



2011 PR Shortlist

Title	Category / Division	Eligible Creatives	Agency	Country
Rocky Taylor. One Stuntman, One Legacy	Best PR led integrated campaign	Mr Darren Obeirne	DDB UK	United Kingdom
Open Book	Best use celebrities or live events	Mr Daniel Grech & Mr Daniel Grech & Miss Jessica Brophy & Miss Stefanie Digianvincenzo	DDB Melbourne	Australia
PLAY for L.A.	Best use celebrities or live events	Mr Josh Paialii & Miss Cathleen Lober	Saatchi & Saatchi Team One	United States
Rocky Taylor. One Stuntman, One Legacy	Best use celebrities or live events	Mr Darren Obeirne	DDB UK	United Kingdom
Lagerhaus Blog-up Stores	Best use of social media	Miss Maria Larsson	Prime	Sweden
Flip Your Profile	Best use of social media	Miss Kartini Ayob	DDB Singapore	Singapore
Open Book	Charitable and Non for Profit	Mr Daniel Grech & Mr Daniel Grech & Miss Jessica Brophy & Miss Stefanie Digianvincenzo	DDB Melbourne	Australia
OPERATION CHRISTMAS	Charitable and Non for Profit	Mr Carlos Andres Rodriguez Monroy & Mr Sergio Leon Novoa	Lowe/SSP3	Colombia
I was killed in the army	Charitable and Non for Profit	Mr Tom Altman & Mrs Katya Suvorova & Mr Kirill Tsytkin	Digital Headshot	Russian Federation
Germany will find you	Charitable and Non for Profit	Mr Marcell Francke	Kempertrautmann GMBH	Germany
Rocky Taylor. One Stuntman, One Legacy	Charitable and Non for Profit	Mr Darren Obeirne	DDB UK	United Kingdom
Flip Your Profile	Consumer Communication	Miss Kartini Ayob	DDB Singapore	Singapore
James Ready Blank Cap Recall	Corporate Communication	Mr Steve Persico	Leo Burnett, Toronto	Canada
The Mysterious Passenger	Environmental Commincation	Mr Guillaume Ganty & Mr Victor Sidoroff	La Chose	France
Disposable Forest	Environmental Commincation	Mr Gongxing Wang & Mr Lianhui Hao & Mr Shiyang He & Mr Shujie Qi	Ogilvy Beijing	China