

2006 ame Awards

Winners Credits

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04 Baby/Infant Products and Services	02
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14 Entertainment, Recreation and Cultural Promotion	02
15 Financial Products or Services	02
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20 Household Appliances and Furnishings	02
21 Household Products and Services	03
22 Industrial.....	03
24 Media Promotion	03
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BEST USE OF DISCIPLINE

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BEST USE OF MEDIUM

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GRAND AWARDS

Best Product/Service

Jung von Matt; Hamburg Germany
K-Fee *"You've Never Been This Awake"*

Special Recognition

Nordpol+ Hamburg; Germany
Renault Modus *"Modus — A Channel Hopper"*

PRODUCTS AND SERVICES**02/Automotive Products**

Finalist Certificate
Jung von Matt; Hamburg Germany
BMW *"The BMW 1 Series. The Principle of Joy."*

03/Autos and Consumer Vehicles

AME Gold Medallion
DDB Berlin; Germany
Volkswagen Golf GTI
"Boys Who Were Always Men"

AME Silver Medallion
DDB Berlin/DDB International; Germany
Volkswagen DSG *"Kids On Steps"*

AME Bronze Medallion
Atletico International Advertising S.L.
Barcelona Spain
SEAT Leon *"For Those Who Believe"*

AME Bronze Medallion
Wunderman GmbH & Co. KG; Frankfurt Germany
Land Rover *"Laird Of Scotland"*

Finalist Certificate
Wunderman GmbH & Co. KG; Frankfurt Germany
Ford *"Ford Ranger Expander Mailing"*

Finalist Certificate
Young & Rubicam; Irvine, CA USA
Land Rover *"Adventure Quotient: Find Your AQ"*

04/Baby/Infant Products/Services

Finalist Certificate
Action Nordic A/S; Hellerup Denmark
Libero *"The Libero Baby Club"*

07/Beverages: Non-Alcoholic

AME Silver Medallion
McCann Erickson Israel; Tel Aviv
Tempo *"The Return Of The Black Beer"*

09/Business Services/Equipment

AME Bronze Medallion
Remer Inc.; Seattle, WA USA
Corbis *"Keyword Mania"*

Finalist Certificate
Ogilvy & Mather; Bangalore India
IBM Rescue and Recovery Software for IBM PCs
"IBM Hot Pack Mailer"

13/Cosmetics and Toiletries

AME Bronze Medallion
Ogilvy & Mather GmbH & Co. KG
Dusseldorf Germany
Dove *"Celebrating Real Curves"*

Finalist Certificate
TBWA\ Germany; Berlin
NIVEA Sun *"Airport"*

14/Entertainment & Recreation Promotion

AME Gold Medallion
McCann Erickson; New York, NY USA
Major League Baseball *"Fan Cast"*

Finalist Certificate
Scholz & Friends Berlin; Germany
Berliner Philharmonics *"Intimate Composers"*

15/Financial Products or Services

AME Gold Medallion
McCann Erickson; New York, NY USA
MasterCard *"Priceless Campaign"*

AME Silver Medallion
Atletico International Advertising S.L.
Barcelona Spain
Allianz House & Home Protection
"Household Emergency Service"

Finalist Certificate
Jung von Matt/Donau; Vienna Austria
Bank Austria Creditanstalt FlexibleLoan
"Barbapapas"

Finalist Certificate
McCann Erickson Croatia; Zagreb
Flexi Current Account *"Flexi"*

16/Foods

AME Gold Medallion
JWT Japan; Tokyo
Kit Kat *"The Train To Fame"*

AME Silver Medallion
McCann Erickson; New York, NY USA
Dentyne Tango *"Bold Flavor, Bold Moves."*

Finalist Certificate
McCann Erickson Italia; Milan
Unilever Cornetto *"Beware! Cornetto Love Potions"*

18/Health Care and Medical

AME Silver Medallion
Euro RSCG Tonic; New York, NY USA
VESIcare *"P"*

AME Bronze Medallion
Torre Lazur McCann; Parsippany, NJ USA
Mucinex *"Mucinex Campaign"*

20/Household Appliances/Furniture

Finalist Certificate
Demner, Merlicek & Bergmann; Vienna Austria
XXXLutz *"XXXLutz Campaign 2004/2005"*

Finalist Certificate
Grabarz & Partner Werbeagentur GmbH
Hamburg Germany
IKEA *"Launch Campaign of the Latest Catalogue"*

21/Household Products and Services

AME Silver Medallion
DCS Comunicações; Porto Alegre Brazil
Tramontina *"Enjoying Life: Viver com Prazer"*

22/Industrial

Finalist Certificate
Ogilvy & Mather Werbeagentur GmbH & Co. KG,
Frankfurt; Germany
The Chemical Industry of Germany
"Chemistry. Elements of Life."

24/Media Promotion

AME Silver Medallion
TEQUILA\Singapore; Singapore
ESPN Star Sports
"Never Underestimate The Power Of Sport"

Finalist Certificate
McCann Erickson Israel; Tel Aviv
Ha'aretz: The Marker
"Ha'aretz: The Marker Launch"

25/Public Service and Not For Profit

AME Bronze Medallion
BCM Partnership; Brisbane Australia
Queensland Transport
"Young Drivers. Never The Same Again."

Finalist Certificate
BCM Partnership; Brisbane Australia
Queensland Transport
"Look Out! There Are Children About!"

30/Telecommunications Services & Equipment

AME Bronze Medallion
McCann Erickson Israel; Tel Aviv
Cellcom *"Cellcom Volume"*

Finalist Certificate
BBDO Portugal; Lisboa
Optimus 3rd Generation *"Optimus 3G"*

31/Tourism and Travel

AME Bronze Medallion
McCann-Erickson (Hong Kong) Ltd.; Hong Kong
Cathay Pacific Airways Ltd.
"It's The Little Things We Remember"

34/Utilities

Finalist Certificate
Jung von Matt/Spree GmbH; Berlin Germany
Yello Strom
"Einfacher Wechsel (Make Change Easy)"

35/Tobacco

Finalist Certificate
McCann Erickson Japan Inc.; Minato-ku, Tokyo
Pianissimo *"Pianissimo Relaunch Campaign 2004"*

36/Other

AME Silver Medallion
Tempel; Stockholm Sweden
Ernst&Young *"Recruit Campaign"*

Finalist Certificate
McCann Erickson; New York, NY USA
Sharpie Mini *"Write Out Loud"*

BEST USE OF DISCIPLINE

61/Branding

AME Bronze Medallion
Profile Marketing Group; Wiesbaden Germany
Chevrolet Europe *"We Are Chevrolet"*

Finalist Certificate
Scholz & Volkmer GmbH; Wiesbaden Germany
Mercedes Mixed Tape *"Mixed Tape"*

62/Business To Business

AME Silver Medallion
Remer Inc.; Seattle, WA USA
Corbis *"Keyword Campaign"*

AME Bronze Medallion
Jung von Matt/Limmat AG; Zurich Switzerland
Granador *"The Retail Challenge"*

AME Bronze Medallion
TEQUILA\Singapore; Singapore
ESPN Star Sports
"Never Underestimate The Power Of Sport"

65/Direct Response

AME Gold Medallion
OgilvyOne Worldwide GmbH & Co. KG
Frankfurt/Main Germany
Oper Frankfurt *"Soaring Feelings"*

AME Silver Medallion
Nordpol+ Hamburg; Germany
Renault Modus *"Modus — A Channel Hopper"*

AME Bronze Medallion
OgilvyOne Worldwide GmbH & Co. KG
Frankfurt/Main Germany
Arcor *"Arcor Cent & License"*

66/Events Marketing

AME Bronze Medallion
The Companies/The Event Company; München Germany
Europa-Fachpresse-Verlag *"Meetnight 2005"*

67/Integrated Marketing

AME Gold Medallion
McCannWorldgroup; Madrid Spain
Coca Cola *"Del Pita: Integrated"*

AME Silver Medallion
JWT Japan; Tokyo Japan
Kit Kat *"The Train To Fame"*

AME Bronze Medallion
Remer Inc.; Seattle, WA USA
Corbis *"Keyword Mania"*

Finalist Certificate
Saatchi & Saatchi GmbH; Frankfurt Germany
Pampers *"World Of Babies"*

72/New Product/Service Launch

AME Bronze Medallion
Nordpol+ Hamburg; Germany
Renault Modus *"Modus — A Channel Hopper"*

Finalist Certificate
Hakuhodo Inc.; Tokyo Japan
lemon
"lemon Product Development & Launch Campaign"

75/Public Relations

AME Gold Medallion
JWT Japan; Tokyo
Kit Kat *"The Train To Fame"*

AME Silver Medallion
Nordpol+ Hamburg; Germany
Renault Modus *"Modus — A Channel Hopper"*

BEST USE OF MEDIUM**80/Magazine Advertising**

Finalist Certificate
Team One; El Segundo, CA USA
The Ritz-Carlton *"It's Our Pleasure"*

82/Outdoor/Transit Advertising

AME Silver Medallion
Wunderman GmbH & Co. KG; Frankfurt Germany
Deutsche Lufthansa AG *"Got Balls?"*

AME Bronze Medallion
Wunderman GmbH & Co. KG; Frankfurt Germany
Amory Peart *"Butt Buddies: Stoop For The Soap"*

Finalist Certificate
Scholz & Friends Berlin; Germany
hlx.com *"Fly For The Price Of A Taxi"*

85/Specialty Advertising

AME Gold Medallion
Euro RSCG Zurich; Zürich Switzerland
PostMail *"Big Things Start With A Letter"*

87/Television Advertising

AME Gold Medallion
Nordpol+ Hamburg; Germany
Renault Modus *"Modus — A Channel Hopper"*

88/Interactive

AME Gold Medallion
Vodafone Group Services; Newbury England
Vodafone *"Vodafone Future Vision"*

Finalist Certificate
Plan.Net GmbH & Co. KG; München Germany
BMW *"BMW/E-to-3"*

Finalist Certificate
Proximity Canada; Toronto
Mitsubishi Motors Of Canada *"2006 Eclipse Launch"*