

## Category A: FILM (2)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
13	FILM		Bosi.com.ua	online shoe store	Breathe	no	Ogilvy & Mather Ukraine
79	FILM	Internet Film	Procter & Gamble	Gillette Venus Embrace 'School of Date' campaign	Uneasy Stocking Date, Balloons, Aquapark	yes, 3	Ogilvy Group Russia

## Category B: PRESS (13)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
4	PRESS		Canal +		American Gangster	no	Ogilvy Group Poland
6	PRESS		Pasaka	Pasaka	Best of Movies	yes, 3	Adell Taivas Ogilvy Lithuania
13	PRESS		WWF, Danube-Carpathian Program	Climate Change Program	Burn, Melt	yes, 2	Ogilvy & Mather Ukraine
14	PRESS		MultiSystem	Panasonic	Camera	no	Smart Group Ogilvy Belarus
52	PRESS	Services-entertainment	Kaunas International Film Festival	Kaunas International Film Festival	Movies that give you answers	yes, 4	Not Perfect Y&R Vilnius
53	PRESS		FLU	FLU	Natural design (Sawfish, Hand, Boat, Flippers)	yes, 4	New Moment New Ideas Company Y&R Skopje
61	PRESS		Kinema	Kinema	Prisoner, Rhino	yes, 2	Taevas Ogilvy Estonia
64	PRESS		Forum Bank	Forum Bank	Punk, Chaos	yes, 2	Ogilvy & Mather Ukraine
68	PRESS		Radio 1		Radio 1	yes, 7	New Moment New Ideas Company Y&R Sofia
77	PRESS		GSK	Solpadeine	Skateboard, Bike, Jog	yes, 3	Ogilvy & Mather Ukraine
90	PRESS	Print ad	Das wiener kindertheater	Das wiener kindertheater	Tufts: Hamlet, Antoniu & Cleopatra, Malade Imaginaire	yes, 3	Scala JWT Romania
91	PRESS		Mattel Toys Hungary	HotWheels	Wanted, Police Ticket	yes, 2	Ogilvy Group Hungary
93	PRESS		WWF Hungary	European Car-free Day 2009	WWF Panda	no	Ogilvy Group Hungary

## Category C: OUTDOOR (8)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
11	OUTDOOR		"Poznanovic" veterinary ambulance		Cat doctor	no	New Moment New Ideas Company Y&R Belgrade
42	OUTDOOR		Greenpeace		Lightswitch	no	Ogilvy Group CEE Poland / Ogilvy Action Warsaw
47	OUTDOOR	Services-entertainment	Kaunas International Film Festival	Kaunas International Film Festival	Movies that give you answers	yes, 4	Not Perfect Y&R Vilnius
53	OUTDOOR		Radio 1	Radio 1	Radio 1	yes, 7	New Moment New Ideas Company Y&R Sofia
62	OUTDOOR		GSK	Solpadeine	Skateboard, Bike, Jog	yes, 3	Ogilvy & Mather Ukraine
69	OUTDOOR	Ambient - Small scale special solutions	Stop the Traffic		Two Windows	no	Ogilvy Group Russia / Ogilvy Amsterdam
72	OUTDOOR		Mattel Toys Hungary	HotWheels	Wanted, Police Ticket	yes, 2	Ogilvy Group Hungary
78	OUTDOOR		WWF Hungary	European Car-free Day 2009	WWF Panda	no	Ogilvy Group Hungary

## Category D: DIRECT MARKETING (5)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
5	DIRECT M		Unicef	Haiti earthquake	Dirt globe	no	Grey Group Budapest
9	DIRECT M		Habitat for Humanity Hungary		Home Button	no	Ogilvy Group Hungary
15	DIRECT M		SAB Miller	Zolotaya Bochka	Now in 0,75l bottle	no	JWT Russia
16	DIRECT M	Dimensional mailing	HBO	Pacific, HBO Series	Pacific Press Kit	no	New Moment New Ideas Company Y&R Zagreb
21	DIRECT M		Telefónica O2 Czech Republic	O2 Clean Internet	Viruses	no	Ogilvy & Mather CZ / OgilvyOne CZ

## Category E: MEDIA (12)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
1	MEDIA		Prospera	Prospera	Beware of...	no	New Moment New Ideas Company Y&R Skopje
4	MEDIA		WWF, Danube-Carpathian Program	Earth hour	Do Not Disturb	no	Ogilvy & Mather Ukraine
6	MEDIA	ambient media	Procter&Gamble	Lenor	Flower Buckets, Flower Wraps	yes, 2	Grey Bucharest
8	MEDIA	ambient	Yoplait	Jo yogurt	Jo - cow for sale	no	Ogilvy & Mather CZ
10	MEDIA	ambient media	Playboy	Playboy	Mirror	no	Grey Bucharest
14	MEDIA		Kraft Foods Hungary	Milka Pralinés	Say it with Milka	no	Ogilvy Group Hungary
15	MEDIA		BratislavaFilm	BratislavaFilm	Screen	no	Istropolitana Ogilvy Slovakia
16	MEDIA		Bosi.com.ua	online shoe store	Shoes On-Line	no	Ogilvy & Mather Ukraine
17	MEDIA		Fitvibe	Fitvibe	Start moving	yes, 2	New Moment New Ideas Company Y&R Skopje
20	MEDIA		The Border	The Border	The Border	no	Istropolitana Ogilvy Slovakia
23	MEDIA	Ambient media	Nadace Leontinka	Nadace Leontinka	Ugly things	no	Mather Communications Prague
24	MEDIA		Leif	wellness club	Warm-up	no	Ogilvy & Mather Ukraine

## Category F: INTERACTIVE (7)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
12	INTERACTIVE		Vodafone Czech	Vodafone	Flexible Tariff Chameleon	no	Mather Adventures Prague
17	INTERACTIVE		WWF	WWF	Helping Hand	no	Ogilvy Romania
18	INTERACTIVE		Habitat for Humanity Hungary		Home Button	no	Ogilvy Group Hungary
25	INTERACTIVE	microsite	TELE 2	TELE 2	Paprasyk	no	Adell Taivas Ogilvy Lithuania
28	INTERACTIVE		Czech Airlines	Czech Airlines	Run to the Gate	no	Mather Adventures Prague
29	INTERACTIVE	Services-entertainment	Satta	Satta	Satta Outside (web)	no	Not Perfect Y&R Vilnius
33	INTERACTIVE	Communication products & services	NOKIA CROATIA, d.o.o.	NOKIA	BECOME A VOICE OF SLOVENIA	no	STUDIO MARKETING JWT LJUBLJANA

## Category G: RADIO

NO ENTRIES HAVE BEEN SHORTLISTED

## Category H: SALES PROMOTION (4)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
1	SALES PROMO	print & standard outdoor in a promotional campaign	IKEA	IKEA Poznań	Bags	no	JWT Warsaw
8	SALES PROMO		Budapest Airport Zrt.	Ultra Last Minute	Security Guard, Ballet	yes, 2	Ogilvy Group Hungary
10	SALES PROMO	TV & Radio in a promotional campaign	Efes Pilsener	Efes Pilsener National Consumer Campaign	Space	no	Ogilvy Group Russia
14	SALES PROMO		Diageo	Bushmills	The oldest Irish whisky	no	JWT Ukraine

## Category I: INTEGRATED CAMPAIGN (7)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
7	INTEGRATED		BratislavaFilm	BratislavaFilm	BratislavaFilm	no	Istropolitana Ogilvy
15	INTEGRATED	Services-entertainment	Satta	Satta	Festival Satta Outside	no	Not Perfect Y&R Vilnius
21	INTEGRATED		GreenMap Romania	GreenMap Bucharest's Website	Recycle or die	no	Grey Bucharest
22	INTEGRATED		TELE 2	TELE 2	Rich also save	no	Adell Taivas Ogilvy Lithuania
25	INTEGRATED		Efes Pilsener	Efes Pilsener National Consumer Campaign	Space	no	Ogilvy Group Russia
27	INTEGRATED		Nordic Gaming Limited	Triobet	The Battle of the Legends	no	SAN Korpus JWT Estonia
33	INTEGRATED	Charity and not for profit	Major's office of 12th district of Budapest		Zebrafest	no	Y&R Budapest

## Category J: DESIGN

NO ENTRIES HAVE BEEN SHORTLISTED

## Category K: PR (6)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
8	PR		Madeta	Lipánek	Kapitán Lipánek přichází/Cpt Lipanek is coming	no	Ogilvy PR CZ
9	PR	Corporate Communication; Internal Communications	Kyivstar	Kyivstar	Kyivstar. Thinking of You	no	SPN Ogilvy Russia
11	PR	Healthcare and services; Charity and Not-For-Profit	Ministry of Health and Social Development of Russia, Federal Medical Biological Agency	Blood donation	More Donors - More Life: Building the Social Institution of Blood Donation in Russia	no	SPN Ogilvy Russia
17	PR		The Border	The Border	The Border	no	Istropolitana Ogilvy
19	PR	Internal Communications	BAT		Unique People, Unique Brands	no	Ogilvy PR CZ
23	PR	Charity and not for profit	Local government of 12th district of Budapest		Zebrafest	no	Y & R Budapest

## Category L: CRAFTS (3)

No.	Category	Sub-category	Client	Brand	Title	Series	Agency
1	CRAFTS	Press	GSK	Solpadeine	Skateboard, Bike, Jog	yes, 3	Ogilvy & Mather Ukraine
21	CRAFTS	photography	NMNIC Y&R Belgrade	NMNIC Y&R Belgrade	New Idea Woman	no	New Moment New Ideas Company Y&R Belgrade
24	CRAFTS	Press	Mattel Toys Hungary	HotWheels	Police Ticket, Wanted	yes, 2	Ogilvy Group Hungary

TOTAL SHORTLISTED ENTRIES: 67