

# 2006.5 ame Awards

## Winners Credits

### **DDB International Berlin Germany**

AME Gold World Medal  
VW Fox "Short But Fun"  
Autos/Automotive Products

### **McCann Erickson: TAG ideation New York, NY USA**

AME Gold World Medal  
Levi's 501 Jeans "Levi's 501. Uncomplicated"  
Youth Marketing

### **ARGENTINA**

#### **The Walt Disney Company Latin America Buenos Aires Argentina**

Finalist Certificate  
Disney Channel Latin America  
"Playhouse Disney Event"  
Events Marketing

### **AUSTRALIA**

#### **Tribal DDB Sydney Sydney Australia**

Finalist Certificate  
McDonald's "McDonald's Corporate Website"  
Design

### **AUSTRIA**

#### **Demner, Merlicek & Bergmann Werbe. GmbH Vienna Austria**

AME Bronze World Medal  
Hilfswerk "It's So Easy"  
Public Service and Not-for-Profit  
Wiener Städtische  
"We'd Like To Have Your Worries"  
Banks/Financial Services/Insurance

### **CROATIA**

#### **McCann Erickson Croatia Zagreb Croatia**

Finalist Certificate  
Optima "Optima Centrex Direct Campaign"  
Direct Response

### **FINLAND**

#### **Hasan & Partners Oy Helsinki Finland**

Finalist Certificate  
Wataniya - The Red Carpet Co.  
"Wataniya: From A Commoditized Subscription  
Seller To A Globally Leading, Service-Oriented  
Mobile Operator Brand"  
Telecommunications Services & Equipment

### **GERMANY**

#### **Scholz & Friends Berlin GmbH Berlin Germany**

AME Gold World Medal  
Chamber Music Of The Berlin Philharmonic  
Orchestra "Wild Classic"  
Entertainment Promotion

#### **AME Bronze World Medal**

Chamber Music Of The Berlin Philharmonic  
Orchestra "Wild Classic"  
Outdoor/Transit

#### **Finalist Certificate**

Mitsubishi Colt CZ3 "How Can It Be?"  
Autos/Automotive Products; Integrated Marketing  
Napster.de "Napster - Music For Your Life"  
Entertainment Promotion

### **DDB International Berlin Germany**

AME Bronze World Medal  
VW Fox "Short But Fun"  
Low Budget

### **CON CARNE GmbH & Co. KG Cologne Germany**

Finalist Certificate  
Schwarzer Krauser No.1  
"Schwarzreport 2005"  
Recreation/Sporting Goods/Toys & Games

### **Ogilvy & Mather Frankfurt Frankfurt Germany**

AME Silver World Medal  
Klicksafe.de "European Safer Internet Program -  
Klicksafe.De"  
Public Service and Not-for-Profit

#### **Finalist Certificate**

Deutsche Krankenversicherung AG (German  
Health Insurance) "DKV 'Lasts a Lifetime'"  
Banks/Financial Services/Insurance

### **OgilvyOne Worldwide GmbH & Co. KG Frankfurt/Main Germany**

AME Bronze World Medal  
Deutsche Bahn (German Rail) "More Space"  
Direct Response

### **kempertrautmann gmbh Hamburg Germany**

AME Silver World Medal  
Media Markt "Do Not Let Them Fool You"  
Television

**kempertrautmann gmbh (cont.)  
Hamburg Germany**

Finalist Certificate  
Partner For Innovation  
"Du Bist Deutschland (You Are Germany)"  
Integrated Marketing

**FCB Germany  
Hamburg Germany**

Finalist Certificate  
NIVEA Bath Care "Firming Shower"  
Cosmetics/Toiletries

**Nordpol+ Hamburg  
Hamburg Germany**

AME Bronze World Medal  
Renault Germany "Safety Campaign"  
Autos/Automotive Products; Integrated Marketing

**Jung von Matt AG  
Hamburg Germany**

AME Silver World Medal  
"The Typical Living Rooms Of Germany,  
Austria And Switzerland"  
Public Relations

**Dorten GmbH  
Stuttgart Germany**

Finalist Certificate  
BMW AG "Z4 by Joshua Davis"  
Public Relations

**Profile Marketing Group  
Wiesbaden Germany**

AME Bronze World Medal  
General Motors Europe  
"Opel Antara GTC 'The Fantasy Ride'"  
Design

**IRELAND****Lyle Bailie International  
Belfast Northern Ireland**

Finalist Certificate  
Anti-Drink Drive "The Longer Term Effects  
of Anti-Drink Drive Advertising"  
Public Service and Not-for-Profit

**ISRAEL  
McCann Erickson Israel  
Tel Aviv Israel**

Finalist Certificate  
Yes "Yes Impact Launch"  
Telecommunications Services & Equipment

**JAPAN  
JWT Japan  
Tokyo Japan**

AME Gold World Medal  
KitKat "KitKat Japan Breaking All Records"  
Public Relations

AME Silver World Medal  
KitKat "KitKat Japan Breaking all Records"  
Foods; Branding; Sponsorship

Finalist Certificate  
KitKat "KitKat Japan Breaking All Records"  
Youth Marketing  
Lipton Yellow Label "Got Inspired?"  
Beverages: Non-Alcoholic; Public Relations  
Lux Active Repair Program  
"How Lux Helped Women Beat The Vicious  
Damage Cycle"  
Television

**Yomiko Advertising Inc.  
Tokyo Japan**

AME Silver World Medal  
Yomiko Advertising Inc.  
"Waste Me Not Calendar 2006 'MOTTAINAI'"  
Guerrilla/Alternative Media

**LITHUANIA  
VRS Group  
Vilnius Lithuania**

Finalist Certificate  
Sobieski "Sobieski Launch In Lithuania"  
Beverages: Alcoholic

**MALAYSIA  
McCann Erickson Malaysia Sdn Bhd  
Kuala Lumpur Malaysia**

AME Silver World Medal  
Nespray "Dodoi"  
Low Budget

**Batey Ads Malaysia  
Kuala Lumpur Malaysia**

Finalist Certificate  
Road Safety Department Malaysia  
"You Can Make A Difference"  
Integrated Marketing

**MEXICO  
McCann Worldgroup Mexico  
Mexico, D. F. Mexico**

Finalist Certificate  
Chevy C2 "Left Foot"  
Autos/Automotive Products

**THE NETHERLANDS  
DDB Amsterdam  
Amstelveen The Netherlands**

Finalist Certificate  
Volkswagen "From Fox to Passat"  
Autos/Automotive Products

**Momentum  
Amstelveen The Netherlands**

AME Bronze World Medal  
Walk the World "Walk the World"  
Events Marketing

**Cayenne Communciations B.V.  
Amsterdam The Netherlands**

AME Silver World Medal  
Canon EOS 350D "Playtime"  
Recreation/Sporting Goods/Toys & Games

**RUSSIA  
McCann Erickson Worldwide  
Moscow Russia**

Finalist Certificate  
Dirol "Dirol Ladies"  
Foods

**SINGAPORE**  
**DDB Singapore**  
**Singapore Singapore**  
 Finalist Certificate  
 McDonald's "Fan-tastic Rice-burgers"  
 Retail Stores

**SWITZERLAND**  
**Jung Von Matt AG**  
**Zurich Switzerland**  
 AME Silver World Medal  
 Julius Bär "True to You"  
 Banks/Financial Services/Insurance

Finalist Certificate  
 Bluewin Adsl "Everyone Starts Off In A Small Way"  
 Telecommunications Services & Equipment  
 Interest Group Westtangente Plus "Black Lung"  
 Low Budget

**UNITED STATES OF AMERICA**  
**Internet Strategy Group**  
**Baltimore, MD USA**  
 Finalist Certificate  
 Schülerhilfe "Schülerhilfe Berlin Campaign 801"  
 Services

**Modernista!**  
**Boston, MA USA**  
 AME Silver World Medal  
 Hummer "H3 Launch"  
 Autos/Automotive Products

**Accenture**  
**Chicago, IL USA**  
 AME Gold World Medal  
 Accenture "High Performance Delivered"  
 Integrated Marketing

**Upshot**  
**Chicago, IL USA**  
 Finalist Certificate  
 Disney Vacation Club "Best Kept Disney Secret"  
 Tourism & Travel

**echo Torre Lazur**  
**East Hanover, NJ USA**  
 Finalist Certificate  
 Lunesta "Closer Look Campaign"  
 Health Care

**Team One**  
**El Segundo, CA USA**  
 AME Gold World Medal  
 Lexus "Lexus to the Power of h"  
 Autos Products; New Product/Service Launch

**Joni Rae and Associates**  
**Encino, CA USA**  
 Finalist Certificate  
 ThermaFuse "ThermaFuse - Healthier Hair  
 With Heat"  
 New Product/Service Launch

**Young & Rubicam**  
**New York, NY USA**  
 AME Bronze World Medal  
 Accenture "Go on. Be a Tiger."  
 Services

**McCann Erickson New York**  
**New York, NY USA**  
 AME Gold World Medal  
 MasterCard "Priceless Campaign"  
 Banks/Financial Services/Insurance

Finalist Certificate  
 Acuvue Brand Contact Lenses  
 "Acuvue for Real"  
 Health Care

**McCann Erickson: TAG ideation**  
**New York, NY USA**  
 AME Gold World Medal  
 VCast from Verizon Wireless "VCast Launch"  
 Integrated Marketing

AME Silver World Medal  
 MasterCard "A Home for the  
 Holidays Sweepstakes"  
 Integrated Marketing

Staples "The Easy Button"  
 Retail Stores  
 Verizon Wireless "Ringback Tones"  
 New Product/Service Launch

AME Bronze World Medal  
 MasterCard "MasterCard PayPass  
 Launch Campaign"  
 New Product/Service Launch  
 Wendy's Classic Hamburgers  
 "Smart Square Campaign"  
 Foods

Finalist Certificate  
 Lunesta "Luna Month"  
 Health Care  
 MasterCard "MasterCard GSS Sponsorship-  
 'Shop the Sale, Shop the World'"  
 Sponsorship  
 Nikon D50 Digital SLR Camera "Nikon People"  
 Home Electronics  
 Verizon Wireless "It's the Network"  
 Branding  
 Verizon Wireless "IN Bundle Campaign:  
 Really Bad Jobs Online Viral Youth Program"  
 Youth Marketing  
 Verizon Wireless "IN Bundle Service"  
 New Product/Service Launch  
 Verizon Wireless Broadband Access "Anti-Wi-Fi"  
 Telecommunications Services & Equipment

**OgilvyOne**  
**New York, NY USA**  
 AME Silver World Medal  
 IBM "Strategic Outsourcing Campaign:  
 What A Difference An Expert Makes?"  
 Services

**Xchange, part of CommonHealth**  
**Parsippany, NJ USA**  
 AME Bronze World Medal  
 Aldara "Skin Has Memories"  
 Health Care

Finalist Certificate  
 Topamax "Migraine Prevention"  
 Television