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> THE 2009 INNOVATIVE ADVERTISING AWARDS

> WINNERS INDEX v.2.0

>

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> **PAGE 3****GRAND WINNER**> **PAGE 4**

ARGENTINA
AUSTRALIA
AUSTRIA
BRAZIL
CANADA
CHINA
COLUMBIA
ENGLAND
FINLAND
FRANCE
GERMANY

table of contents

> **PAGE 5****GERMANY cont.**> **PAGE 6**

GERMANY cont.
GREECE
HONG KONG
HUNGARY
INDIA
ISRAEL
ITALY
JAPAN
MALAYSIA
NETHERLANDS
NEW ZEALAND
NORWAY
ROMANIA

> **PAGE 7**

SINGAPORE
SPAIN
SWEDEN
UNITED STATES

> **PAGE 8****UNITED STATES cont.**

CONGRATULATIONS TO THIS YEAR'S GRAND AWARD WINNER

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GOODBY, SILVERSTEIN & PARTNERS
SAN FRANCISCO, CA UNITED STATES

> **DORITOS “HOTEL 626”**

Confections/Snacks

>

>

ARGENTINA

Leo Burnett; Buenos Aires

Gold World Medal

Comite Internacional de la Cruz Roja
"Flooded Home"

Outdoor

Finalist Certificate

Comite Internacional de la Cruz Roja
"Melted Man"

Outdoor

AUSTRALIA

Colman Rasic Carrasco; East Sydney

Silver World Medal

MTV Exit Foundation "Different Lives"
Product Placement

Silver World Medal

MTV Exit Foundation "Different Lives"
Best Use of Alternative Media

Lowe & Rivet; The Rocks

Finalist Certificate

Socceroos "The Missing 'H'"
Street Teams

Finalist Certificate

Socceroos "The Missing 'H'"
Outdoor

AUSTRIA

Drafftcb Kobza Werbeagenur Ges.m.b.H.;

Vienna

Finalist Certificate

Sky Europe "Banknote"
Travel/Tourism

BRAZIL

Leo Burnett Brazil; São Paulo

Finalist Certificate

Tintas Coral "Brush"

Best Use of Alternative Media

CANADA

DDB Canada; Vancouver

Bronze World Medal

Agent Provocateur "Cheeky Copies"
Outdoor

Proximity Canada; Toronto

Finalist Certificate

Royal Bank of Canada (RBC)
"Crime Doesn't Pay" Campaign
Street Teams

CHINA

OgilvyOne Worldwide, Shanghai; Shanghai

Bronze World Medal

adidas "The Rook"
Advertising & Promotional

Finalist Certificate

adidas "The Rook"
Apparel

Finalist Certificate

adidas "The Rook"
Best Use of Rich Media

COLUMBIA

Leo Burnett; Bogota

Finalist Certificate

Red Cross Colombia "Linea Roja"
Educational/Non-Profit

ENGLAND

ABBOTT MEAD VICKERS BBDO; London

Gold World Medal

Draught Guinness "Tipping Point"
Beverages: Alcoholic

Finalist Certificate

Draught Guinness "Tipping Point"
Advertising & Promotional

AKQA Limited; London

Gold World Medal

Nike "Nike Photo ID"
Best Use of Alternative Media

Silver World Medal

Nike "Bootcamp"
Recreation/Sporting Goods

Silver World Medal

Nike "Bootcamp Mobile"

Beyond The Banner (interstitials, push
technology, etc)

Finalist Certificate

Nike Sportswear "Split Windrunner"
Indoor

FINLAND

hasan&partners; Helsinki

Finalist Certificate

IltaSanomat "News On The Wall"
Outdoor

Finalist Certificate

Kiinteistömaailma/ Real Estate Agency
"Bunny Style"
Business to Consumer

FRANCE

BETC Euro RSCG; Paris

Gold World Medal

eBay "The Ad Auction"
Best Use of Alternative Media

JWT Paris; Paris

Finalist Certificate

Nestle "kitkat ultimate break" Campaign
Confections/Snacks

GERMANY

ArgonautenG2; Berlin

Finalist Certificate

Volkswagen AG "Volkswagen Web Special
"Volkswagen 2028"
Automotive

DDB Berlin GmbH; Berlin

Finalist Certificate

Volkswagen AG "The Touring Washing
Machine"
Outdoor

DDB Germany/ Düsseldorf; Düsseldorf

Bronze World Medal

Pattex Clear Power Tap "Hovering Concrete
Poster"
Outdoor

Finalist Certificate

Polo BlueMotion "Bumper Cars"
Outdoor

DDB Germany, Hamburg; Hamburg

Bronze World Medal

Ikea Austria "Blinds"
Simple Banners (links only - no rich media)

Grabarz & Partner Werbeagentur GmbH; Hamburg

Silver World Medal

stern.de "Fast news"
Best Place-Based Media

Interone Worldwide; Munich

Finalist Certificate

BMW Group "MINI Clubman. The other
test-drive."

Alternative & Innovative Media

Finalist Certificate

BMW Group "MINI Clubman. The other
test-drive."

Best Use of Alternative Media

Jung von Matt AG; Hamburg

Bronze World Medal

SIXT "SIXT WIFI Guerilla Advertising"
Product Placement

Finalist Certificate

SIXT "SIXT WIFI Guerilla Advertising"
Motion/Mobile Marketing

Finalist Certificate

SIXT "SIXT WIFI Guerilla Advertising"
Best Place-Based Media

Finalist Certificate

Jung von Matt/next "Tagged in Motion"
Best Viral Advertising Campaign

Finalist Certificate

Jung von Matt/next "Tagged in Motion"
Educational/Non-Profit

Finalist Certificate

Jung von Matt/next "Tagged in Motion"
Indoor

Finalist Certificate

Bitburger Beer "Moving Box"
Outdoor

Finalist Certificate

Mercedes GLK "Mercedes GLK - Interactive
Music Video"

Best Use of Rich Media

Jung von Matt AG; Stuttgart**Silver World Medal**

Bosch "Get it Straight"

Interactive Tools (widgets, screensavers, etc.)

Bronze World Medal

Bosch "Get it Straight"

Portable Electronics

Finalist Certificate

OHROPAX "OHROPAX Sound Off Button"

Business to Consumer

Finalist Certificate

Recom "recom.de"

Best Homepage/Landing Page

Finalist Certificate

Sixt Car Rental "Sixt Hidden Messages"

Indoor

KreativeKonzeption* GmbH; Berlin**Bronze World Medal**

BMW AG / MINI "MINI Cooper 'Creative Use Of Space.'" Campaign

Best Integrated Campaign

Finalist Certificate

BMW AG / MINI "MINI Cooper 'Creative Use Of Space.'" Campaign

Automotive

Finalist Certificate

BMW AG / MINI "MINIspace.com"

Best Homepage/Landing Page

Leo Burnett GmbH; Frankfurt**Silver World Medal**

UNICEF "UNICEF Landmine Stickers" Campaign

Outdoor

Bronze World Medal

Tide "Longer Lasting Whites"

Outdoor

Finalist Certificate

UNICEF "UNICEF Anti-Landmines Table Soccer"

Best Use of Alternative Media

Finalist Certificate

Aer Lingus "Keyboard"

Indoor

Finalist Certificate

Fiat Professional "FIAT Ducato Trolley Shelter"

Outdoor

Lukas Lindemann Rosinski GmbH;**Hamburg****Silver World Medal**

Germanwings "Germanwings Wi-Fi Advertising"

Best Use of Alternative Media

Bronze World Medal

Germanwings "Germanwings Wi-Fi Advertising"

Motion/Mobile Marketing

MAB, Berlin; Berlin**Finalist Certificate**

BMW 7 Series "Hourglass"

Best Place-Based Media

Nordpol+Hamburg; Hamburg**Bronze World Medal**

AK Vorratsdatenspeicherung "Open Trace"

Best Consumer-Targeted Website

Bronze World Medal

AK Vorratsdatenspeicherung "Open Trace"

Educational/Non-Profit

Finalist Certificate

AK Vorratsdatenspeicherung "Open Trace"

Best Viral Advertising Campaign

Finalist Certificate

AK Vorratsdatenspeicherung "Open Trace"

Simple Banners (links only - no rich media)

Ogilvy, Frankfurt; Frankfurt/Main**Bronze World Medal**

DHL "DHL Send-to-a-friend"

Business to Consumer

Bronze World Medal

DHL "DHL Send-to-a-friend"

Pop-up/under Advertisements

Finalist Certificate

Sony Computer Entertainment GmbH

"PlayStation Portable: 'WipEout pulsepilot'"

Best Advergame

Finalist Certificate

Sony Computer Entertainment GmbH

"PlayStation Portable: 'WipEout pulsepilot'"

Business to Consumer

Finalist Certificate

Sony Computer Entertainment GmbH

"PlayStation Portable: 'WipEout pulsepilot'"

Interactive Tools (widgets, screensavers, etc.)

SAATCHI & SAATCHI GmbH; Frankfurt**Bronze World Medal**

Main Taxi Frankfurt "The Piss Screen"

Advertising & Promotional

Finalist Certificate

Main Taxi Frankfurt "The Piss Screen"

Bluetooth Advertising

Finalist Certificate

Main Taxi Frankfurt "The Piss Screen"

Outdoor

Finalist Certificate

Amnesty International "The Trojan Girl"

Interactive Broadcast/Streaming

Advertisements

Finalist Certificate

Schirn Kunsthalle Frankfurt "The Trip goes

On II Screensaver"

Interactive Tools (widgets, screensavers, etc.)

Sassenbach Advertising; Munich**Finalist Certificate**

MINI "CERN Cam"

Advertising & Promotional

Scholz & Friends; Berlin**Silver World Medal**

jobstintown.de "Screensaver"

Best Viral Advertising Campaign

Silver World Medal

jobstintown.de "Screensaver-Spot"

Advertising & Promotional

Bronze World Medal

Ravensburger Puzzle

"The Giant Puzzle" Campaign

Best Place-Based Media

Finalist Certificate

Computer Game Museum Berlin

"Pac Man Bicycle"

Street Teams

Finalist Certificate

jobstintown.de "The Wrong Working

Environment - Ice-Cream Machine"

Best Art Direction/Design

Finalist Certificate

jobstintown.de "The Wrong Working

Environment - Ice-Cream Machine"

Best Place-Based Media

Finalist Certificate

jobstintown.de "The Wrong Working

Environment - Ice-Cream Machine"

Outdoor

Finalist Certificate

jobstintown.de "The Wrong Working

Environment - Jukebox"

Best Art Direction/Design

Scholz & Friends Interactive; Berlin**Finalist Certificate**

Berlin Philharmonic Orchestra

"Cello Challenge"

Advertising & Promotional

Finalist Certificate

Berlin Philharmonic Orchestra

"Cello Challenge"

Best Use of Music/Sound

Serviceplan München/Hamburg; Munich**Silver World Medal**

MTV Europe Music Awards sponsored by Sony

Ericsson International AB

"Graffiti Projections MTV Awards"

Event/Nightlife Mktg

Bronze World Medal

MTV Europe Music Awards sponsored by Sony

Ericsson International AB

"Graffiti Projections MTV Awards"

Best Place-Based Media

Bronze World Medal

MTV Europe Music Awards sponsored by Sony

Ericsson International AB

"Graffiti Projections MTV Awards"

Outdoor

Bronze World Medal

Expedia.de "Weather-Channel-Guerilla"

Outdoor

Finalist Certificate

Unicef ProAging Water, Skin Care,

Soap, Serum "ProAging Webspecial"

Medical/Pharmaceutical

Szygy AG; Bad Homburg**Finalist Certificate**

Mercedes-Benz Viano "A web wide world for Mercedes-Benz and Disney"

Best Consumer-Targeted Website

Finalist Certificate

Mercedes-Benz Viano "A web wide world for Mercedes-Benz and Disney"

Best Design

Finalist Certificate

Mercedes-Benz Viano "A web wide world for Mercedes-Benz and Disney"
Best Use of Music/Sound

Finalist Certificate

Mercedes-Benz Viano "Bird of Prey"
Best Use of Rich Media

TBWA Germany; Berlin**Silver World Medal**

adidas Football "Impossible Goalkeeper"
Outdoor

Bronze World Medal

adidas Football "Impossible Goalkeeper"
Best Place-Based Media

Bronze World Medal

adidas Football "Impossible Goalkeeper"
Recreation/Sporting Goods

Finalist Certificate

adidas Football "Impossible Huddle"
Best Place-Based Media

Finalist Certificate

adidas Football "Impossible Huddle"
Outdoor

Finalist Certificate

ABSOLUT VODKA "In an Absolut World - Scratching"

Best Place-Based Media

Webguerillas; München**Finalist Certificate**

MINI "Xtreme Catapulting"
Advertising & Promotional

GREECE**OgilvyOne Worldwide, Athens; Gerakas****Finalist Certificate**

Lacta "Love at First Site"
Confections/Snacks

HONG KONG**e-Crusade Marketing Co. Ltd.; Hong Kong****Finalist Certificate**

Nike Hong Kong Ltd. "Nike 10K 2008"
Recreation/Sporting Goods

McCann-Erickson (HK) Ltd.; Causeway Bay**Finalist Certificate**

Cathay Pacific Airways "Olympus"
Best Integrated Campaign

MRM Worldwide - Hong Kong; Causeway Bay**Finalist Certificate**

Intel vPro technology and Intel Centrino with vPro technology "Intel Silicon Commander"
Business to Business

HUNGARY**Leo Burnett; Budapest****Finalist Certificate**

Coke Zero "Foosball"
Outdoor

INDIA**Leo Burnett; Mumbai****Finalist Certificate**

Tide "Tomato"
Best Place-Based Media

ISRAEL**Shimoni Finkelstein DRAFTFCB; Tel Aviv****Finalist Certificate**

Burger King "The Picture You Never Took"
Indoor

ITALY**RMG Connect; Milan****Finalist Certificate**

Kamaproject "Kamaproject"
Best Integrated Campaign

JAPAN**Business Architects Inc.; Tokyo****Finalist Certificate**

iTV Co., Ltd. "Kotonohagusa - Japanese lifestyle with traditional 24 seasons"
Best Design

IMG SRC, Inc.; Tokyo**Finalist Certificate**

web plamo "web plamo - aircraft"
Best Consumer-Targeted Website

McCann-Erickson Japan Inc.; Tokyo**Gold World Medal**

The Eco Zoo "The Eco Zoo"
Best Design

Finalist Certificate

The Eco Zoo "The Eco Zoo"
Educational

Finalist Certificate

TOKYU HANDS "Mushi Battle Project"
Event/Nightlife Mktg

Finalist Certificate

TOKYU HANDS "Mushi Battle Project"
Retail

NON-GRID Inc.; Tokyo**Bronze World Medal**

Diesel Japan "Interactive Mirror"
Interactive Tools (widgets, screensavers, etc.)

MALAYSIA**Xm Malaysia; Kuala Lumpur****Finalist Certificate**

Higgs.Asia "Looking for Mr. Big Idea"
Professional Services

NETHERLANDS**Creatiefteam.nl; Amsterdam****Finalist Certificate**

DHL Express "DHL Box"
Best Use of Alternative Media

Euro RSCG 4D Amsterdam; Amstelveen**Finalist Certificate**

Carte Noire "The Coffee Named Desire"
Best Use of Music/Sound

Finalist Certificate

Carte Noire "The Coffee Named Desire"
Beverages: Non-Alcoholic

Finalist Certificate

Volvo V70, XC70, XC90 Ocean Race Editions
"RUSH - An Interactive Adventure"
Automotive

Redurban; Amsterdam**Finalist Certificate**

Windows Live Messenger "Your Friends Go Where You Go" Campaign
Telecommunications

Tribal DDB Amsterdam; Amstelveen**Finalist Certificate**

Philips "Philips GoGear"
Portable Electronics

NEW ZEALAND**AIM Proximity; Auckland****Bronze World Medal**

Air New Zealand "Grab A Plane"
Travel/Tourism

Publicis Mojo; Auckland**Finalist Certificate**

Speight's "Speight's Great Beer Delivery"
Best Use of Alternative Media

NORWAY**MediaFront AS; Oslo****Gold World Medal**

SOL "SOL Comments"
Media Promotion

Gold World Medal

SOL "SOL Comments"
Simple Banners (links only - no rich media)

ROMANIA**Leo Burnett Group; Bucharest****Finalist Certificate**

Romanian Natural History Museum "Grigore Antipa" "The Dinosaur Exhibition Campaign"
Educational/Non-Profit

Finalist Certificate

Romanian Natural History Museum "Grigore Antipa" "The Dinosaur Exhibition Campaign"
Word of Mouth/Buzz

SINGAPORE

InterContinental Hotels Group (IHG); Singapore

Finalist Certificate

ANA Crowne Plaza Hotels & Resorts "Bed on the Wall" Campaign
Travel/Tourism

Kinetic Interactive Singapore; Singapore

Silver World Medal

Sour Sally Frozen Yogurt "Hello Sour Sally"
Best Design

Finalist Certificate

Sour Sally Frozen Yogurt "Hello Sour Sally"
Foods

SPAIN

TBWA España; Madrid

Finalist Certificate

ABSOLUT VODKA "Barcelona on Bike"
Campaign
Indoor

SWEDEN

AD&D; Stockholm

Finalist Certificate

Diesel Sweden "Diesel Genes of Sweden"
Apparel

Akestam Holst; Stockholm

Finalist Certificate

Intimate Products "Miss Fiffi"
Best Viral Advertising Campaign

Finalist Certificate

RFSU "Miss Fiffi" Campaign
Online Advertising Campaign

Finalist Certificate

RFSU "Miss Fiffi"
Cosmetics/Toiletries

Finalist Certificate

RFSU "Take The Pussy Poll"

Rich Media Banners

Finalist Certificate

Viking Line "DanceMatch"
Entertainment Promotion

Finalist Certificate

Viking Line "DanceMatch"
Best Consumer-Targeted Website

Finalist Certificate

Viking Line "DanceMatch"
Travel/Tourism

Forsman & Bodenfors; Gothenburg

Gold World Medal

IKEA "Come into the closet. Let's Dance."
Best Use of Music/Sound

Gold World Medal

IKEA "Come into the closet. Let's Dance."
Household Appliances/Furnishings

Silver World Medal

Swedish Radio "Matchmaker"
Best Use of Music/Sound

Bronze World Medal

Swedish Radio "Matchmaker"
Media Promotion

Bronze World Medal

Amf Pension "MMS"
Banking/Financial Services/Insurance

Finalist Certificate

Amf Pension "MMS"
Best Use of Alternative Media

Finalist Certificate

Tele2 "Ted"
Telecommunications

Finalist Certificate

Volvo "Design your own eco-car"
Automotive

From Stockholm With Love; Gothenburg

Finalist Certificate

Solo Super "Thirst Hurts"
Beverages: Non-Alcoholic

Lowé Brindfors; Gothenburg

Silver World Medal

Saab Automobile "The Turbo Gene Test"
Best Design

Bronze World Medal

Folkoperan Opera House "Zarah"
Indoor

Finalist Certificate

Saab Automobile "The Turbo Gene Test"
Best Consumer-Targeted Website

Finalist Certificate

Folkoperan Opera House "Friskyttén"
Best Advergame

Scholz & Friends Stockholm; Stockholm

Finalist Certificate

Metro and Aftonbladet / The D2D ad package
"Dawn till Dusk"

Professional Services

Finalist Certificate

Nike Football "A Glimpse of Zlatan"
Best Use of Alternative Media

Finalist Certificate

Nike Football "A Glimpse of Zlatan"
Best Integrated Campaign

Finalist Certificate

Nike Football "A Glimpse of Zlatan"
Apparel

Finalist Certificate

Nike Running "The Midnight Race"
Apparel

UNITED STATES

Arnold; Boston, MA

Finalist Certificate

Southern Comfort "Interactive Music Experience"

Best Use of Alternative Media

BBD0 New York; New York, NY

Finalist Certificate

The Economist "Peace"
Indoor

Finalist Certificate

GE "Refrigerator/Elevator"
Best Place-Based Media

Finalist Certificate

Motorola "Cityscape" Campaign
Best Business-to-Business Website

Finalist Certificate

Pepsi/AMP Energy Drink "Walk of No Shame"
Beverages: Non-Alcoholic

BBD0 West; San Francisco, CA

Silver World Medal

San Francisco Zoo "Critter Quest" Campaign
Best Integrated Campaign

Big Spaceship, LLC; Brooklyn, NY

Finalist Certificate

Corona Beer "The Corona Beach"
Beverages: Alcoholic

DDB San Francisco; San Francisco, CA

Gold World Medal

Green Works "The Reverse Graffiti project"
Campaign

Best Place-Based Media

Gold World Medal

Green Works "The Reverse Graffiti project"
Campaign

Legal Graffiti/Murals

Silver World Medal

Green Works "The Reverse Graffiti project"
Advertising & Promotional

Silver World Medal

Green Works "The Reverse Graffiti project"
Campaign
Outdoor

Draftfcb; New York, NY

Finalist Certificate

City Harvest "Lunch Tray"
Educational/Non-Profit

Finalist Certificate

Starbucks Coffee at Home "Starbucks Chalkboard"
Foods

Element79; Chicago, IL

Silver World Medal

Tostitos Nolah "Nolah Website"
Best Microsite

Bronze World Medal

Nolah "Nolah Website"
Foods

Bronze World Medal

Tostitos Nolah "Nolah Website"
Best Consumer-Targeted Website

Bronze World Medal

Tostitos Nolah "Nolah Website"
Best Viral Advertising Campaign

Finalist Certificate

Gatorade Tiger "Gatorade Tiger Moonshot Challenge Website"

Best Advergame

G2 interactive; New York, NY

Finalist Certificate

M&MS "HalloweenMillion.com"
Advertising & Promotional

Finalist Certificate

M&MS "Inner (M) Orientation"
Online Advertising Campaign

**Goodby, Silverstein & Partners;
San Francisco, CA**

Grand Award Winner

Doritos *"Hotel 626"*

Confections/Snacks

Gold World Medal

Milk *"GotMilk.com"*

Beverages: Non-Alcoholic

Gold World Medal

Nintendo Wii *"Wario Land Shake It!"*

Advertising & Promotional

Gold World Medal

Nintendo Wii *"Wario Land Shake It!"*

Beyond The Banner (interstitials, push technology, etc)

Gold World Medal

Sprint *"Sprint Now"*

Business to Consumer

Bronze World Medal

Milk *"White Gold Interactive Campaign"*

Online Advertising Campaign

Bronze World Medal

Milk *"White Gold Site"*

Beverages: Non-Alcoholic

Finalist Certificate

Adobe *"Cards"*

Best Use of Rich Media

Finalist Certificate

Cheetos *"The Orange Underground"*

Confections/Snacks

Finalist Certificate

Haagen Dazs *"Help The Honey Bees"*

Confections/Snacks

Finalist Certificate

Hyundai *"Genesis Launch Website"*

Automotive

Finalist Certificate

Hyundai *"Imagine--Elantra ESC"*

Interactive Broadcast/Streaming

Advertisements

Finalist Certificate

Sprint *"Get Work Done Now"*

Telecommunications

Luckie & Company; Birmingham, AL

Finalist Certificate

Asheville, NC, Tourism *"Five Day Weekend"*

Travel/Tourism

Syrup; New York, NY

Finalist Certificate

Harajuku Lovers *"Harajuku Lovers Fragrance"*

Cosmetics/Toiletries

Tribal DDB; New York, NY

Finalist Certificate

Philips Norelco Bodygroom *"The Bodygroom*

Manologues"

Best Consumer-Targeted Website

Finalist Certificate

Philips Norelco Bodygroom *"The Bodygroom*

Manologues"

Portable Electronics

Tribal DDB Miami; Coral Gables, FL

Finalist Certificate

TOYOTA HILUX *"Vacation"*

Automotive