



2009 One Show Interactive - Finalists

CATEGORY	CLIENT	ENTRY TITLE	AGENCY	CITY	COUNTRY
01A: Single - Banners - Fixed Space	RFSU (The Swedish Association for Sexuality Education)	Take the pussy poll	≈Akestam Holst	Stockholm	Sweden
01A: Single - Banners - Fixed Space	RFSU (The Swedish Association for Sexuality Education)	Do you privet your hedge?	≈Akestam Holst	Stockholm	Sweden
01A: Single - Banners - Fixed Space	Playground Outdoor Equipment Stores	The Playground Barometer.	≈Akestam Holst	Stockholm	Sweden
01A: Single - Banners - Fixed Space	Nike	Baby, It's Cold Outside	Agency.com	New York	United States
01A: Single - Banners - Fixed Space	MINI Malaysia	Speed Camera - MINI Cooper S	BBDO/Proximity Malaysia	Kuala Lumpur	Malaysia
01A: Single - Banners - Fixed Space	Mercedes-Benz	Let's Talk	Clemenger BBDO	Melbourne	Australia
01A: Single - Banners - Fixed Space	New Zealand Transport Agency	Distracted Drivers	Clemenger BBDO	Wellington	New Zealand
01A: Single - Banners - Fixed Space	The Alliance For Climate Protection	Reality 404	Crispin Porter + Bogusky	Boulder	United States
01A: Single - Banners - Fixed Space	Posten	SMS advice of delivery service	Daddy	Goteborg	Sweden
01A: Single - Banners - Fixed Space	Sveriges Radio	The Radio Matchmaker	Forsman & Bodenfors	Goteborg	Sweden
01A: Single - Banners - Fixed Space	Kellogg Company Mexico	Digestion	Leo Burnett Mexico	Mexico City	Mexico
01A: Single - Banners - Fixed Space	IBM	Idea	Ogilvy	New York	United States
01A: Single - Banners - Fixed Space	TVNZ	Stealth Banner	Saatchi & Saatchi	Auckland	New Zealand
01A: Single - Banners - Fixed Space	Apple	Emergency Refresh	TBWA/Media Arts Lab	Los Angeles	United States
01A: Single - Banners - Fixed Space	Apple	Editorial	TBWA/Media Arts Lab	Los Angeles	United States
01B: Campaign - Banners - Fixed Space	Domino's Pizza	Cheerleader Banners	Crispin Porter + Bogusky	Boulder	United States
01B: Campaign - Banners - Fixed Space	Microsoft	Office for Mac Banners	Firstborn	New York	United States
01B: Campaign - Banners - Fixed Space	Emirates	Exaggerate	Lean Mean Fighting Machine	London	United Kingdom
01B: Campaign - Banners - Fixed Space	John Lewis	Clues	Low	London	United Kingdom
01B: Campaign - Banners - Fixed Space	GlaxoSmithKline / Panadol	Clear Your Head	MEMAC Ogilvy	Dubai	United Arab Emirates
02A: Single - Banners - Dynamic	Burger King	Collapse Banner	Crispin Porter + Bogusky	Boulder	United States
02A: Single - Banners - Dynamic	Kinsa	Coupon	DDB Canada	Vancouver	Canada
02A: Single - Banners - Dynamic	Japan Advertising Council	Cube	Dentsu	Tokyo	Japan
02A: Single - Banners - Dynamic	Chrysler Deutschland	Jeep Cherokee "Nature"	Elephant Seven	Berlin	Germany
02A: Single - Banners - Dynamic	Nintendo	Wario Land Shake It!	Goodby, Silverstein & Partners	San Francisco	United States
02A: Single - Banners - Dynamic	13th Street	Horror Non-stop	Jung von Matt	Hamburg	Germany
02A: Single - Banners - Dynamic	Flytoget	Speed	Kitchen Leo Burnett	Oslo	Norway
02A: Single - Banners - Dynamic	Pepsi	Pepsi Dear Mr. President Text Banner	R/GA	New York	United States
02A: Single - Banners - Dynamic	Toyota Canada	Snowy Road	Saatchi	Toronto	Canada
02A: Single - Banners - Dynamic	Apple	Funnest	TBWA/Media Arts Lab	Los Angeles	United States
02B: Campaign - Banners - Dynamic	Axion	Axion Banner Concerts	Boondoggle	Leuven	Belgium
02B: Campaign - Banners - Dynamic	Singapore Telecommunications	Every Angle, Every Side	Interuptive Communications	Singapore	Singapore
02B: Campaign - Banners - Dynamic	Luxor Highlighters	Luxor Highlighters- Innovation	Leo Burnett India	Mumbai	India
02B: Campaign - Banners - Dynamic	Foster's	Virtual Shadow Mapping	Play	London	United Kingdom
02B: Campaign - Banners - Dynamic	Callmobile	No Flash	Serviceplan	Munich	Germany
02B: Campaign - Banners - Dynamic	Conagra Foods	Spicy Side Banners	Venables Bell and Partners	San Francisco	United States
02B: Campaign - Banners - Dynamic	EA	Battlefield Bad Company	Wieden + Kennedy	Amsterdam	Netherlands
03A: Microsites - Corporate Image	Volkswagen	Volkswagen 2028	argonauten G2	Berlin	Germany
03A: Microsites - Corporate Image	Unilever	AXE 100 Girls	BBH	New York	United States
03A: Microsites - Corporate Image	Adobe	Adobe MAX Branding 2008	Big Spaceship	Brooklyn	United States
03A: Microsites - Corporate Image	NAB	NAB Community	Clemenger BBDO	Melbourne	Australia
03A: Microsites - Corporate Image	NVIDIA	Nvidia Website	Cutwater	San Francisco	United States
03A: Microsites - Corporate Image	Heinz	Talk To The Plant	Daddy	Goteborg	Sweden
03A: Microsites - Corporate Image	Intel	Crazy Run	DDB Brasil	Sao Paulo	Brazil
03A: Microsites - Corporate Image	Canon Marketing Malaysia	Canon Goes Green	Dentsu	Kuala Lumpur	Malaysia
03A: Microsites - Corporate Image	Cheestings	MR STRINGS	Fallon London	London	United Kingdom
03A: Microsites - Corporate Image	National Grid	National Grid Floe	Firstborn	New York	United States
03A: Microsites - Corporate Image	IKEA	Come into the closet. Let's Dance	Forsman & Bodenfors	Gothenburg	Sweden
03A: Microsites - Corporate Image	Wasa	Sandwich	Forsman & Bodenfors	Gothenburg	Sweden
03A: Microsites - Corporate Image	Absolut	In an Absolut World	Great Works	Stockholm	Sweden
03A: Microsites - Corporate Image	Itau	I can bank it	Gringo	Sao Paulo	Brazil
03A: Microsites - Corporate Image	HAKUHODO/Hakuhodo DY media partners	Recruit 2009	HAKUHODO i-studio	Tokyo	Japan
03A: Microsites - Corporate Image	MINI	MINI Space	KREATIVEKONZEPTION*001	Berlin	Germany
03A: Microsites - Corporate Image	United States Army	A World Like No Other	MRM Worldwide	New York	United States
03A: Microsites - Corporate Image	adidas	adidas Y-3 Lightbox	Neue Digitale / Razorfish	Frankfurt am Main	Germany
03A: Microsites - Corporate Image	Audi Japan	Questioning Man	Ogilvy & Mather Japan	Tokyo	Japan
03A: Microsites - Corporate Image	Columbus College of Art and Design	Joseph Canzani Microsite	Ologie	Columbus	United States
03A: Microsites - Corporate Image	Nike	Nike Basketball Anthem	R/GA	New York	United States
03A: Microsites - Corporate Image	JCPenney	Rock Your Look	Saatchi and Saatchi	New York	United States
03A: Microsites - Corporate Image	Coca-Cola	Coca-Cola Xmas 2008 - Christmas Lights	Scholz & Volkmer GmbH	Wiesbaden	Germany
03B: Microsites - Product-Specific Subsites	SMART	The Truth About Smart	Agency Republic	London	United Kingdom
03B: Microsites - Product-Specific Subsites	Unilever Japan	AXE Wake up service	Bascule Inc.	Tokyo	Japan
03B: Microsites - Product-Specific Subsites	Unilever Japan	AXE Chocoman Hunter	Bascule Inc.	Tokyo	Japan
03B: Microsites - Product-Specific Subsites	Epson	Discover Your Epsontality	Big Spaceship	Brooklyn	United States
03B: Microsites - Product-Specific Subsites	Sony Pictures	Underworld: Rise of the Lycans	Big Spaceship	Brooklyn	United States

03B: Microsites - Product-Specific Subsites	Atmosphere/Rhymersayers	Paint that shit gold	Colle + McVoy	Minneapolis	United States
03B: Microsites - Product-Specific Subsites	Volkswagen	Routan BabyMaker3000	Crispin Porter + Bogusky	Boulder	United States
03B: Microsites - Product-Specific Subsites	Mercedes-Benz Japan	play>smart	DENTSU	Tokyo	Japan
03B: Microsites - Product-Specific Subsites	UNIQLO	UNIQLO TRY	Dentsu	Tokyo	Japan
03B: Microsites - Product-Specific Subsites	Nokia	The Unloader	Farfar	Stockholm	Sweden
03B: Microsites - Product-Specific Subsites	Tele2	Beatbox	Forsman & Bodenfors	Gothenburg	Sweden
03B: Microsites - Product-Specific Subsites	Doritos	Hotel 626	Goodby, Silverstein & Partners	San Francisco	United States
03B: Microsites - Product-Specific Subsites	Hyundai	Hyundai Genesis	Goodby, Silverstein & Partners	San Francisco	United States
03B: Microsites - Product-Specific Subsites	Sprint	Sprint NOW widget	Goodby, Silverstein & Partners	San Francisco	United States
03B: Microsites - Product-Specific Subsites	IKEA	Discover Your Kitchen from Z to A	Grimm Gallun Holtappels	Hamburg	Germany
03B: Microsites - Product-Specific Subsites	Absolut Vodka	Absolut Mango	Gringo	Sao Paulo	Brazil
03B: Microsites - Product-Specific Subsites	KAGOME	Smile Link	Hakuhodo	Tokyo	Japan
03B: Microsites - Product-Specific Subsites	ICA	The Eco Dance	KING	Stockholm	Sweden
03B: Microsites - Product-Specific Subsites	Tostitos	NOLAF	Mekanism	San Francisco	United States
03B: Microsites - Product-Specific Subsites	AMCTV	BreakingBad.com	mono	Minneapolis	United States
03B: Microsites - Product-Specific Subsites	Coca-Cola Germany	Coke Zero Game	North Kingdom	Skelleftea	Sweden
03B: Microsites - Product-Specific Subsites	Foster's	Ride the Scuba	Play	London	United Kingdom
03B: Microsites - Product-Specific Subsites	UNIQLO	DRY IN MOTION	Projector inc.	Tokyo	Japan
03B: Microsites - Product-Specific Subsites	Nike	Nike SPARQ	R/GA	New York	United States
03C: Microsites - Campaigns	goo	Funny Japanese Names in the World	Dentsu	Tokyo	Japan
03C: Microsites - Campaigns	UNIQLO	UNIQLO MARCH	GT	Tokyo	Japan
03C: Microsites - Campaigns	Sagami Rubber Industries	Love Distance	GT	Tokyo	Japan
03C: Microsites - Campaigns	Emirates	The Exposure of Tom King	Lean Mean Fighting Machine	London	United Kingdom
03C: Microsites - Campaigns	Samsung	The Photographic Adventures of Nick Turpin	Lean Mean Fighting Machine	London	United Kingdom
03C: Microsites - Campaigns	CORTEO	UNIQLO MEETS CORTEO	Projector	Tokyo	Japan
04A: Websites - Corporate Image	adidas	Hello! Runners Map	777interactive	Tokyo	Japan
04A: Websites - Corporate Image	Bethesda Softworks	Fallout 3 PrepareForTheFuture.com	AKQA	Washington, DC	United States
04A: Websites - Corporate Image	Nike	Nike Lab	AKQA	San Francisco	United States
04A: Websites - Corporate Image	amana	amanagroup	amana	Tokyo	Japan
04A: Websites - Corporate Image	NVIDIA	Nvidia Speak Visual site	Cutwater	San Francisco	United States
04A: Websites - Corporate Image	Anheuser-Busch	Bud Light Birthday	DDB	Chicago	United States
04A: Websites - Corporate Image	Doctors without Borders	Seconds	Dinamo	Lysaker	Norway
04A: Websites - Corporate Image	The Atlantic	Think. Again.	Euro RSCG	New York	United States
04A: Websites - Corporate Image	Diesel	Diesel.com	Farfar	Stockholm	Sweden
04A: Websites - Corporate Image	California Milk Processor Board	GotMilk.com	Goodby, Silverstein & Partners	San Francisco	United States
04A: Websites - Corporate Image	Level Vodka	Rethinking Vodka	Great Works	Stockholm	Sweden
04A: Websites - Corporate Image	Absolut	ABSOLUT.COM	Great Works	Stockholm	Sweden
04A: Websites - Corporate Image	Lumina Live!	Lumina Live!	Kilo Studio	Singapore	Singapore
04A: Websites - Corporate Image	Sour Sally Frozen Yogurt	Hello Sour Sally	Kinetic	Singapore	Singapore
04A: Websites - Corporate Image	Nike	Nike Basketball Signature Moves	R/GA	New York	United States
04A: Websites - Corporate Image	The Coca Cola Company	Happiness Factory	Sapient Interactive	Palmetto Bay	United States
04A: Websites - Corporate Image	Lowe's	Sunnyville	Tribal DDB	Chicago	United States
04B: Websites - E-Commerce	Domino's Pizza	Domino's TiVo	Crispin Porter + Bogusky	Boulder	United States
04B: Websites - E-Commerce	Tele2	Born to be cheap	Forsman & Bodenfors	Gothenburg	Sweden
04B: Websites - E-Commerce	Sound Advice	Sound Advice Project	Ground Zero	Los Angeles	United States
04B: Websites - E-Commerce	Teroforma	Teroforma	Poke New York	New York	United States
04B: Websites - E-Commerce	Nike	NIKEID	R/GA	New York	United States
04B: Websites - E-Commerce	Morgans Hotel Group	Morgans Hotel Group	ZAAZ	Seattle	United States
04C: Websites - Community-driven and social networking	Posten (The Swedish Post Office)	Stefan the Swopper	≈Akestam Holst	Stockholm	Sweden
04C: Websites - Community-driven and social networking	Pepsi	Airband	AlmapBBDO	Sao Paulo	Brazil
04C: Websites - Community-driven and social networking	Heinz	Talk To The Plant	Daddy	Goteborg	Sweden
04C: Websites - Community-driven and social networking	Nintendo	Mario Super Sluggers	Goodby, Silverstein & Partners	San Francisco	United States
04C: Websites - Community-driven and social networking	Allstate	YourPlayground.org	Leo Burnett	Chicago	United States
04C: Websites - Community-driven and social networking	Herman Miller	Thoughtpile	mono	Minneapolis	United States
04C: Websites - Community-driven and social networking	Nike	Nike Basketball Ballers Network	R/GA	New York	United States
04C: Websites - Community-driven and social networking	Red Bull	CAN you make it!?	Red Urban	Unterhaching	Germany
04C: Websites - Community-driven and social networking	Dipdive	Hope.Act.Change.	Syrup	New York	United States
04D: Websites - Blogs	AgencyNet	ANidea	AgencyNet	Fort Lauderdale	United States
04D: Websites - Blogs	LEGO	Go Miniman Go!	Pereira & O'Dell	San Francisco	United States
05A: Brand Gaming - Online	Greenpeace	Weather	AlmapBBDO	Sao Paulo	Brazil
05A: Brand Gaming - Online	Sony Pictures	James Bond: Quantum of Solace Multiplayer Game	Big Spaceship	Brooklyn	United States
05A: Brand Gaming - Online	Sega	Pony Heart Quest	Clemenger BBDO	Sydney	Australia
05A: Brand Gaming - Online	Coke Zero	Rooftop Racer	Crispin Porter + Bogusky	Boulder	United States
05A: Brand Gaming - Online	Unilever	AXE Wheel of Temptation	Deasign	Stockholm	Sweden
05A: Brand Gaming - Online	Sony Computer Entertainment	The Last Guy Everywhere	Dentsu	Tokyo	Japan
05A: Brand Gaming - Online	Nissin Food Products	Noodle on Noodle-Aim for space-	Dentsu/Dentsu Razorfish	Tokyo	Japan
05A: Brand Gaming - Online	Johnson Controls	Ingenuity Online Games	Fallon Worldwide	Minneapolis	United States
05A: Brand Gaming - Online	Doritos	Hotel 626	Goodby, Silverstein & Partners	San Francisco	United States
05A: Brand Gaming - Online	MTV	MTV Backchannel	MTV Networks	New York	United States
05A: Brand Gaming - Online	Foster's	Ride the Scuba	Play	London	United Kingdom
05A: Brand Gaming - Online	Adobe	Adobe - Real or Fake?	Traction	San Francisco	United States
05B: Brand Gaming - Offline	Volkswagen	The VW Challenge	DDB	Hong Kong	Hong Kong

05B: Brand Gaming - Offline	msnbc.com	NewsArcade	SS+K	New York	United States
05C: Brand Gaming - Mobile	Audi	A4 Driving Challenge iPhone Game	Factory Design Labs	Denver	United States
06A: Branded Applications - Web	WOWOW	12 Cams, Create Your Rainbow	Bascule	Tokyo	Japan
06A: Branded Applications - Web	Burger King	Have It Your Way '08 (Poll-a-izer)	Crispin Porter + Bogusky	Boulder	United States
06A: Branded Applications - Web	Burger King	Whopper Sacrifice	Crispin Porter + Bogusky	Boulder	United States
06A: Branded Applications - Web	PetaBit	Blog Ground Music	Daiko	Osaka	Japan
06A: Branded Applications - Web	Intel	Crazy Run	DDB Brasil	Sao Paulo	Brazil
06A: Branded Applications - Web	Volvo	RUSH - An Interactive Adventure	Euro RSCG 4D Amsterdam	Amsterdam	Netherlands
06A: Branded Applications - Web	Sveriges Radio	The Radio Matchmaker	Forsman & Bodenfors	Gothenburg	Sweden
06A: Branded Applications - Web	Spring Valley	Sensibles	GPY&R	Melbourne	Australia
06A: Branded Applications - Web	Nike	Nike Football Head2Head	R/GA	New York	United States
06A: Branded Applications - Web	msnbc.com	Spectra Visual Newsreader	SS+K	New York City	United States
06B: Branded Applications - Desktop	DDB	Save paper Save Trees	DDB	Berlin	Germany
06B: Branded Applications - Desktop	Biorn Borg	In action	Farfar	Stockholm	Sweden
06B: Branded Applications - Desktop	Svenska Spel	Euro2008 Undercover	Forsman & Bodenfors	Gothenburg	Sweden
06B: Branded Applications - Desktop	Santec	Screenguard	Serviceplan	Munich	Germany
06C: Branded Applications - Mobile	Sony Ericsson	Find It	Dare	London	United Kingdom
06C: Branded Applications - Mobile	Wisconsin Cheese	Cheese Cupid	Shine Advertising	Madison	United States
07A: Mobile - Single	Nike	NIKE PHOTOiD	AKQA	London	United Kingdom
07A: Mobile - Single	Amf Pension	Mms	Forsman & Bodenfors	Gothenburg	Sweden
07A: Mobile - Single	Coca-Cola Europe	Fanta More Play - Augmented Reality Tennis	The Hyperfactory	Auckland	New Zealand
07B: Mobile - Campaign	Sony Music Associated Records Inc.	Pair Movie "SUNAO NI NARETARA"	Dentsu	Tokyo	Japan
07B: Mobile - Campaign	myToys.de	The LEGO Codes	Lukas Lindemann Rosinski	Hamburg	Germany
07B: Mobile - Campaign	United Nations	UN Voices Project	Saatchi & Saatchi	Sydney	Australia
08A: E-mail Marketing - Single	Ojus Medical Institute	Be Aware	G2 Direct & Digital	Mumbai	India
08A: E-mail Marketing - Single	Audi	E-Mail Large window	Philipp und Keuntje	Hamburg	Germany
09A: Online Branded Content - Single	Burger King	Seth MacFarlane	Crispin Porter + Bogusky	Boulder	United States
09A: Online Branded Content - Single	Burger King	Whopper Virgins	Crispin Porter + Bogusky	Boulder	United States
09A: Online Branded Content - Single	Activision	Bike Hero	Droga5	New York	United States
09A: Online Branded Content - Single	Jewish Council for Education & Reseach	The Great Schlep	Droga5	New York	United States
09A: Online Branded Content - Single	Diesel	Pete the meat puppet	Farfar	Stockholm	Sweden
09A: Online Branded Content - Single	Nintendo	Wario Land Shake It!	Goodby, Silverstein & Partners	San Francisco	United States
09A: Online Branded Content - Single	Penquin Books	13 Reasons Why	Grey Worldwide	New York	United States
09A: Online Branded Content - Single	Etrade	Etrade Outtakes	Grey Worldwide	New York	United States
09A: Online Branded Content - Single	Nokia	Bruce Lee -Pingpong	JWT	Beijing	China
09A: Online Branded Content - Single	Nokia	Bruce Lee -Phone	JWT	Beijing	China
09A: Online Branded Content - Single	Nokia	Bruce Lee -Match	JWT	Beijing	China
09A: Online Branded Content - Single	adidas Originals	Left/Right Project	180LA	Santa Monica	United States
09A: Online Branded Content - Single	Sobe Life Water	Thrillicious: The Taste Of Times Square	Mekanism	San Francisco	United States
09A: Online Branded Content - Single	Chocolat Frey	The Unicorn	Publicis Zurich	Zurich	Switzerland
09A: Online Branded Content - Single	Nike	Paparazzi Escape	R/GA	New York	United States
09A: Online Branded Content - Single	Luke Buda	Special Surprise	Resn	Wellington	New Zealand
09A: Online Branded Content - Single	Nike	Business LeBron and Nicole Scherzinger	Wieden+Kennedy	Portland	United States
09B: Online Branded Content - Campaign	Sega	Offset the Evil	Clemenger BBDO	Sydney	Australia
09B: Online Branded Content - Campaign	Audi	Meet the Beckers	Factory Design Labs	Denver	United States
09B: Online Branded Content - Campaign	Pangea Day	Anthems	Johannes Leonardo	New York	United States
09B: Online Branded Content - Campaign	LEGO	Go Miniman Go!	Pereira & O'Dell	San Francisco	United States
09B: Online Branded Content - Campaign	Nike	Nike Basketball Signature Moves	R/GA	New York	United States
09B: Online Branded Content - Campaign	Nike	Nike SPARQ	R/GA	New York	United States
09B: Online Branded Content - Campaign	adidas Originals	adidas Originals	Sid Lee	Montreal	Canada
09B: Online Branded Content - Campaign	Nokia	Somebody Else's Phone	Wieden + Kennedy	London	United Kingdom
10A: New Media Innovation & Development - Single or Campaign	Fiat	eco:Drive	AKQA	London	United Kingdom
10A: New Media Innovation & Development - Single or Campaign	Nike	Bootcamp	AKQA	London	United Kingdom
10A: New Media Innovation & Development - Single or Campaign	McDonald's	The Lost Ring	AKQA	San Francisco	United States
10A: New Media Innovation & Development - Single or Campaign	Sony Ericsson	Find It	Dare	London	United Kingdom
10A: New Media Innovation & Development - Single or Campaign	New York City Department of Education	Million	Droga5	New York	United States
10A: New Media Innovation & Development - Single or Campaign	Samsung Canada	Samsung's Follow your INSTINCT	Fjord Interactive	Toronto	Canada
10A: New Media Innovation & Development - Single or Campaign	Absolut	In an Absolut World	Great Works	Stockholm	Sweden
10A: New Media Innovation & Development - Single or Campaign	SIXT	WiFi	Jung von Matt	Hamburg	Germany
10A: New Media Innovation & Development - Single or Campaign	Sixt Car Rental	Animated URL	Jung von Matt	Stuttgart	Germany
10A: New Media Innovation & Development - Single or Campaign	non-client work	Ten Thousand Cents	Kawashima and Koblin	San Francisco	United States
10A: New Media Innovation & Development - Single or Campaign	Germanwings	Wi-Fi Advertising	Lukas Lindemann Rosinski	Hamburg	Germany
10A: New Media Innovation & Development - Single or Campaign	Orange	Balloonacy	POKE	London	United Kingdom
11A: Other Interactive Digital Media - Single or Campaign	Nike	Paula Chasing	AKQA	London	United Kingdom
11A: Other Interactive Digital Media - Single or Campaign	San Francisco Zoo	Critter Quest	BBDO West	San Francisco	United States
11A: Other Interactive Digital Media - Single or Campaign	NYC & Company	Ultimate Local	BBH	New York	United States
11A: Other Interactive Digital Media - Single or Campaign	New Zealand Book Council	Read A Book At Work	Colenso BBDO	Auckland	New Zealand
11A: Other Interactive Digital Media - Single or Campaign	Tourism Queensland	The Best Job in the World	CumminsNitro	South Brisbane	Australia
11A: Other Interactive Digital Media - Single or Campaign	Telia Sonera	Our Song	Daddy	Goteborg	Sweden
11A: Other Interactive Digital Media - Single or Campaign	SHUEISHA	Jumpland	Dentsu	Tokyo	Japan
11A: Other Interactive Digital Media - Single or Campaign	Travelers	Shadow Golf Wall	Fallon Worldwide	Minneapolis	United States
11A: Other Interactive Digital Media - Single or Campaign	Sony Marketing	Eō Interactive Mega Gallery	GT	Tokyo	Japan

11A: Other Interactive Digital Media - Single or Campaign	Samsung Mobile	Mix & Mash	Make Studios	Singapore	Singapore
11A: Other Interactive Digital Media - Single or Campaign	(RED)Wire	Jay-Z "Brooklyn (Go Hard)"	Modernista!	Boston	United States
11A: Other Interactive Digital Media - Single or Campaign	Jameson	If Walls Could Talk	TBWA\Chiat\Day	New York	United States
12A: Integrated Branding - Interactive Only	RFSU (The Swedish Association for Sexuality Education)	Miss Fiffi Campaign	≈Akestam Holst	Stockholm	Sweden
12A: Integrated Branding - Interactive Only	Warner Bros Worldwide Marketing	Why So Serious? The Dark Knight ARG	42 Entertainment	Pasadena	United States
12A: Integrated Branding - Interactive Only	Doritos	You Make it We Play It	Abbott Mead Vickers BBDO	London	United Kingdom
12A: Integrated Branding - Interactive Only	Intel K.K.	GASSAKU	DENTSU	Tokyo	Japan
12A: Integrated Branding - Interactive Only	Jewish Council for Education & Reseach	The Great Schlep	Droga5	New York	United States
12A: Integrated Branding - Interactive Only	California Milk Processor Board	Milk White Gold Interactive Campaign	Goodby, Silverstein & Partners	San Francisco	United States
12A: Integrated Branding - Interactive Only	BMW	The Ramp	GSD&M Idea City	Austin	United States
12A: Integrated Branding - Interactive Only	adidas	adidas - Sports Nation Online Campaign	Ogilvy & Mather (180/TBWA)	Shanghai	China
12A: Integrated Branding - Interactive Only	Nokia	Nokia viNe	R/GA	New York	United States
12A: Integrated Branding - Interactive Only	Old Spice	Swaggerize Me	Wieden+Kennedy	Portland	United States
12B: Integrated Branding - Interactive and Non-Interactive	Nike	Next Level	72andSunny	Los Angeles	United States
12B: Integrated Branding - Interactive and Non-Interactive	The Yellow Pages Group	Yellow Treehouse	Aim Proximity	Auckland	New Zealand
12B: Integrated Branding - Interactive and Non-Interactive	Xbox	Gears of War	AKQA	San Francisco	United States
12B: Integrated Branding - Interactive and Non-Interactive	Lion Nathan Australia	TED 696 Project	BMF	Pyrmont	Australia
12B: Integrated Branding - Interactive and Non-Interactive	Burger King	Flame	Crispin Porter + Bogusky	Boulder	United States
12B: Integrated Branding - Interactive and Non-Interactive	Burger King	Whopper Virgins	Crispin Porter + Bogusky	Boulder	United States
12B: Integrated Branding - Interactive and Non-Interactive	Microsoft	Real "PC"	Crispin Porter + Bogusky	Boulder	United States
12B: Integrated Branding - Interactive and Non-Interactive	Volkswagen of America	Jetta TDI Cup	Crispin Porter + Bogusky	Boulder	United States
12B: Integrated Branding - Interactive and Non-Interactive	Volkswagen of America	Routan Boom	Crispin Porter + Bogusky	Boulder	United States
12B: Integrated Branding - Interactive and Non-Interactive	Volkswagen of America	VW Das Auto/What The People Want - Max Rollout	Crispin Porter + Bogusky	Boulder	United States
12B: Integrated Branding - Interactive and Non-Interactive	Shiseido	Peace Mirror	Hakuhodo Kettle	Tokyo	Japan
12B: Integrated Branding - Interactive and Non-Interactive	Debeers	Unbreakable Kiss Campaign	JWT	New York	United States
12B: Integrated Branding - Interactive and Non-Interactive	Pampero Rum	World's First Ephemeral Museum	Leo Burnett	Lisbon	Portugal
12B: Integrated Branding - Interactive and Non-Interactive	Nike	Nike+ Human Race	R/GA	New York	United States
12B: Integrated Branding - Interactive and Non-Interactive	adidas Originals	adidas 60 Years of Soles and Stripes	Sid Lee	Montreal	Canada
12B: Integrated Branding - Interactive and Non-Interactive	Nokia	Music Almighty	Wieden + Kennedy	London	United Kingdom
13A: Self-promotion - Websites	BOW	BOW cARd	boctok	Tokyo	Japan
13A: Self-promotion - Websites	Cliff Freeman & Partners	Cliff Freeman Website	Cliff Freeman & Partners	New York	United States
13A: Self-promotion - Websites	Volvo	Design your own eco-car	Forsman & Bodenfors	Gothenburg	Sweden
13A: Self-promotion - Websites	Forsman & Bodenfors	Forsman & Bodenfors	Forsman & Bodenfors	Gothenburg	Sweden
13A: Self-promotion - Websites	Gringo	Swear Words Dictionary	Gringo	Sao Paulo	Brazil
13A: Self-promotion - Websites	Grow Interactive	Thank Your begins with a T.	Grow Interactive	Norfolk	United States
13A: Self-promotion - Websites	IF Interactive	Man/if /esto	IF Interactive	Petaling Jaya	Malaysia
13A: Self-promotion - Websites	U Le Chang	U Le Chang (The Playground)	Kilo Studio	Singapore	Singapore
13A: Self-promotion - Websites	Modernista!	Modernista.com	Modernista!	Boston	United States
13A: Self-promotion - Websites	Scholz & Volkmer	S&V Harmonice Mundi	Scholz & Volkmer	Wiesbaden	Germany
13B: Self-promotion - Branded Content	AKQA	Happy Christmas from AKQA	AKQA	London	United Kingdom
13B: Self-promotion - Branded Content	Natsuki Matsuura & Rintarou Shimohama	HANBUNKO	Natsuki Matsuura	urayasu-shi	Japan
14A: Public Service - Banners - Fixed Space	New Zealand Transport Agency	Distracted Drivers	Clemenger BBDO	Wellington	New Zealand
14A: Public Service - Banners - Fixed Space	Amnesty International	Files 2	Contrapunto	Madrid	Spain
14B: Public Service - Banners - Dynamic	Barnardo's	Troubled Youth	BBH	London	United Kingdom
14C: Public Service - Microsites	The Carphone Warehouse	Forever Story	CHI&Partners	London	United Kingdom
14C: Public Service - Microsites	Canon	Planet Protector	Ogilvy Beijing	Beijing	China
14C: Public Service - Microsites	One Laptop per Child	One Laptop per Child Equation Microsite	TAXI	New York	United States
14D: Public Service - Websites	Colorado State Tobacco Education & Prevention	ownyourC 2.0	AgencyNet	Fort Lauderdale	United States
14D: Public Service - Websites	Greenpeace	Weather	AlmapBBDO	Sao Paulo	Brazil
14D: Public Service - Websites	Berliner Philharmoniker - Berlin Phil Media	Digital Concert Hall	argonauten G2	Berlin	Germany
14D: Public Service - Websites	Nike Foundation	The Girl Effect	Grow Interactive	Norfolk	United States
14D: Public Service - Websites	Commonwealth of Pennsylvania	Full Apologies	Neiman Group	Harrisburg	United States
14E: Public Service - Mobile	Sydney Dogs & Cats Home	Throw Us A Bone	Mark	Sydney	Australia
14F: Public Service - Email	Pro Asyl	Pro Asyl 60 Years of Human Rights	Ogilvy	Frankfurt	Germany
14G: Public Service - Online Branded Content	Madrid City Council / Energy Saving Campaign	The Light Pong Masters	Grey ESPANA	Madrid	Spain
14G: Public Service - Online Branded Content	War Child	Help Child Soliders	john st.	Toronto	Canada
14G: Public Service - Online Branded Content	Amnesty International	Crazy-Leader-Commercial	Scholz & Friends	Berlin	Germany
14G: Public Service - Online Branded Content	Amnesty International	Ebay Attack	Walker	Zurich	Switzerland