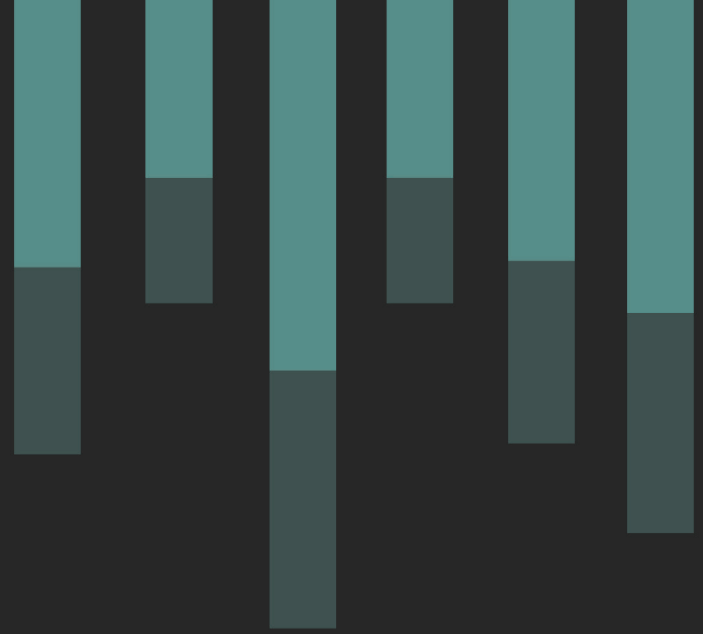


015
016
017
018
019



The **AME** Winners
world's best advertising & marketing effectivenessSM

AME Grand Trophy

europa

GERMANY

Serviceplan/ Serviceplan Korea

DOT

"DOT - The first Braille

Smartwatch"

use of discipline

technology

AME Platinum Trophy

asia pacific

JAPAN

Dentsu Inc.

Organ Transplant

"Second Life Toys"

social benefit

promotion of health & human

services

middle east & africa

EGYPT

IMPACT BBDO Cairo

Chipsy

"The Game Before the Game"

use of discipline

promotions

north america

CANADA

Zulu Alpha Kilo

Zulu Alpha Kilo

"Say No To Spec"

products & services

corporate

AME Green Award

asia pacific

PHILIPPINES

TBWA Santiago Mangada Puno

ABS CBN Foundation

"Dirty Watercolor"

social benefit

environmental issues

AME Gold Medallion

asia pacific

AUSTRALIA

SapientNitro

The Miami HEAT

"Miami HEAT App"

products & services

sports promotion

CHINA

BBH China Ltd.

Harbin Beer

"Happiness Without Borders"

social benefit

promotion of peace /

human rights

CHINA

PHD Shanghai

Elevit

"Feel Love's First Heartbeat"

products & services

healthcare products & services

PHILIPPINES

Dentsu Jayme Syfu

Love Yourself

"#staynegathIVE"

social benefit

civic / social education

PHILIPPINES

TBWA Santiago Mangada Puno

ABS CBN Foundation

"Dirty Watercolor"

use of medium

events

PHILIPPINES

TBWA Santiago Mangada Puno

ABS CBN Foundation

"Dirty Watercolor"

use of medium

outdoor / transit / out-of-home

europa

GERMANY

DDB Group Germany

Pink Ribbon Germany

"Check it before it's removed:

Naked breasts against breast

cancer."

social benefit

promotion of health &

human services

GERMANY

DDB Group Germany

Pink Ribbon Germany

"Check it before it's removed:

Naked breasts against breast

cancer."

use of discipline

low-budget (<\$100,000USD)

GERMANY

Hornbach Baumarkt AG

Hornbach

"#HELDENKRANZ / CROWN OF

GLORY"

use of discipline

media planning

GERMANY

Hornbach Baumarkt AG

Hornbach

"Man Cave"

products & services

retail stores

GERMANY
Hornbach Baumarkt AG
Hornbach
"You Are Alive. Do You Remember?"
use of discipline
integrated (mixed media)

GERMANY
Serviceplan/ Serviceplan Austria
Ötztal Tourismus
"Save Me - the ski pass that saves lives"
products & services
sport & leisure

GERMANY
The Legacy Store Berlin
The Legacy Store Berlin
"#PaintBack"
social benefit
civic / social education

GERMANY
Ogilvy Germany
Mein Kampf - against racism
"Mein Kampf - against racism"
use of discipline
public relations

GERMANY
Serviceplan/ Serviceplan Austria
Ötztal Tourismus
"Save Me - the ski pass that saves lives"
products & services
technology

UNITED KINGDOM
AKQA
Tidal
"Don't Look Away"
use of medium
website

GERMANY
Ogilvy Germany
Mein Kampf - against racism
"The tear-off-posters for 'Mein Kampf - against racism'"
use of medium
guerrilla / alternative media

GERMANY
Serviceplan/ Serviceplan Korea
DOT
"DOT - The first Braille Smartwatch"
products & services
electronics, consumer

middle east & africa
EGYPT
IMPACT BBDO Cairo
Chipsy
"The Game Before the Game"
use of medium
point-of-purchase

GERMANY
Ogilvy Germany
Mein Kampf - against racism
"The tear-off-posters for 'Mein Kampf - against racism'"
use of medium
outdoor / transit / out-of-home

GERMANY
Serviceplan/ Serviceplan Korea
DOT
"DOT - The first Brille Smartwatch"
use of discipline
design

north america
USA
A&E Television Networks
Bates Motel
"Batesmotel.com"
use of medium
website

GERMANY
Plan.Net/ Serviceplan
Plan.Net
"WhatsGerman"
use of medium
mobile / cellular / hand-held device

GERMANY
Serviceplan/ Serviceplan Korea
DOT
"DOT - The first Brille Smartwatch"
use of medium
mobile / cellular / hand-held device

USA
SapientNitro
Target Australia
"Three seconds that revolutionised retail"
use of medium
social media

AME Silver Medallion

asia pacific

AUSTRALIA
SapientNitro
Carnival Cruise Line
"Fun Voyage!"
use of medium
website

SINGAPORE
TBWA Singapore
Maybelline
"Maybelline's #BeYourOwnFilter:
The Perfect Foundation For The
Snapchat Generation"
use of medium
social media

GERMANY
Hornbach Baumarkt AG
Hornbach
"You Are Alive. Do You
Remember?"
use of discipline
technology

CHINA
BBH China Ltd.
Audi Q3
"The Sweet Spot"
use of medium
print

europa
DENMARK
Very
Ford
"The Family"
use of medium
branded entertainment

GERMANY
Ogilvy Germany
German Rail (Deutsche Bahn)
"This Time is yours"
use of medium
social media

CHINA
PHD Shanghai
Elevit
"Feel Love's First Heartbeat"
use of discipline
media planning

GERMANY
Hornbach Baumarkt AG
Hornbach
"#Heldenkranz / Crown Of Glory"
use of medium
social media

GERMANY
Ogilvy Germany
Mein Kampf - against racism
"Mein Kampf - against racism"
social benefit
civic / social education

PHILIPPINES
Dentsu Jayme Syfu
Love Yourself
"#staynegathIVE"
use of medium
social media

GERMANY
Hornbach Baumarkt AG
Hornbach
"Man Cave"
use of medium
branded entertainment

GERMANY
Ogilvy Germany
Mein Kampf - against racism
"Mein Kampf - against racism"
use of discipline
promotions

PHILIPPINES
TBWA Santiago Mangada Puno
Campaign Against the Return
of the Marcoses to Malacañang
(CARMMA)
"Millennials for Martial Law"
social benefit
civic / social education

GERMANY
Hornbach Baumarkt AG
Hornbach
"You Are Alive. Do You
Remember?"
products & services
retail stores

GERMANY
Ogilvy Germany
Mein Kampf - against racism
"Mein Kampf - against racism"
use of medium
point-of-purchase



GERMANY
Plan.Net/ Serviceplan
Plan.Net
"WhatsGerman"
use of discipline
interactive

GERMANY
Serviceplan
METRO
"The Daily Catch"
products & services
retail stores

GERMANY
Serviceplan
Stylight
"The Fashion Mag Hijack"
use of discipline
technology

GERMANY
The Legacy Store Berlin
The Legacy Store Berlin
"#PaintBack"
use of discipline
low-budget (<\$100,000USD)

GERMANY
VOK DAMS Events &
Live Marketing
BMW Group
"BMW Group - THE NEXT 100
YEARS"
use of medium
events

middle east & africa
EGYPT
ImpactBBDO
Tecno
"Camon C9"
products & services
electronics, consumer

north america
CANADA
Zulu Alpha Kilo
Cineplex
"Lily & the Snowman"
products & services
entertainment / event promotion

CANADA
Zulu Alpha Kilo
Harley-Davidson
"1903: A Harley-Davidson Café"
products & services
automotive

CANADA
Zulu Alpha Kilo
Interac Debit
"Be In The Black"
products & services
financial services

CANADA
Zulu Alpha Kilo
ParticipACTION
"Make Room For Play Phase 2"
social benefit
civic / social education

USA
Jones Knowles Ritchie
Budweiser
"America is in Your Hands"
products & services
beverages, alcoholic

USA
Jones Knowles Ritchie
Budweiser
"America is in Your Hands"
use of discipline
design

USA
Jones Knowles Ritchie
Budweiser
"America is in Your Hands"
use of discipline
promotions

USA
Ketchum
Whirlpool Brand
"Care Counts Program Cleans Up
School Attendance"
social benefit
civic / social education

USA
McCann Worldgroup
MasterCard
"MasterCard Restroom For All"
social benefit
promotion of peace / human
rights

USA
SapientNitro
Natural Resources
Defense Council
"SAVE THE FOOD"
social benefit
environmental issues

CHINA
Cornetto
Cornetto
"Cornetto Love Notes"
use of discipline
integrated (mixed media)

MALAYSIA
TBWA Kuala Lumpur
U Mobile
"Video killed the data war"
use of discipline
integrated (mixed media)

USA
Viacom Velocity
Deadpool
"The Gift of Deadpool"
use of medium
branded entertainment

CHINA
OMD CHINA
Levi's®
"The Levi's® Campaign
That Levi's® Didn't Create"
use of discipline
direct response

PHILIPPINES
Dentsu Jayme Syfu
Breeze
"Breeze The Good Experiment"
social benefit
civic / social education

AME Bronze Medallion
asia pacific
CHINA
BBH China Ltd.
Audi Q3
"The Sweet Spot"
products & services
automotive

CHINA
OMD CHINA
Levi's®
"The Levi's® Campaign
That Levi's® Didn't Create"
use of discipline
interactive

PHILIPPINES
TBWA Santiago Mangada Puno
Campaign Against the Return
of the Marcoses to Malacañang
(CARMMA)
"Millennials for Martial Law"
use of medium
social video

CHINA
BBH China Ltd.
Harbin Beer
"Happiness Without Borders"
products & services
beverages, alcoholic

CHINA
OMD CHINA
Levi's®
"The Levi's® Campaign
That Levi's® Didn't Create"
use of discipline
media planning

SINGAPORE
TBWA Singapore
Maybelline
"Maybelline?s #BeYourOwnFilter:
The Perfect Foundation For The
Snapchat Generation"
products & services
personal items

CHINA
Cornetto
Cornetto
"Cornetto Love Notes"
products & services
food, non-retail

CHINA
PHD China
Unilever Food Solutions
"Finding Chinese Chefs"
use of discipline
media planning

SOUTH KOREA
Krema Worldwide
LG Centum System
"Card stacking challenge"
use of medium
branded entertainment

THAILAND
DENTSU (THAILAND) LTD
KBank Live
"Kelly Monthly Rescue"
use of medium
mobile / cellular /
hand-held device

europa

GERMANY
Ogilvy Germany
Mein Kampf - against racism
"Mein Kampf - against racism"
use of discipline
integrated (mixed media)

GERMANY
Serviceplan
Stylight
"The Fashion Mag Hijack"
use of medium
print

GERMANY
Serviceplan/ Serviceplan France
Passage du Desir
"The Stand Up Packaging"
use of discipline
design

GERMANY
thjnk ag
AUDI
"Audi Sport - League of
Performance"
use of discipline
integrated (mixed media)

POLAND
Biuro Podróży Reklamy
Szlachetna Paczka
"Five Fake Films - a charity
campaign against poverty"
use of discipline
public relations

SPAIN
Master for You
The Macallan
"The Macallan Rare Cask launch"
use of discipline
public relations

UNITED KINGDOM
jones knowles ritchie
Hippeas
"Hippeas: Give Peas a Chance"
use of discipline
branding

middle east & africa
EGYPT
ImpactBBDO
Tecno
"Camon C9"
use of discipline
low-budget (<\$100,000USD)

north america
USA
HBO Multicultural
HBO, Suited
"Suited/UNTAGGED Partnership"
use of discipline
low-budget (<\$100,000USD)

USA
Jack Morton Worldwide
Eaton Corporation
"Eaton's Desk Toy Decision"
use of medium
website

USA
Jones Knowles Ritchie
Budweiser
"America is in Your Hands"
use of discipline
branding

USA
Ketchum
Whirlpool Brand
"Care Counts Program Cleans Up
School Attendance"
products & services
household

USA
LRXD
Kampgrounds of America (KOA)
"What's Happening Now Behind
the Yellow Sign?"
products & services
sport & leisure

USA
McCann Worldgroup
MasterCard
"Android Pay Case"
use of medium
social video

USA
SapientNitro
3% Conference
"Invisible"
social benefit
civic / social education

GERMANY
Serviceplan
BMW Group
"Eyes on Gigi"
use of medium
online

PHILIPPINES
TBWA Santiago Mangada Puno
Boysen
"Countless Colors"
use of medium
outdoor / transit / out-of-home

USA
Team One
Lexus
"RX & TIME "A Year in Space"
use of discipline
sponsorship

HONG KONG
OMD Hong Kong
Illuma
"Illuma Inspired by Nature"
use of medium
events

PHILIPPINES
TBWA Santiago Mangada Puno
Nissan Juke
"Built to Stand Out"
use of discipline
new product / service launch

Finalist Certificate
asia pacific
AUSTRALIA
McCann Health Sydney
Epiduo
"Split Face Campaign - Acne Treatment"
social benefit
promotion of health & human
services

INDIA
Brave New World
Communications Pvt. Ltd.
Roadster Life Co.
"Roadster Road Trip Experience Project"
use of medium
social media

PHILIPPINES
TBWA Santiago Mangada Puno
Oishi
"Snackable Cannibals"
use of discipline
low-budget (<\$100,000USD)

CHINA
Cornetto
Cornetto
"Cornetto Love Notes"
use of discipline
interactive

MALAYSIA
TBWA Kuala Lumpur
Brand's InnerShine Prune Essence
"Beauty comes when you 'invest' regularly."
products & services
beverages, non-alcoholic

SINGAPORE
Digital Arts Network
Mastercard
"#FulfilAPromise"
products & services
financial services

CHINA
PHD China
Unilever Food Solutions
"Finding Chinese Chefs"
products & services
business-to-business

PHILIPPINES
Dentsu Jayme Syfu
Breeze
"Breeze The Good Experiment"
products & services
household

SINGAPORE
Mediacorp, Channel 5
Mediacorp TV Singapore Pte Ltd
"The Hush? Integrated Campaign"
use of discipline
integrated (mixed media)

SINGAPORE
Mediacorp, Channel 5
Mediacorp TV Singapore Pte Ltd
"The Hush integrated campaign"
products & services
media promotion

SINGAPORE
TBWA Singapore
Maybelline
"Maybelline's #BeYourOwnFilter:
The Perfect Foundation For The
Snapchat Generation"
use of medium
social video

THAILAND
DENTSU (THAILAND) LTD
KBank Live
"Kelly Monthly Rescue"
use of discipline
direct response

THAILAND
DENTSU (THAILAND) LTD
KBank Live
"Kelly Monthly Rescue"
use of discipline
low-budget (<\$100,000USD)

europa
FRANCE
My Little Paris
My Little Box
"Parisian rooftop acrobat"
use of medium
social video

UNITED KINGDOM
Gravity Global
Aviva Investors
"For today's investor"
products & services
financial services

UNITED KINGDOM
jones knowles ritche
Hippeas
"Hippeas: Give Peas a Chance"
products & services
food, non-retail

middle east & africa
UNITED ARAB EMIRATES
Grey
Ferrero Rocher
"Precious Like The People We
Love"
products & services
food, non-retail

north america
USA
Epson
Epson Pro Photo
"Epson: Print Your Legacy"
products & services
electronics, business machines

USA
Facebook
Facebook Elections
"Win With Us 2016 Election
Campaign"
products & services
business-to-business

USA
Facebook
Facebook Elections
"Win With Us 2016 Election
Campaign"
products & services
government / politics

USA
FleishmanHillard
Google Store
"I'm Feeling Lucky Experience
presented by Google Store at
SXSW"
use of medium
social media

USA
Gravity
Western Union
"Western Union & Marvel Custom
Comics Integration"
products & services
financial services

USA
HBO Multicultural
HBO, Game of Thrones
"Art The Throne"
use of medium
events

USA
Ketchum
Whirlpool Brand
"Care Counts Program Cleans Up
School Attendance"
social benefit
promotion of health & human
services

USA
McCann Humancare &
McCann NY
Mucinex
"Let's Skip This"
use of medium
online

USA
McCann Worldgroup
MasterCard
"Priceless Boston"
products & services
financial services

congratulations to all 2017 winners.

view the showcase online at ameawards.com/winners/2016/

