

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

Biogesic
“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