

| category | TITLE | AWARD | COUNTY | BRAND | ADVERTISER/CLIENT | AD AGENCY | Chef creative officer | Creative directors |
|---|--------------------------------------|--------|----------------|---|---|---|----------------------------------|--|
| Audience engagement | LEGO Builders of Infinity | bronz | Německo | LEGO | LEGO GmbH | Serviceplan | Alexander Schill | Executive Creative Directors: Christoph Nann, Maik Kaehler |
| Audience engagement | Share with those who needs | bronz | Brazílie | Casa do Zezinho | Casa do Zezinho | AlmapBBDO | Marcello Serpa | Luiz Sanches |
| Audience engagement | Budweiser Ice Hockey | bronz | Česko | Budvar | Budějovický Budvar n.p. | Kaspen/Jung von Matt, a.s. | | Lester Tullett |
| Audience engagement | Angry Birds Live | silver | Europe | Deutsche Telekom | Deutsche Telekom | Saatchi & Saatchi EMEA | | Jason Romeyko |
| Audience engagement | Money Machine | silver | Brasil | Peixe Urbano | Peixe Urbano | AlmapBBDO | Marcello Serpa | Marcello Serpa, Luiz Sanches |
| Creative use of technologies | Christmas Surprise with Mariah Carey | bronz | Europe | Deutsche Telekom | Deutsche Telekom | Saatchi & Saatchi EMEA | | Jason Romeyko |
| Creative use of technologies | Kooperativa navigation | bronz | Czech Republic | Kooperativa | Kooperativa | Kaspen/Jung von Matt, a.s. | | Lester Tullett |
| Creative use of technologies | The Anti-Drug Timeline | silver | Israel | israel anti-drug authority | israel anti-drug authority | Mccann Digital israel | Nir Refuah | Ami Alush |
| Creative use of technologies | Der Solar-Jahresbericht | gold | Germany | Austria Solar - Verein zur Förderung der thermischen Solarenergie | Austria Solar - Verein zur Förderung der thermischen Solarenergie | Serviceplan Campaign 3 GmbH | Christoph Everke | Alexander Nagel |
| Creative use of technologies | McSundae Melt | gold | Germany | McDonald's | McDonald's Germany | Razorfish GmbH | Sven Kuester | René Lamberti |
| Creative use of traditional advertising formats | THE AXE EFFECT PROJECT | gold | Turkey | AXE | UNILEVER | LOWE ISTANBUL | | EMRE NOYAN- CAN APAYDIN |
| Creating the media | The smurf village | bronz | Spain | Sony Pictures Releasing | Sony Pictures Releasing | Bungalow25 | Pablo Pérez-Solero, Julio Gálvez | Pablo Pérez-Solero, Julio Gálvez |
| Creating the media | Kooperativa navigation | bronz | Czech Republic | Kooperativa | Kooperativa | Kaspen/Jung von Matt, a.s. | | Lester Tullett |
| Creating the media | Sky Fussball Oper | silver | Germany | Sky/Serviceplan Limited edition of credit card by Tatra banka | SERVICEPLAN Gruppe für innovative Kommunikation GmbH & Co. KG | SERVICEPLAN Gruppe für innovative Kommunikation GmbH & Co. KG | Christoph Everke | Matthias Mittermüller |
| Creating the media | Theatre Commercial | silver | Slovakia | Tatra banka | Tatra banka | MADE BY VACULIK | | Dejan Galovic |
| Brilliant execution | Billboard Typography Full Case | bronz | Brasil | Billboard Magazine | Billboard Brasil | AlmapBBDO | Marcello Serpa | Luiz Sanches |
| Brilliant execution | Vader | silver | Canada | Star wars identities | Lucasfilms, X3 Productions | Bleublancrouge | Gaétan Namouric | Sébastien Maheux et Jean-François LeBlanc |
| Brilliant execution | LEGO Builders of Sound | gold | Germany | LEGO | LEGO GmbH | serviceplan | Alexander Schill | ECD: Matthias Harbeck, CDs: Oliver Palmer, Alexander Rehm |
| Creative Branding | Heineken Reach The Sunrise | gold | Italy | Heineken | Heineken International | Publicis Italy | | Bruno Bertelli, Cristiana Boccassini |
| Creative Branding | Case Havaianas Identity | gold | Brasil | Havaianas | Sao Paulo Alpargatas | AlmapBBDO | Marcello Serpa | Luiz Sanches |
| Creative sales &sales support | LEGO Builders of Sound | gold | Germany | LEGO | LEGO GmbH | serviceplan | Alexander Schill | ECD: Matthias Harbeck, CDs: Oliver Palmer, Alexander Rehm |
| Creative sales &sales support | McSundae Melt | silver | Germany | McDonald's | McDonald's Germany | Razorfish GmbH | Sven Kuester | Fabian Roser |

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| Creative sales & sales support | you'll pay with your own blood | bronz | Slovakia | The Plot movie | Last Frame productions s.r.o. | CORE 4 | | Andrej Csino |
| The game | Kiss Radio - Lady Gaga/Umbrella/Good night | bronz | Slovakia | Kiss Radio | Kiss Radio | JANDL Bratislava | | Pavel Fuksa |
| The game | Cursormeeting | silver | Hungary | Milka | KRAFT | HPS | | László Vekkel |
| The game | Typography | bronz | Brasil | Billboard Magazine | Billboard Brasil | AlmapBBDO | Marcello Serpa | Luiz Sanches |
| The game | THE AXE EFFECT PROJECT | gold | Turkey | AXE | UNILEVER | LOWE ISTANBUL | | EMRE NOYAN- CAN APAYDIN |
| Media engagement | The smurf village | gold | Spain | Sony Pictures Releasing | Sony Pictures Releasing Spain | Bungalow25 | Pablo Pérez-Solero, Julio Gálvez | Pablo Pérez-Solero, Julio Gálvez |
| Storytelling | I Love/ Son/ It's not you/ Boss | gold | Brasil | Volkswagen Original Parts | Volkswagen | AlmapBBDO | Marcello Serpa | Luiz Sanches |
| Storytelling | Translator | gold | Brasil | Tiguan | Volkswagen | AlmapBBDO | Marcello Serpa | Luiz Sanches |
| Storytelling | WitNESS | bronz | Czech Republic | ProSichr Pasaka Cinema Theatre | Wüstenrot | Scholz & Friends Praha | Tomas Kopecny | Leonard Savage |
| Storytelling | Pop-up Nightmare | bronz | Lithuania | | Pasaka Cinema Theatre | LOVE Agency | | Tomas Ramanauskas |
| Storytelling | The Sunrise | bronz | Italy | Heineken | Heineken | Publicis Italy | | Bruno Bertelli, Cristiana Boccassini |
| Storytelling | Christmas with T-Mobile_ Touch screen | bronz | Czech Republic | T-Mobile Czech republic a. s. | T-Mobile Czech republic a. s. | Saatchi & Saatchi | | Jakub Hanzlicek John Lagerqvist / Marten Knutsson |
| Storytelling | The Cub | silver | Sweden | Betsafe.com | Magnus Alebo | Family Business | | Marten Knutsson |
| Flash impact | Bike Accident | bronz | Czech Republic | Betadine | Egis Pharma Betadine | Y&R Group | | Jaime Mandelbaum |
| Flash impact | Sleeping Bags | | | | | | | |
| Flash impact | Beach/Forest/Mountain | bronz | Czech Republic | Coleman | Coleman | Y&R Group | | Jaime Mandelbaum |
| Flash impact | Daruj správně / Give properly | gold | Czech Republic | www.darujspravne.cz | Fórum dárců | OgilvyInteractive WM Communication Prague | | Jan Havlíček |
| Flash impact | WHEEL CHAIR | bronz | Czech Republic | Cesty k lidem | Globus | | | Filip Kukla |
| Flash impact | Gladiator | bronz | Hungary | Budapest Short Film Festival | Budapest Short Film Festival | Ogilvy Group Hungary | | Will Rust |
| Best Beer Ad | Open your world | silver | Germany | Heineken | Heineken | Werbeagentur | Tom Schardt | Andreas Ruethemann |
| Best Beer Ad | The never ending Ad | gold | Brasil | Antarctica | AMBEV | AlmapBBDO | Marcello Serpa | Luiz Sanches, Dulcideo Caldeira |
| Best Beer Ad | The Sunrise | bronz | Italy | Heineken | Heineken | Publicis Italy | | Bruno Bertelli, Cristiana Boccassini |
| Best Beer Ad | The Pilsner Compass | bronz | Slovakia | Pilsner Urquell | Pivovary Topvar a.s. | TRIAD Advertising | | Jaro Zacko |
| State as an advertiser | Your Moment Is Waiting 1/2/3 | bronz | India | Kerala Tourism | Department of Tourism, Government of Kerala, India | Stark Communications Pvt. Ltd. | | Swarup B R |