

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
THE FUN THEORY	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN
CHALKBOT	NIKE LIVESTRONG FOUNDATION	NIKE LIVESTRONG FOUNDATION	WIEDEN+KENNEDY, Portland	USA
Gold Lion				
SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA, Göteborg	SWEDEN
UNIQLO CALENDAR	UNIQLO	UNIQLO	PROJECTOR, Tokyo	JAPAN
SAMSUNG SHAKEDOWN	SAMSUNG	SAMSUNG B2100	FROM STOCKHOLM WITH LOVE, Stockholm	SWEDEN
WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
SOUNDS OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	JUNG von MATT, Hamburg	GERMANY
BOONEOAKLEY	BOONEOAKLEY	ADVERTISING AGENCY	BOONEOAKLEY, Charlotte	USA
GRAFFITI	AIDES	AIDES	TBWA\PARIS	FRANCE
SOUNDS OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	PHILHARMONIC ORCHESTRA OF HAMBURG	JUNG von MATT, Hamburg	GERMANY
SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA, Göteborg	SWEDEN
INTERACTIVE CATALOGUE	IKEA	IKEA	MOBILE DREAMS FACTORY, Madrid	SPAIN
HANDWRITING	COMERCIAL ARGE	PILOT PEN	GREY ESPAÑA, Barcelona	SPAIN
FACEBOOK SHOWROOM	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
MONOPOLY CITY STREETS	HASBRO	MONOPOLY CITY GAMEBOARD	DDB UK, London	UNITED KINGDOM
GRAFFITI	AIDES	AIDES	TBWA\PARIS	FRANCE
PIANO STAIRCASE	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN
Silver Lion				
I'M HERE	ABSOLUT VODKA	ABSOLUT VODKA	GREAT WORKS, Stockholm	SWEDEN
SHOCKING BARACK	BRAMMO	ENERTIA MOTORCYCLE	CRISPIN PORTER + BOGUSKY, Boulder	USA
THE FUN THEORY	VOLKSWAGEN SWEDEN	BLUEMOTION TECHNOLOGY	DDB STOCKHOLM	SWEDEN
JOHNNY CASH PROJECT	AMERICAN RECORDINGS/LOST HIGHWAY	"AIN'T NO GRAVE" ALBUM	@radical.media, New York	USA
ETERNAL MOONWALK	STUDIO BRUSSELS	STUDIO BRUSSELS	MORTIERBRIGADE, Brussels	BELGIUM
VIRTUAL STRIKE	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	FAMOUS, Brussels	BELGIUM
HANDWRITING	COMERCIAL ARGE	PILOT PEN	GREY ESPAÑA, Barcelona	SPAIN
BABY ELEPHANT	ANTWERP ZOO	ZOO	BOONDOGGLE, Leuven	BELGIUM
WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR, Stockholm	SWEDEN
VHA	UNILEVER	AXE	BBH, New York	USA
LAMP	IKEA DEUTSCHLAND	IKEA	GRABARZ & PARTNER, Hamburg	GERMANY

SOUND IMPRESSIONS	GENETIX SOUND STUDIO	SOUND STUDIO	CHANGE INTEGRATED, Warsaw	POLAND
TURN AROUND	BARNARDO'S	CHARITY	BBH, London	UNITED KINGDOM
VERBATIM CHAMPIONSHIP	MITSUBISHI KAGAKU MEDIA	VERBATIM STORAGE MEDIA	IMG SRC, Tokyo	JAPAN
WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
GRIP LIMITED	GRIP LIMITED	ADVERTISING AGENCY	GRIP LIMITED, Toronto	CANADA
WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
WWW.HBOIMAGINE.C-OM	HBO	TELEVISION SERVICE	BBDO NEW YORK	USA
SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA, Göteborg	SWEDEN
RECRUITMENT 2009	SWEDISH ARMED FORCES	RECRUITMENT	NORTH KINGDOM, Skelleftea	SWEDEN
SEER WIMBLEDON	IBM	INNOVATIVE SOLUTIONS	OGILVYONE, London	UNITED KINGDOM
AUTOTRADER	TRADER MEDIA GROUP	AUTOTRADER	SAPIENTNITRO, Miami	USA
PHONEBOOK RIDE! RIDE!	KODANSHA	PHONEBOOK	DENTSU, Tokyo	JAPAN
NONJA	SAMSUNG ELECTRONICS AUSTRIA	SAMSUNG ST1000	TRAKTOR, Vienna	AUSTRIA
WORLD'S BIGGEST SIGNPOST	NOKIA	NAVIGATION SERVICES	FARFAR, Stockholm	SWEDEN
GIVING IS GLORIOUS	MOTHER	MOTHER CHRISTMAS MAILER	MOTHER, London	UNITED KINGDOM
ROLLERBABIES	DANONE	EVIAN	BETC EURO RSCG, Paris	FRANCE
FAN VIDEO	MYSPACE	MYSPACE MUSIC	BBH, London	UNITED KINGDOM
Silver Lion				
MASSAGE	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
BECOMING	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
BEAUTY SLEEP	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
FIVE THINGS	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
IMPATIENT	VIRGIN ATLANTIC	TRAVEL	Y&R, New York	USA
Bronze Lion				
GOLDEN GRANT	GENERAL MILLS	GOLDEN GRAHAMS	McCANN ERICKSON NEW YORK	USA
DOLLAR HOLIDAY	BURGER KING	DOUBLE CHEESEBURGER	CRISPIN PORTER + BOGUSKY, Boulder	USA
LONG LIVE LIFE	APOTEK HJÄRTAT	PHARMACY CHAIN	ÅKESTAM HOLST, Stockholm	SWEDEN
UNIQLO LAB ULTRA LIGHT DOWN	UNIQLO	WINTER JACKETS	MOUNT, Tokyo	JAPAN
VERBATIM CHAMPIONSHIP	MITSUBISHI KAGAKU MEDIA CO.	VERBATIM STORAGE MEDIA	IMG SRC, Tokyo	JAPAN
IS PARADE	KDDI CORPORATION	IS SERIES	HAKUHODO, Tokyo	JAPAN
EXPENSE-A-STEAK	MALONEY & PORCELLI	RESTAURANT	WALRUS, New York	USA
TWELPFORCE	BEST BUY	RETAIL STORE	CRISPIN PORTER + BOGUSKY, Boulder	USA
YELLOW CHOCOLATE	YELLOW PAGES	YELLOW PAGES	COLENZO BBDO, Auckland	NEW ZEALAND
STANISLAV	GOVERNMENT/MINISTRY OF JUSTICE	CYBERCRIME AWARENESS CAMPAIGN	KONG, Amsterdam	THE NETHERLANDS

SUMMIT ON THE SUMMIT	HP	GLOBAL CLEAN WATER CRISIS AWARENESS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
THE LOTTERY OF LIFE	SAVE THE CHILDREN SWEDEN	SAVE THE CHILDREN ORGANISATION	LOWE BRINDFORS, Stockholm	SWEDEN
O2 BE THE DIFFERENCE	TELEFÓNICA O2 IRELAND	TELECOMMUNICATIONS	BRANDO, Dublin	IRELAND
4320 LA/SYD	V AUSTRALIA	AIRLINE	DROGA5 AUSTRALIA, Sydney	AUSTRALIA
HIGHWAY TO HELL	ELECTRONIC ARTS	DANTE'S INFERNO VIDEO GAME	WIEDEN+KENNEDY, Portland	USA
SUMMIT ON THE SUMMIT	HP	GLOBAL CLEAN WATER CRISIS AWARENESS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
PUBLIC POLO	VOLKSWAGEN	VOLKSWAGEN POLO	ACHTUNG!, Amsterdam	THE NETHERLANDS
REFRESH	PEPSI	PEPSI	TBWA\CHIAT\DAY LA	USA
HOW HETERO?	STOCKHOLM PRIDE	GAY FESTIVAL	ÅKESTAM HOLST, Stockholm	SWEDEN
REPLAY	GATORADE	GATORADE	TBWA\CHIAT\DAY LA	USA
BEATBOX	PERFETTI VAN MELLE	MENTOS	BBH, London	UNITED KINGDOM
BABY BOOM	RENAULT	AUTOMOTIVE	PUBLICIS NET, Paris	FRANCE
FOX INSIDE OUT	VOLKSWAGEN	FOX	ALMAPBBDO, São Paulo	BRAZIL
WAKE UP & STAY ALERT	UNILEVER	AXE RISE	BBH, New York	USA
RESIZE-A-ROOM	IKEA	IKEA	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
VALUE MENU	BURGER KING	VALUE MENU	CRISPIN PORTER + BOGUSKY, Boulder	USA
NOW CLOCK	SPRINT	MOBILE PHONE	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
TWEETBOOKS	GANDHI BOOKSTORES	BOOKSTORES	OGILVY MEXICO	MEXICO
DOLLAR HOLIDAY	BURGER KING	DOUBLE CHEESEBURGER	CRISPIN PORTER + BOGUSKY, Boulder	USA
SPRING/SUMMER COLLECTION 2010	WRANGLER EUROPE	BLUE BELL JEANS	KOKOKAKA, Göteborg	SWEDEN
GRAFFITI	AIDES	AIDES	TBWA\PARIS	FRANCE
VHA	UNILEVER	AXE	BBH, New York	USA
RUO AND RUCO	MARUI CO.	SHINJUKU MARUI DEPARTMENT STORE	DRILL, Tokyo	JAPAN
ADIDAS TEAMGEIST	ADIDAS	ADIDAS	NORTH KINGDOM, Skelleftea	SWEDEN
RECODE DECODE	THE VICTORIA AND ALBERT MUSEUM	DECODE EXHIBITION	SAINT, London	UNITED KINGDOM
DIGITAL INVADERS	DIGITAL INVADERS	SCHOOL	GRUPO W, Saltillo	MEXICO
WE CHOOSE THE MOON	JOHN F. KENNEDY PRESIDENTIAL LIBRARY	THE MOON LANDING 40TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
ADIDAS TEAMGEIST	ADIDAS	ADIDAS	NORTH KINGDOM, Skelleftea	SWEDEN
NIKE TRUE CITY	NIKE	NIKE TRUE CITY	AKQA, London	UNITED KINGDOM
MUSEUM OF POWER	PUMA	PUMA FOOTBALL POWER LINE	SYRUP, New York	USA
THINKING SPACES	THE ECONOMIST	THE ECONOMIST	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM
UNIQLO CALENDAR	UNIQLO	UNIQLO	PROJECTOR, Tokyo	JAPAN

LAST CALL	NBC UNIVERSAL GLOBAL NETWORKS	13TH STREET TV CHANNEL	JUNG von MATT, Hamburg	GERMANY
OMMWRITER	HERRAIZ SOTO & CO	SELF PROMOTION TOOL	HERRAIZ SOTO, Barcelona	SPAIN
IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM
MOB THE RAINBOW	WRIGLEY	SKITTLES	EVOLUTION BUREAU, San Francisco	USA
VERBATIM CHAMPIONSHIP	MITSUBISHI KAGAKU MEDIA	VERBATIM STORAGE MEDIA	IMG SRC, Tokyo	JAPAN
LE TRANSPIRATEUR	AXE FRANCE	ANTI-PERSPIRANT	BUZZMAN, Paris	FRANCE
REAL GOOD EXPERIMENT	BLU DOT	REAL GOOD CHAIR	MONO, Minneapolis	USA
SMILE ACTIVATED VENDING MACHINE	UNILEVER	WALL'S ICE CREAM	SAPIENTNITRO, Miami	USA
DECISION MAKING	THE ARMY	THE ARMY	TEQUILA\LONDON	UNITED KINGDOM
THE HERO	RADIOTJÄNST	BROADCASTING TAX PAYMENT AWARENESS	DRAFTFCB, Stockholm	SWEDEN
BABY ELEPHANT	ZOO ANTWERP	ZOO	BOONDOGGLE, Leuven	BELGIUM
FACEBOOK SHOWROOM	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
FOREVER YOUNG	POSTEN	THE SWEDISH POST	ÅKESTAM HOLST, Stockholm	SWEDEN