

Best of Products and Services

01 - BEST OF FOOD

01A17	<u>Herencia</u> Cadbury Adams	JWT San Juan Cadbury Adams
01I03	Can´t touch this Orbit	Mark BBDO, Prague Wrigley
01F01	The Four'N Twenty Magic Salad Plate Four'N Twenty Meat Pies	Clemenger BBDO Melbourne Four'N Twenty Meat Pies
01A16	VEGETARIANOS CAMPOFRIO	MCCANN ERICKSON CAMPOFRIO
05S06	Baños - Cortina/Venecitas/Alfombra All Bran - Flakes	Leo Burnett México Kellogg Company México

02 - BEST OF BEVERAGES

02A04	<u>Great Supporting Role</u> Shiro (Sake)	Ogilvy & Mather Japan K.K. Takahashi shuzoh Co Ltd
02E10	Rollerbabies Evian	BETC Euro RSCG & BETC 4D, Paris Evian
02H01	Worlds First Ephemeral Museum Pampero Rum	Leo Burnett Lisboa Diageo
02S15	Minaqua Statistics Minaqua Life	Leo Burnett Belgrade Minaqua BB
02S05	Profesionales:Medico/Profesor Musica/Psicologo PEPSICO DE ARGENTINA	BBDO ARGENTINA PEPSICO DE ARGENTINA
02S04	Duetos: Sistemas/Millonario/Doctor Quilmes	Del Campo Nazca Saatchi & Saatchi Quilmes

03 - BEST OF HEALTH AND PERSONAL CARE

03S01	<u>Love Distance</u> Sagami original 0.02 (condom)	GT Inc Sagami Rubber Industries Co Ltd
03C01	Perspective Voltaren Farmaceutica	Saatchi & Saatchi Srl Novartis
03A08	Stop the Suffering Pert Plus	Leo Burnett Beirut, Beirut Procter & Gamble
03A01	Dojo Lifebuoy Shampoo	Lowe Indonesia PT Unilever Indonesia

04 - BEST OF SPORTS

04R01	<u>Paper Battlefield</u> Nike Basketball League	McCann Worldgroup (Hong Kong) NIKE
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05 - BEST OF FASHION AND COSMETICS

05S11	<u>Finitas, coloridas, modernas y todo el mundo las quiere....Es</u>	AlmapBBDO
	Sao Paulo Alpargatas	Sao Paulo Alpargatas
05E04	Promosite Sovietsky boutique	Red Keds
	Sovietsky boutique	
05A01	Sales	Bassat Ogilvy and Mather Barcelona
	Mango	Mango

07 - BEST OF CARS

07A03	<u>Perro Pez (Cachorro Peixe)</u>	AlmapBBDO
	Volkswagen	Volkswagen
07H01	The Kinetic Sculpture for the BMW Museum	ART+COM
	Mechatronic Installation	BMW Group
07S03	Two Worlds	BBDO/Proximity Malaysia
	Jeep	Chrysler Korea
07E07	Del alto es más divertido	AlmapBBDO
	-	Volkswagen
07A01	Robbery	kempertrautmann gmbh
	Audi A4 Exclusive line	Audi AG
07S02	Parking/Clean Up/Catch/Heading	Dentsu Inc
	Toyota iQ	Toyota Motor Corporation

08 - BEST OF OTHER VEHICLES AND ACCESSORIES

08I01	The Navigationletter	DDB Germany, Berlin
	Volkswagen Navigationsystems	Volkswagen AG

09 - BEST OF ELECTRONICS

09E02	<u>Bruce Lee-power</u>	JWT Beijing
	Nokia N96	Nokia
09A01	Remote Control	Scholz & Friends
	Flat-TV Loewe Individual Compose with Individual Sound	Loewe Opta GmbH
09E07	Nokia sms race	Mccanndigital Israel
	Nokia cell phones	Cellcom cellular
09A02	Taich	ADK
	Mexell	Hitachi Maxell Ltd

10 - BEST OF TRAVEL, TOURISM AND TRANSPORT

10S04	A mate from the past. 1944 live.	SanMarkos&On Board
		Promotion Department of the City of Warsaw

11 - BEST OF RETAIL

<u>11I02</u>	<u>Sobreimposiciones</u> Tiendas La Sirena	pages bbdo Tiendas La Sirena
11H01	IKEA Bigger Storage Ideas IKEA	Ogilvy Frankfurt IKEA GERMANY
11A02	Herencia Jumbo Retail S.A.	Young & Rubicam Jumbo Retail S.A.
11F01	Flirting with Sound ELEMENTS	McCann Worldgroup (Hong Kong) MTRC
11D02	IKEA Staircase Drawer IKEA	Lowe & Partners IKEA

12 - BEST OF HOUSEHOLD PRODUCTS & MAINTENANCE

<u>12A01</u>	<u>Picnic</u> Sylvania Light Bulbs	JEH United Havells Sylvania (Thailand) Ltd
12A03	Lipstick Tide Detergents	Leo Burnett India Proctor & Gamble
12A02	Clean Conscience Breeze Excel Washing Detergent	Lowe Bangkok Unilever
12A04	Piano Unilever	BorghierhLowe Marketing e Publicida Unilever
12C05	AL REVÉS - JEANS Tide	Conill Saatchi & Saatchi Tide

13 - BEST OF HOUSEHOLD AND BUSINESS APPLIANCES, FURNISHING

<u>13H01</u>	<u>HORNBACH - THE HOUSE OF IMAGINATION</u> Hornbach Baumarkt	HEIMAT, Berlin Hornbach Baumarkt AG
13S02	WMF WMF	Leo Burnett & Arc Worldwide Thailand Italasia (Thailand) Co Ltd
13S01	Shortest Story Sorrento Highlight Marker	JWT Bangkok Office Plus Co Ltd

14 - BEST OF COMMUNICATION MEDIA AND PUBLICATIONS

<u>14I01</u>	<u>WOZ buys UBS</u> WOZ Die Wochenzeitung	Spillmann/Felser/Leo Burnett WOZ Die Wochenzeitung
14A06	Youth Vodafone	McCann Erickson Romania Vodafone
14A01	Sonntags Zeitung TVC Bush Newspaper	Advico Y&R AG Sonntags Zeitung
14H01	Transparent Man fiftyfifty - Das Obdachlosenmagazin (magazine for homeless people)	Euro RSCg Duesseldorf Fiftyfifty
14P01	A Day in The Life of Chennai The Times of India	JWT India Bennet Coleman & Co India

15 - BEST OF ENTERTAINMENT, RECREATION AND LEISURE

15E02	<u>Have you ever tried to paint a song</u> -	herraiz soto & co Labuat
15H01	Olympische Spiele 2008, Eroeffnungsfeier, Tai-Chi Part Olympic Games 2008	congaz duesseldorf visual media company GmbH Andree Verleger (Toneteam GmbH)
15A02	Lianto Consulado General Argentino en Los Angeles	Conill Saatchi & Saatchi Consulado General Argentino en Los Angeles
15A07	Munich	Euro RSCG, a.s. (Prague) National Museum
15C08	ESPOSADO SONY COMPUTER ENTERTAINMENT	TBWA\ESPAÑA SONY COMPUTER ENTERTAINMENT

16 - BEST OF CORPORATE

16I03	<u>Melody Road</u> Corporate (safety awareness)	Dentsu Razorfish Dunlop Falken Tyres Ltd
16A06	Soap Wego	Ogilvy & Mather Advertising Taiwan Wego
16I05	ETIQUETAS AYUNTAMIENTO DE PAMPLONA	GAP ´S AYUNTAMIENTO DE PAMPLONA
16A04	Melody of Life Thai Life Insurance	Ogilvy & Mather Thailand Thai Life Insurance Co Ltd

17 - BEST OF FINANCIAL

17S01	Quick/Long/A lot K - SME Credit	Ogilvy & Mather Thailand KASIKORNBANK GROUP
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18 - BEST OF PUBLIC AND PRIVATE SERVICES

18I07	<u>Hack-this-site.com and you're hired!</u> Bitdefender	Publicis Romania Bitdefender
18E01	ZDFparlameter Interactive Website about German Parliament	ZDF German Television, New Media ZDF German Television, New Media
18A05	Arjuna The Archer 2008AD Sulekha.com Online Yellow Pages	JWT India Sulekha.com
18S10	Anillas/Ping Pong/Natacion Sincronizada/Vela SOCIEDAD ESPAÑOLA DE RADIODIFUSIÓN	Publicis Comunicación España SOCIEDAD ESPAÑOLA DE RADIODIFUSIÓN
18I06	NEXTEL CINTA Nextel Telecomunicações LTDA	Loducca Publicidade LTDA NEXTEL

18I04 **Dirige a tu equipo**
T-Mobile USA

Conill Saatchi & Saatchi
T-Mobile USA

19 - BEST OF SOCIAL ENGAGEMENTS

16I08 **"Gigas de recuerdos"**
AFAL contigo (Asociación Nacional de Alzheimer)

TIEMPO BBDO MADRID
AFAL contigo (Asociación
Nacional de Alzheimer)

19I05 **DirtyWater / AguaSucia**
UNICEF

Casanova Pendrill
UNICEF

19R01 **Ball Point/Felt Tip/Fountain Pen**
Letter Writing Campaign

Saatchi & Saatchi
Amnesty International

19H05 **Khede Kasra**
Women Empowerment Program

Leo Burnett Beirut, Beirut
Hariri Foundation

19I10 **EI MEJOR AMIGO DEL HOMBRE BUSCA AMIGOS**
Refugio Cielo Verde

JWT Centroamérica
Refugio Cielo Verde