

2004 CLIO INTERNET SHORTLIST

Category: Artistic Technique
Advertiser/Product: NEC Ecotonoha Project
Name of Site: Ecotonoha
Entered By: NEC Media Products, Tokyo

Category: Artistic Technique
Advertiser/Product: Levi's
Name of Site: Levi's 501 Reborn
Entered By: OgilvyOne Worldwide, Singapore

Category: Artistic Technique
Advertiser/Product: Nike
Name of Site: Nike Lab
Entered By: R/GA, New York

Category: Artistic Technique
Advertiser/Product: Hooptown
Name of Site: Nike Basketball
Entered By: R/GA, New York

Category: Artistic Technique
Advertiser/Product: Identity
Name of Site: Identity - Official Website
Entered By: Sony Pictures Digital, Culver City

Category: Artistic Technique
Advertiser/Product: West Flower Garden
Name of Site: West.de - West Flower Garden
Entered By: deepblue networks, Hamburg

Category: Artistic Technique
Advertiser/Product: Panasonic D-Snap Pocket Cameras
Name of Site: Panasonic D-Snap - Life In A Pocket
Entered By: Clemenger BBDO, Wellington

Category: Artistic Technique
Advertiser/Product: The Linear
Name of Site: The Linear
Entered By: Kinetic Interactive, Singapore

Category: Artistic Technique
Advertiser/Product: Optus
Name of Site: Davis Cup Tennis Challenge Game
Entered By: M&C Saatchi, Sydney

Category: Artistic Technique
Advertiser/Product: The Matrix Trilogy
Name of Site: www.TheMatrix.com
Entered By: Redpill Productions, Brooklyn

Category: Banner Ads
Advertiser/Product: Discover Card
Name of Site: Snowman/Train/Paddleball/Car
Entered By: Goodby, Silverstein & Partners, San Francisco

Category: Banner Ads
Advertiser/Product: IBM Thinkpad Wireless
Name of Site: Wireless Freedom
Entered By: OgilvyOne Worldwide, Beijing

Category: Banner Ads
Advertiser/Product: Miramax Films - Kill Bill
Name of Site: Kill Bill
Entered By: Deep Focus, Brooklyn

Category: Banner Ads
Advertiser/Product: Levi's
Name of Site: Levi's 501 Sewing Machine
Entered By: OgilvyOne Worldwide, Singapore

Category: Banner Ads
Advertiser/Product: AOL Brazil
Name of Site: AOL Adventure Channel
Entered By: AOL Brazil, Sao Paulo

Category: Banner Ads
Advertiser/Product: Microsoft Office
Name of Site: Great Moments - Crew/Soccer/Hockey
Entered By: Evolution Bureau, San Francisco

Category: Banner Ads
Advertiser/Product: Hewlett-Packard
Name of Site: +hp FTD Bouquet; +hp Voice; +hp B&O Light
Entered By: Goodby, Silverstein & Partners, San Francisco

Category: Banner Ads
Advertiser/Product: China Mobile - M-Zone
Name of Site: Be Yourself
Entered By: OgilvyOne Worldwide, Beijing

Category: Banner Ads
Advertiser/Product: Sankyo's Health Care Campaign
Name of Site: High Blood Pressure/No Stress/Maze/Exercise
Entered By: Dentsu Inc., Tokyo

Category: Banner Ads
Advertiser/Product: Sony PlayStation 2
Name of Site: Fun, Anyone?
Entered By: OgilvyInteractive, Frankfurt

Category: Banner Ads
Advertiser/Product: Coca-Cola Company
Name of Site: Foot Bag
Entered By: AgenciaClick, Sao Paulo

Category: Banner Ads
Advertiser/Product: GlaxoSmithKline - Scotts Emulsion
Name of Site: Tall Boy
Entered By: OgilvyOne Worldwide, Singapore

Category: Banner Ads
Advertiser/Product: Japan Advertising Council
Name of Site: The Pitch
Entered By: Dentsu Inc., Tokyo

Category: Banner Ads
Advertiser/Product: Mizuno Wave
Name of Site: Half Foot
Entered By: AlmapBBDO Comunicacao Ltda., Sao Paulo

Category: Banner Ads
Advertiser/Product: Composite Netsystems - CMS Software
Name of Site: Magnifying Glass
Entered By: Atmosphere CPH, Copenhagen

Category: Banner Ads
Advertiser/Product: Reckitt Benckiser - Windolene
Name of Site: Invisible Bottle
Entered By: The Jupiter Drawing Room (South Africa)

Category: Banner Ads
Advertiser/Product: World Wide Fund for Nature Japan
Name of Site: Global Crisis Counter I
Entered By: Hakuhodo, Inc., Tokyo

Category: Banner Ads
Advertiser/Product: World Wide Fund for Nature Japan
Name of Site: Global Crisis Counter II
Entered By: Hakuhodo, Inc., Tokyo

Category: Banner Ads
Advertiser/Product: JK's Tattoo & Piercing
Name of Site: Ring The Bell
Entered By: Neue Digitale, Frankfurt/Main

Category: Banner Ads
Advertiser/Product: Optus Optimiser
Name of Site: Lion Cub Banner
Entered By: M&C Saatchi, Sydney

Category: Banner Ads
Advertiser/Product: BMO Investorline
Name of Site: Golf
Entered By: Tribal DDB Canada, Vancouver

Category: Banner Ads
Advertiser/Product: Liz Transforma
Name of Site: Breast
Entered By: AlmapBBDO Comunicacao Ltda., Sao Paulo

Category: Brand Building
Advertiser/Product: Flor
Name of Site: Flor
Entered By: F/Nazca Saatchi & Saatchi, Sao Paulo

Category: Brand Building
Advertiser/Product: Levi's
Name of Site: Levi's 501 Reborn
Entered By: OgilvyOne Worldwide, Singapore

Category: Brand Building
Advertiser/Product: Nike
Name of Site: Nike Gridiron
Entered By: R/GA, New York

Category: Brand Building
Advertiser/Product: Voyages Hotels and Resorts
Name of Site: Voyages Red Centre Adventure
Entered By: Deepend, Sydney

Category: Brand Building
Advertiser/Product: BMW
Name of Site: Who Killed The Idea?
Entered By: BBDO InterOne, Hamburg

Category: Brand Building
Advertiser/Product: UTOWA
Name of Site: UTOWA Interactive Winter 2003 - Creation From The Heart
Entered By: Tokyo Great Visual Inc, Tokyo

Category: Brand Building
Advertiser/Product: American Legacy Foundation
Name of Site: Behind The Curtain
Entered By: ARNOLD Worldwide, Boston

Category: Brand Building
Advertiser/Product: Heavy, Inc.
Name of Site: Heavy.com
Entered By: Heavy, Inc, New York

Category: Brand Building
Advertiser/Product: WaveZero
Name of Site: WaveZero
Entered By: Juxt Interactive, Newport Beach

Category: Brand Building
Advertiser/Product: Nike Women
Name of Site: Nikebeautiful
Entered By: AKQA, San Francisco

Category: Brand Building
Advertiser/Product: American Legacy Foundation
Name of Site: Truth Tour
Entered By: ARNOLD Worldwide, Boston

Category: Brand Building
Advertiser/Product: Volvo Cars Sweden - Volvo S40
Name of Site: The Inside Story
Entered By: Forsman & Bodenfors, Gothenburg

Category: Brand Building
Advertiser/Product: Calphalon One
Name of Site: Calphalon One Microsite
Entered By: Lynch2, Elgin

Category: Brand Building
Advertiser/Product: Mercedes-Benz
Name of Site: Mercedes-Benz Internet Films - 7 Years Later
Entered By: Scholz & Volkmer, Wiesbaden

Category: Brand Building
Advertiser/Product: Nike Europe
Name of Site: Nike Women
Entered By: Framfab, Copenhagen

Category: Brand Building
Advertiser/Product: Levi's Europe
Name of Site: Spring 2004
Entered By: Lateral (Net) Ltd, London

Category: Brand Building
Advertiser/Product: NCH/NSPCC
Name of Site: Paedophile Online
Entered By: Saatchi & Saatchi, London

Category: Brand Building
Advertiser/Product: Nike Europe
Name of Site: Nike Football
Entered By: Framfab, Copenhagen

Category: Business-to-Business Site
Advertiser/Product: Fiat Commercial Vehicles
Name of Site: Build Your Own Van
Entered By: Arc Advertising, London

Category: Business-to-Business Site
Advertiser/Product: Acht Frankfurt Digital Solutions
Name of Site: Acht Frankfurt Digital Solutions
Entered By: Scholz & Volkmer, Wiesbaden

Category: Business-to-Business Site
Advertiser/Product: Arteaga Interactivo
Name of Site: Arteaga Interactivo
Entered By: Arteaga Interactivo, San Juan

Category: Business-to-Business Site
Advertiser/Product: IFB Dr. Braschel AG
Name of Site: IFB Dr. Braschel AG
Entered By: Jung von Matt, Stuttgart

Category: Business-to-Business Site
Advertiser/Product: IBM
Name of Site: IBM Prodigy II Sitelet
Entered By: OgilvyInteractive Worldwide, New York

Category: Business-to-Business Site
Advertiser/Product: Portfolios.com
Name of Site: Portfolios.com
Entered By: Messenger, Toronto

Category: Consumer-Targeted Site
Advertiser/Product: Volkswagen Phaeton
Name of Site: Discover The Phaeton
Entered By: Tribal DDB, London

Category: Consumer-Targeted Site
Advertiser/Product: Hooptown
Name of Site: Nike Basketball
Entered By: R/GA, New York

Category: Consumer-Targeted Site
Advertiser/Product: Nike - Carrera de la San Silvestre Vellacana 2003
Name of Site: Nike - San Silvestre Vellacana
Entered By: DoubleYou, Barcelona

Category: Consumer-Targeted Site
Advertiser/Product: Identity
Name of Site: Identity - Official Website
Entered By: Sony Pictures Digital, Culver City

Category: Consumer-Targeted Site
Advertiser/Product: Fuse Television Network
Name of Site: Fuse
Entered By: Fuse, New York

Category: Consumer-Targeted Site
Advertiser/Product: Sony Cyber-Shot
Name of Site: Sony Fotoaward
Entered By: Nordpol + Hamburg, Hamburg

Category: Consumer-Targeted Site
Advertiser/Product: Reebok ATR Collection
Name of Site: RBK Whodunit?
Entered By: Zugara, Los Angeles

Category: Consumer-Targeted Site
Advertiser/Product: Nike Jordan
Name of Site: Jumpman23: I Am Not Michael Jordan
Entered By: Blast Radius, Vancouver

Category: Consumer-Targeted Site
Advertiser/Product: Hewlett-Packard
Name of Site: +hp experiences
Entered By: Goodby, Silverstein & Partners, San Francisco

Category: Consumer-Targeted Site
Advertiser/Product: BMW 5 Series Sedan
Name of Site: BMW 5 Series. Someone Has To Take The Lead.
Entered By: BBDO InterOne, Hamburg

Category: Consumer-Targeted Site
Advertiser/Product: Nike ACG
Name of Site: Nike ACG Brand Site
Entered By: The Barbarian Group, Boston

Category: Consumer-Targeted Site
Advertiser/Product: Levi's
Name of Site: Levi's 501 Reborn
Entered By: OgilvyOne Worldwide, Singapore

Category: Consumer-Targeted Site
Advertiser/Product: Levi's
Name of Site: Levi's 150th Anniversary
Entered By: R/GA, New York

Category: Consumer-Targeted Site
Advertiser/Product: Bandai Jagun Fighters
Name of Site: Jagun Fighters
Entered By: Juxt Interactive, Newport Beach

Category: Consumer-Targeted Site
Advertiser/Product: Absolut Generations
Name of Site: Absolut Generations
Entered By: Fitzgerald Communications, New York

Category: Consumer-Targeted Site
Advertiser/Product: Saturn
Name of Site: Saturn.com
Entered By: Goodby, Silverstein & Partners, San Francisco

Category: Consumer-Targeted Site
Advertiser/Product: Microsoft Virtual PC for Mac
Name of Site: Microsoft Virtual PC For Mac Product Demo
Entered By: Fallon, Minneapolis

Category: Consumer-Targeted Site
Advertiser/Product: Winterfresh
Name of Site: The Winterfresh Network
Entered By: Evolution Bureau, San Francisco

Category: Consumer-Targeted Site
Advertiser/Product: Air Master
Name of Site: Air Master Windows & Doors
Entered By: Arteaga Interactivo, San Juan

Category: Consumer-Targeted Site
Advertiser/Product: Peter Pan
Name of Site: Peter Pan Feature Film
Entered By: Genex, Los Angeles

Category: Consumer-Targeted Site
Advertiser/Product: Mazda RX-8
Name of Site: X2 (X-Men 2) Promotional Site
Entered By: Sarkissian | Mason, Phoenix

Category: Consumer-Targeted Site
Advertiser/Product: Acura 2004 TL
Name of Site: Acura 2004 TL Exterior Showroom
Entered By: Genex, Los Angeles

Category: Consumer-Targeted Site
Advertiser/Product: Nokia
Name of Site: Nokia Digital Pen
Entered By: OgilvyOne Worldwide, Singapore

Category: Consumer-Targeted Site
Advertiser/Product: One - The Functional Drink
Name of Site: www.one-silly.de
Entered By: Jung von Matt/frontend, Hamburg

Category: Consumer-Targeted Site
Advertiser/Product: The Punisher
Name of Site: The Punisher Movie Website
Entered By: Hi-Res!, London

Category: Consumer-Targeted Site
Advertiser/Product: Mazda 2004 North American International Autoshow
Name of Site: Mazda 2004 North American International Autoshow
Entered By: Sarkissian | Mason, Phoenix

Category: Consumer-Targeted Site
Advertiser/Product: The Linear
Name of Site: The Linear
Entered By: Kinetic Interactive, Singapore

Category: Consumer-Targeted Site
Advertiser/Product: PJ1
Name of Site: PJ1 Website
Entered By: Grey, San Francisco

Category: Consumer-Targeted Site
Advertiser/Product: Honda Motors Singapore
Name of Site: The Power Of Dreams
Entered By: Kinetic Interactive, Singapore

Category: Consumer-Targeted Site
Advertiser/Product: Six Feet Under
Name of Site: The Wake Website
Entered By: Hi-Res!, London

Category: Consumer-Targeted Site
Advertiser/Product: Adidas Sport Style Y3
Name of Site: Y3
Entered By: Neue Digitale, Frankfurt/Main

Category: Consumer-Targeted Site
Advertiser/Product: Pioneer Electronics
Name of Site: Defy
Entered By: BBDO West, San Francisco

Category: Consumer-Targeted Site
Advertiser/Product: Pioneer Electronics
Name of Site: Disrupt
Entered By: BBDO West, San Francisco

Category: Consumer-Targeted Site
Advertiser/Product: Volvo Cars Sweden - Volvo V70
Name of Site: The Sports Car
Entered By: Forsman & Bodenfors, Goteborg

Category: Consumer-Targeted Site
Advertiser/Product: Ford F-150
Name of Site: F-150 Launch Module
Entered By: J. Walter Thompson, Detroit

Category: Consumer-Targeted Site
Advertiser/Product: Philips Home Entertainment
Name of Site: Philips H.E.
Entered By: DM9DDB, Sao Paulo

Category: Consumer-Targeted Site
Advertiser/Product: Nikon Coolpix SQ
Name of Site: Nikon Coolpix SQ - A Different Point Of View
Entered By: AKQA, London

Category: E-Commerce
Advertiser/Product: Nike iD
Name of Site: Nike iD
Entered By: Framfab, Copenhagen

Category: Fresh Approach
Advertiser/Product: NEC Ecotonoha Project
Name of Site: Ecotonoha
Entered By: NEC Media Products, Tokyo

Category: Fresh Approach
Advertiser/Product: Nike
Name of Site: Nike Lab
Entered By: R/GA, New York

Category: Fresh Approach
Advertiser/Product: Blindventure
Name of Site: Maitipi Escape
Entered By: Baudhaus ARS, Berlin

Category: Fresh Approach
Advertiser/Product: Hooptown
Name of Site: Nike Basketball
Entered By: R/GA, New York

Category: Fresh Approach
Advertiser/Product: Nike
Name of Site: Nike Gridiron
Entered By: R/GA, New York

Category: Fresh Approach
Advertiser/Product: Red Bull
Name of Site: Red Bull Big Air
Entered By: Farfar, Stockholm

Category: Fresh Approach
Advertiser/Product: Absolut Vodka
Name of Site: Three Tracks
Entered By: Farfar, Stockholm

Category: Fresh Approach
Advertiser/Product: Levi's
Name of Site: Levi's 150th Anniversary
Entered By: R/GA, New York

Category: Fresh Approach
Advertiser/Product: AgenciaClick Online Agency
Name of Site: The 404 Project
Entered By: AgenciaClick, Sao Paulo

Category: Fresh Approach
Advertiser/Product: Palmer Jarvis DDB
Name of Site: Palmer Jarvis DDB
Entered By: Tribal DDB Canada, Vancouver

Category: Fresh Approach
Advertiser/Product: Levi's Europe
Name of Site: Spring 2004
Entered By: Lateral (Net) Ltd, London

Category: Internet Rich Media Advertising
Advertiser/Product: Tanto
Name of Site: A Small Car Carries Big
Entered By: Dentsu Inc., Tokyo

Category: Internet Rich Media Advertising
Advertiser/Product: Volkswagen Phaeton
Name of Site: The VW Phaeton
Entered By: Tribal DDB, London

Category: Internet Rich Media Advertising
Advertiser/Product: Sony Walkman
Name of Site: W.Walkman
Entered By: TYO Interactive Design, Tokyo

Category: Internet Rich Media Advertising
Advertiser/Product: Grand Hyatt Tokyo
Name of Site: Grand Hyatt Tokyo
Entered By: Business Architects Inc., Tokyo

Category: Internet Rich Media Advertising
Advertiser/Product: Tokyo City View
Name of Site: Tokyo City View
Entered By: Business Architects Inc., Tokyo

Category: Internet Rich Media Advertising
Advertiser/Product: MSN
Name of Site: Premenstrual Syndrome (PMS)
Entered By: AgenciaClick, Sao Paulo

Category: Internet Rich Media Advertising
Advertiser/Product: Levi's
Name of Site: Levi's 501 Washing Machine
Entered By: OgilvyOne Worldwide, Singapore

Category: Internet Rich Media Advertising
Advertiser/Product: Napster
Name of Site: Napsterbits - Hip Hop/Metal/Reggae
Entered By: Venables, Bell & Partners, San Francisco

Category: Internet Rich Media Advertising
Advertiser/Product: Mentos Breathmakers
Name of Site: Mentos Breathmakers - Fresh-Meter
Entered By: Bartle Bogle Hegarty, New York

Category: Internet Rich Media Advertising
Advertiser/Product: IBM Wimbledon 2003
Name of Site: IBM Wimbledon 2003
Entered By: OgilvyOne Worldwide, London

Category: Relationship Marketing
Advertiser/Product: Hooptown
Name of Site: Nike Basketball
Entered By: R/GA, New York

Category: Relationship Marketing
Advertiser/Product: Absolut Vodka
Name of Site: Three Tracks
Entered By: Farfar, Stockholm

Category: Relationship Marketing
Advertiser/Product: Nike
Name of Site: Nike Gridiron
Entered By: R/GA, New York

Category: Relationship Marketing
Advertiser/Product: Red Bull
Name of Site: Red Bull Copilot: Supermoto
Entered By: Science & Fiction, Venice

Category: Relationship Marketing
Advertiser/Product: Heineken Singapore
Name of Site: Heineken Christmas 2003
Entered By: Kinetic Interactive, Singapore

Category: Relationship Marketing
Advertiser/Product: Red Bull
Name of Site: Red Bull Big Air
Entered By: Farfar, Stockholm

Category: Self-Promotion
Advertiser/Product: Taxi Studio
Name of Site: The Knowledge
Entered By: Taxi Studio, Bristol

Category: Self-Promotion
Advertiser/Product: Fischer Enterprises
Name of Site: Seven Senses
Entered By: Fischer Enterprises, Vienna

Category: Self-Promotion
Advertiser/Product: AgenciaClick Online Agency
Name of Site: The 404 Project
Entered By: AgenciaClick, Sao Paulo

Category: Self-Promotion
Advertiser/Product: Say It Loud!
Name of Site: Say It Loud!
Entered By: Say It Loud!, Orlando

Category: Self-Promotion
Advertiser/Product: Forsman & Bodenfors
Name of Site: Forsman & Bodenfors Site
Entered By: Forsman & Bodenfors, Gothenburg

Category: Self-Promotion
Advertiser/Product: Hammer & Tongs
Name of Site: Tongsville 2
Entered By: Preloaded, London

Category: Self-Promotion
Advertiser/Product: Wiebke Bosse
Name of Site: Wiebke Bosse
Entered By: Aimaq·Rapp·Stolle/Baudhaus Neue Medien, Berlin