

# 2008 INTERNATIONAL ADVERTISING AWARDS

## MIXED MEDIA WINNERS CREDITS

**BBDO New York; New York United States  
HBO/Voyeur "Voyeur Integrated Campaign"**

**Grand Award: Mixed Media**

### AUSTRALIA

**Leo Burnett; Melbourne Australia  
Finalist Certificate**

Commuter Etiquette "Martin Merton - Commuter  
Etiquette Campaign"  
Recreational

**Leo Burnett Sydney; Sydney Australia**

Silver Trophy  
Earth Hour "Earth Hour"  
Environmental Issues

Finalist Certificate

McDonald's "Nameitburger"  
Foods

**Lowe & Rivet; The Rocks, Sydney Australia**

Silver Trophy  
MTV Networks Australia "Welcome Snoop Campaign"  
Broadcast Media Promo

**The Furnace; Sydney Australia**

Bronze Trophy  
Cadbury Schweppes: Solo "Solo Man Cans"  
Non-Alcoholic Beverages

### BELGIUM

**Duval Guillaume Brussels; Brussels Belgium**

Finalist Certificate  
Brailleliga "A Blind Call"  
Philanthropic Appeals

**TBWA/Brussels; Brussels Belgium**

Silver Trophy  
Eurostar "London Now Just Around the Corner"  
Transportation/Travel/Tourism

### CANADA

**DDB Canada, Toronto; Toronto Canada**

Finalist Certificate  
Subaru Canada "Subaru Impreza Integrated Campaign"  
Automobiles

**DraftFCB; Toronto Canada**

Gold Trophy  
Workers Safety & Insurance Board  
"Integrated Core Campaign"  
Civic/Social Education

### COSTA RICA

**JWT/Costa Rica; San Jose, La Uruca Costa Rica**

Bronze Trophy  
Nelka Rent a car "Nelka Case"  
Transportation/Travel/Tourism

### ENGLAND

**McCann Erickson London; London England**

Bronze Trophy  
Genworth Financial "Think It Possible"  
Financial Services

### FINLAND

**Bob Helsinki; Helsinki Finland**

Silver Trophy  
Federation Of The Brewing And Soft Drinks Industry  
"When You're Drunk You're a Jerk"  
Civic/Social Education

### FRANCE

**Publicis Conseil; Paris France**

Finalist Certificate  
Orange "Rugby Worldcup Zidane"  
Telecom Svcs

### GERMANY

**DDB Germany Hamburg/DDB Germany Berlin  
Hamburg Germany**

Finalist Certificate  
VW Golf Tour Edition "Schlämmers Quest"  
Automobiles

**Jung von Matt AG Stuttgart; Stuttgart Germany**

Finalist Certificate  
Sixt "Sixt Hip-Hop"  
Auto Parts/Services

**Kolle Rebbe Werbeagentur GmbH; Hamburg Germany**

Bronze Trophy  
Bionade "Bionade - The Official Drink of a Better World"  
Non-Alcoholic Beverages

**Nordpol+ Hamburg; Hamburg Germany**

Gold Trophy  
Dacia Logan MCV "Price Comparison"  
Automobiles

**Ogilvy Frankfurt; Frankfurt Germany**

Bronze Trophy  
Malteser Ambulance Service "Malteser  
Typo Crash Integrated Campaign"  
Civic/Social Education

**Rapp Collins Germany; Hamburg Germany**

Silver Trophy  
Hallenbad, Art & Culture at Schachtweg  
"From Swimming Baths to Arts Center"  
Civic/Social Education

**Scholz & Friends; Berlin Germany**

Gold Trophy  
jobsintown.de "The Wrong Working Environment Campaign"  
Professional Svcs

**Serviceplan Munich/Hamburg; München Germany**

Silver Trophy  
Serviceplan Advertising Agency "The Virtual Team"  
Corp Image/Info/Recruitment  
Finalist Certificate  
Tinnitus "Tinnitus"  
Healthcare

**Wunderman Germany; Frankfurt/Main Germany**

Finalist Certificate  
Wunderman Germany "Werbung zum Einschlafen"  
Professional Svcs

**ISRAEL****Baumann Ber Rivnay Saatchi & Saatchi; Ramat Gan Israel**

Bronze Trophy  
Eden - Natural Mineral Water "70%"  
Non-Alcoholic Beverages

**JAPAN****ADK; Tokyo Japan**

Finalist Certificate  
Match Clear "How To Clear Away Competing Carbonated Drinks"  
Non-Alcoholic Beverages

**Beacon Communications k.k.; Tokyo Japan**

Finalist Certificate  
Nike Japan "NIKE Bukatsu Campaign 2007"  
Apparel

**GT Tokyo; Tokyo Japan**

Bronze Trophy  
Walkman "Rec You"  
Personal Products

**McCann Erickson Japan Inc.; Tokyo Japan**

Bronze Trophy  
Tokyu Hands "Let's Make Ginza Together."  
Retail Store

**Pyramid Film Inc.; Tokyo Japan**

Finalist Certificate  
X-Trail "No Limit Project"  
Automobiles

**KOREA****Cheil Worldwide Inc.; Seoul Korea**

Silver Trophy  
VIPS "VIPS TV Coupon"  
Restaurants

**THE NETHERLANDS****Co Unlimited; Delft The Netherlands**

Finalist Certificate  
Reed Business "Make Name"  
Corp Image/Info/Recruitment

**SLOVAK REPUBLIC****Vaculik Advertising; Bratislava Slovak Republic**

Finalist Certificate  
Magna - Children At Risk "Last Minute"  
Philanthropic Appeals

**SPAIN****Contrapunto; Madrid Spain**

Finalist Certificate  
Amnistia Internacional "The Power Of Your Voice"  
Promo of Peace/Human Rights

**Vitruvio Leo Burnett; Madrid Spain**

Gold Trophy  
Caja de Canarias "It Sucks To Be Young"  
Financial Services

**Bronze Trophy**

Prodis Down's Syndrome Foundation "Let Us Do It"  
Civic/Social Education

**Finalist Certificate**

TCM, Turner Classic Movies  
"San Sebastián Film Festival" event"  
Broadcast Media Promo

**SWEDEN****Forsman & Bodenfors; Gothenburg Sweden**

Finalist Certificate  
Nationalencyklopedin "NE"  
Educational Institutions

**Lowé Brindfors; Stockholm Sweden**

Silver Trophy  
Stella Artois "Le Passage"  
Alcoholic Beverages

**SWITZERLAND****Spillmann/Felser/Leo Burnett; Zürich Switzerland**

Gold Trophy  
Migros-Genossenschafts-Bund "Migros Singles"  
Retail Store

**UNITED STATES****Arnold; Boston United States**

Bronze Trophy  
Truth "Whudafxup 2"  
Healthcare

**BBDO New York; New York United States**

Gold Trophy  
HBO/Voyeur "Voyeur Integrated Campaign"  
Broadcast Media Promo

**Silver Trophy**

Havaianas "US Integrated Campaign"  
Apparel

**Finalist Certificate**

eBay/half.com "Over-Studying Integrated Campaign"  
Retail Store

**DDB, Seattle; Seattle United States**

Finalist Certificate  
McDonald's of Western Washington "Piping Cold"  
Restaurants

**Echo Torre Lazur; East Hanover United States**

Finalist Certificate  
Ethicon Endo Surgery "Minimally Invasive Colon Surgery"  
Healthcare Products

**McCann Erickson New York; New York United States**

Finalist Certificate  
Nikon "Picturetown"  
Personal Products

**TracyLocke; Dallas United States**

Gold Trophy  
7-Eleven "D'oh Thank Heaven: Simpsons Kwik-E-Mart"  
Retail Store

