



## **ADC 86 Annual Awards**

**Gold, Silver and Distinctive Merit winners in Advertising and Interactive Media,  
and Hybrid Finalists and Distinctive Merit winners**

### **Advertising Gold**

**Company:** Jeh United , Ltd.

**Client:** SmoothE (Thailand) Co., Ltd.

**Award:** Gold

**Entry Title:** The Love Story Series

**Category:** Online Commercial

**Country:** Thailand

**Company:** TBWA\Chiat\Day

**Client:** Skittles

**Award:** Gold

**Entry Title:** Beard

**Category:** TV—30 Seconds

**Country:** United States

**Company:** TBWA\Chiat\Day

**Client:** Skittles

**Award:** Gold

**Entry Title:** Trade

**Category:** TV—Over 30 Seconds

**Country:** United States

**Company:** TBWA\Chiat\Day

**Client:** Skittles

**Award:** Gold

**Entry Title:** Beard, Trade, Leak

**Category:** TV—Spots of Varying Length

**Country:** United States

**Company:** Fallon London

**Client:** Tate Britain

**Award:** Gold  
**Entry Title:** Tate Collections  
**Category:** Public Service/Non-Profit/Educational  
**Country:** United Kingdom

**Company:** Saatchi & Saatchi  
**Client:** 42 Below Vodka  
**Award:** Gold  
**Entry Title:** Icons  
**Category:** Wild Postings  
**Country:** United States

### **Advertising Silver**

**Company:** Leo Burnett Co S.r.l  
**Client:** Indesit Company  
**Award:** Silver  
**Entry Title:** Underwater World  
**Category:** TV & Cinema Commercials/Craft/Art Direction  
**Country:** Italy

**Company:** TBWA\Chiat\Day  
**Client:** Combos  
**Award:** Silver  
**Entry Title:** Heart to Heart, Fever, Videogame  
**Category:** TV—30 Seconds  
**Country:** United States

**Company:** TBWA\Chiat\Day  
**Client:** Combos  
**Award:** Silver  
**Entry Title:** Heart to Heart, Fever, Videogame  
**Category:** TV & Cinema Commercials/Craft/Copywriting  
**Country:** United States

**Company:** Leo Burnett  
**Client:** McDonalds  
**Award:** Silver  
**Entry Title:** Sundial  
**Category:** Outdoor/Billboard  
**Country:** United States

**Company:** Fallon London  
**Client:** Sony Bravia  
**Award:** Silver  
**Entry Title:** Paint  
**Category:** TV—Over 30 Seconds  
**Country:** United Kingdom

**Company:** TBWA\Paris  
**Client:** Sony Playstation  
**Award:** Silver  
**Entry Title:** Head  
**Category:** Magazine—Consumer, Spread  
**Country:** France

**Company:** TBWA\Paris  
**Client:** Sony Playstation  
**Award:** Silver  
**Entry Title:** Head  
**Category:** Point-of-Purchase  
**Country:** France

**Company:** DDB Chicago  
**Client:** Anheuser-Busch  
**Award:** Silver  
**Entry Title:** Genius/Cell Phone, Golf Club, Hot Dog  
**Category:** Radio—Over 30 Seconds  
**Country:** United States

**Company:** DDB Chicago  
**Client:** Anheuser-Busch  
**Award:** Silver  
**Entry Title:** Genius/Mr. Hair Gel Over Gel-er  
**Category:** Radio—Over 30 Seconds  
**Country:** United States

**Company:** DDB Chicago  
**Client:** Anheuser-Busch  
**Award:** Silver  
**Entry Title:** Genius/Mr. Really Big Golf Club Maker  
**Category:** Radio—Over 30 Seconds  
**Country:** United States

**Company:** DDB Chicago  
**Client:** Anheuser-Busch  
**Award:** Silver  
**Entry Title:** Genius/Mr. Really Loud Cell Phone Guy  
**Category:** Radio—Over 30 Seconds  
**Country:** United States

**Company:** Wieden + Kennedy  
**Client:** Nike  
**Award:** Silver  
**Entry Title:** I Feel Pretty  
**Category:** TV—Over 30 Seconds  
**Country:** United States

**Advertising Distinctive Merit**

**Company:** Leo Burnett Co S.r.l  
**Client:** Indesit Company  
**Award:** DM  
**Entry Title:** Underwater World  
**Category:** TV & Cinema Commercials/Craft/ Special Effects  
**Country:** Italy

**Company:** TBWA\Chiat\Day  
**Client:** Combos  
**Award:** DM  
**Entry Title:** Fever

**Category:** TV—30 Seconds  
**Country:** United States

**Company:** TBWA\Chiat\Day  
**Client:** Combos  
**Award:** DM  
**Entry Title:** Grace  
**Category:** TV—30 Seconds  
**Country:** United States

**Company:** TBWA\Chiat\Day  
**Client:** Combos  
**Award:** DM  
**Entry Title:** Videogame  
**Category:** TV—30 Seconds  
**Country:** United States

**Company:** TBWA\Chiat\Day  
**Client:** Combos  
**Award:** DM  
**Entry Title:** France  
**Category:** TV—30 Seconds  
**Country:** United States

**Company:** Wieden + Kennedy Amsterdam  
**Client:** Nike  
**Award:** DM  
**Entry Title:** Endure  
**Category:** TV—Over 30 Seconds  
**Country:** Netherlands

**Company:** Lowe New York  
**Client:** Creativity Magazine  
**Award:** DM  
**Entry Title:** No Spot Film Festival  
**Category:** Copywriting  
**Country:** United States

**Company:** PSYOP  
**Client:** The Coca-Cola Company  
**Award:** DM  
**Entry Title:** Happiness Factory  
**Category:** Animation  
**Country:** United States

**Company:** Texas Creative, The Univ. of Texas at Austin  
**Client:**  
**Award:** DM  
**Entry Title:** Rapidograph  
**Category:** Magazine, Consumer, Full Page  
**Country:** United States

**Company:** Saatchi & Saatchi  
**Client:** 42 Below Vodka  
**Award:** DM  
**Entry Title:** Icons (2)

**Category:** Magazine—Consumer, Less than a full page  
**Country:** United States

**Company:** Saatchi & Saatchi  
**Client:** Allume Systems/Stuff IT Deluxe  
**Award:** DM  
**Entry Title:** Compress Everything  
**Category:** Magazine—Consumer, Full Page  
**Country:** United States

**Company:** Saatchi & Saatchi  
**Client:** Allume Systems/Stuff IT Deluxe  
**Award:** DM  
**Entry Title:** Compress Everything  
**Category:** Wild Postings  
**Country:** United States

**Company:** Arnold Worldwide  
**Client:** American Legacy Foundation  
**Award:** DM  
**Entry Title:** Singing Cowboy  
**Category:** TV—Public Service/Non-Profit  
**Country:** United States

### **Interactive Gold**

**Company:** R/GA  
**Client:** Nike  
**Award:** Gold  
**Entry Title:** Nike+  
**Category:** New Media Innovation and Development  
**Country:** United States

### **Interactive Silver**

**Company:** GrupoW  
**Client:** Semillero, Creatives School  
**Award:** Silver  
**Entry Title:** Semillero  
**Category:** Website Design-non-profit/reference/education  
**Country:** Mexico

**Company:** Forsman & Bodenfors  
**Client:** IKEA Sweden  
**Award:** Silver  
**Entry Title:** Come into the Closet  
**Category:** Website Design  
**Country:** Sweden

**Company:** Goodby, Silverstein & Partners  
**Client:** California Fluid Milk Processors Advisory Board  
**Award:** Silver  
**Entry Title:** Milk-Interactive “Aliens” Campaign  
**Category:** Online Branded Content- Product/Service Promotion

**Country:** United States

**Interactive Distinctive Merit**

**Company:** Jonathan Yuen  
**Client:** Jonathan Yuen  
**Award:** DM  
**Entry Title:** Jonathan Yuen (2006)  
**Category:** Website Design - Self-Promotion  
**Country:** Singapore

**Company:** Tribal DDB New York  
**Client:** Philips Norelco  
**Award:** DM  
**Entry Title:** Bodygroom Electric Shaver  
**Category:** Minisite-Product/Service Promotion  
**Country:** United States

**Company:** R/GA  
**Client:** Nike  
**Award:** DM  
**Entry Title:** Nike+  
**Category:** Web Application  
**Country:** United States

**Company:** Goodby, Silverstein, & Partners  
**Client:** Saturn  
**Award:** DM  
**Entry Title:** Saturn Green Line Nextfest  
**Category:** Interactive Kiosk/Installation  
**Country:** United States

**Hybrid Finalists**

**Company:** 180 Amsterdam  
**Client:** Adidas International  
**Award:** Hybrid Finalist  
**Entry Title:** +10 Campaign  
**Category:** Multi-Channel  
**Country:** Netherlands

**Company:** Goodby, Silverstein & Partners  
**Client:** Hewlett-Packard  
**Award:** Hybrid Finalist  
**Entry Title:** HP Hands  
**Category:** Multi-Channel  
**Country:** United States

**Company:** Goodby, Silverstein & Partners  
**Client:** : California Fluid Milk Processors Advisory Board  
**Award:** Hybrid Finalist  
**Entry Title:** Milk Aliens Campaign  
**Category:** Multi-Channel  
**Country:** United States

**Company:** GT  
**Client:** Nike Japan  
**Award:** Hybrid Finalist  
**Entry Title:** Nike Cosplay  
**Category:** Viral Campaign  
**Country:** Japan

**Company:** R/GA  
**Client:** Nike  
**Award:** Hybrid Finalist  
**Entry Title:** Nike+  
**Category:** Other Professional  
**Country:** United Kingdom

**Hybrid Distinctive Merit**

**Company:** Fallon London  
**Client:** Tate Tracks  
**Award:** DM  
**Entry Title:** Tate Tracks  
**Category:** Branded Content, Non-Profit  
**Country:** United Kingdom

**Company:** Forsman & Bodenfors  
**Client:** Stadium  
**Award:** DM  
**Entry Title:** The City is Your Stadium  
**Category:** Multi-Channel  
**Country:** Sweden

For more information, contact:

Myrna Davis, ADC, 212-643-1440, [mdavis@adcglobal.org](mailto:mdavis@adcglobal.org)  
Chris Reitz, ADC, 212-643-1440, [creitz@adcglobal.org](mailto:creitz@adcglobal.org)  
Anthony Vagnoni, 973-493-8736, [anthony@avagnoni.com](mailto:anthony@avagnoni.com)

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