

## 2004 CLIO CONTENT & CONTACT SHORTLIST

Advertiser/Product: Affinity Petcare - Advance

PRINT

Title: Smelling Billboard

Entered By: Michael Conrad & Leo Burnett, Frankfurt

Advertiser/Product: Smart Special Vehicles

PRINT

Title: The Smart Stopper - Fire

Title: The Smart Stopper - Cleaner

Title: The Smart Stopper - Rescue

Entered By: Scholz & Friends, Berlin

Advertiser/Product: Sanctuary Magazine - Save Trees

PRINT

Title: Missing

Title: Lost 1

Title: Lost 2

Entered By: Leo Burnett, Mumbai

Advertiser/Product: Six Flags Holland

VIDEO

Title: Teenage Thrills!

Entered By: BrandConnection Netherlands, Hilversum

Advertiser/Product: Nike - Battlegrounds: Ball or Fall

VIDEO

Title: MTV On-Air Profile

INNOVATIVE MEDIA

Title: Invite

Title: Jumbotron Profile

Entered By: @radical.media, New York

Advertiser/Product: Altoids Strips

PRINT

Title: So Small

Title: Goth Girl

Title: Nerd

Title: Hurt

Title: Fashizzle

Title: Bully

Title: Burn

Title: Shock

Title: Stab

INNOVATIVE MEDIA

Title: 2003 Gay Pride Parade

INTERNET

Title: Goth Girl Web Film

Entered By: Leo Burnett, Chicago

Advertiser/Product: NZ Dairy - Primo

TV/CINEMA

Title: Beat The Clock

Title: Quickfire Questions

Title: Name That Manoeuvre - Ledge

Title: Who Am I?

PRINT

Title: Primo - Go With The Flow

INNOVATIVE MEDIA

Title: Primo - Go With The Flow

INTERNET

Title: Primo - Go With The Flow

Entered By: Saatchi & Saatchi NZ, Auckland

Advertiser/Product: Absolut

VIDEO

Title: Hunk

Advertising Agency: TBWA\Chiat\Day, New York

Advertiser/Product: Buick

VIDEO

Title: Tiger Trap Teaser

Title: Tiger Trap Sweepstakes

Title: Tiger Trap TiVo

INTERNET

Title: Video - Tiger Trap Online

Title: Tiger Trap Home Page

Entered By: GM Planworks, Detroit

Advertiser/Product: Sony PlayStation 2

PRINT

Title: Sly Cooper, The Thief I

Title: Sly Cooper, The Thief II

Title: Sly Cooper, The Thief III

Entered By: Dentsu Inc., Tokyo

Advertiser/Product: Adidas

PRINT

Title: Vertical Football

INNOVATIVE MEDIA

Title: Vertical Football

Entered By: TBWA\Japan, Tokyo

Advertiser/Product: Shibuya Search Engine - Goo

PRINT

Title: Goo On Shibuya

INNOVATIVE MEDIA

Title: Goo On Shibuya

Entered By: Dentsu Inc., Tokyo

Advertiser/Product: J-WAVE Singing Tower Project  
PRINT

Title: J-WAVE Singing Tower Project  
INNOVATIVE MEDIA

Title: J-WAVE Singing Tower Project  
Entered By: Dentsu Inc., Tokyo

Advertiser/Product: Bullfighter  
INNOVATIVE MEDIA

Title: Bullfighter CD  
INTERNET

Title: Bullfighter Site  
Entered By: Deloitte Consulting, San Francisco

Advertiser/Product: Sega/ESPN  
INNOVATIVE MEDIA

Title: This Is My Story  
Entered By: Wieden + Kennedy, New York

Advertiser/Product: The Protestant Church  
INNOVATIVE MEDIA

Title: First Inflatable Church Of The World  
Entered By: Jung von Matt, Stuttgart

Advertiser/Product: Virgin Atlantic  
PRINT

Title: Chauffeur  
Entered By: Network BBDO, Johannesburg

Advertiser/Product: Volvo  
VIDEO

Title: The Mystery of Dalara Trailer  
PRINT

Title: Parking  
Title: Garage

INTERNET  
Title: The Mystery of Dalara (Dalara Documentary)  
Title: The Mystery of Dalara (Carlos Documentary)  
Entered By: Euro RSCG MVBMS Partners, New York

Advertiser/Product: The Jordan Love Campaign  
PRINT

Title: Jordan  
INNOVATIVE MEDIA

Title: The Jordan Love Campaign  
Title: Love Supreme

Title: Roy Jones, Jr.: The Sweet Science  
Media agency: Wieden + Kennedy, New York  
Entered By: Wieden + Kennedy, New York

Advertiser/Product: USA Network  
INNOVATIVE MEDIA  
Title: Traffic Money  
Entered By: The Media Kitchen, New York

Advertiser/Product: Song  
INNOVATIVE MEDIA  
Title: Song  
Entered By: The Media Kitchen, New York