

2011 Media Shortlist

If any details on this shortlist are incorrect - contact YG immediately on kristian@ygaward.com

Title	Category / Division	Eligible Creatives	Agency	Country
Car For Sale	Best ROI	Mr Freddie Coltart & Mr Matt Williams	Ogilvy New Zealand	New Zealand
Operation Xmas	Best Use of Research / Insight	Mr Carlos Andres Rodriguez Monroy & Mr Sergio Leon Novoa	Lowe/SSP3	Colombia
You are here	Best Glocalisation	Ms Flavie Maccaigne	BETC EuroRSCG	France
Disposable Forest	Best Event or Activation	Mr Gongxing Wang & Mr Lianhui Hao & Mr Shiyang He & Mr Shujie Qi	Ogilvy Beijing	China
BYO Cup Day	Best Event or Activation	Mr Eamonn Dixon & Miss Elle Bullen & Mr James Orr	Leo Burnett Melbourne	Australia
Skate Pinball	Best Event or Activation	Miss Victoria Daltrey & Mr Will Bingham	Colenso BBDO	New Zealand
Snow Globe	Best Event or Activation	Miss Christie Cooper	DDB New Zealand	New Zealand
Sneak Up Ads	Best Use of Target Segmentation	Ms Emily Beutrais & Ms Katrina Jarratt	Clemenger BBDO	New Zealand