



Category Award	Campaign	Agency	Submitter
Food			
Bronze	Become the face of Kinder chocolate!	Momentum Czech Republic	Ferrero Czech
Drinks			
Gold	Fofola	Zaraguzza	Kofola CS
Gold	You get to know all the best at one	Young & Rubicam Praha	Pivovary Staropramen
Bronze	EITHER YOU ARE KING OF HOCKEY OR NOT	VCCP + Starcom MediaVest Group	Heineken Czech Republic
Consumer Goods			
Silver	Lybar PROMISS – as the power of design saved the legend	OgilvyOne	OBRA
Financial Services			
Gold	Air Bank: to be Lovebrand in record time	Ogilvy & Mather	Air Bank
Silver	As skeptical Arthur and his black story brightened the future of the bank	McCANN Prague	Raiffeisenbank
Bronze	It stands to reason that if you purchase a car, than only from ŠkoFIN	Momentum Czech Republic + MediaCom	ŠkoFIN
Other Services			
Gold	As the rebranding and redesign of Teta stores increased market share brand	Dynamo design + MORIS design	p.k. Solvent
Gold	Vodafone Turbo ride	McCANN Prague	Vodafone Czech Republic
Gold	RWE – the strongest brand with the greatest potential acquisition thanks to fidelity communication concept	Young & Rubicam Praha + Wunderman	RWE Energie

Silver	Wireless	Lion Communications – division Saatchi & Saatchi Prague	T-Mobile Czech Republic
Bronze	Ticket to the club of billionaires: hundreds of thousands of Czechs are registered to Henri club claiming	VCCP + SYMBIO Digital	SAZKA

Small Budget (up to 1 mil. CZK external costs)

Silver	RunCzech: How to make a real business opportunity from sponsorship	Comtech Group	ČSOB Insurance Company
Bronze	It goes also humanly	Momentum Czech Republic	ING Bank

Social, ecological, cultural marketing

Gold	Help us feed the children with food and love	Comtech Group	Women for Women
Bronze	602 lives saved thanks to Messages against Cancer	Ogilvy & Mather	Ministry of Health of Czech Republic