



#### Sweepstakes Winner

Ground Zero, The History Channel, Know Where You Stand

#### Best Book Winner

Ground Zero

#### Belding Bowl Winners

##### Consumer Magazine

TBWA\Chiat\Day, Infiniti, Burn Through

##### Consumer Magazine Campaign

Crispin Porter + Bogusky, LA, Borders, Family Tree/Birth Certificate/Passport  
Ground Zero The History Channel, Know Where You Stand  
TBWA\Chiat\Day, Mark Levinson/Harmon International, Tannhauser/Muscatel/Forsythias

##### Consumer Newspaper Campaign

DDB Los Angeles, Manzanar, Muslim/Aids/Mexican

##### Television Commercial

Crispin Porter + Bogusky, LA, Borders, Reference  
davidandgoliath, Bacardi U.S.A., Inc., Fly  
davidandgoliath, Bacardi U.S.A., Inc., Vegas  
davidandgoliath, Bacardi U.S.A., Inc., Mardi Gras  
Secret Weapon Marketing, Jack in the Box, Inc., Grown Man Meal  
TBWA\Chiat\Day, Ballpark, Veggie Dog  
TBWA\Chiat\Day, Playstation, Sheepinator  
Young and Rubicam, Land Rover, Hitchhiker  
Young and Rubicam, Next Level Fitness, Escalator

##### Television Campaign

Ground Zero, ESPN, ESPN Winter X Games IX  
Ground Zero, ESPN, ESPN Football College Gameday  
TBWA\Chiat\Day, Ballpark, Mardi Gras/Veggie Dog/Small Weiner  
TBWA\Chiat\Day, PlayStation, Lava Gun/Sheepinator/Shock Blaster

##### Television Commercial (under \$50,000 production cost)

Colby & Partners, Red Tail Ale, Art  
DDB Los Angeles, Full Tilt Poker, Dressage  
DGWB Advertising & Communication, Toshiba Copiers, Built For Speed  
Ground Zero, The History Channel, Normandy

##### Television Campaign (under \$50,000 production cost per spot)

Ground Zero, The History Channel, Know Where You Stand

##### Sales Promotion

Foote, Cone & Belding, Taco Bell, Trayliner/Catcher  
TEQUILA\, Sony QUALIA, 016 Ownership Brochure

##### Self Promotion

Ignited Minds, Weapon of Mass Affection by Boy O Boy  
TBWA\Chiat\Day, Los Angeles Ad Club, Feet to Kiss

##### Public Service

Newspaper- DDB Los Angeles, Manzanar, Muslim  
Poster/Outdoor- davidandgoliath, Food Bank of Southern California,  
F Report Card  
Television - TBWA\Chiat\Day, Volunteers of America, Truck

##### Miscellaneous

Ground Zero, ESPN & Miller Brewing Co., The Squeeze  
WONGDOODY, Andiamo, Blow Up Doll

##### Interactive

ANIMAX, Starlight Starbright Children's Foundation, Coping with  
Chemo  
Saatchi & Saatchi Los Angeles, Land Cruiser, Land Cruiser Heritage

##### Complete Campaign

Ground Zero, The History Channel, Know Where You Stand

##### Hispanic

Public Service Magazine - al Punto Advertising, Florida Freedom  
Partnership, Manos  
Television Commercial (under \$50,000) - Conill Los Angeles,  
Telemundo 52, Border

#### Belding Certificate Winners

##### Consumer Magazine

davidandgoliath, Kia Motors America, Popcorn  
davidandgoliath, Kia Motors America, Red Curb  
TBWA\Chiat\Day, Apple, Tip-in

##### Consumer Magazine Campaign

davidandgoliath, Kia Motors America, Amanti  
TBWA\Chiat\Day, Nissan, Responsibility/Lust/See Thru Car Cover, In  
Your Dreams

##### Poster

The Walt Disney Studios, The Incredibles/Elastigirl Dual Billboards  
Crispin Porter + Bogusky LA, Borders, Diggler/Gatsby

##### Poster Campaign

Crispin Porter + Bogusky LA, Borders, DVD Box Set

##### Television Commercial

davidandgoliath, Kia Motors America, Car Cover  
Ground Zero, ESPN, Deegan  
Ground Zero, ESPN, Family History  
Ground Zero, Virgin Mobile & Best Buy, Gift Envy  
Ogilvy & Mather, ampm, Kid  
O'Leary & Partners, DriveTime, Defensive  
O'Leary & Partners, DriveTime, Balloons  
TBWA\Chiat\Day, Apple, Stereo Rock  
TBWA\Chiat\Day, Ballpark, Mardi Gras  
TBWA\Chiat\Day, Pedigree, Noses  
TBWA\Chiat\Day, Playstation, Shockblaster  
TBWA\Chiat\Day, Playstation, Market  
TBWA\Chiat\Day, Playstation, Tailor  
TBWA\Chiat\Day, Playstation, Lava Gun

##### Television Campaign

Ground Zero, ESPN, ESPN Basketball College Gameday

##### Television Commercial (under \$50,000 production cost)

DDB Los Angeles, Full Tilt Poker, Curling

##### Television Campaign (under \$50,000 production cost per spot)

Colby & Partners, Red Tail Ale, Men Are Brewed Differently  
Conill Los Angeles, The Film Society of Lincoln Center, Autograph  
- Photo  
DDB Los Angeles, Full Tilt Poker, Dressage/Curling/Sync Swimming

##### Radio

Secret Weapon Marketing, Jack in the Box, Inc., Deer Hunter

##### Sales Promotion

Foote, Cone & Belding, Taco Bell, Trayliner/Batter

##### Sales Promotion Campaign

Foote, Cone & Belding, Taco Bell, Trayliners/Batter & Catcher

##### Self Promotion

TBWA\Chiat\Day, TBWA\Chiat\Day, Lee Clow Trading Cards

##### Public Service Newspaper

DDB Los Angeles, Manzanar, Mexican  
DDB Los Angeles, Manzanar, Aids

##### Miscellaneous

Team One, Kids & Cars, Mommy Goes Into the Store for a Minute  
WONGDOODY, Andiamo, Destroyed Roller

##### Miscellaneous Campaign

Team One, Kids and Cars, Kids and Cars Golden Book Campaign

##### Interactive

2Advanced Studios, Nintendo of America, Metroid Prime 2  
Echoes Interactive Launch Campaign  
The Designory, Designory Holiday Greeting  
Deutsch LA, Inc., Mitsubishi, 2006 Mitsubishi Eclipse  
Ground Zero, Toyota, Put it in Play Website Campaign  
Radarworks, Breast Cancer Society, Changing Lives DVD  
RPA, Honda Motorcycles, Valkyrie Rune Web Site  
Saatchi & Saatchi Los Angeles, Planet K, Planet Kaizen  
TEQUILA\, Nissan North America, Nissan Z Roadster  
TEQUILA\, Sony Playstation, Sly Cooper 2 Campaign  
TEQUILA\, Infiniti, G35 Artwork Site  
The Walt Disney Studios, The Incredibles, First In Line Online  
Wunderman, Land Rover USA, Land Rover findyourAQ.com  
Zugara, Sony Computer Entertainment America, Sly Cooper 2  
Official Game Site  
Zugara, Sony Computer Entertainment America, Gran Turismo 4  
Official Game Site  
Zugara, Sony Computer Entertainment America, Ratchet and  
Clank: Up Your Arsenal Official Game Site

##### Hispanic

Public Service Magazine - al Punto Advertising, Telscape, Libro  
Consumer Newspaper - RLR Advertising, Michelin Tires, Walkie  
Talkies  
Public Service Newspaper Campaign - al Punto Advertising, Kia  
Motors America, For All Your Stages

