

# 2008 ame AWARDS

## Winners

### **Euro RSCG Zürich; Zürich, Switzerland**

Greenpeace Switzerland “Naked Testimony to Global Warming”  
Public Service and Not-for-Profit  
**GRAND WINNER**

### **ZenithOptimedia; New York NY, United States**

Ocean Spray “Ocean Spray - Reintroduce the Cranberry to America”  
Integrated Marketing  
**GRAND WINNER**

### **Australia**

#### **BCM Partnership**

**Fortitude Valley, Australia**  
**Finalist Certificate**

Golden Circle Ltd.  
“Golden Circle Preservative Free Juice  
- A Fresh Approach”  
New Product / Service Launch

### **Austria**

#### **Demner, Merlicek & Bergmann**

**Vienna, Austria**

#### **AME Bronze Medallion**

Vöslauer Natürliches Mineralwasser “Adagio”  
Beverages: Non-Alcoholic

### **Brazil**

#### **DCS Comunicações**

**Porto Alegre, RS Brazil**

#### **AME Bronze Medallion**

Calçados Azaleia  
“Olympikus. Breaking Records at the Pan American  
Games Rio 2007”  
Branding

### **Germany**

#### **.start GmbH**

**Munich, Germany**

#### **AME Bronze Medallion**

Burger King “Domino”  
Retail Food

#### **DDB Berlin**

**Berlin, Germany**

#### **AME Silver Medallion**

VW Golf  
“Horst Schlaemmer Gets His Driving License”  
Autos / Automotive Products

VW Golf  
“Horst Schlaemmer Gets His Driving License”  
Integrated Marketing

#### **Finalist Certificate**

Volkswagen Golf Variant “The Longest Golf Ever”  
Autos / Automotive Products

VW Golf  
“Horst Schlaemmer Gets His Driving License”  
Interactive Marketing

#### **DDB Germany, Hamburg**

**Hamburg, Germany**

#### **AME Bronze Medallion**

Videoload “I See Things Differently”  
Home Electronics

#### **Denkwerk GmbH**

**Cologne Germany**

#### **AME Silver Medallion**

BMW “BMW-Web.TV”  
Autos / Automotive Products

#### **Grey Worldwide GmbH**

**Düsseldorf Germany**

#### **Finalist Certificate**

Lenor “Mysteries of Nature”  
Household Products and Services

Deichmann  
“Elefanten - Children’s Feet in the Best of Hands”  
Retail Stores

#### **Heye & Partner GmbH, Hamburg**

**Hamburg Germany**

#### **AME Bronze Medallion**

G-SHOCK “G-SHOCK Tough Test Team”  
Integrated Marketing

#### **Jung von Matt AG, Hamburg**

**Hamburg Germany**

#### **AME Gold Medallion**

Mey Bodywear “Mey Babies”  
Apparel / Personal Items

Jung von Matt AG, Hamburg “Tagged in Motion”  
Corporate Image

Jung von Matt AG, Hamburg “Tagged in Motion”  
Internet

#### **AME Silver Medallion**

Konzerthaus Dortmund  
“Only Dortmund Sounds Like This!”  
Entertainment Promotion

DMAX “TV For the Best People in the World: Men.”  
Corporate Image

**AME Bronze Medallion**  
Michael Stich Stiftung  
"Campaign Against Oblivion"  
Public Service and Not-for-Profit

**Finalist Certificate**  
Konzerthaus Dortmund  
"Only Dortmund Sounds Like This!"  
Low Budget

**Kempertrautmann GmbH  
Hamburg Germany  
Finalist Certificate**  
s.Oliver Bernd Freier GmbH & Co. KG  
"Real People's Fashion"  
Apparel / Personal Items

**McCann Erickson Berlin  
Berlin, Germany  
AME Gold Medallion**  
Coca-Cola "Coca-Cola Music Campaign 2007"  
Beverages: Non-Alcoholic

**AME Silver Medallion**  
Coca-Cola "Coca-Cola Music Campaign 2007"  
Integrated Marketing

**McCann Erickson Frankfurt  
Frankfurt, Germany  
Finalist Certificate**  
Credit Suisse "Thinking New Perspectives"  
Banks / Financial Services / Insurance

**McEmotion Hamburg  
Hamburg, Germany  
Finalist Certificate**  
Kytta-Salbef "TVC Indianf"  
Health Care

**Ogilvy, Frankfurt  
Frankfurt/Main, Germany  
AME Bronze Medallion**  
FOCUS Magazin Verlag GmbH  
"Dream Beach Campaign"  
Direct Response

**Finalist Certificate**  
HypoVereinsbank "Bank Transfer"  
Direct Response

**Scholz & Friends  
Berlin, Germany  
AME Bronze Medallion**  
Mercedes-Benz Viano  
"Recommended by Experts"  
Autos / Automotive Products

**Scholz & Friends Hamburg GmbH  
Hamburg, Germany  
AME Bronze Medallion**  
Milk "Milk is My Strength"  
Beverages: Non-Alcoholic

**TBWA Düsseldorf GmbH  
Düsseldorf, Germany  
AME Bronze Medallion**  
NIVEA Body Good-bye Cellulite Gel  
"New Product Launch of NIVEA Body  
Good-bye Cellulite Gel"  
Cosmetics / Toiletries

**Finalist Certificate**  
BMW 3 Series  
"BMW 3 Series Impulse: Don't Trust Advertising"  
Autos / Automotive Products

Men Perfect "Men Perfect Launch"  
Cosmetics / Toiletries

**Wunderman Germany  
Frankfurt, Germany  
AME Gold Medallion**  
Jaguar "Don't Trust These Picturew"  
Autos / Automotive Products

**AME Bronze Medallion**  
Lufthansa German Airlines  
"Handbag"  
Telecommunications Services & Equipment

Lufthansa German Airlines  
"Cook or Bathe?"  
Services

## India

**JWT  
Mumbai India  
AME Gold Medallion**  
De Beers Wedding Program "Diamond Bride"  
Integrated Marketing

**Finalist Certificate**  
Kellogg's Special K "Body Language"  
Foods

The Times of India "Lead India"  
Media Promotion

**JWT India  
Gurgaon, India  
AME Silver Medallion**  
Red Ribbon Express  
"Red Ribbon Express - Uniting India Against Aids"  
Guerrilla / Alternative Media

## Israel

**McCann Erickson Israel  
Tel-Aviv, Israel  
Finalist Certificate**  
Fitness "It Feels Great to Stay in Shape"  
Foods

## Japan

**J. Walter Thompson Japan  
Tokyo, Japan  
Finalist Certificate**  
Schick Quattro 4 Titanium Revolution  
"Schick's 3D Beard Simulator"  
Interactive Marketing

Pepsi  
"Pepsi Next Bizarre - Shopping Every Week!"  
Promotions Marketing

**Malaysia****Leo Burnett Advertising Malaysia  
Kuala Lumpur, Malaysia****AME Silver Medallion**

Dutch Lady Family Nutrition  
“Spread the Goodness of Milk”  
Beverages: Non-Alcoholic

**Finalist Certificate**

Petronas “Fueling a Nation”  
Public Service and Not-for-Profit

Petronas “Fueling a Nation”  
Corporate Image

**Northern Ireland****Lyle Bailie International Limited  
Belfast, Northern Ireland****AME Bronze Medallion**

Road Safety: Seatbelts  
“The Longer Term of Effects  
of Seatbelts Advertising”  
Government / Political

**Philippines****BBDO Guerrero, Inc.  
Makati City, Philippines**

**AME Bronze Medallion**  
Pizza Hut “Hate Late?”  
Retail Food

**Finalist Certificate**

Bayan Wireless Landline  
“Real Freedom of Speech”  
Telecommunications Services & Equipment

Bayan “Life Can Be Better”  
Corporate Image

**McCann Erickson Philippines  
Makati City, Philippines**

**AME Bronze Medallion**  
Coca-Cola  
“Family Bonding on the Coke Side of Life”  
Beverages: Non-Alcoholic

**Finalist Certificate**

Biogestic  
“Making a Classic Proposition Relevant in a Fast  
Changing World”  
Health Care

**Slovak Republic****Vaculik Advertising  
Bratislava, Slovak Republic**

**Finalist Certificate**  
Istropolitana Project  
“We Are Still Learning”  
Entertainment Promotion

UNHCR “Marathon”  
Public Service and Not-for-Profit

Dell “Restart Your Career!”  
Outdoor / Transit

**Switzerland****Euro RSCG Zürich  
Zürich, Switzerland**

**AME Grand Trophy**  
Greenpeace Switzerland  
“Naked Testimony to Global Warming”  
Public Service and Not-for-Profit

**AME Silver Medallion**

Love Life Stop Aid  
“No Action Without Protection”  
Public Service and Not-for-Profit

**Jung von Matt/Limmat AG  
Zurich, Switzerland**

**AME Bronze Medallion**  
Julius Baer “Committed to Excellence”  
Banks / Financial Services / Insurance

**United Arab Emirates****TD&A DDB, Dubai  
Dubai, United Arab Emirates**

**AME Silver Medallion**  
Clorox Health and Wellness  
“Clorox Health and Wellness Launch”  
Household Products and Services

**United States****A&E Television  
New York NY, United States**

**AME Silver Medallion**  
Paranormal State  
“Paranormal State Outdoor Campaign”  
Outdoor / Transit

**AME Bronze Medallion**

Paranormal State  
“Paranormal State Campaign”  
Media Promotion

**Accenture  
Chicago IL, United States**

**AME Silver Medallion**  
Accenture  
“Accenture’s ‘We Know What It Takes  
to be a Tiger.’ Campaign”  
Corporate

**Gotham, Inc.  
New York NY, United States**

**AME Gold Medallion**  
Maybelline “Maybelline Define-a-Lash”  
Cosmetics / Toiletries

Maybelline New York  
“Maybelline Mineral Campaign”  
New Product / Service Launch

**AME Silver Medallion**  
FreshDirect “New York Personality”  
Retail Food

**AME Bronze Medallion**  
The Digene HPV Test "Portraits"  
Health Care

**The Halo Group**  
**New York NY, United States**  
**AME Silver Medallion**  
St. George's School of Veterinary Medicine  
"St. George's School of Veterinary  
Medicine Program - 'Animal Facts'"  
Other

**McCann Erickson**  
**Birmingham MI, United States**  
**AME Bronze Medallion**  
Courageous Persuaders  
"Be Courageous"  
Youth Marketing

**McCann Erickson**  
**New York NY, United States**  
**AME Silver Medallion**  
Nikon "Pictoretown"  
Home Electronics

**AME Bronze Medallion**  
Goodyear Tires  
"Get There™"  
Autos / Automotive Products

Kohl's "Simply Vera Vera Wang"  
Retail Stores

U.S. Army "Army Strong"  
Government / Political

**Finalist Certificate**  
Avodart "Model Maker"  
Television

MasterCard  
"Priceless Peptalks from Peyton Manning"  
Interactive Marketing

**Siegel+Gale**  
**New York NY, United States**  
**AME Silver Medallion**  
breastcancer.org "breastcancer.org"  
Branding

**Finalist Certificate**  
Kaust "Kaust"  
Branding

**Team One**  
**El Segundo CA, United States**  
**AME Gold Medallion**  
Lexus "Actively Safe"  
Autos / Automotive Products

**AME Silver Medallion**  
The Ritz-Carlton  
"Blowing the Dust Off the Lion and the Crown"  
Tourism & Travel

**AME Bronze Medallion**  
Lexus "The Lexus Hybrids"  
Autos / Automotive Products

**Finalist Certificate**  
Lexus "The Power of H - The Lexus Hybrids"  
Integrated Marketing

**Torre Lazur McCann**  
**Parsippany NJ, United States**  
**AME Gold Medallion**  
Torre Lazur McCann  
"Torre Lazur McCann Self-Promotion Campaign"  
Corporate Image

**ZenithOptimedia**  
**New York NY, United States**  
**AME Grand Trophy**  
Ocean Spray  
"Ocean Spray - Reintroduce the Cranberry to  
America"  
Integrated Marketing

**Zimmerman Advertising**  
**Ft. Lauderdale FL, United States**  
**AME Bronze Medallion**  
Crocs "What a Croc!"  
Apparel / Personal Items