

CONGRATULATIONS—PROMAXIBDA WORLD GOLD PROMOTION AND MARKETING AWARD WINNERS

**Entries are listed as entered*

INTEGRATED MEDIA CONTENT PROMOTION— CHILDREN'S PROGRAM CAMPAIGN

Silver

Fireball Launch Promotion
Walt Disney International
Television JP

INTEGRATED MEDIA CONTENT PROMOTION— COMEDY PROGRAM PROMOTION CAMPAIGN

Silver

Sat.1 - Ladykracher
ProSiebenSat.1 Produktion

Bronze (Certificate)

Calefare
MediaCorp TV Singapore Pte Ltd

INTEGRATED MEDIA CONTENT PROMOTION— CONSUMER TIE-IN PROMOTION CAMPAIGN

Bronze (Certificate)

Gladiators Promotion with
Magazine
Seven Network

INTEGRATED MEDIA CONTENT PROMOTION—DRA- MATIC PROGRAM CAMPAIGN

Silver

Whale Wars Season One:
Integrated Media Campaign
Animal Planet

Bronze (Certificate)

LaMB
SPE Networks - Asia Pte Ltd

INTEGRATED MEDIA CONTENT PROMOTION— HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN

Silver

Total Action: The Treches are
Here!
NBC Universal Global Networks
Espana

Bronze (Certificate)

Star Wars
TNT-Broadcasting Network

INTEGRATED MEDIA CONTENT PROMOTION—NEWS/IN- FORMATION PROGRAM PROMO- TION CAMPAIGN

Bronze (Certificate)

Shark Week

INTEGRATED MEDIA CONTENT PROMOTION— NON-FICTION/REALITY PROGRAMMING CAMPAIGN

Gold

America's Hardest Prisons: Season
2 Launch
National Geographic Channel

INTEGRATED MEDIA CONTENT PROMOTION— PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN

Gold

Whale Wars Season One:
Integrated Media Campaign
Animal Planet

Gold

FUR TV
MTV UK

Silver

LaMB
SPE Networks - Asia Pte Ltd

Bronze (Certificate)

Romanzo Criminale Campaign
Sky Cinema

INTEGRATED MEDIA CONTENT PROMOTION—SPORTS PROGRAM PROMOTION CAMPAIGN

Gold

Sports Soup
Versus

Gold

PBR Unleashed
Versus

Silver

Europe United
Brothers and Sisters

Bronze (Certificate)

2008 Tour de France - Take Back
the Tour
Versus

INTEGRATED MEDIA CONTENT PROMOTION—STUNT PROMOTION OVERALL

Bronze (Certificate)

First Australians Hoax
SBS Corporation

INTEGRATED MEDIA NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION—GENERAL BRANDING/IMAGE CAMPAIGN

Gold

Animal Planet Rebrand: Integrated
Media Campaign
Animal Planet

Gold

NAT GEO Family Campaign
Fox Channels Italy

Silver

Domashniy Around Us
CJSC New Channel

Silver

NAT GEO Wild Launch Campaign
Fox Channels Italy

Silver

A Lamp Is A Princess
OnceTV

Bronze (Certificate)

Celestial Movie Asia Channel Launch
Campaign
Celestial Movie Channel Limited

Bronze (Certificate)

Celestial Classic Movies Channel
Launch Campaign
Celestial Movie Channel Limited

Bronze (Certificate)

kabel eins - Branding and Image
ProSiebenSat.1 Produktion

Bronze (Certificate)

StarHub UEFA EURO 2008
StarHub Cable Vision

INTEGRATED MEDIA NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION—HOLIDAY/SPECIAL EVENT CAMPAIGN

Gold

PBR Unleashed
Versus

Silver

TV3: 25th anniversary
TV3 Televisia de Catalunya

Bronze (Certificate)

ProSieben - Future Xmas Girs
ProSiebenSat.1 Produktion

INTERACTIVE CONTENT PROMOTION—CHIL- DREN'S PROGRAM

Gold

Firenall Official Website
Walt Disney International Television JP

INTERACTIVE CONTENT PROMOTION—DRA- MATIC PROGRAM

Silver

Cult, Mad Men Season 2 Website
Fox Channels Italy

Bronze (Certificate)

Yotblosoy Web
NBC Universal Global Networks
Espana

INTERACTIVE CONTENT PROMOTION—GENERAL ENTERTAINMENT PROGRAM

Bronze (Certificate)

Robin Hood Microsite
UKTV Australia

INTERACTIVE CONTENT PROMOTION— HOLIDAY/SEASONAL/ ENTERTAINMENT/SPECIAL EVENT PROGRAM

Silver

National Body Challenge Website
Discovery Health Channel

INTERACTIVE CONTENT PROMOTION— NON-FICTION/REALITY PROGRAM

Silver

First Australians
SBS Corporation

INTERACTIVE
CONTENT PROMOTION—SPORTS PROGRAM

Bronze (Certificate)

Europe United
Brothers and Sisters

INTERACTIVE
CRAFT CATEGORIES—ART DIRECTION/DESIGN/ANIMATION

Gold

Catch & Slam
Brothers and Sisters

Silver

Species Website
Discovery EMEA

INTERACTIVE
DVD, INTERACTIVE TV, MOBILE/IMMERGING PLATFORMS—INTERACTIVE TELEVISION APPLICATION PROMOTION

Silver

Battle of Animations
Fox8 Australia

Bronze (Certificate)

EPG 1.55
BSKYB

INTERACTIVE
DVD, INTERACTIVE TV, MOBILE/IMMERGING PLATFORMS—MARKETING/ADVERTISING

Gold

LOST Trick of Rousseau
AXN Japan - SPTI

Silver

BLOWDOWN Campaign
Fox Channels Italy

Bronze (Certificate)

NAT GEO Family Campaign
Fox Channels Italy

INTERACTIVE
DVD, INTERACTIVE TV, MOBILE/IMMERGING PLATFORMS—VIRAL/WEB/USER-GENERATED CONTENT

Gold

Slam
Brothers and Sisters

Silver

Marca Tu Ritmo, Canta Tu Rock -
Camp Rock — Disney Channel
The Walt Disney Company Latin America

Bronze (Certificate)

Battle of the Animations Viral
Fox8 Australia

INTERACTIVE
ONLINE/INTERACTIVE GAMES/IMMERGING PLATFORMS—GENERAL ENTERTAINMENT/CHANNEL

Gold

Break Up with Bad Habits Game
Discovery Health Channel

Silver

Gladiators Online Campaign
Seven Network

INTERACTIVE
NETWORK/CHANNEL/STATION/PLATFORM WEBSITE

Silver

Mafia Season Website
BSKYB

Bronze (Certificate)

SCI FI website
SCI FI Australia

Bronze (Certificate)

Disney Channel 5th Anniv. Website
Walt Disney International Television JP

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER
CRAFT CATEGORIES—ART DIRECTION/DESIGN

Gold

"Preserve Our Planet" Photo Book
National Geographic Channel Asia

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

Gold

Ghost Hunters - SciFi
bpg

Gold

Flesh
ProSiebenSat.1 Produktion

Silver

Cult, Erotica Italiana
Fox Channels Italy

Silver

SciFi Stars Trade Campaign -
Star Trek Mr. Spock
NBC Universal Global Networks Espana

Silver

The Da Vinci Code
ProSiebenSat.1 Produktion
Bronze (Certificate)
Cult, Mad Men Season 1
Fox Channels Italy
Bronze (Certificate)
Brand Spanking New FPC
Movie Network Channels by TACTIC

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

Gold

Wait and see
NBC UNIVERSAL Global Networks Germany

Gold

Estate of Panic Key Art
SciFi Channel

Silver

Animal Planet Rebrand: Print Campaign
Animal Planet

Bronze (Certificate)

The real future sucks
NBC UNIVERSAL Global Networks Germany

Bronze (Certificate)

Gladiators
Seven Network

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER
GENERAL AND CONTENT PROMOTION—HOLIDAY/SPECIAL EVENT

Silver

The Special Emmys Edition of Nikkei Entertainment!

AXN Japan - SPTI

Bronze (Certificate)

Spring Calendar for 1+1 TV Channel
1+1 TV Channel

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

Gold

Species Book
Discovery EMEA

Silver

"Preserve Our Planet" Photo Book
National Geographic Channel Asia

Silver

Media Kit '09
Warner Channel

Bronze (Certificate)

Californication campaign
SPTI Networks Germany // AXN

Bronze (Certificate)

TV1 Profile document
TV1

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

Gold

Tour de France - Federation Square
SBS Corporation

Silver

SKY NZ VAN
FOXTEL - Crime & Investigation Network

Bronze (Certificate)

SCI FI Portugal Launch Campaign
Escalator
NBC Universal Global Networks Espana

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

Gold

A&E Challenge
devilfish

Silver

Lost
Brothers and Sisters
Bronze (Certificate)
Packed to the Rafters Outdoor
Seven Network

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER

**GENERAL AND CONTENT
PROMOTION—PROMOTION ITEMS
CAMPAIGN**

Gold

Nat Geo Wild Promotional
Merchandise
National Geographic Channel UK

Silver

CBeebies Launch Australia
BBC Worldwide Australia

Bronze (Certificate)

BBC Knowledge
BBC Worldwide Australia

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER

**GENERAL AND CONTENT
PROMOTION—PROMOTIONAL
ITEMS**

Gold

Stitch! Furoshiki
Walt Disney International Television JP

Silver

Plantable Desk Calendar NAT GEO
Fox Channels Italy

Bronze (Certificate)

Crime Scene Austria - Snack Tray
NBC Universal Global Networks
Germany

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER

**GENERAL AND CONTENT
PROMOTION—SALES PROMO-
TION: COLLATERAL/SPECIALTY**

Gold

Knife Calendar
NBC Universal Global Networks
Espana

Silver

Discovery Turbo/ Discovery Science
Trade Invite
Discovery Networks Asia-Pacific

Silver

A Whiff of Things to Come
Discovery Asia, Inc.

Bronze (Certificate)

Channel 5 Lonely Planet Bluelist:
Best in Asia - Travel Adaptor
MediaCorp TV Singapore Pte Ltd

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER

**GENERAL AND CONTENT
PROMOTION—STUNT PROMOTION**

Gold

Tour de France - Federation Square
SBS Corporation

Silver

Top Gear Australia - Ramps
SBS Corporation

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER

**GENERAL AND CONTENT
PROMOTION—TRADE PRINT AD**

Gold

Calle 13 Biological Yoghurt AD
NBC Universal Global Networks
Espana

Silver

Nat Geo Wild MIP ad
National Geographic Channel UK

Bronze (Certificate)

Red RHI

bpg

Bronze (Certificate)

Not Your Usual Suspect
NBC Universal, Global Networks
Pan Asia

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER

**GENERAL AND CONTENT
PROMOTION—TRADE PRINT CAM-
PAIGN**

Gold

A Lamp Is a Princess
OnceTV

Silver

The Big Bang Theory
Warner Channel

RADIO

**CONTENT MARKETING USING
RADIO—COMEDY PROGRAM SPOT**

Silver

The Office
TV1 Australia

RADIO

**CONTENT MARKETING USING
RADIO—ENTERTAINMENT PRO-
GRAM SPOT**

Bronze (Certificate)

TV To Get Really Excited About
BBC Entertainment Spot
BBC Worldwide

RADIO

**CONTENT MARKETING USING
RADIO—PROMOTION FOR
PROGRAM/SERIES**

Silver

Radio Dirty Sexy Money V1
Seven Network

Silver

Radio for Make Me A Supermodel V2
Seven Network

Silver

Radio for Make Me A Supermodel V3
Seven Network

Bronze (Certificate)

Radio for Make Me A Supermodel V1
Seven Network

Bronze (Certificate)

Radio for Packed to the Rafters V2
Seven Network

Bronze (Certificate)

Radio for Packed to the Rafters V4
Seven Network

RADIO

**CONTENT MARKETING USING
RADIO—SPORTS PROGRAM SPOT
(INCLUDING LIVE EVENT)**

Gold

Olympics Ping Pong
SBS Corporation

TELEVISION-VIDEO PRESENTATION
**CABLE, SATELLITE AND ON-LINE
CONTENT PLATFORMS—BRAND-
ING/IMAGE SPOT (MULTIPLE)**

Gold

Guess Who's Been Watching DStv
Studio Zoo for DStv

Silver

Knowledge Idents

BBC Worldwide

Bronze (Certificate)

TV or Not TV—Cult ID Campaign
FOX CHANNELS ITALY

TELEVISION-VIDEO PRESENTATION
**CABLE, SATELLITE AND ON-LINE
CONTENT PLATFORMS—
BRANDING/IMAGE SPOT (SINGLE)**

Gold

Snow Paper - NGC Italy
Fox Channels Italy

Silver

Sky Movies HD "Fragments"
BSKYB

Silver

Guess Who's Been Watching
DStv - Fireman
Studio Zoo for DStv

Bronze (Certificate)

Track Race - NGC Italy
Fox Channels Italy

Bronze (Certificate)

Always the Star at Home
Viasat Broadcasting

TELEVISION-VIDEO PRESENTATION
**CABLE, SATELLITE AND ON-LINE
CONTENT PLATFORMS—ON-
SCREEN SERVICES PROMOTION
(VOD, PPV, ETC)**

Gold

Sky Movies HD "Fragments"
BSKYB

Gold

Tivo
Seven Network Australia

Silver

From the Basement
BSKYB

Bronze (Certificate)

DStv's HD PVR Decoder -
Sheepdog

Studio Zoo for DStv

Bronze (Certificate)

Viasat Plus
Viasat Broadcasting

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—
(MULTIPLE/CAMPAIGN)**

Gold

FA Cup
ESPN STAR Sports

Silver

Sports Soup
Versus

Bronze (Certificate)

Formula One - Valencia Campaign
Creation Club (CC) GmbH

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—ADULT
PROGRAMMING SPOT (MULTIPLE)**

Silver

Erotic Combos
Viasat Broadcasting

Bronze (Certificate)

Xotix - Rated X
Chello Creative

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—ADULT
PROGRAMMING SPOT (SINGLE)**

Silver

Blue Movie Service
Creation Club (CC) GmbH

Silver

Guess Who's Been Watching
DStv - Fireman
Studio Zoo for DStv

Bronze (Certificate)

Miniatures - Hot Club Promo
SKY ITALIA

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—BEHIND
THE SCENES PROMOTION:
LONG/SHORT FORM**

Silver

Leverage BTS - Meet Apollo
Robbins
TNT On-Air

Bronze (Certificate)

Gladiators
BSKYB

Bronze (Certificate)

Trust Me BTS - Tom and Eric New
Show
TNT On-Air

Bronze (Certificate)

TNT Leverage BTS- Christian Kane
Stunts
Wolff Bros Post

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—
CHILDREN'S PROGRAMMING
LIVE ACTION (MULTIPLE)**

Silver

Imagination Movers -
Construction & Cogs
Disney Channels Australia & New
Zealand

Bronze (Certificate)

Green City
i-Cable Entertainment Ltd.

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—
CHILDREN'S PROGRAMMING
LIVE ACTION (SINGLE)**

Silver

Shrek III
Brothers and Sisters

Bronze (Certificate)

Jetix - Dinosaur King Promo
Addiction

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—
CHILDREN'S PROGRAMMING SPOT
ANIMATED/MIXED (MULTIPLE)**

Silver

Avatar Season 3 Campaign
Nickelodeon Australia

Bronze (Certificate)

Kids Choice Awards: Choices
Spot, Time for Slime, Slo-mo Slime
Nickelodeon

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—CHIL-
DREN'S PROGRAMMING SPOT
(ANIMATED/MIXED) (SINGLE)**

Silver

ABC2 Kids

ABC TV

Bronze (Certificate)

Once upon a time on DStv
Studio Zoo for DStv
Bronze (Certificate)
Chop Socky Chooks
Turner Broadcasting

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—COMEDY
PROGRAM SPOT (MULTIPLE)**

Silver

Einav Galili's Show
Reshet NCP

Silver

My Name is Earl
TBS On-Air

Bronze (Certificate)

10 Items or Less
TBS On-Air

Bronze (Certificate)

Frank TV
TBS On-Air

Bronze (Certificate)

The Office Teaser Campaign
TV1 Australia

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—COMEDY
PROGRAM SPOT (SINGLE)**

Gold

Scrubs on Paramount Comedy
Bruce Dunlop & Associates

Gold

Black Humour Cartoon
Sky Cinema

Silver

M-Net - Ugly Betty - Wilhel-Meaner
Eps. 17 2008 30
Clearwater for M-Net

Bronze (Certificate)

News from Waldheim
Creation Club (CC) GmbH

Bronze (Certificate)

Bill Engvall Show - NASCAR
TBS On-Air

Bronze (Certificate)

Earl Save Gas
The NBC Agency

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—DAY-
PART/BLOCK OF PROGRAMS
SPOT (MULTIPLE)**

Gold

The Flavour of Adventure—NGC Italy
Fox Channels Italy

Silver

Most Wanted
Bruce Dunlop & Associates

Bronze (Certificate)

108 hours countdown for Lost
Season 4 Premier
AXN Japan - SPTI

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—
DAYPART/BLOCK OF PROGRAMS
SPOT (SINGLE)**

Gold

Serial Killers Sunday
FOXTEL - Crime & Investigation
Network

Silver

ABC2 Kids

ABC TV

Bronze (Certificate)

Wild Discovery
Discovery Channel Latin America
Bronze (Certificate)
iPhone Generic
NBC Universal Global Networks
Espana

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—DRA-
MATIC PROGRAM SPOT (MULTI-
PLE)**

Gold

The Four
Television Broadcasts Limited

Silver

CSI: Crime Scene Investigation
(Season 8 Campaign)
SPE Networks - Asia Pte Ltd

Bronze (Certificate)

Human Trafficking
NBC Universal, Global Networks,
Pan Asia

Bronze (Certificate)

Shivers & Shakes
PIX - Multi Screen Media Pvt. Ltd.

Bronze (Certificate)

DIRT Launch Campaign
SPE Networks - Asia Pte Ltd

Bronze (Certificate)

Leverage
TNT On-Air

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—DRA-
MATIC PROGRAM SPOT (SINGLE)**

Gold

C.S.I. New York Stickers
SPTI Networks Iberia

Silver

Maybe This Time
Prometheus

Silver

Good Intentions
Reshet NCP

Silver

CSI: Crime Scene Investigation
SPE Networks - Asia Pte Ltd

Bronze (Certificate)

Mad Men—Women in the Workplace
Fox International Channels Asia

Bronze (Certificate)

The Secret Diary of a Call Girl
ITV Creative

Bronze (Certificate)

Knight Rider Garage Spot
NBC Universal Global Networks
Espana

Bronze (Certificate)

Frozen
PIX - Multi Screen Media Pvt. Ltd.

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—
ENTERTAINMENT PROGRAM SPOT
(MULTIPLE)**

Silver

Campagna Ciak Si Giri (Teaser
15" + SPOT 30")
Fox Channels Italy

Silver

It Takes Two
Seven Network Australia

Bronze (Certificate)

Don't Forget The Lyrics Singapore
MediaCorp TV Singapore Pte. Ltd.

Bronze (Certificate)

Shivers & Shakes
PIX - Multi Screen Media Pvt. Ltd.

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—ENTER-
TAINMENT PROGRAM SPOT
(SINGLE)**

Gold

HBO 2008 Series
HBO Latin America Production
Services

Gold

Always the star at home
Viasat Broadcasting

Silver

Gladiators Launch
BSKYB

Silver

A&E Challenge
devilfish

Silver

Take That Comes to Town
ITV Creative

Silver

The Girls Aloud Party
ITV Creative

Silver

The Closer - I Confess
TNT On-Air

Bronze (Certificate)

The Poligraph
Reshet NCP

Bronze (Certificate)

Strictly Come Dancing
TV 2 Denmark

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—HOLI-
DAY/SEASONAL/SPECIAL EVENT
PROGRAM SPOT (MULTIPLE)**

Gold

Logos Comes to Life
Kanal 5

Gold

10th Anniversary AXN Spain
Campaign
SPTI Networks Iberia

Silver

Safari Live - NGC Italy
Fox Channels Italy

Bronze (Certificate)

Total Action: Treches
NBC Universal Global Networks
Espana

TELEVISION-VIDEO PRESENTATION
**CONTENT PROMOTION—HOLI-
DAY/SEASONAL/SPECIAL EVENT
PROGRAM SPOT (SINGLE)**

Silver

UPC On Demand - A Modern
Fairytale
Chello Creative

Bronze (Certificate)

M-Net Animation & Imagination
Festival 2008 60

Clearwater for M-Net

Bronze (Certificate)

Soccer Aid
ITV Creative

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—INTER-
STITIAL/ADVERTISER INTEGRA-
TION/PROGRAM WRAPS**

Gold

Panasonic
BSKYB

Gold

Mini-Drama The Auction - Mastercard
TNT On-Air

Silver

Ford
BSKYB

Bronze (Certificate)

TNT Heartbeat - Doubt/Deception
Wolff Bros Post

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—INTER-
STITIAL/PROMO-TAINMENT/
MOVIE WRAPS**

Gold

The Day The Earth Stood Still -
International Landmark Destruction
Campaign

Interlace Media/20th Century Fox

Silver

Kung Fu Panda
MediaCorp TV Singapore Pte. Ltd.

Bronze (Certificate)

Iron Man
MediaCorp TV Singapore Pte. Ltd.

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
INTERSTITIAL/PROMO-TAINMENT/
PROGRAM WRAPS**

Gold

History Channel Italian
Souvenir
Fox Channel Italy

Silver

My Favourite Bedtime Story
Nickelodeon

Bronze (Certificate)

Log Jam
Nickelodeon

Bronze (Certificate)

Frank TV
TBS On-Air

Bronze (Certificate)

Vagamondo
The Walt Disney Television Italia

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—LIVE
EVENT SPOT (MULTIPLE)**

Gold

Jetman + Jetman Teasers/Virals
Nat Geo Uk

Gold

PBR Unleashed
Versus

Silver

2008 NHL Stanley Cup Playoffs -
Anthem, Cross Bar, Off-Season
(Lawnchair)
Versus

Bronze (Certificate)

Wimbeldon 2008
ACIDMEDIA & Canal Plus Espana

Bronze (Certificate)

FA Cup
ESPN STAR Sports

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—LIVE
EVENT SPOT (SINGLE)**

Gold

2008 MLB All-Star Game - Rrafters
Fox Sports Marketing

Silver

Europe United
Brothers and Sisters

Bronze (Certificate)

Euro 2008
ITV Creative

Bronze (Certificate)

Soccer Aid
ITV Creative

Bronze (Certificate)

IPL - The Father Of All Entertainment
MAX - Multi Screen Media Pvt. Ltd.

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—MADE-
FOR-TELEVISION MOVIE**

Silver

Glukhar (Unsolved Case) Promo
Campaign

NTV**Bronze (Certificate)**

Human Trafficking
NBC Universal, Global Networks,
Pan Asia

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—NEWS/
INFORMATION PROGRAM SPOT
(MULTIPLE)**

Bronze (Certificate)

Weather Campaign
e.tv

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—NEWS/
INFORMATION PROGRAM SPOT
(SINGLE)**

Silver

Going Green
CNNI

Silver

SKY Meteo24 - Meteorite
SKY Italia

Bronze (Certificate)

Iraq: War By Numbers
ITV Creative

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
NON-FICTION/REALITY
PROGRAMMING SPOT (MULTIPLE)**

Gold

The Making of a Monster
Crime & Investigation Network (UK)

Silver

Australia's Next Top Model
Fox8 Australia

Bronze (Certificate)

Discovery Channel: Time Warp
Discovery Networks Asia-Pacific

Bronze (Certificate)

Nat. Geo. Cho Do Kyu
Fox International Channels Japan

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—NON-FICTION/REALITY PROGRAMMING SPOT (SINGLE)

Gold

Serial Killer Sunday
 FOXTEL - Crime & Investigation Network

Gold

Jetman
 Nat Geo Uk

Silver

Hell's Kitchen
 Keshet Broadcasting Ltd.

Silver

So You Think You Can Dance - Final
 Keshet Broadcasting Ltd.

Silver

Shark Week
 Nat Geo UK

Bronze (Certificate)

Meth Epidemic
 FOXTEL - Crime & Investigation Network

Bronze (Certificate)

Brando
 The Biography Channel (UK)

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—ON-AIR CONSUMER TIE-IN PROMO (MULTIPLE)

Gold

Bunnies Theatre Maxibons
 Campaign
 Movie Network Channels

Silver

My Boys - Alltel
 TBS On-Air

Silver

Dunkin Donuts Funny
 Beverages/Dunkin Donuts Matt
 and Ben Coffee Break
 TBS On-Air

Silver

Mo-Town
 TV1 Australia

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—ON-AIR CONSUMER TIE-IN PROMO (SINGLE)

Gold

Kung Fu Panda
 Seven Network Australia

Silver

Fragments
 Brothers and Sisters

Bronze (Certificate)

Singapore Tourism Board - Passport
 National Geographic Channel Asia

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—PROGRAM PROMOTIONAL SPOT: IN-HOUSE (MULTIPLE)

Gold

Discovery Channel: Time Warp
 Discovery Networks Asia-Pacific

Silver

Nat. Geo Earth Day Spots
 Fox International Channels Japan

Bronze (Certificate)

MTV Xmas Campaign All Eyes On—
 Slipknot
 MTV Networks Germany GmbH

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—PROGRAM PROMOTIONAL SPOT: IN-HOUSE (SINGLE)

Gold

Gladiators Launch
 BSkyB

Gold

The Poligraph
 Reshet ncp

Silver

Serial Killer Sunday
 FOXTEL - Crime & Investigation Network

Silver

So You Think You Can Dance - Final
 Keshet Broadcasting Ltd.

Silver

Hell's Kitchen
 Keshet Broadcasting Ltd.

Silver

The Amazing Race - Israel
 Reshet NCP

Silver

Showcase Saturday Premiere Pic
 Showtime Australia

Bronze (Certificate)

The Book Show
 BSkyB

Bronze (Certificate)

Dancing with Stars 2008
 Reshet NCP

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—PROGRAM PROMOTIONAL SPOT: OUT-OF-HOUSE (MULTIPLE)

Gold

Notte Horror Campagna
 (Spot +3 Teaser GFX)
 Fox Channels Italy

Silver

Discovery Channel: Fight Quest
 Discovery Networks Asia-Pacific

Bronze (Certificate)

The Flavour of Adventure -
 NGC Italy
 Fox Channels Italy

Bronze (Certificate)

Alice Campaign
 HBO Latin America Production
 Services

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—PROGRAM PROMOTIONAL SPOT: OUT-OF-HOUSE (SINGLE)

Gold

Nat Geo Monsters - NGC Italy
 Fox Channels Italy

Silver

Nat Geo Music Reggae
 National Geographic Channels Int'l

Bronze (Certificate)

Discovery Channel: Mythbusters 5
 Discovery Networks Asia-Pacific

Bronze (Certificate)

TV6 Takes Over 8
 Viasat Broadcasting

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—PUBLIC SERVICE ANNOUNCEMENT (MULTIPLE)

Silver

Show Us what You're Made of
 MTV UK

Bronze (Certificate)

Discovery Channel : Planet Green
 Discovery Networks Asia-Pacific

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—PUBLIC SERVICE ANNOUNCEMENT (SINGLE)

Silver

Carbon Footprint
 Discovery EMEA

Bronze (Certificate)

Do What I say
 Brothers and Sisters

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—SPECIAL NEWS REPORT OR EVENT PROGRAMMING (ENVIRONMENTAL, POLITICAL DEBATES, ETC.)

Silver

Ross Kemp: Return to Afghanistan
 BSkyB

Bronze (Certificate)

Taiwan Presidential Election
 Television Broadcasts Limited

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—SPORTS PROGRAM SPOT (NOT A LIVE EVENT/GAME)

Gold

NASCAR on Fox - Underground
 Fox Sports Marketing

Gold

2008 MLB All-Star Game - Rafter's
 Fox Sports Marketing

Silver

Asian Games - No take 2
 i-Cable Sports Ltd.

Bronze (Certificate)

The Power of Three
 ITV Creative

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—STUNT PROMOTION: ON-AIR ONLY

Gold

Mafia Season
 BSKYB

Silver

FX Mondays Action
 FOX International Channels SLU

Silver

Battle of the Animations
 Fox8 Australia

Bronze (Certificate)

Asian Games - No take 2
 i-Cable Sports Ltd.

TELEVISION-VIDEO PRESENTATION
CONTENT PROMOTION—THEATRICAL FILMS SHOWN ON TELEVISION SPOT

Gold

YES Movies
 promotheus

Gold

Hannibal 2
 Telecine

Silver

M-Net Animation & Imagination
 Festival 2008 60

Clearwater for M-Net

Silver

Die Hard
 Fox International Channels UK

Silver

Yes movie channels
prometheus

Silver

Castaway/Forest Gump Combo
TBS On-Air

Bronze (Certificate)

In the Line Of Fire - SET Networks
Africa
SPTI Networks London

StarHub Cable Vision

Bronze (Certificate)

Birth of a Mountain Bike
Chellozone

Bronze (Certificate)

RTL II Metamorphosis Cutdown
OPIUM effect GmbH

Bronze (Certificate)

MNET Urban Bubbles
Orjijn

Everybody Loves the Sunshine

TV1 Australia

Bronze (Certificate)

Musical Talent Chimes
The NBC Agency

TELEVISION-VIDEO PRESENTATION **CRAFT CATEGORIES—COPYWRITING**

Gold

A&E Challenge
devilfish

Silver

Snow Paper
devilfish - National Geographic Channel

Silver

The Secrets of the Heart -
NGC Italy
Fox Channels Italy

Silver

Die Hard
Fox International Channels UK

Bronze (Certificate)

Inside the Killer's Mind
Canal Odisea

Bronze (Certificate)

The Power of Three
ITV Creative

TELEVISION-VIDEO PRESENTATION **CRAFT CATEGORIES—MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS**

Silver

Fragments
Brothers and Sisters

Bronze (Certificate)

BCS on Fox - Maze
Fox Sports Marketing
Bronze (Certificate)
Everybody Loves The Sunshine
TV1 Australia

TELEVISION-VIDEO PRESENTATION **CRAFT CATEGORIES—SOUND DESIGN**

Gold

Hell's Kitchen
Keshet Broadcasting Ltd.

Silver

X-Max Jingle Bells
Sky Cinema

Bronze (Certificate)

Mafia Season
BSKYB

TELEVISION-VIDEO PRESENTATION **CRAFT CATEGORIES—USE OF AN ORIGINAL COMPOSITION IN A PROMO**

Gold

America's Hardest Prisons
PLASMA for National Geographic Channel

Silver

2008 MLB All-Star Game - Rafters
Fox Sports Marketing

Bronze (Certificate)

StarHub UEFA EURO 2008
StarHub Cable Vision

TELEVISION-VIDEO PRESENTATION **HOME ENTERTAINMENT CATEGORIES—MOVIE PROMOTION**

Silver

Glad-iator
Kanal 9

TELEVISION-VIDEO PRESENTATION **NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION—GENERAL BRANDING/IMAGE (MULTIPLE)**

Gold

Discovery Channel: The World Is Just Awesome
Discovery Networks Asia - Pacific

Gold

Guess Who's Been Watching DStv
Studio Zoo for DStv

Silver

TELEVISION-VIDEO PRESENTATION **NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION—GENERAL BRANDING/IMAGE (SINGLE)**

Gold

Moments In Time
Discovery EMEA

Gold

Snow Paper - NGC Italy
Fox Channels Italy

Gold

Circle Anthem Spot
TNT On-Air

Silver

Olive
Bio Australia

Silver

A&E Challenge
devilfish

Bronze (Certificate)

Track Race - NGC Italy
Fox Channels Italy

TELEVISION-VIDEO PRESENTATION **NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION—HOLIDAY/SPECIAL EVENT SPOT (MULTIPLE)**

Gold

FUR TV XMAS
MTV UK

Silver

Norske Bilder (Norwegian Art)
TV 2 Norway

Bronze (Certificate)

BBC Channels Australia - Summer Air Idents
BBC Worldwide Australia

TELEVISION-VIDEO PRESENTATION **NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION—HOLIDAY/SPECIAL EVENT SPOT (SINGLE)**

Gold

NICK Christmas Trumpetthingsies
NICK Germany

Silver

Christmas Spot 08
NBC Universal Global Networks Espana

Bronze (Certificate)

Extreme Weight
BSkyB

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

Bronze (Certificate)

Sat.1 - The Killer Bees
ProSiebenSat.1 Produktion

TELEVISION-VIDEO PRESENTATION **CRAFT CATEGORIES—DIRECTING**

Gold

Serial Killer Sunday
FOXTEL - Crime & Investigation Network

Gold

The Poligraph
Reshet NCP

Silver

A&E Challenge
devilfish

Bronze (Certificate)

The Amazing Race - Israel
Reshet NCP

TELEVISION-VIDEO PRESENTATION **CRAFT CATEGORIES—EDITING**

Silver

Showcase Saturday Premiere Pic
Showtime Australia

Silver

French Open 2008

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

Gold

ITV.com Catch Up
 ITV Creative

Silver

MTV.DE Redesign
 MTV Networks Germany GmbH

Silver

Nickelodeon NZ Website Launch
 Nickelodeon NZ

Bronze (Certificate)

Olympics Always On
 i-Cable Sports Ltd.

Bronze (Certificate)

DVICE Shoot Spot
 SciFi Channel

TELEVISION-VIDEO PRESENTATION
**RADIO STATIONS CATEGORIES—
 TV PROMOTION OR PROMOTION
 CAMPAIGN**

Silver

Discovery Shorts -Smartass (A
 Guide
 to Being a Real Wise Guy)
 FEEDMEE Design GmbH

Bronze (Certificate)

EUROPA FM
 ACIDMEDIA

TELEVISION-VIDEO PRESENTATION
**SPECIAL CATEGORIES—BEST
 WORK NEVER SEEN**

Gold

Campagna Superstar (Is It 'Cause
 I'm Cool)
 Fox Channels Italy

Gold

The Simpsons Movie-Seymour Butz
 Showtime Australia

Gold

TNT Drama Matters PSA
 TNT On-Air

Silver

UPC On Demand - A Modern
 Fairytale
 Chello Creative

Bronze (Certificate)

Ride Guide Snow
 Chellozone

TELEVISION-VIDEO PRESENTATION
**SPECIAL CATEGORIES—FUNNIEST
 PROMO**

Gold

Guess Who's Been Watching DStv -
 Fireman
 Studio Zoo for DStv

Silver

X-Max Jingle Bells
 Sky Cinema

Silver

Guess Who's Been Watching DStv -
 Lunchbox
 Studio Zoo for DStv

Bronze (Certificate)

Asian Games - No take 2
 i-Cable Sports Ltd.

Bronze (Certificate)

Erotic Fruit Combo
 Viasat Broadcasting

TELEVISION-VIDEO PRESENTATION
**SPECIAL CATEGORIES—
 SOMETHING FOR NOTHING**

Gold

Andromeda Strain
 NBC Universal, Global Networks,
 Pan Asia

Silver

World Press Freedom Day
 Canal Odisea

Silver

Movies That Blow Your Mind
 Chello Creative

Bronze (Certificate)

Deadly Deception: The Mark
 Hacking Story
 Crime & Investigation Network (UK)

Bronze (Certificate)

AXN Too Sexy
 SPE Networks - Asia Pte Ltd

TELEVISION-VIDEO PRESENTATION
**SYNDICATOR/PROGRAM
 DISTRIBUTOR CATEGORIES—
 PROGRAM/MOVIE PROMOTION:
 ENTERTAINMENT**

Silver

AXN Sci Fi Russia - Heroes
 SPTI Networks - London

TELEVISION-VIDEO PRESENTATION
**TRADE OR INTERNAL MARKETING
 (INDUSTRY FOCUSED: SALES,
 MARKETING OR UPFRONT
 PRESENTATION ETC.—MARKETING
 VIDEO/PRESENTATION: EXTERNAL)**

Gold

Fast Start 2009
 Seven Network Australia

Silver

YES Israeli Stars New Season
 promotheus

Bronze (Certificate)

BDA Move Movie
 Bruce Dunlop & Associates

Bronze (Certificate)

Romance Month
 promotheus

Bronze (Certificate)

YES Stars New Season
 promotheus

Bronze (Certificate)

YES Movies
 promotheus

Bronze (Certificate)

tbs Upfront Sizzle
 TBS On-Air

TELEVISION-VIDEO PRESENTATION
**TRADE OR INTERNAL MARKETING
 (INDUSTRY FOCUSED: SALES,
 MARKETING OR UPFRONT PRE-
 SENTATION ETC.—MARKETING
 VIDEO/PRESENTATION: INTERNAL)**

Silver

Be Leader!
 Sky Cinema

Bronze (Certificate)

Celestial Horror Movies
 Celestial Movie Channel Limited

TELEVISION-VIDEO PRESENTATION
**TRADE OR INTERNAL MARKETING
 (INDUSTRY FOCUSED: SALES,
 MARKETING OR UPFRONT
 PRESENTATION ETC.—
 SALES/DEMO REEL)**

Gold

BDA Move Movie
 Bruce Dunlop & Associates

Silver

Fast Start 2009
 Seven Network Australia

Bronze (Certificate)

FOXTEL Future Reel
 Area 51, FOXTEL Management Pty
 Ltd.

SPECIAL CATEGORIES

**2008 SUMMER OLYMPICS: LIVE
 EVENT SPOT (OLYMPICS)**

Bronze (Certificate)

ARD/ZDF Beijing 2008
 UnitedSenses

SPECIAL CATEGORIES

**2008 SUMMER OLYMPICS: SPE-
 CIAL EVENT SPOT (OLYMPICS)**

Gold

Olympics Athletes
 The NBC Agency

Bronze (Certificate)

Cable Olympic Campaign
 i-Cable Sports Ltd.

SPECIAL CATEGORIES

**2008 SUMMER OLYMPICS: SPORTS
 PROGRAM SPOT (OLYMPICS)**

Bronze (Certificate)

Ready To Fly
 Seven Network Australia

SPECIAL AWARDS

ROCKET AWARD

Gold

Viktor Pesenti
 Bruce Dunlop & Associates

SPECIAL AWARDS

SPECIAL PROJECT AWARD

Gold

Asian Games - No take 2
 i-Cable Sports Ltd.

Silver

MuchMusic Video
 Awards/Phreak615
 CTV Creative Agency

SPECIAL AWARDS

JUDGES' CHOICE AWARD

A&E Challenge
 devilfish

Wait and See

NBC Universal Global Networks
 Germany

The Real Future Sucks

NBC Universal Global Networks
 Germany