

2002 CLIO AWARDS - PRINT, POSTER, BILLBOARD, INNOVATIVE, INTERNET & DESIGN STATUE WINNERS

PRINT

GRAND CLIO/PRINT

Award: Grand Clio
Category: Campaign
Advertiser/Product: Harvey Nichols Winter Sale
Title: Neck
Title: Stomach
Title: Shin
Advertising Agency: BMP DDB, London
Copywriter: Adam Tucker
Art Director: Justin Tindall
Photographer: Ben Stockley
Typographer: Kevin Clarke

PRODUCT/SERVICE

Entry Type: Print
Award: Silver
Category: Automotive
Advertiser/Product: Land Transport Safety Authority
Title: Auto Trader Wrecks
Advertising Agency: Clemenger BBDO, Wellington
Account Executive: Vicky Upton
Creative Director: Philip Andrew
Copywriter: Jamie Hichcock
Art Director: Josh Lancaster
Production Manager: Scott McMillan

Entry Type: Print
Award: Silver
Category: Automotive
Advertiser/Product: Jeep
Title: Climbing
Advertising Agency: Giovanni,FCB, São Paulo
Account Executive: Marcelo Malachias, Luciano Olmo
Creative Director: Valdir Bianchi, Ricardo Chester
Copywriter: Olavo Tokutake
Art Director: Marcos Medeiros
Production Manager: Alexandre Oliveira
Photographer: Fabio Ribeiro, Eduardo Girau

Entry Type: Print
Award: Bronze
Category: Automotive
Advertiser/Product: Harley-Davidson Motorcycles
Title: Somewhere on an airplane...
Advertising Agency: Carmichael Lynch, Minneapolis
Account Executive: Lisa Bickel, Joe King
Creative Director: Jim Nelson
Copywriter: Jim Nelson, Sheldon Clay
Art Director: Jason Smith
Production Manager: Brenda Clemons
Photographer: Chris Wimpey
Art Producer: Bonnie Butler

Entry Type: Print
Award: Bronze
Category: Automotive
Advertiser/Product: Jeep
Title: Shelf
Advertising Agency: Giovanni,FCB, São Paulo
Account Executive: Luciano Olmo
Creative Director: Valdir Bianchi, Ricardo Chester
Copywriter: Lorine Solomonescu
Art Director: Bob Kincey
Production Manager: Alexandre Oliveira
Photographer: Danny Yin

Entry Type: Print
Award: Bronze
Category: Automotive
Advertiser/Product: Land Rover
Title: And Over
Advertising Agency: D'Adda Lorenzini Vigorelli BBDO, Milan
Account Executive: Luca Bernasconi
Creative Director: Pino Rozzi, Roberto Battaglia
Copywriter: Vicky Gitto
Art Director: Roberto Battaglia
Photographer: Pier Pado Ferrari

Entry Type: Print
Award: Bronze
Category: Automotive
Advertiser/Product: Harley-Davidson Motorcycles
Title: Grandpa
Advertising Agency: Giovanni,FCB, São Paulo
Account Executive: Marcelo Malachias, Fabio Madia
Creative Director: Valdir Bianchi, Ricardo Chester
Copywriter: David Romanetto
Art Director: Marcos Medeiros
Production Manager: Alexandre Oliveira
Photographer: Clients File

Entry Type: Print
Award: Bronze
Category: Automotive
Advertiser/Product: BMW
Title: Rally Course X5 Series
Advertising Agency: Jung von Matt/Alster, Hamburg
Account Executive: Christine Doss
Creative Director: Burkhart von Scheven, Bernhard Lukas
Copywriter: Bjoern Lockstein
Art Director: Mirjam Heinemann, Timm Hanebeck
Photographer: Peer Oliver Brecht, Ebo Fraterman, Christopher Thomas

Entry Type: Print
Award: Gold
Category: Beverages/Alcoholic
Advertiser/Product: Guinness
Title: Navel
Advertising Agency: Ogilvy & Mather, Singapore
Creative Director: Andy Greenaway
Copywriter: Andy Greenaway
Art Director: Craig Smith
Photographer: Roy Zhang
Typographer: Alfred Wee

Entry Type: Print
Award: Silver
Category: Beverages/Non-Alcoholic
Advertiser/Product: Red Bull
Title: Body
Advertising Agency: Leo Burnett, Singapore
Photography Studio: Studio 121, Singapore
Account Executive: Arthur Chung, Merwin Chew
Creative Director: Alex Shipley, Tay Guan Hin
Copywriter: Alex Shipley
Art Director: Sachin Ambekar
Production Manager: Dennis Gan, Victor Lee
Design & Illustration: Phenomenon, Singapore

Entry Type: Print
Award: Silver
Category: Beverages/Non-Alcoholic
Advertiser/Product: Pepsi Light
Title: Woman
Advertising Agency: AlmapBBDO, São Paulo
Account Executive: Ricardo Taunay
Creative Director: Marcello Serpa, Eugênio Mohallem
Art Director: Cesar Finamori
Production Manager: José Roberto Bezerra
Photographer: Manolo Moran

Entry Type: Print
Award: Silver
Category: Entertainment Promotion
Advertiser/Product: Guinness Rugby League Test Series
Title: Smile
Advertising Agency: Abbott Mead Vickers BBDO, London
Account Executive: Cecile Beaufiles, Steven Rileu
Creative Director: Peter Souter, Tony Cox
Copywriter: Richard Morgan
Art Director: Simon Langley
Production Manager: Andy Smith
Photographer: Robert Wilson
Typographer: Mark Elwood

Entry Type: Print
Award: Bronze
Category: Entertainment Promotion
Advertiser/Product: Companhia das Letras
Title: The Cavern. The new book by Jose Saramago.
Advertising Agency: AlmapBBDO, São Paulo
Account Executive: Izabella Villaça
Creative Director: Marcello Serpa, Eugênio Mohallem
Copywriter: Dulcidio Caldeira
Art Director: Renato Fernandez
Production Manager: José Roberto Bezerra
Photographer: Rafael Assef

Entry Type: Print
Award: Bronze
Category: Entertainment Promotion
Advertiser/Product: MASP São Paulo Museum of Art - Freud's Life Exhibition
Title: Freud at MASP. The life of Freud at the São Paulo Museum of Art.
Advertising Agency: DM9 DDB, São Paulo
Account Executive: Vladimir Silva
Creative Director: Erh Ray, Jader Rossetto, Pedro Cappelletti
Copywriter: Marcelo Reis
Art Director: Roberto Fernandez
Photographer: Rafael Costa

Entry Type: Print
Award: Silver
Category: Home Entertainment
Advertiser/Product: PlayStation
Title: Thumb
Advertising Agency: TBWA Hunt Lascaris, Johannesburg
Account Executive: Bridget Booms
Creative Director: Frances Luckin, Sandra de Witt
Copywriter: Benjamin Abramowitz
Art Director: Gareth Lessing
Production Manager: Tony Finney
Photographer: Clive Stewart

Entry Type: Print
Award: Bronze
Category: Home Entertainment
Advertiser/Product: Paus
Title: Neighbours
Advertising Agency: Åkestam, Holst, Stockholm
Creative Director: Kenneth Adenskog
Copywriter: Andreas Ullenius, Johan Landin
Art Director: Andreas Ullenius, Johan Landin
Photographer: Thomas Klementsson

Entry Type: Print
Award: Bronze
Category: Insurance
Advertiser/Product: Hollard Insurance
Title: Stolen
Advertising Agency: Net#work BBDO, Johannesburg
Account Executive: Mabel
Creative Director: Mike Schalit
Copywriter: Mike Elmann Brown
Art Director: Tom Cullinan
Production Manager: Clinton Mitri

Entry Type: Print
Award: Gold
Category: Media Promotion
Advertiser/Product: Campaign Brief Asia
Title: Marc
Advertising Agency: Saatchi & Saatchi, Hong Kong
Account Executive: Laurie Kwong
Creative Director: Craig Davis
Copywriter: Renee Lim
Art Director: Maurice Wee
Production Manager: Ferris Tse

Entry Type: Print
Award: Silver
Category: Media Promotion
Advertiser/Product: Saturday Star
Title: Soap
Advertising Agency: TBWA Hunt Lascaris, Johannesburg
Account Executive: Mariana O'Kelly
Creative Director: Sandra de Witt
Copywriter: Mariana O'Kelly, Frances Luckin
Art Director: Mariana O'Kelly, Frances Luckin
Production Manager: Sherrol Doyle-Swallow
Photographer: Jakob Doman

Entry Type: Print
Award: Bronze
Category: Recreational Items
Advertiser/Product: Schwinn Bicycle and Fitness
Title: Lighter Side/Cat
Advertising Agency: Crispin Porter Bogusky, Miami
Account Executive: Laura Bowles
Creative Director: Alex Bogusky
Copywriter: Rob Strasberg
Art Director: Tony Calcao

Entry Type: Print
Award: Gold
Category: Retail Services
Advertiser/Product: FedEx
Title: Box
Advertising Agency: BBDO, Bangkok
Photography Studio: Remix Studio, Bangkok
Account Executive: Peter Wilken, Arto Hampartsourian
Creative Director: Suthisak Sucharittanonta
Copywriter: Kitti Chaiyaporn, David Guerrero
Art Director: Thirasak Thanapatanakul, Suthisak Sucharittanonta
Photographer: Anuchai Secharunputong

Entry Type: Print
Award: Bronze
Category: Toiletries/Pharmaceuticals
Advertiser/Product: Kotex
Title: Thin
Advertising Agency: Ogilvy & Mather, Hong Kong
Account Executive: Amy Poon, Christina Chan
Creative Director: Gary Tranter, Matt Cullen
Copywriter: Simon Handford
Art Director: Annie Wong, Karen Lai
Production Manager: Joann Wong

Entry Type: Print
Award: Bronze
Category: Toiletries/Pharmaceuticals
Advertiser/Product: Pampers
Title: Dry Grass
Advertising Agency: Saatchi & Saatchi, Bangkok
Photography Studio: Chamni's Eye Studio, Bangkok
Account Executive: Oranat Asanasen
Creative Director: Jureeporn Thaidumrong
Copywriter: Panusard Tanashindawong
Art Director: Ketchai Parponsilp, Jon Chalermwong
Production Manager: Sushada Sudchaidee
Photographer: Niphon Baiyen

Entry Type: Print
Award: Silver
Category: Travel/Tourism
Advertiser/Product: TAM Airlines
Title: All the lines are parallel, both circles in the middle... (Pictograms)
Advertising Agency: DM9 DDB, São Paulo
Account Executive: Marcio Santoro
Creative Director: Erh Ray, Jader Rossetto, Pedro Cappeletti
Copywriter: Flávio Casarotti
Art Director: Roberto Fernandez

Entry Type: Print
Award: Silver
Category: Travel/Tourism
Advertiser/Product: Club 18-30/Package Holidays
Title: Beach
Advertising Agency: Saatchi & Saatchi, London
Photography Studio: Actis, London
Account Executive: James Griffiths, Jamie Maker
Creative Director: David Droga
Copywriter: Mike Sutherland
Art Director: Antony Nelson
Production Manager: Rob McLean
Photographer: Trevor Ray Hart
Typography: Scott Silvey

Entry Type: Print
Award: Bronze
Category: Travel/Tourism
Advertiser/Product: Club 18-30/Package Holidays
Title: Pool
Advertising Agency: Saatchi & Saatchi, London
Photography Studio: Actis, London
Account Executive: James Griffiths, Jamie Maker
Creative Director: David Droga
Copywriter: Mike Sutherland
Art Director: Antony Nelson
Production Manager: Rob McLean
Photographer: Trevor Ray Hart
Typography: Scott Silvey

CAMPAIGN

Entry Type: Print
Award: Gold
Category: Campaign
Advertiser/Product: Guinness
Title: Torso
Title: Navel
Title: Back
Advertising Agency: Ogilvy & Mather, Singapore
Account Executive: David Mayo
Creative Director: Andy Greenaway
Copywriter: Andy Greenaway
Art Director: Craig Smith
Photographer: Roy Zhang
Illustrator: Yau Digital
Typographer: Alfred Wee

Entry Type: Print
Award: Gold
Category: Campaign
Advertiser/Product: Harvey Nichols Winter Sale
Title: Neck
Title: Stomach
Title: Shin
Advertising Agency: BMP DDB, London
Copywriter: Adam Tucker
Art Director: Justin Tindall
Photographer: Ben Stockley
Typographer: Kevin Clarke

Entry Type: Print
Award: Silver
Category: Campaign
Advertiser/Product: Campaign Brief Asia
Title: Cecilia
Title: Marc
Title: Antoni
Advertising Agency: Saatchi & Saatchi, Hong Kong
Account Executive: Laurie Kwong
Creative Director: Craig Davis
Copywriter: Renee Lim
Art Director: Maurice Wee
Production Manager: Ferris Tse

Entry Type: Print
Award: Silver
Category: Campaign
Advertiser/Product: Club 18-30 - Package Holidays
Title: Beach
Title: Pool
Title: Bar
Advertising Agency: Saatchi & Saatchi, London
Photography Studio: Actis, London
Account Executive: James Griffiths, Jamie Maker
Creative Director: David Droga
Copywriter: Mike Sutherland
Art Director: Antony Nelson
Typography: Scott Silvey

Entry Type: Print
Award: Bronze
Category: Campaign
Advertiser/Product: International
Title: Burning Buildings
Title: Zip
Title: Extreme Sport
Title: Everything
Title: The Strong
Title: maneuver
Advertising Agency: Fallon, Minneapolis
Account Executive: Greg Brinker
Creative Director: Bob Moore
Copywriter: Franklin Tipton, Dean Buckhorn
Art Director: Dan Bryant
Photographer: R.J. Muna
Print Manager: Paul Morita

Entry Type: Print
Award: Bronze
Category: Campaign
Advertiser/Product: Museums of Frankfurt
Title: The Museums' Night (Goethe)
Title: The Museums' Night (Holbein)
Title: The Museums' Night (Passavant)
Advertising Agency: Ogilvy & Mather, Frankfurt
Photography Studio: Archiv
Account Executive: Roland Stauber
Copywriter: Cora Walker
Art Director: Alexander Heil
Art Buying: Christina Hufgard

Entry Type: Print
Award: Bronze
Category: Campaign
Advertiser/Product: Milestone/Flow 93.5
Title: Afro
Title: Equalizer
Title: Reggae
Advertising Agency: Taxi, Toronto
Creative Director: Zak Mroueh, Paul Lavoie
Copywriter: Christina Yu
Art Director: Christina Yu, Lance Martin
Producer: Beth Mackinnon
Illustrator: Christian Borstlap, Christina Yu

Entry Type: Print
Award: Bronze
Category: Campaign
Advertiser/Product: Covenant House
Title: Computer
Title: Lever Hockey
Title: Hockey Net
Advertising Agency: Taxi, Toronto
Photography Studio: Westside Studios, Toronto
Creative Director: Zak Mroueh, Paul Lavoie
Copywriter: Terry Drummond
Art Director: Alan Madill
Photographer: Frank Hoedl
Producer: Connie Gorsline

Entry Type: Print
Award: Bronze
Category: Campaign
Advertiser/Product: Loterj State Lottery / Scratch Ticket
Title: Scratched/Bus
Title: Scratched/Bike
Title: Scratched/Train
Advertising Agency: Giovanni,FCB, Rio de Janeiro
Photography Studio: Platinum, Rio de Janeiro
Account Executive: Gustavo Oliveira
Creative Director: Adilson Xavier, Cristina Amorim
Copywriter: André Lima
Art Director: Cláudio Gatão
Production Manager: Paulo Moraes
Illustration: Platinum, Rio de Janeiro

Entry Type: Print
Award: Bronze
Category: Campaign
Advertiser/Product: Changi Prison
Title: Grandparents
Title: Radio Deadman
Title: Skeleton Men
Advertising Agency: Ogilvy & Mather Singapore, Singapore
Account Executive: David Mayo
Creative Director: Craig Smith, Andy Greenaway
Copywriter: Steve Hough, Gregory Yeo
Art Director: Gregory Yeo, Steve Hough
Photographer: Museum Archive
Typographer: Gregry Yeo, Steve Hough
Illustrator: Alice
Dreamimaging: Gary Choo
Procolor: Lay Ling

Entry Type: Print
Award: Bronze
Category: Campaign
Advertiser/Product: Frankfurter Allgemeine Zeitung
Title: There Is Always A Clever Mind Behind It - Ferdinand Piech
Title: There Is Always A Clever Mind Behind It - Reinhold Messner
Title: There Is Always A Clever Mind Behind It - Wim Wenders
Title: There Is Always A Clever Mind Behind It - Randolf Rodenstock
Title: There Is Always A Clever Mind Behind It - Gerhard Richter
Advertising Agency: Scholz & Friends, Berlin
Account Executive: Katrin Seegers, Marie Toya Gaillard
Creative Director: Sebastian Turner
Art Director: Julia Schmidt
Photographer: Alfred Seiland
Post Production: Hans-Juergen Gaeltzner

Entry Type: Print
Award: Bronze
Category: Campaign
Advertiser/Product: Engelhard Arzneimittel (Pellit Insektenabwehrspray)
Title: The Insectivores - Mr.
Title: The Insectivore - Mrs.
Advertising Agency: Scholz & Friends, Berlin
Account Executive: Matthias Eichler, Sandra Rueschenschmidt, Uli Geiger
Creative Director: Eric Urmetzer, Stephan Ganser
Copywriter: Oliver Handlos
Art Director: Raphael Puettmann
Photographer: Wilbert Weigend

DIRECT MARKETING

Entry Type: Print
Award: Silver
Category: Direct Marketing-Collateral
Advertiser/Product: SK-II Repair C
Title: Memo Pad
Advertising Agency: Leo Burnett, Hong Kong
Account Executive: May Ng, Kara Yang
Creative Director: Connie Lo, Ray Lam
Copywriter: Connie Lo, Ray Lam
Art Director: Ray Lam, Matthew Cheng, Clara Suc
Production Manager: Gary Ng

Entry Type: Print
Award: Bronze
Category: Direct Marketing-Collateral
Advertiser/Product: Gothenburg Homeless Shelter
Title: John's Bedset
Advertising Agency: ANR.BBDO, Gothenburg
Account Executive: Charlotta Warnhammer, Joakim Brinkenber
Creative Director: Christer Allansson
Copywriter: Jonas Peterson
Art Director: Martin Lannering
Production Manager: Anneli Kjellander
Photographer: Magnus Eklöf

Entry Type: Print
Award: Bronze
Category: Direct Marketing-Collateral
Advertiser/Product: Sea Shepherd Conservation Society
Title: Friends, Family, Couple
Advertising Agency: Saatchi & Saatchi, Singapore
Photography Studio: Shutterbug, Singapore
Creative Director: Sion Scott Wilson
Copywriter: Jagdish Ramakrishnan
Art Director: Simon Cox
Production Manager: Esther Yue, Keith Yeng
Photographer: Hon

BUSINESS-TO-BUSINESS

Entry Type: Print
Award: Bronze
Category: Trade: Product
Advertiser/Product: Mercedes-Benz Atego
Title: The Flamingo
Advertising Agency: Scholz & Friends, Berlin
Account Executive: Stephanie Wurst, Thomas Caprano, Susanne Hirsch
Creative Director: Martin Pross
Copywriter: Peter Quester, Matthais Schmidt
Art Director: Willbert Weigend

STUDENT

Entry Type: Print
Award: Gold
Category: Student
Advertiser/Product: KSAN 107.7 FM/The Bone
Title: Society Pays the Price
Title: Tragically Alive
Title: The Horror of Human Cloning
Copywriter: Allan Manaysay
Art Director: Allan Manaysay
School: Academy of Art College, San Francisco

Entry Type: Print
Award: Silver
Category: Student
Advertiser/Product: Tide
Title: Timberland
Title: NBA
Title: Nautica
Creative Director: Sal Devito
Copywriter: Shareif Ziyadat
Art Director: Naoki Ga
School: School of Visual Arts, New York

Entry Type: Print
Award: Silver
Category: Student
Advertiser/Product: Shakespeare in the Park
Title: Tis Your Duty
Title: Partaking
Title: Unwanted Vessels
Copywriter: Adam Kanzer
Art Director: Adam Kanzer
School: Miami Ad School, Miami Beach

Entry Type: Print
Award: Silver
Category: Student
Advertiser/Product: The Bible
Title: Jealousy. Betrayal. Murder. 2000 years before the Sopranos.
Title: Long before the X-Files there was John 20:27
Title: Looking for Sex in the City? TryGenesis 19.
Copywriter: Leslie Goodbar
Art Director: Joseph Kaiser
School: The Book Shop, Los Angeles

Entry Type: Print
Award: Bronze
Category: Student
Advertiser/Product: Post-It
Title: Get Batteries
Copywriter: Joseph Kaiser
Art Director: Joseph Kaiser
School: The Book Shop, Los Angeles

Entry Type: Print
Award: Bronze
Category: Student
Advertiser/Product: Guitar Center
Title: Kiss; Oompa; Quartet
Copywriter: David Ciano
Art Director: Nicoletta Nelson, Christian Osmer
Photographer: Jon Branscombe
School: Academy of Art College, San Francisco

Entry Type: Print
Award: Bronze
Category: Student
Advertiser/Product: Discovery Channel
Title: Hitler/Chaplin
Title: Natives/Earrings
Title: Pope/E.R.
Student: Dawn Waters
School: VCU Adcenter, Richmond

Entry Type: Print
Award: Bronze
Category: Student
Advertiser/Product: Baby Jogger
Title: Wind
Title: Downhill
Title: Cheetah
Copywriter: Jon Yasgur
Art Director: Jay F. Miller
Photographer: Jay F. Miller, Jon Yasgur
School: Brainco. The Minneapolis School of Advertising, Minneapolis

Entry Type: Print
Award: Bronze
Category: Student
Advertiser/Product: G-Shock Watches
Title: Cast
Title: Burn
Title: Scar
Copywriter: Hijiri Kameyama
Art Director: Hijiri Kameyama
School: Academy of Art College, San Francisco

POSTER

PRODUCT/SERVICE

Entry Type: Poster
Award: Silver
Category: Automotive
Advertiser/Product: Honda Motorcycles
Title: Everyone's Born Dreaming Of A Honda
Advertising Agency: DM9 DDB, São Paulo
Account Executive: Ana Paula Grassman
Creative Director: Erh Ray, Jader Rossetto, Pedro Cappeletti
Copywriter: Flávio Gasarotti, Fabio Victoria
Art Director: Erh Ray, Roberto Fernandez
Photographer: Alexandre Catan

Entry Type: Poster
Award: Bronze
Category: Automotive
Advertiser/Product: Jeep
Title: Weekend Plan
Advertising Agency: BBDO/Dongbang, Seoul
Creative Director: Dong-Su Yi
Copywriter: Hoon Yeo
Art Director: Choi-Hee Kang

Entry Type: Poster
Award: Bronze
Category: Beverages/Alcoholic
Advertiser/Product: Guinness Stout
Title: Pause
Advertising Agency: Ogilvy & Mather Malaysia, Kuala Lumpur
Photography Studio: Barney Studio, Kuala Lumpur
Creative Director: Sonal Dabral
Copywriter: Paul Lim
Art Director: Gavin Simpson
Production Manager: Derrick Chong
Photographer: Thomas

Entry Type: Poster
Award: Silver
Category: Beverages/Non-Alcoholic
Advertiser/Product: Red Bull
Title: Body
Advertising Agency: Leo Burnett Singapore
Photography Studio: Studio 121, Singapore
Account Executive: Arthur Chung, Merwin Chew
Creative Director: Alex Shipley, Tay Guan Hin
Copywriter: Alex Shipley
Art Director: Sachin Ambekar
Production Manager: Dennis Gan, Victor Lee
Design & Illustration: Phenomenon, Singapore

Entry Type: Poster
Award: Silver
Category: Entertainment Promotion
Advertiser/Product: Atom Films
Title: Popcorn
Advertising Agency: Crispin Porter & Bogusky, Miami
Creative Director: Alex Bogusky
Copywriter: Ari Mekin
Art Director: Ameer Shah

Entry Type: Poster
Award: Bronze
Category: Entertainment Promotion
Advertiser/Product: Auckland Theatre Company
Title: Vagina Monologues
Advertising Agency: Saatchi & Saatchi New Zealand, Auckland
Account Executive: Jillian Stanton
Creative Director: Andrew Tinning
Art Director: Andy Blood, Andrew Tinning

Entry Type: Poster
Award: Bronze
Category: Entertainment Promotion
Advertiser/Product: MASP São Paulo Museum of Art - Freud's Life Exhibition
Title: The life of Freud at the São Paulo Museum of Art.
Advertising Agency: DM9 DDB, São Paulo
Account Executive: Vlademir Silva
Creative Director: Erh Ray, Jader Rossetto, Pedro Cappeletti
Copywriter: Marcelo Reis
Art Director: Roberto Fernandez
Photographer: Rafael Costa

Entry Type: Poster
Award: Bronze
Category: Entertainment Promotion
Advertiser/Product: Patio de Actores Theatre
Title: Independent Cinema Series
Advertising Agency: Barés, Buenos Aires
Photography Studio: Fabris Foto, Buenos Aires
Account Executive: Alfredo Barés
Creative Director: Alfredo Barés
Copywriter: Marcos Calandrelli
Art Director: Marcelo Saavedra, Diego Pellegrini, Alfredo Barés
Production Manager: Guido Urrutia
Photographer: Fredy Fabris

Entry Type: Poster
Award: Bronze
Category: Foods
Advertiser/Product: NutraSweet
Title: Jeans
Advertising Agency: Del Campo Nazca Saatchi & Saatchi, Buenos Aires
Photography Studio: Fredy Fabris, Buenos Aires
Account Executive: Roberto Fernández Monján
Creative Director: Pablo del Campo
Copywriter: Pablo Battlle
Art Director: Hernán Jáuregui, Iñáqui González del Solar
Production Manager: Cosme Argerich
Photographer: Fredy Fabris

Entry Type: Poster
Award: Bronze
Category: Media Promotion
Advertiser/Product: Class 95 FM
Title: Weeping Guitar
Advertising Agency: DYR, Singapore
Photography Studio: Shutterbug
Account Executive: Arthur Sung
Creative Director: Patrick Low, Mark Fong
Copywriter: Mark Fong
Art Director: Toh Han Ming, Patrick Low
Production Manager: Jean Abideen
Photographer: Hon

Entry Type: Poster
Award: Bronze
Category: Media Promotion
Advertiser/Product: Singapore Cable Vision
Title: French Open
Advertising Agency: DYR, Singapore
Photography Studio: Shutterbug
Account Executive: Hoong Yun Peng
Creative Director: Patrick Low, Mark Fong
Copywriter: Mark Fong
Art Director: Patrick Low
Production Manager: Jean Abideen
Photographer: Hon

Entry Type: Poster
Award: Silver
Category: Personal Items
Advertiser/Product: Victorinox Swiss Army Knife
Title: Tool Box
Advertising Agency: Saatchi & Saatchi, Guangzhou
Photography Studio: Joe Lee, Hong Kong
Account Executive: Chris Leung
Creative Director: Roger Wong
Copywriter: Roger Wong
Art Director: Roger Wong, Dan Fang
Production Manager: Paul Lau, Wendy Zhou
Photographer: Joe Lee

Entry Type: Poster
Award: Bronze
Category: Public Service
Advertiser/Product: Cancer Patients Aid Association
Title: Cowboy
Advertising Agency: Ogilvy & Mather, Mumbai
Photography Studio: Shilvasa, Mumbai
Creative Director: Piyush Pandey
Copywriter: Piyush Pandey
Art Director: Rajiv Rao
Photographer: Suresh Natarajan

Entry Type: Poster
Award: Bronze
Category: Recreational Items
Advertiser/Product: Matchbox Miniatures
Title: Old Jeans
Advertising Agency: Ogilvy, Mexico City
Photography Studio: Bizzarri Studio, Mexico City
Account Executive: Adriana Veytia
Creative Director: Carlos Tornell
Copywriter: Holguer Ortiz
Art Director: Marcos Reyes
Production Manager: Karina Arvizu
Photographer: Flavio Bizzarri

Entry Type: Poster
Award: Bronze
Category: Recreational Items
Advertiser/Product: Mattel
Title: Police
Advertising Agency: Ogilvy & Mather Malaysia, Kuala Lumpur
Photography Studio: Iklan Foto Lim, Kuala Lumpur
Creative Director: Sonal Dabral
Copywriter: Paul Lim
Art Director: Gavin Simpson
Production Manager: Derrick Chong
Photographer: Fai

Entry Type: Poster
Award: Bronze
Category: Retail Food
Advertiser/Product: Burger King
Title: Gerkin
Advertising Agency: Saatchi & Saatchi, Singapore
Account Executive: Jimmy Lim
Creative Director: Sion Scott-Wilson
Copywriter: Sion Scott-Wilson
Art Director: Simon Cox
Production Manager: Esther Yue, Joanny Wong
Illustrator: Weng Foong

Entry Type: Poster
Award: Gold
Category: Retail Services
Advertiser/Product: FedEx
Title: Box
Advertising Agency: BBDO, Bangkok
Photography Studio: Remix Studio, Bangkok
Account Executive: Peter Wilken, Arto Hampartsouranian
Creative Director: Suthisak Sucharittanonta
Copywriter: Kitti Chaiyaporn, David Guerrero
Art Director: Thirasak Thanapatanakul, Suthisak Sucharittanonta
Photographer: Anuchai Secharunputong

CAMPAIGN

Entry Type: Poster
Award: Gold
Category: Campaign
Advertiser/Product: Guinness
Title: Torso
Title: Navel
Title: Bottom
Advertising Agency: Ogilvy & Mather, Singapore
Account Executive: David Mayo
Creative Director: Andy Greenaway
Copywriter: Andy Greenaway
Art Director: Craig Smith
Photographer: Roy Zhang
Typographer: Alfred Wee
Illustrator: Yau Digital

Entry Type: Poster
Award: Silver
Category: Campaign
Advertiser/Product: UNICEF/Child Labour
Title: Jeans
Title: Tennis Shoe
Title: T-Shirt
Advertising Agency: Springer & Jacoby, Hamburg
Photography Studio: Jan Burwick
Account Executive: Niklas Frings-Rupp, Sophie Schweyer
Creative Director: Bettina Olf, Timm Weber
Copywriter: Sven Keitel
Art Director: Claudia Tödt
Designer & Illustration: Arne Weitkämper
Art Buyer: Anna Fauth, Anja Heineking

Entry Type: Poster
Award: Bronze
Category: Campaign
Advertiser/Product: Ludwig Görzt AG / Adidas
Title: Running
Title: Soccer
Title: Tennis
Advertising Agency: Springer & Jacoby, Hamburg
Account Executive: Niklas Frings-Rupp
Creative Director: Florian Grimm, Antje Hedde, Amir Kassaei
Copywriter: Gerrit Zinke
Art Director: Gerrit Zinke

Entry Type: Poster
Award: Bronze
Category: Campaign
Advertiser/Product: Panadol Extra
Title: Crushed
Title: Bent
Title: Twisted
Advertising Agency: Ogilvy & Mather, Singapore
Account Executive: Louise Garaway
Creative Director: Andy Greenaway
Copywriter: Tham Yin May
Art Director: Alfred Wee
Photographer: Roy Zhang
Illustrator: Yau Digital

Entry Type: Poster
Award: Bronze
Category: Campaign
Advertiser/Product: Matchbox
Title: Bannister
Title: Serpentine
Title: Sink
Advertising Agency: Ogilvy & Mather, Frankfurt
Account Executive: Peter Bodensohn, Angela Müller
Creative Director: Simon Oppmann, Peter Römmelt
Copywriter: Olga Potempa
Art Director: Jürgen Schanz, Simon Oppmann
Photographer: Joachim Bacherl
Art Buying: Christina Hufgard, Nathalie Schultz

Entry Type: Poster
Award: Bronze
Category: Campaign
Advertiser/Product: Hasbro Singapore/Monopoly
Title: Boot
Title: Hat
Title: Car
Advertising Agency: DDB, Singapore
Photography Studio: Szeling Pictures, Singapore
Account Executive: Wendy Ong
Creative Director: Tim Evill
Copywriter: James Lim
Art Director: Scott Lambert

BILLBOARD

PRODUCT/SERVICE

Entry Type: Billboard
Award: Silver
Category: Beverages/Alcoholic
Advertiser/Product: Guinness Rugby League Test Series
Title: Smile (Crop)
Advertising Agency: Abbott Mead Vickers BBDO, London
Account Executive: Cecile Beaufils, Steven Riley
Creative Director: Peter Souter, Tony Cox
Copywriter: Richard Morgan
Art Director: Simon Langley
Production Manager: Andy Smith
Photographer: Robert Wilson
Typographer: Mark Elwood

Entry Type: Billboard
Award: Bronze
Category: Entertainment Promotion
Advertiser/Product: SKY Television
Title: Perfect Storm
Advertising Agency: DDB NZ, Auckland
Account Executive: Rose Thompson
Creative Director: Jeneal Rohrback
Copywriter: Richard Loseby, Mike Babich
Art Director: Martin Hermans, Wendy Lawn
Production Manager: Nick Conetta

Entry Type: Billboard
Award: Bronze
Category: Entertainment Promotion
Advertiser/Product: Washington State Lottery
Title: Cubicles
Advertising Agency: Publicis in the West, Seattle
Photography Studio: Bob Peterson, Seattle
Account Executive: Kristin Mackay
Creative Director: Kevin Kehoe
Art Director: George Boutilier
Production Manager: Pete Anderson
Photographer: Bob Peterson

Entry Type: Billboard
Award: Bronze
Category: Health Care Services
Advertiser/Product: Charlotte Plastic Surgery
Title: The Hands Of Time
Advertising Agency: Boone/Oakley, Charlotte
Account Executive: Taylor Busby
Creative Director: David Oakley, John Boone
Copywriter: Miguel Fernandez
Art Director: Phil Mimaki

Entry Type: Billboard
Award: Bronze
Category: Travel/Tourism
Advertiser/Product: Fare Evasion
Title: Line Up
Advertising Agency: M&C Saatchi, Melbourne
Account Executive: Jodie Rochetich, Alicia Cox
Creative Director: Paul Taylor
Copywriter: Rohan Lancaster
Art Director: Darren Pitt
Production Manager: Pat Vitetta
Head of Art: Tony Banks
Typographer: Jason Kilgour

CAMPAIGN

Entry Type: Billboard
Award: Bronze
Category: Campaign
Advertiser/Product: Shire Skin Cancer Clinic
Title: Eric
Title: Burnadette
Title: Lifesaver
Advertising Agency: Colenso BBDO, Auckland
Creative Director: Mike O'Sullivan
Copywriter: Leo Premutico, Guy Rooke
Art Director: Leo Premutico, Guy Rooke
Illustrator: Guy Hastings, Antonella Mascioli

INNOVATIVE MEDIA

GRAND CLIO/INNOVATIVE MEDIA

Entry Type: Innovative Media
Award: Grand Clio
Category: Campaign
Advertiser/Product: BMW of North America
Title: The Follow
Title: Star
Title: Powder Keg
Title: The Hire
Advertising Agency: Fallon, Minneapolis
Account Executive: Ginny Grossman
Creative Director: David Lubars, Bruce Bildsten
Copywriter: Andrew Kevin Walker, Joe Sweet, Wong Kar Wei, Guy Ritchie,
Alejandro Gonzalez Iñarritu, David Carter, Guillermo Arriaga
Art Director: David Carter, Martin Whis, Joe Sweet, Tom Riddle
Production Company: Anonymous Content, Los Angeles
Editing Company: Spot Welders, Los Angeles; Jettone, Hong Kong;
Nomad Editing, Santa Monica; Z Films, Mexico City
Music Company: Hi-Fi Productions, New York; Universal Music Mexico, Mexico City
Sound Design Company: Mit Out Sound, Sausalito; Nomad Editing, Santa Monica;
Z Films, Mexico City
Sound Designer: Ren Klyce
Producer: Robyn Boardman, Aristides McGarry,
Rob Van de Weteringe Buys, Tapas Blank
Director: John Frankenheimer, Wong Kar Wei, Guy Ritchie,
Alejandro Gonzalez Iñarritu

PRODUCT/SERVICE

Entry Type: Innovative Media
Award: Bronze
Category: Apparel/Fashion
Advertiser/Product: Nike - Bill Bowerman
Title: Bowerman Race Day
Advertising Agency: The Jupiter Drawing Room (South Africa)
Account Executive: Chiquita King
Creative Director: Graham Warsop
Copywriter: Bernard Hunter
Art Director: Michael Bond
Production Manager: Hilary Simpson

Entry Type: Innovative Media
Award: Bronze
Category: Automotive Products
Advertiser/Product: Mercedes-Benz Sprinter
Title: Forget The Clutch Pedal
Advertising Agency: Scholz & Friends, Berlin
Account Executive: Stefanie Wurst, Christina Kloss, Holger Gerecke
Creative Director: Martin Pross, Matthias Schmidt
Copywriter: Peter Quester
Art Director: Sandra Schilling
Photographer: Nina Mallmann

Entry Type: Innovative Media
Award: Bronze
Category: Entertainment Promotion
Advertiser/Product: The Power of Amazement
Title: The Power of Amazement
Advertising Agency: Jung von Matt, Vienna
Creative Director: Andreas Putz
Copywriter: Alexander Rabl
Art Director: Peter Kaimer, Stephanie Lackner
Production Manager: Verena Rottmar
Photographer: Peter Kaimer, Stephanie Lackner

Entry Type: Innovative Media
Award: Bronze
Category: Foods
Advertiser/Product: Kellogg's Special K
Title: Sizes
Advertising Agency: Leo Burnett Colombiana, Bogota
Account Executive: Ines Elvira Posada
Creative Director: Maria Angelica Palacio
Copywriter: Vivian Varela
Art Director: Tito Chamorro

Entry Type: Innovative Media
Award: Silver
Category: Media Promotion
Advertiser/Product: The Economist
Title: Doors
Advertising Agency: Ogilvy One Worldwide, Manila
Account Executive: Elly Puyat
Creative Director: Peachy Todino Pacquing
Copywriter: Rosene Santos
Art Director: Dorky Mallare
Production Manager: Jun Jamolanguie

Entry Type: Innovative Media
Award: Silver
Category: Public Service
Advertiser/Product: Coalition for Gun Control
Title: Gun Sight Stunt
Advertising Agency: Saatchi & Saatchi, Sydney
Account Executive: Tim Bullock
Copywriter: Jay Furby
Art Director: Jay Furby
Production Manager: Scott Mackenzie
Stunt Coordinator: Barry Disco

Entry Type: Innovative Media
Award: Bronze
Category: Retail Food
Advertiser/Product: Kingyo Sushi & Don
Title: Escalator
Advertising Agency: 10AM Communications, Singapore
Photography Studio: T2 Studios, Singapore
Account Executive: Ally Lim
Creative Director: Lim Sau Hoong, Terrence Tan
Copywriter: Vanessa Goh
Art Director: Ng Swee Ling
Production Manager: Jason Sia
Photographer: T2 Studios

CAMPAIGN

Entry Type: Innovative Media
Award: Gold
Category: Campaign
Advertiser/Product: BMW of North America
Title: The Follow
Title: Star
Title: Powder Keg
Title: The Hire
Advertising Agency: Fallon, Minneapolis
Account Executive: Ginny Grossman
Creative Director: David Lubars, Bruce Bildsten
Copywriter: Andrew Kevin Walker, Joe Sweet, Wong Kar Wei, Guy Ritchie,
Alejandro Gonzalez Iñarritu, David Carter, Guillermo Arriaga
Art Director: David Carter, Martin Whis, Joe Sweet, Tom Riddle
Production Company: Anonymous Content, Los Angeles
Editing Company: Spot Welders, Los Angeles; Jettone, Hong Kong;
Nomad Editing, Santa Monica; Z Films, Mexico City
Music Company: Hi-Fi Productions, New York; Universal Music Mexico, Mexico City
Sound Design Company: Mit Out Sound, Sausalito; Nomad Editing, Santa Monica;
Z Films, Mexico City
Sound Designer: Ren Klyce
Producer: Robyn Boardman, Aristides McGarry,
Rob Van de Weteringe Buys, Tapas Blank
Director: John Frankenheimer, Wong Kar Wei, Guy Ritchie,
Alejandro Gonzalez Iñarritu

Entry Type: Innovative Media
Award: Silver
Category: Campaign
Advertiser/Product: Amnistia Internacional/Campaign Against Torture
Title: Amal Faroua
Title: Adrien Wayi
Title: Lat Sami Khamphoui
Advertising Agency: Contrapunto, Madrid
Account Executive: Angel Guirao
Creative Director: Antonio Montero, Carlos Sanz de Andino
Copywriter: Félix del Valle
Art Director: Carlos Jorge

Entry Type: Innovative Media
Award: Bronze
Category: Campaign
Advertiser/Product: Göteborgs-Posten (Morning Paper)
Title: Hospital Bed
Title: Greenhouse Effect
Title: Hens
Advertising Agency: Forsman & Bodenfors, Gothenburg
Account Executive: Alison Arnold
Copywriter: Björn Engström
Art Director: Staffan Forsman, Staffan Håkanson
Photographer: Peter Boström
Account Director: Hans Andersson
Client: Göteborgs-Posten (Morning Paper)

Entry Type: Innovative Media
Award: Bronze
Category: Campaign
Advertiser/Product: Torture Museum Praha
Title: Grass
Title: Dustbin
Title: Steal
Title: Graffiti
Title: Drink And Drive
Advertising Agency: Leo Burnett, Prague
Photography Studio: Leo Burnett, Prague
Account Executive: Robert Penazka
Creative Director: Basil Mina, Paolo Grippa
Copywriter: Steve Porcaro
Art Director: Paolo Grippa, David Cuchinello

INTERNET ADVERTISING

GRAND CLIO/INTERNET

Entry Type: Internet Advertising
Award: Grand Clio
Category: Consumer-Targeted Site
Advertiser/Product: BMW Films
Name of Site: BMW Films Campaign
Advertising Agency: Fallon, Minneapolis
Account Executive: Cori vanBrunt, Marit Iverson, Lisa Lavigne, Bryan Chang
Creative Director: Bruce Bildsten, David Lubars
Copywriter: Andrew Kevin Walker, Joe Sweet, Wong Kar Wai, Guy Ritchie,
David Carter, Alejandro Gonzalez Inarritu, Guillermo Arriaga, Chuck Carlson
Art Director: David Carter, Martin Whis, Joe Sweet, Kevin Flatt
Production Company: Anonymous Content, Zeta Films
Editing Company: Spot Welders; Jettone; Good Edit;
Nomad; Zeta Films; Assembly Line
Music Company: Elements
Sound Design Company: Mit Out Sound

INTERNET CATEGORIES

Entry Type: Internet Advertising
Award: Bronze
Category: Banner Ads 15K and Under
Advertiser/Product: Hewlett-Packard
Name of Site: HP Invent Banner Campaign
Advertising Agency: Goodby, Silverstein & Partners, San Francisco
Account Executive: Christina Blosser
Creative Director: Steve Simpson
Copywriter: Will Elliott, John Matejczyk
Art Director: Jeff Benjamin, Rick Casteel
Design Director: Keith Anderson
Executive Producer: Danaa Zellers
Molecule Composer: Freestyle Interactive, San Francisco
Color: Orange Design

Entry Type: Internet Advertising
Award: Gold
Category: Brand Building
Advertiser/Product: Vodafone
Name of Site: Vodafone Microsite
WWW Developer: Paregos, Skelleftea
Advertising Agency: Wieden + Kennedy, Amsterdam
Account Executive: Jared Gossler
Creative Director: Anita Lozinska
Copywriter: Ned McNeilage, Jenna Hall
Art Director/Designer: Anita Lozinska, Marius Gronwald
Programmer: Paregos
Producer: Katie Raye, Guido van der Meersche

Entry Type: Internet Advertising
Award: Gold
Category: Brand Building
Advertiser/Product: Nike
Name of Site: Nike Freestyle
Advertising Agency: Framfab, Copenhagen
Account Executive: Bettina Sherain
Creative Director: Lars Bastholm
Copywriter: Jamie McPhee
Art Director: Rasmus Frandsen
Designer: Rasmus Michelsen, Tue Wesnes
Programmer: Thomas Weiss
Production Manager: Anne-Sofie Hahn-Pedersen

Entry Type: Internet Advertising
Award: Silver
Category: Brand Building
Advertiser/Product: Habitat
Name of Site: Habitat Website
WWW Developer: Digit, London
Advertising Agency: Digit, London
Account Executive: Claire Dimeloe
Creative Director: Daljit Singh
Art Director: Brad Smith
Designer: Chris Barnes, Matt Rice,
Jon Sijan, Adam Williams, Kevin Helas, Thomas Poeser, Mikkel Askjaer
Programmer: Orlando Mathias
Production Manager: Claire Dimeloe

Entry Type: Internet Advertising
Award: Silver
Category: Brand Building
Advertiser/Product: Lorgans, The Retro Store
Name of Site: Lorgans, The Retro Store
WWW Developer: Kinetic, Singapore
Advertising Agency: Kinetic, Singapore
Account Executive: Carolyn Teo
Creative Director: Kinetic
Copywriter: Lorgans
Art Director/Designer: Sean Lam, Benjy Choo
Programmer: Benjy Choo

Entry Type: Internet Advertising
Award: Silver
Category: Brand Building
Advertiser/Product: Nike Retail
Name of Site: Nike Women
Advertising Agency: Framfab, Copenhagen
Account Executive: Bettina Sherain
Creative Director: Lars Bastholm
Copywriter: Jamie McPhee
Art Director: Lars Cortsen
Designer: Robert Thomsen
Programmer: Thomas Weiss
Production Manager: Anne-Sofie Hahn-Pedersen

Entry Type: Internet Advertising
Award: Bronze
Category: Brand Building
Advertiser/Product: Absolut
Name of Site: Absolut Perfection
WWW Developer: pixShift, Stockholm
Advertising Agency: Springtime, Stockholm
Account Executive: Ola Spanner, Otto Giesenfeld
Creative Director: Marten Ivert
Copywriter: Staffan Wilsson
Art Director: Lotta Jagefjord
Programmer: Oskar Sundberg
Producer: Magnus Walsten

Entry Type: Internet Advertising
Award: Gold
Category: Consumer-Targeted Site
Advertiser/Product: BMW Films
Name of Site: BMW Films Campaign
Advertising Agency: Fallon, Minneapolis
Account Executive: Cori vanBrunt, Marit Iverson, Lisa Lavigne, Bryan Chang
Creative Director: Bruce Bildsten, David Lubars
Copywriter: Andrew Kevin Walker, Joe Sweet, Wong Kar Wai, Guy Ritchie, David Carter, Alejandro Gonzalez Inarritu, Guillermo Arriaga, Chuck Carlson
Art Director: David Carter, Martin Whis, Joe Sweet, Kevin Flatt
Production Company: Anonymous Content, Zeta Films
Editing Company: Spot Welders; Jettone; Good Edit; Nomad; Zeta Films; Assembly Line
Music Company: Elements
Sound Design Company: Mit Out Sound

Entry Type: Internet Advertising
Award: Silver
Category: Consumer-Targeted Site
Advertiser/Product: Ice Age
Name of Site: Ice Age Film Site
WWW Developer: Genex, Los Angeles
Creative Director: Taj Tedrow
Copywriter: Taj Tedrow, Eric Perez
Art Director: Eric Perez
Programmer: Jimmy Chen, Mike Kellogg, Noah Gedrich
Production Manager: Patrick Ellis
Client: 20th Century Fox
Director, New Media: Liz Jones

Entry Type: Internet Advertising
Award: Silver
Category: Consumer-Targeted Site
Advertiser/Product: The Royal Tenenbaums Movie Website
Name of Site: The Royal Tenenbaums
WWW Developer: 65 Media, West Hollywood
Advertising Agency: Buena Vista Pictures Marketing, Burbank
Account Executive: Deanna McDaniel, VP, Internet
Creative Director: Albin Reif, T. Reif
Art Director: Fernando Ramirez
Producer: Lance Porter, Susan Lambert

Entry Type: Internet Advertising
Award: Bronze
Category: Consumer-Targeted Site
Advertiser/Product: Lorgan's The Retro Store
Name of Site: Lorgan's The Retro Store
WWW Developer: Kinetic Singapore, Singapore
Advertising Agency: Kinetic, Singapore
Account Executive: Carolyn Teo
Creative Director: Kinetic Singapore
Copywriter/Art Director: Benjy Choo, Sean Lam
Designer/Programmer: Benjy Choo, Sean Lam
Production Manager: Benjy Choo, Sean Lam

Entry Type: Internet Advertising
Award: Bronze
Category: Consumer-Targeted Site
Advertiser/Product: MTV Nordic
Name of Site: MTV Karaoke Challenge
Advertising Agency: Abel & Baker, Stockholm
Account Executive: Måns Ulvestam
Copywriter: Kristoffer Triumf, Magnus Larsson
Art Director: Martin Cedergren, Ted Persson
Designer: Viktor Larsson, Arvid Tappert
Programmer: Tony Sajdak, Tim Sajdak, Peter Karlsson
Production Manager: Fredrik Heghammar
Project Manager: Viktoria Wallner
Concept: Tony Sajdak, Martin Cedergren

Entry Type: Internet Advertising
Award: Bronze
Category: Consumer-Targeted Site
Advertiser/Product: Habitat
Name of Site: Habitat Website
WWW Developer: Digit, London
Advertising Agency: Digit, London
Account Executive: Claire Dimeloe
Creative Director: Daljit Singh
Art Director: Brad Smith
Designer: Chris Barnes, Matt Rice, Jon Shaw, Adam Williams, Kevin Helas
Programmer: Orlando Dimeloe, Thomas Poeser, Mikkel Askjaer
Production Manager: Claire Dimeloe

Entry Type: Internet Advertising
Award: Gold
Category: Direct Response
Advertiser/Product: American Cancer Society
Name of Site: Breast Exam
Advertising Agency: Contacto Marketing & Comm, Coral Gables
Creative Director/Copywriter: Yoel Henriquez
Art Director: Lou Lozada

Entry Type: Internet Advertising
Award: Bronze
Category: Fresh Approach
Advertiser/Product: Volvo
Name of Site: Volvo Museum
WWW Developer: OgilvyOne, Singapore
Advertising Agency: OgilvyOne, Singapore
Account Executive: Dian Ali, Daphne Goh
Creative Director: Graham Kelly
Copywriter: Mak Kye Li, Tan Kim Lee, Graham Kelly
Art Director: Dominic Goldman, Shane Pooley
Designer: Dominic Goldman
Programmer: Chandra Barathi, Dominic Goldman
Production Manager: Yow Pin Fern
Music: Ben James Galvin
Client: Yvonne Tey

Entry Type: Internet Advertising
Award: Bronze
Category: Fresh Approach
Advertiser/Product: Hewlett-Packard
Name of Site: HP Invent Banner Campaign
Advertising Agency: Goodby, Silverstein & Partners, San Francisco
Account Executive: Christina Blosser
Creative Director: Steve Simpson
Copywriter: Will Elliott, John Matejczyk
Art Director: Jeff Benjamin, Rick Casteel
Design Director: Keith Anderson
Executive Producer: Donaa Zellers Production Company
Molecule Composer: Freestyle Interactive, San Francisco
Color: Orange Design

Entry Type: Internet Advertising
Award: Gold
Category: Internet Rich Media Advertising
Advertiser/Product: BMW
Name of Site: The Hire: BMW Films Banners
Advertising Agency: Fallon, Minneapolis
Account Executive: Joe Lagodinski
Copywriter: Chuck Carlson, Allon Tatarka
Designer: Brooke Posard, Craig Duffney
Production Artist: Joel Herrmann
Multimedia Developer: Laurie Brown, Chris Stocksmith
Project Manager: Laura Fischer

Entry Type: Internet Advertising
Award: Silver
Category: Internet Rich Media Advertising
Advertiser/Product: Telewest Blueyonder Workwise
Name of Site: I.T. Rage
WWW Developer: BloodPartnership, London
Advertising Agency: BloodPartnership, London
in association with Heresy, London
Account Executive: Nicola Wilson (Heresy)
Creative Director: Jeremy Garner
Copywriter: Jeremy Garner, Paul Knott
Art Director/Designer: Simon Lovejoy (BloodPartnership)
Programmer: Simon Lovejoy (BloodPartnership)
Producer: Andy Taylor, Rick Kiesewetter, Nicola Wilson (Heresy)

Entry Type: Internet Advertising
Award: Silver
Category: Internet Rich Media Advertising
Advertiser/Product: Absolut Vodka
Name of Site: Absolut Director
WWW Developer: Submarine/Zendo, New York
Advertising Agency: TBWA\Chiat\Day, New York
Account Executive: Kim Wykstrom
Creative Director: Dan Braun, Joseph Mazzefaro
Art Director: Kirk Gibbons, Mike French
Designer: Mike French
Programmer: Marc Blanchard, Jason Muscat
Production Manager: Dan Braun, Josh Braun, Rolanda Chu
Executive Producer: Dan Braun, Josh Braun, Pete Callaro

Entry Type: Internet Advertising
Award: Bronze
Category: Internet Rich Media Advertising
Advertiser/Product: Phil Brown
Name of Site: Director: Phil Brown
WWW Developer: dZinenmOtion.com, Vancouver
Advertising Agency: dZinenmOtion.com, Vancouver
Creative Director/Art Director/Designer/Programmer: Rose Pietrovito
Copywriter: Phil Brown
Music Track: Gavin Froome

Entry Type: Internet Advertising
Award: Bronze
Category: Internet Rich Media Advertising
Advertiser/Product: Hewlett-Packard
Name of Site: HP Invent Banner Campaign
Advertising Agency: Goodby, Silverstein & Partners, San Francisco
Account Executive: Chrina Blosser
Creative Director: Steve Simpson
Copywriter: Will Elliott, John Matejczyk
Art Director: Jeff Benjamin, Rick Casteel
Design Director: Keith Anderson
Executive Producer: Danaa Zellers
Production Company: Molecule
Molecule Composer: Freestyle Interactive, San Francisco
Color: Orange Design

Entry Type: Internet Advertising
Entered By: dZinenmOtion.com, Vancouver
Award: Silver
Category: Self-Promotion
Advertiser/Product: Phil Brown
Name of Site: Director: Phil Brown
WWW Developer: dZinenmOtion.com, Vancouver
Advertising Agency: dZinenmOtion.com, Vancouver
Creative Director: Rose Pietrovito
Copywriter: Phil Brown
Art Director: Rose Pietrovito
Designer: Rose Pietrovito
Programmer: Rose Pietrovito
Music Track: Gavin Froome

Entry Type: Internet Advertising
Award: Bronze
Category: Self-Promotion
Advertiser/Product: Ralf Wengenmayr Website
Name of Site: Ralf Wengenmayr
Advertising Agency: Scholz & Volkmer Intermediales Design, Wiesbaden
Project Head: Michael Volkmer
Project Manager: Natascha Becker
Creative Director: Michael Volkmer
Art Director: Heike Brockmann
Programmer: Peter Reichard, Samuel Ruckstuhl
Screen Design: Melanie Lenz, Elke Grober
Flash Composing: Samuel Ruckstuhl
Client: Ralf Wengenmayr

Entry Type: Internet Advertising
Award: Bronze
Category: Self-Promotion
Advertiser/Product: Herraiz Soto & Co. Interactive Advertising Agency
Name of Site: Haute Cuisine Publicitaire
WWW Developer: Herraiz Soto & Co., Madrid & Barcelona
Advertising Agency: Herraiz Soto & Co., Madrid & Barcelona
Account Executive: Sandra Cerezo
Account Director: Marcel.II Zuazua
Creative Director: Ángel Herraiz, Rafa Soto
Copywriter: Rafa Soto, Jesús Díaz
Art Director: Ángel Herraiz, Sergi Mula, Andreu Colomer
Photographer: Oscar Álvaro
Flash Designer: Sergi Mula, Andreu Colomer, Priscila Loba, Sebas Moranta
Flash Programmer: Javier Alvarez, Carles Sanz, Jaume Presas
Application Programmer: Javier Alvarez, Carles Sanz, Jaume Presas
HTML Producer: Priscila Loba, Jaume Presas
Web Producer: Susana Castillón

DESIGN

Entry Type: Design
Award: Gold
Category: Annual Reports
Advertiser/Product: Silicon Valley Bank 2000 Annual Report
Design Company: Cahan & Associates, San Francisco
Account Executive: Katie Kniestedt
Creative Director: Bill Cahan
Copywriter: Thom Elkjer
Art Director: Bill Cahan, Michael Braley
Production Manager: Kelly St. John-Ongpin
Designer: Michael Braley
Photographer: Jock McDonald, Graham MacIndoe

Entry Type: Design
Award: Gold
Category: Annual Reports
Advertiser/Product: Maxygen 2000 Annual Report
Design Company: Cahan & Associates, San Francisco
Account Executive: Natalie Linden
Creative Director: Bill Cahan
Copywriter: Maxygen
Art Director: Bill Cahan
Production Manager: Gabriella Rossi
Designer: Gary Williams
Photographer: Ann Giordano, Esther Henderson, Ray Manley, Robert Markow, John Sann

Entry Type: Design
Award: Silver
Category: Annual Reports
Advertiser/Product: Gartner 2000 Annual Report
Design Company: Cahan & Associates, San Francisco
Account Executive: Bella Banbury
Creative Director: Bill Cahan
Copywriter: Tony Leighton
Art Director: Bill Cahan, Kevin Roberson
Production Manager: Gabriella Rossi
Designer: Kevin Roberson
Photographer: Lars Tunbjork, Steven Ahlgren, Catherine Ledner

Entry Type: Design
Award: Silver
Category: Brochures-Product/Service
Advertiser/Product: Verus - The Book of Truths
Design Company: Elmwood, Leeds
Designer: Alan Ainsly

Entry Type: Design
Award: Bronze
Category: Brochures-Product/Service
Advertiser/Product: Nike - Book of Lies
Advertising Agency: Wieden + Kennedy, Amsterdam
Design Company: Wieden + Kennedy, Amsterdam
Account Executive: Julia Porter, Becky Barwick
Creative Director: Glenn Cole, Paul Shearer
Copywriter: Jessica Lehrer
Art Director: Judith Francisco
Designer: Judith Francisco
Photographer: Anette Aurell

Entry Type: Design
Award: Bronze
Category: Brochures-Product/Service
Advertiser/Product: Waggener Edstrom Book
Design Company: Sandstrom Design, Portland
Creative Director: Steve Sandstrom, Peter Wegner
Copywriter: Peter Wegner
Art Director: Steve Sandstrom
Production Manager: Kelly Culp
Designer: Steve Sandstrom
Photographer: Garry Winogrand, Chris Mueller, John Bohls
Production Designer: Starlee Matz, John Bohls

Entry Type: Design
Award: Silver
Category: Corporate Identity
Advertiser/Product: Hovis Bakery
Advertising Agency: Williams Murray Hamm, London
Design Company: Williams Murray Hamm, London
Manufacturer: British Bakeries, London
Account Executive: Kellie Chapple
Creative Director: Garrick Hamm
Art Director: Stewart Devlin
Designer: Stewart Devlin
Photographer: Jess Kopple

Entry Type: Design
Award: Bronze
Category: Corporate Identity
Advertiser/Product: Claire - Radio Producer
Advertising Agency: Saatchi & Saatchi Eye Design, Cape Town
Design Company: Eye Design, Cape Town
Manufacturer: Spectra Printers, Cape Town
Account Executive: Cheryl-Anne Doveton
Creative Director: Vanessa Pearson
Copywriter: Razia Essack
Art Director: Isaac February
Production Manager: Isaac February
Designer: Gavin Bloys

Entry Type: Design
Award: Bronze
Category: Corporate Identity
Advertiser/Product: Munkedal Corporate Identity
Advertising Agency: Happy Forsman & Bodenfors, Gothenburg
Manufacturer: Munkedals AB, Munkedal
Account Executive: Yngve Nygren
Creative Director: Anders Kornestedt
Art Director: Andreas Kittel
Production Manager: Jessica Thorén
Photographer: Branko Photographer

Entry Type: Design
Award: Gold
Category: Environmental Design
Advertiser/Product: Toys'R'Us
Architect: Gensler Architecture, Design & Planning Worldwide, New York
Concept, Theming & Retail Design: J. Newbold Associates, New York
Lighting Designer: Focus Lighting, New York
Audiovisual/Technology Designer: Show and Tell Productions, New York
Construction Manager: F.J. Sciame Construction Co., New York
Vertical Transport Consultants: VDA, Livingston
Technical Lighting Adviser: Hillman DiBernardo, New York
MEP Engineer: FMC Associates, New York
Structural Engineer and Curtain Wall Consultant: Gilsanz, Murray, Steficek LLP, New York
Acoustic Consultant: Cerami & Associates, New York
Code: Jerome S. Gillman, New York
Scroller Printer & Instillation: Vomela Graphics, St. Paul
Scrolling System Fabricator: Diazit Company, Youngsville
Scrolling Sytem Control Fabricator: LSI Controls, Waynesboro
Curtain Wall Fabricator: W&W Glass Systems, Nanuet
Signage: Sign Project Management, Shoreham

Entry Type: Design
Award: Bronze
Category: Environmental Design
Advertiser/Product: Mulberry Bond Street (Flagship) / Handbag Hoarding
Design Company: Four IV, London
Manufacturer: Photobition
Creative Director: Andy Bone, Kim Hartley
Art Director: Kim Hartley
Designer: Paul Skerm, Kim Hartley
Project Manager: Louise Barnard

Entry Type: Design
Award: Gold
Category: Package Design
Advertiser/Product: Heinz - 14 Billion
Advertising Agency: Leo Burnett USA, Chicago
Manufacturer: Heinz, Pittsburgh
Creative Director: Dave Reger, Mike Straznickas
Copywriter: Dave Reger, Jim Bosilijevac
Art Director: Mike Straznickas, Kevin Butler

Entry Type: Design
Award: Gold
Category: Package Design
Advertiser/Product: Heinz - Quiet; Mustard; Thank You
Advertising Agency: Leo Burnett USA, Chicago
Manufacturer: Heinz, Pittsburgh
Creative Director: Dave Reger, Mike Straznickas
Copywriter: Dave Reger, Jim Bosilijevac
Art Director: Mike Straznickas, Kevin Butler

Entry Type: Design
Award: Bronze
Category: Package Design
Advertiser/Product: Caban
Design Company: Blok Design, Toronto
Creative Director: Vanessa Eckstein
Art Director: Vanessa Eckstein
Designer: Vanessa Eckstein, Frances Chen, Stephanie Yung
Photographer: Richard Pierce
Director, Industrial Store Graphic Design: Alison Phillips

Entry Type: Design
Award: Bronze
Category: Package Design
Advertiser/Product: Buddy Beer
Advertising Agency: The Bearded Lady/Tribal DDB, Stockholm
Copywriter: Johan Sandberg
Art Director: Johan Sandberg
Production Manager: Charlotte Lusiak
Illustrator: Mats Johansson

Entry Type: Design
Award: Bronze
Category: Package Design
Advertiser/Product: Brewerkz India Pale Ale
Advertising Agency: Saatchi & Saatchi, Singapore
Photography Studio: Alex Kai Keong Studios, Singapore
Account Executive: Eleanor Sia
Creative Director: Trefor Thomas
Copywriter: Rafiq Lehmann
Art Director: Michelle Tranter
Production Manager: Esther Yue, Keith Yeng
Photographer: Alex Kai Keong

Entry Type: Design
Award: Bronze
Category: Package Design
Advertiser/Product: Mr. Lee
Design Company: Design Bridge, London
Account Executive: Robyn Stevenson
Creative Director: Steve Elliott
Art Director: Ian Burren
Designer: Ian Burren
Illustrator: Ian Burren

Entry Type: Design
Award: Bronze
Category: Package Design
Advertiser/Product: Hovis Bakery
Advertising Agency: Williams Murray Hamm, London
Design Company: Williams Murray Hamm, London
Manufacturer: British Barkery, London
Account Executive: Kellie Chapple
Creative Director: Garrick Hamm
Art Director: Stewart Devlin
Designer: Stewart Devlin
Photographer: Jess Koppel
Home Economist: Lyn Rutherford

Entry Type: Design
Award: Gold
Category: Point of Purchase
Advertiser/Product: Guinness
Advertising Agency: BBDO, New York
Chief Creative Officer, Chairman: Ted Sann
Creative Director: Gerry Graf
Art Director: Frank Anselmo, Jason Atienza

Entry Type: Design
Award: Gold
Category: Point of Purchase
Advertiser/Product: Ludwig Görtz
Advertising Agency: Springer & Jacoby, Hamburg
Account Executive: Niklas Frings-Rupp
Creative Director: Antje Hedde, Florian Grimm, Amir Kassaei
Copywriter: Gerrit Zinke
Art Director: Gerrit Zinke
Photographer: Gerrit Zinke

Entry Type: Design
Award: Bronze
Category: Point of Purchase
Advertiser/Product: McDonald's/Hotdog
Advertising Agency: Leo Burnett, London
Account Executive: John Hawkes
Executive Creative Director: Mark Tutssel, Nick Bell
Copywriter: Nick Bell
Art Director: Mark Tutssel
Production Manager: Colin Easton
Photographer: Andy Roberts
Typographer: Mark Cakebread

Entry Type: Design
Award: Silver
Category: Posters
Advertiser/Product: Sit Beautiful! / Watercloset Workshop
Advertising Agency: Happy Forsman & Bodenfors, Gothenburg
Manufacturer: Röhsska Museet, Gothenburg
Account Executive: Yngve Nygren
Art Director: Andreas Kittel
Production Manager: Malin Berggren
Photographer: Jesper Sundelin

Entry Type: Design
Award: Bronze
Category: Posters
Advertiser/Product: Björn Dahlström Exhibition w/ Book
Advertising Agency: Happy Forsman & Bodenfors, Gothenburg
Manufacturer: Röhsska Museet, Gothenburg
Account Executive: Yngve Nygren
Copywriter: Ingrid Sommar, Ulf Beckman
Art Director: Andreas Kittel
Production Manager: Malin Berggren
Photographer: Åke E son Lindman, Jonas Linell, Mathias Pettersson,
Björn Keller, Lasse Kärkkäinen, Joakim Bergström

Entry Type: Design
Award: Gold
Category: Self-Promotion
Advertiser/Product: White Architects / White-Book
Advertising Agency: Happy Forsman & Bodenfors, Gothenburg
Manufacturer: White Arkitekter, Gothenburg
Creative Director: Anders Kornestedt
Copywriter: Katja Grillner, Fredrik Nilsson
Art Director: Lisa Careborg
Production Manager: Malin Berggren
Photographer: Mikael Olsson

Entry Type: Design
Award: Silver
Category: Self-Promotion
Advertiser/Product: Trill Birdfood/Invitation to the Blind
Advertising Agency: D'Arcy, Hamburg
Design Company: D'Arcy: Bianca Colussi, Hamburg
Account Executive: Sandra Öllering, Dr. Jens Ade
Creative Director: Deborah Hanusa, André Klein, V. Claßen
Copywriter: André Klein
Art Director: Deborah Hanusa
Designer: Deborah Hanusa

Entry Type: Design
Award: Bronze
Category: Self-Promotion
Advertiser/Product: Endless Pain - Tattoo and Piercing Company
Advertising Agency: Weigertpirouzwolf, Hamburg
Creative Director: Michael Reissinger, Kay Eichner
Copywriter: Kay Eichner
Art Director: Barbara Schirmer
Designer: Barbara Schirmer
Photographer: Hans Starck

Entry Type: Design
Award: Bronze
Category: Self-Promotion
Advertiser/Product: Chase Creative Christmas Card
Design Company: The Chase, Manchester
Creative Director: Ben Casey
Designer: Steve Royle, Harriet Devoy

STUDENT

Entry Type: Design
Award: Bronze
Category: Student
Advertiser/Product: Bow Wow Pet Products
School: Academy of Art College, San Francisco
Student: Nitta Chinalai

Entry Type: Design
Award: Bronze
Category: Student
Advertiser/Product: Sound of the City: Luba Lukova
School: The Cooper Union for the Advancement of Science & Art, Astoria
Student: Kathryn Cho

Entry Type: Design
Award: Bronze
Category: Student
Advertiser/Product: Simplicity Calendar - Time to Fit
School: Academy of Art College, San Francisco
Student: Naureen Ono

Entry Type: Design
Award: Bronze
Category: Student
Advertiser/Product: Travel Guide Hamburg
University of Applied Sciences/Department of Design, Hamburg
Art Director: Stan Skolnik
Designer: Stan Skolnik
Photographer: Stan Skolnik