

THE 88TH ANNUAL AWARDS COMPETITION WINNERS



ADVERTISING BROADCAST GOLD

Television & Cinema			
TITLE	CLIENT	AGENCY	COUNTRY
Swedish Fish Cat Sandwich	Cadbury Adams	JWT	United States
Bulldozer	Crest	Saatchi & Saatchi NY	United States
Parking	Volkswagen AG	Grabarz & Partner	Germany
Next Level	Nike	Anonymous Content	United States
House Of Cards	Shelter	Leo Burnett London	UK
Awareness Test	TFL	Gorgeous Enterprises Ltd	UK
Radio			
Marathons	Stuffit Deluxe	Saatchi & Saatchi NY	United States
Compression Radio	Stuffit Deluxe	Saatchi & Saatchi NY	United States
Craft			
Crest	Crest	Station Film	United States
House of Cards	Shelter	Leo Burnett London	UK

ADVERTISING BROADCAST SILVER

Television & Cinema			
TITLE	CLIENT	AGENCY	COUNTRY
Pinata	Mars/Skittles	TBWA\Chiat\Day New York	United States
Spike TV	Spike Network	Mother	United States
Bulldozer, Lice, Prenup	Crest	Saatchi & Saatchi NY	United States
Burst	Cadbury Schweppes	GPYR	Australia
Craft			
Curly Haze	BBC Four	RKCR/Y&R	UK
Caterpillars	Gol	Lobo	Brazil
Scorsese	AT&T	BBDO NY	United States
Rabbit	Comcast	Goodby, Silverstein & Partners	United States
Enjoy the Everyday	Volkswagen	DDB London	UK

ADVERTISING BROADCAST BRONZE

Television & Cinema			
TITLE	CLIENT	AGENCY	COUNTRY
Empanada	Pepto Bismol	Leo Burnett Chicago	United States
PreSafe - No Fear	Daimler AG / Mercedes-Benz	Jung von Matt AG	Germany
Jumbo	IFAW International Fund for Animal Welfare	Springer & Jacoby	Germany
Struggle	Parkinson Society of Canada	Taxi Canada Inc.	Canada
Crazy Leader Commercial	Amnesty International	Scholz & Friends	Germany
Scorsese	AT&T	BBDO NY	United States
Radio			
Sluggish Spokesman	Mars/Snickers	TBWA\Chiat\Day New York	United States
Craft			
Destiny	XBox 360 Fable II	Furlined	United States
Scorsese	AT&T	BBDO NY	United States

Light Show	Guinness	Gorgeous Enterprises Ltd	UK
House Of Cards	Shelter	Leo Burnett London	UK
Mercedes Campaign	Mercedes	Abbott Mead Vickers BBDO	UK
Brother of the Bride	Hallmark	Leo Burnett Chicago	United States
War Playground	Kindernothilfe e.V.	Scholz & Friends	Germany
Rabbit	Comcast	Goodby, Silverstein & Partners	United States

ADVERTISING BROADCAST MERIT

Television & Cinema			
TITLE	CLIENT	AGENCY	COUNTRY
Working Late	Tide-to-Go	Saatchi & Saatchi NY	United States
The Ideal man	Condé Nast - GQ	DDB Paris	France
Unboxed	Audi	BBH	UK
Remote Control	Loewe Opta GmbH	Scholz & Friends	Germany
Don't let your furniture embarrass you	Moemax	Demner Merlicek & Bergmann	Austria
Television & Cinema Student			
Blowing Smoke: Designmatters PSA Production Studio	Art Center College of Design - Designmatters	Art Center College of Design	United States
Radio			
Jimmy, Barbecue, Mormon	Status Motorhomes	Unitas/RNL	Chile
Craft			
Whodunnit	TFL	Gorgeous Enterprises Ltd	UK
Monkey: Journey to the East	BBC Sport Marketing	RKCR/Y&R	UK
CA	EA Games	Draftfcb	United States
Heartbeat	Audi AG	Kempertrautmann GmbH	Germany
Maestro	Hewlett-Packard	Goodby, Silverstein & Partners	United States

ADVERTISING PRINT GOLD

Newspaper, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Two Worlds	Chrysler Korea	BBDO/Proximity	Malaysia
Advertising, Posters & Billboards			
Through Your Veins	Cheerios	Saatchi & Saatchi NY	United States
Nova "Le Grand Mix"	Nova Radio	Young & Rubicam	France
Eye Tracking	Amnesty International	Jung von Matt AG	Germany
Collateral Advertising			
Fragile	Crown Relocations	JWT	Singapore
Bigger Storage Ideas	IKEA Germany	Ogilvy & Mather	Germany
Integrated Advertising			
Whopper Virgins	Burger King	Crispin Porter + Bogusky	United States
HD Loves HB	Häagen-Dazs	Goodby, Silverstein & Partners	United States



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ADVERTISING PRINT SILVER

Newspaper, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Mannequins	Harvey Nichols	DDB London	UK
Newspaper, Trade			
Dictators Cake Fight	Internationale Gesellschaft für Menschenrechte	Scholz & Friends	Germany
Magazine, Consumer Student			
Mercedes Pre Safe	Mercedes	Miami Ad School Europe	Germany
Locals	Lonely Planet	Miami Ad School	United States
Advertising, Posters & Billboards			
Women's Rights Campaign	Action Group for World Solidarity (Aktionsgemeinschaft Solidarische Welt)	Ogilvy & Mather	Germany
Ostrich	The Economist	BBDO NY	United States
Collateral Advertising			
Shocking Invitation	NBC Universal Global Network Deutschland GmbH/13 th Street	Jung von Matt AG	Germany
Flooded House	Red Cross Argentina	Leo Burnett Argentina	Argentina
Begging Sculptures	German Foundation for Monument Protection	Ogilvy & Mather	Germany
Integrated Advertising			
Sunny Side	American Legacy Foundation	Arnold Worldwide	United States
Integrated Advertising Student			
Flowerpatch	flowerpatch.com	The Art Institute of California	United States
Take the Challenge!	Skara Sommarland	Hyper Island	Sweden

ADVERTISING PRINT BRONZE

Newspaper, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Swedish Fish A Friend You Can Eat	Cadbury-Adams	JWT	United States
Magazine, Consumer			
Because the real future sucks	NBC Universal International GmbH	Jung von Matt AG	Germany
Olympus Binoculars	Olympus	JWT	Australia
Advertising, Posters & Billboards			
Lights Off	World Wildlife Fund	Leo Burnett Sydney	Australia
Memories	Tide	Saatchi & Saatchi NY	United States
Collateral Advertising			
Escape	Internationale Gesellschaft für Menschenrechte	Grabarz & Partner	Germany
Mailing "Adhesive Power"	Tesa AG	Jung von Matt AG	Germany
The Missing Piece	Ravensburger Spielverlag GmbH	Scholz & Friends	Germany
Integrated Advertising			
Absolut Machines	Absolut Vodka	Great Works	Sweden
Nike Women Fall 08	Nike	Wieden+Kennedy	Netherlands

ADVERTISING PRINT MERIT

Newspaper, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Sleeping animals	Volkswagen AG	Grabarz & Partner	Germany
Magazine, Consumer			
Armstrong Print Campaign	Armstrong/Laminate Flooring	BBDO NY	United States
LoveHate	Unilever Bestfoods/ Marmite Snacks	DDB London	UK
Staves	MTV	Young & Rubicam	Argentina
Magazine, Consumer Student			
Cut	Macbook Air	School of Visual Arts	United States
Magazine Trade			
Zoom	Olympus Imaging Europe GmbH	Kolle Rebbe	Germany
We take it serious	MTV Networks / Comedy Central	Kempertrautmann GmbH	Germany
Advertising, Posters & Billboards			
Museum of Childhood Campaign	Museum of Childhood	Abbott Mead Vickers BBDO	UK
Tate Britain Collections	Tate Britain	Fallon	UK
Graves	Eye Bank Association of India (E.B.A.I.)	Team/Y&R, Dubai	United Arab Emirates
Air Conditioners	Columbia	Prolam Y&R	Chile
Connectivity	Converse	Anomaly	United States
If Walls Could Talk	Jameson	TBWA\Chiat\Day New York	United States
Devices Without Walls Installation	Microsoft	Crispin Porter + Bogusky	United States
Advertising, Posters & Billboards Student			
Tears	Kleenex	School of Visual Arts	United States
Ski-Lifts	Hunter Mountain Ski Resort	School of Visual Arts	United States
Where have you been?	Purell	Academy of Art University	United States
Collateral Advertising			
Porzellanomat	R+V Versicherung	Jung von Matt AG	Germany
Woman in a suitcase	Amnesty International	Serviceplan	Germany
Pig	Glide	Saatchi & Saatchi NY	United States
Collateral Advertising Student			
Go where cords can't	Toro	David Styler	United States

DESIGN BROADCAST GOLD

Television & Cinema			
TITLE	CLIENT	AGENCY	COUNTRY
Radiohead "House of Cards"	TBD Records	Zoo Film Productions	United States
Licence Town	VicRoads	Marmalade	Australia
Tales of the Road	Department For Transport	Leo Burnett London	UK
Television & Cinema Student			
Rothko at Tate Modern	Tate Modern	School of Visual Arts	United States



DESIGN BROADCAST SILVER

Television & Cinema			
TITLE	CLIENT	AGENCY	COUNTRY
CNN Heroes	CNN	Gretel	United States
Tick	World Wildlife Fund	Leo Burnett Sydney	Australia
Television & Cinema Student			
Where the Wild Things Are	Universal	Savannah College of Art & Design	United States

DESIGN BROADCAST BRONZE

Television & Cinema			
TITLE	CLIENT	AGENCY	COUNTRY
Hulk Hogan's Celebrity Championship Wrestling Open	CMT	MTV Networks	United States
Laser Awesome Montage	Nicktoons	Primal Screen	United States
Television & Cinema Student			
First Day	School of Visual Arts	School of Visual Arts	United States
Design	Yale University School of Art	Yale University School of Art	United States

DESIGN BROADCAST MERIT

Television & Cinema			
TITLE	CLIENT	AGENCY	COUNTRY
Nick's Niggin IDs	Niggin	MTV Networks	United States
The N's LFS IDs	The N/David Chustz	MTV Networks	United States

DESIGN PRINT GOLD

Editorial Design			
TITLE	CLIENT	AGENCY	COUNTRY
Screw Organic	Condé Nast/WIRED	Wired Magazine	United States
Feed The World	Condé Nast/WIRED	Wired Magazine	United States
T Pages	T The New York Times Style Magazine	T The New York Times Style Magazine	United States
Mark Magazine-Another Architecture	Mark Publishers	Mainstudio	Netherlands
Brain	New York Magazine	New York Magazine	United States
Book Design			
Columbine	Hachette Book Group	Hachette Book Group	United States
Less and More The Design Ethos of Dieter Rams	Suntry Museum	Shimada Design Inc.	Japan
Book Design Student			
Designing a typeface for the Chicago 2016 Olympic Games	Thesis Project	University of Illinois	United States
³Farben on Demand	University of Applied Sciences Darmstadt	University of Applied Sciences Darmstadt / Faculty of Design	Germany

Corporate & Promotional Design			
Hudson Gavin Martin	Hudson Gavin Martin	Alt Group Ltd	New Zealand
Museum of Arts and Design (MAD) Identity Design	Museum of Arts and Design (MAD)	Pentagram Design	United States
Poster Design			
Manchester Comedy Festival 08	The Comedy Store	Mark	UK
Less and More The Design Ethos of Dieter Rams	Suntry Museum	Shimada Design Inc.	Japan
Big Love Mural Campaign	HBO/Big Love	BBDO NY	United States
Poster Design Student			
Vive Latino	Art Center College of Design	Art Center College of Design	United States
Package Design			
Newspaper to New Paper Project	Ichida Garden	Dentsu	Japan
Coca-Cola Aluminum Bottle	The Coca-Cola Company	Turner Duckworth	United States
Pleats Please Limited Box	Issey Miyake Inc.	Taku Satoh Design Office Inc.	Japan
Product Design			
Grid Tag	Rightning, Inc.	Rightning, Inc.	Japan
Environmental Design			
Bigger Storage Ideas	IKEA	Ogilvy & Mather	Germany
Begging Sculptures	German Foundation for Monument Protection	Ogilvy & Mather	Germany
The "Kinetic Sculpture" for the BMW Museum, Munich	BMW Group	ART+COM	Germany
Photography			
My Game Face	The New York Times Magazine	The New York Times Magazine	United States
The Transparent City	Aperture Foundation	Aperture Foundation	United States

DESIGN PRINT SILVER

Editorial Design			
TITLE	CLIENT	AGENCY	COUNTRY
D&AD Ampersand	D&AD	Frost Design	Australia
The Nukes of October	Condé Nast/WIRED	Wired Magazine	United States
Book Design			
SPD 43rd Publication Design Annual	Society of Publication Designers	Weapon of Choice	United States
2666 Roberto Bolaño's paperback slipcase	Farrar, Straus and Giroux	Farrar, Straus and Giroux	United States
Book Design Student			
In Eye Double Gee Ee Are	Self	California College of the Arts	United States



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Corporate & Promotional Design			
Thrislington Physical Education	Thrislington Cubicles	The Partners	UK
Cubic Space Advertising VI	Cubic Space Advertising	School of Design, China Central Academy of Fine Arts	China
More impact for human rights	Amnesty International	Scholz & Friends Identify	Germany
Cleaning of shirts	The Cleaners Toraya	Tokyu Agency Inc.	Japan
SVA Undergraduate Catalog 2009-2010	School of Visual Arts	Visual Arts Press, Ltd.	United States
Corporate & Promotional Design Student			
Euro Scene Leipzig	Euro Scene Leipzig	University of Applied Sciences	Germany
Poster Design			
Pleats Please "Sushi"	Issey Miyake Inc.	Taku Satoh Design Office Inc.	Japan
Flying Mushroom	Miyako Katoh	Kao Corporation	Japan
I love Chinese Characters	Hei Yiyang	Sense Brand & Identity Consultant	China
601 Artbook Project 2008	601bisang	601bisang	Republic of Korea
Women's Rights Campaign	Action Group for World Solidarity (Aktionsgemeinschaft Solidarische Welt)	Ogilvy & Mather	Germany
Skateboard Posters	Röhsska Museum	Happy Forsman & Bodenfors AB	Sweden
Package Design			
Apple Accessories	Apple	Apple	United States
Living Proof Packaging Design	Living Proof	Wolff Olins	United States
Package Design Student			
GE Lightbulb Packaging	General Electric	School of Visual Arts	United States
Environmental Design			
Syracuse University S.I. Newhouse School of Public Communications	Polshek Partnership Architects	Poulin + Morris Inc.	United States
Zebra Crossing	The City of Ljubljana	Design Center Ltd.	Slovenia
Big Love Mural Campaign	HBO/Big Love	BBDO NY	United States
Environmental Design Student			
One Day Poem Pavilion	Art Center College of Design	Art Center College of Design	United States
Photography			
Images of an unresolved war	Bill Burke - Howard Greenberg Gallery	Newsweek	United States
Children of God	The New York Times Magazine	The New York Times Magazine	United States
Helen Levitt	powerHouse Books	powerHouse Books	United States
Erwin Olaf	Aperture Foundation	Aperture Foundation	United States
Illustration			
City Railway System	Zero Per Zero	Zero Per Zero	Republic of Korea
Heaven	Wieden+Kennedy Shanghai	Momorobo	Singapore

ID cover (September 2008)	ID	Disturbance Design	South Africa
Childless Europe	The New York Times Magazine	The New York Times Magazine	United States
Illustration Student			
Read	Self initiated	Collage of Design, Kookmin University	Republic of Korea
Images Speak - The Mpala Health Education Projects	Designmatters at Art Center College of Design	Art Center College of Design	United States

DESIGN PRINT BRONZE

Editorial Design			
TITLE	CLIENT	AGENCY	COUNTRY
Issue 100: The Power Of Ten	Flaunt Magazine	Flaunt Magazine	United States
Editorial Design Student			
BYE Magazine	Art Center College of Design	Art Center College of Design	United States
Book Design			
L'etica Della Vita - Edoardo Bonicelli	BUR/RCS	Mucca Design Corp.	United States
Eco	ING	Blok Design	Mexico
365: AIGA Year in Design 29	AIGA	Pentagram Design	United States
Nike Women Book "Here I Am Stories"	Nike	Wieden + Kennedy	Netherlands
Corporate & Promotional Design			
The Aids Fonds Annual Report 2007	The Aids Fonds	Dietwee communicatie en vormgeving	Netherlands
Here07	Cooper Carry	Iconologic	United States
A.magazine	AkzoNobel	Pentagram Design	UK
T 55 - 57	Non-commercial art project	Häfelinger + Wagner Design	Germany
WE	Alliance for Climate Protection	Collins:	United States
Office Games	Richard House Children's Hospice	The Partners	UK
D&AD Complete Call For Entries Kit	D&AD	Taxi Canada Inc.	Canada
Creature History Book	Creature	Creature	United States
Glenfiddich Barrel Art	Glenfiddich Malt Whisky	Johnson Banks	UK
iTunes Holiday Gift Cards	Apple	Apple	United States
Poster Design			
6 colors X 6 photographers. Exhibition 2008 in Tokyo	Pantone Hexachrome Consortium	Linda Graphica & Libido Inc.	Japan
Gert Wingårdh Poster	The Swedish Museum of Architecture	Happy Forsman & Bodenfors AB	Sweden
Package Design			
New Zealand New Music	New Zealand Trade and Enterprise	Alt Group Ltd	New Zealand
Apple Notebooks	Apple	Apple	United States
Farmgate Wines	Farmgate Wines	Alt Group Ltd	New Zealand
Everything That Happens Will Happen Today	David Byrne/ Brian Eno	Sagmeister Inc.	United States

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Environmental Design			
Autodesk Customer Briefing Center	Autodesk	SOM - Skidmore, Owings & Merrill LLP	United States
Obsessions make my life worse and my work better.	Urban Play	Sagmeister Inc.	United States
Photography			
New Model Army	Alex Majoli - Magnum for Newsweek	Newsweek	United States
Africa's Other Holocaust	Marcus Bleasdale - VII for Newsweek	Newsweek	United States
Breakthrough Performances in Film	The New York Times Magazine	The New York Times Magazine	United States
Frozen Assets	T The New York Times Style Magazine	T The New York Times Style Magazine	United States
Desert ride	Christian Schmidt	Christian Schmidt Studio	Germany
WMF Campaign	Italasia (Thailand) Co., Ltd.	Leo Burnett & Arc Worldwide Thailand	Thailand
Illustration			
Assembly service	IKEA Deutschland GmbH & Co. KG	Grabarz & Partner	Germany
NOGGIN Emergency Stills	NOGGIN	MTV Networks	United States
Soulpepper Theatre Posters	Soulpepper Theatre	Edel Rodriguez Studio	United States
Gang of Four	T The New York Times Style Magazine	T The New York Times Style Magazine	United States

DESIGN PRINT MERIT

Editorial Design			
TITLE	CLIENT	AGENCY	COUNTRY
Chicken	Grafik Tasarim Magazine	yumurtadantavuk.com	Turkey
Key Spring 2008	Key The New York Times Real Estate Magazine	Key The New York Times Real Estate Magazine	United States
2wice: False Start	2wice Arts Foundation	Pentagram Design	United States
Interieurs Magazines	Productions Interface Design	Paprika	Canada
Book Design			
Je voudrais pas crever	Les Allusifs	Les Allusifs	Canada
O livro amarelo do terminal [The Yellow Book of the Bus Station]	Cosac Naify	Cosac Naify	Brazil
To Three	Emerystudio	WX-Design	China
Black Pudding & Foie Gras	The Star Inn	Face Media	UK
Typescape	Guardian Garden	Iyama design inc.	Japan
Je voudrais pas crever	Les Allusifs	Les Allusifs	Canada
The Black Black Book	HyundaiCard	S/O Project	Republic of Korea
Not For Tourists Guidebooks 2009	Jane Pirone	Not For Tourists	United States
Book Design Student			
Yayoi Kusama	Sang Hee Jin	School of Visual Arts	United States

Corporate & Promotional Design			
Messkunst	Messkunst	Fuenfwerken Design AG	Germany
Pop! Tech '08 Opening Sequence	The Pop! Tech Institute	Trollbäck + Company	United States
Dunk Recap Book	Nike	Opolis Design	United States
Obama Campaign Buttons	N/A	Trollbäck + Company	United States
Corporate & Promotional Design Student			
Matchbook	Nicorette	School of Visual Arts	United States
Poster Design			
Wanted!	Janssen Pharmaceutical K.K.	Ultra Graphics	Japan
Package Design			
Metallica Death Magnetic	Metallica	Turner Duckworth	United States
Environmental Design			
Sony@IFA 2008	Ben Moore & Laura Marks, Sony Europe	FreeState Ltd	UK
Hudson Gavin Martin - Corporate Art Collection	Hudson Gavin Martin	Alt Group Ltd	New Zealand
Chocolate Research Facility	Chocolate Research Facility Pte Ltd	Asylum Creative	Singapore
"How Will it Move You?" Fit-Thrus	Nintendo	Goodby, Silverstein & Partners	United States
Brno Echo: Ornament and Crime from Adolf Loos to Now	The Moravian Gallery	Pentagram Design	United States
Photography			
Blown	Auditorium Editions	The Auditorium	United States
Illustration			
601 Artbook Project 2008	601bisang	601bisang	Republic of Korea

INTERACTIVE GOLD

New Media Innovation & Development			
TITLE	CLIENT	AGENCY	COUNTRY
Orange 'Balloonacy'	Orange	Poke	UK
Digital Concert Hall	Berliner Philharmoniker	Argonauten G2 GmbH	Germany
New Media Innovation & Development Student			
DigiTic	Skara Sommarland	Hyper Island	Sweden
Web Applications/Downloads			
Whopper Sacrifice	Burger King	Crispin Porter + Bogusky	United States

INTERACTIVE SILVER

Web Advertisements (Banner, Rich Media, Road Blocks, Text Links, etc.)			
TITLE	CLIENT	AGENCY	COUNTRY
Nintendo Wario Land Shake It!	Nintendo	Goodby, Silverstein & Partners	United States
Beyond the Web (CD/DVD, Interactive Kiosk, Installation, etc.)			
CLO Interactive Wine Bar	CLO	Potion	United States
Absolut Machines	Absolut Vodka	Great Works	Sweden



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Microsite			
Uniqlo Try	Uniqlo Co.,LTD	Dentsu Inc.	Japan
Sprint Now Widget	Sprint	Goodby, Silverstein & Partners	United States
Get out and play	Nokia	Farfar	Sweden
Online Branded Content (Video, Podcasts, Viral Content, etc.)			
Get It On	Durex	Partners + Napier	United States
Web Applications/Downloads			
Nike Football Head2Head	Nike	R/GA	United States
Website Design			
Nike ID	Nike	R/GA	United States

INTERACTIVE BRONZE

Web Advertisements (Banner, Rich Media, Road Blocks, Text Links, etc.)			
TITLE	CLIENT	AGENCY	COUNTRY
Funnest	Apple Inc.	TBWA\Media Arts Lab	United States
Microsite			
Thank You begins with a T.	Grow Interactive	Grow Interactive	United States
Website			
12 Cams, Create Your Rainbow	Wowow Inc.	Bascule Inc.	Japan
Online Branded Content (Video, Podcasts, Viral Content, etc.)			
Nike SPARQ	Nike	R/GA	United States
Polar Bear	Environmental Defense Fund	Ogilvy & Mather NY	United States
Adobe MAX 2008 Branding	Adobe	Big Spaceship	United States
Website Design			
Morisawa Fontpark 2.0	Morisawa Co., Ltd.	Tha Ltd.	Japan
Harajuku Lovers Fragrance	Coty Prestige	Syrup	United States
The Daily Beast	The Daily Beast	Code and Theory	United States
Luigi Bormioli	Luigi Bormioli	BBDK, Inc.	United States
Firstborn Website	Firstborn	Firstborn	United States
The Eco Zoo	Creative Initiative	McCann Erickson	Japan

INTERACTIVE MERIT

Web Advertisements (Banner, Rich Media, Road Blocks, Text Links, etc.)			
TITLE	CLIENT	AGENCY	COUNTRY
The Playground Barometer	Playground Outdoor Equipment Stores	Åkestam Holst	Sweden
Emergency Refresh	Apple Inc.	TBWA\Media Arts Lab	United States
Beyond the Web (CD/DVD, Interactive Kiosk, Installation, etc.)			
Sala Agua Acciona Pavillon Expo 2008	Acciona	Marc Tamschick	Germany
Why So Serious? The Dark Knight Alternate Reality Experience	Warner Bros Worldwide Marketing	42 Entertainment, LLC	United States
New Media Innovation & Development			
4010 Ringtone Generator	Deutsche Telekom AG	Mutabor Design	Germany

New Media Innovation & Development Student			
Liteart	Maglite	Berghs School of Communication	Sweden
Only The Good Stuff	Doritos	Berghs School of Communication	Sweden
Website			
Come into the closet. Let's dance.	IKEA	Forsman & Bodenfors	Sweden
Online Branded Content (Video, Podcasts, Viral Content, etc.)			
Go Miniman Go	Lego	Pereira & O'Dell	United States
Crazy Leader Commercial	Amnesty International	Scholz & Friends	Germany
Website Design			
Behind the Candidates	N/A	Public Service Bureau	United States

ADC HYBRID CUBE

Hybrid			
TITLE	CLIENT	AGENCY	COUNTRY
Right Boot Store	Nomis	Johannes Leonardo LLC.	United States
Whopper Sacrifice	Burger King	Crispin Porter + Bogusky	United States
Why So Serious? The Dark Knight Alternate Reality Experience	Warner Bros Worldwide Marketing	42 Entertainment, LLC	United States

ADC HYBRID MERIT

Hybrid			
TITLE	CLIENT	AGENCY	COUNTRY
Social Media Save the Earth	NTT Resonant	Hakuhodo Kettle	Japan
Red Cross Hope Store	Cruz Vermelha Portuguesa	Leo Burnett Lisboa	Portugal

ADC DESIGN SPHERE CUBE

Sphere			
TITLE	CLIENT	AGENCY	COUNTRY
The Public Theater	The Public Theater	Pentagram Design	United States

ADC DESIGN SPHERE MERIT

Sphere			
TITLE	CLIENT	AGENCY	COUNTRY
Corporate Identity	Klöpfer	KMS Team GmbH	Germany

CORBIS CREATIVITY FOR SOCIAL JUSTICE AWARD

Professional			
TITLE	CLIENT	AGENCY	COUNTRY
Begging Sculptures	German Foundation for Monument Protection	Ogilvy & Mather	Germany
Student			
Images Speak - The Mpala Health Education Projects	Designmatters at Art Center College of Design	Art Center College of Design	United States

Full credits will be available in the 88TH ADC Annual and in ADC's online Winners Archive. Please visit www.adcglobal.org for more details.