

ROMANIA**FILM LIONS**

Cat. No	Entry No	Title	Advertiser	Product	Agency
A13/093	01691	BEN	TOYOTA ROMANIA	LEXUS	SAATCHI & SAATCHI ROMANIA Bucharest
A19/039	00306	TRAIN	ESTE'N'EST	ANIM'EST ANIMATED FILM FESTIVAL	OGILVY & MATHER ROMANIA Bucharest
A28/031	01839	EARTHQUAKE	MULTIPLE SCLEROSIS SOCIETY ROMANIA	DONATION APPEAL	SAATCHI & SAATCHI ROMANIA Bucharest
Total	3				

PRESS LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A05/148	05333	SHARK	PROCTER & GAMBLE	ACE	GREY BUCHAREST
A05/149	05334	AVALANCHE	PROCTER & GAMBLE	ACE	GREY BUCHAREST
A07/083	04382	PULLOVER	RIELLO ROMANIA	BERETTA HEATING SYSTEM	PUBLICIS BUCHAREST
A07/084	04383	WAISTCOAT	RIELLO ROMANIA	BERETTA HEATING SYSTEM	PUBLICIS BUCHAREST
A10/062	02192	INSTANT RELIEF	BAYER	ASPIRIN PLUS C	GRAFFITI BBDO Bucharest / MEDIA DIRECTION Bucharest
A17/011	00522	LONGER DAY STREET	NESTLE PROFESSIONAL	CAFE NESCAFE	MERCURY 360 Bucharest
A17/012	00523	OFFICE	NESTLE PROFESSIONAL	CAFE NESCAFE	MERCURY 360 Bucharest
A19/073	01178	MICHAEL	D.A.N.S.	DANCE SCHOOL	PROVOCATIVE Bucharest
A19/074	01179	MADONNA	D.A.N.S.	DANCE SCHOOL	PROVOCATIVE Bucharest
A26/036	01177	ENGLISH TRAP	FOLLOW ME	ENGLISH LANGUAGE SCHOOL	PROVOCATIVE Bucharest
A29/079	02291	SEVENTY	GREENPEACE	GREENPEACE	SAATCHI & SAATCHI ROMANIA Bucharest
A29/080	02292	THIRTY-EIGHT	GREENPEACE	GREENPEACE	SAATCHI & SAATCHI ROMANIA Bucharest

A29/081	02293	TWELVE	GREENPEACE	GREENPEACE	SAATCHI & SAATCHI ROMANIA Bucharest
B01/042	02290	ONCE	AGENTIA PROTOCOL SERVICII DECESE	STOICA FUNERAL SERVICES	SAATCHI & SAATCHI ROMANIA Bucharest
Total	14				

OUTDOOR LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A17/014	00695	YOU ARE HERE	TAROM	AIRLINE	OGILVY & MATHER ROMANIA Bucharest
A18/099	01756	QUESTION	GAUDEAMUS	INTERNATIONAL BOOK FAIR	GRAFFITI BBDO Bucharest
A19/059	01757	HEADBANGING POSTER	SBS BROADCASTING MEDIA	ROCK FM	GRAFFITI BBDO Bucharest
B02/169	04249	ONOMATOPOE IA	TERAPIA RANBAXY	PADUDEN PAIN RELIEF	TEMPO ADVERTISING Bucharest
B07/062	01659	WAISTCOAT	RIELLO ROMANIA	BERETTA HEATING SYSTEM	PUBLICIS BUCHAREST
B07/063	01660	PULLOVER	RIELLO ROMANIA	BERETTA HEATING SYSTEM	PUBLICIS BUCHAREST
B09/133	01994	SHUT IT DOWN WHEN YOU'RE DONE	ECOTIC	ENVIRONMENTAL AWARENESS	THE SECRET SERVICE Bucharest
C03/106	01658	THE FIRST GRAB MACHINE THAT ACTUALLY GIVES YOU A TOY	PHOENIXY	GUSTO SNACKS	PUBLICIS BUCHAREST
C03/136	02370	DRIFTING AWAY NORA MESH	HBO	DRAMA SERIES	PROPAGANDA CONSULT Bucharest
C03/137	02371	DRIFTING AWAY DIANA ROOF	HBO	DRAMA SERIES	PROPAGANDA CONSULT Bucharest
C04/102	02368	DRIFTING AWAY IURES	HBO	DRAMA SERIES	PROPAGANDA CONSULT Bucharest
C04/103	02369	DRIFTING AWAY NORA	HBO	DRAMA SERIES	PROPAGANDA CONSULT Bucharest

C05/072	02217	1000 CHILDREN	WORLD VISION	CHILDREN'S CHARITY	TEMPO ADVERTISING Bucharest
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Total	13				
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RADIO LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A07/064	01221	AH-HA	RANBAXY	PADUDEN PAIN RELIEF	TEMPO ADVERTISING Bucharest
A10/002	00072	GPS	SEAT	SEAT CUPRA	OGILVY & MATHER ROMANIA Bucharest
A10/036	00469	SHOUT	TOYOTA ROMANIA	LEXUS CT 200H	SAATCHI & SAATCHI ROMANIA Bucharest
A20/079	00710	IN TRAFFIC	BUCHAREST CITY POLICE	DRIVER SAFETY AWARENESS	PUBLICIS BUCHAREST
A20/080	00711	DRIVING	BUCHAREST CITY POLICE	DRIVER SAFETY AWARENESS	PUBLICIS BUCHAREST
Total	5				

CYBER LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency	URL
A14/020	00098	DON'T DRINK AND DRIVE!	ALEXANDRION GROUP ROMANIA	PUBLIC AWARENESS CAMPAIGN: DON'T DRINK AND DRIVE!	ZENERGY COMMUNICATION & DEVELOPING COMPANY Bucharest	http://www.dontdrinkanddrive.ro/index_en.html
C14/019	01334	HELP	ROMANIAN SOCIETY OF MULTIPLE SCLEROSIS	ROMANIAN SOCIETY OF MULTIPLE SCLEROSIS	SAATCHI & SAATCHI ROMANIA Bucharest / EPIDEMIC Bucharest	http://banner.gioco.ro
E01/061	00099	DON'T DRINK AND DRIVE!	ALEXANDRION GROUP	PUBLIC AWARENESS CAMPAIGN	ZENERGY COMMUNICATION & DEVELOPING COMPANY Bucharest	http://www.dontdrinkanddrive.ro/mobile-advertising
F02/204	01478	EARTHQUAKE	MULTIPLE SCLEROSIS SOCIETY ROMANIA	MULTIPLE SCLEROSIS SOCIETY ROMANIA	SAATCHI & SAATCHI ROMANIA Bucharest	http://www.youtube.com/watch?v=NG3xwmm5QfA&feature=player_embedded
Total	4					

DIRECT LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
B04/040	00604	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest
C01/021	00605	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest
C11/102	01299	YOUNGEST HIGHEST	ROMANIAN ALTITUDE MOUNTAIN SPORTS CLUB	EXPEDITION	WEBSTYLER Bucharest
C11/114	01489	1000 CHILDREN	WORLD VISION	CHARITY	TEMPO ADVERTISING Bucharest
Total	4				

MEDIA LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A03/038	01748	REPEATING PAGES	WALMARK	MEMOPLUS - MEMORY STIMULANT	TEMPO ADVERTISING Bucharest
A03/050	02000	WHERE'S A CAR THERE'S AN AD	HERTZ LEASE	OPERATIONAL LEASE	THE SECRET SERVICE Bucharest
A05/083	01413	THE MINI BILLBOARD BOOK JACKET	GAUDEAMUS	GAUDEAMUS INTERNATIONAL BOOK FAIR	GRAFFITI BBDO Bucharest
A05/116	01377	RECYCLED BUSINESS CARDS	CORTINA VERDE	NGO	SAATCHI & SAATCHI ROMANIA Bucharest
A05/118	01923	SLICED PAPER	TITAN	HAPIHAP TOAST	GREY BUCHAREST
A07/085	00881	THE WEDDING	VODAFONE	MOBILE BROADBAND	BV MCCANN ERICKSON Bucharest
A08/063	00565	IT'S 13, WHAT LUCK!	AVON COSMETICS ROMANIA	13 YEARS IN ROMANIA	STARCOM MEDIAVEST GROUP Bucharest
A08/105	01895	BRING TRUE FOOTBALL BACK	URSUS BREWERIES	TIMISOREANA BEER	WEBSTYLER Bucharest / GMP ADVERTISING Bucharest
A10/067	02365	1000 CHILDREN	WORLD VISION	WORLD VISION "DIRECT 2%"	TEMPO ADVERTISING Bucharest

A11/202	01896	BRING TRUE FOOTBALL BACK	URSUS BREWERIES	BEER	WEBSTYLER Bucharest / GMP ADVERTISING Bucharest
A13/073	00566	PROMISES CAMPAIGN	AVON COSMETICS	BREAST HEALTH CAMPAIGN	STARCOM MEDIAVEST GROUP Bucharest
A15/007	00271	COFFEE WORLD	NESTLÉ	NESCAFÉ	ZENITH MEDIA Bucharest
B01/013	00220	DISCOVER THE ACTIVIA WOMAN	DANONE	ACTIVIA YOGURT	MEC ROMANIA
B01/123	00882	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest
C05/021	00883	THE WEDDING	VODAFONE	MOBILE BROADBAND	BV MCCANN ERICKSON Bucharest
C10/026	00567	IT'S 13, WHAT LUCK!	AVON COSMETICS	13 YEARS IN ROMANIA	STARCOM MEDIAVEST GROUP Bucharest
C11/053	00568	PROMISES CAMPAIGN	AVON COSMETICS	BREAST HEALTH CAMPAIGN	STARCOM MEDIAVEST GROUP Bucharest
C11/056	02332	1000 CHILDREN	WORLD VISION	ABANDONED CHILDREN AWARENESS	TEMPO ADVERTISING Bucharest
Total	18				

PROMO & ACTIVATION LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A01/057	02196	SLICED PAPER	TITAN	HAPIHAP TOAST	GREY BUCHAREST
A05/023	00650	AMERICAN ROM	KANDIA DULCE	CHOCOLATE BAR	BV MCCANN ERICKSON Bucharest
A08/002	00119	YOU ARE HERE	TAROM	AIRLINE	OGILVYACTION ROMANIA Bucharest
A10/031	01327	BRING TRUE FOOTBALL BACK	URSUS BREWERIES	BEER	WEBSTYLER Bucharest
B01/037	00651	AMERICAN ROM	KANDIA DULCE	CHOCOLATE BAR	BV MCCANN ERICKSON Bucharest
Total	5				

TITANIUM AND INTEGRATED LIONS

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company
A01/153	00158	AMERICAN ROM	KANDIA DULCE	ROM	BV MCCANN ERICKSON Bucharest
Total	1				

DESIGN LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A02/039	00936	TRADITIONAL TABLECLOTHS	WRIGLEY	ORBIT BASELINE	GRAFFITI BBDO Bucharest
A04/066	00900	RECYCLED BUSINESS CARDS	CORTINA VERDE	CORTINA VERDE	SAATCHI & SAATCHI ROMANIA Bucharest
Total	2				

PR LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A01/025	00366	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest
A01/049	00553	MEGA SURPRISES WITH MEGA BUZZ	GUSTO PUFULETI	CORN SNACKS	THE PRACTICE Bucharest
A08/012	00367	VODAFONE: THE WEDDING	VODAFONE	MOBILE BROADBAND	BV MCCANN ERICKSON Bucharest
A09/037	00595	YOUNGEST HIGHEST	ROMANIAN ALTITUDE MOUNTAIN SPORTS CLUB	ALTITUDE MOUNTAIN SPORTS	WEBSTYLER Bucharest
A10/002	00033	TALENTS ON BOARD!	COCA-COLA ROMANIA	EMPLOYER BRANDING CAMPAIGN	IMAGE Romania
A10/034	00554	HAND OVER THE HELMET	CARPATCEMENT HOLDING	CEMENT	THE PRACTICE Bucharest

A12/003	00025	THE HUMANITARIAN LABYRINTH	THE EUROPEAN COMMISSION'S DEPARTMENT FOR HUMANITARIAN AID (ECHO)	HUMANITARIAN CRISES	GOLIN HARRIS Bucharest
A13/011	00544	CRAZY ABOUT COMPUTERS	TECHTEAM GLOBAL	IT OUTSOURCING SERVICES	THE PRACTICE Bucharest
A15/006	00266	LET'S DO IT, ROMANIA!	LET'S DO IT, ROMANIA!	ENVIRONMENTAL ACTION	LET'S DO IT, ROMANIA! Bucharest
B02/073	00555	THERE'S NO TIME LIKE THE FIRST TIME!	STARBUCKS	COFFEE	THE PRACTICE Bucharest
B02/074	00556	CHARGE YOUR BATTERIES WITH VARTA!	VARTA ROMANIA	BATTERIES	THE PRACTICE Bucharest
B03/050	00368	VODAFONE: THE WEDDING	VODAFONE	MOBILE BROADBAND	BV MCCANN ERICKSON Bucharest
B03/123	00575	BRING TRUE FOOTBALL BACK	URSUS BREWERIES	TIMISOREANA BEER	WEBSTYLER Bucharest / GMP ADVERTISING Bucharest
B05/027	00576	BRING TRUE FOOTBALL BACK	URSUS BREWERIES	TIMISOREANA BEER	WEBSTYLER Bucharest
B06/015	00369	AMERICAN ROM	KANDIA DULCE	SNACK	BV MCCANN ERICKSON Bucharest
B06/036	00557	MEGA SURPRISES WITH MEGA BUZZ	GUSTO PUFULETI	CORN SNACKS	THE PRACTICE Bucharest
Total	16				

FILM CRAFT LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A02/123	20706	EARTHQUAKE	MULTIPLE SCLEROSIS SOCIETY ROMANIA	MULTIPLE SCLEROSIS SOCIETY ROMANIA	SAATCHI & SAATCHI ROMANIA Bucharest
A08/029	20707	EARTHQUAKE	MULTIPLE SCLEROSIS SOCIETY ROMANIA	MULTIPLE SCLEROSIS SOCIETY ROMANIA	SAATCHI & SAATCHI ROMANIA Bucharest
Total	2				

CREATIVE EFFECTIVENESS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A01/042	00064	LITTLE VOICE, BIG SOUND	PHOENIX	GUSTO SNACKS	THE PRACTICE Bucharest
Total	1				
Grand Total		88			