

EPICA WINNERS 2007

CAT 01

FILM

04089 DK LoweFriends Felix ketchup, "Top Down" GOLD

Description:

Dad argues that the label has been put upside down, he thinks he has worked it out, but still he thinks - the label must have been put upside down

Brief explanation:

Dad argues that the label has been put upside down, he thinks he has worked it out, but still he thinks - the label must have been put upside down.

Agency (& City): LoweFriends Copenhagen

Creative Director(s): Hans-Henrik Langevad

Copywriter(s): Kim Juul Andersen

Art Director(s): Kim Juul Andersen

Production Company (& City): Studio 24, Stockholm

Film Director(s): Roy Andersson/Stig Åke Nilsson

Production Company Producer(s): Pernilla Sandström

Agency Producer(s): Julie Moelsgaard

PRINT

03923 IL Shalmor Avnon Amichay/Y&R Ketchup Heinz, "Diner" GOLD

Description:

Food

Brief explanation:

People who love Heinz hot ketchup just "can't eat without it". They're willing to endure any consequences, even unpleasant sweating.

Agency (& City): Shalmor Avnon Amichay/ Y&R/ Tel Aviv

Creative Director(s): Gideon Amichay, Tzur Golan

Copywriter(s): Yariv Twig

Art Director(s): Yariv Twig

Photographer(s): Yoram Aschheim

Other(s): Adam Polachek

CAT 02

FILM

00263 GB Fallon London Cadburys Dairy Milk, "Gorilla" GOLD

Brief explanation:

We hear 'In the air tonight' by Phil Collins as we realize we're in front of a calmly looking gorilla.

'I've been waiting for this moment for all of my life...'

The ape stretches its neck like heavyweight boxer would do before a fight.

He's sitting in front of a massive drum kit as the best drum fill of the history of rock is coming. The Gorilla knows this.

He smashes the drums phenomenally - feeling every beat.

The camera leaves the ape and his drum. United, the way they are meant to be.

A Glass and a Half Full Production

Agency (& City): Fallon London

Creative Director(s): Juan Cabral // Executive Creative Director: Richard Flintham

Copywriter(s): Juan Cabral

Art Director(s): Juan Cabral

Production Company (& City): BLink Productions

Film Director(s): Juan Cabral

Production Company Producer(s): Matthew Fone

Agency Producer(s): Nicky Barnes

PRINT

03947 BE Duval Guillaume Brussels Topps Bazooka, "Airbag" GOLD

Description:

Chewing gum

Agency (& City): Duval Guillaume Brussels

Creative Director(s): Katrien Bottez, Peter Ampe

Copywriter(s): Raoul Maris

Art Director(s): Christian Loos

Photographer(s): Marcel Veelo

Other(s): Account: Matthias Dubois

CAT 03

PRINT

01464 CH Publicis

Emmentaler AOC, "Holes"

GOLD

Description:

Swiss Cheese

Brief explanation:

NYF07

Real Holes.

Emmentaler ("Swiss") Cheese is world famous with its large holes. But only the cheese made in the Swiss Emmental region is the real thing. The poster campaign was meant to underscore the genuineness of Emmentaler and distinguish the original from the many counterfeits, in punching out on posters and billboards real holes.

Agency (& City): Swiss Publicis Zurich

Creative Director(s): Markus Gut

Copywriter(s): Roy Spring

Art Director(s): Viviana Chiosi

CAT 04

FILM

05327

GB

Abbott Mead Vickers BBDO

Guinness, "Tipping Point"

GOLD

PRINT

05267

TR

DDB&CO

Doluca Wines, "vodka glass"

GOLD

(1/3) Vodka glass

Agency (& City): DDB&Co.

Creative Director(s): Karpal Polat

Copywriter(s): Karpal Polat

Art Director(s): Ali Bati, Burak Kunduracioglu

(2/3) Whisky Glass

Agency (& City): DDB&Co.

Creative Director(s): Karpal Polat

Copywriter(s): Karpal Polat

Art Director(s): Ali Bati, Burak Kunduracioglu

Photographer(s): Gokce Erenmemisoglu

(3/3) Beer glass

Agency (& City): DDB&Co.

Creative Director(s): Karpal Polat

Copywriter(s): Karpal Polat

Art Director(s): Ali Bati, Burak Kunduracioglu

Photographer(s): Gokce Erenmemisoglu

CAT 05

FILM

01939

DK

& Co.

Cafe Noir, "Do you think this is black?"

GOLD

Description:
Cafe Noir coffee

(1/2) Rabbit
Agency (& City): & Co.
Creative Director(s): Robert Cerkez
Copywriter(s): Petre Hansen
Art Director(s): Robert Cerkez
Production Company (& City): Bacon Copenhagen
Film Director(s): Martin Werner
Production Company Producer(s): Charlie Gaugler

PRINT

03041 DE BBDO Duesseldorf Pepsi, "Dare for More" GOLD

(1/3) Boarder
Agency (& City): BBDO Germany GmbH, Duesseldorf
Creative Director(s): Veikko Hille, Sebastian Hardieck, Toygar Bazarkaya
Copywriter(s): Christopher Neumann
Art Director(s): Michael Plueckhahn
Other(s): Art Buying: Birgit Paulat; Production company: Stefan Kranefeld Imaging; Account Executives: Heike Flottmann, Annika Lauhoefer

(2/3) Surfer
Agency (& City): BBDO Germany GmbH, Duesseldorf
Creative Director(s): Veikko Hille, Sebastian Hardieck, Toygar Bazarkaya
Copywriter(s): Christopher Neumann
Art Director(s): Michael Plueckhahn
Other(s): Art Buying: Birgit Paulat; Production company: Stefan Kranefeld Imaging; Account Executives: Heike Flottmann, Annika Lauhoefer

(3/3) Climber
Agency (& City): BBDO Germany GmbH, Duesseldorf
Creative Director(s): Veikko Hille, Sebastian Hardieck, Toygar Bazarkaya
Copywriter(s): Christopher Neumann
Art Director(s): Michael Plueckhahn
Other(s): Art Buying: Birgit Paulat; Production company: Stefan Kranefeld Imaging; Account Executives: Heike Flottmann, Annika Lauhoefer

CAT 06

FILM

00504 NO DDB Oslo TELENOR AS, "The Essay" GOLD

Description:

Telecommunication (3G)

Brief explanation:

A 10 year old girl recites her essay on the future to her teacher. Then to the principle, then a doctor and finally a psychiatrist. Her parents are very concerned.

Agency (& City): DDB Oslo

Copywriter(s): Eirik Hovland

Art Director(s): Morten Varhaug

Production Company (& City): Komet Film as

Film Director(s): Jens Lien

Production Company Producer(s): Jørgen Mjelva

Agency Producer(s): Cyril Boije

Other(s): Cameraman: Hallvard Bræin, Editor: Torkjeiel Gjøv, Sound arrangement: Lydhodene, Post: Fragments.

PRINT

04786 DE Kolle Rebbe Werbeagentur Google Earth, "Changing Perspectives" GOLD

Description:

Brief explanation:

(1/3) Moscow
Agency (& City): Kolle Rebbe Werbeagentur GmbH
Creative Director(s): Lorenz Ritter/ Sven Klohk
Copywriter(s): Constantin Sossidi
Art Director(s): Kay-Owe Tiedemann
Illustrator(s): Kay-Owe Tiedemann
Other(s): Final Art work: Sebastian Arends/ Productioner: Finn Gnoycke

(2/3) Hollywood
Agency (& City): Kolle Rebbe Werbeagentur GmbH
Creative Director(s): Lorenz Ritter/ Sven Klohk
Copywriter(s): Constantin Sossidi
Art Director(s): Kay-Owe Tiedemann
Illustrator(s): Kay-Owe Tiedemann
Other(s): Final Art work: Sebastian Arends/ Productioner: Finn Gnoycke

(3/3) Switzerland
Agency (& City): Kolle Rebbe Werbeagentur GmbH
Creative Director(s): Lorenz Ritter/ Sven Klohk
Copywriter(s): Constantin Sossidi
Art Director(s): Kay-Owe Tiedemann
Illustrator(s): Kay-Owe Tiedemann
Other(s): Final Art work: Sebastian Arends/ Productioner: Finn Gnoycke

CAT 07

FILM

00154	NL	DDB Amsterdam	Nederlandse Spoorwegen/ Dutch Railway, "New Timetable"	GOLD
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Description:

Dutch Railway

Brief explanation:

In December the new timetable will take effect. This means the Dutch Railways will change a lot in traveller's rituals. On their way and getting up or coming home.

Agency (& City): DDB Amsterdam
Creative Director(s): Sanne Braam, Sikko Gerkema
Copywriter(s): Daniël Snelders
Art Director(s): Niels de Wit, Robert van der Lans
Production Company (& City): Bäst
Film Director(s): Daan Hocks
Production Company Producer(s): Menno Koop
Agency Producer(s): Marco van Prooijen
Other(s): D.O.P. Jeroen de Bruin

PRINT

04119	SE	King, Stockholm	SJ, "Environmental impact"	GOLD
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Description:

National Rail

Brief explanation:

This ad is part of a long-running campaign focusing on the environment. The ad is specially made for stapled magazines. Note the example of magazine execution underneath the ad. To discover the solution with the railway, you really have to open the spread.

Agency (& City): King
Creative Director(s): Frank Hollingworth
Copywriter(s): Niclas Carlsson
Art Director(s): Josephine Wallin / Tommy Carlsson

CAT 08

FILM

00308	CH	walker	Fleurop Interflora, "Anniversary"	GOLD
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Description:

Flower Delivery Service

Brief explanation:

Flowers are the greatest gift, when they come as a surprise. With their brand campaign Fleurop Interflora follows this fact by surprising their target group again and again.
With Fleurop Interflora you can order flowers well in advance. An invitation to surprise someone on a specific date many years to come.

Agency (& City): walker, Zurich

Creative Director(s): Pius Walker

Copywriter(s): Pius Walker

Production Company (& City): Paul Weiland Film Company, London

Film Director(s): Anthony Minghella

Production Company Producer(s): Mary Francis

Other(s): Music Composer: Gabriel Yared

PRINT

04748	GB	DDB London	Harvey Nichols, "Catfight"	GOLD
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(1/3) Samurai Catfight

Agency (& City): DDB London

Creative Director(s): Adam Tucker / Justin Tindall

Copywriter(s): Jonathan John

Art Director(s): David Mackersey

Photographer(s): Tim Flach

Other(s): Art Buyer - Daniel Moorey

(2/3) Baseball Catfight

Agency (& City): DDB London

Creative Director(s): Adam Tucker / Justin Tindall

Copywriter(s): Jonathan John

Art Director(s): David Mackersey

Photographer(s): Tim Flach

Other(s): Art Buyer - Daniel Moorey

(3/3) Karate Catfight

Agency (& City): DDB London

Creative Director(s): Adam Tucker / Justin Tindall

Copywriter(s): Jonathan John

Art Director(s): David Mackersey

Photographer(s): Tim Flach

Other(s): Art Buyer - Daniel Moorey

CAT 09

FILM

00453	NL	DDB Amsterdam	Centraal Beheer Achmea, "Ambulance"	GOLD
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Brief explanation:

Two Finnish paramedics are very excited to drive their new high tech ambulance. One of the modern electronic devices turns a simple routine job into a painful misunderstanding.

Agency (& City): DDB Amsterdam

Creative Director(s): Martin Cornelissen

Copywriter(s): Daniël Snelders

Art Director(s): Niels de Wit

Production Company (& City): Stink London

Film Director(s): Ivan Zacharias

Production Company Producer(s): Nick Landon

Agency Producer(s): Vanessa Janssen

Other(s): D.O.P. Jan Velicky

PRINT

04131	SE	ANR.BBDO	Folksam, "Hairy Baby Girls"	GOLD
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Description:

Insurance

Brief explanation:

As Sweden's largest insurer, Folksam uses its power to influence the equality in corporate top management. By being a client at Folksam, one is automatically a part of this.

(1/3) William

Agency (& City): ANR.BBDO

Copywriter(s): Olle Nordell

Art Director(s): Andreas Lonn, Marcus Goransson

Photographer(s): Alexander Crispin

Other(s): Jonas Bauer, Christina Rudling

(2/3) Michael

Agency (& City): ANR.BBDO

Copywriter(s): Olle Nordell

Art Director(s): Andreas Lonn, Marcus Goransson

Photographer(s): Alexander Crispin

Other(s): Jonas Bauer, Christina Rudling

(3/3) David

Agency (& City): ANR.BBDO

Copywriter(s): Olle Nordell

Art Director(s): Andreas Lonn, Marcus Goransson

Photographer(s): Alexander Crispin

Other(s): Jonas Bauer, Christina Rudling

CAT 10

FILM

04617	FR	TBWA/Paris	Human Rights Awareness, "Signatures"	GOLD
		Agency (& City): TBWA/Paris		
		Creative Director(s): Erik Vervroegen		
		Copywriter(s): Stephane Gaubert, Stephanie Thomasson		
		Art Director(s): Stephanie Thomasson, Stephane Gaubert		

PRINT

05287	DE	Kolle Rebbe Werbeagentur	Misereor Charity, "War orphans"	GOLD
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Description:

To raise awareness about the topic of war orphans

Brief explanation:

Misereor wants to raise awareness about the topic of war orphans by means of intelligent as well as shocking treatment of the subject, with the result that the viewer feels moved, is encouraged to become interested in the Misereor charity and maybe also to make a donation.

(1/3) Iraq

Agency (& City): Kolle Rebbe Werbeagentur GmbH

Creative Director(s): Sven Klohk/ Lorenz Ritter

Copywriter(s): Elena Bartrina y Manns

Art Director(s): Maik Beimdieck/ Jens Lausenmeyer

Illustrator(s): Eva Salzmann

Other(s): Final Art work: Sebastian Arends/ Productioner: Martin Luehe

(2/3) Somalia

Agency (& City): Kolle Rebbe Werbeagentur GmbH

Creative Director(s): Sven Klohk/ Lorenz Ritter

Copywriter(s): Elena Bartrina y Manns

Art Director(s): Maik Beimdieck/ Jens Lausenmeyer

Illustrator(s): Eva Salzmann

Other(s): Final Art work: Sebastian Arends/ Productioner: Martin Luehe

(3/3) Chechnya

Agency (& City): Kolle Rebbe Werbeagentur GmbH

Creative Director(s): Sven Klohk/ Lorenz Ritter

Copywriter(s): Elena Bartrina y Manns

Art Director(s): Maik Beimdieck/ Jens Lausenmeyer
Illustrator(s): Eva Salzmann
Other(s): Final Art work: Sebastian Arends/ Productioner: Martin Luehe

CAT 11

FILM

04390 ZA The Jupiter Drawing Room South Africa DVDs, "Little Britain" GOLD

Brief explanation:

The job was to tell people that the complete "Little Britain" series was available at Musica. The program has an established fan base and sells itself, so all we had to do was find a vehicle to dramatise the humour. The exaggerated warning triangle served to accomplish this while also intriguing those yet to experience the show.

Agency (& City): The Jupiter Drawing Room South Africa
Creative Director(s): Darren McKay
Copywriter(s): Dave Topham
Art Director(s): Gareth McPherson
Production Company (& City): Wicked Pixels
Film Director(s): Andrew Shaw (Wicked Pixels Director)
Production Company Producer(s): Kamila Pisula
Agency Producer(s): Leila Isaacs
Other(s): Ross Chowles (Executive Creative Director)

PRINT

05289 AT TBWA\Wien Werbeagentur GmbH Niedermeyer, "Superzoom" GOLD

Description:

Retailer for consumer electronics

Brief explanation:

The main goal was to emphasise the technical benefits of digital cameras offered at Niedermeyer's. The "Superzoom" demonstrates in a spectacular and surprising way, what these cameras are able to do.

Agency (& City): TBWA\Wien
Creative Director(s): Robert Wohlgemuth, Gerd Turetschek, Eilli Hummer
Copywriter(s): Karin Schalko
Art Director(s): Jeff Stenzenberger
Photographer(s): Arnd Otting
Illustrator(s): Christian Pfeifer

CAT 12

FILM

03211 DE Nordpol+ Hamburg Wind energy, investments in wind energy, "Power of Wind" GOLD

Description:

Epuron invests in alternative forms of energy like wind energie.

Brief explanation:

The wind got an enormous potential. Someone´s just got to detect it.

Agency (& City): Nordpol+ Hamburg, Hamburg
Creative Director(s): Lars Ruehmann
Copywriter(s): Matthew Branning
Art Director(s): Bjoern Ruehmann, Joakim Reveman
Production Company (& City): Paranoid Projects, Paris / Paranoid US
Film Director(s): The Vikings
Production Company Producer(s): Melanie Robert-Kaminka, Virginie Dinh
Agency Producer(s): -
Other(s): Account Executive: Mathias Mueller-Using

PRINT

00690 NO DDB Oslo IKEA, "IKEA fashion" GOLD

Description:

Home Furnishing

(1/3) IKEA Fashion 1

Agency (& City): DDB Oslo

Copywriter(s): Espen Dysvik Hagen

Art Director(s): Morten Foss

Photographer(s): Massimo Leardini

Other(s): Designer: Peter Løchstøer

(2/3) IKEA Fashion 2

Agency (& City): DDB Oslo

Copywriter(s): Espen Dysvik Hagen

Art Director(s): Morten Foss

Photographer(s): Massimo Leardini

Other(s): Designer: Peter Løchstøer

(3/3) IKEA Fashion 3

Agency (& City): DDB Oslo

Copywriter(s): Espen Dysvik Hagen

Art Director(s): Morten Foss

Photographer(s): Massimo Leardini

Other(s): Designer: Peter Løchstøer

CAT 13

FILM

00956	DE	HEIMAT, Berlin	HORNBAACH Home Improvement Superstores, "Haunted"	GOLD
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Brief explanation:

A man is haunted by his old bathroom until he decides to get the D.I.Y. Project done.
FINISH IT. BEFORE IT FINISHES YOU!

Agency (& City): HEIMAT, Berlin

Creative Director(s): Guido Heffels, Juergen Vossen

Copywriter(s): Alexander Ardelean, Till Eckel

Art Director(s): Mike Brand, Tim Schneider

Production Company (& City): Markenfilm Berlin

Film Director(s): Carl Erik Rinsch

Production Company Producer(s): Lutz Mueller

Agency Producer(s): Kerstin Breuer

Other(s): SFX: Alex Grau, FURIA Barcelona / Sounddesign Mosermeyer

PRINT

00321	ES	TBWA\ESPAÑA	Spontex Cloth, "Swimming pool / Boat"	GOLD
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Description:

Spontex Cloth

Brief explanation:

Spontex clothes absorb so much that inside each one can hold a swimming pool or even the sea.

(1/2) Swimming pool

Agency (& City): TBWA\ESPAÑA (Barcelona)

Creative Director(s): Ramón Sala

Copywriter(s): Carlos Riaú, Javi Gimeno

Art Director(s): Vicky Desvalls, Enio Sarriás

Photographer(s): Miguel Fernández

(2/2) Boat

Agency (& City): TBWA\ESPAÑA (Barcelona)

Creative Director(s): Ramón Sala

Copywriter(s): Carlos Riaú, Javi Gimeno

Art Director(s): Vicky Desvalls, Enio Sarriás

Photographer(s): Miguel Fernández

CAT 14

PRINT

00964	DE	Young & Rubicam	Gard, "Dandelion"	GOLD
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Description:

Hairspray extra strong

Brief explanation:

Task was to raise awareness for Gard hairspray extra strong, which was relaunched. The usual "beautiful hair photos" should be avoided to differentiate from the other competitors with higher budgets. The small budget for this product was also the reason to favour the medium billboard. Usually hairsprays are mainly advertised in women's magazines and TV.

Translation of the copy:

For long lasting volume.
Hairspray extra strong.

Agency (& City): Y&R Germany

Creative Director(s): Uwe Marquardt

Copywriter(s): Kai-Oliver Sass

Art Director(s): Harald Schumacher

Other(s): Julia Sturm (Graphic)

CAT 15

FILM

01642	FR	JWT	Wilkinson Fight for Kisses, "Wilkinson Quattro Titanium"	GOLD
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Brief explanation:

With Quattro Titanium from Wilkinson your skin is as soft as a baby skin.

PRINT

02880	AT	DRAFTFCB KOBZA Werbeagentur Ges.m.b.H.	Condomi, "Ultra thin"	GOLD
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Description:

Condomi sells condoms and other products that are related to sex (such as lubricants, vibrators, ...).

Brief explanation:

The print ad shows in an exaggerated way how very thin Condomi's "Ultra Thins" are.

Agency (& City): DRAFTFCB KOBZA (Vienna)

Creative Director(s): Patrik Partl

Art Director(s): Andrea Gesierich

Other(s): Jr. Art Director: Daniel Senitschnig, Account Director: Carola Krempler-Hurnaus

CAT 16

FILM

05172	GB	Nitro	Nike Russia, "Ballerina"	GOLD
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Description:

Nike Sports Apparel - in Russia

Brief explanation:

In this commercial, two Russian dancers 'battle' against each other.

One is a traditional ballerina, while the other represents modern dance - which is increasingly popular with Russian kids.

They both perform difficult moves and push their bodies.

This spot is part of a larger initiative from Nike in Russia.

Agency (& City): Nitro London

Creative Director(s): Paul Shearer

Copywriter(s): Paul Shearer, Olly Farrington, Neil Richardson

Art Director(s): Paul Shearer

Production Company (& City): Great Guns

Film Director(s): Paul Shearer

Production Company Producer(s): Laura Gregory
Agency Producer(s): Amy Sherwin

PRINT

01934 DK & Co. JBS Underwear, "Naked Men" GOLD

(1/5) Masturbation
Agency (& City): & Co.
Creative Director(s): Thomas Hoffmann
Art Director(s): Thomas Hoffmann and Martin Storegaard

(2/5) Toilet
Agency (& City): & Co.
Creative Director(s): Thomas Hoffmann
Art Director(s): Thomas Hoffmann and Martin Storegaard

(3/5) Breakfast
Agency (& City): & Co.
Creative Director(s): Thomas Hoffmann
Art Director(s): Thomas Hoffmann and Martin Storegaard

(4/5) Sofa
Agency (& City): & Co.
Creative Director(s): Thomas Hoffmann
Art Director(s): Thomas Hoffmann and Martin Storegaard

(5/5) Shave
Agency (& City): & Co.
Creative Director(s): Thomas Hoffmann
Art Director(s): Thomas Hoffmann and Martin Storegaard

CAT 17

FILM

01181 ES Grey&Trace, S.A. Pilot V Liquid Light marker, "HISTORY OF LIGHT" GOLD

Description:

Highlighting the essential, as all highlighters are made for, we are capable to telling the complete STORY OF THE UNIVERSE, in only 60". The PILOT V LIGHT highlights as well as light. That's why the whole story is showing nothing more than light; 'created' by the Pilot V Liquid Light marker.

Brief explanation:

Highlighting the essential, as all highlighters are made for, we are capable to telling the complete STORY OF THE UNIVERSE, in only 60". The PILOT V LIGHT highlights as well as light. That's why the whole story is showing nothing more than light; 'created' by the Pilot V Liquid Light marker.

Agency (& City): GREY Barcelona
Creative Director(s): Jürgen Krieger, Jose Miguel Tortajada
Copywriter(s): Carla Olaortúa
Art Director(s): Dani Páez, Saül Serradesanferm
Production Company (& City): Arena Shots (Barcelona)
Film Director(s): Joan Gil
Production Company Producer(s): Angeles González
Agency Producer(s): Minerva Liste

PRINT

03191 DE Serviceplan Hamburg GmbH & Co. KG STABILO BOSS ORIGINAL, "Details" GOLD

Description:

Stabilo Boss is the best-known highlighter in Germany. Everyone uses a stabilo, when its necessary to mark something important.

Brief explanation:

With a highlighter, you mark the most important - so you know at a glance what the text is about. In our ads, we show this principle in a surprising and extraordinary way:

In a well-known picture, we mark only special points - the most important. The rest stays buried. For sure: You will know what it is. Which picture is in front of you. Moreover, which parts are hidden...

(1/3) Details CHE

Agency (& City): Serviceplan München/Hamburg
Creative Director(s): Alexander Schill, Axel Thomsen
Copywriter(s): Francisca Maass
Art Director(s): Jonathan Schupp
Other(s): Account Manager: Laura Dötz

(2/3) Details DRACULA

Agency (& City): Serviceplan München/Hamburg
Creative Director(s): Alexander Schill, Axel Thomsen
Copywriter(s): Francisca Maass
Art Director(s): Jonathan Schupp
Other(s): Account Manager: Laura Dötz

(3/3) Details MOON

Agency (& City): Serviceplan München/Hamburg
Creative Director(s): Alexander Schill, Axel Thomsen
Copywriter(s): Francisca Maass
Art Director(s): Jonathan Schupp
Other(s): Account Manager: Laura Dötz

CAT 18

FILM

00779	ES	CONTRAPUNTO	Chrysler Voyager, "It is mine"	GOLD
Description:				
Any situation is good to speak about your car				
Brief explanation:				
Any situation is good to speak about your car				
Agency (& City): Contrapunto (Madrid)				
Creative Director(s): Antonio Montero/Félix del Valle/Carlos Jorge				
Copywriter(s): Félix del Valle				
Art Director(s): Carlos Jorge				
Production Company (& City): Lee Films				
Film Director(s): Luis Alonso				
Production Company Producer(s): Jacobo Saiz				
Agency Producer(s): Mamen Puyot/Yolanda Galant				

PRINT

00905	ES	CONTRAPUNTO	Smart Fortwo, "Forest"	GOLD
Description:				
the new Smart Eco consumes very little so it is very good for enviroment.				
Brief explanation:				
New Smart Eco; the best for Enviroment and nature				
(1/3) Forest				
Agency (& City): Contrapunto (Madrid)				
Creative Director(s): Antonio Montero /Jose Mª Cornejo/Fernando Galindo				
Copywriter(s): Fernando Galindo				
Art Director(s): José Mª Cornejo				
(2/3) Field				
Agency (& City): Contrapunto (Madrid)				
Creative Director(s): Antonio Montero /Jose Mª Cornejo/Fernando Galindo				
Copywriter(s): Fernando Galindo				
Art Director(s): Jose Mª Cornejo				
(3/3) Stones				
Agency (& City): Contrapunto (Madrid)				
Creative Director(s): Antonio Montero /Jose Mª Cornejo/Fernando Galindo				
Copywriter(s): Fernando Galindo				
Art Director(s): Jose Mª Cornejo				

CAT 19

FILM

02867	DE	DDB Berlin GmbH	Volkswagen Service, "Cuckoo Clock"	GOLD
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Agency (& City): DDB Germany / DDB Berlin
Creative Director(s): Bert Peulecke, Stefan Schulte
Copywriter(s): Sebastian Kainz, Marc Wientzek
Art Director(s): "Marc Wientzek, Sebastian Kainz
Production Company (& City): MOB Film
Film Director(s): Vadim Jean
Production Company Producer(s): Shaun Nickless, John Brecklehurst
Agency Producer(s): Boris Schepker
Other(s): Chief Creative Officer: Amir Kassaei; Account Direction: Ulrich Klenke, Nadja Richter, Silke Lagodny

PRINT

03301	IT	1861united (div. of Red Cell SpA)	Yamaha Marine, "Airplane"	GOLD
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Description:
NEW F350 OUTBOARD

Brief explanation:
New F350. The world's highest horsepower outboard.

Agency (& City): 1861united
Creative Director(s): Pino Rozzi / Roberto Battaglia
Copywriter(s): Laura Cattaneo
Art Director(s): Giorgio Cignoni
Other(s): Art Buyer: Maria Benenati

CAT 20

FILM

00058	DE	Jung von Matt	13th Street, "It's only in your head"	GOLD
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Description:
The most dangerous address on TV
There is no doubt, 13TH STREET - The action & suspense channel, is the most dangerous address on TV. Danger is creeping behind every corner. Nothing is, what it seems to be ... 13TH STREET offers thrills and excitement that goes under your skin, for all action, mystery, horror and thriller fans.
Thrilling movies, exciting TV series and unusual short films take care of the thrill on screen and adrenalin in your blood.

Brief explanation:
A good thriller never gives too much away, as it creates suspense by bringing the viewers anticipation and imagination into play.
Our 3 spots for the Action & Suspense Channel 13th Street aim at achieving exactly this. By telling only the beginning and the end of seemingly harmless stories, their dark and thrilling plots don't reveal themselves, until both ends of these stories are put into context in the viewer's mind.

(1/3) Sunday Roast
Agency (& City): Jung von Matt AG, Berlin
Creative Director(s): Mazhias Stiller, Wolfgang Schneider
Copywriter(s): Maximilian Millies
Art Director(s): Andreas Boehm
Production Company (& City): Frisbee Film, Berlin
Film Director(s): Till Franzen
Production Company Producer(s): Alexander Bickenbach
Agency Producer(s): Nadja Catana
Other(s): Felix Novo de Oliveira

PRINT

00271	FR	Marcel	FRANCE24, "BEYOND THE NEWS"	GOLD
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Description:
24 hrs International News Channel

Brief explanation:

France 24 goes beyond the news and unveils the machine working behind every important international event

(1/3) Finance

Agency (& City): Marcel Paris

Creative Director(s): Frederic Témin / Anne de Maupeou

Copywriter(s): Eric Jannon

Art Director(s): Dimitri Guerassimov

(2/3) Ecology

Agency (& City): Marcel Paris

Creative Director(s): Frederic Témin / Anne de Maupeou

Copywriter(s): Eric Jannon

Art Director(s): Dimitri Guerassimov

(3/3) Medical

Agency (& City): Marcel Paris

Creative Director(s): Frederic Témin / Anne de Maupeou

Copywriter(s): Eric Jannon

Art Director(s): Dimitri Guerassimov

CAT 21

FILM

05276	GB	DDB London	Volkswagen Independent Cinema , "Toy Story"	GOLD
Agency (& City): DDB London				
Creative Director(s): Jeremy Craigen				
Copywriter(s): Graeme Hall, Gavin Siakimotu				
Art Director(s): Gavin Siakimotu, Graeme Hall				
Production Company (& City): Rattling Stick				
Film Director(s): Andy McLeod				
Production Company Producer(s): Kirsty Burns				
Agency Producer(s): Sarah Browell				

PRINT

03729	DE	KNSK Werbeagentur	Hansapark, "Are we there yet?"	GOLD
Description:				
Hansapark is an amusement park.				
Brief explanation:				
Kids are certainly the most impatient passengers in cars. Especially when they need to stop for a restroom or they're looking forward to reach a place they really want to go to. Again and again they're asking the same question: „Are we there yet?“				
The „Hansapark“ is a large amusement park in northern Germany, located in a popular vacation area for parents with kids. So we created billboards for the motorway leading towards the Hansapark. These Billboards are standing very close to each other and the handwritten headline is asking over and over the same question: „Are we there yet?“				
Agency (& City): KNSK Werbeagentur GmbH, Hamburg				
Creative Director(s): Claudia Bach				
Copywriter(s): Fabian Tritsch				
Art Director(s): Lisa Port				

CAT 22

PRINT

00177	DE	Serviceplan München/Hamburg	Siliceous Earth, "World of minerals"	GOLD
Description:				
The products of Hoffmann Mineral - minerals derived from the siliceous earth - are shown a thousand times bigger than in real size and thus turn into fascinating landscapes, which - at the same time - display the world of their industrial application.				
Brief explanation:				
The campaign illustrates the possibilities of application of the Neuberger siliceous earth and at the same time documents its uniqueness. The extraordinary and formerly unseen realization of the campaign - especially for the market of filler material - strives to emphasize the company's market leader position.				

(1/3) World of minerals 1
Agency (& City): Serviceplan München/Hamburg
Creative Director(s): Christoph Everke
Copywriter(s): Tim Strathus
Art Director(s): Matthias Mittermüller
Photographer(s): Peter Schober
Other(s): Graphic Design: Andrea Gärtner/Basma Attalla, Account Supervisor: Valerie Simon/Christiane Löschke

(2/3) World of minerals 2
Agency (& City): Serviceplan München/Hamburg
Creative Director(s): Christoph Everke
Copywriter(s): Tim Strathus
Art Director(s): Matthias Mittermüller
Photographer(s): Peter Schober
Other(s): Graphic Design: Andrea Gärtner/Basma Attalla, Account Supervisor: Valerie Simon/Christiane Löschke

(3/3) World of minerals 3
Agency (& City): Serviceplan München/Hamburg
Creative Director(s): Christoph Everke
Copywriter(s): Tim Strathus
Art Director(s): Matthias Mittermüller
Photographer(s): Peter Schober
Other(s): Graphic Design: Andrea Gärtner/Basma Attalla, Account Supervisor: Valerie Simon/Christiane Löschke

CAT 23

FILM

00936	NO	DDB Oslo	Hydro, "Small engineers"	GOLD
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Description:

Hydro is a Oil & Energy Company.
Recruitment of young people to science subjects with the objective of increasing the knowledge of Hydro as a possible place of work.

Brief explanation:

A bunch of young, promising engineers build a large construction to have some fun with a coming train. Hydro is looking forward to these kids growing up.

(1/2) Train
Agency (& City): DDB Oslo
Copywriter(s): Torbjørn Kvien Madsen
Art Director(s): Martin Thorsen
Production Company (& City): Motion Blur
Film Director(s): Roenberg
Production Company Producer(s): Richard Patterson
Agency Producer(s): Cyril Boije
Other(s): Account supervisor: Atle Skageng, Account manager: Mirka Härkönen

PRINT

04768	CH	Advico Young & Rubicam	NJP Tonstudio, "power of sound"	GOLD
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Description:

sound studio

(1/4) cowboys
Agency (& City): Advico Young & Rubicam
Creative Director(s): Urs Schrepfer, Christian Bobst
Copywriter(s): Johannes Raggio
Art Director(s): Christian Bobst, Isabelle Hauser
Photographer(s): Serge Hoeltschi
Other(s): Account Supervisor: Daniela Ottiger

(2/4) gunman
Agency (& City): Advico Young & Rubicam
Creative Director(s): Urs Schrepfer, Christian Bobst
Copywriter(s): Johannes Raggio
Art Director(s): Christian Bobst, Isabelle Hauser
Photographer(s): Serge Hoeltschi
Other(s): Account Supervisor: Daniela Ottiger

(3/4) phone
Agency (& City): Advico Young & Rubicam
Creative Director(s): Urs Schrepfer, Christian Bobst
Copywriter(s): Johannes Raggio
Art Director(s): Christian Bobst, Isabelle Hauser
Photographer(s): Serge Hoeltschi
Other(s): Account Supervisor: Daniela Ottiger

(4/4) scream
Agency (& City): Advico Young & Rubicam
Creative Director(s): Urs Schrepfer, Christian Bobst
Copywriter(s): Johannes Raggio
Art Director(s): Christian Bobst, Isabelle Hauser
Photographer(s): Serge Hoeltschi
Other(s): Account Supervisor: Daniela Ottiger

CAT 24

PRINT

01816	GB	Paling Walters	Canesten HC, "Bra & Pants"	GOLD
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Description:

Canesten HC Cream, for treating a wide range of fungal infections

Brief explanation:

Fungal Cream

(1/2) Bra

Agency (& City): Paling Walters (London)
Creative Director(s): Frank Walters
Copywriter(s): Carmel Thompson
Art Director(s): Dorran Wajsman
Photographer(s): Tim Platt

(2/2) Pants

Agency (& City): Paling Walters (London)
Creative Director(s): Frank Walters
Copywriter(s): Carmel Thompson
Art Director(s): Dorran Wajsman
Photographer(s): Tim Platt

CAT 25

PRINT

00447	DE	Leo Burnett Frankfurt	Orthodontist Dr. Rathenow, "Uncorrected Teeth Pacifiers-Promotion"	GOLD
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Description:

Dr. Rathenow is an orthodontist who specializes in children's jaws and teeth.

Brief explanation:

In Germany, advertising for doctors is subject to strict restrictions. You are not allowed to run print ads, TV or radio commercials. But legally speaking, giving away little gifts or business cards is perfectly okay.

To promote the service of Dr. Rathenow without breaking German law, specially designed pacifiers were handed out to parents of small children. The pacifiers gave the parents a funny, but very remarkable impression of how their kids could look with uncorrected teeth. The doctor's business card was attached to the pacifiers.

Agency (& City): Leo Burnett Frankfurt
Creative Director(s): Andreas Heinzl, Peter Steger
Copywriter(s): Florian Kroeber
Art Director(s): Claudia Böckler
Photographer(s): -
Illustrator(s): -
Other(s): Client: Dr. Rathenow

CAT 26

PRINT

01086 IT Arnold Worldwide Italy Arnold Guerrilla, "Voodoo Kit" GOLD

Brief explanation:

Arnold Worldwide Italy opened a guerrilla marketing dept. called Arnold Guerrilla. We made something unique that could strike marketing managers.

Agency (& City): Arnold Worldwide Italy - Milan

Creative Director(s): Maurizio Maresca - Alessandro Sabini - Paolo Troilo

Copywriter(s): Alessandro Sabini

Art Director(s): Paolo Troilo

CAT 27

PRINT

04585 DE Euro RSCG Düsseldorf Dulcolax laxative, "Toilet Paper Roll" GOLD

Brief explanation:

More and more people are regulating their digestion with functional foods like yoghurt or cereals. Dulcolax needs to point out that they are the market leader in this realm. With millions of successfully treated patients in Germany. The tone of voice had to be self confident, but more popular and entertaining than pharmaceutical. We set up the Dulcolax Toilet Roll in front of selected pharmacies in North Rhine Westphalia (Germany). Directly at the point of purchase, to create buzz.

Agency (& City): Euro RSCG Düsseldorf (Duesseldorf)

Creative Director(s): Felix Glauner / Harald Wittig / Martin Breuer

Copywriter(s): Kajo Titus Strauch

Art Director(s): Ingmar Krannich

Other(s): Detlef Stuhldreier (Agency Producer)

CAT 28

PRINT

05135 FR TBWA/Paris Human Rights Awareness, "Child soldiers campaign" GOLD

(1/3) Bones

Agency (& City): TBWA-Paris, 164 rue Billancourt, 92100, Boulogne-Billancourt

Creative Director(s): Erik Vervroegen

Copywriter(s): Veronique sels, Daniel Perez

Art Director(s): Ingrid Varetz, Javier Rodriguez

Photographer(s): Michael Lewis

Other(s): Barbara Chevalier (Art buyer)

(2/3) Kides Hanging

Agency (& City): TBWA-Paris, 164 rue Billancourt, 92100, Boulogne-Billancourt

Creative Director(s): Erik Vervroegen

Copywriter(s): Veronique sels, Daniel Perez

Art Director(s): Ingrid Varetz, Javier Rodriguez

Photographer(s): Michael Lewis

Other(s): Barbara Chevalier (Art buyer)

(3/3) Kids Soccer

Agency (& City): TBWA-Paris, 164 rue Billancourt, 92100, Boulogne-Billancourt

Creative Director(s): Erik Vervroegen

Copywriter(s): Veronique sels, Daniel Perez

Art Director(s): Ingrid Varetz, Javier Rodriguez

Photographer(s): Michael Lewis

Other(s): Barbara Chevalier (Art buyer)

CAT 29

PRINT

05225 GB McCann Erickson London Heinz Salad Cream, "Pourable Sunshine" GOLD

Brief explanation:

For nearly a century, Heinz Salad Cream has been providing the nation with 'optimism in a bottle'. It has been a long standing hero of meal times, bringing the taste of summer to our plates come rain or shine. The campaign celebrates the uplifting flavour of the sauce with a communication that captures a spirit of optimism and lightheartedness associated with summer.

(1/3) Trees

Agency (& City): McCann Erickson London
Creative Director(s): Brian Fraser & Simon Learman
Copywriter(s): Neil Clarke / Jay Phillips
Art Director(s): Neil Clarke / Jay Phillips
Illustrator(s): John Martin
Other(s): Gary Todd - Typography

(2/3) Lily Pads

Agency (& City): McCann Erickson London
Creative Director(s): Brian Fraser & Simon Learman
Copywriter(s): Neil Clarke / Jay Phillips
Art Director(s): Neil Clarke / Jay Phillips
Illustrator(s): John Martin
Other(s): Gary Todd - Typography

(3/3) Avenue

Agency (& City): McCann Erickson London
Creative Director(s): Brian Fraser & Simon Learman
Copywriter(s): Neil Clarke / Jay Phillips
Art Director(s): Neil Clarke / Jay Phillips
Illustrator(s): John Martin
Other(s): Gary Todd - Typography

CAT 30

PRINT

01395 HR Bruketa@Zinic

PODRAVKA ANNUAL REPORT, "WELL DONE"

GOLD

Description:

This is a book to be cooked. Cover it in aluminium foil, bake it for 25 minutes on 100°C. To find out the secrets of Podravka you need to have certain cooking knowledge. If the book doesn't burn you will find out that the empty pages become an illustrated booklet with recipes, advices and myths about food.

The concept was to create and produce the first annual report that can be cooked. The story of this year's annual is the story that comes out of the heart and inspires people. The story of the booklet follows the magic of cooking - at the beginning all food is just ingredients. You have to involve your heart to make a delicious meal out of it. This annual report gives a new sense to the fact that Podravka is a company with a heart.

Brief explanation:

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Agency (& City): BRUKETA&ZINIC OM
Creative Director(s): DAVOR BRUKETA & NIKOLA ZINIC
Copywriter(s): DAVOR BRUKETA, NIKOLA ZINIC, TEO TARABARIC, LANA CAVAR
Art Director(s): DAVOR BRUKETA & NIKOLA ZINIC, IMELDA RAMOVIC, MIREL HADZIJUSUFOVIC
Photographer(s): NIKOLA WOLF
Illustrator(s): TOMISLAV TOMIC
Other(s): PROJECT MANAGER: MIRNA GRZELJ

CAT 31

PRINT

02254 RU Depot WPF Brand and Identity

Set of chocolates, "Comilfo"

GOLD

Description:

The packaging is a casket, an attribute of the brand character - an independent, all-sufficient woman of 20-40ies. She is fond of traveling.

The casket has its secret. It is rather plain and monochromic outside but unexpectedly bright and magic inside. The outer box is made from original exclusive paper with golden fibers with unusual tactual sensation. The casket has four boxes reflecting four different cultures: Byzantine, Egyptian, Arabic and Greek.

Brief explanation:

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Agency (& City): Depot WPF Brand & Identity (Moscow)

Creative Director(s): Alexey Fadeyev

Art Director(s): Vadim Bryksin

Illustrator(s): Vadim Bryksin

CAT 32

INTERACTIVE

02329 SE Farfar

Diesel Underwear, "Heidies"

GOLD

Brief explanation:

Six video cameras, 24 hours a day, live for 5 straight days on diesel.com.

Two gorgeous and crazy girls stole the new Diesel Intimate collection, kidnapped a nice guy, locked themselves (and him) in a hotel room.

While wearing Diesel Underwear all the time the Heidies went on to get their 15 MB of fame.

Agency (& City): Farfar, Stockholm

Creative Director(s): Farfar & Diesel Creative Team

Other(s): Director: Hobbyfilm

CAT 33

INTERACTIVE

04726 SE Lowe Brindfors

Stella Artois, "Le Courage"

GOLD

Description:

Stella Artois is a pilsner lager beer. The brand is admired by discerning consumers for its uncompromising quality, Stella Artois is still brewed using only natural ingredients, and only the very best barley and finest hops are selected. The care and attention at every step in the brewing process enable Stella Artois to mature into a full-bodied and exceptionally well-balanced beer, perfectly thirst-quenching with a clean, crisp taste.

Today, Stella Artois is the world's fifth-largest beer brand, and it's marketed in over 80 countries, but it traces its roots back to 1366 and the Den Hoorn Brewery in the city of Leuven, Belgium.

Brief explanation:

Welcome to 1366 and Le Courage, a campaign that brings the challenges of the 14th century alive. It dramatises how the brave people of Leuven ventured into the world despite terrible dangers in order to brew the perfect beer. Already back then, they realised that perfection has its price.

On the website, you get to challenge the primitive times. Help the brewmaster collect the finest ingredients, while facing dangers unheard of today.

Print ads dramatised the challenges and reveal what's required to reach perfection, with visuals in the spirit of Rembrandt and Bruegel. Billboards and trailers invite to the website.

Agency (& City): Lowe Brindfors / Lowe Worldwide

Creative Director(s): Matthew Bull

Copywriter(s): Mats Brun, Håkan Engler, Johan Holmström

Art Director(s): Tim, Scheibel, Johan Tesch, Rickard Villard, Kalle dos Santos

Photographer(s): Photographer & Matte painter: Jean-Marie Vives

Other(s): Account Director: Oliver Clark, Måns Tesch, Patrick O'Neill, Account manager: Anna Kjellmark, Marc Horne, Planner: Måns Tesch, Oscar Eriandsson, Agency Producer: Espen Bekkebråten, Motion Design: Daniel Isaksson, Linus Niklasson, Programming: Alex Kerb

CAT 34

INTERACTIVE

02331 SE Farfar

Nokia N800, "The Internet Walk"

GOLD

Brief explanation:

The Nokia N800 Internet Tablet allows you to take the Internet to new places. And what better way to support that notion and experience, than actually putting the visitors of the site in the interactive first-person cockpit of someone using the actual thing while on the go? The Internet Walk is the integral part of the Nokia N800 viral campaign, and is supported by videos of people trying to imitate this Internet freedom in their own preferred manner.

Agency (& City): Farfar, Stockholm

Creative Director(s): Farfar

CAT 35

INTERACTIVE

01584 ES netthink impossible is nothing, "impossible is nothing" GOLD

Description:

To communicate to the spanish market the philosophical slogan IMPOSSIBLE IS NOTHING by adidas

Brief explanation:

The campaign allows to draw an impossible wish with a marker that paints a line from where urban elements pop up, meanwhile a fast runner goes through the line that the user is drawing.

Agency (& City): netthink

Creative Director(s): Mario Sánchez del Real

Copywriter(s): Jesús Henares

Art Director(s): Mario Sánchez del Real

Other(s): Iván Gajate - Flash Developer

CAT 36

INTERACTIVE

02100 DK Far From Hollywood Danish Road Safety Council, "Speed Bandits" GOLD

Description:

City speed limits of 50 kph

Brief explanation:

The spot is a hoax of a online news report. The news report covers the extreme means taking into effect in order to get the last male speed devils (aged 20-40) to pay attention to city speed limits in Denmark. The film has had 11 mio viewings world wide. The spot made 29% of all men i Denmark think whether they were speeding in cities or not.

Agency (& City): Far From Hollywood

Creative Director(s): Charlie Fischer, Morten Hoffmann Larsen

Copywriter(s): Charlie Fischer

Production Company (& City): Far From Hollywood (Copenhagen)

Film Director(s): Peter Harton

Production Company Producer(s): Morten Hoffmann Larsen

CAT 37

INTERACTIVE

04394 SE Forsman & Bodenfors NE, "NE Swedish Encyclopedia" GOLD

Description:

Encyclopedias

Brief explanation:

The objective of this campaign for The Swedish National Encyclopedia (NE) was to claim a position as the leading reference book. With a tiny budget. Therefore, the media solution became an important part of the creative idea. Or, rather, the media solution WAS the idea. Over 50 different media was used in the campaign: Posters, balloons, ads, toilet paper, flags, stickers, tvc:s, screensavers, spam etc. Everything under the motto "All you need to know. And then some."

Agency (& City): Forsman&Bodenfors, Gothenburg

Creative Director(s): Forsman&Bodenfors

Copywriter(s): Forsman&Bodenfors

Art Director(s): Forsman&Bodenfors

Other(s): Advertiser's Supervisor: Christina Appelgren, Maria Ingvar Björklund, Original: F&B Factory