

90TH ANNUAL AWARDS
WINNERS LIST
<http://adcawards.org>

ADVERTISING

BROADCAST MEDIA


TITLE	CLIENT	AGENCY	COUNTRY
GOLD 🏆			
It Rarely Stops	National Domestic Violence Hotline	Y&R Chicago	USA
Logitech Revue with Google TV - Ivan Cobenk	Logitech	Goodby, Silverstein & Partners	USA
Write the Future	Nike	Wieden + Kennedy	Netherlands
SILVER 🥈			
Anti-Rock Star	VH1	Y&R New York	USA
Your Planet Campaign	Planet Fitness	Mullen	USA
Sword Collector	Land Rover	Y&R New York	USA
Hairmoticons	Braun GmbH	BBDO Germany GmbH	Germany
Mayhem	Allstate Insurance	Leo Burnett Chicago	USA
Piano	Match.com	Mother London Limited	United Kingdom
Stop Me/Okay /Offer	truth	Arnold Worldwide	USA
Lift Things Up	Planet Fitness	Mullen	USA
BRONZE 🥉			
Sprint - Value	Sprint	Goodby, Silverstein & Partners	USA
The Last Text	AT&T	BBDO New York	USA
U by Kotex	Kimberly Clark	JWT New York	USA
MERIT 🏅			
Application	Planet Fitness	Mullen	USA
Cat Sitter	Land Rover	Y&R New York	USA
If You Like	VH1	Y&R New York	USA
Release the Hounds	Audi of America	Venables Bell & Partners	USA

BROADCAST CRAFT




TITLE	CLIENT	AGENCY	COUNTRY
GOLD 🏆			
Anti-Rock Star	VH1	Y&R New York	USA
Chrome Speed Tests	Google	BBH New York	USA
It Rarely Stops	National Domestic Violence Hotline	Y&R Chicago	USA
Write the Future	Nike	Wieden + Kennedy	Netherlands
Deliver Hope	Microsoft Xbox	agency twofifteen	USA
Questions	Old Spice	MJZ	USA
SILVER 🥈			
Swagger Wagon Music Video	Toyota	Saatchi & Saatchi LA	USA
Ride	The Coca-Cola Company	Publicis Mojo	Australia
BRONZE 🥉			
Logitech Revue with Google TV - Ivan Cobenk	Logitech	Goodby, Silverstein & Partners	USA
Cats	IKEA	Mother London Limited	United Kingdom
FLOW	BMW-MINI	BSUR Amsterdam	Netherlands
Revolution	Microsoft Xbox	agency twofifteen	USA
MERIT 🏅			
It Rarely Stops	National Domestic Violence Hotline	Y&R Chicago	USA
Logitech Revue with Google TV - Ivan Cobenk	Logitech	Goodby, Silverstein & Partners	USA
Sword Collector	Land Rover	Y&R New York	USA

ADVERTISING



MEDIA INNOVATION

TITLE	CLIENT	AGENCY	COUNTRY
GOLD 			
SOUR/MIRROR	Zenith Co., Ltd.	Masashi, Qanta, Saqoosha, Hiroki	Japan, USA
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Target Kaleidoscopic Fashion Spectacular	Target	Mother New York	USA
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SILVER 			
Pay With A Tweet	Innovative Thunder	R/GA	USA
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Supor Non-Stick Pans	Supor	Leo Burnett Limited	China
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BRONZE 			
Target Kaleidoscopic Fashion Spectacular	Target	Mother New York	USA
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Andes Teletransporter	Inbev	Del Campo Nazca Saatchi & Saatchi	Argentina
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Get Tested Project	Aids Task Force	Shalmor Avnon Amichay/Y&R Interactive Tel Aviv	Israel
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MERIT 			
Sandwich	Pepsico Walkers	Abbott Mead Vickers BBDO	United Kingdom
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The Copied City	Copy & More	Scholz & Friends Berlin GmbH	Germany

RADIO

TITLE	CLIENT	AGENCY	COUNTRY
SILVER 			
Dog Radio	Galaxy PetFood GmbH	Grabarz & Partner Werbeagentur GmbH	Germany
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BRONZE 			
Bottomless Pit	Craftmans Tools	Y&R New York	USA
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Never Ending Project	Craftmans Tools	Y&R New York	USA
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MERIT 			
First 3D radio commercial	Fujifilm Electronic Imaging Europe GmbH	Ogilvy & Mather Advertising GmbH	Germany

NEWSPAPER CONSUMER

BRONZE 			
Status Updates	DIE WELT/ WELT KOMPAKT, Axel Springer AG	Scholz & Friends Berlin GmbH	Germany
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MERIT 			
Accessories	Harvey Nichols	DDB UK	United Kingdom
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Menswear	Harvey Nichols	DDB UK	United Kingdom
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Womenswear	Harvey Nichols	DDB UK	United Kingdom

NEWSPAPER TRADE

SILVER 			
Rear Assist	Volkswagen AG	Grabarz & Partner Werbeagentur GmbH	Germany

ADVERTISING

MAGAZINE CONSUMER

TITLE	CLIENT	AGENCY	COUNTRY
SILVER ■			
Accessories Required	Harvey Nichols	Y&R Dubai	United Arab Emirates
Symmetry	Nissan	TBWA Paris	France
BRONZE ■			
Builders of Tomorrow	LEGO GmbH	Serviceplan Gruppe Für Innovative Kommunikation GmbH & Co. kg	Germany
Kleenex Feelings Campaign	Kimberly Clark	JWT London	United Kingdom
Parallel Consequences Campaign	Greenpeace	Leo Burnett Limited	China
MERIT ▨			
Famous Speeches Collection	Edition Points	Marcel Paris	France

MAGAZINE TRADE

SILVER ■			
Rear Assist	Volkswagen AG	Grabarz & Partner Werbeagentur GmbH	Germany
MERIT ▨			
Great Photos	Latin Stock	DDB Brazil	Brazil

INTEGRATED

GOLD ■			
Dortmund Concert Milk	Dortmund Concert Hall	Jung von Matt AG	Germany
SILVER ■			
Write the Future	Nike	Wieden + Kennedy	Netherlands
Pizza Turnaround	Domino's	Crispin Porter + Bogusky	USA
BRONZE ■			
12 Second Strip	Renault UK, Ltd.	Publicis London	United Kingdom
MERIT ▨			
Tramp a Benz	Daimler AG	Jung von Matt AG	Germany

POSTER/BILLBOARD

TITLE	CLIENT	AGENCY	COUNTRY
BRONZE ■			
Neighbors/AMERICA	FEDEX/ Courier Services	DDB Brazil	Brazil
MERIT ▨			
Copy on Campaign	Rolling Stone Magazine	Ogilvy & Mather Werbeagentur GmbH	Germany
Baby Inside	Evian	BETC Euro RSCG	France
Pedestrian Detection	Volvo	Forsman & Bodenfors	Sweden
Time up, Live over - Grey Seal	BUND e.V.	Scholz & Friends Berlin GmbH	Germany

COLLATERAL

GOLD ■			
Metallic Ink Printed Underclothes	4th Amendment Wear	4th Amendment Wear	USA
MERIT ▨			
Goertz 17 Shoelace Box	Goertz 17 GmbH	Kempertrautmann GmbH	Germany
Saw 3D movie promotion	UFA-Palast movie theatres	Saatchi & Saatchi GmbH ZNL Dusseldorf	Germany

HYBRID

TITLE	CLIENT	AGENCY	COUNTRY
HYBRID CUBE			
Metallic Ink Printed Underclothes	4th Amendment Wear	4th Amendment Wear	USA
Pay With A Tweet	Innovative Thunder	R/GA	USA
Response Campaign	Old Spice	Wieden + Kennedy	USA
The Wilderness Downtown	Arcade Fire	@radical.media	USA
MERIT ▨			
Dortmund Concert Milk	Dortmund Concert Hall	Jung von Matt AG	Germany
SOUR/MIRROR	Zenith Co.,Ltd.	Masashi, Qanta, Saqoosha, Hiroki	Japan, USA

DESIGN

BOOK DESIGN

TITLE	CLIENT	AGENCY	COUNTRY
SILVER ■			
Ama Dablam - A Journey of Ascent	Invesco Perpetual	Browns	United Kingdom
Black and White Diamond	Dictionary	HAKUHODO Inc.	Japan
Geständnisse eines Labradorrüden	Norbert Herold	Norbert Herold	Germany
SVA Undergraduate Catalog 2011/12	School of Visual Arts	Visual Arts Press, Ltd.	USA
Typton - Heft 28	Typton AG	TGG Hafen Senn Stieger	Switzerland
Victore or, Who Died and Made You Boss	Abrams	Office of Paul Sahre	USA
Art Center Viewbook	Art Center College of Design	Art Center College of Design	USA

BRONZE ■

2010	Whitney Museum of American Art	Whitney Museum of American Art	USA
Book Worm	Hesign Berlin (Hangzhou)	Hesign 2	Germany
Cinematographies in Africa. A meeting with his protagonists	Casa África	Ena Cardenal de la Nuez	Spain
Mizukagami	Rocket Gallery	HAKUHODO Inc.	Japan
The State of Things - Design and the 21st Century (exhibition catalog)	Design Museum Holon	Shual.com	Israel

MERIT ▨

Art of Oubey	Oubey	Sagmeister Inc.	USA
MAH JONGG: Crak, Bam, Dot!	Museum of Jewish Heritage - A Living Memorial to the Holocaust / 2wiceBooks	Pentagram Design	USA
México Ciudad Futura	Alberto Kalach	Blok Design	Canada
The Book of Tapas	Phaidon Press, Ltd.	Grafica	Spain
Zwischen Kultur und Politik, Pro Helvetia 1939 bis 2009	Pro Helvetia	Raffinerie AG für Gestaltung	Switzerland

PACKAGE DESIGN

TITLE	CLIENT	AGENCY	COUNTRY
SILVER ■			
Tilly Devine	Antipodean Vintners	Parallax Design	Australia
MERIT ▨			
Dr. Moeller's quince serum - the decade edition	Schnap brennerei Dr. Thorsten Moeller	Serviceplan Gruppe Für Innovative Kommunikation GmbH & Co. kg	Germany
Espolon	Espolon	Landor Associates	USA
Five Vodka	Welsh Whisky	The Brand Union	United Kingdom
Make-up Collection	Kjaer Weis	Marc Atlan Design, Inc.	USA

DESIGN

CORPORATE/PROMO

TITLE	CLIENT	AGENCY	COUNTRY
SILVER ■			
Metallic Ink Printed Underclothes	4th Amendment Wear	4th Amendment Wear	USA
2010's Fairest Annual Report	Lemonaid Beverages GmbH	Jung von Matt AG	Germany
Classic British Album Covers	Royal Mail	Studio Dempsey	United Kingdom
I Am One Thousand	Enablis	Cossette	Canada
SmartBuy Wines Brand Identity	SmartBuy Wines	Mohallem/ Artplan	Brazil
The First Page Calendar	Frankfurter Allgemeine Zeitung GmbH	Scholz & Friends Berlin GmbH	Germany
BRONZE ■			
2010 McCord Museum Fair	McCord Museum	Cossette	Canada
524A - ARCHITPO	524 Architecture Design Studio	524 Architecture	China
All About Tea - Brand Identity	All About Tea	Moving Brands	USA
Auckland Museum - I AM Campaign	Auckland Museum	Alt Group, Ltd.	New Zealand
Roll & Hill Catalog	Roll & Hill	Studio Lin	USA
Winnie the Pooh	Walt Disney Japan	DRAFT Co., Ltd.	Japan
MERIT ▨			
Receive Don't Deceive	Paprika	Paprika	Canada
SNOW VOICE - A man who loves snow - Booklet for Haiku Event	Mitsubishi Estate Co., Ltd & Idee Co., Ltd.	Dentsu, Inc.	Japan
The Liliane and David M. Stewart Program for Modern Design 1980-2010	The Liliane and David M. Stewart Program for Modern Design	Paprika	Canada
Them-and-Us	Amnesty International	The Distillery	Sweden

POSTER DESIGN

TITLE	CLIENT	AGENCY	COUNTRY
GOLD ■			
Elanders on Very Important Matters	Elanders	Happy Forsman & Bodenfors AB	Sweden
The BMW Light Wall "Reflection"	BMW AG Deutschland	Serviceplan Gruppe Für Innovative Kommunikation GmbH & Co. kg	Germany
SILVER ■			
Copy on Campaign	Rolling Stone Magazine	Ogilvy & Mather Werbeagentur GmbH	Germany
Cenakovski	Theatre du Nouveau Monde	Cossette	Canada
Laforet 2010 A/W 'I Wear Taboo'	Laforet	HAKUHODO Inc.	Japan
TED Talks	The Partners	The Partners	United Kingdom
The Injured Jockeys Fund - HELP	The Injured Jockey's Fund	The Partners	United Kingdom
BRONZE ■			
120 colors	PENTAX	ADK Japan	Japan
Ars Electronica Nightline Poster	Ars Electronica Festival 2010	Verena Panholzer	Austria
Niklaus Troxler & his Students	Hesign International & Phoenix Creative Park & FourZero Art Space	Hesign 2	Germany
MERIT ▨			
Street Dance Festival	Prefeitura de Belo Horizonte	Perfil Publicidade	Brazil
D&AD New Blood 2010	D&AD	NB	United Kingdom
Help Rebuild Haiti	Haiti Poster Project	Pentagram Design Ltd	United Kingdom
More & Less	Pratt Insititute	Why Not Smile	USA
Play the underground	JEUDI	Jung von Matt AG	Germany
The Invisible Poster	Daimler AG, Mercedes-Benz Vertrieb Deutschland	BBDO Germany GmbH	Germany

DESIGN

ENVIRONMENTAL DESIGN

TITLE	CLIENT	AGENCY	COUNTRY
GOLD 🏆			
Burma	Human Rights Watch	JWT New York	USA
Unchop A Tree	Maya Lin	@radical.media	USA
SILVER 🥈			
Design Museum Holon signage system	Design Museum Holon	Adi Stern Design	Israel
Elektra 11 - You are not here	Elektra - Alain Thibault	TAXI Montreal	Canada
Mobility - Reflective Kinematronic	Otto Bock HealthCare GmbH	ART+COM	Germany
Signage For Musashino Art University Museum & Library	Mushashino Art University	Taku Satoh Design Office Inc.	Japan
The Rejected Bread Exhibition	Arla Foods: Lurpak - Butter Spreads	Draftfcb + Shimoni Finkelstein Barki	Israel
BRONZE 🥉			
At Cuculic's Place	Museum of Moder and Contemporary Art Rijeka	Sesnic & Turkovic	Croatia
bit.code	SAP Germany	Ogilvy & Mather Werbeagentur GmbH	Germany
Murals for Queens Metropolitan Campus	NYC Dept. of Education, Construction Authority, Cultural Affairs	Pentagram Design	USA
Photo 5 Gallery	Canon Australia	Leo Burnett Sydney	Australia
Science Storms	Museum of Science and Industry Chicago	Evidence Design	USA
The Smoker's Lung	Barmer Gek	Serviceplan Gruppe Für Innovative Kommunikation GmbH & Co. kg	Germany
Visions and fears	Joan Miró Foundation	Brian Rea	USA
MERIT 🏅			
mt ex kyoto	Kamoi Kakoshi Co., Ltd.	Iyama Design Inc.	Japan
Re-collection	The Contemporary Museum	Anne Bush Design	USA

PRODUCT DESIGN

TITLE	CLIENT	AGENCY	COUNTRY
SILVER 🥈			
Rocca Spiele	Rocca Spiele	10.inc	Japan
BRONZE 🥉			
To/From	Design Army	Design Army	USA
MERIT 🏅			
12 Letters	D-BROS	DRAFT Co., Ltd.	Japan

BRANDING

GOLD 🏆			
Comedy Central	Comedy Central	The Lab	USA
Galleries of Modern London	Museum of London	NB	United Kingdom
SILVER 🥈			
The Armoury Identity	The Armoury	Purpose	United Kingdom
The National Bar & Dining Rooms	Denihan Hospitality Group	Love and War	USA
BRONZE 🥉			
Bols Genever Campaign	Bols Genever	BMB	USA
District Griffin	Devimco & Groupe Cholette	Bleublancrouge	Canada
Film North	Film North Huntsville International Film Festival	Concrete Design Comm., Inc.	Canada

DESIGN

EDITORIAL DESIGN

TITLE	CLIENT	AGENCY	COUNTRY
GOLD ■			
Year in Review	Bloomberg Businessweek	Bloomberg Businessweek	USA
PIN-UP	FEBU Publishing	FEBU Publishing	USA
SILVER ■			
Cover Series	Bloomberg Businessweek	Bloomberg Businessweek	USA
COLORS Collector	COLORS	Fabrica S.p.A.	Italy
Vol. 30 Spring/Summer 2010	kid`s wear Magazine	kid`s wear Verlag	Germany
BRONZE ■			
Carl's Cars Issue 28	Carl's Cars Magazine	Carl's cars	Norway
The Constant Issue	Underscore	HJGHER	Singapore
Vive la Tarte!	Martha Stewart Living	Martha Stewart Living Omnimedia	USA
MERIT ▨			
Bottles and Jars	Martha Stewart Living	Martha Stewart Living Omnimedia	USA
Eating Together	The New York Times Magazine	The New York Times Magazine	USA
New York Times Magazine Cover, April 2010 Issue	The New York Times Magazine	Michael Freimuth, Kyle Poff	USA
The American Energy Spectrum	GOOD Magazine	Hyperakt	USA
The Design Society Journal #1	The Design Society	HANSON HO	Singapore
The Great Cybercrook	The New York Times Magazine	The New York Times Magazine	USA
Wallpaper* Handmade	Wallpaper*	Wallpaper*	United Kingdom

MOTION

TITLE	CLIENT	AGENCY	COUNTRY
GOLD ■			
Swagger Wagon Music Video	Toyota	Saatchi & Saatchi LA	USA
The Wilderness Downtown	Arcade Fire	@radical.media	USA
OKGO - This Too Shall Pass	OKGO	Zoo Film Productions	USA
SILVER ■			
Birthday	AT&T	BBDO New York	USA
Proud Papa	McDonald's	Leo Burnett Chicago	USA
Turbine-Free Wind Power	The New York Times	Buck	USA
BRONZE ■			
Tron Disney Logo	Walt Disney Pictures/ Joseph Kosinski	Prologue Films	USA
Rubicon	AMC	Imaginary Forces	USA
Van Beem & Van Haagen stop motion film	Van Beem & Van Haagen	Fabrique	Netherlands
MERIT ▨			
Monkey	WWF	Leo Burnett Sydney	Australia
Boardwalk Empire	HBO	Imaginary Forces	USA
In the Land of Talking	Orange / PTK Centertel	Leo Burnett Sp. z o.o.	Poland
REDU Launch Animation	REDU / Bing	Hunter Gatherer	USA
Spaceman Stu	McDonald's	Leo Burnett Chicago	USA

DESIGNISM

COLLATERAL

TITLE	CLIENT	AGENCY	COUNTRY
DESIGNISM AWARD			
Metallic Ink Printed Underclothes	4th Amendment Wear	4th Amendment Wear	USA

ENVIRONMENTAL DESIGN

TITLE	CLIENT	AGENCY	COUNTRY
DESIGNISM AWARD			
Burma	Human Rights Watch	JWT New York	USA

ILLUSTRATION

ILLUSTRATION GENERAL

TITLE	CLIENT	AGENCY	COUNTRY
GOLD ■			
Big Business 3	SenseTeam	SenseTeam	China
Snowflake Men	Takahisa Hashimoto	Takahisa Hashimoto	Japan

TITLE	CLIENT	AGENCY	COUNTRY
SILVER ■			
Famous Speeches	Edition Points	Marcel Paris	France
Famous Speeches Collection	Edition Points	Marcel Paris	France
Land Rover Phone	Land Rover	Y&R Lima, RKCR/ Y&R London	USA
WWF Cutouts	WWF China	BBH China	China

TITLE	CLIENT	AGENCY	COUNTRY
BRONZE ■			
Street Dance Festival	Prefeitura de Belo Horizonte	Perfil Publicidade	Brazil
AFRICAEMO Squatter	Zankyo Record Inc.	Dentsu, Inc.	Japan
Exhibition of Kida Yasuhiko/ 100 views of Mt.Fuji & famous mountains	Shibunkaku Museum	Fuuraibo Corp.	Japan
GO RED! Prints	Richard House	The Partners	United Kingdom
It's a boy - it's girl	Kirsten Dietz	Strichpunkt GmbH	Germany

TITLE	CLIENT	AGENCY	COUNTRY
MERIT ▨			
Watary	Victor Entertainment, Inc.	Dentsu, Inc.	Japan

INTERACTIVE

SOCIAL NETWORKS

TITLE	CLIENT	AGENCY	COUNTRY
MERIT 🏆			
Pepsi Refresh Project	PepsiCo	HUGE	USA

WEBSITES

SILVER 🥈			
Pay With A Tweet	Innovative Thunder	R/GA	USA

BRONZE 🥉			
Boulder Digital Works Site	Boulder Digital Works	Modernista	USA
GlastoTag	Orange UK	POKE	United Kingdom

MERIT 🏆			
Donate Words	Mario Penna Institute	RC Comunicação	Brazil
Halo Reach: Remember Reach	Xbox	AKQA	USA

BEYOND THE WEB

SILVER 🥈			
Yes, I am Precious	Benefiting LIVESTRONG	BREAKFAST	USA

BRONZE 🥉			
Write the Future Nike Tulio	Nike Japan	Wieden + Kennedy Tokyo	Japan

MOBILE

SILVER 🥈			
MINI Getaway Stockholm	MINI/BMW	Jung von Matt AG	Sweden

BRONZE 🥉			
Dali Museum iPhone App	Dali Museum	Goodby, Silverstein & Partners	USA

Nike Football+ Team Edition for iPad	Nike Football	AKQA	United Kingdom
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MERIT 🏆			
OS Ringtonicos	Casa do Zezinho	Almap BBDO	Brazil

ONLINE CONTENT

TITLE	CLIENT	AGENCY	COUNTRY
GOLD 🏆			
Chrome Speed Tests	Google	BBH New York	USA
Response Campaign	Old Spice	Wieden + Kennedy	USA
SOUR/MIRROR	Zenith Co.,Ltd.	Masashi, Qanta, Saqoosha, Hiroki	Japan, USA

SILVER 🥈			
Save As WWF	WWF Deutschland	Jung Matt AG	Germany
Lord Vader + Yoda recording for TomTom GPS	TomTom	Pool Worldwide	Netherlands

BRONZE 🥉			
Chrome Extensions	Google	BBH New York	USA
Fourteen Actors Acting	The New York Times Magazine	The New York Times Magazine	USA
Philips Wake up the town	Philips	Tribal DDB Amsterdam	Netherlands

MERIT 🏆			
Monkey	WWF	Leo Burnett Sydney	Australia
A HUNTER SHOOTS A BEAR	TIPP-EX / BIC	BUZZMAN	France
Airwalk	Airwalk	Y&R New York	USA
Dot Cons	Microsoft	Crispin Porter + Bogusky	USA

GAMES

GOLD 🏆			
Theater Online Game Concept for Xbox		Baden-Wuerttemberg Cooperative State University, Ravensburg	Germany

BRONZE 🥉			
Chrome Fastball	Google	BBH New York	USA

MERIT 🏆			
M&Ms Find Red	Mars Canada	Proximity Canada	Canada

PHOTOGRAPHY

MAGAZINE EDITORIAL

TITLE	CLIENT	AGENCY	COUNTRY
GOLD 🏆			
Fifteen Actors Acting	The New York Times Magazine	The New York Times Magazine	USA
Dumping Across The Digital Divide	The New York Times Magazine	The New York Times Magazine	USA
Fashion Show	New York Magazine	Lauren Greenfield Photography	USA
SILVER 🥈			
The Hollywood Issue	The New York Times Magazine	The New York Times Magazine	USA
Aisha	Jodi Bieber/TIME	TIME Magazine	USA
August 2010: Flexibility Feature	Real Simple	Real Simple Magazine	USA
Bodies We Want	ESPN The Magazine	ESPN The Magazine	USA
The Post Adolescent Life Stage	The New York Times Magazine	The New York Times Magazine	USA
Winter (Fun And) Games!	The New York Times Magazine	The New York Times Magazine	USA
BRONZE 🥉			
August 2010: Food Feature	Real Simple	Real Simple Magazine	USA
December Chocolate Food Feature	Real Simple	Real Simple Magazine	USA
Gobbler Exam spread	Field and Stream Magazine	Field and Stream Magazine	USA
Icing	Martha Stewart Living	Martha Stewart Living Omnimedia	USA
Power Games: Women Who Hit Very Hard	The New York Times Magazine	The New York Times Magazine	USA
Rarin' to ride	Canadian Geographic Magazine	Canadian Geographic Enterprises	Canada
The Secret Lives Of Girls	The New York Times Magazine	The New York Times Magazine	USA
The Wellness Issue	The New York Times Magazine	The New York Times Magazine	USA

TITLE	CLIENT	AGENCY	COUNTRY
MERIT 🏅			
Harvest Pies	Martha Stewart Living	Martha Stewart Living Omnimedia	USA
Maya Takes To the Streets	The New York Times Magazine	The New York Times Magazine	USA
My Above - Average Stroke	Men's Health Magazine	Men's Health	USA
Your Unstoppable Heart	Men's Health Magazine	Men's Health	USA

NEWSPAPER STORY


SILVER 🥈			
Portrait of Philip Roth	Review / The Wall Street Journal	The Wall Street Journal	USA
Yesterday. Today. Tilda.	The Village Voice	The Village Voice	USA
MERIT 🏅			
The Terrorist Mind: An Update	The New York Times -Week In Review	Metalmother	USA
Military Cuisine of Afghanistan	The New York Times	VII Photo	USA

PHOTOGRAPHY

PHOTOGRAPHY GENERAL

TITLE	CLIENT	AGENCY	COUNTRY
SILVER 			
Weapons	Symtantec Norton	Leo Burnett Chicago	USA
BRONZE 			
Molasses	Diageo Australia	Leo Burnett Sydney	Australia
Neverland Lost - A Portrait of Michael Jackson	Henry Leutwyler	Henry Leutwyler Studio	USA
Try Ons	Clay Weiner	Hans Seeger	USA
MERIT 			
Leica M9 Brochure	Leica Camera AG	G2 Frankfurt, Germany, Kommunikationsagentur GmbH	Germany
Wastes Energy/Saves Energy	Energy Australia	Leo Burnett Sydney	Australia

POPCORN, INDIANA STUDENT BRIEF

TITLE	CLIENT	AGENCY	COUNTRY
GOLD 			
Popcorn Flavor Fairy	Popcorn Indiana	Miami Ad School Madrid	Spain
Add Flavor to It!	Popcorn Indiana	College for Creative Studies	USA
SILVER 			
"Welcome to Popcorn, Indiana"	Popcorn Indiana	Academy of Art University	USA
Disguise	Popcorn Indiana	SVA	USA
Naturally Irresistible	Popcorn Indiana	SVA	USA
BRONZE 			
Lion	Popcorn Indiana	SVA	USA
Body by Chip'ins	Popcorn Indiana	FIT	USA
Perfume	Popcorn Indiana	SVA	USA
Makes Movies Healthier	Popcorn Indiana	SVA	USA
Puzzle	Popcorn Indiana	SVA	USA
Share Bag	Popcorn Indiana	Miami Ad School Brooklyn	USA
MERIT 			
Tips for Maximum Enjoyment	Popcorn Indiana	College for Creative Studies	USA
POP! What Everyone Wants ...	Popcorn Indiana	HTL1 Baund Design, Department for Art and Design	Austria
Netflix	Popcorn Indiana	SVA	USA
You'll love us when we're angry	Popcorn Indiana	Miami Ad School Brooklyn	USA

STUDENT

POSTER/BILLBOARD

TITLE	CLIENT	AGENCY	COUNTRY
GOLD 🏆			
Always First	FedEx	Miami Ad School Europe	Germany
SILVER 🥈			
Get Out and Experience Your America	National Park Service	University of North Texas	USA
BRONZE 🥉			
Coming Soon	The Weather Channel	SVA	USA
MERIT 🏅			
In Perspective: Typography and the Third Dimension		Kookmin University	South Korea
See Who You Save	WWF	Miami Ad School Europe	Germany

EDITORIAL DESIGN

GOLD 🏆			
The Eco Magazine		SVA	USA
BRONZE 🥉			
Newspaper Newspaper		SVA	USA

CORPORATE/PROMO

SILVER 🥈			
WWF Stickers	WWF	SVA	USA

BRANDING

SILVER 🥈			
Washington Square Park		SVA	USA
BRONZE 🥉			
Cymatics Exhibition		Art Center College of Design	USA
Gramercy Flower Shop		SVA	USA

BOOK DESIGN

TITLE	CLIENT	AGENCY	COUNTRY
SILVER 🥈			
SVA Yearbook 2010	SVA	SVA	USA
Typescape	GT Press	1 Golden Tree	South Korea
Coming Soon	The Weather Channel	SVA	USA
BRONZE 🥉			
A Few Warm Stones / Ondol	Better Days Institute	Kookmin University	South Korea
Bookscapes: From a Flat to a Deep Understanding		California College of the Arts	USA
Bitte laßt die Blumen leben (Please let the flowers live)	University of Applied Sciences Darmstadt / Faculty of Design	University of Applied Sciences Darmstadt / Faculty of Design	Germany
MERIT 🏅			
Once Upon a Time the Typographer		RISD	South Korea
Safe Agua Chile - Book		Art Center College of Design	USA

PACKAGE DESIGN

MERIT 🏅			
Beat Street		Ringling College of Art & Design	USA

ENVIRONMENTAL DESIGN

BRONZE 🥉			
Swell: Typeface		Yale University	USA

COLLATERAL

BRONZE 🥉			
Million Trees Lung Map Shirts	Million Trees	SVA	USA
The Money Roll Project	Nashua	Miami Ad School Europe	Germany

STUDENT

ILLUSTRATION GENERAL

TITLE	CLIENT	AGENCY	COUNTRY
GOLD 🏆			
Miss Eggplant's American Boys, All about the public bath, Buying Lenin		SVA	USA
World Championship 2010		Dankook University	South Korea
SILVER 🥈			
Elephant		SVA	USA

ONLINE CONTENT

GOLD 🏆			
Voices from the Field	Designmatters/Project Concern International	Art Center College of Design	USA

WEBSITES

SILVER 🥈			
American Apparel Weather Forecast		Miami Ad School Europe	Germany

BEYOND THE WEB

BRONZE 🥉			
Nike+GlobeRunner		Miami Ad School Europe	Germany

SOCIAL NETWORKS

MERIT 🏅			
The Memory Cloud		Miami Ad School Europe	Germany

MOBILE

SILVER 🥈			
Active Tribes		Art Center College of Design	USA
MERIT 🏅			
Jack Daniels Walk the Line		SVA	USA

MOTION

TITLE	CLIENT	AGENCY	COUNTRY
GOLD 🏆			
My Favourite Animal		Kookmin Unversity	South Korea
The Fly - Title Sequence		Art Center College of Design	USA
SILVER 🥈			
Boom Ha Music Video	Smalltown Romeo	SVA	USA
Heterosis		York University	Canada
BRONZE 🥉			
Flicker		SCAD	USA
Grampa Kevorkian		SCAD	USA
The Illusionist - Title Sequence		SVA	USA
MERIT 🏅			
Building Blocks		SCAD	USA
Elephantis		SCAD	USA
Safe Agua Chile - Book		Art Center College of Design	USA
Starting is Everything		SVA	USA
The Imaginarium of Doctor Parnassus - Title Sequence		SVA	USA

COMPETITION STATISTICS

TOTAL WINNERS: 317

ADVERTISING	78 WINNERS
GOLD	13 Professional, 1 Student
SILVER	19 Professional, 1 Student
BRONZE	18 Professional, 3 Student
MERIT	22 Professional, 1 Student
DESIGN	111 WINNERS
GOLD	8 Professional, 1 Student
SILVER	30 Professional, 5 Student
BRONZE	28 Professional, 7 Student
MERIT	29 Professional, 3 Student
MOTION GRAPHICS	26 WINNERS
GOLD	3 Professional, 2 Student
SILVER	3 Professional, 2 Student
BRONZE	3 Professional, 3 Student
MERIT	5 Professional, 5 Student
PHOTOGRAPHY	30 WINNERS
GOLD	3 Professional
SILVER	9 Professional
BRONZE	11 Professional
MERIT	7 Professional
ILLUSTRATION	16 WINNERS
GOLD	2 Professional, 2 Student
SILVER	4 Professional, 1 Student
BRONZE	5 Professional
MERIT	2 Professional
INTERACTIVE	33 WINNERS
GOLD	3 Professional, 2 Student
SILVER	5 Professional, 2 Student
BRONZE	9 Professional, 1 Student
MERIT	9 Professional, 2 Student
STUDENT BRIEF	15 WINNERS
GOLD	2 Student
SILVER	3 Student
BRONZE	6 Student
MERIT	4 Student

NUMBER OF WINNING ENTRIES PER COUNTRY

1	Argentina
7	Australia
2	Austria
7	Brazil
12	Canada
5	China
1	Croatia
6	France
39	Germany
4	Israel
1	Italy
15	Japan
6	Korea
7	Netherlands
1	New Zealand
1	Norway
1	Poland
2	Singapore
3	Spain
4	Sweden
2	Switzerland
1	United Arab Emirates
21	United Kingdom
168	United States

ADC DESIGNISM 2 WINNERS

2 CUBES

ADC HYBRID 6 WINNERS

4 CUBES

2 MERIT

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