working Environment Campaign - Cash Machine"

Alternative & Innovative Media: Ambient

Jobsintown.de "The Wrong Working Environment Campaign - Coffee Dispenser"

Alternative & Innovative Media: Ambient; Best Art Direction/Design

jobsintown.de "The Wrong Working Environment Campaign - Photo Booth"

Guerrilla Marketing: Outdoor; Alternative & Innovative Media: Ambient; Best Art Direction/Design; Best Place-Based Media; Best Use of Alternative Media

World Hunger Aid "The Stop Child Labour Promotion"

Best Place-Based Media

TBWA Germany, Berlin; Berlin Germany

Gold World Medal

adidas Football "Fresco"

Best Art Direction/Design; Best Place-Based Media

Silver World Medal

adidas Football "Fresco"

Alternative & Innovative Media: Ambient; Guerrilla Marketing: Indoor

Bronze World Medal

adidas Football "Kahn"

Best Place-Based Media

Sony PlayStation2 "Ghost Photos"

Alternative & Innovative Media: Street Teams

Finalist Certificate

Sony PlayStation2 "Ghost Photos"

Guerrilla Marketing: Indoor; Best Art Direction/Design; Best Use of Alternative Media

**Grey Worldwide Germany
Duesseldorf Germany**

Finalist Certificate

Toys 'R' US "Real Toys"

Guerrilla Marketing: Outdoor

argonauten G2 GmbH; Düsseldorf Germany

Silver World Medal

Audi AG "Audi R8"

Best Design

Bronze World Medal

Audi AG "Audi R8"

Advergame/Viral Marketing: Training

Coca-Cola "The Coke Side Of Life"

Beverages: Non-Alcoholic

Finalist Certificate

Audi AG "Audi R8"

Best Microsite

Pedigree "Website-Relaunch of www.pedigree.de"

Household Products/Pet Products

bytes in motion GmbH; Frankfurt Germany

Bronze World Medal

Galileo Video-Training "GAT Player and Authoring Tool"

CD-ROM: Training

Gregor Aigner; Frankfurt Germany

Bronze World Medal

Literature House "Open-air Novel"

Guerrilla Marketing: Outdoor

JWT Frankfurt; Frankfurt Germany

Finalist Certificate JWT

"JWT Christmas Hacker"

Self-Promotion

**Neue Digitale GmbH
Frankfurt am Main Germany**

Silver World Medal

Y-3 "adidas Y-3 Reflections"

Recreation/Sporting Goods; Best Use of Rich Media

Bronze World Medal

adidas Originals "adidas Originals Stadium"

Best Navigation

**Saatchi & Saatchi GmbH
Frankfurt am Main Germany**

Finalist Certificate

VISA Financial Services (Credit Card)

"Robbie Re-Rob Station"

Banking/Financial Services/Insurance

**Young & Rubicam GmbH & Co. KG
Frankfurt am Main Germany**

Finalist Certificate

Dolzer Masskonfektion "Scissors"

Guerrilla Marketing: Outdoor

Frauennotruf Frankfurt "Bags"

Alternative & Innovative Media: Ambient

Naturschutzbund Deutschland "Iced-Jolly"

Guerrilla Marketing: Indoor

**OgilvyOne Worldwide GmbH & Co. KG
Frankfurt/Main Germany**

Silver World Medal

PlayStation "PSP Transformer"

Beyond The Banner

Bronze World Medal

Cisco Systems "Cisco booming"

Best Business-to-Business Website

Finalist Certificate

Cisco Systems "Cisco booming"

Best Use of Rich Media

DDD Design; Hamburg Germany

Finalist Certificate

BUGATTI "Bugatti Veyron Luxury Showroom and Car Configurator"

Automotive

Elephant Seven AG; Hamburg Germany

Finalist Certificate

Audi "Roadjet Concept"; "Shooting Brake Concept"
Automotive
Dodge "Grab Life By The Horns"
Automotive

He Said She Said; Hamburg Germany

Finalist Certificate

Amnesty International "Kidnapping"
Alternative & Innovative Media: Ambient; Best Place-
Based Media; Best Use of Alternative Media
Amnesty International "Stamp"
Best Use of Alternative Media
HSZ "Peephole"
Best Place-Based Media

Jung von Matt AG; Hamburg Germany

Bronze World Medal

Sixt – Rent A Car "Gibsnisch"
Online Advertising Campaign

Mutabor Design GmbH; Hamburg Germany

Silver World Medal

adidas "adidas mi Innovation Center"
Other

Nordpol+ Hamburg; Hamburg Germany

Silver World Medal

Renault "Car Crash"
Pop-up/under Advertisements
Renault "Renault Mégane Sport"
Email Marketing/Newsletters

Finalist Certificate

ASICS "Gel Kinsei Lounge"
Alternative & Innovative Media: Ambient
Renault "Technology"
Simple Banners

**pilot 1/0 GmbH & Co. KG
Hamburg Germany**

Finalist Certificate

Mentos "The Freshmaker Wintergames"
Foods

Scholz & Friends; Hamburg Germany

Finalist Certificate

ROBINSON Golf Vacations "Sun Shades for
Golf Classes"
Alternative & Innovative Media: Ambient

Tribal DDB GmbH; Hamburg Germany

Finalist Certificate

Volkswagen AG "Congratulation!"
Automotive; Best Consumer-Targeted Website; Best Use of
Rich Media; Interactive Broadcast/Streaming Advertisements
Nike Deutschland GmbH "Run On Air
With Google Earth"
Alternative & Innovative Media: Product Placement

denkwerk; Köln Germany

Finalist Certificate

OBI Bau- und Heimwerkermärkte GmbH & Co.
Franchise Center KG "OBI Jubelorchester"
Best Microsite
Thomas Cook "Thomas Cook X-Plorer"
Travel/Tourism

**Werbewelt Interactive GmbH
Ludwigsburg Germany**

Silver World Medal

Hugo Boss AG "Hugo Boss eMag"
Apparel

.start; Munich Germany

Finalist Certificate

Mini "Def Mini Records"
Automotive

**Interone Worldwide GmbH
Munich Germany**

Silver World Medal

Mini "Mini Roof Designer"
Best Microsite

Bronze World Medal

Mini "Mini Cooper S with JCW GP Kit"; "Incredibly
MINI. The new MINI."
Automotive

Finalist Certificate

BMW "BMW 3 Series Convertible"
Automotive

KMS Team GmbH; Munich Germany

Silver World Medal

100|100 "www.hunderthundert.com"
Entertainment Promotion

**Plan.Net Concept GmbH & Co.KG
München Germany**

Finalist Certificate

Aktionsbündnis Landmine.de "Ban All Landmines"
Educational
Playboy Magazine "Playboy eJournal - Issue July"
Media Promotion: Print

**Robert & Horst Marketing GmbH
Munich Germany**

Bronze World Medal

Telebet Marketing "Wet T-Shirt Worldcup"
Entertainment Promotion

Finalist Certificate

Telebet Marketing "Wet T-Shirt Worldcup"
Best Microsite

**Serviceplan Gruppe für innovative
Kommunikation GmbH & Co. KG
München Germany**

Finalist Certificate

Giller-Travel "Powder-Snow-Promotion"
Guerrilla Marketing: Outdoor
Serviceplan Haus der Kommunikation
"Head Full Of Ideas?"
Guerrilla Marketing: Indoor

**21TORR AGENCY gmbh
Reutlingen Germany**

Finalist Certificate

Marc Cain Corporation "Website"
Apparel

bigFM PPG S.W. GmbH; Stuttgart Germany

Finalist Certificate

bigFM "Big Bucks Bill (Aka Dispo Dieter)"
Best Integrated Campaign

**Scholz & Volkmer GmbH
Wiesbaden Germany**

Silver World Medal

Nastuh Visual Effects "Corporate Website for
Nastuh Abootalebi"

Corporate Information

Finalist Certificate

Mercedes-Benz "Mercedes-Benz E-Class
Experience Paris-Beijing"

Best Use of Rich Media

GREECE**OgilvyOne Worldwide, Athens
Marousi Greece**

Finalist Certificate

OTENET "OnDSL Live Camera"

Online Advertising Campaign

HONG KONG**McCann-Erickson (HK) Ltd.
Causeway Bay Hong Kong**

Finalist Certificate

HK4As "Get Cracking"

Self-Promotion

**OgilvyOne Worldwide
Hong Kong Central Hong Kong**

Finalist Certificate

The Economist "The Voice Analyser"

News/Editorial

Bates Asia Hong Kong Ltd; HK Hong Kong

Silver World Medal

World Wild Fund (WWF) "The Dolphin"

Alternative & Innovative Media: Interactive Tools

DDB Worldwide Ltd.; Hong Kong Hong Kong

Bronze World Medal

Polo "Small But Tough"

Alternative & Innovative Media: Ambient

Finalist Certificate

Society for Abandoned Animals Ltd. "Cage"

Alternative & Innovative Media: Ambient

**DesignerCity (HK) Limited
Hong Kong Hong Kong**

Finalist Certificate

Staccato - Fall and Winter 2006 "Staccato -
Fall and Winter 2006"

Retail (Physical Stores)

**e-Crusade Marketing Co. Ltd.
Hong Kong Hong Kong**

Finalist Certificate

HSBC "HSBC Home & Away France"

Banking/Financial Services/Insurance

Nike Hong Kong Ltd. "Nike Joga Bonito"

Best Integrated Campaign

**Grey Worldwide: HK
Hong Kong Hong Kong**

Finalist Certificate

Breast Cancer Awareness "Breast Pad"

Alternative & Innovative Media: Ambient, Word of
Mouth/Buzz

Epson Projectors "Sneeze"

Advergame/Viral Marketing: Advertising & Promotional

Insurance, Investments and Retirement

"Revolving Door"

Guerrilla Marketing: Motion/Mobile Marketing

INDIA**JWT Group - RMG Connect; Mumbai India**

Finalist Certificate

www.sangamdirect.com "Parking/Traffic/Carrying"

Online Advertising Campaign

Tribal DDB India; Mumbai India

Finalist Certificate

Hinduja Hospital (Dr. Vinay Deshmane) "Lump"

Alternative & Innovative Media: Ambient

The Hive; New Delhi India

Finalist Certificate

Helpage India "Living Dead"

Alternative & Innovative Media: Ambient

JAPAN**Hakuhodo i-studio Inc.
Minatoku, Tokyo Japan**

Bronze World Medal

SHARP "Kameyama Dream Plant"

Corporate Information

ADK; Tokyo Japan

Finalist Certificate

NIKEiD "NikeCosplay"

Advergame/Viral Marketing: Advertising & Promotional

**ADK, TYO Interactive Design, groek
Tokyo Japan**

Finalist Certificate

PEPSI NEX "PEPSI NEX Online Game" "NEX GAME"

Beverages: Non-Alcoholic

Business Architects Inc.; Tokyo Japan

Finalist Certificate

Panasonic VIERA "Experience Color"

Home Entertainment

HAKUHODO Kettle; Tokyo Japan

Finalist Certificate

Ascii Magazine "Ascii Magazine Rebirth Project"

Advergame/Viral Marketing: Advertising & Promotional

Hakuhodo, Tokyo; Tokyo Japan

Finalist Certificate

Volkswagen/New Beetle Cabriolet

"Let The Sun Shine!"

Simple Banners

**HAKUHODO/HAKUHODO Kettle
Tokyo Japan**

Finalist Certificate

Sony Ericsson "Mobile Phone Chandelier"

Guerrilla Marketing: Indoor; Alternative & Innovative

Media: Word of Mouth/Buzz

Pyramid Film Inc.; Tokyo Japan

Bronze World Medal

G'zOne W42CA "G'zOne LAB TRILOGY"

Portable Electronics

Finalist Certificate

Fibe Mini "Internal Monster Campaign"

Beverages: Non-Alcoholic

KOREA**Reflexion Corp.; Seoul Korea**

Finalist Certificate
 Sheraton Grande Walkerhill "Sheraton Walkerhill Hotel Website"
 Travel/Tourism

MALAYSIA**OgilvyOne Malaysia; Kuala Lumpur Malaysia**

Finalist Certificate
 Levi's Jeans "Square or Nothing"
 Best Consumer-Targeted Website

XM Malaysia; Kuala Lumpur Malaysia

Bronze World Medal
 Capital Corporate Communications "Origami"
 Professional Services
 Finalist Certificate
 Capital Corporate Communications "Origami"
 Best Homepage/Landing Page; Best Navigation

Arachnid Sdn. Bhd.**Petaling Jaya, Selangor Malaysia**

Finalist Certificate
 Pach "Pacheye"
 Entertainment Promotion

MEXICO**Estudio 021; MEXICO Mexico**

Finalist Certificate
 Vectra/General Motors "Live the Vectra Experience"
 Beyond The Banner

JWT Mexico; Mexico City, DF Mexico

Finalist Certificate
 Kleenex "They Seem Endless"
 Alternative & Innovative Media: Ambient

GrupoW; Saltillo Mexico

Bronze World Medal
 Semillero, Creatives School "Semillero"
 Educational

Finalist Certificate

Museum of the Desert "Museum of the Desert"
 Educational

THE NETHERLANDS**Euro RSCG 4D, Amsterdam Amstelveen The Netherlands**

Gold World Medal
 Volvo Cars Corporation "The Hunt"
 Automotive

Silver World Medal

Volvo Cars Corporation "The Hunt"
 Best Consumer-Targeted Website

Finalist Certificate

Volvo Cars Corporation "The Hunt"
 Advergame/Viral Marketing: Advertising & Promotional

&KoenseSeverein**Amsterdam The Netherlands**

Finalist Certificate
 Van Dobben "Van Dobben"
 Alternative & Innovative Media: Ambient

Ogilvy Groep Nederland**Amsterdam The Netherlands**

Finalist Certificate
 UT "Sexual Harassment"
 Simple Banners
 VVS - Road Safety "Mobile Coffin"
 Guerrilla Marketing: Motion/Mobile Marketing

Qi; Amsterdam The Netherlands

Finalist Certificate
 Heineken Nederland "Heineken Skypecast"
 Interactive Broadcast/Streaming Advertisements
 Heineken Nederland "Tapvat World Tour 2006"
 Advergame/Viral Marketing: Advertising & Promotional
 Heineken Nederland - Amstel Beer
 "Amstel Camkopen"
 Advergame/Viral Marketing: Advertising & Promotional

TEQUILA Amstelveen**Amsterdam The Netherlands**

Silver World Medal
 Pedigree "Pedigree: Aroma Stickers"
 Alternative & Innovative Media: Ambient

NEW ZEALAND**Wecrackit Ltd.; Dunedin New Zealand**

Finalist Certificate
 Dunedin Taxi "Taxi Reminder"
 Guerrilla Marketing: Outdoor

NORWAY**Uncle Grey Oslo AS; Oslo Norway**

Finalist Certificate
 Radio Tango "Rock 'n' Roll Radio"
 Guerrilla Marketing: Outdoor

Clayborn Creative Consulting Moscow Russia

Finalist Certificate
 Clayborn Creative Consulting "National Flags Of The World With Clients' Comments"
 Advergame/Viral Marketing: Business to Business

Ogilvy Singapore; Singapore Singapore

Bronze World Medal
 Levi's® "Levi's® AP Brandsite"
 Apparel
 Finalist Certificate
 Levi's® "Levi's® AP Brandsite"
 Best Consumer-Targeted Website; Best Homepage/
 Landing Page

SLOVAK REPUBLIC**Vaculik Advertising Bratislava Slovak Republic**

Finalist Certificate
 Vaculik Advertising "We Mined Silver"
 Simple Banners

SOUTH AFRICA**NetWork BBDO****Hyde Park, Johannesburg South Africa**

Bronze World Medal
 Brand "Power To The People"
 Alternative & Innovative Media: Ambient



**NetWork BBDO (cont.)
Hyde Park, Johannesburg South Africa**

Finalist Certificate
South African Broadcast Corporation - 5FM
"Job Saver"
Advergame/Viral Marketing: Advertising & Promotional
South African Broadcast Corporation - 5FM
"Lonely Finger"
Best Integrated Campaign

Cross Colours; Johannesburg South Africa

Silver World Medal
Nando's "Brand Tin"
CD-ROM: Advertising/Marketing & Sales

**The Jupiter Drawing Room/Johannesburg
Johannesburg South Africa**

Finalist Certificate
Durex XL Condoms "Tools/Cocks/Bones"
Guerrilla Marketing: Outdoor

SPAIN**Cuatic; Barcelona Spain**

Bronze World Medal
Nike "Run on Air"
Best Use of Alternative Media

Street Life; Madrid Spain

Finalist Certificate
Schweppes "Quiet Please"
Alternative & Innovative Media: Ambient
Street Life "Dancing Letters"
Email Marketing/Newsletters

SWEDEN**Forsman & Bodenfors; Gothenburg Sweden**

Gold World Medal
Ikea Sweden "Come Into The Closet"
Household Appliances/Furnishings; Best Microsite
Bronze World Medal
Volvo Cars Sweden "S80"
Best Consumer-Targeted Website

Akestam Holst; Stockholm Sweden

Gold World Medal
Pause Ljud & Bild "Loud Scaper"
Alternative & Innovative Media: Ambient
Bronze World Medal
Spring Mobile "Hear The Difference"
Beyond The Banner
Finalist Certificate
Pause Ljud & Bild "Wallpaper"
Rich Media Banners

Foreign; Stockholm Sweden

Bronze World Medal
adidas International "+F50 TUNIT"
Recreation/Sporting Goods
Finalist Certificate
adidas International "FedKit Germany"
Best Microsite
H&M "H&M Viktor & Rolf"
Retail (E-Commerce)

Knock; Stockholm Sweden

Finalist Certificate
Volvo C30 "Volvo C30 Experience"
Alternative & Innovative Media: Ambient

Lowe Brindfors; Stockholm Sweden

Gold World Medal
Stella Artois "Le Défi"
Beverages: Alcoholic
Silver World Medal
Saab Automobile "Animal Vision"
Best Design
Saab Automobile "Pilots Wanted"
Automotive
Stella Artois "L'étranger"
Beverages: Alcoholic

Bronze World Medal
Saab 9-5 "Unleashed"
Best Integrated Campaign

Finalist Certificate
Energy Company "Heating For Cold Bottoms"
Alternative & Innovative Media: Ambient
Saab 9-5 "Animal Vision"
Automotive
Saab 9-5 "Unleashed"
Alternative & Innovative Media: Ambient

Saab Automobile "Aero X"
Automotive; Best Design

Smith Reklambyrå; Stockholm Sweden

Finalist Certificate
Skandia Mäklarna "Välkommen hem!"
Online Advertising Campaign

SWITZERLAND**Futurecom interactive AG
Zurich Switzerland**

Finalist Certificate
sunrise TDC Switzerland "sunrise webphone
World Record Attempt"
Best Integrated Campaign

Jung Von Matt AG; Zurich Switzerland

Silver World Medal
Mini "Size"
Guerrilla Marketing: Outdoor; Best Use of Alternative
Media

Finalist Certificate

Mini "Size"
Alternative & Innovative Media: Ambient
SI Style "Paparazzi Promotion"
Alternative & Innovative Media: Word of Mouth/Buzz
Yooji's "sushi-hay rolls"
Best Use of Alternative Media; Alternative & Innovative
Media: Ambient

Ruf Lanz Zurich; Zurich Switzerland

Finalist Certificate
Sport Factory Outlet "George W. Bush"
Advergame/Viral Marketing: Advertising & Promotional
Swiss Bank Coop "Ecological Investment Funds"
Best Place-Based Media

**Spillmann/Felser/Leo Burnett
Zurich Switzerland**

Silver World Medal
Mammut Sports Group AG "Mary Woodbridge"
Best Viral Advertising Campaign
Finalist Certificate
Mammut Sports Group AG "Mary Woodbridge"
Recreation/Sporting Goods

Euro RSCG Switzerland; Zürich Switzerland

Finalist Certificate
BAG/Stop AIDS "Street Signs"
Alternative & Innovative Media: Product Placement

TURKEY**Nexum Creative; Istanbul Turkey**

Finalist Certificate
Siemens Appliances UK "stainArt"
Advergame/Viral Marketing: Advertising & Promotional

UNITED ARAB EMIRATES**ARC Worldwide; Dubai United Arab Emirates**

Finalist Certificate
GMC Yukon "GMC Yukon Commands Respect"
Automotive

UNITED STATES OF AMERICA**Shaw Science Partners; Atlanta USA**

Finalist Certificate
BYETTA "BYETTA 2006 Interactive Program"
CD-ROM: Professional Education

FG SQUARED; Austin USA

Finalist Certificate
Shell Global Solutions "FieldWare Marketing Video"
CD-ROM: Advertising/Marketing & Sales

Luckie & Company; Birmingham USA

Finalist Certificate
Luckie & Company "Luckie Web Site"
Best Business-to-Business Website

Digitas; Boston USA

Finalist Certificate
Holiday Inn Hotels & Resorts "Holiday Inn"
Travel/Tourism

Big Spaceship; Brooklyn USA

Gold World Medal
Nike "Nike Air Max: Website"
Recreation/Sporting Goods; Best Consumer-Targeted Website
Stranger Than Fiction "Stranger Than Fiction website"
Entertainment Promotion

Deep Focus; Brooklyn USA

Finalist Certificate
The Weinstein Company - Shut Up and Sing
"Shut Up and Post"
Alternative & Innovative Media: Interactive Tools

Domani Studios (for DDB Chicago) Brooklyn USA

Finalist Certificate
SeaWorld "Jealous Penguin"
Travel/Tourism

Arc Worldwide; Chicago USA

Finalist Certificate
CDC VERB "VERB Campaign Summary"
Best Use of Animation

Backyard Productions; Chicago USA

Finalist Certificate
BRP, Inc. "Hijacked"
Recreation/Sporting Goods

DRAFTFCB Chicago; Chicago USA

Silver World Medal
Applebees/Weight Watchers "Applebees and Weight Watchers Video Roadblock"
Rich Media Banners

Finalist Certificate

Applebees "Applebees Huge Flavor With Tyler Florence"
Foods
Applebees/Weight Watchers "Applebees and Weight Watchers Video Roadblock"
Beyond The Banner
Dow Chemicals "Dow: The Human Element"
Corporate Information

Leo Burnett, Chicago; Chicago USA

Gold World Medal
Leo Burnett "Big Ideas Come Out of Big Pencils"
Best Business-to-Business Website; Best Design

National Park Service; Harpers Ferry USA

Finalist Certificate
Selma to Montgomery National Historic Trail
"Never Lose Sight of Freedom"
Educational

Biggs | Gilmore; Kalamazoo USA

Finalist Certificate
Kellogg's Pop-Tarts "Great Fruit Escape Integrated Campaign"
Best Integrated Campaign

la comunidad; Miami Beach USA

Finalist Certificate
la comunidad "Art Basel Event Invitation"
Self-Promotion

Popular Front; Minneapolis USA

Finalist Certificate
Popular Front "SnowDays 2006 Holiday Flake-athon"
Advergame/Viral Marketing: Advertising & Promotional

Dotglu; New York USA

Finalist Certificate
BMW "BMW Campaign"
Automotive; Best Microsite
NetJets "NetJets Executive Toys"
Online Advertising Campaign

DraftFCB New York; New York USA

Finalist Certificate
Motorola - Global Mobile Devices
"MOTO KRZR Kaleidoscope"
Portable Electronics

Lowe New York; New York USA

Bronze World Medal
Advertising Women of New York; Good, Bad & Ugly Awards "Pigs Anonymous"
Self-Promotion
Nokia "Nokia Music Recommender Service"
Interactive Broadcast/Streaming Advertisements

MRM Worldwide; NEW YORK USA

Silver World Medal
Nikon "StunningNikon.com/dslr"
Portable Electronics

Ogilvy; New York USA

Bronze World Medal
American Express "Roddick vs. PONG"
Advergame/Viral Marketing: Advertising & Promotional

Ogilvy; New York USA (cont.)

Finalist Certificate
 Cisco Systems, Inc. "Flashtalking LiveChat Banners"
 Interactive Broadcast/Streaming Advertisements
 Cisco Systems, Inc. "No More"
 Best Business-to-Business Website
 DHL "Waitin' Woes"
 Best Viral Advertising Campaign
 IBM "Take Back Control- Storage Drone Game"
 Advergame/Viral Marketing: Business to Business
 IBM "US Open Banner"
 Rich Media Banners
 IBM "US Open Widget"
 Alternative & Innovative Media: Interactive Tools
 TD Ameritrade "Asterisk"
 Rich Media Banners

SciMedMedia; New York USA

Finalist Certificate
 Merck & Co., Inc. "The Future is Now"
 CD-ROM: Professional Education

Tribal DDB; New York USA

Finalist Certificate
 Daily Pore Scrub "Secret Message"
 Cosmetics/Toiletries

Unified Field; New York USA

Bronze World Medal
 Smithsonian National Museum of the American
 Indian (NMAI) "Beauty Surrounds Us Exhibit Kiosk"
 CD-ROM: Kiosks

Wunderman; New York USA

Finalist Certificate
 "Start Here. Go Places."
 Professional Services

AKQA; San Francisco USA

Silver World Medal
 Sprite "SubLYMONal™/Sprite LOST Experience"
 Best Integrated Campaign

EVB, Inc.; San Francisco USA

Bronze World Medal
 Office Max "Elf Yourself"
 Retail (Physical Stores)

**Goodby, Silverstein & Partners
San Francisco USA**

Gold World Medal
 Saturn "Saturn Green Line NextFest"
 Alternative & Innovative Media: Video Projections
 Silver World Medal
 California Fluid Milk Processors Advisory Board
 "Milk Interactive Campaign"
 Online Advertising Campaign
 Bronze World Medal
 California Fluid Milk Processors Advisory Board
 "Brittlelactica: Planet in Need"
 Best Use of Rich Media
 Specialized "Specialized Body Geometry"
 Best Microsite
 Finalist Certificate
 California Fluid Milk Processors Advisory Board
 "Cow Abduction"
 Best Microsite
 Comcast "Comcastic Labs"
 Best Intro
 Comcast "Culture Fool"
 Best Microsite
 Saturn "Have a Nice Gig"
 Entertainment Promotion

Ogilvy; San Francisco USA

Bronze World Medal
 Yahoo! "Get Your Freak On"
 Online Advertising Campaign
 Finalist Certificate
 Yahoo! "Hairy Man"; "Frenchie & Pirate"
 Online Advertising Campaign

Organic, Inc.; San Francisco USA

Finalist Certificate
 DaimlerChrysler "Jeep Find the Bugs Online
 Media Campaign"
 Automotive

Publicis & Hal Riney; San Francisco USA

Bronze World Medal
 AAA "Crash"
 Simple Banners

Hornall Anderson Design Works; Seattle USA

Finalist Certificate
 My Family "Decades: Finding Stories in the Census"
 Educational

Remer Inc.; Seattle USA

Silver World Medal
 Getty Images "Gestalt"
 Best Business-to-Business Website
 Bronze World Medal
 Getty Images "Gestalt"
 Advergame/Viral Marketing: Business to Business

VENEZUELA**Merlin Interactive; Caracas Venezuela**

Finalist Certificate
 Warner Channel "Wbla.com"
 Media Promotion: Broadcast