



**2010 PROMAXBDA PROMOTION & MARKETING WORLD GOLD  
AWARDS WINNERS LIST**

**2010 SPECIALIZED CATEGORIES: OLYMPICS SPECIFIC  
SPECIAL EVENTS PROMOTION (OLYMPICS)**

**GOLD**

CTV BC – Believe Image  
*CTV Creative Agency*

**SILVER**

2010 Vancouver Olympics "One Day"  
*The NBC Agency*

**BRONZE**

Das Erste, Vancouver 2010  
*UnitedSenses Munich*

**2010 SPECIALIZED CATEGORIES: OLYMPICS SPECIFIC  
SPECIAL EVENTS CAMPAIGN (OLYMPICS)**

**GOLD**

2010 Vancouver Olympics Campaign  
*The NBC Agency*

**SILVER**

FOXTEL's (Very) Short Guides to Vancouver 2010  
*FOXTEL*

**BRONZE**

Das Erste, Vancouver 2010  
*UnitedSenses Munich*

**2010 SPECIALIZED CATEGORIES: OLYMPICS SPECIFIC**  
**SPORTS PROGRAM CAMPAIGN (OLYMPICS)**

**GOLD**

Olympics Local Athletes Campaign  
*The NBC Agency*

**SILVER**

FOXTEL's (Very) Short Guides to Vancouver 2010  
*FOXTEL*

**2010 SPECIALIZED CATEGORIES: OLYMPICS SPECIFIC**  
**LIVE EVENT PROMOTION (OLYMPICS)**

**GOLD**

2010 Vancouver Olympics Big Live Event  
*The NBC Agency*

**SILVER**

Das Erste, Vancouver 2010  
*UnitedSenses Munich*

**2010 SPECIALIZED CATEGORIES: OLYMPICS SPECIFIC**  
**LIVE EVENT CAMPAIGN (OLYMPICS)**

**GOLD**

2010 VANCOUVER OLYMPICS NATIONAL ATHLETES CAMPAIGN  
*The NBC Agency*

**SILVER**

FOXTEL's (Very) Short Guides to Vancouver 2010  
*FOXTEL*

**BRONZE**

MuchMusic - MOD Live @ The Base  
*CTV Creative Agency*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**CONSUMER PRINT AD**

**GOLD**

Air Crash Investigation  
*National Geographic Channel UK*

**SILVER**

History Channel Italy-The Seven Deadly Sins  
*FOX Channels Italy*

**BRONZE**  
ProSieben "Transformers"  
*Creative Solutions - German Free TV*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**CONSUMER PRINT CAMPAIGN**

**GOLD**  
HBO - FILHOS DO CARNAVAL  
*HBO LAG*

**SILVER**  
Destroyed In Seconds  
*Discovery UK*

**BRONZE**  
N24 "Why?"  
*Creative Solutions - German Free TV*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**TRADE PRINT AD**

**GOLD**  
Earth Day - College Ruled  
*National Geographic Channels International*

**SILVER**  
Perfect Quality - Perfectly Legal  
*Kanal 5*

**BRONZE**  
Head for crime  
*Kanal 9*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**OUTDOOR/ENVIRONMENTAL/TRANSIT AD**

**GOLD**  
Don't Forget The Lyrics  
*MediaCorp Channel 8*

**SILVER**  
E! News  
*Comcast International Media Group*

**BRONZE**

ABC3 "It's A Kid's World"  
*ABC3 by TACTIC*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**OUTDOOR/ENVIRONMENTAL/TRANSIT AD CAMPAIGN**

**GOLD**

ABC3 outdoor branding  
*ABC3 by TACTIC*

**SILVER**

Stitch! launch promotion  
*Walt Disney Television International Japan*

**BRONZE**

SBS - Ashes Scoreboards  
*SBS*

**OUTDOOR, OUT-OF-HOME, PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**MARKETING PRESENTATION – PRINT OR SPECIALTY**

**GOLD**

TACTIC 'Fuck The Recession'  
*TACTIC*

**SILVER**

Breaking Bad - Season Two - Press Kit  
*SPT Networks Germany*

**BRONZE**

Man vs. Food Giant Pizza Invite  
*Discovery Networks Asia-Pacific*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**PROMOTIONAL ITEMS**

**GOLD**

Nat Geo Abu Dhabi – Recyclable Calendar  
*Fox International Channels Middle East*

**SILVER**

CTV-Olympic Pin Art  
*CTV Creative Agency*

**BRONZE**  
Live Curious T Shirts  
*National Geographic Channels International*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**SALES PROMOTION CAMPAIGN – COLLATERAL/SPECIALTY**

**GOLD**  
Hombres Trabajando (Men at Work)  
*The History Channel Latin America*

**SILVER**  
The Biggest Loser Asia  
*Universal Networks International*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**STUNT PROMOTION**

**GOLD**  
They Walk Among Us  
*Universal Networks International*

**SILVER**  
Flashpoint Flash Mob  
*Universal Networks International*

**OUTDOOR, OUT-OF-HOME, PRINT AND POSTER: RADIO STATION CATEGORIES**  
**PRINT AD**

**GOLD**  
Previously on Gossip Girl  
*Kanal 5*

**OUTDOOR, OUT-OF-HOME, PRINT AND POSTER: CRAFT CATEGORIES**  
**COPYWRITING**

**GOLD**  
RT Question more campaign/ Weapon  
*RT*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: CRAFT CATEGORIES**

**ART DIRECTION/DESIGN**

**GOLD**

DVD Imaginantes  
*Televisa*

**SILVER**

Movie Extra: Mad Men book  
*MOVIE NETWORK CHANNELS by TACTIC*

**BRONZE**

13TH STREET Reload – “The Art of Frightening / Dead Body”  
*NBC UNIVERSAL Global Networks Germany*

**OUTDOOR, OUT-OF-HOME PRINT AND POSTER: CRAFT CATEGORIES**

**PROMOTIONAL ITEMS CAMPAIGN**

**GOLD**

Aprondisiacs  
*SPE Networks - Asia Pte. Ltd.*

**SILVER**

30 Rock merchandise  
*TV1 Australia*

**RADIO: NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE**

**PROMOTION USING RADIO**

**GENERAL BRANDING IMAGE**

**GOLD**

Hallmark - Radio Dallas  
*NBC Universal Global Networks Italy*

**SILVER**

13TH STREET Reload – “The Art of Frightening / Boyband”  
*NBC UNIVERSAL Global Networks Germany*

**RADIO: CONTENT MARKETING USING RADIO**

**PROMOTION FOR PROGRAM/SERIES**

**GOLD**

BBC Knowledge- Moon Week  
*BBC Worldwide Channels Australia*

**SILVER**

7Network City Homicide V2 30sec Radio Spot - single - marketing  
*Seven Network Ltd*

**BRONZE**

CBeebies- Animal Funtime  
*BBC Worldwide Channels*

**RADIO: NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE  
PROMOTION USING RADIO**

**SPORTS PROGRAM SPOT**

**GOLD**

EUROSPORT - BUNDESLIGA SEASON  
*EUROSPORT*

**SILVER**

EUROSPORT - PROMO - US OPEN  
*EUROSPORT*

**RADIO: NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE  
PROMOTION USING RADIO**

**ENTERTAINMENT PROGRAM SPOT**

**GOLD**

I Survived  
*FOXTEL*

**RADIO: NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE  
PROMOTION USING RADIO**

**DRAMATIC PROGRAM SPOT**

**GOLD**

7Network City Homicide V1 – 30sec Dramatic Radio Spot - single – marketing  
*Seven Network Ltd*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION**

**GENERAL BRANDING/IMAGE**

**GOLD**

CELEBRITY SUPPORT GROUP - NETWORK TEN  
*NETWORK TEN*

**SILVER**

MNET - Magic Studio  
*ORIJIN*

**BRONZE**

A Little Knowledge Goes a Long Way - BBC Knowledge Image Spot  
*BBC Worldwide Australasia*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
GENERAL BRANDING/IMAGE CAMPAIGN**

**GOLD**

13TH STREET Image Spots  
*NBC UNIVERSAL Global Networks Germany*

**SILVER**

NAT GEO WILD  
*National Geographic Channel*

**BRONZE**

They Know About Sport  
*Sky Sports, BSkyB Ltd*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
LOWER THIRD PROMOTION**

**GOLD**

1+1 Christmas 2009 Lower Third Campaign  
*1+1 tv channel*

**SILVER**

You Me and Dupree Megafilm Bug  
*TNTLA*

**BRONZE**

Daddy At Home  
*MediaCorp Channel 8*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
HOLIDAY/SPECIAL EVENT SPOT**

**GOLD**

FOX CRIME - XMas Spot  
*FOX CHANNELS ITALY*

**SILVER**

World Cup Spot "VIEJITOS"  
*DIRECTV Latin America*

**BRONZE**

Cult Summer Festival  
*FOX CHANNELS ITALY*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
HOLIDAY/SPECIAL EVENT CAMPAIGN**

**GOLD**

Summer Image Campaign  
*TV1 Australia*

**SILVER**

Moon Landing Anniversary  
*National Geographic Channel*

**BRONZE**

XXI Olympic Winter Games  
*NINE Network Australia*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
ON-AIR PROMOTION FOR WEBSITE**

**GOLD**

Viasat on Demand  
*Viasat Broadcasting*

**SILVER**

7Games "Everybody Needs Somebody To Play!"  
*Creative Solutions - German Free TV*

**BRONZE**

ESPN Mobile TV – F1, TNA & Sportscenter  
*ESPN STAR Sports*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
PROGRAM PROMOTION SPOT – IN-HOUSE**

**GOLD**

Metal Detector  
*XYZ NETWORKS*

**SILVER**

102 Minutes that Changed America  
*History UK*

**BRONZE**

The Bill "View from the Frontline" 90"  
*ITV*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
PROGRAM PROMOTION CAMPAIGN – IN-HOUSE**

**GOLD**

Iss Jungle Se Mujhe Bachao  
*SET-Multi Screen Media Pvt. Ltd.*

**SILVER**

Discovery' Summer Invasion  
*Discovery Networks Nordic*

**BRONZE**

CTV Olympics - Believe Campaign  
*CTV Creative Agency*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
PROGRAM PROMOTION SPOT – OUT-OF-HOUSE**

**GOLD**

Look Up  
*Versus*

**SILVER**

Shocking Shorts Award  
*FEEDMEE Design GmbH*

**BRONZE**

Ashita No Joe  
*Animax Broadcast Japan*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
PROGRAM PROMOTION CAMPAIGN – OUT-OF-HOUSE**

**GOLD**

SBS - Post Ashes Campaign  
*SBS*

**SILVER**

Project Runway Australia Series 2  
*FOXTEL - ARENA*

**BRONZE**

Glutton For Punishment 3  
*Discovery Networks Asia-Pacific*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
NEWS/INFORMATION PROGRAM SPOT**

**GOLD**

SKY TG24 PORTRAITS  
*SKY ITALIA*

**SILVER**

911 Theme  
*Viasat Broadcasting Ltd*

**BRONZE**

Crime Night  
*Viasat Broadcasting Ltd*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
NEWS/INFORMATION PROGRAM CAMPAIGN**

**GOLD**

American Hate Campaign  
*National Geographic Channel UK*

**SILVER**

SBS - Dateline  
*SBS*

**BRONZE**

Recession / Flood / Presenters x 2  
*ITV*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
SPECIAL NEWS REPORT OR EVENT PROGRAMMING PROMOTION**

**GOLD**

Event Promo: 20 YEARS FALL OF THE WALL  
*DW-TV*

**SILVER**

Thumbprint  
*ABS-CBN Broadcasting Corporation*

**BRONZE**

COP15  
*TV 2 Denmark*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
SPORTS PROGRAM SPOT (NOT A LIVE EVENT)**

**GOLD**

ESPN It's Great to Be Here  
*BDA CREATIVE*

**SILVER**

CTV Olympics - Omischl  
*CTV Creative Agency*

**BRONZE**

CTV Olympics - Groves  
*CTV Creative Agency*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
SPORTS PROGRAM CAMPAIGN (NOT A LIVE EVENT)**

**GOLD**

HOME OF SPORT  
*SKY ITALIA*

**SILVER**

The Contender Australia - Launch Campaign  
*FOX8 | FOXTEL Management Pty Ltd*

**BRONZE**

Spots\_Vinnareplus  
*Kanal 75 Interactive Media AB*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION**

**LIVE EVENT SPOT**

**GOLD**

MLB All-Star Game "Magnet"  
*FOX Sports Marketing*

**SILVER**

Hockey VM 2009 on TV6  
*Viasat Broadcasting Ltd*

**BRONZE**

28TH Hong Kong Film Awards Presentation  
*TELEVISION BROADCASTS LIMITED*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION**

**LIVE EVENT CAMPAIGN**

**GOLD**

CTV Olympics - Believe Campaign  
*CTV Creative Agency*

**SILVER**

2009 Stanley Cup Playoffs - Every Secound Counts Campaign  
*Versus*

**BRONZE**

French Open 2009  
*StarHub Cable Vision Limited*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION**

**COMEDY PROGRAM SPOT**

**GOLD**

Comedians At Work  
*Reshet Ncp*

**SILVER**

FM 60"  
*ITV*

**BRONZE**

MBC MAX - Comedy Nights  
*MBC Group*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
COMEDY PROGRAM CAMPAIGN**

**GOLD**

The Marriage Ref Campaign  
*The NBC Agency*

**SILVER**

What a Wonderful Country  
*Keshet Broadcasting LTD*

**BRONZE**

TNT-Comedy  
*TNT Network*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
ENTERTAINMENT PROGRAM SPOT**

**GOLD**

MNET - Magic Studio  
*ORIJIN*

**SILVER**

Clash Of The Choirs - Pirates  
*Nelonen Media - Channel Four Finland*

**BRONZE**

The Lick - A Whole Lotta Trev  
*MTV UK*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
ENTERTAINMENT PROGRAM CAMPAIGN**

**GOLD**

Iss Jungle Se Mujhe Bachao  
*SET-Multi Screen Media Private Limited.*

**SILVER**

Specials @ 10  
*SET-Multi Screen Media Private Limited.*

**BRONZE**

Destroyed In Seconds  
*Discovery UK*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT**

**GOLD**

Carry On Christmas  
*FOX CLASSICS - FOXTEL MANAGEMENT AUSTRALIA*

**SILVER**

INDY CHRISTMAS: CANAL+  
*BDA CREATIVE*

**BRONZE**

FOX8 Summer Campaign  
*FOX8 | FOXTEL Management Pty Ltd*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN**

**GOLD**

50 Movies You Should See Before You Die  
*TCM Latin America*

**SILVER**

SBS - Post Ashes Campaign  
*SBS*

**BRONZE**

Specials @ 10  
*SET-Multi Screen Media Private Limited.*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
DRAMATIC PROGRAM SPOT**

**GOLD**

Emmerdale "Charity Returns" 60"  
*ITV*

**SILVER**

Devi - The Goddess (Famine)  
*NDTV Imagine Ltd*

**BRONZE**

ER WE GOTTA BEAT  
*Warner Channel*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
DRAMATIC PROGRAM CAMPAIGN**

**GOLD**

CSI: NY Season 5 Campaign  
*SPE NETWORKS - ASIA PTE LTD (AXN)*

**SILVER**

The Wire  
*FOX CHANNELS ITALY*

**BRONZE**

Harper's Island: Launch Campaign  
*CBS Television Network*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
CHILDREN'S PROGRAM SPOT - LIVE ACTION**

**GOLD**

HATZOYA\_PROMO  
*HOT*

**SILVER**

In The Night Garden  
*BBC Worldwide Channels Asia*

**BRONZE**

Explore Your Imagination  
*Maori Television*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
CHILDREN'S PROGRAM CAMPAIGN**

**GOLD**

Explore Your Imagination  
*Maori Television*

**SILVER**

Chiamatemi Giò  
*Walt Disney Television Italy*

**BRONZE**

*oktoLIVE Season 2 Branding Campaign*  
*Mediacorp Pte Ltd*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
CHILDREN'S PROGRAM SPOT -ANIMATED/MIXED**

**GOLD**

Stitch!Kidnapped  
*The Walt Disney Company Australia*

**SILVER**

CBeebies Recruitment Campaign  
*BBC Worldwide*

**BRONZE**

Ashita No Joe  
*Animax Broadcast Japan*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
CHILDREN'S PROGRAM CAMPAIGN - ANIMATED/MIXED**

**GOLD**

Kikaninchen  
*FEEDMEE Design GmbH*

**SILVER**

CBeebies Recruitment Campaign  
*BBC Worldwide*

**BRONZE**

Mickey Mouse Clubhouse\_Hot Dog Dance  
*The Walt Disney Company Australia*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
NON-FICTION/REALITY PROGRAMMING SPOT**

**GOLD**

Unlocking Autism  
*Discovery Networks Asia-Pacific*

**SILVER**

FOX8 Australia's Next Top Model - Cycle 5 Launch  
*FOX8 | FOXTEL Management Pty Ltd*

**BRONZE**

The Farmer Wants A Wife - Season 3  
*NINE NETWORK AUSTRALIA*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
NON-FICTION/REALITY PROGRAMMING CAMPAIGN**

**GOLD**

102 Minutes that Changed America  
*History UK*

**SILVER**

FOX8 The Contender Australia Launch Campaign  
*FOX8 | FOXTEL Management Pty Ltd*

**BRONZE**

"I'm Alive" Season One - On-Air Campaign  
*Animal Planet*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
ADULT PROGRAMMING SPOT**

**GOLD**

HOT CLUB BY DAY/BY NIGHT ROCCO SIFFREDI  
*SKY ITALIA*

**SILVER**

DStv Players - The Seductresses  
*StudioZoo for DStv*

**BRONZE**

Late Night on 192ch  
WOWOW

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
MADE-FOR-TELEVISION MOVIE SPOT**

**GOLD**

MNET - Magic Studio  
*ORIJIN*

**SILVER**

Once Again on Channel One Russia  
*Channel One Russia*

**BRONZE**

LaMB "The Future of Justice"  
*SPE Networks - Asia Pte Ltd*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION**

**DAYTIME PROGRAM SPOT**

**GOLD**

Prime Time Russia

*RT*

**SILVER**

This Morning 60"

*ITV*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION**

**DAYTIME PROGRAM SPOT**

**GOLD**

Prime Time Russia

*RT*

**SILVER**

This Morning 60"

*ITV*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION**

**THEATRICAL FILMS SHOWN ON TELEVISION PROMOTION**

**GOLD**

MBC MAX - Twilight Campaign

*MBC Group*

**SILVER**

M-Net "Superheroes" Festival

*Clearwater for M-Net*

**BRONZE**

Manicure

*Telecine*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
DAYPART/BLOCK OF PROGRAMS SPOT**

**GOLD**

LMAO Syndrome  
*The NBC Agency*

**SILVER**

Nations Favourite Reality Pop Star  
*MTV UK*

**BRONZE**

Captain Afternoons  
*TV1 Australia*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
DAYPART/BLOCK OF PROGRAMS CAMPAIGN**

**GOLD**

NCIS/NCIS Los Angeles Launch Campaign  
*CBS*

**SILVER**

THRILLER NIGHTS: NBCU  
*BDA Creative*

**BRONZE**

FOXRETRO - Signorina Buonasera  
*Fox Channels Italy*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
"BEHIND THE SCENES" PROMOTION - LONG/SHORT FORM**

**GOLD**

Doctor Who Promo Looks  
*BBC America*

**SILVER**

Chuck BTS Long Form  
*The NBC Agency*

**BRONZE**

it's fun. Image Campaign  
*RTL II*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
STUNT PROMOTION - ON-AIR ONLY**

**GOLD**

Poltergeist Takeover  
*Discovery UK*

**SILVER**

75th Anniversary Elvis Presley  
*Sky Creative Services GmbH*

**BRONZE**

Sci Fi Deep Sea Terror  
*NBC UNIVERSAL Global Networks Germany*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
INTERSTITIAL/"PROMO-TAINMENT"/ PROGRAM WRAPS CAMPAIGN**

**GOLD**

Doki & Friends Songs  
*Discovery Kids Latin America*

**SILVER**

Survivors Inside Looks  
*BBC America*

**BRONZE**

TLC and The Knot: Wedding Tips  
*TLC*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
INTERSTITIAL/ADVERTISER INTEGRATION/PROGRAM WRAPS CAMPAIGN**

**GOLD**

MuchMusic - VJ 2.0 Campaign  
*CTV Creative Agency*

**SILVER**

Gosselins at the Museum  
*TLC*

**BRONZE**

Unichips / FOX  
*Fox Channels Italy - Ad Sales dept / Fox Factory dept*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
ON-AIR CONSUMER TIE-IN PROMOTION**

**GOLD**

National Geographic & Geico : Mating  
*Wee Beastie*

**SILVER**

SONY - World Cafe Asia Host Bobby Chinn  
*Discovery Networks Asia-Pacific*

**BRONZE**

Cadbury Cross Promotion  
*SEVEN NETWORK AUSTRALIA*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
INTERSTITIAL/"PROMO-TAINMENT"/MOVIE WRAPS CAMPAIGN**

**GOLD**

HALLOWEEN  
*NBC Universal*

**SILVER**

Disney Channel AUGEN AUF  
*UMBRUCH Gestaltung*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
ON-AIR CONSUMER TIE-IN PROMOTION CAMPAIGN**

**GOLD**

MuchMusic - VJ 2.0 Campaign  
*CTV Creative Agency*

**SILVER**

MBC - Hummer Competition  
*MBC Group*

**BRONZE**

Potepi-kun  
*Animax Broadcast Japan*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
PUBLIC SERVICE ANNOUNCEMENT**

**GOLD**

MultiChoice Film Talent Incubator  
*StudioZoo for MultiChoice*

**SILVER**

Spread Information, Not The Virus  
*ONCE TV MÉXICO*

**BRONZE**

Born To Be Alive  
*RTL II*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN**

**GOLD**

Folic Acid 2009  
*Fundacion Teleton Mexico A.C.*

**SILVER**

Nicktrition Billboards  
*Nickelodeon Australia*

**BRONZE**

Culture  
*Fundacion Teleton Mexico A.C.*

**TELEVISION-VIDEO PRESENTATION: NETWORK, CHANNEL, STATION,  
PLATFORM BRANDING/IMAGE PROMOTION  
HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM**

**GOLD**

Halloween  
*NBC Universal*

**TELEVISION-VIDEO PRESENTATION: HOME ENTERTAINMENT  
TELEVISION SERIES PROMOTION**

**GOLD**

CSI

*\*Company not listed*

**SILVER**

Pop Idol

*\*Company not listed*

**BRONZE**

Lost

*\*Company not listed*

**TELEVISION-VIDEO PRESENTATION: HOME ENTERTAINMENT**

**MOVIE PROMOTION**

**GOLD**

ROCKSONG INDIANA JONES

*THE CANAIS GLOBOSAT NETWORK*

**SILVER**

TLC DVD Sneak Peek: Race to Witch Mountain

TLC

**TELEVISION-VIDEO PRESENTATION: CABLE, SATELLITE AND ONLINE CONTENT**

**PLATFORMS**

**BRANDING/IMAGE SPOT**

**GOLD**

Viasat branding

*Viasat Broadcasting*

**SILVER**

Al Arabiya - Rawafed Generic

*MBC Group*

**BRONZE**

Amaze Your Mind

*BBC Worldwide Channels Asia*

**TELEVISION-VIDEO PRESENTATION: CABLE, SATELLITE AND ONLINE CONTENT**

**PLATFORMS**

**BRANDING/IMAGE CAMPAIGN**

**GOLD**

They Know About Sport

*Sky Sports, BSkyB Ltd*

**SILVER**

Icons of Entertainment  
*Viasat Broadcasting*

**BRONZE**

HD Summer Campaign  
*DIRECTV Latin America*

**TELEVISION-VIDEO PRESENTATION: CABLE, SATELLITE AND ONLINE CONTENT  
PLATFORMS**

**ON-SCREEN SERVICES PROMOTION (VOD, PPV, ETC)**

**GOLD**

ViasatOnDemand (Goodbye TV Guide)  
*Viasat Broadcasting LTD*

**SILVER**

ViasatOnDemand  
*Viasat Broadcasting LTD*

**BRONZE**

DStv - Model Behaviour  
*StudioZoo for DStv*

**TELEVISION-VIDEO PRESENTATION: CABLE, SATELLITE AND ONLINE CONTENT  
PLATFORMS**

**CONSUMER PROMOTION USING INTEGRATED MEDIA**

**GOLD**

NBC UNIVERSAL Dark Mysteries  
*NBC UNIVERSAL Global Networks Germany*

**TELEVISION – VIDEO PRESENTATION: RADIO STATION CATEGORIES**

**TV PROMOTION OR PROMOTION CAMPAIGN**

**GOLD**

Spot\_VinnareV75\_summer  
*Kanal 75 Interaktiv Media AB*

**SILVER**

HD Image  
*Sky Creative Services GmbH*

**TELEVISION-VIDEO PRESENTATION: *TRADE OR INTERNAL MARKETING***  
**MARKETING VIDEO/PRESENTATION - INTERNAL**

**GOLD**

TBSLA Opening for the 2009 Upfront Presentation  
*TNTLA*

**SILVER**

Star Search  
*MediaCorp Channel 8*

**BRONZE**

Advertisers  
*8tv*

**TELEVISION-VIDEO PRESENTATION: *TRADE OR INTERNAL MARKETING***  
**MARKETING VIDEO/PRESENTATION - EXTERNAL**

**GOLD**

2010 Vancouver Olympics Theater Promo  
*The NBC Agency*

**SILVER**

SET Sales Reel - Hazardous Materials  
*SPE Networks - Asia Pte Ltd*

**BRONZE**

DNAP CASBAA 15th Anniversary Sizzle 2009  
*Discovery Networks Asia-Pacific*

**TELEVISION-VIDEO PRESENTATION: *TRADE OR INTERNAL MARKETING***  
**SALES/DEMO REEL**

**GOLD**

MBC2 and MBC MAX - Sales Tape  
*MBC Group*

**SILVER**

UP-FRONT INTRO REEL 2009  
*FOX CHANNELS ITALY*

**BRONZE**

MBC ACTION - Sales Tape  
*MBC Group*

**TELEVISION-VIDEO PRESENTATION: *SPECIAL CATEGORIES***

**SOMETHING FOR NOTHING**

**GOLD**

Cloverfield Promo  
*Showtime Australia*

**SILVER**

39.5 - comics  
*TVN*

**BRONZE**

Generals At War  
*FOX CHANNELS FRANCE*

**TELEVISION-VIDEO PRESENTATION: *SPECIAL CATEGORIES***

**BEST WORK NEVER SEEN**

**GOLD**

Al Arabiya - Bush (My Way)  
*MBC Group*

**SILVER**

How do you ABC?  
*ABC TV*

**BRONZE**

BT Vision Late Night TV  
*BT Vision*

**TELEVISION-VIDEO PRESENTATION: *SPECIAL CATEGORIES***

**FUNNIEST PROMO**

**GOLD**

Melbourne Cup - Crazy Lady  
*SEVEN NETWORK AUSTRALIA*

**SILVER**

National Geographic & Geico : Mating  
*Wee Beastie*

**BRONZE**

Guess who's been watching DStv - Driving Lesson  
*StudioZoo for DStv*

**TELEVISION-VIDEO PRESENTATION: CRAFT CATEGORIES**

**EDITING**

**GOLD**

Dead or Alive  
*Viasat Broadcasting Ltd*

**SILVER**

M-Net "Tooth Fairy - Summer of Tooth"  
*Clearwater for M-Net*

**BRONZE**

M-Net "Tooth Fairy - Bring on the Magic"  
*Clearwater for M-Net*

**TELEVISION-VIDEO PRESENTATION: CRAFT CATEGORIES**

**COPYWRITING**

**GOLD**

Live Curious IF spot  
*National Geographic Channel*

**SILVER**

Amaze Your Mind  
*BBC Worldwide Channels Asia*

**BRONZE**

Primer Ascenso  
*FOX INTERNATIONAL CHANNELS ESPANA*

**TELEVISION-VIDEO PRESENTATION: CRAFT CATEGORIES**

**DIRECTING**

**GOLD**

Live Curious IF spot  
*National Geographic Channel*

**SILVER**

Trauma "Nancy"  
*The NBC Agency*

**BRONZE**

MLB All-Star Game "Magnet"  
*FOX Sports Marketing*

**TELEVISION-VIDEO PRESENTATION: CRAFT CATEGORIES**

**DESIGN**

**GOLD**

MEGASTRUCTURES  
*National Geographic Channel*

**SILVER**

Rail and Road Report  
*NY1*

**BRONZE**

Galactica Teaser  
*NBC Universal Global Networks España*

**TELEVISION-VIDEO PRESENTATION: CRAFT CATEGORIES**

**USE OF ORIGINAL COMPOSITION IN A PROMOTION**

**GOLD**

TNT-Comedy  
*TNT Broadcasting Network*

**SILVER**

Boomdeyada DNAP  
*Discovery Networks Asia-Pacific*

**BRONZE**

FOX8 Australia's Next Top Model - Cycle 5 Launch  
*FOX8 | FOXTEL Management Pty Ltd*

**BRONZE**

Canal+ Sport Promo  
*devilfish*

**TELEVISION-VIDEO PRESENTATION: CRAFT CATEGORIES**

**MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS**

**GOLD**

DStv - Mid-year retrospective  
*StudioZoo for DStv*

**SILVER**

Vancouver Olympic Winter Games - 2010 Opening Titles  
*FOXTEL*

**BRONZE**

M-Net "Wild Boys" Festival

*Clearwater for M-Net*  
**TELEVISION-VIDEO PRESENTATION: CRAFT CATEGORIES**  
**SOUND DESIGN**

**GOLD**  
Crime Stories  
*Crime & Investigation UK*

**SILVER**  
MK - Adagio  
*ORIJIN*

**BRONZE**  
DANCE SUNDAY ON TV1000 CLASSIC  
*Viasat Broadcasting*

**INTERACTIVE MEDIA: NETWORK, CHANNEL, STATION, PLATFORM**  
**BRANDING/IMAGE PROMOTION**  
**NETWORK/CHANNEL/STATION/PLATFORM WEBSITE**

**GOLD**  
The Nick Shack  
*Nickelodeon Australia*

**SILVER**  
13thstreet.de - The Website for Thriller, Horror & Crime  
*NBC UNIVERSAL Global Networks Germany*

**BRONZE**  
SCI FI Australia website  
*SCI FI, Australia*

**INTERACTIVE MEDIA: CONTENT PROMOTION - WEBSITE**  
**GENERAL ENTERTAINMENT PROGRAM PROMOTION**

**GOLD**  
PROSIEBEN "HOMERPAGE"  
*CREATIVE SOLUTIONS - GERMAN FREE TV*

**SILVER**  
CULT TV-"CRASH,THE SERIES" WEBSITE  
*FOX CHANNELS ITALY*

**BRONZE**  
Nasha\_Rasha  
*TNT-Broadcasting Network*

**INTERACTIVE MEDIA: *ONLINE/INTERACTIVE GAMES/IMMERGING PLATFORMS***

**GENERAL ENTERTAINMENT CHANNEL**

**GOLD**

AXN Typing  
*AXN Japan*

**SILVER**

Disney XD - Zeke & Luther Skateboard Kings  
*The Walt Disney Company Latin America*

**BRONZE**

Disney Channel Jam Session  
*The Walt Disney Company Latin America*

**INTERACTIVE MEDIA: CONTENT PROMOTION - WEBSITE**

**COMEDY PROGRAM PROMOTION**

**GOLD**

30 Rock microsite  
*TV1 Australia*

**INTERACTIVE MEDIA: CONTENT PROMOTION - WEBSITE**

**DRAMATIC PROGRAM PROMOTION**

**GOLD**

Together  
*MediaCorp Pte Ltd*

**INTERACTIVE MEDIA: CONTENT PROMOTION - WEBSITE**

**HOLIDAY/SEASONAL/ENTERTAINMENT/SPECIAL EVENT PROGRAM PROMOTION**

**GOLD**

CSI jacked website  
*AXN Japan*

**INTERACTIVE MEDIA: DVD, INTERACTIVE TV, MOBILE, IMMERGING  
PLATFORMS**

**MARKETING/ADVERTISING**

**GOLD**

Nat Geo Abu Dhabi – Ladybird  
*Fox International Channels Middle East*

**SILVER**

Disney XD Home Event in Yahoo!  
*The Walt Disney Company Latin America*

**BRONZE**

Disney Channel - JONAS video layer  
*The Walt Disney Company Latin America*

**INTERACTIVE MEDIA: DVD, INTERACTIVE TV, MOBILE, IMMERSING PLATFORMS**  
**TAKE-OVER PROMOTION/ROAD BLOCKS**

**GOLD**

Air Crash Investigation – Banners  
*National Geographic Channel UK*

**INTERACTIVE MEDIA: DVD, INTERACTIVE TV, MOBILE, IMMERSING PLATFORMS**  
**VIRAL/WEB/USER GENERATED CONTENT**

**GOLD**

SBS - Mad Men Viral  
*SBS*

**SILVER**

The Sanctuary Monster Contest of scifi.de  
*NBC UNIVERSAL Global Networks Germany*

**BRONZE**

AXN Recommend  
*AXN JAPAN*

**INTERACTIVE MEDIA: DVD, INTERACTIVE TV, MOBILE, IMMERSING PLATFORMS**  
**INTERACTIVE APPLICATIONS PROMOTION**

**GOLD**

Last Call  
*NBC UNIVERSAL Global Networks Germany*

**SILVER**

Disney Channel 100% Fan, 100% JONAS Contest  
*The Walt Disney Company Latin America*

**BRONZE**

Disney XD Fingerskating  
*The Walt Disney Company Latin America*

**INTERACTIVE MEDIA: CRAFT CATEGORIES**

**ART DIRECTION/DESIGN/ANIMATION**

**GOLD**

RT Question more Campaign/Flash banner

*RT*

**SILVER**

WDR\_Klangkiste

*FEEDMEE Design GmbH*

**INTEGRATED MEDIA PROMOTION: NETWORK, CHANNEL, STATION, PLATFORM**

**BRANDING/IMAGE PROMOTION**

**GENERAL BRANDING/IMAGE CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

CTV Olympics - Believe Campaign

*CTV Creative Agency*

**SILVER**

ProSieben 3.0

*Creative Solutions - German Free TV*

**BRONZE**

Get Closer

*National Geographic Channel*

**INTEGRATED MEDIA PROMOTION: NETWORK, CHANNEL, STATION, PLATFORM**

**BRANDING/IMAGE PROMOTION**

**HOLIDAY/SPECIAL EVENT CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

CTV Olympics - Believe Campaign

*CTV Creative Agency*

**SILVER**

NAT GEO MUSIC LIVE FOR EARTH DAY - National Geographic Channel Italy

*Fox Channels Italy*

**BRONZE**

Day of the Dead

*Televisa*

**INTEGRATED MEDIA PROMOTION: *CONTENT PROMOTION***  
**PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

ProSieben "Help me!"  
*Creative Solutions - German Free TV*

**SILVER**

ProSieben "vote for Homer!"  
*Creative Solutions - German Free TV*

**BRONZE**

Moon Week - BBC Knowledge  
*BBC WW Australasia*

**INTEGRATED MEDIA PROMOTION: *CONTENT PROMOTION***  
**HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

CTV Olympics - Believe Campaign  
*CTV Creative Agency*

**GOLD**

Sci Fi Star Trek Marathon  
*NBC UNIVERSAL Global Networks Germany*

**SILVER**

Disney Pixar Special Programming Stunt  
*Walt Disney Television International (Japan)*

**BRONZE**

I LOVE SU  
*NBC UNIVERSAL GLOBAL NETWORKS ITALY*

**INTEGRATED MEDIA PROMOTION: *CONTENT PROMOTION***  
**DRAMATIC PROGRAM CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

ProSieben "Help me!"  
*Creative Solutions - German Free TV*

**SILVER**

InuYasha The Final Act Promotional Campaign  
*SPE Networks - Asia Pte Ltd*

**BRONZE**

Fighting Spiders  
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*MediaCorp TV Singapore Pte Ltd*

**INTEGRATED MEDIA PROMOTION: CONTENT PROMOTION**

**NEWS/INFORMATION PROGRAM PROMOTION CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

NGC ITALY - KNOWN UNIVERSE WITH GIOVANNI BIGNAMI

*FOX CHANNELS ITALY*

**INTEGRATED MEDIA PROMOTION: CONTENT PROMOTION**

**SPORTS PROGRAM PROMOTION CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

MLB All-Star Game "Magnet"

*FOX Sports Marketing*

**SILVER**

CTV Olympics - Believe Campaign

*CTV Creative Agency*

**BRONZE**

ProSieben "Casino Royale"

*Creative Solutions - German Free TV*

**INTEGRATED MEDIA PROMOTION: CONTENT PROMOTION**

**COMEDY PROGRAM PROMOTION CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

Chuck 3D

*NBC UNIVERSAL GLOBAL NETWORKS ITALY*

**INTEGRATED MEDIA PROMOTION: CONTENT PROMOTION**

**CHILDREN'S PROGRAM CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

Stitch! Launch Promotion

*Walt Disney Television International Japan*

**SILVER**

Mickey Mouse Clubhouse Hot Dog Dance

*The Walt Disney Company Australia*

**INTEGRATED MEDIA PROMOTION: *CONTENT PROMOTION***  
**NON-FICTION/REALITY PROGRAMMING CAMPAIGN USING INTEGRATED MEDIA**

**GOLD**

"Jockeys" Season Two - Integrated Media Campaign  
*Animal Planet*

**SILVER**

"I'm Alive" Season One - Integrated Media Campaign  
*Animal Planet*

**BRONZE**

Casal Rock  
*TV3 - Televisio de Catalunya*

**INTEGRATED MEDIA PROMOTION: *CONTENT PROMOTION***  
**CONSUMER TIE-IN PROMOTION CAMPAIGN USING INTEGRATED MEDIA**

Japanese Nursing Association. (including poster, leaflet, novelty)  
*AXN Japan*

**SILVER**

ANIMAX x Lotteria "Kids Meal Set"  
*Animax Broadcast Japan*

**BRONZE**

"Brothers & Sisters" Family Photo Session  
*AXN Japan*

**SPECIAL CATEGORIES**

**ROCKET AWARD**

DIVYA GOPALAN  
*STAR INDIA PVT LTD*

**SPECIAL CATEGORIES**

**SPECIAL PROJECT AWARD**

**GOLD**

Framed Presenter Reel  
*Area 51, FOXTEL Management Pty. Ltd.*

**SILVER**

Help me!  
*Creative Solutions - German Free TV*

**BRONZE**  
ProSieben "The Lipstick"  
*Creative Solutions - German Free TV*