

2008 INTERNATIONAL ADVERTISING AWARDS

ART & TECHNIQUE WINNERS CREDITS

| | |
|----------------|----|
| Argentina..... | 01 |
| Australia..... | 01 |
| Austria..... | 01 |
| Canada..... | 01 |
| China..... | 01 |
| England..... | 01 |
| Finland..... | 02 |
| France..... | 02 |
| Germany..... | 02 |
| Hong Kong..... | 04 |
| Hungary..... | 04 |
| India..... | 04 |
| Italy..... | 04 |

**Abbott Mead Vickers BBDO
London England
Diageo/Guinness
"Tipping Point"**

**Grand Award
Art & Technique**

| | |
|-----------------------|----|
| Japan..... | 04 |
| Korea..... | 04 |
| New Zealand..... | 05 |
| The Netherlands..... | 05 |
| Northern Ireland..... | 05 |
| Peru..... | 05 |
| Singapore..... | 05 |
| South Africa..... | 05 |
| Spain..... | 05 |
| Sweden..... | 05 |
| Taiwan..... | 05 |
| USA..... | 05 |

ARGENTINA

Bit Animation + VFX; Buenos Aires Argentina

Finalist Certificate
Ford "Wind"
TV/Cinema: Computer Animation

AUSTRALIA

Filmgraphics Productions; Naremburn Australia

Finalist Certificate
Visa "Take Away"
TV/Cinema: Direction

Fin Design + Effects; Sydney Australia

Gold Trophy
Toyota "Born of the Earth"
TV/Cinema: Special Effects

Bronze Trophy
Herringbone "Henri's Hands"
TV/Cinema: Special Effects

Fuel VFX; Sydney, NSW Australia

Finalist Certificate
BMW "Hydrogen"
TV/Cinema: Computer Animation

Leo Burnett Sydney; Sydney Australia

Bronze Trophy
Bundaberg Rum "Only in Australia"
TV/Cinema: New Arrangements of Popular Themes

Finalist Certificate

Bundaberg Rum "Only in Australia"
TV/Cinema: Copywriting
TV/Cinema: Humor
McDonald's "See Things"
TV/Cinema: Computer Animation; Original Music
TV/Cinema: Special Effects

Plaza Films; Sydney Australia

Finalist Certificate
Thrifty Car Rentals "Birthday Girl"
TV/Cinema: Direction

Soma Films; Clovelly Australia

Finalist Certificate
Multiple Sclerosis Australia "Saboteur"
TV/Cinema: Cinematography

Song Zu; McMahon's Point Australia

Gold Trophy
Coca-Cola "Happy Mouth"
TV/Cinema: Sound Design

Finalist Certificate

Coca-Cola "Endless Summer"
TV/Cinema: Original Music

AUSTRIA

Jung von Matt AG Vienna; Vienna Austria

Gold Trophy
Austrian Airlines "Austrian Symphony"
TV/Cinema: Sound Design

CANADA

Dashboard; Toronto Canada

Finalist Certificate
Dairy Farmers of Canada "Get A Load of Milk"
Design: Art Direction

DDB Canada, Toronto; Toronto Canada

Bronze Trophy
Philps Canada "Gardening Tips"
Radio: Copywriting
Radio: Humor

CHINA

McCann Erickson Guangming Ltd.; Beijing China

Bronze Trophy
GuYueLongShan Old Wine "GuYueLongShan Old Wine"
Design: Art Direction

ENGLAND

Abbott Mead Vickers BBDO; London England

Gold Trophy
Choice FM "Kill The Gun"
TV/Cinema: Direction
TV/Cinema: Special Effects
Diageo/Guinness "Tipping Point"
TV/Cinema: Cinematography
Silver Trophy
Diageo/Guinness "Tipping Point"
TV/Cinema: Direction

Abbott Mead Vickers BBDO; London England (cont.)

Silver Trophy
TV/Cinema: Editing
TV/Cinema: Sound Design
Motorola "The Journey"
TV/Cinema: Cinematography

Bronze Trophy
Motorola "The Journey"
TV/Cinema: Direction

Finalist Certificate
Diageo/Guinness "Rugby"
TV/Cinema: Computer Animation

Mark Denton Design; London England

Finalist Certificate
The Creative Circle "The Creative Circle Call for Entries Brochure"
Design: Typography

McCann Erickson London; London England

Silver Trophy
American Airlines/ Business Class "USA To Z"
Design: Copywriting

Bronze Trophy
American Airlines "New York Minute"
TV/Cinema: Sound Design
TV/Cinema: Editing

American Airlines/Business Class
"The Red, The White and The Blue"
Design: Copywriting

American Airlines/Business Class "USA To Z"
Design: Typography

Heinz Tomato Ketchup "Sliced Bottle"
Outdoor: Art Direction

Finalist Certificate
American Airlines/Business Class "Solitary Refinement."
Design: Copywriting
Design: Typography

McCann Erickson Manchester; Manchester England

Silver Trophy
Durex "Sandwich"
TV/Cinema: Humor

The Chase; Manchester England

Gold Trophy
British Council "Africa UK"
Design: Typography

Viking FM; Hull England

Finalist Certificate
Drug Intervention Programme "Falling"
Radio: Copywriting

Williams Murray Hamm; London England

Finalist Certificate
Yes Please "Yes Please Soups"
Design: Illustration

FINLAND**Taivas; Helsinki Finland**

Bronze Trophy
Taivas Annual Book "Revelations"
Design: Art Direction

FRANCE**BETC Euro RSCG; Paris France**

Bronze Trophy
13eme Rue "Seven Deadly Sins"
Print: Illustration

Finalist Certificate
Petit Bateau "Pool"
Print: Photography
Petit Bateau "Picnic"
Print: Photography
Piper Heidsieck "Piper Heidsieck Rosé Sauvage by Viktor&Rolf"
Print: Art Direction

CLM BBDO; Boulogne Billancourt France

Finalist Certificate
Sagem MY 850 "X-Ray"
TV/Cinema: Computer Animation

GERMANY**.start GmbH; München Germany**

Finalist Certificate
Fressnapf Tiernahrungs GmbH "Whistles"
Radio: Use of Sound

argonauten G2 GmbH; Düsseldorf Germany

Silver Trophy
Fanta "Fanta Global Toolkit"
Interactive: Animation

BBDO Germany GmbH; Düsseldorf Germany

Finalist Certificate
Juicy Fruit Tropikiwi "Sweet Isn't Sweet Anymore"
Print: Illustration

BBDO Stuttgart GmbH; Stuttgart Germany

Bronze Trophy
Mercedes-Benz Trucks International "Strong Moments"
Design: Photography

Finalist Certificate
MTV Masters "MTV Masters - Ozzy"
Outdoor: Copywriting
Outdoor: Typography
Print: Typography

DDB Germany, Berlin; Berlin Germany

Gold Trophy
Berlitz Language School "Ken"
TV/Cinema: Copywriting
TV/Cinema: Humor
VW Golf "Schlämmer's Quest"
Interactive: Humor

Silver Trophy
Volkswagen Park Distance Control
"The Parking-Campaign - Golf"
Outdoor: Humor

Bronze Trophy
Berlitz Language School "Camelia"
TV/Cinema: Copywriting
TV/Cinema: Humor
Volkswagen "Dancing School"
TV/Cinema: Acting

Finalist Certificate
Berlitz Language School "Tights"
TV/Cinema: Humor
Deutsche Bahn "The DB Brand Atlas"
Design: Photography
IKEA Austria "Because It's Your Home"
TV/Cinema: Art Direction
TV/Cinema: Direction
Volkswagen Park Distance Control
"The Parking-Campaign - Touran"
Outdoor: Humor

DDB Germany/ Düsseldorf; Düsseldorf Germany

Finalist Certificate
Volkswagen Navigation Systems "Wrong Roads - Love"
Print: Copywriting

Euro RSCG Düsseldorf; Düsseldorf Germany

Finalist Certificate
Delvos "The Storm"
TV/Cinema: Humor

Grabarz & Partner Werbeagentur GmbH; Hamburg Germany

Finalist Certificate
Volkswagen AG "Fearless"
Print: Illustration

HEIMAT, Berlin; Berlin Germany

Silver Trophy

HORNBAACH Home Improvement Superstores "Finish It!"
TV/Cinema: Computer Animation

Finalist Certificate

HORNBAACH Home Improvement Superstores "Finish It!"
TV/Cinema: Art Direction
TV/Cinema: Cinematography
TV/Cinema: Direction
TV/Cinema: Editing
TV/Cinema: Original Music
TV/Cinema: Sound Design**Interone/BBDO ComLab; München Germany**

Gold Trophy

BMW Group "Go Head To Head. BMW PACE -
The Duel Mode."
Interactive: Animation

Bronze Trophy

BMW Group "MINI Clubman Webspecial"
Interactive: Animation

Finalist Certificate

BMW Group "Go Head To Head. BMW PACE -
The Duel Mode."
Design: Illustration**Jung von Matt AG Hamburg; Hamburg Germany**

Silver Trophy

Concerthall Dortmund "Symphony In Red"
TV/Cinema: Cel Animation
TV/Cinema: Art DirectionSmart "Smart - Gas can Blues"
TV/Cinema: Original Music

Finalist Certificate

Concerthall Dortmund "Outstanding Talents - Hell"
Outdoor: IllustrationConcerthall Dortmund "Outstanding Talents - God"
Outdoor: PhotographyConcerthall Dortmund "Outstanding Talents - Angel"
Outdoor: PhotographyConcerthall Dortmund "Symphony In Red"
TV/Cinema: Computer Animation
TV/Cinema: DirectionMercedes-Benz "Mercedes-Benz G-Class - Sandposter"
Outdoor: Illustration**Jung von Matt AG Stuttgart; Stuttgart Germany**

Finalist Certificate

Forest Stewardship Council "Tree Drawings/Larch"
Design: IllustrationForest Stewardship Council "Tree Drawings/Oak"
Design: IllustrationForest Stewardship Council "Tree Drawings/Pine"
Design: Illustration**JWT Frankfurt; Frankfurt Germany**

Finalist Certificate

CFD-Trading "Mr. & Mr. Cole , "Paul"
TV/Cinema: Cinematography**Kempertrautmann GmbH; Hamburg Germany**

Silver Trophy

Audi "Audi Corporate Video"
TV/Cinema: Special EffectsComedy Central "We Take It Serious, Hitler"
Print: Humor

Bronze Trophy

Audi "Audi Corporate Video"
TV/Cinema: Cinematography

Finalist Certificate

Audi A4 "In The Future"
TV/Cinema: Original MusicAudi AG "Audi Corporate Video"
TV/Cinema: Art DirectionAudi R8 "Warm-Up"
TV/Cinema: Art Direction; TV/Cinema: DirectionComedy Central "We Take It Serious, Banana"
Outdoor: Humor; Outdoor: Illustration
Print: HumorComedy Central "We Take It Serious, Hitler"
Outdoor: Illustration; Print: Illustration**KNSK Werbeagentur GmbH; Hamburg Germany**

Finalist Certificate

Evonik Industries AG "Evonik Film"
TV/Cinema: Cinematography**Kolle Rebbe Werbeagentur GmbH; Hamburg Germany**

Gold Trophy

iGoogle "Googlenauts"
Design: Illustration"Death's Messengers"
Design: Art Direction

Silver Trophy

"Death's Messengers"
Design: Illustration**Leo Burnett Frankfurt; Frankfurt Germany**

Finalist Certificate

Leo Burnett Frankfurt "Idea Notepad"
Design: Typography**MAB, Berlin; Berlin Germany**

Finalist Certificate

BMW 1 Series Coupé "Condensed Intensity - Hllywd"
TV/Cinema: Sound Design**Markenfilm GmbH & Co.KG; Wedel Germany**

Gold Trophy

BMW AG "Roads"
TV/Cinema: Computer Animation

Finalist Certificate

BMW AG "Roads"
TV/Cinema: Sound Design**Neue Digitale GmbH; Frankfurt/Main Germany**

Finalist Certificate

adidas Originals "adidas Originals Folded World"
Interactive: Animation**Nordpol+ Hamburg; Hamburg Germany**

Gold Trophy

ASICS "Origami"
TV/Cinema: Cel AnimationEpuron/German Ministry for the Environment
"Power of Wind"

TV/Cinema: Acting

Bronze Trophy

Epuron/German Ministry for the Environment
"Power of Wind"

TV/Cinema: Cinematography

Ogilvy Frankfurt; Frankfurt Germany

Gold Trophy

Malteser Ambulance Service "Malteser
Typo Crash Ad "Paraplegia"
Print: IllustrationMalteser Ambulance Service "Malteser
Typo Crash Ad "Skull Fracture"
Print: Typography

Silver Trophy

Malteser Ambulance Service "Malteser
Typo Crash - Poster "Crushed Spine"
Outdoor: TypographyMalteser Ambulance Service "Malteser
Typo Crash Ad "Crushed Spine"
Print: Illustration

Print: Typography

Bronze Trophy

German Rail (Deutsche Bahn) "Frozen Motor Starter"
Radio: Use of Sound

Finalist Certificate

Malteser Ambulance Service "Malteser
Typo Crash Banner"
Interactive: AnimationMalteser Ambulance Service "Malteser
Typo Crash - Poster Skull Fracture"
Outdoor: Illustration

Outdoor: Typography

Malteser Ambulance Service "Malteser
Typo Crash - Poster Paraplegia"
Outdoor: Typography"Book "Heaven or Hell"
Print: Illustration

Philipp und Keuntje GmbH; Hamburg Germany

Finalist Certificate

Amnesty International, Hamburg, Germany

"Chinese Characters"

Outdoor: Typography

Print: Typography

Automobili Lamborghini S.p.A. "Fighter"

TV/Cinema: Sound Design

Publicis Frankfurt; Frankfurt/Main Germany

Finalist Certificate

Renault Mégane Grandtour "Petrol Pumps"

TV/Cinema: Special Effects

Saatchi & Saatchi GmbH; Frankfurt Germany

Bronze Trophy

Main Taxi Frankfurt "The Piss Screen"

Interactive: Navigation

Scholz & Friends; Berlin Germany

Gold Trophy

jobsintown.de "The Wrong Working

Environment: Kiddy-Ride"

Outdoor: Art Direction

jobsintown.de "The Wrong Working

Environment: Jukebox"

Print: Art Direction

Silver Trophy

Cretacolor - Colored Pencils "Pencil-Paintings:

Portrait Man"

Outdoor: Illustration

jobsintown.de "Barber's Cape"

Design: Humor

Bronze Trophy

Cretacolor - Colored Pencils "Pencil-Paintings:

Portrait Man"

Print: Illustration

jobsintown.de "The Wrong Working

Environment: Ice-Cream Machine"

Print: Art Direction

Finalist Certificate

Bike Courier Service "Not Pretty, But Fast: Grit"

Print: Photography

Cretacolor - Colored Pencils "Pencil-Paintings:

Portrait Young Man"

Outdoor: Illustration

Federal State Baden-Wuerttemberg "Pop Academy"

TV/Cinema: Sound Design

jobsintown.de "The Wrong Working

Environment: Ice-Cream Machine"

Outdoor: Art Direction

jobsintown.de "The Wrong Working

Environment: Jukebox"

Outdoor: Art Direction

Naturkundemuseum Stuttgart "The Family Tree:

Malayan Tapir"

Print: Illustration

Scholz & Friends Identify; Berlin Germany

Silver Trophy

Federal Ministry of Education and Research

"The Humanities. The ABC Of Humankind."

Design: Typography

Bronze Trophy

Federal Ministry of Education and Research

"The Humanities. The ABC Of Humankind."

Outdoor: Typography

Serviceplan Munich/Hamburg; München Germany

Silver Trophy

Serviceplan Hamburg "Dedication"

Outdoor: Art Direction

Finalist Certificate

Serviceplan Hamburg "Dedication"

Outdoor: Typography

weissraum.de(sign)°; Hamburg Germany

Finalist Certificate

Random House "Tim Mälzer – Kochbuch"

Print: Art Direction

Y&R Germany; Frankfurt/Main Germany

Finalist Certificate

Frauennotruf Frankfurt "Voices"

TV/Cinema: Sound Design

Zum Kuckuck; Düsseldorf Germany

Bronze Trophy

Reisenthel "Product Browser"

Interactive: Navigation

HONG KONG**Leo Burnett Hong Kong; Quarry Bay, Hong Kong Hong Kong**

Finalist Certificate

Evergreen Travel "Family"

Outdoor: Art Direction

Touches Limited; Hong Kong Hong Kong

Bronze Trophy

Cathay Pacific Airway "Born To Move"

TV/Cinema: Editing

Finalist Certificate

Canon EOS 400D "My Point View"

TV/Cinema: Editing

HUNGARY**DDB; Budapest Hungary**

Finalist Certificate

Amnesty International "Make Noise"

Print: Photography

INDIA**JWT; Bangalore India**

Finalist Certificate

Nike "Nike Mean Streets"

TV/Cinema: Original Music

Leo Burnett India; Mumbai, Maharashtra India

Bronze Trophy

Getty Images "Shoot Out"

Print: Typography

Finalist Certificate

Getty Images "Shoot Out"

Design: Typography

Getty Images "Wrist Cut"

Design: Typography

Luxor Highlighters "Che"

Print: Copywriting

ITALY**Arnold Worldwide Italy; Milano Italy**

Finalist Certificate

Arnold Guerrilla "Voodoo Kit"

Design: Art Direction

JAPAN**ADK; Tokyo Japan**

Finalist Certificate

Corporate "Life"

Design: Illustration

JWT Japan/Tohokushinsha Film Corporation; Tokyo Japan

Finalist Certificate

Peace Hiroshima "No More"

TV/Cinema: Special Effects

Makibishi Inc.; Tokyo Japan

Silver Trophy

Makibishi Inc. "Makibishi Comic"

Interactive: Art Direction

KOREA**LG Ad; Seoul Korea**

Finalist Certificate

Korean Air "Flight in Mongolia"

TV/Cinema: Cinematography

THE NETHERLANDS

**Studio De Keuken/Dangerous Kitchen Music
Amsterdam The Netherlands**
Finalist Certificate
J&B Spain "J&B - Rabbit Man (Nightology)"
TV/Cinema: Original Music

NEW ZEALAND

Curious Film; Auckland New Zealand
Bronze Trophy
AMI "Keep on Smiling"
TV/Cinema: Art Direction
Finalist Certificate
AMI "Keep on Smiling"
TV/Cinema: Direction

NORTHERN IRELAND

Lyle Bailie International Limited; Belfast Northern Ireland
Bronze Trophy
Road Safety: Anti-Speeding "Mess"
TV/Cinema: Original Music

PERU

Tunche Films; Lima Peru
Finalist Certificate
Pilsen Callao "Superstitious"
TV/Cinema: Direction

SINGAPORE

Planet Ads & Design; Singapore Singapore
Finalist Certificate
Capitol Optical "Vision With Heart"
Design: Art Direction

Song Zu Singapore; Singapore Singapore
Finalist Certificate
Royal Salute "Archery"
TV/Cinema: Original Music

SOUTH AFRICA

Cross Colours; Johannesburg South Africa
Bronze Trophy
Floyd's 99 Barbershops "Opening Campaign"
Design: Illustration

**MetropolitanRepublic/The Jupiter Drawing Room
Johannesburg South Africa**
Silver Trophy
Mobile Telephone Network (MTN) "Clap"
TV/Cinema: Editing

**The Jupiter Drawing Room (South Africa)
Johannesburg South Africa**
Gold Trophy
Sasol "Questions"
TV/Cinema: Art Direction
Senokot "Captain's Log"
Radio: Copywriting

Finalist Certificate
Pioneer Foods - Nulaid Eggs "Eggsis of Evil - Kim"
Print: Art Direction
Sasol "Questions"
TV/Cinema: Copywriting

SPAIN

Aletrico International Advertising S.L.; Barcelona Spain
Finalist Certificate
SEAT S.A. "Zootrope"
TV/Cinema: Art Direction
SEAT S.A. "Who Owns Who"
TV/Cinema: Direction

Grey; Barcelona Spain
Silver Trophy
Pilot V Liquid Light Marker "History Of Light"
TV/Cinema: Sound Design

TBWA España; Madrid Spain
Silver Trophy
Sony Playstation "Umbilical cord"
Print: Art Direction
Bronze Trophy
Sony Playstation "Umbilical cord"
Print: Photography

Vitruvio Leo Burnett; Madrid Spain
Bronze Trophy
Orange "Boxhead Girl"
TV/Cinema: Direction
Finalist Certificate
DPSL Pest Control "Mouseless Site"
Interactive: Navigation
Orange "Static"
Radio: Use of Sound
Orange "Boxhead Girl"
TV/Cinema: Cinematography
TCM. Turner Classic Movies "Pulp Fiction"
TV/Cinema: Copywriting

SWEDEN

Lowe Brindfors; Stockholm Sweden
Silver Trophy
Stella Artois "Le Passage"
Interactive: Navigation
Bronze Trophy
Stella Artois "La Passge"
Interactive: Art Direction
Stella Artois "La Bouteille"
Interactive: Rich Media

TAIWAN

EuroRSCG Partnership (Taiwan) Ltd.; Taipei Taiwan
Finalist Certificate
MSN Messenger "Qwerty Keyboard"
Outdoor: Illustration

UNITED STATES

740 Sound Design; Santa Monica United States
Finalist Certificate
Gatorade "Stress Monster"
TV/Cinema: Sound Design

BBDO New York; New York United States
Gold Trophy
Havaianas "Frogs and Worms"
Outdoor: Illustration
Monster.com "Slots"
TV/Cinema: Cinematography

Silver Trophy
Monster.com "Legs"
TV/Cinema: Special Effects
Bronze Trophy
Havaianas "Butterfly"
Outdoor: Illustration
Monster.com "Legs"
TV/Cinema: Cinematography
Monster.com "Stork"
TV/Cinema: Special Effects
Pepsi/Mt. Dew AMP "Paperwork"
TV/Cinema: Computer Animation

Finalist Certificate
Havaianas "Library"
Interactive: Art Direction
Havaianas "Peacock"
Outdoor: Illustration
Havaianas "Fish"
Outdoor: Illustration
Havaianas "Jellyfish"
Outdoor: Illustration

BBDO New York; New York United States (cont.)

Finalist Certificate

Monster.com "Daybreak"
TV/Cinema: CinematographyMonster.com "Stork"
TV/Cinema: CinematographyMonster.com "Slots"
TV/Cinema: Special EffectsPepsi "Beachball"
TV/Cinema: CinematographyPepsi "Pinball"
TV/Cinema: Special Effects**BBDO West; San Francisco United States**

Finalist Certificate

Target "Clear Rhythm"
Radio: Use of Sound**Human; New York United States**

Gold Trophy

S.O.S. "S.O.S."
TV/Cinema: Original Music

Bronze Trophy

Coca-Cola "Happiness Factory 2"
TV/Cinema: Original Music**Leo Burnett Chicago; Chicago United States**

Silver Trophy

Department for Transport UK "Moment of Doubt"
TV/Cinema: Copywriting
TV/Cinema: ActingSidaction "Hourglass"
TV/Cinema: Cinematography

Finalist Certificate

Altoids "Australian Doubleback"
TV/Cinema: Humor
TV/Cinema: Special EffectsAltoids "Half Deer"
TV/Cinema: Humor
TV/Cinema: Special EffectsGay Week Festival/ Skeive Dager "Gay Week Festival"
TV/Cinema: Cel AnimationSidaction "Hourglass"
TV/Cinema: Sound Design
TV/Cinema: Special Effects**PS 260; New York United States**

Finalist Certificate

Levis "Change"
TV/Cinema: Editing**Publicis New York; New York United States**

Finalist Certificate

Citi Cards "Father and Son"
TV/Cinema: Cinematography**Red Car Chicago; Chicago United States**

Finalist Certificate

Gatorade "League Of Clutch"
TV/Cinema: Art Direction**Rex Edit; Venice United States**

Silver Trophy

Hewlett Packard "Michel Gondry"
TV/Cinema: Editing**rhinofx; New York United States**

Finalist Certificate

Dell XPS "Out With The Old"
TV/Cinema: Special Effects**RingSide Creative; Oak Park United States**

Finalist Certificate

"An Exceptional Comfort In Static"
TV/Cinema: Computer Animation