

## Shortlist (Cyber Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	CoType	Agency	URL
<b>A01 (Foods &amp; Drinks)</b>									
A01/007	00434	BREW BY FEEL	CARLTON UNITED BREWERIES	CASCADE BREWERY	DROGA5 SYDNEY	AUSTRALIA	ADVERTISING AGENCY	DROGA5 SYDNEY	<a href="http://www.cascadebreweryco.com.au/">http://www.cascadebreweryco.com.au/</a>
A01/047	01288	BABYCARROTS.COM	BOLTHOUSE FARMS	BABY CARROTS	CRISPIN PORTER + BOGUSKY Boulder	USA	ADVERTISING AGENCY	CRISPIN PORTER + BOGUSKY Boulder	<a href="http://rockymountaintech.org/cannes/carrots_carrotswebsite.html">http://rockymountaintech.org/cannes/carrots_carrotswebsite.html</a>
A01/049	01290	FAN 400	COKE ZERO	COKE ZERO	CRISPIN PORTER + BOGUSKY Boulder	USA	ADVERTISING AGENCY	CRISPIN PORTER + BOGUSKY Boulder	<a href="http://rockymountaintech.org/cannes/cokezero_fan400.html">http://rockymountaintech.org/cannes/cokezero_fan400.html</a>
A01/054	01997	PERRIER BY DITA	NESTLÉ WATERS	PERRIER	OGILVY FRANCE Paris	FRANCE	ADVERTISING AGENCY	OGILVY FRANCE Paris	<a href="http://perrierbydita.ooparis.com/chapter1/">http://perrierbydita.ooparis.com/chapter1/</a>
<b>A02 (Automotive Products &amp; Services)</b>									
A02/020	01798	TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK London	UNITED KINGDOM	ADVERTISING AGENCY	DDB UK London / TRIBAL DDB London	<a href="http://awards2.digivault.co.uk/?p=1535">http://awards2.digivault.co.uk/?p=1535</a>
A02/033	01131	LIVE DRIVE	MITSUBISHI MOTORS	MITSUBISHI OUTLANDER SPORT	180LA Santa Monica	USA	ADVERTISING AGENCY	180LA Santa Monica	<a href="http://theawardsubmission.com/cyberlivedrive/">http://theawardsubmission.com/cyberlivedrive/</a>
A02/043	01692	XC TRAVELS	VOLVO	CARS	FORSMAN & BODENFORS Gothenburg	SWEDEN	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	<a href="http://entries.se/e/volvo/xctravels/sajt/">http://entries.se/e/volvo/xctravels/sajt/</a>
A02/053	01676	THE WINTER ADJUSTED OFFER	VOLKSWAGEN	VW PASSAT 4MOTION	DDB STOCKHOLM	SWEDEN	ADVERTISING AGENCY	DDB STOCKHOLM	<a href="http://www.adqualifier.com/competitions/2011/_eng/skiteam/light.html">http://www.adqualifier.com/competitions/2011/_eng/skiteam/light.html</a>
<b>A04 (Healthcare &amp; Medical)</b>									
A04/010	02079	DREAM RECOMMENDER	HELP REMEDIES	HELP I CAN'T SLEEP	AGENCYTWOFIFTEEN San Francisco	USA	ADVERTISING AGENCY	AGENCYTWOFIFTEEN San Francisco / WE ARE LICIOUS San Francisco	<a href="http://www.helpineedhelp.com/dreams">http://www.helpineedhelp.com/dreams</a>
<b>A05 (Clothing, Footwear &amp; Accessories)</b>									
A05/012	00116	TABIO SLIDE SHOW	TABIO	LEGWEAR	PROJECTOR Tokyo	JAPAN	ADVERTISING AGENCY	PROJECTOR Tokyo	<a href="http://www.projector.jp/awards/slideshow/website03/en.html">http://www.projector.jp/awards/slideshow/website03/en.html</a>
A05/016	00627	ADIDAS SKYCOMIC	ADIDAS	ADIDAS FOOTBALL	TBWA\HAKUHODO Tokyo	JAPAN	ADVERTISING AGENCY	TBWA\HAKUHODO Tokyo	<a href="http://www.tbwahakuho.do.co.jp/award/sky_comic/2min/index.html">http://www.tbwahakuho.do.co.jp/award/sky_comic/2min/index.html</a>
A05/021	00669	LUCKY MACHINE	UNIQLO	CLOTHING	DENTSU Tokyo	JAPAN	ADVERTISING AGENCY	DENTSU Tokyo	<a href="http://interactive-salaryman.com/pieces/luckymachine_e/">http://interactive-salaryman.com/pieces/luckymachine_e/</a>
A05/024	01081	WORN ACROSS AMERICA	WRANGLER	WRANGLER SS11	STINK DIGITAL London	UNITED KINGDOM	PRODUCTION COMPANY	STINK DIGITAL London	<a href="http://awards.stinkdigital.com/wranglerss11">http://awards.stinkdigital.com/wranglerss11</a>
A05/027	01373	RUN FWD:	NIKE	IPHONE APP	WIEDEN+KENNEDY TOKYO	JAPAN	ADVERTISING AGENCY	WIEDEN+KENNEDY TOKYO	<a href="http://www.wktokyo.jp/storage/award/11/works/Nike_Run_fwd/">http://www.wktokyo.jp/storage/award/11/works/Nike_Run_fwd/</a>

## Shortlist (Cyber Lions)

A05/029	02785	SNEAKERPEDIA	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO London	UNITED KINGDOM	ADVERTISING AGENCY	SAPIENTNITRO London	<a href="http://www.sneakerpedi&lt;br/&gt;a.com">http://www.sneakerpedi a.com</a>
A05/030	00668	LUCKY LINE	UNIQLO	UNIQLO SPECIAL SALE	DENTSU Tokyo	JAPAN	ADVERTISING AGENCY	DENTSU Tokyo	<a href="http://interactive-&lt;br/&gt;salaryman.com/pieces/&lt;br/&gt;luckyline_e/cyber.html">http://interactive- salaryman.com/pieces/ luckyline_e/cyber.html</a>
A05/032	01749	FASHION INSIDERS	LOUIS VUITTON	WINTER 11/12 FASHION SHOW	OGILVY FRANCE Paris	FRANCE	ADVERTISING AGENCY	OGILVY FRANCE Paris	<a href="http://www.awards-&lt;br/&gt;showcase.net/cannes2&lt;br/&gt;011/louisvuitton/fashion&lt;br/&gt;insider">http://www.awards- showcase.net/cannes2 011/louisvuitton/fashion insider</a>
A05/036	01374	WRITE THE FUTURE	NIKE	NIKE FOOTWEAR	WIEDEN+KENNEDY TOKYO	JAPAN	ADVERTISING AGENCY	WIEDEN+KENNEDY TOKYO	<a href="http://www.wktokyo.jp/s&lt;br/&gt;torage/award/11/works/&lt;br/&gt;Nike_Tulio_twitter_stat&lt;br/&gt;ue/">http://www.wktokyo.jp/s torage/award/11/works/ Nike_Tulio_twitter_stat ue/</a>
A05/039	01693	THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS Gothenburg	SWEDEN	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	<a href="http://entries.se/e/reeb&lt;br/&gt;ok/thepromisekeeper/c&lt;br/&gt;annes_a05.html">http://entries.se/e/reeb ok/thepromisekeeper/c annes_a05.html</a>
A05/045	02702	FREE	NIKE	APPAREL	R/GA New York	USA	ADVERTISING AGENCY	R/GA New York	<a href="http://judgeseyesonly.c&lt;br/&gt;om/nike-free-arena">http://judgeseyesonly.c om/nike-free-arena</a>
A05/047	02704	THE BLACK MAMBA	NIKE	APPAREL	R/GA New York	USA	ADVERTISING AGENCY	R/GA New York	<a href="http://judgeseyesonly.c&lt;br/&gt;om/nike-basketball-&lt;br/&gt;black-mamba">http://judgeseyesonly.c om/nike-basketball- black-mamba</a>

## A06 (Other Consumer Products (including Durable Goods))

A06/011	00036	HAPPY INSIDE	IKEA	IKEA CATALOGUE	MOTHER London	UNITED KINGDOM	ADVERTISING AGENCY	MOTHER London	<a href="http://cats.archive.stink&lt;br/&gt;digital.com/links_black.&lt;br/&gt;html">http://cats.archive.stink digital.com/links_black. html</a>
A06/020	01065	HARMONY	JOHN LEWIS	HARMONY	ADAM & EVE London	UNITED KINGDOM	ADVERTISING AGENCY	ADAM & EVE London	<a href="http://harmonycannes.&lt;br/&gt;wordpress.com/">http://harmonycannes. wordpress.com/</a>
A06/023	01621	WORLD OF EOS	CANON	EOS	LEO BURNETT SYDNEY	AUSTRALIA	ADVERTISING AGENCY	LEO BURNETT SYDNEY	<a href="http://thanksforclicking.&lt;br/&gt;com.au/worldofeos">http://thanksforclicking. com.au/worldofeos</a>
A06/026	02235	BIG NOSES	BGH	AIR CONDITIONERS	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	ADVERTISING AGENCY	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	<a href="http://www.dcnazca.co&lt;br/&gt;m.ar/casos/2011/canne&lt;br/&gt;s/bignose/index.html">http://www.dcnazca.co m.ar/casos/2011/canne s/bignose/index.html</a>
A06/039	02609	40-DAY BED-IN	FLEX	MATTRESS	SRA RUSHMORE Madrid	SPAIN	ADVERTISING AGENCY	SRA RUSHMORE Madrid	<a href="http://doloresgoodman.&lt;br/&gt;com/festivals/2011/flex/&lt;br/&gt;english">http://doloresgoodman. com/festivals/2011/flex/ english</a>

## A07 (Financial Services)

A07/019	02320	56 SAGE STREET	BARCLAYS	BARCLAYS MONEYSKILLS	BBH London	UNITED KINGDOM	ADVERTISING AGENCY	BBH London	<a href="http://grazeourfield.co&lt;br/&gt;m/Barclays/56sagestre&lt;br/&gt;et/">http://grazeourfield.co m/Barclays/56sagestre et/</a>
A07/022	01695	SEND A MESSAGE TO THE FUTURE	AMF	PENSION FUNDS	FORSMAN & BODENFORS Gothenburg	SWEDEN	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	<a href="http://entries.se/e/amf/&lt;br/&gt;sendamessage/">http://entries.se/e/amf/ sendamessage/</a>

## A08 (Travel, Entertainment & Leisure)

A08/002	00992	ART PROJECT	GOOGLE	GOOGLE GEO	GOOGLE Mountain View	USA	ADVERTISER/ CLIENT	GOOGLE Mountain View	<a href="http://www.google.com/&lt;br/&gt;events/cyberentries/art&lt;br/&gt;_project.html">http://www.google.com/ events/cyberentries/art _project.html</a>
---------	-------	-------------	--------	------------	----------------------	-----	-----------------------	----------------------	---

## Shortlist (Cyber Lions)

A08/004	00144	MONET 2010	RMN /GRAND PALAIS /CONSEIL DE LA	MONET EXHIBITION	FABERNOVEL Paris	FRANCE	DESIGN COMPANY	FABERNOVEL Paris / LES 84 Paris	<a href="http://www.monet2010.com">http://www.monet2010.com</a>
A08/024	00767	HALO REACH: REMEMBER REACH	MICROSOFT XBOX	HALO: REACH	AKQA San Francisco	USA	ADVERTISING AGENCY	AKQA San Francisco	<a href="http://thevoted.com/xbox/halo_reach/cannes.html">http://thevoted.com/xbox/halo_reach/cannes.html</a>
A08/059	02053	ADOBE MUSEUM OF DIGITAL MEDIA	ADOBE	ADOBE MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	ADVERTISING AGENCY	GOODBY SILVERSTEIN & PARTNERS San Francisco	<a href="http://www.myawardshows.com/2011/cannes/adobe_museum/">http://www.myawardshows.com/2011/cannes/adobe_museum/</a>

## A09 (Retail & E-Commerce, including Restaurants)

A09/011	02667	THE HUMAN JUKEBOX	PAUSE HOME ENTERTAINMENT	HI-FI STORES	ÅKESTAM HOLST Stockholm	SWEDEN	ADVERTISING AGENCY	ÅKESTAM HOLST Stockholm	<a href="http://ourwork.se/thehumanjukebox/">http://ourwork.se/thehumanjukebox/</a>
A09/012	02690	LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS Gothenburg	SWEDEN	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	<a href="http://entries.se/e/ikea/lullabies/site/">http://entries.se/e/ikea/lullabies/site/</a>
A09/014	01738	THE MOST LIKED PROVISION SHOP	ZHA HUO DIAN	RETAIL	JWT XM SINGAPORE	SINGAPORE	INTERNET	JWT XM SINGAPORE	<a href="http://www.agency-showcase.com/zha-huo-dian/">http://www.agency-showcase.com/zha-huo-dian/</a>

## A10 (Publications & Media)

A10/004	00993	THE WILDERNESS DOWNTOWN	GOOGLE	ARCADE FIRE	GOOGLE CREATIVE LAB New York	USA	INTERNET	CHRIS MILK SANTA MONICA	<a href="http://www.google.com/events/cyberentries/wilderness_downtown.html">http://www.google.com/events/cyberentries/wilderness_downtown.html</a>
A10/005	00186	SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI Tokyo	JAPAN	DESIGN COMPANY	MASASHI QANTA SAQOOSHA HIROKI Tokyo	<a href="http://sour-mirror.jp/_award/en/">http://sour-mirror.jp/_award/en/</a>
A10/030	02613	CARLOS	CANAL +	TV CHANNEL	BETC EURO RSCG Paris	FRANCE	ADVERTISING AGENCY	BETC EURO RSCG Paris	<a href="http://www.digicase.fr/canalplus/carlos/">http://www.digicase.fr/canalplus/carlos/</a>

## A11 (Business Products & Services)

A11/014	02598	CHANGING WORLD	FEDEX	FEDEX	BBDO GUERRERO Makati City	THE PHILIPPINES	ADVERTISING AGENCY	BBDO GUERRERO Makati City / BBDO NEW YORK	<a href="http://checkout.ph/changingworld">http://checkout.ph/changingworld</a>
A11/017	02108	GOOGLE DEMO SLAM	GOOGLE	GOOGLE INNOVATIONS	JOHANNES LEONARDO New York	USA	ADVERTISING AGENCY	JOHANNES LEONARDO New York	<a href="http://www.demoslam.com/">http://www.demoslam.com/</a>

## A12 (Advertising & Media)

A12/011	01089	PROJEQT	TBWA WORLDWIDE	PROJEQT WEB PUBLISHING TOOL	TBWA WORLDWIDE New York	USA	ADVERTISING AGENCY	TBWA WORLDWIDE New York	<a href="http://projqt.com/canneslions">http://projqt.com/canneslions</a>
---------	-------	---------	----------------	-----------------------------	-------------------------	-----	--------------------	-------------------------	---

## A13 (Commercial Public Services)

A13/003	00350	DON'T TELL ASHTON	BERGHS SCHOOL OF COMMUNICATION	INTERACTIVE COMMUNICATION PROGRAM	BERGHS SCHOOL OF COMMUNICATION Stockholm	SWEDEN	EDUCATIONAL INSTITUTIONS	BERGHS SCHOOL OF COMMUNICATION Stockholm	<a href="http://donttellashton.com/awards/">http://donttellashton.com/awards/</a>
A13/010	00928	LOST IN VAL SINISTRA	SWISSCOM	SWISSCOM TV	CONTEXTA Bern	SWITZERLAND	ADVERTISING AGENCY	CONTEXTA Bern	<a href="http://www.awardentrie.ch/livs">http://www.awardentrie.ch/livs</a>
A13/013	02669	LIVING CHRISTMAS CARDS	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST Stockholm	SWEDEN	ADVERTISING AGENCY	ÅKESTAM HOLST Stockholm	<a href="http://ourwork.se/livingchristmascards/">http://ourwork.se/livingchristmascards/</a>
A13/015	02671	THE SOUND OF GREEN	THE SWEDISH POST	POSTAL SERVICE	ÅKESTAM HOLST Stockholm	SWEDEN	ADVERTISING AGENCY	ÅKESTAM HOLST Stockholm	<a href="http://ourwork.se/sound2/">http://ourwork.se/sound2/</a>

## Shortlist (Cyber Lions)

A13/020	02280	PETITE LAP GIRAFFE	DIRECTV	TELECOM	GREY NEW YORK	USA	ADVERTISING AGENCY	GREY NEW YORK	<a href="http://www.petitelappiraffe.com/cannes/">http://www.petitelappiraffe.com/cannes/</a>
---------	-------	--------------------	---------	---------	---------------	-----	--------------------	---------------	---

### A14 (Charities, Public Health & Safety, Public Awareness Messages)

A14/014	00860	BETTER WORLD	NIKE	NIKE BETTER WORLD WEBSITE	WIEDEN+KENNEDY Portland	USA	ADVERTISING AGENCY	WIEDEN+KENNEDY Portland	<a href="http://www.nikebetterworld.com">http://www.nikebetterworld.com</a>
---------	-------	--------------	------	---------------------------	-------------------------	-----	--------------------	-------------------------	---

A14/025	00604	PEACE SHADOW PROJECT	HIROSHIMA PEACE MEMORIAL MUSEUM	NUCLEAR WEAPONS AWARENESS	HAKUHODO Tokyo	JAPAN	ADVERTISING AGENCY	HAKUHODO Tokyo	<a href="http://peaceshadow.net/award/en/">http://peaceshadow.net/award/en/</a>
---------	-------	----------------------	---------------------------------	---------------------------	----------------	-------	--------------------	----------------	---

A14/038	01521	HOMELESS BANNERS	STOCKHOLMS STADSMISSION	HOMELESSNESS CHARITY	GARBERGS Stockholm	SWEDEN	ADVERTISING AGENCY	GARBERGS Stockholm	<a href="http://www.webcollection.se/cannes2011/homeless/?cat=websites_microsite">http://www.webcollection.se/cannes2011/homeless/?cat=websites_microsite</a>
---------	-------	------------------	-------------------------	----------------------	--------------------	--------	--------------------	--------------------	---

A14/045	02487	A NEW WARRIOR	GREENPEACE	GREENPEACE	DDB PARIS	FRANCE	ADVERTISING AGENCY	DDB PARIS	<a href="http://www.ddbpariscampaignsonline.com/Greenpeace/video2m">http://www.ddbpariscampaignsonline.com/Greenpeace/video2m</a>
---------	-------	---------------	------------	------------	-----------	--------	--------------------	-----------	---

A14/057	01150	THE GIRL STORE	NANHI KALI, K.C. MAHINDRA EDUCATION TRUST	EDUCATION TRUST	STRAWBERRYFROG New York	USA	ADVERTISING AGENCY	STRAWBERRYFROG New York	<a href="http://cargocollective.com/showcasegentry">http://cargocollective.com/showcasegentry</a>
---------	-------	----------------	---	-----------------	-------------------------	-----	--------------------	-------------------------	---

### A15 (Corporate Information)

A15/058	01472	FANTASY CHEATERS LEAGUE	HOST	ONLINE GAME	HOST Sydney	AUSTRALIA	ADVERTISING AGENCY	HOST Sydney	<a href="http://www.anonymousawardentry.com/cyber/websites/cheaters">http://www.anonymousawardentry.com/cyber/websites/cheaters</a>
---------	-------	-------------------------	------	-------------	-------------	-----------	--------------------	-------------	---

A15/063	01694	FASHION AWARD	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	<a href="http://entries.se/e/ikea/fashion_award/">http://entries.se/e/ikea/fashion_award/</a>
---------	-------	---------------	------	------------------	--------------------------------	--------	--------------------	--------------------------------	---

A15/068	02363	STREET ART VIEW	RED BULL	INSTITUCIONAL	LODUCCA Sao Paulo	BRAZIL	ADVERTISING AGENCY	LODUCCA Sao Paulo	<a href="http://www.streetartview.com/awards/cyber.php">http://www.streetartview.com/awards/cyber.php</a>
---------	-------	-----------------	----------	---------------	-------------------	--------	--------------------	-------------------	---

A15/071	02644	WE ARE TENNIS	BNP PARIBAS	WE ARE TENNIS WEBSITE	R/GA London	UNITED KINGDOM	ADVERTISING AGENCY	R/GA London	<a href="http://judgeseyesonly.com/bnp-paribas-we-are-tennis">http://judgeseyesonly.com/bnp-paribas-we-are-tennis</a>
---------	-------	---------------	-------------	-----------------------	-------------	----------------	--------------------	-------------	---

### A16 (Miscellaneous)

A16/006	00872	WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN Hamburg	GERMANY	ADVERTISING AGENCY	KEMPERTRAUTMANN Hamburg	<a href="http://frida-frommen.de/awards/walloffame/cyber/A16">http://frida-frommen.de/awards/walloffame/cyber/A16</a>
---------	-------	--------------	----------------------	------------	-------------------------	---------	--------------------	-------------------------	---

### B01 (Best Digitally Led Integrated Campaign)

B01/026	01347	M&M'S FIND RED	MARS	M&M'S	PROXIMITY CANADA	CANADA	ADVERTISING AGENCY	PROXIMITY CANADA	<a href="http://www.getaloadofthis.ca/2011/findred/">http://www.getaloadofthis.ca/2011/findred/</a>
---------	-------	----------------	------	-------	------------------	--------	--------------------	------------------	---

B01/049	00907	SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWALONDON	UNITED KINGDOM	ADVERTISING AGENCY	TBWALONDON	<a href="http://www.tbwalondonwork.com/SUPER_MEGA_RAINBOW_UPDATER_-_Digital_Integrated_Campaign/HOME.html">http://www.tbwalondonwork.com/SUPER_MEGA_RAINBOW_UPDATER_-_Digital_Integrated_Campaign/HOME.html</a>
---------	-------	----------------------------	---------	----------	------------	----------------	--------------------	------------	---

## Shortlist (Cyber Lions)

B01/060	01193	NOKIA PUSH SNOWBOARDING	NOKIA	NOKIA N8	HYPERNAKED London	UNITED KINGDOM	ADVERTISING AGENCY	HYPERNAKED London	<a href="http://awards.pushsnoboarding.com/2011">http://awards.pushsnoboarding.com/2011</a>
B01/081	02115	RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY Portland	USA	ADVERTISING AGENCY	WIEDEN+KENNEDY Portland	<a href="http://nosharpstuff.com/oldspice/cannes/integrated_responses">http://nosharpstuff.com/oldspice/cannes/integrated_responses</a>
B01/084	01421	TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH New York	USA	ADVERTISING AGENCY	RAZORFISH New York	<a href="http://cargocollective.com/awardsubmissions/1043244/">http://cargocollective.com/awardsubmissions/1043244/</a>
B01/086	00873	WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN Hamburg	GERMANY	ADVERTISING AGENCY	KEMPERTRAUTMANN Hamburg	<a href="http://frida-frommen.de/awards/walloffame/cyber/B01/">http://frida-frommen.de/awards/walloffame/cyber/B01/</a>
B01/087	01828	THE CHANCE	NIKE	NIKE FOOTBALL	AKQA London	UNITED KINGDOM	ADVERTISING AGENCY	AKQA London	<a href="http://awards.akqa.com/awards2011/CannesLions/The_Chance/default.html">http://awards.akqa.com/awards2011/CannesLions/The_Chance/default.html</a>
B01/100	00835	MINI WORLD RECORD ATTEMPT	MINI	MINI COUNTRYMAN	PROFERO London	UNITED KINGDOM	ADVERTISING AGENCY	PROFERO London	<a href="http://www.onlineentriespace.co.uk/minicountryman/">http://www.onlineentriespace.co.uk/minicountryman/</a>
B01/141	01425	THE HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO	ADVERTISING AGENCY	JWT SAN JUAN	<a href="http://www.yosoy100x35.com/cannes.php">http://www.yosoy100x35.com/cannes.php</a>
B01/147	01482	TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE Leuven	BELGIUM	ADVERTISING AGENCY	BOONDOGGLE Leuven / BOONDOGGLE Amsterdam	<a href="http://www.bornoncloud9.be/canneslions2011/nike/takethecity-cyber/index.html">http://www.bornoncloud9.be/canneslions2011/nike/takethecity-cyber/index.html</a>
B01/162	01699	THE PROMISE KEEPER	REEBOK	SHOES	FORSMAN & BODENFORS Gothenburg	SWEDEN	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	<a href="http://entries.se/e/reebok/thepromisekeeper/">http://entries.se/e/reebok/thepromisekeeper/</a>
B01/166	01775	NOKIA N8 CAMPAIGN	NOKIA	NOKIA N8	WIEDEN+KENNEDY London	UNITED KINGDOM	ADVERTISING AGENCY	WIEDEN+KENNEDY London	<a href="http://www.wkinteractive.co.uk/awards/NokiaN8/">http://www.wkinteractive.co.uk/awards/NokiaN8/</a>
B01/168	01805	DULUX WALLS	AKZO NOBEL	DULUX	EURO RSCG LONDON	UNITED KINGDOM	ADVERTISING AGENCY	EURO RSCG LONDON	<a href="http://letscolourprojectannes.eurofeed.eu/">http://letscolourprojectannes.eurofeed.eu/</a>
B01/179	02103	YOUR MOM HATES DEAD SPACE 2	ELECTRONIC ARTS	DEAD SPACE 2	DRAFTFCB San Francisco	USA	ADVERTISING AGENCY	DRAFTFCB San Francisco	<a href="http://ymhds2-cannes-cyber.com/">http://ymhds2-cannes-cyber.com/</a>
B01/195	00968	CHROME FAST	GOOGLE	CHROME BROWSER	BBH New York	USA	ADVERTISING AGENCY	BBH New York / GOOGLE CREATIVE LAB New York	<a href="http://bbhgraze.com/awards/google_10/google_chrome_fast_campaign_osi/">http://bbhgraze.com/awards/google_10/google_chrome_fast_campaign_osi/</a>
B01/206	02443	DECODE JAY-Z WITH BING	BING/JAY-Z	DECODE JAY-Z WITH BING	DROGA5 New York	USA	ADVERTISING AGENCY	DROGA5 New York	<a href="http://205.186.166.242/cannes/decode_jay-z/cyber">http://205.186.166.242/cannes/decode_jay-z/cyber</a>
B01/217	01296	SHOW US YOUR PIZZA	DOMINO'S	DOMINO'S	CRISPIN PORTER + BOGUSKY Boulder	USA	ADVERTISING AGENCY	CRISPIN PORTER + BOGUSKY Boulder	<a href="http://rockymountaintech.org/cannes/dom_showusyourpizza.html">http://rockymountaintech.org/cannes/dom_showusyourpizza.html</a>
B01/222	02691	LULLABIES	IKEA	DEPARTMENT STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	<a href="http://entries.se/e/ikea/lullabies/">http://entries.se/e/ikea/lullabies/</a>

## C01 (Foods and Drinks)

## Shortlist (Cyber Lions)

C01/004	01978	BREAKTHROUGH CAMPAIGN	HEINEKEN INTERNATIONAL	DESPERADOS	MEDIAMONKS Hilversum	THE NETHERLANDS	INTERNET	DUFRESNE CORRIGAN SCARLETT Paris / MEDIAMONKS Hilversum	<a href="http://www.previews.nl/awardentries/desperados/1">http://www.previews.nl/awardentries/desperados/1</a>
---------	-------	-----------------------	------------------------	------------	----------------------	-----------------	----------	---	---

### C02 (Automotive Products & Services)

C02/012	01244	TEST DRIVE ON COMMAND	NISSAN MIDDLE EAST	NISSAN PATROL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	ADVERTISING AGENCY	TBWA\RAAD Dubai	<a href="http://a1215760.sites.myregisteredsite.com/Lynx/TestDriveOnCommand/">http://a1215760.sites.myregisteredsite.com/Lynx/TestDriveOnCommand/</a>
---------	-------	-----------------------	--------------------	---------------	-----------------	----------------------	--------------------	-----------------	---

C02/033	01526	ONLINE GUERRILLA	MERCEDES-BENZ	MERCEDES-BENZ SPRINTER	N=5 Amsterdam	THE NETHERLANDS	ADVERTISING AGENCY	N=5 Amsterdam	<a href="http://reclamefestivals.nl/mercedes-benz-onlineguerrilla/">http://reclamefestivals.nl/mercedes-benz-onlineguerrilla/</a>
---------	-------	------------------	---------------	------------------------	---------------	-----------------	--------------------	---------------	---

### C05 (Clothing, Footwear & Accessories)

C05/007	00652	LUCKY COUNTER	UNIQLO	CLOTHING	DENTSU Tokyo	JAPAN	ADVERTISING AGENCY	DENTSU Tokyo	<a href="http://uk-tw.imgsrc.co.jp/award/counter/index_en.html">http://uk-tw.imgsrc.co.jp/award/counter/index_en.html</a>
---------	-------	---------------	--------	----------	--------------	-------	--------------------	--------------	---

### C06 (Other Consumer Products)

C06/016	02591	LEGO BUILDERS OF INFINITY	LEGO	LEGO	SERVICEPLAN Munich	GERMANY	ADVERTISING AGENCY	SERVICEPLAN Munich / PLAN.NET Munich	<a href="http://thisisforthejury.com/LEGO_boi/index2.html">http://thisisforthejury.com/LEGO_boi/index2.html</a>
---------	-------	---------------------------	------	------	--------------------	---------	--------------------	--------------------------------------	---

### C14 (Charities, Public Health & Safety, Public Awareness)

C14/014	01137	€1.20 YOUTUBE VIDEO	ING DIRECT	CHRISTMAS CAMPAIGN FOR UNICEF	OGILVYONE WORLDWIDE Madrid	SPAIN	ADVERTISING AGENCY	OGILVYONE WORLDWIDE Madrid	<a href="http://www.essolotrabajo.com/2011/en/thefirstyoutubesvideothatcosts120/cannes_c14.html">http://www.essolotrabajo.com/2011/en/thefirstyoutubesvideothatcosts120/cannes_c14.html</a>
---------	-------	---------------------	------------	-------------------------------	----------------------------	-------	--------------------	----------------------------	---

C14/029	01523	HOMELESS BANNERS	STOCKHOLMS STADSMISSION	HOMELESSNESS CHARITY	GARBERGS Stockholm	SWEDEN	ADVERTISING AGENCY	GARBERGS Stockholm	<a href="http://www.webcollectio.n.se/cannes2011/homeless/?cat=banners">http://www.webcollectio.n.se/cannes2011/homeless/?cat=banners</a>
---------	-------	------------------	-------------------------	----------------------	--------------------	--------	--------------------	--------------------	---

### D01 (Best Copywriting)

D01/001	00102	WORLD'S LONGEST BANNER	BMW	BMW X3 LAUNCH	CUNDARI Toronto	CANADA	ADVERTISING AGENCY	CUNDARI Toronto	<a href="http://campaignpage.ca/worldslongestbanner/">http://campaignpage.ca/worldslongestbanner/</a>
---------	-------	------------------------	-----	---------------	-----------------	--------	--------------------	-----------------	---

D01/008	01354	HURTS DON'T LET GO - AN INTERACTIVE AUDIO NOVEL ON SPOTIFY	RCA	HURTS "HAPPINESS"	SONY MUSIC ENTERTAINMENT UK CREATIVE London	UNITED KINGDOM	ADVERTISING AGENCY	FOAM London / SONY MUSIC ENTERTAINMENT UK CREATIVE London	<a href="http://www.eastrockwoodhigh.co.uk/hurts/spotifyhurts.html">http://www.eastrockwoodhigh.co.uk/hurts/spotifyhurts.html</a>
---------	-------	--	-----	-------------------	---	----------------	--------------------	---	---

D01/010	02010	MAJESTIC PLASTIC BAG	HEAL THE BAY	PUBLIC SERVICE ANNOUNCEMENT	DDB SAN FRANCISCO	USA	ADVERTISING AGENCY	DDB SAN FRANCISCO	<a href="http://www.youtube.com/watch?v=GLgh9h2ePYw">http://www.youtube.com/watch?v=GLgh9h2ePYw</a>
---------	-------	----------------------	--------------	-----------------------------	-------------------	-----	--------------------	-------------------	---

D01/040	02168	SWAGGER WAGON	TOYOTA MOTOR SALES	TOYOTA SIENNA	SAATCHI & SAATCHI LA	USA	ADVERTISING AGENCY	SAATCHI & SAATCHI LA	<a href="http://awards.saatchi.com/cannes/sienna-swagger-wagon-music-video-7/">http://awards.saatchi.com/cannes/sienna-swagger-wagon-music-video-7/</a>
---------	-------	---------------	--------------------	---------------	----------------------	-----	--------------------	----------------------	---

## Shortlist (Cyber Lions)

D01/041	02167	PRIUS GOES PLURAL INTRO WEB VIDEO	TOYOTA MOTOR SALES	TOYOTA PRIUS	SAATCHI & SAATCHI LA	USA	ADVERTISING AGENCY	SAATCHI & SAATCHI LA	<a href="http://awards.saatchila.com/cannes/prius-projects-site-prius-plural-video/">http://awards.saatchila.com/cannes/prius-projects-site-prius-plural-video/</a>
D01/045	02119	RESPONSE CAMPAIGN JS BEALS	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY Portland	USA	ADVERTISING AGENCY	WIEDEN+KENNEDY Portland	<a href="http://nosharpstuff.com/oldspice/cannes/writing_JSBeals">http://nosharpstuff.com/oldspice/cannes/writing_JSBeals</a>

## D02 (Best Music/Sound Design)

D02/002	00303	WORLD'S SMALLEST CHARACTER ANIMATION	NOKIA	NOKIA N8	WAVE STUDIOS London	UNITED KINGDOM	PRODUCTION COMPANY	WIEDEN+KENNEDY London	<a href="http://www.youtube.com/watch?v=CD7eagLI5c4">http://www.youtube.com/watch?v=CD7eagLI5c4</a>
D02/016	01171	SOUNDS LIKE: DARK RIDE	LEXUS	LEXUS CT 200H	SKINNY New York	USA	ADVERTISING AGENCY	SKINNY New York	<a href="http://208.109.211.125/cannes2011-dark-ride/">http://208.109.211.125/cannes2011-dark-ride/</a>
D02/018	00619	XYLOPHONE	NTT DOCOMO	MOBILE PHONE	DRILL Tokyo	JAPAN	ADVERTISING AGENCY	DRILL Tokyo / DENTSU Tokyo	<a href="http://www.engine-plus.co.jp/docomo_tw/">http://www.engine-plus.co.jp/docomo_tw/</a>
D02/019	01079	MADE IN USA	WRANGLER	BLUEBELL SS11	STINK DIGITAL London	UNITED KINGDOM	PRODUCTION COMPANY	STINK DIGITAL London	<a href="http://awards.stinkdigital.com/bluebellss11">http://awards.stinkdigital.com/bluebellss11</a>
D02/034	01859	CURIOSLY STRONG AWARDS	WRIGLEY	ALTOIDS	EVOLUTION BUREAU San Francisco	USA	ADVERTISING AGENCY	EVOLUTION BUREAU San Francisco	<a href="http://www.facebook.com/altoids?sk=app_18891674114">http://www.facebook.com/altoids?sk=app_18891674114</a>
D02/039	01969	VARIATIONS 2010	NESPRESSO	COFFEE CAPSULES	SOLEIL NOIR Paris	FRANCE	ADVERTISING AGENCY	SOLEIL NOIR Paris	<a href="http://www.welovecannes.com/variations/Best_Music_Sound_Design/">http://www.welovecannes.com/variations/Best_Music_Sound_Design/</a>
D02/040	02105	BRICK THIEF	LEGO	LEGO	PEREIRA & O'DELL San Francisco	USA	ADVERTISING AGENCY	PEREIRA & O'DELL San Francisco	<a href="http://showcase.noagecynname.com/LEGO/BrickThief/">http://showcase.noagecynname.com/LEGO/BrickThief/</a>
D02/043	01790	WELCOME BACK	T-MOBILE	TELECOMMUNICATIONS	SAATCHI & SAATCHI London	UNITED KINGDOM	ADVERTISING AGENCY	SAATCHI & SAATCHI London	<a href="http://www.youtube.com/watch?v=NB3NPNM4xgo">http://www.youtube.com/watch?v=NB3NPNM4xgo</a>
D02/049	02692	LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS Gothenburg	SWEDEN	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	<a href="http://entries.se/e/ikea/lullabies/site/">http://entries.se/e/ikea/lullabies/site/</a>
D02/061	02171	SWAGGER WAGON	TOYOTA MOTOR SALES	TOYOTA SIENNA	SAATCHI & SAATCHI LA	USA	ADVERTISING AGENCY	SAATCHI & SAATCHI LA	<a href="http://awards.saatchila.com/cannes/sienna-swagger-wagon/">http://awards.saatchila.com/cannes/sienna-swagger-wagon/</a>
D02/069	01686	THE EMOTION PLANNER	THE ROYAL OPERA IN STOCKHOLM	OPERA	DDB STOCKHOLM	SWEDEN	ADVERTISING AGENCY	DDB STOCKHOLM	<a href="http://www.adqualifier.com/competitions/2010/operan/emotionplanner/">http://www.adqualifier.com/competitions/2010/operan/emotionplanner/</a>

## D03 (Animation)

D03/027	01799	TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK London	UNITED KINGDOM	ADVERTISING AGENCY	DDB UK London	<a href="http://awards2.digivault.co.uk/?p=1535">http://awards2.digivault.co.uk/?p=1535</a>
D03/032	01180	SECRET RACE BATTLE	MATTEL	HOT WHEELS	MUSE AMSTERDAM	THE NETHERLANDS	ADVERTISING AGENCY	MUSE AMSTERDAM / ICEMOBILE Amsterdam	<a href="http://www.starstowatch.com/MattelHotWheels">http://www.starstowatch.com/MattelHotWheels</a>
D03/035	01971	VARIATIONS 2010	NESPRESSO	COFFEE CAPSULES	SOLEIL NOIR Paris	FRANCE	ADVERTISING AGENCY	SOLEIL NOIR Paris	<a href="http://www.welovecannes.com/variations/Animation/">http://www.welovecannes.com/variations/Animation/</a>

## Shortlist (Cyber Lions)

D03/037	02550	CLAYNATION INTERVIEW	LAND ROVER	FREELANDER 2	RAINEY KELLY CAMPBELL ROALFE/Y&R London	UNITED KINGDOM	ADVERTISING AGENCY	RAINEY KELLY CAMPBELL ROALFE/Y&R London / WUNDERMAN London	<a href="http://blog.landrover.com/awards3/">http://blog.landrover.com/awards3/</a>
D03/039	02586	MONET2010	RMN/GRAND PALAIS/CONSEIL DE LA	MONET EXHIBITION	FABERNOVEL Paris	FRANCE	DESIGN COMPANY	FABERNOVEL Paris / LES 84 Paris	<a href="http://www.monet2010.com">http://www.monet2010.com</a>
D03/045	02622	WORLDS SMALLEST CHARACTER ANIMATION	NOKIA	NOKIA N8	AARDMAN ANIMATIONS Bristol	UNITED KINGDOM	PRODUCTION COMPANY	WIEDEN+KENNEDY London	<a href="http://www.youtube.com/watch?v=CD7eagLl5c4">http://www.youtube.com/watch?v=CD7eagLl5c4</a>
D03/048	02496	ATTRACTION	INPES	TOBACCO AWARENESS	DDB PARIS	FRANCE	ADVERTISING AGENCY	DDB PARIS	<a href="http://www.ddbparis-campaignsonline.com/Attraction">http://www.ddbparis-campaignsonline.com/Attraction</a>

## D04 (Interface & Navigation)

D04/016	00995	THE WILDERNESS DOWNTOWN	GOOGLE	ARCADE FIRE	GOOGLE CREATIVE LAB New York	USA	INTERNET	CHRIS MILK SANTA MONICA	<a href="http://www.google.com/events/cyberentries/wilderness_downtown.html">http://www.google.com/events/cyberentries/wilderness_downtown.html</a>
D04/022	00341	HIDDEN HEROES	HI-CONE	MULTIPACK	GRIMM GALLUN HOLTAPPELS Hamburg	GERMANY	ADVERTISING AGENCY	GRIMM GALLUN HOLTAPPELS Hamburg / BÜRO REMPEN Drensteinfurt-Rinkerode	<a href="http://www.hidden-heroes.net">http://www.hidden-heroes.net</a>
D04/038	01800	TRUE LIFE COSTS	VOLKSWAGEN	VOLKSWAGEN VALUE	DDB UK London	UNITED KINGDOM	ADVERTISING AGENCY	DDB UK London	<a href="http://awards2.digivault.co.uk/?p=1535">http://awards2.digivault.co.uk/?p=1535</a>
D04/046	00876	WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN Hamburg	GERMANY	ADVERTISING AGENCY	KEMPERTRAUTMANN Hamburg	<a href="http://frida-frommen.de/awards/walloffame/cyber/D04">http://frida-frommen.de/awards/walloffame/cyber/D04</a>
D04/062	02587	MONET2010	RMN/GRAND PALAIS/CONSEIL DE LA	MONET EXHIBITION	FABERNOVEL Paris	FRANCE	DESIGN COMPANY	FABERNOVEL Paris	<a href="http://www.monet2010.com">http://www.monet2010.com</a>
D04/069	02693	LULLABIES	IKEA	IKEA	FORSMAN & BODENFORS Gothenburg	SWEDEN	ADVERTISING AGENCY	FORSMAN & BODENFORS Gothenburg	<a href="http://entries.se/e/ikea/lullabies/site/">http://entries.se/e/ikea/lullabies/site/</a>
D04/086	02889	360°	RENAULT	ESPACE	PUBLICIS CONSEIL Paris	FRANCE	ADVERTISING AGENCY	PUBLICIS CONSEIL Paris / MARCEL Paris	<a href="http://renault-espace360ipad-navigation-awards.megahosting.seevia.com/">http://renault-espace360ipad-navigation-awards.megahosting.seevia.com/</a>
D04/097	02054	YAHOO! BUS STOP DERBY	YAHOO!	YAHOO!	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	ADVERTISING AGENCY	GOODBY SILVERSTEIN & PARTNERS San Francisco	<a href="http://www.myawardshows.com/2011/cannes/yahoo_bus_stop_derby/">http://www.myawardshows.com/2011/cannes/yahoo_bus_stop_derby/</a>

## D05 (Illustration and Graphic Design)

D05/028	01973	PIXIE	NESPRESSO	COFFEE MACHINE	SOLEIL NOIR Paris	FRANCE	ADVERTISING AGENCY	SOLEIL NOIR Paris	<a href="http://www.welovecannes.com/pixie/illustration_and_graphic_design/">http://www.welovecannes.com/pixie/illustration_and_graphic_design/</a>
D05/038	02663	A NEW WARRIOR	GREENPEACE	THE NEW RAINBOW WARRIOR	LES 84 Paris	FRANCE	DESIGN COMPANY	DDB PARIS / LES 84 Paris	<a href="http://anewwarrior.greenpeace.org/">http://anewwarrior.greenpeace.org/</a>
D05/039	02588	MONET2010	RMN /GRAND PALAIS /CONSEIL DE LA	MONET EXHIBITION	FABERNOVEL Paris	FRANCE	DESIGN COMPANY	FABERNOVEL Paris / LES 84 Paris	<a href="http://www.monet2010.com">http://www.monet2010.com</a>

## Shortlist (Cyber Lions)

D05/040	02848	BELIEVE IN A NEW GOD	ROLLING STONE MAGAZINE	MAGAZINE	MARCEL Paris	FRANCE	ADVERTISING AGENCY	MARCEL Paris	<a href="http://believeinnewgod-illustration-awards.megahosting.seevia.com">http://believeinnewgod-illustration-awards.megahosting.seevia.com</a>
D05/045	00877	WALL OF FAME	EDDING INTERNATIONAL	STATIONARY	KEMPERTRAUTMANN Hamburg	GERMANY	ADVERTISING AGENCY	KEMPERTRAUTMANN Hamburg	<a href="http://frida-frommen.de/awards/walloffame/cyber/D05">http://frida-frommen.de/awards/walloffame/cyber/D05</a>
D05/049	02497	ATTRACTION	INPES	TOBACCO AWARENESS	DDB PARIS	FRANCE	ADVERTISING AGENCY	DDB PARIS	<a href="http://www.ddbparis-campaignsonline.com/Attraction">http://www.ddbparis-campaignsonline.com/Attraction</a>

## D06 (Photography)

D06/003	01948	STUNT	VF EUROPE	WRANGLER	FRED & FARID PARIS	FRANCE	ADVERTISING AGENCY	FRED & FARID PARIS	<a href="http://www.happytomorrow.fr/cannes/Wrangler/photography/index.php">http://www.happytomorrow.fr/cannes/Wrangler/photography/index.php</a>
D06/004	01077	DIESEL ISLAND	DIESEL	DIESEL APPAREL	STINK DIGITAL London	UNITED KINGDOM	PRODUCTION COMPANY	SANTO LONDON London	<a href="http://awards.stinkdigital.com/dieselisland">http://awards.stinkdigital.com/dieselisland</a>

## D07 (Best Use of Video)

D07/012	00659	THE INFINITE HOUSE	HORNBAACH DIY	HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	ADVERTISING AGENCY	HEIMAT Berlin	<a href="http://vimeo.com/21807870">http://vimeo.com/21807870</a>
D07/020	00040	HERDING CATS EXPERIMENT	IKEA	IKEA CATALOGUE	MOTHER London	UNITED KINGDOM	ADVERTISING AGENCY	MOTHER London	<a href="http://www.youtube.com/watch?v=vCB7RqGS684&amp;feature=related">http://www.youtube.com/watch?v=vCB7RqGS684&amp;feature=related</a>
D07/023	00185	SOUR/MIRROR	ZENITH	INDEPENDENT BAND	MASASHI QANTA SAQOOSHA HIROKI Tokyo	JAPAN	DESIGN COMPANY	MASASHI QANTA SAQOOSHA HIROKI Tokyo	<a href="http://sour-mirror.jp/_award/en/">http://sour-mirror.jp/_award/en/</a>
D07/039	01080	MADE IN USA	WRANGLER	BLUEBELL SS11	STINK DIGITAL London	UNITED KINGDOM	PRODUCTION COMPANY	STINK DIGITAL London	<a href="http://awards.stinkdigital.com/bluebellss11">http://awards.stinkdigital.com/bluebellss11</a>
D07/054	01153	A GIRL STORY	NANHI KALI, K.C. MAHINDRA EDUCATION TRUST	EDUCATION FOR YOUNG GIRLS	STRAWBERRYFROG New York	USA	ADVERTISING AGENCY	STRAWBERRYFROG New York	<a href="http://cargocollective.com/showcasegirlentry2">http://cargocollective.com/showcasegirlentry2</a>
D07/064	02428	A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN Paris	FRANCE	ADVERTISING AGENCY	BUZZMAN Paris	<a href="http://www.ourcasestudies.fr/tippexperience-70d/">http://www.ourcasestudies.fr/tippexperience-70d/</a>
D07/067	00972	CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH New York	USA	ADVERTISING AGENCY	BBH New York	<a href="http://bbhgraze.com/awards/google_10/google_chrome_fastball">http://bbhgraze.com/awards/google_10/google_chrome_fastball</a>

## E01 (Mobile Advertising)

E01/015	00475	HAVE A CAMPER DAY	CAMPER	CAMPER	HERRAIZ SOTO Barcelona	SPAIN	ADVERTISING AGENCY	HERRAIZ SOTO Barcelona	<a href="http://www.herraisoto.com/awards/2011/cannes/haveacamperday_ipad.html">http://www.herraisoto.com/awards/2011/cannes/haveacamperday_ipad.html</a>
E01/052	01018	LEAF IAD	NISSAN	NISSAN LEAF	TBWA\CHIAT\DAY LA Los Angeles	USA	ADVERTISING AGENCY	TBWA\CHIAT\DAY LA Los Angeles	<a href="http://projeqt.com/leafiad#si11412ci0q">http://projeqt.com/leafiad#si11412ci0q</a>

## Shortlist (Cyber Lions)

E01/057	01188	VENDING MACHINE	MINI CANADA	THE 2011 MINI R5X	TAXI 2 Toronto	CANADA	ADVERTISING AGENCY	TAXI 2 Toronto / FOURTH WALL Toronto	<a href="http://neverinneutral.com/awards/#/cannes/mini/vending">http://neverinneutral.com/awards/#/cannes/mini/vending</a>
E01/074	01403	HEAT MWC	GOOGLE	MOBILE APP	JUNG von MATT Stockholm	SWEDEN	ADVERTISING AGENCY	JUNG von MATT Stockholm	<a href="http://www.ouentries.se/heatmwc">http://www.ouentries.se/heatmwc</a>
E01/075	01404	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT Stockholm	SWEDEN	ADVERTISING AGENCY	JUNG von MATT Stockholm	<a href="http://www.ouentries.se/minigetawaystockholm/">http://www.ouentries.se/minigetawaystockholm/</a>
E01/107	01777	THIS UNPREDICTABLE LIFE	HONDA	HONDA JAZZ	WIEDEN+KENNEDY London	UNITED KINGDOM	ADVERTISING AGENCY	WIEDEN+KENNEDY London	<a href="http://awards.thisunpredictablelife.com/?lang=en">http://awards.thisunpredictablelife.com/?lang=en</a>
E01/116	02715	BOOM	NIKE	MOBILE APP	R/GA New York	USA	ADVERTISING AGENCY	R/GA New York	<a href="http://judgeseyesonly.com/nike-boom-app">http://judgeseyesonly.com/nike-boom-app</a>
E01/119	01837	NIKE FOOTBALL+ TEAM EDITION	NIKE	NIKE FOOTBALL COACHING APP	AKQA London	UNITED KINGDOM	ADVERTISING AGENCY	AKQA London	<a href="http://awards.akqa.com/awards2011/CannesLions/Nike_Football_Team_Edition/default.html">http://awards.akqa.com/awards2011/CannesLions/Nike_Football_Team_Edition/default.html</a>
E01/120	01838	TRAINING CLUB	NIKE	NIKE WOMEN	AKQA London	UNITED KINGDOM	ADVERTISING AGENCY	AKQA London	<a href="http://awards.akqa.com/awards2011/CannesLions/NTC/default.html">http://awards.akqa.com/awards2011/CannesLions/NTC/default.html</a>
E01/129	02751	AIRWALK IPUS	AIRWALK	FOOTWEAR	Y&R New York	USA	ADVERTISING AGENCY	Y&R New York	<a href="http://205.247.222.80/awards2010/airwalk/">http://205.247.222.80/awards2010/airwalk/</a>
E01/138	02033	STREAM	LYNX	MOBILE & SOCIAL PLATFORM	RAZORFISH New York	USA	ADVERTISING AGENCY	RAZORFISH New York	<a href="http://awardshowssubmission.com/AXE/stream/">http://awardshowssubmission.com/AXE/stream/</a>
E01/160	01426	THE HEART OF PUERTO RICO	PEPSICO	GATORADE	JWT SAN JUAN	PUERTO RICO	ADVERTISING AGENCY	JWT SAN JUAN	<a href="http://yosoy100x35.com/mobilecase/">http://yosoy100x35.com/mobilecase/</a>
E01/179	01797	OWN VOICE	NOKIA	NOKIA OVI STORE	WIEDEN+KENNEDY London	UNITED KINGDOM	ADVERTISING AGENCY	GLUE ISOBAR London / STARCUT London	<a href="http://www.bestofg.com/2011-cannes/nokia-mobile/">http://www.bestofg.com/2011-cannes/nokia-mobile/</a>
E01/181	01836	HEINEKEN STARPLAYER	HEINEKEN	STARPLAYER	AKQA London	UNITED KINGDOM	ADVERTISING AGENCY	AKQA London	<a href="http://awards.akqa.com/awards2011/CannesLions/Starplayer/mobile.html">http://awards.akqa.com/awards2011/CannesLions/Starplayer/mobile.html</a>
E01/185	01964	THE VOICE	REPORTERS WITHOUT BORDERS	NON GOVERNMENTAL ORGANISATION	PUBLICIS BRUSSELS	BELGIUM	ADVERTISING AGENCY	PUBLICIS BRUSSELS	<a href="http://predators-rsf.net/">http://predators-rsf.net/</a>
E01/189	02061	DALI MUSEUM IPHONE APP	DALI MUSEUM	HIPSTAMATIC IPHONE APP	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	ADVERTISING AGENCY	GOODBY SILVERSTEIN & PARTNERS San Francisco	<a href="http://www.myawardshows.com/2011/cannes/dali_museum_hipstamatic/">http://www.myawardshows.com/2011/cannes/dali_museum_hipstamatic/</a>
E01/194	02137	THE FIRST IPAD MOTION COVER & INTERACTIVE SPREAD	VIV MAG	VIV MAGAZINE	ALEX HENRY Los Angeles	USA	PRODUCTION COMPANY	ALEX HENRY Los Angeles	<a href="http://www.alexshenry.com/cannes">http://www.alexshenry.com/cannes</a>
E01/204	02716	NIKE+ GPS	NIKE	MOBILE APP	R/GA New York	USA	ADVERTISING AGENCY	R/GA New York	<a href="http://judgeseyesonly.com/nikeplus-iphone-gps-app">http://judgeseyesonly.com/nikeplus-iphone-gps-app</a>

## E02 (Interactive Tools (for PCs, MACs, etc))

## Shortlist (Cyber Lions)

E02/003	00522	E-FOLDER SET	IKEA	IKEA	LABORATORY IDEAS Budapest	HUNGARY	ADVERTISING AGENCY	LABORATORY IDEAS Budapest	<a href="http://entriesforthisyear.com/ikea-efolder">http://entriesforthisyear.com/ikea-efolder</a>
E02/013	01091	PROJEQT	TBWA WORLDWIDE	PROJEQT WEB PUBLISHING TOOL	TBWA WORLDWIDE New York	USA	ADVERTISING AGENCY	TBWA WORLDWIDE New York	<a href="http://projeqt.com/canneslions">http://projeqt.com/canneslions</a>
E02/019	00878	EDDING DIGITAL HIGHLIGHTER	EDDING INTERNATIONAL	DIGITAL HIGHLIGHTER	KEMPERTRAUTMANN Hamburg	GERMANY	ADVERTISING AGENCY	KEMPERTRAUTMANN Hamburg	<a href="http://frida-frommen.de/awards/digitalhighlighter/">http://frida-frommen.de/awards/digitalhighlighter/</a>
E02/032	00373	SAVE AS WWF	WWF DEUTSCHLAND	WWF	JUNG von MATT Hamburg	GERMANY	ADVERTISING AGENCY	JUNG von MATT Hamburg	<a href="http://www.saveaswwf.com/en/">http://www.saveaswwf.com/en/</a>

## E03 (Community Applications)

E03/006	00148	SOCIAL MEDIA SOBRIETY TEST	WEBROOT	WEBROOT INTERNET SECURITY COMPLETE	TDA_BOULDER Boulder	USA	ADVERTISING AGENCY	TDA_BOULDER Boulder	<a href="http://www.tdaboulder.com/awards/webroot_smt.html">http://www.tdaboulder.com/awards/webroot_smt.html</a>
E03/009	00351	DON'T TELL ASHTON	BERGHS SCHOOL OF COMMUNICATION	INTERACTIVE COMMUNICATION PROGRAM	BERGHS SCHOOL OF COMMUNICATION Stockholm	SWEDEN	EDUCATIONAL INSTITUTIONS	BERGHS SCHOOL OF COMMUNICATION Stockholm	<a href="http://donttellashton.com/awards/">http://donttellashton.com/awards/</a>
E03/019	00666	LUCKY LINE	UNIQLQ	CLOTHING	DENTSU Tokyo	JAPAN	ADVERTISING AGENCY	DENTSU Tokyo	<a href="http://interactive-salaryman.com/pieces/luckyline_e/cyber.html">http://interactive-salaryman.com/pieces/luckyline_e/cyber.html</a>
E03/035	01005	DAVID ON DEMAND	LEO BURNETT CHICAGO	MARKETING SEMINAR	LEO BURNETT CHICAGO	USA	ADVERTISING AGENCY	LEO BURNETT CHICAGO	<a href="http://63.115.252.20/DavidonDemand/">http://63.115.252.20/DavidonDemand/</a>
E03/036	00331	LIKE MACHINE	COCA-COLA	COCA-COLA VILLAGE	PUBLICIS E-DOLOGIC Ramat Gan	ISRAEL	ADVERTISING AGENCY	PUBLICIS E-DOLOGIC Ramat Gan / THE PROMARKET GROUP Tel Aviv	<a href="http://www.e-dologic.co.il/awards/coca-cola_village/entry00331">http://www.e-dologic.co.il/awards/coca-cola_village/entry00331</a>
E03/066	00908	SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWA LONDON	UNITED KINGDOM	ADVERTISING AGENCY	TBWA LONDON	<a href="http://www.tbwalondonwork.com/SUPER_MEGA_RAINBOW_UPDATER_-_Digital_Community_Applications/HOME.html">http://www.tbwalondonwork.com/SUPER_MEGA_RAINBOW_UPDATER_-_Digital_Community_Applications/HOME.html</a>
E03/068	00769	HALO REACH: REMEMBER REACH	MICROSOFT XBOX	HALO: REACH	AKQA San Francisco	USA	ADVERTISING AGENCY	AKQA San Francisco	<a href="http://thevoted.com/xbox/halo_reach/cannes.html">http://thevoted.com/xbox/halo_reach/cannes.html</a>
E03/078	00781	SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	AMERICAN EXPRESS	DIGITAS Boston	USA	ADVERTISING AGENCY	DIGITAS New York	<a href="http://www.nycworksho.wcase.com/boston_submissions/cannes-2011/AMEX_SBS_community/">http://www.nycworksho.wcase.com/boston_submissions/cannes-2011/AMEX_SBS_community/</a>
E03/094	02500	WHEN FACEBOOK BECOMES A BOOK	BOUYGUES TELECOM	TELECOMMUNICATIONS	DDB PARIS	FRANCE	ADVERTISING AGENCY	DDB PARIS	<a href="http://www.ddbparis-campaignonline.com/FB">http://www.ddbparis-campaignonline.com/FB</a>
E03/127	01306	MAC & JINX	KRAFT	KRAFT MAC & CHEESE	CRISPIN PORTER + BOGUSKY Boulder	USA	ADVERTISING AGENCY	CRISPIN PORTER + BOGUSKY Boulder	<a href="http://rockymountaintech.org/cannes/kraft_macjinx.html">http://rockymountaintech.org/cannes/kraft_macjinx.html</a>
E03/128	01320	SCHOOL LAND	UNICEF	UNICEF	JWT Madrid	SPAIN	ADVERTISING AGENCY	JWT Madrid	<a href="http://www.cl2.es/festivals/2011/school-land/">http://www.cl2.es/festivals/2011/school-land/</a>

## Shortlist (Cyber Lions)

E03/133	01484	TAKE THE CITY	NIKE	NIKE RUNNING	BOONDOGGLE Leuven	BELGIUM	ADVERTISING AGENCY	BOONDOGGLE Leuven / BOONDOGGLE Amsterdam	<a href="http://www.bornonclou d9.be/canneslions2011/nike/takethecity-cyber-community/index.html">http://www.bornonclou d9.be/canneslions2011/nike/takethecity-cyber-community/index.html</a>
E03/143	01666	OWN VOICE	NOKIA	OVI MAPS	WIEDEN+KENNEDY London	UNITED KINGDOM	ADVERTISING AGENCY	GLUE ISOBAR London / STARCUT London	<a href="http://www.bestofg.com/2011-cannes/nokia-film/">http://www.bestofg.com/2011-cannes/nokia-film/</a>
E03/147	01841	HEINEKEN STARPLAYER	HEINEKEN	STARPLAYER	AKQA London	UNITED KINGDOM	ADVERTISING AGENCY	AKQA London	<a href="http://awards.akqa.com/awards2011/CannesLions/Starplayer/facebook.html">http://awards.akqa.com/awards2011/CannesLions/Starplayer/facebook.html</a>
E03/148	01866	MOB THE RAINBOW	WRIGLEY	SKITTLES	EVOLUTION BUREAU San Francisco	USA	ADVERTISING AGENCY	EVOLUTION BUREAU San Francisco	<a href="http://www.theawarden try.com/2011/mtr/">http://www.theawarden try.com/2011/mtr/</a>
E03/168	02720	SXSW	R/GA	GAME	R/GA New York	USA	ADVERTISING AGENCY	R/GA New York	<a href="http://judgeseyesonly.com/sxsw">http://judgeseyesonly.com/sxsw</a>

## E04 (Games)

E04/022	00676	LUCKY MACHINE	UNIQLO	CLOTHING	DENTSU Tokyo	JAPAN	ADVERTISING AGENCY	DENTSU Tokyo	<a href="http://interactive-salaryman.com/pieces/luckymachine_e/">http://interactive-salaryman.com/pieces/luckymachine_e/</a>
E04/025	01820	DUTY CALLS	ELECTRONIC ARTS	VIDEO GAME	WIEDEN+KENNEDY Portland	USA	ADVERTISING AGENCY	WIEDEN+KENNEDY Portland	<a href="http://www.nosharpstuff.com/electronic-arts/dutycalls/">http://www.nosharpstuff.com/electronic-arts/dutycalls/</a>
E04/026	01405	GETAWAY STOCKHOLM	MINI	MINI COUNTRYMAN	JUNG von MATT Stockholm	SWEDEN	ADVERTISING AGENCY	JUNG von MATT Stockholm	<a href="http://www.ouentries.se/minigetawaystockholm/">http://www.ouentries.se/minigetawaystockholm/</a>
E04/035	00974	CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH New York	USA	ADVERTISING AGENCY	BBH New York	<a href="http://bbhgraze.com/awards/google_10/google_chrome_fastball">http://bbhgraze.com/awards/google_10/google_chrome_fastball</a>
E04/040	01842	HEINEKEN STARPLAYER	HEINEKEN	SOCIAL MEDIA GAME	AKQA London	UNITED KINGDOM	ADVERTISING AGENCY	AKQA London	<a href="http://awards.akqa.com/awards2011/CannesLions/Starplayer/default.html">http://awards.akqa.com/awards2011/CannesLions/Starplayer/default.html</a>
E04/041	01843	NIKE GRID	NIKE	NIKE RUNNING	AKQA London	UNITED KINGDOM	ADVERTISING AGENCY	AKQA London	<a href="http://awards.akqa.com/awards2011/CannesLions/Nike_Grid/default.html">http://awards.akqa.com/awards2011/CannesLions/Nike_Grid/default.html</a>
E04/080	02323	56 SAGE STREET	BARCLAYS	BARCLAYS MONEYSKILLS	BBH London	UNITED KINGDOM	ADVERTISING AGENCY	BBH London	<a href="http://grazeourfield.com/Barclays/56sagestreet/">http://grazeourfield.com/Barclays/56sagestreet/</a>
E04/088	02502	RISK HEARING	INPES	INPES	DDB PARIS	FRANCE	ADVERTISING AGENCY	DDB PARIS	<a href="http://www.ddbparis-campaignsonline.com/inpes-risques-auditifs/">http://www.ddbparis-campaignsonline.com/inpes-risques-auditifs/</a>

## E05 (Other Digital Channels)

E05/004	00105	HURTS DON'T LET GO	RCA	HURTS "HAPPINESS"	SONY MUSIC ENTERTAINMENT UK CREATIVE London	UNITED KINGDOM	ADVERTISING AGENCY	FOAM London / SONY MUSIC ENTERTAINMENT UK CREATIVE London	<a href="http://www.eastrockwo odhigh.co.uk/hurts/spotifyhurts.html">http://www.eastrockwo odhigh.co.uk/hurts/spotifyhurts.html</a>
---------	-------	--------------------	-----	-------------------	---	----------------	--------------------	---	---

## Shortlist (Cyber Lions)

E05/017	02238	ANDES FRIEND RECOVERY	ANHEUSER-BUSCH INBEV	BEER	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	ARGENTINA	ADVERTISING AGENCY	DEL CAMPO NAZCA SAATCHI & SAATCHI Buenos Aires	<a href="http://www.dcnazca.com.ar/casos/2011/cannes/andes/index.html">http://www.dcnazca.com.ar/casos/2011/cannes/andes/index.html</a>
E05/037	01962	THE CANVAS EXPERIMENT	CONVERSE EMEA	CONVERSE SHOES	PERFECT FOOLS Stockholm	SWEDEN	INTERNET	PERFECT FOOLS Stockholm	<a href="http://competitions.nomoday.com/case/canvas2">http://competitions.nomoday.com/case/canvas2</a>
E05/039	02062	YAHOO! BUS STOP DERBY	YAHOO!	YAHOO!	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	ADVERTISING AGENCY	GOODBY SILVERSTEIN & PARTNERS San Francisco	<a href="http://www.myawardshows.com/2011/cannes/yahoo_bus_stop_derby/">http://www.myawardshows.com/2011/cannes/yahoo_bus_stop_derby/</a>

### F01 (Email Marketing, incl. e-cards)

F01/022	02935	THE OUT OF OFFICE AD	B-REEL	DIGITAL PRODUCTION COMPANY	SAATCHI & SAATCHI Stockholm	SWEDEN	ADVERTISING AGENCY	SAATCHI & SAATCHI Stockholm	<a href="http://www.adawardentries.com/ooo/">http://www.adawardentries.com/ooo/</a>
---------	-------	----------------------	--------	----------------------------	-----------------------------	--------	--------------------	-----------------------------	---

### F02 (Viral Video)

F02/008	00279	IPAD LIGHT PAINTING	DENTSU LONDON	ADVERTISING AGENCY	DENTSU LONDON London	UNITED KINGDOM	ADVERTISING AGENCY	DENTSU LONDON London	<a href="http://media.dentsulondon.com/submissions/2011/cannes/ipad.html">http://media.dentsulondon.com/submissions/2011/cannes/ipad.html</a>
F02/021	00447	DARTH VADER	TOMTOM	NAVIGATION VOICES	POOL WORLDWIDE Amsterdam	THE NETHERLANDS	ADVERTISING AGENCY	POOL WORLDWIDE Amsterdam	<a href="http://www.youtube.com/watch?v=2ljFfLmL70">http://www.youtube.com/watch?v=2ljFfLmL70</a>
F02/022	00448	MASTER YODA	TOMTOM	NAVIGATION VOICES	POOL WORLDWIDE Amsterdam	THE NETHERLANDS	ADVERTISING AGENCY	POOL WORLDWIDE Amsterdam	<a href="http://www.youtube.com/watch?v=FdcJVuyImsM">http://www.youtube.com/watch?v=FdcJVuyImsM</a>
F02/032	00603	LEGENDARY BIRU	SLEEMAN BREWERIES	BEER	DENTSU CANADA Toronto	CANADA	ADVERTISING AGENCY	DENTSU CANADA Toronto	<a href="http://www.youtube.com/watch?v=K-Rs6YEZA8">http://www.youtube.com/watch?v=K-Rs6YEZA8</a>
F02/037	00680	WRITE THE FUTURE	NIKE	NIKE FOOTBALL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	ADVERTISING AGENCY	WIEDEN+KENNEDY AMSTERDAM	<a href="http://www.facebook.com/video/video.php?v=652830435528">http://www.facebook.com/video/video.php?v=652830435528</a>
F02/043	00824	WAKING UP THE NEIGHBOURHOOD	POWA	FEMALE ABUSE PREVENTION	OGILVY JOHANNESBURG	SOUTH AFRICA	ADVERTISING AGENCY	OGILVY JOHANNESBURG	<a href="http://www.youtube.com/watch?v=BW30WslahMc">http://www.youtube.com/watch?v=BW30WslahMc</a>
F02/044	00836	DIGITAL STORY OF THE NATIVITY	EXCENTRIC	DIGITAL AGENCY	EXCENTRIC Lisbon	PORTUGAL	INTERNET	EXCENTRIC Lisbon	<a href="http://www.youtube.com/watch?v=GkHNNPM7pJA">http://www.youtube.com/watch?v=GkHNNPM7pJA</a>
F02/045	00743	FOOSBALL FEVER	NOKIA	N8 MOBILE SMARTPHONE	JACK MORTON WORLDWIDE London	UNITED KINGDOM	SALES PROMOTION	JACK MORTON WORLDWIDE London / THE MILL London	<a href="http://www.youtube.com/watch?v=h5jKcDH9s64">http://www.youtube.com/watch?v=h5jKcDH9s64</a>
F02/048	00863	CHATROULETTE REACTIONS	LIONSGATE	THE LAST EXORCISM (MOVIE)	THE VISIONAIRE GROUP Los Angeles	USA	ADVERTISING AGENCY	THE VISIONAIRE GROUP Los Angeles	<a href="http://www.youtube.com/thelastexorcism">http://www.youtube.com/thelastexorcism</a>
F02/055	00849	I HOPE THIS GETS TO YOU	WALTER MAY	LOVE	WALTER MAY Los Angeles	USA	ADVERTISER/CLIENT	WALTER MAY Los Angeles	<a href="http://www.72andsunny.com/awards/11/cannes/waltermay_hopethisgetstoyou/">http://www.72andsunny.com/awards/11/cannes/waltermay_hopethisgetstoyou/</a>
F02/061	00955	CAGE COP	WRIGLEY	SKITTLES	BBDO CANADA Toronto	CANADA	ADVERTISING AGENCY	BBDO CANADA Toronto	<a href="http://www.youtube.com/watch?v=Oech5Rpom2g&amp;feature=relmfu">http://www.youtube.com/watch?v=Oech5Rpom2g&amp;feature=relmfu</a>

## Shortlist (Cyber Lions)

F02/064	00958	CAT	WRIGLEY	SKITTLES	BBDO CANADA Toronto	CANADA	ADVERTISING AGENCY	BBDO CANADA Toronto	<a href="http://www.youtube.com/watch?v=eDlaJlb1ezg&amp;feature=channel_video_title">http://www.youtube.com/watch?v=eDlaJlb1ezg&amp;feature=channel_video_title</a>
F02/087	00897	LIQUID MOUNTAINEERING	HI-TEC	WATERPROOF SHOES	CCCP Amsterdam	THE NETHERLANDS	ADVERTISING AGENCY	CCCP Amsterdam	<a href="http://www.youtube.com/watch?v=Oe3St1GgoHQ">http://www.youtube.com/watch?v=Oe3St1GgoHQ</a>
F02/091	01200	THE FORCE	VOLKSWAGEN	VW PASSAT	DEUTSCH INC. Los Angeles	USA	ADVERTISING AGENCY	DEUTSCH INC. Los Angeles	<a href="http://www.youtube.com/watch?v=R55e-uHQna0">http://www.youtube.com/watch?v=R55e-uHQna0</a>
F02/104	01982	BREAKTHROUGH CAMPAIGN	HEINEKEN INTERNATIONAL	DESPERADOS	MEDIAMONKS Hilversum	THE NETHERLANDS	INTERNET	DUFRESNE CORRIGAN SCARLETT Paris / MEDIAMONKS Hilversum	<a href="http://www.youtube.com/desperados">http://www.youtube.com/desperados</a>
F02/111	00593	THE CHASE	INTEL CORPORATION	THE 2ND GENERATION INTEL CORE I5 PROCESSOR	VENABLES BELL & PARTNERS San Francisco	USA	ADVERTISING AGENCY	VENABLES BELL & PARTNERS San Francisco	<a href="http://www.awardentrys.com/intel2011/viral.html">http://www.awardentrys.com/intel2011/viral.html</a>
F02/130	00946	PROM DATE	WRIGLEY	CHEWING GUM	ENERGY BBDO Chicago	USA	ADVERTISING AGENCY	ENERGY BBDO Chicago	<a href="http://www.youtube.com/watch?v=59S-YaUvMlk&amp;feature=channel_video_title">http://www.youtube.com/watch?v=59S-YaUvMlk&amp;feature=channel_video_title</a>
F02/134	01867	CURIOSLY STRONG AWARDS	WRIGLEY	ALTOIDS	EVOLUTION BUREAU San Francisco	USA	ADVERTISING AGENCY	EVOLUTION BUREAU San Francisco	<a href="http://www.youtube.com/watch?v=_yWLBa77Mic">http://www.youtube.com/watch?v=_yWLBa77Mic</a>
F02/145	01779	THE WORLDS SMALLEST STOP-MOTION CHARACTER ANIMATION	NOKIA	NOKIA N8	WIEDEN+KENNEDY London	UNITED KINGDOM	ADVERTISING AGENCY	WIEDEN+KENNEDY London / AARDMAN ANIMATIONS Bristol	<a href="http://www.wkinteractive.co.uk/awards/NokiaWorldsSmallest/">http://www.wkinteractive.co.uk/awards/NokiaWorldsSmallest/</a>
F02/148	01793	GONG	EUROPEAN TOUR	EUROPEAN GOLF TOUR	SAATCHI & SAATCHI London	UNITED KINGDOM	ADVERTISING AGENCY	SAATCHI & SAATCHI London	<a href="http://www.youtube.com/watch?v=Pu30IT7mxDQ">http://www.youtube.com/watch?v=Pu30IT7mxDQ</a>
F02/154	02155	PANYEE FC	TMB BANK	CORPORATE BRANDING	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	ADVERTISING AGENCY	THE LEO BURNETT GROUP THAILAND Bangkok	<a href="http://www.youtube.com/watch?v=J4oA3kkAWU">http://www.youtube.com/watch?v=J4oA3kkAWU</a>
F02/163	02121	RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY Portland	USA	ADVERTISING AGENCY	WIEDEN+KENNEDY Portland	<a href="http://nosharpstuff.com/oldspice/cannes/viralvideo_responses">http://nosharpstuff.com/oldspice/cannes/viralvideo_responses</a>
F02/191	00966	CHROME FASTBALL	GOOGLE	CHROME BROWSER	BBH New York	USA	ADVERTISING AGENCY	BBH New York / GOOGLE CREATIVE LAB New York	<a href="http://bbhgraze.com/awards/google_10/google_chrome_fastball">http://bbhgraze.com/awards/google_10/google_chrome_fastball</a>
F02/192	00975	CHROME SPEED TESTS	GOOGLE	CHROME BROWSER	BBH New York	USA	ADVERTISING AGENCY	BBH New York / GOOGLE CREATIVE LAB New York	<a href="http://www.youtube.com/watch?v=nCgQDjotG0">http://www.youtube.com/watch?v=nCgQDjotG0</a>
F02/202	01443	PINK PONIES CASE STUDY	JOHN ST.	JOHN ST.	JOHN ST Toronto	CANADA	ADVERTISING AGENCY	JOHN ST Toronto	<a href="http://www.youtube.com/watch?v=dRDhx8Lo37E">http://www.youtube.com/watch?v=dRDhx8Lo37E</a>
F02/226	01768	UNBEARABLE	DSCR ROAD SAFETY	ROAD SAFETY	LOWE STRATEUS Paris	FRANCE	ADVERTISING AGENCY	LOWE STRATEUS Paris	<a href="http://www.youtube.com/watch?v=wFMKtpowx0">http://www.youtube.com/watch?v=wFMKtpowx0</a>

## F03 (Viral Marketing)

## Shortlist (Cyber Lions)

F03/041	00678	LUCKY LINE	UNIQLO	CLOTHING	DENTSU Tokyo	JAPAN	ADVERTISING AGENCY	DENTSU Tokyo	<a href="http://interactive-salaryman.com/pieces/luckyline_e/">http://interactive-salaryman.com/pieces/luckyline_e/</a>
F03/043	00653	LUCKY COUNTER	UNIQLO	CLOTHING	DENTSU Tokyo	JAPAN	ADVERTISING AGENCY	DENTSU Tokyo	<a href="http://uk-tw.imgsrc.co.jp/award/counter/index_en.html">http://uk-tw.imgsrc.co.jp/award/counter/index_en.html</a>
F03/065	00909	SUPER MEGA RAINBOW UPDATER	WRIGLEY	SKITTLES	TBWALONDON	UNITED KINGDOM	ADVERTISING AGENCY	TBWALONDON	<a href="http://www.tbwalondonwork.com/SUPER_MEGA_RAINBOW_UPDATER_-_Digital_Viral_Marketing/HOME.html">http://www.tbwalondonwork.com/SUPER_MEGA_RAINBOW_UPDATER_-_Digital_Viral_Marketing/HOME.html</a>
F03/066	02366	STREET ART VIEW	RED BULL	INSTITUTIONAL	LODUCCA Sao Paulo	BRAZIL	ADVERTISING AGENCY	LODUCCA Sao Paulo	<a href="http://www.streetartview.com/awards/">http://www.streetartview.com/awards/</a>
F03/067	02122	RESPONSE CAMPAIGN	PROCTER & GAMBLE	OLD SPICE BODY WASH	WIEDEN+KENNEDY Portland	USA	ADVERTISING AGENCY	WIEDEN+KENNEDY Portland	<a href="http://nosharpstuff.com/oldspice/cannes/viralmarketing_responses">http://nosharpstuff.com/oldspice/cannes/viralmarketing_responses</a>
F03/069	01423	TWEET RACE	MERCEDES-BENZ	AUTOMOBILE	RAZORFISH New York	USA	ADVERTISING AGENCY	RAZORFISH New York	<a href="http://cargocollective.com/awardsubmissions/1277729">http://cargocollective.com/awardsubmissions/1277729</a>
F03/077	02912	EOS TALKING TREE	EOS MAGAZINE	CASCADE	HAPPINESS BRUSSELS	BELGIUM	ADVERTISING AGENCY	HAPPINESS BRUSSELS	<a href="http://kuotzu-i.net/talkingtree/community/">http://kuotzu-i.net/talkingtree/community/</a>
F03/137	01788	LIFE IN A DAY	YOUTUBE	YOUTUBE	TOASTER London	UNITED KINGDOM	DESIGN COMPANY	TOASTER London	<a href="http://preview.rehabstudio.com/clients/lifeinaday/HTM/3.htm">http://preview.rehabstudio.com/clients/lifeinaday/HTM/3.htm</a>
F03/167	02726	PAY WITH A TWEET	INNOVATIVE THUNDER	CURRENCY SYSTEM	R/GA New York	USA	ADVERTISING AGENCY	R/GA New York	<a href="http://www.knarre.com/pwat_awards_cannes">http://www.knarre.com/pwat_awards_cannes</a>
F03/168	02727	THE SOCIAL INTERVIEW	R/GA	THE SOCIAL INTERVIEW	R/GA New York	USA	ADVERTISING AGENCY	R/GA New York	<a href="http://judgeseyesonly.com/the-social-interview">http://judgeseyesonly.com/the-social-interview</a>
F03/173	02104	YOUR MOM HATES DEAD SPACE 2	ELECTRONIC ARTS	DEAD SPACE 2	DRAFTFCB San Francisco	USA	ADVERTISING AGENCY	DRAFTFCB San Francisco	<a href="http://ymhds2-cannes-viral-marketing.com">http://ymhds2-cannes-viral-marketing.com</a>
F03/188	02430	A HUNTER SHOOTS A BEAR	BIC TIPP-EX	POCKET MOUSE	BUZZMAN Paris	FRANCE	ADVERTISING AGENCY	BUZZMAN Paris	<a href="http://www.ourcasestudies.fr/tippexperience-30f/">http://www.ourcasestudies.fr/tippexperience-30f/</a>
F03/192	01954	4TH AMENDMENT WEAR	4TH AMENDMENT WEAR	METALLIC INK UNDERCLOTHES	4TH AMENDMENT WEAR Boulder	USA	ADVERTISING AGENCY	4TH AMENDMENT WEAR Boulder	<a href="http://awardentry.info/cannes/4thamendmentwear">http://awardentry.info/cannes/4thamendmentwear</a>
F03/200	02791	SNEAKERPEDIA	FOOT LOCKER	FOOT LOCKER	SAPIENTNITRO London	UNITED KINGDOM	ADVERTISING AGENCY	SAPIENTNITRO London	<a href="http://www.sneakerpedia.com/">http://www.sneakerpedia.com/</a>
F03/204	02927	SAVE AS WWF	WWF DEUTSCHLAND	WWF	JUNG von MATT Hamburg	GERMANY	ADVERTISING AGENCY	JUNG von MATT Hamburg	<a href="http://www.saveaswwf.com/en/presentation-viral.html">http://www.saveaswwf.com/en/presentation-viral.html</a>

Total Entries:

220