

Medium	Award	Category	Company	Country	Brand Name of Product or	Title	Advertising Agency	Design Company
Digital Media / Craft/Technique	Gold Winner	Best Use of Animation/Motion Graphics	BBDO New York	UNITED STATES	HBO Voyeur		BBDO New York	
Digital Media / Craft/Technique	Gold Winner	Best Use of Animation/Motion Graphics	Farfar	SWEDEN	Nokia N-gage	Get Out and Play	Farfar	
Digital Media / Website	Silver Winner	Automotive	Agency Republic	UNITED KINGDOM	SMART	Truth about SMART	Agency Republic	
Digital Media / Website	Silver Winner	Automotive	DDB Germany	GERMANY	Volkswagen Golf GT Sport	The Chase Goes On	DDB Germany	
Digital Media / Website	Gold Winner	Automotive	Tribal DDB	CANADA	Subaru Forester	Sexy Subaru	Tribal DDB	
Digital Media / Craft/Technique	Gold Winner	Best Use of Interactivity	777interactive	JAPAN	Sony BRAVIA	Color Tokyo!	Hakuhodo Inc., Tokyo/Hakuhodo Kettle Inc.	777interactive
Digital Media / Craft/Technique	Gold Winner	Best Use of Interactivity	Crispin Porter + Bogusky	UNITED STATES	Burger King	Simpsons	Crispin Porter + Bogusky, Miami/Pitch, Los Angeles	
Digital Media / Craft/Technique	Gold Winner	Best Use of Interactivity	POKE	UNITED KINGDOM	Orange	Spot The Bull		POKE
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Innovation Online	AKQA	UNITED KINGDOM	NIKE PHOTOiD		AKQA	
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Innovation Online	Farfar	SWEDEN	Emotional Cities	Emotional Cities	Farfar & Erik Krikortz	
Digital Media / Craft/Technique	Silver Winner	Best Use of Sound Design/Music	Dentsu Inc.	JAPAN	Roots	Sing with Roots	Dentsu Inc.	TYO Interactive Design Inc.
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Interactive Banners	BBH	UNITED KINGDOM	Mentos	Jazz Club	BBH	
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Interactive Banners	Goodby, Silverstein & Partners	UNITED STATES	Adobe	Adobe Expando Banner	Goodby, Silverstein & Partners	
Digital Media / Website	Gold Winner	Business-to-Business	Grupo W	MEXICO	One Show Interactive	Showdown Interactive	Grupo W	Grupo W
Digital Media / Website	Gold Winner	Corporate Image	777interactive	JAPAN	Sony BRAVIA	Color Tokyo!	Hakuhodo Inc., Tokyo/Hakuhodo Kettle Inc.	777interactive

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Digital Media / Website	Silver Winner	Corporate Image	Farfar	SWEDEN	Bjorn Borg	Bjornborg.com	Farfar	
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Mobile Advertising	Basculc Inc.	JAPAN	AXE Deodorant	AXE WAKE-UP SERVICE INC.	Basculc Inc., Tokyo/BBH, Tokyo	Basculc Inc.
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Mobile Advertising	OgilvyOne worldwide	HONG KONG	Guinness	The GuinnessÆ Passport to Greatness	OgilvyOne Worldwide	
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Mobile Advertising	R/GA	UNITED STATES	Nike Zoom	Nike Zoom Mobile	R/GA	
Digital Media / Online (Advertising/Marketing and Branding)	Gold Winner	Online Branded Content	BBDO New York	UNITED STATES	HBO Voyeur		BBDO New York	
Digital Media / Website	Silver Winner	E-Commerce	Crispin Porter + Bogusky	UNITED STATES	Domino's Pizza	Pizza Tracker	Crispin Porter + Bogusky	
Digital Media / Online (Advertising/Marketing and Branding)	Gold Winner	Online Campaign	Abbott Mead Vickers BBDO	UNITED KINGDOM	Draught Guinness	Tipping Point	Abbott Mead Vickers BBDO	
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Online Campaign	Crispin Porter + Bogusky	UNITED STATES	Burger King	Whopper Freakout	Crispin Porter + Bogusky	
Digital Media / Website	Silver Winner	Electronics	MRM Worldwide	UNITED STATES	Nikon D40	Picturetown	MRM Worldwide	
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Online Film	Crispin Porter + Bogusky	UNITED STATES	Burger King	WhopperFreakout.com	Crispin Porter + Bogusky	
Digital Media / Website	Gold Winner	Entertainment	Fallon	UNITED STATES	Sci Fi Channel	Tin Man	Fallon	B-Reel
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Viral	Crispin Porter + Bogusky	UNITED STATES	Burger King	Whopper Freakout	Crispin Porter + Bogusky	
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Viral	Saatchi & Saatchi Los Angeles	UNITED STATES	Tacoma	Truck Summoner	Saatchi & Saatchi Los Angeles	

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Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Viral	Scholz & Friends Berlin	GERMANY	Amnesty International	Crazy-Leader-Commercial	Scholz & Friends Berlin	
Digital Media / Online (Advertising/Marketing and Branding)	Silver Winner	Weird Wonderful Work	777interactive	JAPAN	Sony BRAVIA	Color Tokyo!	Hakuhodo Inc., Tokyo/Hakuhodo Kettle Inc.	777interactive
Digital Media / Website	Gold Winner	Institutional	Farfar	SWEDEN	Emotional Cities	Emotional Cities	Farfar/Erik Krikortz	
Digital Media / Website	Grand Prize	Media Promotion	BBDO New York	UNITED STATES	HBO Voyeur		BBDO New York	
Digital Media / Website	Silver Winner	Online Games	Farfar	SWEDEN	Nokia N-gage	Get Out and Play	Farfar	
Digital Media / Website	Gold Winner	Online Games	POKE	UNITED KINGDOM	Orange	Spot The Bull		POKE
Digital Media / Website	Silver Winner	Online Games	POKE	UNITED KINGDOM	Orange Animals PAYG Tariffs	Balloonacy		POKE
Digital Media / Website	Gold Winner	Public Service/Social Welfare	AlmapBBDO	BRAZIL	Greenpeace	Weather	AlmapBBDO	
Digital Media / Website	Silver Winner	Public Service/Social Welfare	Colenso BBDO	NEW ZEALAND	New Zealand Book Council	Read A Book At Work	Colenso BBDO	
Digital Media / Website	Gold Winner	Recreational	AKQA	UNITED STATES	Halo 3	Believe	AKQA, San Francisco/McCann Erickson, San Francisco/T.A.G, San Francisco	
Digital Media / Website	Silver Winner	Retail	AKQA	UNITED KINGDOM	NIKEiD Studio		AKQA	
Digital Media / Website	Silver Winner	Retail	Crispin Porter + Bogusky	UNITED STATES	Burger King	Simpsons	Crispin Porter + Bogusky, Miami/Pitch, Los Angeles	
Digital Media / Website	Silver Winner	Sports	R/GA	UNITED STATES	Nike SPARQ		R/GA	
Digital Media / Website	Gold Winner	Travel	Lean Mean Fighting Machine	UNITED KINGDOM	Dubai to S,o Paulo Flight	Nonstopfernando		
Digital Media / Website	Silver Winner	Utilities	POKE	UNITED KINGDOM	Orange Animals PAYG Tariffs	Balloonacy		POKE
Digital Media / Website	Silver Winner	Weird Wonderful Websites	R/GA	UNITED STATES	R/GA	R/GA Tattoo Santa 2007	R/GA	