

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
THE WILDERNESS DOWNTOWN	GOOGLE	ARCADE FIRE	GOOGLE CREATIVE LAB, New York	USA
RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY, Portland	USA
PAY WITH A TWEET	INNOVATIVE THUNDER	CURRENCY SYSTEM	R/GA, New York	USA
Gold Lion				
SNEAKERPEDIA	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO, London	UNITED KINGDOM
LUCKY LINE	UNIQLO	UNIQLO SPECIAL SALE	DENTSU, Tokyo	JAPAN
ART PROJECT	GOOGLE	GOOGLE GEO	GOOGLE, Mountain View	USA
LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS, Gothenburg	SWEDEN
WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
CHROME FAST	GOOGLE	CHROME BROWSER	BBH, New York	USA
PRIUS GOES PLURAL INTRO WEB VIDEO	TOYOTA MOTOR SALES	TOYOTA PRIUS	SAATCHI & SAATCHI LA	USA
RESPONSE CAMPAIGN JS BEALS	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY, Portland	USA
XYLOPHONE	NTT DOCOMO	MOBILE PHONE	DRILL, Tokyo	JAPAN
LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS, Gothenburg	SWEDEN
360°	RENAULT	ESPACE	PUBLICIS CONSEIL, Paris	FRANCE
THE FIRST IPAD MOTION COVER & INTERACTIVE SPREAD	VIV MAG	VIV MAGAZINE	ALEX HENRY, Los Angeles	USA
THE WILDERNESS DOWNTOWN	GOOGLE	ARCADE FIRE	GOOGLE CREATIVE LAB, New York	USA
HEINEKEN STARPLAYER	HEINEKEN	STARPLAYER	AKQA, London	UNITED KINGDOM
GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT, Stockholm	SWEDEN
WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
CAT	WRIGLEY	SKITTLES	BBDO CANADA, Toronto	CANADA
THE FORCE	VOLKSWAGEN	VW PASSAT	DEUTSCH INC., Los Angeles	USA
RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY, Portland	USA
UNBEARABLE	DSCR ROAD SAFETY	ROAD SAFETY	LOWE STRATEUS, Paris	FRANCE
LIFE IN A DAY	YOUTUBE	YOUTUBE	TOASTER, London	UNITED KINGDOM
Silver Lion				
DREAM RECOMMENDER	HELP REMEDIES	HELP I CAN'T SLEEP	AGENCYTWOOFIFTEEN, San Francisco	USA
MONET 2010	RMN /GRAND PALAIS /CONSEIL DE LA CRÉATION ARTISTIQUE	MONET EXHIBITION	FABERNOVEL, Paris	FRANCE
GOOGLE DEMO SLAM	GOOGLE	GOOGLE INNOVATIONS	JOHANNES LEONARDO, New York	USA
A NEW WARRIOR	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE

WE ARE TENNIS	BNP PARIBAS	WE ARE TENNIS WEBSITE	R/GA, London	UNITED KINGDOM
WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5, New York	USA
ATTRACTION	INPES	TOBACCO AWARENESS	DDB PARIS	FRANCE
WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN, Hamburg	GERMANY
NIKE FOOTBALL+ TEAM EDITION	NIKE	NIKE FOOTBALL COACHING APP	AKQA, London	UNITED KINGDOM
LUCKY LINE	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
STREET ART VIEW	RED BULL	INSTITUCIONAL	LODUCCA, Sao Paulo	BRAZIL
CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH, New York	USA
CHROME SPEED TESTS	GOOGLE	CHROME BROWSER	BBH, New York	USA
SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWA\LONDON	UNITED KINGDOM
Bronze Lion				
TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK, London	UNITED KINGDOM
THE WINTER ADJUSTED OFFER	VOLKSWAGEN	VW PASSAT 4MOTION	DDB STOCKHOLM	SWEDEN
TABIO SLIDE SHOW	TABIO	LEGWEAR	PROJECTOR, Tokyo	JAPAN
ADIDAS SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWA\HAKUHODO, Tokyo	JAPAN
FREE	NIKE	APPAREL	R/GA, New York	USA
THE BLACK MAMBA	NIKE	APPAREL	R/GA, New York	USA
HAPPY INSIDE	IKEA	IKEA CATALOGUE	MOTHER, London	UNITED KINGDOM
THE HUMAN JUKEBOX	PAUSE HOME ENTERTAINMENT	HI-FI STORES	ÅKESTAM HOLST, Stockholm	SWEDEN
SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI, Tokyo	JAPAN
CARLOS	CANAL +	TV CHANNEL	BETC EURO RSCG, Paris	FRANCE
PEACE SHADOW PROJECT	HIROSHIMA PEACE MEMORIAL MUSEUM	NUCLEAR WEAPONS AWARENESS	HAKUHODO, Tokyo	JAPAN
THE GIRL STORE	NANHI KALI, K.C. MAHINDRA EDUCATION TRUST	EDUCATION TRUST	STRAWBERRYFROG, New York	USA
DULUX WALLS	AKZO NOBEL	DULUX	EURO RSCG LONDON	UNITED KINGDOM
SHOW US YOUR PIZZA	DOMINO'S	DOMINO'S	CRISPIN PORTER + BOGUSKY, Boulder	USA
EDDING DIGITAL HIGHLIGHTER	EDDING INTERNATIONAL	DIGITAL HIGHLIGHTER	KEMPERTRAUTMANN, Hamburg	GERMANY
HURTS DON'T LET GO - AN INTERACTIVE AUDIO NOVEL ON SPOTIFY	RCA	HURTS "HAPPINESS"	SONY MUSIC ENTERTAINMENT UK CREATIVE, London	UNITED KINGDOM
CLAYNATION INTERVIEW	LAND ROVER	FREELANDER 2	RAINEY KELLY CAMPBELL ROALFE/Y&R, London	UNITED KINGDOM
WORLDS SMALLEST CHARACTER ANIMATION	NOKIA	NOKIA N8	AARDMAN ANIMATIONS, Bristol	UNITED KINGDOM
HIDDEN HEROES	HI-CONE	MULTIPACK	GRIMM GALLUN HOLTAPPELS, Hamburg	GERMANY
LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS, Gothenburg	SWEDEN
BREW BY FEEL	CARLTON UNITED BREWERIES	CASCADE BREWERY	DROGA5 SYDNEY	AUSTRALIA

DIESEL ISLAND	DIESEL	DIESEL APPAREL	STINK DIGITAL, London	UNITED KINGDOM
A GIRL STORY	NANHI KALI, K.C. MAHINDRA EDUCATION TRUST	EDUCATION FOR YOUNG GIRLS	STRAWBERRYFROG, New York	USA
TRAINING CLUB	NIKE	NIKE WOMEN	AKQA, London	UNITED KINGDOM
AIRWALK IPUS	AIRWALK	FOOTWEAR	Y&R, New York	USA
SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWA LONDON	UNITED KINGDOM
MAC & JINX	KRAFT	KRAFT MAC & CHEESE	CRISPIN PORTER + BOGUSKY, Boulder	USA
SCHOOL LAND	UNICEF	UNICEF	JWT, Madrid	SPAIN
OWN VOICE	NOKIA	OVI MAPS	WIEDEN+KENNEDY, London	UNITED KINGDOM
SOCIAL MEDIA HELL	R/GA	GAME	R/GA, New York	USA
THE CANVAS EXPERIMENT	CONVERSE EMEA	CONVERSE SHOES	PERFECT FOOLS, Stockholm	SWEDEN
YAHOO! BUS STOP DERBY	YAHOO!	YAHOO!	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
DARTH VADER	TOMTOM	NAVIGATION VOICES	POOL WORLDWIDE, Amsterdam	THE NETHERLANDS
LIQUID MOUNTAINEERING	HI-TEC	WATERPROOF SHOES	CCCP, Amsterdam	THE NETHERLANDS
PANYEE FC	TMB BANK	CORPORATE BRANDING	THE LEO BURNETT GROUP THAILAND, Bangkok	THAILAND
DON'T TELL ASHTON	BERGHS SCHOOL OF COMMUNICATION	INTERACTIVE COMMUNICATION PROGRAM	BERGHS SCHOOL OF COMMUNICATION, Stockholm	SWEDEN
LUCKY LINE	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
LUCKY COUNTER	UNIQLO	CLOTHING	DENTSU, Tokyo	JAPAN
THE SOCIAL INTERVIEW	R/GA	THE SOCIAL INTERVIEW	R/GA, New York	USA
YOUR MOM HATES DEAD SPACE 2	ELECTRONIC ARTS	DEAD SPACE 2	DRAFTFCB, San Francisco	USA
SAVE AS WWF	WWF DEUTSCHLAND	WWF	JUNG von MATT, Hamburg	GERMANY