

PROMO LIONS SHORTLIST

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
A01 Fast Moving Consumer Goods, excl. Beverages				
VENDING MACHINE	SIMBA	GHOST POPS SNACKS	NET#WORK BBDO Johannesburg	SOUTH AFRICA
HI, WE'RE BACK	GILLETTE	RAZORS	PROXIMITY AMSTERDAM	THE NETHERLANDS
DESPERATE ENTRY EXAM	TOHATO	TYRANT HABANERO SNACKS	HAKUHODO Tokyo	JAPAN
SURVIVE TILL HOLIDAY	DANONE	ACTIMEL PROBIOTIC DRINK	IQ marketing Moscow	RUSSIA
LIVE ANTS	ZYDUS CADILA	SUGAR FREE SWEETNER	REDIFFUSION DY&R Bangalore	INDIA
A02 Alcoholic and Non-Alcoholic Drinks				
THE ONE	CERVECERIA NACIONAL DOMINICANA	BEER	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC
THE MOBILE MESSENGER	BIONADE	BIONADE DRINK	KOLLE REBBE WERBEAGENTUR Hamburg	GERMANY
ANYWHERE BUT GERMANY	NESTLÉ	EL CHANÁ COFFEE	PUBLICIS IMPETU Montevideo	URUGUAY
A03 Cars & Automotive Services				
MINI CHASE	BMW AUSTRALIA	MINI	NAKED COMMUNICATIONS Sydney	AUSTRALIA
DESKTOP REFUSE COLLECTION	DAIMLERCHRYSLER	MERCEDES-BENZ SPECIAL VEHICLES	SCHOLZ & FRIENDS Berlin	GERMANY
MUD	ASCAR DAIHATSU	DAIHATSU TERIOS	DRAFTFCB/LOWE GROUP Zurich	SWITZERLAND
FIRST IMPRESSION	MERCEDES-BENZ NIEDERLASSUNG STUTTGART	MERCEDES-BENZ DEALERSHIP	BBDO STUTTGART	GERMANY
THE SMALLEST TURNING CIRCLE	DAIMLERCHRYSLER/PEPSICO	SMART FORTWO	BBDO DUESSELDORF	GERMANY
SCHLAEMMER'S QUEST	VOLKSWAGEN	VW GOLF	DDB GERMANY Berlin	GERMANY
SHORT BUT FUN	VOLKSWAGEN	VW FOX	DDB GERMANY Duesseldorf	GERMANY
THE FAKE SOUNDS	VOLKSWAGEN	VOLKSWAGEN SERVICE	DDB GERMANY Berlin	GERMANY
A04 Clothing, Footwear & Accessories				
NO PAIN, NO GAIN	THE NORTH FACE	SPORTSWEAR	DENTSU Y&R Tokyo	JAPAN
BONDED BY BLOOD	NZRU/ADIDAS	RUGBY SHIRT	TBWA\WHYBIN Auckland	NEW ZEALAND

A05 Other Consumer Products (incl. Durable Goods)				
POLYPLAYPYLENE	LEGO	LEGO	KOLLE REBBE WERBEAGENTUR Hamburg	GERMANY
A07 Commercial Public Services				
LOCKS	FORT KNOX	HOME SECURITY SERVICES	LODUCCA PUBLICIDADE Sao Paulo	BRAZIL
STATIC	FRANCE TELECOM	ORANGE CALL PACKAGE	VITRUVIO LEO BURNETT Madrid	SPAIN
T-SHIRTS	YAZIGI	ENGLISH SCHOOL	McCANN ERICKSON BRASIL Sao Paulo	BRAZIL
A08 Travel, Entertainment & Leisure				
DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	SOUTH AFRICA
WORLD PRESS PHOTO EXHIBITION	THE NEW ZEALAND NETHERLANDS FOUNDATION	WORLD PRESS PHOTO EXHIBITION 2006	CLEMENGER BBDO Wellington	NEW ZEALAND
THE BET	SOUL BAR	BAR	OGILVY NEW ZEALAND Auckland	NEW ZEALAND
BIG WARNIE	CRICKET AUSTRALIA	ASHES SERIES	GEORGE PATTERSON Y&R Melbourne	AUSTRALIA
TAXI TIME TABLE	DAS TAXI FUNK	TAXI SERVICE	NORDPOL+ HAMBURG	GERMANY
A09 Retail and E-Commerce, incl. Restaurants				
DAD'S DEAD	MEDIAMARKT AUSTRIA	ELECTRONICS STORE	AGENTURPROJEKT42 Vienna	AUSTRIA
NET MEETS REALITY	NIKE JAPAN	NIKEID	ADK Tokyo	JAPAN
SOUND RECEIPT	NAPSTER JAPAN	NAPSTER	DENTSU Tokyo	JAPAN
THE TREE	HORNBAACH	COLOUR MIXING SERVICE	HEIMAT Berlin	GERMANY
THE MAKE-BELIEVE-STORY OF RON HAMMER	HORNBAACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY
A10 Healthcare & Medical				
DRUMS	NICHOLAS PIRAMAL INDIA	ANALGESIC TABLETS	JWT Mumbai	INDIA
A11 Publications & Media				
DUVET	DE VRIJE PERS	CHÉ MEN'S MAGAZINE	DUVAL GUILLAUME Antwerp	BELGIUM
A12 Business to Business Products, Services & Media				
MY MODELS	GERD GEORGE	PHOTOGRAPHER	SERVICEPLAN Munich	GERMANY
A13 Corporate Information				
DIVING WINKER	MOTHER	MOTHER TOYS	MOTHER London	UNITED KINGDOM
NOTEPAD	RICOH	RICOH PRINT SOLUTIONS	LOWE NEW YORK	USA
A14 Charities, Public Health & Safety, Public Awareness Messages				

TURKISH DENIAL	MOTHER	ARMENIAN GENOCIDE DAY	MOTHER London	UNITED KINGDOM
DONATION TV	ORANGE BABIES	FUND RAISING AND AWARENESS	OGILVY AMSTERDAM	THE NETHERLANDS
PETITION	RÄTTVISEMÄRK/FAIRTRADE	FAIR TRADE BRAND AWARENESS	STORAKERS McCANN Stockholm	SWEDEN
EARTH HOUR	WWF AUSTRALIA	WILDLIFE CHARITY	LEO BURNETT Sydney	AUSTRALIA
PRISON SCRATCH CARD	AMNESTY INTERNATIONAL AUSTRIA	AMNESTY INTERNATIONAL AUSTRIA	DRAFTFCB KOBZA Vienna	AUSTRIA
WHEN WILL THE MIDDLE AGES BE OVER?	AMNESTY INTERNATIONAL GERMANY	STOP TORTURE CAMPAIGN	OGILVY FRANKFURT	GERMANY
B02 Event Marketing				
FREE TRIP	EASYJET	LOWCOST AIRLINE	REMO D6 Madrid	SPAIN
SCOTLAND'S BEST KEPT SECRET	EASYJET	LOWCOST AIRLINE	REMO D6 Madrid	SPAIN
HYPNOMARKETING	ICON CLOTHING	GOLF PUNK	NAKED COMMUNICATIONS Sydney	AUSTRALIA
3D LIVE AT HARAJUKU	SONY ERICSSON MOBILE COMMUNICATIONS JAPAN	W41S MOBILE PHONE	HAKUHODO Tokyo	JAPAN
DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	SOUTH AFRICA
DONATION TV	ORANGE BABIES	FUND RAISING & AWARENESS	OGILVY AMSTERDAM	THE NETHERLANDS
GHOST PHOTOS	SONY COMPUTER ENTERTAINMENT DEUTSCHLAND	PLAYSTATION2	TBWA\GERMANY Berlin	GERMANY
EARTH HOUR	WWF AUSTRALIA	WILDLIFE CHARITY	LEO BURNETT Sydney	AUSTRALIA
OZONE HOLE	ECOLOGISTAS EN ACCION	CLIMATIC CHANGE AWARENESS	STREET LIFE Madrid	SPAIN
SUSHI BELT	VOLKSWAGEN	VW POLO BLUE MOTION	DDB GERMANY Duesseldorf	GERMANY
ORIENTATION GUIDE	FSH FUTURE SPORT HOLDING	FUTURE SPORTS FITNESS CENTRE	DDB GERMANY Duesseldorf	GERMANY
3D-VASE	HENKEL	PATTEX GLUE	DDB GERMANY Duesseldorf	GERMANY
MANNED AIRPLANE PROJECT	MATSUSHITA ELECTRIC INDUSTRIAL	MATSUSHITA OXYRIDE BATTERIES	HAKUHODO Tokyo	JAPAN
HERE'S PROOF	OLYMPUS	MJU SW CAMERA	SAATCHI & SAATCHI Sydney	AUSTRALIA
GLAMOUR STILETTO RUN	G&J PUBLISHERS	GLAMOUR MAGAZINE	BSUR Amsterdam	THE NETHERLANDS
NODDING BULL	THE VEGETARIAN SOCIETY	VEGETARIAN CONFERENCE	JWT Mumbai	INDIA
B03 Sponsorship or Partnership Campaigns				
BONDED BY BLOOD	NZRU/ADIDAS	THE ALL BLACKS	TBWA\WHYBIN Auckland	NEW ZEALAND
B04 Promotional Packaging				
STADIUM	NIKE	NIKE FOOTBALL BOOTS	PUBLICIS Singapore	SINGAPORE

B05 Best Use of Merchandising/In-Store Marketing				
FISH TANK	PURINA PETCARE (MALAYSIA)	PURINA FRISKIES CAT FOOD	PUBLICIS MALAYSIA Petaling Jaya	MALAYSIA
VENDING MACHINE	SIMBA	GHOST POPS SNACKS	NET#WORK BBDO Johannesburg	SOUTH AFRICA
B06 Best new Product Launch/Re-Launch at Retail				
THE ONE	CERVECERIA NACIONAL DOMINICANA	BEER	PAGES BBDO Santo Domingo	DOMINICAN REPUBLIC
B07 Best Use of Direct Marketing in a Retail Marketing Campaign				
CATSAN MAGAZINE	MASTERFOODS PORTUGAL	CAT LITTER	OGILVYONE Lisbon	PORTUGAL
EXCITING OFFERS NEED EXCITING ADS	VIRGIN MOBILE	MOBILE NETWORK PROVIDER	HOST Sydney	AUSTRALIA
B08 Best Customer Marketing Programme or Business to Business Promotion				
HEINZELMAENNCHEN	SIEMENS ELECTROGERAETE	SIEMENS HOME APPLIANCES	SCHOLZ & FRIENDS Hamburg	GERMANY
LETTERS OF APPLICATION	RADIO ENERGY ZURICH	RADIO STATION	RUF LANZ Zurich	SWITZERLAND
NOTEPAD	RICOH	RICOH PRINT SOLUTIONS	LOWE NEW YORK	USA
B09 Best Use of TV in a Promotional Campaign				
A REAL SPY TEAM FOR NOKIA	NOKIA COLOMBIA	NOKIA 6131 MOBILE PHONE	FIRE COLOMBIA Medellin	COLOMBIA
ANYONE CAN SELL	HOME PRODUCT CENTER PUBLIC	HOMEPRO RETAIL STORE	BBDO BANGKOK	THAILAND
B10 Best Use of Print in a Promotional Campaign				
SLICE IT PAPER-THIN	ZWILLING	ZWILLING KITCHEN KNIVES	Y&R GERMANY Frankfurt	GERMANY
B11 Best Use of Radio in a Promotional Campaign				
GEORGE W. BUSH	SPORT FACTORY OUTLET	RETAIL STORE	RUF LANZ Zurich	SWITZERLAND
ASSHOLE	MIDAS	AUTOMOBILE REPAIR SHOP	SHACKLETON Madrid	SPAIN
STATIC	FRANCE TELECOM	ORANGE CALL PACKAGE	VITRUVIO LEO BURNETT Madrid	SPAIN
B12 Best Use of Digital Media in a Promotional Campaign				
SURVIVE TIL HOLIDAY	DANONE	ACTIMEL PROBIOTIC DRINK	IQ marketing Moscow	RUSSIA
GESTALT	GETTY IMAGES	IMAGE LICENSING	remerinc Seattle	USA
THE BET	SOUL BAR	BAR	OGILVY NEW ZEALAND Auckland	NEW ZEALAND
SHORT BUT FUN	VOLKSWAGEN	VW FOX	DDB GERMANY Duesseldorf	GERMANY
SMS FOR LUNCH	MEIR PANIM SOUP KITCHEN	CHILDREN'S CHARITY	SHIMONI FINKELSTEIN DRAFT FCB Tel Aviv	ISRAEL
ANYTHING GOES	DOMINOES	PIZZA DELIVERY	JWT New York	USA

JOB SAVER	SOUTH AFRICAN BROADCAST CORPORATION	5 FM RADIO STATION	NET#WORK BBDO Johannesburg	SOUTH AFRICA
C01 Best Integrated Promotional Campaign				
NEW RUSSIA	SCOTTISH & NEWCASTLE DEUTSCHLAND	BALTIKA7 BEER	TOTEMS COMMUNICATION & ARCHITECTURE Stuttgart	GERMANY
HYPNOMARKETING	ICON CLOTHING	GOLF PUNK	NAKED COMMUNICATIONS Sydney	AUSTRALIA
VERB YELLOWBALL	CENTERS FOR DISEASE CONTROL AND PREVENTION	HEALTH AWARENESS FOR TWEENS	ARC WORLDWIDE Chicago	USA
DRUNK DRIVING CAN BE FUN	TOOT-N-SCOOT	TAXI SERVICE	TEQUILA\JOHANNESBURG	SOUTH AFRICA
WORLD PRESS PHOTO EXHIBITION	NEW ZEALAND NETHERLANDS FOUNDATION	WORLD PRESS PHOTO EXHIBITION 2006	CLEMENGER BBDO Wellington	NEW ZEALAND
HI, WE'RE BACK	GILLETTE	RAZORS	PROXIMITY AMSTERDAM	THE NETHERLANDS
THE MAKE-BELIEVE-STORY OF RON HAMMER	HORNBACH	HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY
BONDED BY BLOOD	NZRU/ADIDAS	THE ALL BLACKS	TBWA\WHYBIN Auckland	NEW ZEALAND
SURVIVE TILL HOLIDAY	DANONE	ACTIMEL PROBIOTIC DRINK	IQ marketing Moscow	RUSSIA
EXCITING OFFERS NEED EXCITING ADS	VIRGIN MOBILE	MOBILE NETWORK PROVIDER	HOST Sydney	AUSTRALIA
PAGO INTEGRATED CAMPAIGN	PAGO FOR ASB	MOBILE TOP UP	TBWA\WHYBIN Auckland	NEW ZEALAND
ANYTIME, ANYWHERE	DAS TAXI FUNK	TAXI SERVICE	NORDPOL+ HAMBURG	GERMANY
MYSTERY SHOPPING	RENAULT	DACIA LOGAN MCV	NORDPOL+ HAMBURG	GERMANY
SCHLAEMMER'S QUEST	VOLKSWAGEN	VW GOLF	DDB GERMANY Berlin	GERMANY
THAT GIRL EMILY	COURT TV	TV SERIES	DEEP FOCUS New York	USA