

THE 87TH ANNUAL AWARDS COMPETITION WINNERS

ADVERTISING BROADCAST GOLD

Television, Cinema & Online Commercials			
TITLE	CLIENT	AGENCY	COUNTRY
Power of Wind	Epuron / German Ministry for the Environment	Nordpol + Hamburg Agentur fur Kommunikation	Germany
Interview	Procter & Gamble / Tide-to-Go	Saatchi & Saatchi NY	United States
Diorama	Microsoft XBOX Halo 3	McCann Worldgroup SF & T.A.G.	United States
The Making of/John 117	Microsoft XBOX	McCann Worldgroup SF & T.A.G.	United States
Believe	Microsoft XBOX	McCann Worldgroup SF & T.A.G.	United States
Radio			
Static Campaign	France Telecom-Orange	Vitruvio Leo Burnett	Spain
Craft			
Diorama	Microsoft XBOX Halo 3	McCann Worldgroup SF & T.A.G.	United States
Power of Wind	Epuron / German Ministry for the Environment	Nordpol + Hamburg Agentur fur Kommunikation	Germany
symphony in red	Konzerthaus Dortmund	Jung von Matt AG	Germany
Play-doh	Sony Bravia	Gorgeous Enterprises	United Kingdom
Integrated Advertising			
Believe	Microsoft XBOX	McCann Worldgroup SF & T.A.G.	United States
Let us do it	PRODIS Down Sydrome Foundation	Vitruvio Leo Burnett	Spain

ADVERTISING BROADCAST SILVER

Television, Cinema & Online Commercials			
TITLE	CLIENT	AGENCY	COUNTRY
Fireman	Suntory Limited	Hakuhodo Inc.	Japan
Play-doh	Sony Bravia	Fallon London	United Kingdom
Dropped Calls TV Campaign	AT&T	BBDO New York	United States
"Touch" :45	Mars	TBWA\Chiat\Day	United States
Dangerous Liaison	Levi's	Bartle Bogle Hegarty	United Kingdom
Chocolate Dipped Altoids Campaign	William Wrigley Jr. Company	Leo Burnett Chicago	United States
Signatures	Amnesty International	TBWA\Paris	France
Bullet	Amnesty International	TBWA\Paris	France
Equal Marriage	Equal Marriage	Y & R Chicago	United States
Clarence	Film Suez / Bafici (Buenos Aires International Independant Film Festival)	la comunidad	United States
Roller Coaster	ZKO Zurich Chamber Orchestra	Euro RSCG Switzerland	Switzerland
Radio			
Lullaby	Mars	TBWA\Chiat\Day	United States
Mr. Oxygen Bar Inventor	Anheuser Busch	DDB Chicago	United States
Craft			
Diorama	Microsoft XBOX Halo 3	McCann Worldgroup SF & T.A.G.	United States
JCPenney "Aviator"	JCPenney	MJZ	United States
Power of Wind	Epuron / German Ministry for the Environment	Nordpol + Hamburg Agentur fur Kommunikation	Germany
Signatures	Amnesty International	TBWA\Paris	France
Signatures	Amnesty International	TBWA\Paris	France
Integrated Advertising			
Get the Glass	Milk	Goodby, Silverstein & Partners	United States
Earth Hour	World Wildlife Fund	Leo Burnett Sydney	Australia

ADVERTISING BROADCAST DISTINCTIVE MERIT

Television, Cinema & Online Commercials			
TITLE	CLIENT	AGENCY	COUNTRY
Gorilla	Cadbury Dairy Milk	Fallon London	United Kingdom
2 Day Rule	AT&T	BBDO New York	United States
Butcher	AT&T	BBDO New York	United States
Coffee	FedEx / Kinko's	BBDO New York	United States
Conference Call	FedEx / FedEx Cup	BBDO New York	United States
Assistant	FedEx / FedEx Cup	BBDO New York	United States
Stork	Monster.com	BBDO New York	United States

Personal Again	Hewlett Packard	Goodby, Silverstein & Partners	United States
Dude	Anheuser Busch	DDB Chicago	United States
Spa	Flat	Leo Burnett Sao Paulo	Brazil
It's Mine	Coca-Cola	Wieden+Kennedy	United States
Moment Of Doubt	Department for Transport	Leo Burnett London	United Kingdom
Toystory	Volkswagen Independent Cinema	DDB London	United Kingdom
Radio			
You've got bigger problems	Procter & Gamble / Head & Shoulders	Saatchi & Saatchi NY	United States
Craft			
JCPenney "Aviator"	JCPenney	MJZ	United States
"Touch" :45	Mars	TBWA\Chiat\Day	United States
Milk "The Straw"	Milk	MJZ	United States
Legs	Monster.com	BBDO New York	United States
Dropped Call Campaign	AT&T	BBDO New York	United States
XBOX "Believe"	XBOX	Stimmung	United States
"Touch" :45	Mars	TBWA\Chiat\Day	United States
Bullet	Amnesty International	TBWA\Paris	France

ADVERTISING BROADCAST MERIT

Television, Cinema & Online Commercials			
TITLE	CLIENT	AGENCY	COUNTRY
Belonging	Orange	Fallon London	United Kingdom
Cake	Skoda Fabia	Fallon London	United Kingdom
Chairs	FedEx / Kinko's	BBDO New York	United States
Legs	Monster.com	BBDO New York	United States
Headphones	Holiday Inn	Fallon Minneapolis	United States
Mac vs. PC	Apple Inc.	TBWA\Media Arts Lab	United States
Get the Glass	Milk	Goodby, Silverstein & Partners	United States
Blain Campaign	National Basketball Association	Goodby, Silverstein & Partners	United States
Skittles "Stable"	Skittles	MJZ	United States
Leave Nothing	Nike	Wieden+Kennedy	United States
Painted Experience	Old Spice	Wieden+Kennedy	United States
Pixel	One Dot Zero	Craverolanis	Argentina
Happiness Factory-The Movie	The Coca-Cola Company	Wieden+Kennedy Amsterdam	Netherlands
Ballet	Renault Germany	Nordpol + Hamburg Agentur fur Kommunikation	Germany
Radio			
Gardening Tips/House-keeping Tips/Decorating Tips	Philips Canada	DDB Canada, Toronto	Canada
Little Radish	Ed. Wuesthof	Young & Rubicam GmbH	Germany
Mr. Taxi Cab Over Accessorizer	Anheuser Busch	DDB Chicago	United States
Compressed by	Smith Micro Software / Stuffit Deluxe	Saatchi & Saatchi NY	United States
CLBC - My Voice	Community Living BC	Elevator Strategy	Canada
Craft			
Lexus "Hydrant"	Lexus	MJZ	United States
Baking of	SKODA	Gorgeous Enterprises	United Kingdom
Dog, Window Shop, Road	One Dot Zero	Craverolanis	Argentina
Tippling Point	Diageo	Abbott Mead Vickers BBDO	United Kingdom
Play-doh	Sony	Gorgeous Enterprises	United Kingdom
Integrated Advertising			
Night Driving	Volkswagen	DDB London	United Kingdom
Photo 5	Canon Australia	Leo Burnett Sydney	Australia
Migros Singles	Migros-Genossenschafts-Bund	Spillmann/Felser/Leo Burnett	Switzerland

ADVERTISING PRINT GOLD

Newspaper, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Stains don't stand a chance	Procter & Gamble / Tide Ultra	Saatchi & Saatchi NY	United States
Che	Luxor Writing Instruments Pvt Ltd	Leo Burnett Mumbai	India
Charlie	Luxor Writing Instruments Pvt Ltd	Leo Burnett Mumbai	India

Magazine, Consumer			
Worst Thing You Can Lose	The Economist	Abbott Mead Vickers BBDO	United Kingdom
Advertising Posters & Billboards			
BBC Cables Campaign	BBC World	BBDO New York	United States
Collateral Advertising			
Job applicant by courier	Swift Mega Couriers	DDB Amsterdam	Netherlands
PSP_tennis game	PSP	School of Visual Arts	United States

ADVERTISING PRINT SILVER

Newspaper, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Reappraisal Campaign (1)	The Economist	Abbott Mead Vickers BBDO	United Kingdom
Newspaper, Trade			
We take it serious.	Comedy Central	Kempertrautmann gmbh	Germany
Magazine, Consumer			
Stains	Procter & Gamble	Del Campo Nazca Saatchi & Saatchi	Argentina
Don't Listen To something Bad	Random House Books On Tape	VCU Brandcenter	United States
Advertising Posters & Billboards			
Population by pixel	WWF Japan	HAKUHODO Architect	Japan
Leica "optical Zoom"	Leica Camera AG	Advico Young & Rubicam	Switzerland
Fresh Salads	McDonald's	Leo Burnett Chicago	United States
Adopt A New Life	Toronto Humane Society	Leo Burnett Toronto	Canada
Collateral Advertising			
Moving Box	Bitburger Braugruppe GmbH	Jung von Matt AG	Germany
Shadow Poster	Volkswagen AG	DDB Germany/Düsseldorf	Germany
Birthday	ALA (American Lung Association)	School of Visual Arts	United States

ADVERTISING PRINT DISTINCTIVE MERIT

Newspaper, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
100,000 Brain Cells	The Economist	Abbott Mead Vickers BBDO	United Kingdom
Reappraisal Campaign (2)	The Economist	Abbott Mead Vickers BBDO	United Kingdom
Magazine, Consumer			
Wonderful Life Menswear	Harvey Nichols	DDB London	United Kingdom
Comparisons	MTV Latinoamerica	Young & Rubicam	Argentina
The Sun Revolves	The Economist	Abbott Mead Vickers BBDO	United Kingdom
Dad's First	Canadian Club	Energy BBDO	United States
Dad's First/Tweezed/Groupies	Canadian Club	Energy BBDO	United States
Changes	Shangri-la Travel Agency	Agência3 Comunicação Integrada Ltda	Brazil
Core Values	Louis Vuitton Malletier	Ogilvy & Mather Paris	France
Pets have no idea what PETCO is.	PETCO	Parsons The New School for Design	United States
Advertising Posters & Billboards			
myu-iyuku	myu-iyuku	ASATSU-DK INC.	Japan
Mercedes-Benz G-Class "Stoneposter"	Daimler AG	Jung von Matt AG	Germany
Greenpeace Print Campaign	Greenpeace	Leo Burnett Chicago	United States
"Little Billboard"	Daimlerchrysler Mercedes-Benz Smart Fortwo	CONTRAPUNTO	Spain
The Parking-Campaign	Volkswagen AG	DDB Germany/Berlin	Germany
Heaven on Earth	Daimler AG	Jung von Matt AG	Germany
Shadow Poster	Volkswagen AG	DDB Germany/Düsseldorf	Germany
Not Me	Greenpeace	Leo Burnett Chicago	United States
Collateral Advertising			
The Book	TBWA\Asia Pacific	TBWA\Asia Pacific	Singapore
The 3-D Cover	IKEA Deutschland GmbH	Jung von Matt AG	Germany
Voices of Endangered Birds	Wild Bird Society of Japan	beacon communications k.k.	Japan
IKEA	IKEA	School of Visual Arts	United States
Towing campaign	Varta Batterie	europaean school of design	Germany

ADVERTISING PRINT MERIT

Newspaper, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Stella Film Festival Print	Anheuser Busch / Stella Artois	Lowie New York	United States
Magazine, Consumer			
Yellow Sleeping Bag	Harvey Nichols	DDB London	United Kingdom
With Gollog, it gets there earlier.	Gol Linhas Aereas	AlmapBBDO	Brazil
ProAge	Dove	Ogilvy & Mather Chicago	United States
Leica V-Lux	Leica	Miami Ad School Europe	Germany
Beautifully Perched	Clorox	Brigham Young University	United States
Advertising Posters & Billboards			
Havaianas (Tecidos)	Sao Paulo Alpagatas	AlmapBBDO	Brazil
Museum of Childhood	Museum of Childhood	Abbott Mead Vickers BBDO	United Kingdom
Can't Know Everything	The Economist	Abbott Mead Vickers BBDO	United Kingdom
Dissection	The Economist	Abbott Mead Vickers BBDO	United Kingdom
The Sun Revolves	The Economist	Abbott Mead Vickers BBDO	United Kingdom
Let There Be Xenon	Mini Canada	TAXI 2	Canada
Reappraisal Campaign (1)	The Economist	Abbott Mead Vickers BBDO	United Kingdom
Prince O3 Racquets	Prince O3 Racquets	The Creative Circus	United States
Collateral Advertising			
The Baptism Letter	Frankfurt Protestant Church	Ogilvy Frankfurt	Germany
Daisy Flower Bed	Havaianas	BBDO New York	United States
The Panamericana School Invades the City	EPA	AlmapBBDO	Brazil
Transistor	Starbucks	VCU Brandcenter	United States
Diver	Olympus	95% The Advertising Academy (Bangsar)	Malaysia
Playground			
Aqualis washopper	Indesit Company	Leo Burnett Milan	Italy

ADVERTISING INTERACTIVE GOLD

Microsite			
Milk Get the Glass Game	California Fluid Milk Processors Advisory Board	Goodby, Silverstein & Partners	United States
New Media Innovation and Development			
COLOR TOKYO! - Live Color Wall Project	Sony Marketing (Japan) Inc.	777interactive	Japan

ADVERTISING INTERACTIVE SILVER

Web Advertisements			
Mac Contextuals/Don't Give Up/Quote	Apple Inc.	TBWA\Media Arts Lab	United States
Microsite			
Orange Unlimited	Orange	POKE	United Kingdom
New Media Innovation and Development			
You need a quiet space	IKEA	Forsman & Bodenfors	Sweden

ADVERTISING INTERACTIVE DISTINCTIVE MERIT

Web Advertisements			
SOL Comments	Scandinavian Online	MediaFront AS	Norway
Non Stop Fernando	Emirates	Lean Mean Fighting Machine	United Kingdom
Beyond the Web			
Screensaver	jobsintown.de GmbH	Scholz & Friends Berlin	Germany
Microsite			
One million clicks	Unilever, Rexona	GrupoW	Mexico
UNILOCK	UNIQLO CO., LTD.	Projector Inc.	Japan
Halo3.com/Believe	XBOX	AKQA	United States
New Media Innovation and Development			
www.hbovoyeur.com	HBO / Voyeur	BBDO New York	United States
Website			
MINIMALISM	MINI Canada	TAXI 2	Canada
AXE LASER	Unilever Japan K.K.	Bascule Inc.	Japan
Online Branded Content			
Onslaught	Unilever Canada: Dove Self-Esteem Fund	Ogilvy & Mather	Canada

ADVERTISING INTERACTIVE MERIT

Web Advertisements			
TITLE	CLIENT	AGENCY	COUNTRY
Zoom in / out	Honda Motor Co.,Ltd.	Dentsu Inc.	Japan
Blog and Communities			
NIKEiD - if you were a boy,	Nike Japan	GT INC	Japan
Beyond the Web			
Marc Ecko Digital Graffiti	Marc Ecko	Design Factory International	Germany
New Media Innovation and Development			
COMPUTER BILD - SPAM	COMPUTER BILD - Axel Springer AG	Jung von Matt AG	Germany
REC YOU	SONY	GT INC	Japan
Before You Enter (Wear Condoms)	Polish Centre Against AIDS	Arc Warsaw / Leo Burnett Group Warsaw	Poland
Tagged in Motion	Jung von Matt/next GmbH	Jung von Matt AG	Germany
Website			
KahRaShin	Electronic Arts	Wieden+Kennedy Amsterdam	Netherlands
Online Branded Content			
Truck Summoner	Toyota Motor Sales, USA, Inc.	Saatchi & Saatchi Los Angeles	United States
Hema Rube Goldberg viral	HEMA	CCCP	Netherlands
Stu Osborn	Microsoft	McCann Worldgroup SF	United States
Web Applications/Games/Downloads			
Fight For Kisses	Wilkinson/Energizer	JWT Paris	France
Web Applications/Games/Downloads			
Comcast	Comcast Slowskys Site Refresh	Goodby, Silverstein & Partners	United States

DESIGN BROADCAST SILVER

Television & Cinema Design			
TITLE	CLIENT	AGENCY	COUNTRY
BBC 2 Campaign 1	BBC 2	Abbott Mead Vickers BBDO	United Kingdom
Typophile 4 Film Festival Opening Sequence	Typophile.com	Brigham Young University	United States
Malteser TVC "Typo Crash"	Malteser Ambulance	Ogilvy Frankfurt	Germany
Signatures	Amnesty International	TBWA\Paris	France
Monkey's butt it red		Yale University	United States
Malteser TVC "Typo Crash"	Malteser Ambulance Service	Ogilvy Frankfurt	Germany
The Number 23 main title	New Line Cinema	Imaginary Forces	United States
You May Not Eat In The Living Room		Savannah College of Art and Design	United States

DESIGN BROADCAST DISTINCTIVE MERIT

Television & Cinema Design			
TITLE	CLIENT	AGENCY	COUNTRY
Animal Planet Bee ID	Animal Planet	Savannah College of Art and Design	United States
Points	Dorina	Lobo	Brazil
Adopt A New Life	Toronto Humane Society	Leo Burnett Toronto	Canada
Duelers		Yale University	United States
Mad Men	AMC/Lionsgate	Imaginary Forces	United States

DESIGN BROADCAST MERIT

Television & Cinema Design			
TITLE	CLIENT	AGENCY	COUNTRY
MTV Fresh	MTV	Head Gear Animation	Canada
Nipple Confession - Shower	MTV2	MTV Networks	United States
MTV Discover & Download	MTV	MTV Networks	United States
Lovestoned (Blue section)	HSI / Justin Timberlake	Blind	United States
She's My Man	Scissor Sisters	Partizan Entertainment	United States
Helvetica Now	Linotype	STUDIO INTERNATIONAL	Croatia (local Name: Hrvatska)

DESIGN INTERACTIVE GOLD

Beyond the Web			
TITLE	CLIENT	AGENCY	COUNTRY
Jurascopes	Humboldt-Universität zu Berlin	ART+COM AG	Germany

DESIGN INTERACTIVE SILVER

Microsite			
TITLE	CLIENT	AGENCY	COUNTRY
Hyundai Thinkaboutit.com	Hyundai	Goodby, Silverstein & Partners	United States
New Media Innovation and Development			
The Piss Screen	Main Taxi Frankfurt	Saatchi & Saatchi Frankfurt	Germany
Tipping Point	Diageo (Draught Guinness)	Abbott Mead Vickers BBDO	United Kingdom

DESIGN INTERACTIVE DISTINCTIVE MERIT

Microsite			
TITLE	CLIENT	AGENCY	COUNTRY
Tipping Point	Diageo (Draught Guinness)	Abbott Mead Vickers BBDO	United Kingdom
New Media Innovation and Development			
Start a Chain Reaction	Philips	Tribal DDB	United States
Breville Concept to Kitchen	Breville	Avenue A Razorfish	United States
The Piss Screen	Main Taxi Frankfurt	Saatchi & Saatchi Frankfurt	Germany

DESIGN INTERACTIVE MERIT

Beyond the Web			
TITLE	CLIENT	AGENCY	COUNTRY
Face Capture & Biometric Identity Interactives	Wellcome Trust	ico Design Consultancy	United Kingdom
Microsite			
Coke & Faithless	Coca-Cola	argonauten G2 GmbH	Germany

DESIGN PRINT GOLD

Book Design			
TITLE	CLIENT	AGENCY	COUNTRY
Things I have learned in my life so far	Abrams Inc.	Stefan Sagmeister	United States
Corporate & Promotional Design			
Beatles Stamps	Royal Mail	Johnson Banks	United Kingdom
Poster Design			
(Process)		Indiana University Bloomington	United States
IN OUR NATURE (TOUR 2007)	2FORTHROAD BOOKING AGENCY, BERLIN	Zwölf Medien GBR	Germany
Package Design			
YAOKI	Renaissance Project Co., Ltd.	DENTSU KYUSHU INC.	Japan
Product Design			
15 Below Jacket	TAXI Canada Inc	TAXI Canada Inc	Canada
Environmental Design			
New York Times Building	The New York Times Co; Forest City Ratner Co.	Pentagram Design	United States
The National Gallery Grand Tour	The National Gallery	The Partners	United Kingdom
Illustration			
Tree Drawings	Forest Stewardship Council	Jung von Matt AG	Germany

DESIGN PRINT SILVER

Magazine, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Oral B Floss Print Campaign	Procter & Gamble / Oral B Floss	BBDO New York	United States
Magazine, Trade			
CR Monograph	Creative Review	Creative Review	United Kingdom

DESIGN PRINT SILVER

Book Design			
TITLE	CLIENT	AGENCY	COUNTRY
Sculpture Today	Phaidon Press	Phaidon Press Ltd	United Kingdom
Vision of Design	Page One & hesign	hesign	Germany
Unmonumental: The Object in the 21st Century	Phaidon Press	Phaidon Press	United States
Everything Material, Something Immaterial	Cultural and Education Section of the British Consulate-General	China Youth Press	China
The quick brown fox jumps	FH Mainz	FH Mainz University of Applied Sciences	Germany
Corporate & Promotional Design			
Darfur Genocide Campaign	savedarfur.org	School of Visual Arts	United States
Poster Design			
Seeds of the Cities	HuaSen Architects	Sense Brand & Identity Consultant	China
Pantone Painting	The Partners	The Partners	United Kingdom
Dripping Blood	Fantasy Film Festival	Design Factory International	Germany
TWELVE ANIMALS (2/3)	Kentaro Nagai Exhibition	Graflex Directions	Japan
Package Design			
iPhone	Apple Inc	Apple Inc	United States
Waitrose Cooks' Ingredients	Waitrose Ltd	Lewis Moberly	United Kingdom
ZUCHRE SUGAR	Jin Young Lee	School of Visual Arts	United States
HEX TOOLS	Jin Young Lee	School of Visual Arts	United States
Product Design			
Rainbow in your hand	Utrecht	Masashi Kawamura	Netherlands
Environmental Design			
BBC Cables Campaign	BBC World	BBDO New York	United States
Grand Opening Guerrilla Campaign	FedEx / Kinko's	BBDO New York	United States
Duality	Nanjo and Associates	ART+COM AG	Germany
Illustration			
Superstitions		OCAD (Ontario College of Art and Design)	Canada
Where in the world city maps		University College Falmouth	United Kingdom
Photography			
The Small-Town War	TIME Magazine	TIME Magazine	United States
Flight Patterns	The New York Times Magazine	The New York Times Magazine	United States
Darfur: Twenty Years of War and Genocide in Sudan	Leora Kahn / powerHouse Books	powerHouse Books	United States
Schapiro's Heroes	Steve Schapiro / powerHouse Books	powerHouse Books	United States

DESIGN PRINT DISTINCTIVE MERIT

Magazine, Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Circular 15	The Typographic Circle	Pentagram Design	United Kingdom
Prefix Photo 15	Prefix Institute of Contemporary Art	Underline Studio	Canada
Book Design			
Solidarity route to Mauritania	Ruta Motor	DFraile	Spain
How I Write	Rizzoli USA	Frost Design	Australia
AGI - To Kyo To	AGI (Alliance Graphique Internationale)	hesign	Germany
The Haiku Book "KIRI-TORI-SEN"	KYURYUDO ART-PUBLISHING CO.,LTD	DENTSU INC. Kansai	Japan
Men of Letters and People of Substance	David Godine Publisher	deVicq design	United States
solidarity route to Mauritania	Prefix Institute of Contemporary Art	DFraile	Spain
Corporate & Promotional Design			
CAFECOPY	CAFECOPY	MEWE Design Alliance	China
Hara Printing	Hara Printing	Penguin Graphics	Japan
"THINK"	The School of Visual Arts	KNARF NY	United States

Poster Design			
Seafood Dealer Yamahei	YAMAHEI SHOTEN	Mokutani Design	Japan
E. Poster	E. Co., Ltd	E. Co., Ltd	Japan
Works Made in Valencia by Jae-Hyouk Sung	Jae-Hyouk Sung	IMJ	Korea, Republic of
Glasses	Aoyama Megane Koubou Kamuro	Daiko Brand Design Inc.	Japan
The 10th Anniversary of 601bisang - "3i"	601bisang	601bisang	Korea, Democratic
Oreo "Midnight"	Kraft	Draftfcb	United States
Yale School of Architecture Lectures, Symposia and Exhibitions Fall 2007	Yale School of Architecture	Pentagram Design	United States
Apple Store West 14th Street Poster	Apple Inc.	Apple Inc.	United States
iTunes Mexico Poster	Apple Inc.	Apple Inc.	United States
Fear	Calagraphic Design	Tyler School of Art, Temple University	United States
BREATHE	Rainforest Action Network (RAN)	Studio8 Design	United Kingdom
SHISEIDO	Shiseido Co., Ltd.	Shiseido Co., Ltd, Advertising Creation Department	Japan
Package Design			
AIR	Jin Young Lee	School of Visual Arts	United States
MacBook Air	Apple Inc.	Apple Inc.	United States
Absolut Disco	V&S Absolut Spirits, Sweden	Family Business	Sweden
Waitrose Sausages & Bacon	Waitrose	Turner Duckworth: London & San Francisco	United States
Motley Bird	Kama Beverages	Strange Matter, LLC.	United States
Wine gum	the garage winery e.K. Anthony Robert Hammond	Kolle Rebbe Werbeagentur	Germany
Martha Stewart Crafts	EK Success	Martha Stewart Living Omnimedia	United States
ProAging Campaign	UNICEF Deutschland	SERVICEPLAN Gruppe GmbH & Co. KG	Germany
Product Design			
Morris Lounge		Portfolio Center	United States
Environmental Design			
Milky Way OOH Campaign	Mars Snack Food US/ Milky Way	BBDO New York	United States
Helios House	BP	Ogilvy NY	United States
Palazzo Grassi cafeteria's installation	Palazzo Grassi	Tassinari/Vetta	Italy
"iwai"event	KYURYUDO ART-PUBLISHING CO.,LTD	DENTSU INC. Kansai	Japan
Illustration			
To Die For	The Walrus	The Walrus Magazine	Canada
The Age of Nutritionism	The New York Times Magazine	The New York Times Magazine	United States
A Fish Print	Fukuske	McCann Erickson Japan	Japan
Frogs and Worms	Havaianas	BBDO New York	United States
Dangerous Animals	Leatherman	Leagas Delaney Hamburg	Germany
Museum of Sex Posters	Museum of Sex	Lowe New York	United States
Photography			
Keeping Up the Fight	TIME Magazine	TIME Magazine	United States
Nai	Shots 98 / Charity: Water	Lyle Owerko Photography	United States
Person of the Year	TIME Magazine	TIME Magazine	United States
ON THE BEACH	Aperture Foundation	Aperture Foundation	United States
Child Soldiers	Amnesty International	TBWA\Paris	France
Kids Hanging	Amnesty International	TBWA\Paris	France
Exact Series	Braun GmbH	BBDO Germany GmbH	Germany
Adidas Beijing Olympics	Adidas	Mark Zibert	Canada
Adidas Basketball	Adidas	Mark Zibert	Canada
Bertolli	Unilever	Jonathan Tay Pte Ltd	Singapore

DESIGN PRINT MERIT

Newspaper, Trade/Consumer			
TITLE	CLIENT	AGENCY	COUNTRY
Events	Italian Cultural Institute	Brighten the Corners	United Kingdom
Gorilla	Volkskrant	De Designpolitie	Netherlands
Magazine, Consumer			
Modern and Important Design Series	Wright	Wright	United States
beef magazine	Deutscher Fachverlag / HORIZONT and Art Directors Club Germany	Mutabor Design GmbH	Germany
UNIQLO PAPER No3	UNIQLO	Pietsch Lim	Germany
Features: Splash	Conde Nast / WIRED	WIRED Magazine	United States
Plastique Magazine	Plastique	Studio8 Design	United Kingdom
NEWWORK MAGAZINE issue NO#186;1	NEWWORK MAGAZINE	studio NEWWORK	United States
Twice 9:2: How To Pass, Kick, Fall and Run	Twice Arts Foundation	Pentagram Design	United States
Diversity	The Shilla	SW20	Korea, Republic of
Magazine, Trade			
San-go-shi	Banana Moon Studio / Shichisei Industry Sapporo	Banana Moon Studio Sapporo	Japan
C+A Magazine	Cement Concrete & Aggregates Australia	Emerstudio	Australia
Book Design			
The Poetry Collection of Agnes Lam	Agnes Lam	Joaquim Cheong Design	Macau
The Zurau Aphorisms	Schocken Books	Peter Mendelsund Design	United States
100 best Posters 06 - Germany Austria Switzerland	100 beste Plakate e.V.	Erich Brechbühl [Mixer]	Switzerland
George Bilgere, Book of Poems		Portfolio Center	United States
"upstairs and downstairs - Performance of Text in Space"		University of Applied Sciences Augsburg	Germany
Foot Print		National Taiwan University of Science and Technology & Pratt Institute	Taiwan
DALLIBRES	Fundació Gala Salvador Dalí	Bis Dixit	Spain
Corporate & Promotional Design			
Well done	Podravka	Bruketa&Zinic	Croatia (local Name: Hrvatska)
Anything Helps	YMCA	MacLaren McCann	Canada
Josephine Prokop - Tit for Tat	Dr. Josephine Prokop	Josephine Prokop - Corporate Branding	Germany
Lithographix. Ink, paper and the art of bending light.	Lithographix	Robert Louey Design / Pagenova	United States
Paradigm Parables	Paradigm	Taxi Studio Ltd	United Kingdom
Book "Heaven or Hell"	Art Directors Club Germany / Focus Magazine Germany	Ogilvy Frankfurt	Germany
The Strathmore Writing Kit	Mohawk Fine Papers	VSA Partners	United States
The Glass House book, commemorative edition	Philip Johnson Glass House, National Trust for Historic Preservation	Pentagram Design	United States
"FIRST VINTAGE" Paper Sample	TAKEO CO., Ltd.	Good Design Company	Japan
Points of view	Conergy AG	Kempertrautmann gmbh	Germany
Santologia Booklet	Cartoon Network Latin America	Cartoon Network Latin America	United States
CCD 07	Accenture Ireland	Brighten the Corners	United Kingdom
Wabi Sabi Waza	Soukouen	Penguin Graphics	Japan
Tokyo in Process	Takashimaya Company, Limited	HAKUHODO Inc.	Japan
Knoll Wa furniture system, identity	Knoll International	Ginette Caron	Italy
IDTV identity	IDTV	Lava grafisch ontwerpers	Netherlands
London Design Festival	London Design Festival	Pentagram Design	United Kingdom
Stories	Turesgruppen	BVD	Sweden
Candyking	Candyking Intentional Ltd.	BVD	Sweden
goen	goen Co., Ltd	goen	Japan
Visual identity for Magdalena festival	Društvo za vizualne komunikacije Magdalena	Cizl d.o.o	Slovenia
Holland Dance Festival (HDF)	Holland Dance Festival	Fabrique	Netherlands
Cream Media	Cream Media	Designworks Auckland	New Zealand
Afia Identity	Ben Afia	Dinnis Design Limited	United Kingdom
One New Change	Land Securities	Williams Murray Hamm	United Kingdom
Oslo Philharmonics	Oslo Philharmonics	Bleed	Norway
IBA Hamburg	Internationale Bauausstellung IBA Hamburg GmbH	feldmann+schultchen design studios GmbH	Germany
Museum for African Art Identity	Museum for African Art	OCD	United States
St-Germain Integrated Campaign	Cooper Spirits International	Sandstrom Design	United States
Bookmark	HAKKODO Book Store	Levan	Japan
Black Grace	Black Grace	Alt Group Ltd	New Zealand
Andrew Murdoch Stationery	Andrew Murdoch Copywriter	True North	United Kingdom
Paul Moffat Stationery	Paul Moffat Photographer	True North	United Kingdom
Tide Watermark Stationery	Procter & Gamble	Leo Burnett Frankfurt	Germany
Chef	Richard Mclellan	Marksmith	United Kingdom
La Pruneta	La Pruneta	Nevis Design Consultants	United Kingdom
First Republic	First Republic	Elmwood	United Kingdom
The Kitchen Collateral	BBDO New York	BBDO New York	United States
Hotel Butterfly Stationery Kit	D-BROS	DRAFT Co., Ltd.	Japan
Alivia's Bistro business cards	Alivia's Bistro	Ogilvy	United States
Microphone	Chris Fisher	TBWARAAD	United Arab Emirates
Camera Phone	Ajay Keer	The Classic Partnership	United Arab Emirates
"VINYL RECORD CARD"	DJ Luke	KNARF NY	United States
Hara Printing	Hara Printing	Penguin Graphics	Japan
Aioidori Dental Clinic	Aioidori Dental Clinic	Penguin Graphics	Japan
Grocer Corporate Identity	Oliver, Patrick & Glenn Grocers Pte Ltd	Leo Burnett Singapore	Singapore
Egg-n-Spoon	Egg-n-Spoon	Thoughtful	United Kingdom
British Female Invasion	Signature Theatre	Design Army	United States
Brandstew Identity	Brandstew	Radford Wallis	United Kingdom
Mending Homes	Mending Homes Inc.	MacLaren McCann	Canada
NYC	NYC and Company	Wolff Olins	United States
BMW - The Secret Life of Cars	BMW UK	David Rainbird	United Kingdom
Good Works.	Brigham Young University	Brigham Young University	United States
2008 Self-Promotional Calendar		Portfolio Center	United States
From Red to Green Holiday Card	Pivot Design	Pivot Design, Inc.	United States
Desireable	Automobili Lamborghini S.p.A.	Philipp und Keuntje GmbH	Germany
Calendar Surfrider Foundation 2008	Surfrider Foundation	Y & R France	France
Year of Mathematics 2008	Centre of Mathematics	BBDO Germany GmbH	Germany
Ribbon	D-BROS	DRAFT Co., Ltd.	Japan
The Chase Calendar 2008	The Chase	The Chase	United Kingdom
Bracket Business Card	Bracket	SILNT	Singapore
1/8 Full	Positive Thinking Magazine	BBDO New York	United States
Charolais Type face Design		Portfolio Center	United States
U.S. Currency Redesign		Brigham Young University	United States
Poster Design			
Yoshida glasses store	Yoshida glasses store	Creative Mind	Japan
Vessel of Peace	KANOSHIKKI.co.,Ltd	Designhorse	Japan
Tears 2007	Miyako Katoh	Kao Corporation	Japan
Plug Poster	Gavin Martin	300million	United Kingdom
The furniture dealer	sodan-kaguya	E.Co., Ltd.	Japan
Stretch Your Imagination	Australian Wool Innovation	Publicis Mojo Australia	Australia

DESIGN PRINT MERIT

Poster Design			
U of M Dance Poster	University of Minnesota	Spunk Design Machine	United States
SpaceFox	Volkswagen	AlmapBBDO	Brazil
Is it a ficke finger of fate?	Thumb M Inc.	Thumb M Inc.	Japan
show-window display poster	shiseido	Shiseido	Japan
2007 Shakespeare in the Park season poster	The Public Theater	Pentagram Design	United States
Band Aid poster	Johnson & Johnson	Pentagram Design	United States
ET	Han Language Centre	Ad Planet Group	Singapore
Museum of Sex Posters	Museum of Sex	Lowe New York	United States
TWELVE ANIMALS (1/3)	private work	Graflex Directions	Japan
Neo Beauty	Hair salon@Bears	Kin-za-za	Japan
Havaianas (Tecido)	Sao Paulo Alpargatas	AlmapBBDO	Brazil
Muscles	Craftsman	Y & R Chicago	United States
50 Years Helvetica	Design Museum Zurich	Niklaus Troxler Design	Switzerland
The Mainichi Plastic Bag Newspaper	The Mainichi newspaper	HAKUHODO Inc	Japan
KIRAKIRAFUJI	JapanGraphicDesignersAssociation	TokyuAgencyInc.	Japan
Boccaccio	Theater Biel Solothurn	Atelier Bundi	Switzerland
Population 2050	DAS Designers Association	CID LAB.	Japan
Happiness	OceanNEnvironment	Y & R Singapore	Singapore
Icon Dressed by Annette Meyer	The Röhsska Museum	Happy Forsman & Bodenfors AB	Sweden
Second by Second. Twenty Billion Years and other works.	Lennart Grebelius	Happy Forsman & Bodenfors AB	Sweden
Signatures campaign	Amnesty International	TBWA\Paris	France
SAFE SEAFOOD CAMPAIGN	graphmart	graphmart	Japan
CHOKING VICTIM POSTER REDESIGN	Sanghee Jin	School of Visual Arts	United States
Vote: There Are No More Excuses		Tyler School of Art, Temple University	United States
Package Design			
Wine labels for distinguished Authorial Wines	Kmetija Stekar	Zalozba Eno	Slovenia
St-Germain	Cooper Spirits International	Sandstrom Design	United States
Beer Boris	Brasserie Licorne Québec	Ig2boutique	Canada
Bot Packaging	Bot Beverages	tda advertising & design	United States
Domaine de Canton	Domaine de Canton	Mucca Design Corp.	United States
Dr. Bronner's Packaging		Portfolio Center	United States
Flawless Paint	Homebase Ltd	Turner Duckworth: London & San Francisco	United States
Sovereign	Homebase Ltd	Turner Duckworth: London & San Francisco	United States
Product Design			
TAKEO PAPER SHOW 2007	TAKEO CO.,Ltd.	Good Design Company	Japan
Wine gum	the garage winery e.K. Anthony Robert Hammond	Kolle Rebbe Werbeagentur	Germany
KAKUZAI memo block	ginza grahic gallery	HAKUHODO inc. / HAKUHODO DESIGN inc.	Japan
Green Xmas Tree	Buro North	Buro North	Australia
BARE	Myndology	Duffy & Partners LLC	United States
365x360	Opto Design	Opto Design	United States
Everything is OK	MINE	MINE	United States
Parker Sustainable Furniture		Portfolio Center	United States
Environmental Design			
Wall Murals Campaign	Havaianas	BBDO New York	United States
365: AIGA Annual Design Exhibition 27	AIGA	Design360 Inc.	United States

Illustration			
Ephemera	The Walrus	The Walrus Magazine	Canada
How to Take Care of Your Beautiful Mind	O, The Oprah Magazine	O, The Oprah Magazine	United States
So Much More Than Just A Tea Bag	Muhammad Ferooze Tabrani	Temasek Design School	Singapore
2008 Calendar	Number Three, Inc.	Number Three, Inc.	Japan
Barbie	Museum of Childhood	Abbott Mead Vickers BBDO	United Kingdom
Grey Skull	Museum of Childhood	Abbott Mead Vickers BBDO	United Kingdom
Falling Crackers	Ritz	Euro RSCG Worldwide	United States
Open for Fun	Ritz	Euro RSCG Worldwide	United States
Peacock	Havaianas	BBDO New York	United States
Fish	Havaianas	BBDO New York	United States
Jellyfish	Havaianas	BBDO New York	United States
Butterfly	Havaianas	BBDO New York	United States
Malteser "Typo Crash" Campaign	Malteser Ambulance Service	Ogilvy Frankfurt	Germany
Havaianas Slim	Sao Paulo Alpargatas	AlmapBBDO	Brazil
Havaianas (Tecidos)	Sao Paulo Alpargatas	AlmapBBDO	Brazil
Serramalte (circus)	Ambev	AlmapBBDO	Brazil
Merry Christmas	SCI FI	BETC Euro RSCG	France
Happiness	OceanNEnvironment	Y&R Singapore	Singapore
MTV Masters	MTV Networks GmbH & Co. OHG	BBDO Germany GmbH	Germany
Mercedes-Benz G-Class "Sandposter"	Daimler AG	Jung von Matt AG	Germany
Mercedes-Benz G-Class "Stoneposter"	Daimler AG	Jung von Matt AG	Germany
Photography			
Masters of Invention	Condé Nast Portfolio	Condé Nast Portfolio	United States
Pictures of the Year	TIME Magazine	TIME Magazine	United States
Gang Warfare	Moises Saman--Panos for Newsweek	Newsweek	United States
White Magic, May 2007	Martha Stewart Living	Martha Stewart Living	United States
Moments of Perfection, July 2007	Martha Stewart Living	Martha Stewart Living	United States
Well Openers 2007	Martha Stewart Living	Martha Stewart Living	United States
ESPN:Prep Stars	ESPN Magazine	Pier Nicola D'Amico	United States
The Doctor Is Out	Vancouver Magazine	Vancouver Magazine	Canada
Concrete Jungle	The New York Times Magazine	"T" The New York Times Style Magazine	United States
Snow Bound	The New York Times Magazine	"T" The New York Times Style Magazine	United States
Climb Like a Girl	The New York Times Magazine	"Play" The New York Times Sports Magazine	United States
A Really Big Show	The New York Times Magazine	"Play" The New York Times Sports Magazine	United States
The New York Issue	The New York Times Magazine	The New York Times Magazine	United States
The Most Dangerous Nation in the World Isn't Iraq. It's Pakistan.	John Moore--Getty Images	Newsweek	United States
Art and soul HOLIDAY 2007	The New York Times Magazine	"T" The New York Times Style Magazine	United States
H2O	Howard Schatz	Schatz / Ornstein Studio	United States
Sella	Michael Schnabel Photography	Michael Schnabel	Germany
Crosses	Francois ROBERT & Jane GITTINGS	Francois ROBERT Photography	United States
Solidarity route to Mauritania	Ruta Motor	DFraile	Spain
True Color	Mark Cohen/powerHouse Books	powerHouse Books	United States
Buck Shots	Peter Sutherland/powerHouse Books	powerHouse Books	United States
The Vice Photo Book	Vice Magazine	VICE / VIRTUE	United States
Testimony	Gillian Laub	Gillian Laub	United States
G-Class: Electric Nature	Daimler	Jung von Matt AG	Germany
Beach series	Christian Schmidt	Christian Schmidt Studio	Germany
Water series	Christian Schmidt	Christian Schmidt Studio	Germany
Car park series	Christian Schmidt	Christian Schmidt Studio	Germany
Garden Tools	Michael Schnabel Photography	Michael Schnabel	Germany
Horses	Julian Wolkenstein Photographer	Julian Wolkenstein Photographer	United Kingdom

DESIGN PRINT MERIT

Photography			
TITLE	CLIENT	AGENCY	COUNTRY
Swimmers	Self Promotion	Cooley Studio	United States
Liverpool	Cooley Studio	Cooley Studio	United States
Not pretty, but fast	inline Kurierdienst-Vermittlung von Botenfahrten GmbH	Scholz & Friends Berlin	Germany
Man on Train		The Art Institute of Atlanta	United States
The Diner		The Creative Circus	United States
Goldfish		The Creative Circus	United States
The Ring		The Creative Circus	United States
Travelers Insurance	St.Paul Travelers	John Offenbach Photography	United Kingdom
Clown	Sony Computer Entertainment	TBWA\Paris	France
Kids soccer	Amnesty International	TBWA\Paris	France
Motorhome	Bonafide	Craverolanis	Argentina
Stop Porn	News Observer	National Taiwan University of Science and Technology & Pratt Institute	Taiwan
Adidas Diver	Adidas	Mark Zibert	Canada
BURNIVET BRAND POSTER	BURNIVET	MAQ inc.	Japan
Food is Everything	IGA	Andric & Andric inc	Canada
Bench		The Art Institute of Atlanta	Atlanta

ADC HYBRID CUBE

Hybrid			
TITLE	CLIENT	AGENCY	COUNTRY
Beijing City Attack (BJCA)	Nike China	Wieden+Kennedy	China
UNIQLOCK	UNIQLO CO., LTD.	Projector Inc.	Japan
Keep a Child Alive iPhone Launch	Keep a Child Alive	Anomaly	United States

ADC HYBRID DISTINCTIVE MERIT

Hybrid			
TITLE	CLIENT	AGENCY	COUNTRY
FREEDOM PROJECT	Nissin Food Products co., Ltd	ground Tokyo	Japan
Impossible Is Nothing	adidas International	180 Amsterdam	Netherlands
The ad auction campaign	Ebay	BETC Euro RSCG	France
Earth Hour	World Wildlife Fund	Leo Burnett Sydney	Australia

ADC HYBRID MERIT

Hybrid			
TITLE	CLIENT	AGENCY	COUNTRY
TOEI STATION STADIUM	Tokyo Metropolitan Government	Dentsu Inc. Tokyo	Japan
Lemonaire	Umpqua Bank	Creature	United States
Newsweek	Maxiprint.com	Walker	Switzerland
Nike Zoom	Nike	R/GA	United States

ADC SPHERE CUBE

Sphere			
TITLE	CLIENT	AGENCY	COUNTRY
Mugaritz	Mugaritz Restaurant	Iaia	Basque Country
A Decade of TELUS Design	TELUS	TAXI Canada Inc	Canada

ADC SPHERE DISTINCTIVE MERIT

Sphere			
TITLE	CLIENT	AGENCY	COUNTRY
Aliph Jawbone Brand	Aliph	fuseproject	United States
Alligator	Jacaré Grill	Leo Burnett Sao Paulo	Brazil
Martha Stewart Collection launch	Macy's	Martha Stewart Living Omnimedia	United States

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