# New York Festivals®
## World’s Best Advertising

## 2015 Finalists Announced!

### Avant-Garde

<table>
<thead>
<tr>
<th>Country</th>
<th>Category</th>
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**BRANDED ENTERTAINMENT**

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**GREECE**

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**NEW ZEALAND**

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<td>Music</td>
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**CREATIVE MARKETING EFFECTIVENESS**
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**DESIGN**

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**AUSTRALIA**

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**PRODUCT DESIGN & PACKAGING**

| Uniforms For The Dedicated | The Rag Bag | DDB Stockholm |

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**THAILAND**

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### Exhibitions & Live Events

- **The Swedish Cancer Society**
- **Play in the Shade**
- **Volontaire**

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### Publications & Business Communications

- True North
- True North Flipchart
- True North

### Art Direction

- D&AD
- D&AD Pencils
- Turner Duckworth Design: London & San Francisco

### USA

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<td>Penny The Pirate</td>
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**HUNGARY**

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## DIRECT & COLLATERAL

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<td>Tam / Museum</td>
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### CANADA

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<td>Dark Store</td>
<td>J. Walter Thompson</td>
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<td>TSN/Bell Media / US Open</td>
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<td>#LikeAGirl</td>
<td>Leo Burnett Toronto, Chicago, London/Holler</td>
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<td>Voice of the Underground</td>
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<td>Keep the Flame Alive</td>
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## MEXICO

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<td>The Barrel Top Record</td>
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## NETHERLANDS

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<td>The real Girl with a Pearl Earring</td>
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## NEW ZEALAND

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<td>Hidden Graphics</td>
<td>Colenso BBDO</td>
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<td>Bring Down The King</td>
<td>DDB Group New Zealand</td>
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<td>Automotive Products &amp; Services</td>
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## PAKISTAN

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## PERU

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## PHILIPPINES

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<td>Piola Sustainability Mural</td>
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**SERBIA**

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**SLOVAK REPUBLIC**

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<td>Wiktor Leo Burnett</td>
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**SOUTH AFRICA**

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**SOUTH KOREA**

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<td>Cheil Worldwide</td>
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<td>A message to Space</td>
<td>Innocean Worldwide</td>
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<td>Never Stop Exploring Campaign</td>
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**SWEDEN**

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<td>Charity Arcade</td>
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<td>Automotive Products &amp; Services</td>
<td>Audi</td>
<td>The Swedish Snow Rescuers</td>
<td>Akestam Holst</td>
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<td>Mobile</td>
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Website, Microsite, or Banner  Sony Mobile  Xperia Football Cancellation  Crispin Porter & Bogusky

Ambient  Uniforms For The Dedicated  The Rag Bag  DDB Stockholm

Low-budget  Uniforms For The Dedicated  The Rag Bag  DDB Stockholm

Product Launch  IF Insurance  Watch Your Back  Forsman & Bodenfors

Low-budget  Barn cancerfonden  A hair-raising message  Independent

Low-budget  Sibylla  Future Fries: Taste the Future  Volt

UNITED ARAB EMIRATES

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<td>Foods</td>
<td>Global Export Co.</td>
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UNITED KINGDOM

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<td>Spot 4 Sale</td>
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USA

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ARGENTINA
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<td>Del Campo Saatchi &amp; Saatchi</td>
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Change  
AlmapBBDO

**Script/Copywriting**  
CCSP / YEARBOOK  
MOLE  
Borghi/Lowe

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Art Direction  LG / LG Electronics  LG Perfect Picture : Who ruined Jenny’s wedding?  HS Ad

Automotive Products & Services  Hyundai Motors Company  A message to Space  Innocean Worldwide

Online  Hyundai Motors Company  A message to Space  Innocean Worldwide

Art Direction  Hyundai Motors Company  A message to Space  Innocean Worldwide

SPAIN

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### OUTDOOR

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<td>Foot Locker/Foot Locker</td>
<td>All Runners Welcome</td>
<td>BBDO New York</td>
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<td>Iceberg</td>
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<td>Living History at Union Station</td>
<td>VML</td>
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### VIETNAM

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### PACKAGE DESIGN

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<td>Beverages: Non-alcoholic</td>
<td>7-Eleven / Slurpee</td>
<td>Slurpee Xpandinator</td>
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#### BRAZIL

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<td>The Barbecue Bible</td>
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<td>The Friendly Twist</td>
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#### GERMANY
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<th>Whistles For Whistleblowers</th>
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<td>Kolle Rebbe GmbH</td>
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<td>Magic Tape</td>
<td>Kolle Rebbe GmbH</td>
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<tr>
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<td>Imagination changes the world</td>
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<td>Five Stars</td>
<td>Innova - All Around The</td>
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Brand: Bauducco / Toast, Astronauts, AlmapBBDO

Art Direction: Escola PanAmericana de Arte e Design / Art History Courses, It's Worth, AlmapBBDO

Illustration: Editora Todas as Culturas / TOP Magazine, Next Life, AlmapBBDO

Commercial & Professional Public Services: Escola PanAmericana de Arte e Design, Photography and Drawing, AlmapBBDO

Art Direction: Escola PanAmericana de Arte e Design, Photography and Drawing, AlmapBBDO

Illustration: São Paulo Alpargatas / Havaianas, Pirecco, AlmapBBDO

Automotive Products & Services: Volkswagen do Brasil / Original Parts, Aligator, AlmapBBDO

Healthcare Products & Services: Bayer / Cafiaspirin, Queue, AlmapBBDO

Automotive Products & Services: Volkswagen do Brasil / Original Parts, Eagle, AlmapBBDO

Illustration: RUNNER'S / INSTIT, CLOCK 2 (PARIS), Borghi/Lowe

Art Direction: RUNNER'S / INSTIT, CLOCK 1 (NYC), Borghi/Lowe

Illustration: RUNNER'S / INSTIT, CLOCK 1 (NYC), Borghi/Lowe

Art Direction: Buzina Gourmet Food Truck, Truck Drivers, JWT

Illustration: Buzina Gourmet Food Truck, Truck Drivers, JWT

Automotive Products & Services: Fiat / Institutional, Don't make-up and drive, Leo Burnett Tailor Made

Automotive Products & Services: Fiat / Institutional, Letter Crashes, Leo Burnett Tailor Made

Art Direction: Condor Oral Care, LINES, OpusMúltipla

Cosmetics, Beauty Aids & Toiletries: Natura, Individual Street Art Ad, Taterka Comunicações

**CANADA**

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<td>Sammies Bear</td>
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<td>Home Electronics &amp; Audio-visual</td>
<td>DENON / Electronic</td>
<td>King Kong</td>
<td>JWT</td>
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<td>GREEN PEACE</td>
<td>PETROLEUM HURT</td>
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<td>PETROLEUM HURT (Bear)</td>
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<td>Lowe China</td>
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<td>Harley Second World War</td>
<td>Y&amp;R</td>
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<td>Herezie Paris</td>
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<td>Publicis Conseil</td>
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### GERMANY

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<td>Grabarz &amp; Partner</td>
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<td>Power Provider</td>
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<td>Rhino</td>
<td>Grabarz &amp; Partner</td>
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<td>Toilets</td>
<td>Leo Burnett</td>
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<td>Reporters Without Borders</td>
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### HONG KONG

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### PUBLIC & MEDIA RELATIONS

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#### BRAZIL

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<td>„Nazis against Nazis“ - Germany’s most involuntary charity walk</td>
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| **CATEGORY** | **BRAND** | **TITLE** | **ENTRANT** |

| **BELGIUM** |
| **CATEGORY** | **BRAND** | **TITLE** | **ENTRANT** |
| Civic & Social Education | CEBAM | Don’t google it | DDB Brussels |
| Civic & Social Education | Center for suicide prevention | Suicide call | Ogilvy Group |
| Promotion of Peace & Human Rights | Reporters Without Borders (RSF) | Audiocartoons | Publicis |
| Promotion of Peace & Human Rights | Reporters Without Borders (RSF) | Audiocartoons | Publicis |

| **BRAZIL** |
| **CATEGORY** | **BRAND** | **TITLE** | **ENTRANT** |
| Civic & Social Education | Mobilize | Political Furniture | JWT |
| Civic & Social Education | Mobilize | Political Furniture | JWT |
| Philanthropic Appeals | Casa da Criança Santo Amaro | Whatsapp Storytellers | Mood |
## Civic & Social Education

### CANADA

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<td>Raise The Pride</td>
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<td>Help us trace them</td>
<td>TAM-TAM TBWA</td>
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<td>Zulu Alpha Kilo</td>
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<td>Blind Cane</td>
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<td>TSUNAMI</td>
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<td>The Voice Donor</td>
<td>Publicis Guangzhou</td>
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<td>HUMAN TRAFFIC SIGN</td>
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### RADIO

#### AUSTRALIA

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<td>LWP Property Group / Harmony Development</td>
<td>Harmony Birds</td>
<td>JWT Perth</td>
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<td>Beverages: Alcoholic</td>
<td>Diageo/Bundaberg Rum</td>
<td>Men Like us......</td>
<td>Leo Burnett Sydney</td>
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### Home Electronics & Audio-visual

- **Brand**: Samsung
- **Title**: S-Drive Radio
- **Entrant**: Leo Burnett Sydney

### Production Value

- **Brand**: Glee
- **Title**: Glee In Harmony
- **Entrant**: Network Ten

### Household Products & Services

- **Brand**: Allpest
- **Title**: We Don't Do Husbands
- **Entrant**: Southern Cross Austereo

### CANADA

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<td>Warm Up To Love Again</td>
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<td>Francine - Food preparations</td>
<td>The sound of recipe</td>
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<td>Household Products &amp; Services</td>
<td>Procter &amp; Gamble Service GmbH Duracell Germany</td>
<td>Don't let good toys go bad</td>
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### NORWAY

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