

PR WINNERS

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
BREAK UP	NATIONAL AUSTRALIA BANK	BANKING	CLEMENGER BBDO MELBOURNE	AUSTRALIA
Silver Spike				
SALUTE TRAINER	JAPAN MARITIME SELF-DEFENSE FORCES	FORCE RECRUITMENT	HAKUHODO, Tokyo	JAPAN
BLACKBERRY CUSTOMERS LOVING WHAT THEY DO ONLINE	RESEARCH IN MOTION	BLACKBERRY	EDELMAN ASIA PACIFIC, Beijing	CHINA
DISPOSABLE FOREST	GREENPEACE	GREENPEACE	OGILVY BEIJING	CHINA
Bronze Spike				
THE 250KM WAVE	KYUSHU RAILWAY COMPANY	BULLET TRAIN	DENTSU, Tokyo	JAPAN
BOTTLE SCHOOL	PEPSICO INTERNATIONAL	PEPSI	BBDO GUERRERO/PROXIMITY PHILIPPINES, Makati City	THE PHILIPPINES
NO SAKE, NO LIFE	HANASAKE NIPPON ORGANISATION	APPEAL	HAKUHODO, Tokyo	JAPAN
SPONSOR THE WHITE HOUSE	RECKITT BENCKISER	VANISH NAPISAN CRYSTAL WHITE	EURO RSCG AUSTRALIA, Sydney	AUSTRALIA