



# THE ADC 89<sup>TH</sup> ANNUAL AWARDS COMPETITION WINNERS

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# ADVERTISING **BROADCAST**

## BROADCAST MEDIA TELEVISION AND CINEMA

### SILVER ■

TITLE	CLIENT	AGENCY	COUNTRY
Viagra Confessions Campaign	Pfizer Canada Inc	TAXI Canada Inc.	Canada
Antiquing	Pfizer Canada Inc	TAXI Canada Inc.	Canada
Strolling	Pfizer Canada Inc	TAXI Canada Inc.	Canada
Reading	Pfizer Canada Inc	TAXI Canada Inc.	Canada

### BRONZE ■

Game	Mars Snack Food US/Snickers	BBDO New York	USA
West Bank	SKY Television	DDB New Zealand	New Zealand
Like a Golf	Volkswagen	DDB UK	UK
Hammer Throw	Toyota Motor Corporation	Dentsu Inc.	Japan
Car Park Shopping	Citroen	H	France
Fiat Crash Test Panda	FIAT	WIZZDesign	France

### MERIT 〰

Finally	Volvo	Forsman & Bodenfors	Sweden
Plant	Wrigley/Skittles	TBWACHiatDay, New York	USA
Give It A Ponder	LG Electronics	Young & Rubicam	USA

## CRAFT/DIGITAL TECHNIQUE

### GOLD ■

TITLE	CLIENT	AGENCY	COUNTRY
<b>STUDENT</b>			
Deadline		Savannah College of Art and Design	USA

### SILVER ■

"The Life"	Microsoft XBOX 360 Halo 3 ODST	Human	USA
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### STUDENT

Earth in the Air		Savannah College of Art and Design	USA
Freaky Robot		Savannah College of Art and Design	USA

### BRONZE ■

Teddy Bear Chase	HBO	BBDO New York	USA
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### STUDENT

1+1=3	Stockholm Furniture Fair	Beckmans College of Design	Sweden
The Discovery		Savannah College of Art and Design	USA

### MERIT 〰

Imagine TV Campaign	HBO	BBDO New York	USA
Shan Shui	CEPF	JWT Shanghai	China
Local Radio	BBC	RKCR/Y&R	UK

## BROADCAST MEDIA INNOVATION

### GOLD ■

The Affair	HBO	BBDO New York	USA
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### BRONZE ■

Art Heist	HBO	BBDO New York	USA
SOUR 'Hibi No Neiro' (Tone of Everyday)	Zealot Co., Ltd / Neutral Nine Records	Masashi & Hal & Magico & Masayoshi	USA

### MERIT 〰

Half Second Cinema	Corus Entertainment (DUSK TV)	zig	Canada
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# ADVERTISING PRINT

## MAGAZINE, CONSUMER

### GOLD

TITLE	CLIENT	AGENCY	COUNTRY
Comics	Colgate	Prolam Y&R	Chile

### STUDENT

Take Them Out	Colgate	Miami Ad School Europe	Germany
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### SILVER

Welcome Back	Henkel Italia- Super Attak	DDB	Italy
Cause & Effect	Harvey Nichols	Y&R Dubai	United Arab Emirates

### BRONZE

Shan Shui	CEPF	JWT Shanghai	China
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### STUDENT

Canon PowerShot D10 Waterproof Camera	Canon	The University of Texas at Austin - Texas Creative	USA
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### MERIT

Bad Food Bad Dog	Nutripro	Prolam Y&R	Chile
Bad Mood	Laboratorios Chile	Prolam Y&R	Chile

### STUDENT

Nature	National Geographic	School of Visual Arts	USA
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## NEWSPAPER, CONSUMER

### SILVER

Congratulations ICHIRO	Hakuhodo DY Media Partners	HAKUHODO Inc.	Japan
Cowboy	Procter & Gamble	Leo Burnett Toronto	Canada
Cheer Dark	Procter & Gamble	Leo Burnett Toronto	Canada

### BRONZE

Objects of Pocket	Cia das Letras	AlmapBBDO	Brazil
Bodies of Water	Olay	Saatchi & Saatchi NY	USA
Augsburger Allgemeine: Global news starts as local news.	Augsburger Allgemeine	Scholz & Friends Berlin GmbH	Germany

## ADVERTISING POSTERS AND BILLBOARDS

### GOLD

TITLE	CLIENT	AGENCY	COUNTRY
Shan Shui	CEPF	JWT Shanghai	China
Cause & Effect	Harvey Nichols	Y&R Dubai	United Arab Emirates

### SILVER

Crane	Caterpillar	School of Visual Arts	USA
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### BRONZE

Egg	Chrysler/Smart Car	BBDO New York	USA
Smart Car Poster Campaign	Chrysler/Smart Car	BBDO New York	USA

### MERIT

Bukatsu In-Store Campaign 2009	Nike Japan	Beacon Communications K.K.	Japan
What Goes Around Comes Around	Global Coalition For Peace	Big Ant International	USA
Welcome Back	Henkel Italia- Super Attak	DDB	Italy
The LEGO Codes	myToys.de	Lukas Lindemann Rosinski GmbH	Germany
Yokohama Cocktail Competition 2009	Nippon Bartenders Association	SAGA Inc.	Japan

### STUDENT

Tools	DEWALT	School of Visual Arts	USA
Billboard Light	Colgate	School of Visual Arts	USA

## PRINT INNOVATION

### GOLD

The Trillion Dollar Campaign	The Zimbabwean	TBWA\Hunt\Lascaris Johannesburg	South Africa
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### BRONZE

Clocks	Solidarit Sida	BETC Euro RSCG	France
The First Supersize Pup-up	Sara Lee Household & Body Care Germany	Jung von Matt AG	Germany

## COLLATERAL ADVERTISING

### GOLD

TITLE	CLIENT	AGENCY	COUNTRY
Cube Film Installation	HBO	BBDO New York	USA

### SILVER

Truths Only Kids Can See	Kadokawa Shoten Publishing Co.,Ltd	Dentsu Inc.	Japan
Power Leakage	RWE AG	Jung von Matt AG	Germany
The Contemporary Beauty Ideal	ANAD (National Association of Anorexia Nervosa and Associated)	Ogilvy & Mather Werbeagentur GmbH	Germany

### BRONZE

#### STUDENT

Cassette Tapes	XM 80S RADIO	School of Visual Arts	USA
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#### MERIT

Concert for the People	Philharmonic Orchestra of Hamburg	Jung von Matt AG	Germany
Leibniz Originals	Bahlsen GmbH & Co. KG	Kolle Rebbe	Germany
House of Cards - Pack of Cards	Shelter	Leo Burnett London	UK
Onion Calendar	Wüsthof	Serviceplan Gruppe GmbH & Co. KG	Germany

## INTEGRATED ADVERTISING

### SILVER

The Trillion Dollar Posters	The Zimbabwean	TBWAN\Hunt\Lascaris Johannesburg	South Africa
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### BRONZE

#### STUDENT

The Low Emission Hitchhiker	Toyota	Miami Ad School Europe	Germany
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## MAGAZINE, TRADE

### BRONZE

Posters	Hewlett Packard	CLM BBDO	France
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#### MERIT

Volkswagen Trucks (boxes)	Volkswagen Trucks	AlmapBBDO	Brazil
Shouts	Strepsils	Euro RSCG Spain	Spain

## DESIGN BROADCAST

## TELEVISION & CINEMA DESIGN

### GOLD

TITLE	CLIENT	AGENCY	COUNTRY
SOUR 'Hibi No Neiro' (Tone of Everyday)	Zealot Co.,Ltd / Neutral Nine Records	Masashi Kawamura	USA

### SILVER

The Big One	HBO	BBDO New York	USA
Bored To Death	Dakota Pictures	Curious Pictures	USA
Shan Shui	CEPF	JWT Shanghai	China
Zombieland	Sony Pictures	Logan Media	USA
AMTV ID's Campaign - Pareidolia	MTV	MTV Networks	USA

### BRONZE

Happy Kid	HBO	BBDO New York	USA
The Affair	HBO	BBDO New York	USA
OIAF Signal Film	Ottawa International Animation Festival	Head Gear Animation	Canada
The Wilde Ones	SVA	SVA	USA
Logo ID	Syfy	Syfy	USA
TED 2009 Conference Open	TED	Trollback+Company	USA
World Science Festival 2009 Open	World Science Festival	Trollback+Company	USA

#### STUDENT

My Best Stories		School of Visual Arts	USA
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#### MERIT

"Tenth of a Century"	Newport Beach Film Festival	Elastic	USA
Fukutake House 2009	Fukutake Foundation for the Promotion of Regional Culture	Flame, Inc.	Japan
Network IDs	Best Buy	Mrs. K	USA
Brand ID	Syfy	Syfy	USA
Tim Burton	MoMA	The Museum of Modern Art	USA
Broadcat 09 Titles	Broadcat / ADG-FAD	WeMake	USA
Find The Unexpected	Seattle International Film Festival	WONGDOODY	USA

# DESIGN PRINT

## CORPORATE AND PROMOTIONAL DESIGN

### GOLD ■

TITLE	CLIENT	AGENCY	COUNTRY
EFFP Identity	EFFP (English Farming and Food Partnerships)	Purpose	UK

### SILVER ■

Be Stupid.	DIESEL	Anomaly Communications	USA
The Natural Fermentation, Homemade Bakery, Daichi no Mi.	Daichi no Mi	ayrcreative	Japan
Cascades 2008 Report on Sustainable Development	Cascades	Paprika	Canada
Boralex 2008 Annual Report	Boralex	Paprika	Canada

### BRONZE ■

Neenah Paper 2008 Annual Report	Neenah Paper, Inc.	Addison	USA
TMB 2008 Projectes, Perspectives and Dreams	TMB - Transports Metropolitans de Barcelona	Bis Dixit	Spain
END THE LIES	Human Rights Campaign	Design Army	USA
Göteborgstryckeriet printing house identity	Göteborgstryckeriet printing house	Happy Forsman & Bodenfors AB	Sweden
Corporate Identity of the 4th Biennial of Slovene Visual Communications	Brumen Foundation	IlovarStritar	Slovenia
Igi V Therapeutic Play Kit	Baxter International, Inc.	Pivot Design, Inc.	USA
Charles Darwin Stamps	Stamp Design, Royal Mail	Royal Mail Group Limited (Stamp Designs)	UK
British Design Classics Stamps	Stamp Design, Royal Mail Group Ltd	Royal Mail Group Limited (Stamp Designs)	UK
Icograda World Design Congress 2009 Beijing VI	Icograda World Design Congress 2009 Beijing	School of Design, China Central Academy of Fine Arts	China

### MERIT //

TITLE	CLIENT	AGENCY	COUNTRY
Rohner Letterpress and Engraving 2010 Promotional	Rohner Letterpress	50,000feet, Inc	USA
We Make Light	Selecon	Alt Group Ltd	New Zealand
Ellery's Theory of Neoconservative Creationism Catalogue	Jonathan Ellery/ The Wapping Project	Browns	UK
Let's start	Glammer Education	DENSU YOUNG & RUBICAM LTD. (Y&R Thailand)	Thailand
The Cooper Union	The Cooper Union	Doyle Partners	USA
ROSE	D-BROS	DRAFT co.,Ltd.	Japan
Earth Hour 2009	Australia Post	Hoyne Design	Australia
20th Macao Arts Festival	Cultural Affairs Bureau Of The Macao S.A.R. Government	individual	Macau
Handle with Care. Wine Bags	Paprika	Paprika	Canada
HANAMOTO 29no-hi Weekly Calendar	Hanamoto	Penguin Graphics	Japan
Cass Art Kids	Cass Art	Pentagram Design	UK
Wedding invitation	Jasmine and Tim Plowright	Purpose	UK
Seeds of the Cities	HSA	SenseTeam	China
X Exhibition	SGDA & L000K	SenseTeam	China
Big Business	SensePubli	SenseTeam	China
26&26	Font Shop, Font Works and Atomic Type	The Chase Creative Consultants	UK
Samsung Profile 2009	Samsung Group	The Corporate Agenda	USA
Walk Up Press Logo	Walk Up Press	Ville	USA

## BOOK DESIGN

### GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
<b>STUDENT</b>			
Visualizing The Invisible	California College of the Arts-Graphic Design Thesis	California College of the Arts	USA

### SILVER 🥈

Journey To South	Levi Strauss Japan	ADK	Japan
The End	Rodney Smith	Pilot NY	USA

### STUDENT

F1984T2008	RISD Alumni Association	Rhode Island School of Design	Korea, Republic Of
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### BRONZE 🥉

Odyssey: Architecture & Literature	China Youth Press	China Youth Press	China
Wei Jia 2004-2008	Star Gallery	China Youth Press	China
Ong Siew May Distinguished Lecture Series Book Cover	Department of Architecture, National University of Singapore	HANSON HO	Singapore
Small Studios	Hesign (Berlin & Hangzhou)	hesign	Germany
Uns ich er	Beat Gloor	Prill & Vieceli	Switzerland
SVA Undergraduate Catalog 2010/11	School of Visual Arts	Visual Arts Press, Ltd.	USA

### STUDENT

Architectural Excursions	Donald Langmead and Donald Leslie Johnson	Academy of Art, San Francisco	USA
Chinatown: Place   Space		University of Hawaii at Manoa	USA

### MERIT 🏅

Futuretainment	Phaidon Press/ Mike Walsh	Frost Design	Australia
Dororo	Vertical Press	Mendelsund Design	USA
Things We Didn't See Coming	Pantheon Books	Mendelsund Design	USA
3/4 POLAR Collection	Editions Les Allusifs	Paprika	Canada
The Book of Penguin	Penguin Group	Radley Yeldar Ltd	UK
Abstract 07/08	Columbia Graduate School of Architecture Planning and Preservation	Sagmeister Inc.	USA

## ENVIRONMENTAL DESIGN

### GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
Cube Film Installation	HBO	BBDO New York	USA
The Cooper Union Signage and Environmental Graphics	The Cooper Union	Pentagram Design	USA

### SILVER 🥈

Le Musée Grandit (The Museum is growing)	Montreal Museum of Fine Arts	Paprika	Canada
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### BRONZE 🥉

LG FIVE	H.Y. GROUP	Shimoni Finkelstein Draftfcb	Israel
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### MERIT 🏅

Chocolate Research Facility - Wheelock Place	Chocolate Research Facility Pte Ltd	Asylum Creative	Singapore
BMW EfficientDynamics - Joy is BMW	BMW AG	Blue Scope Communications GmbH	Germany
Radio Free Europe/Radio Liberty Sculpture Sign	Radio Free Europe/ Radio Liberty	C&G Partners	USA
Voest Alpine Stahlwelt	voest Alpine AG	KMS TEAM GmbH	Germany
The Official NYC Information Center	NYC&Co.	Local Projects	USA
Grey Group Signage and Environmental Graphics	Grey Group	Pentagram Design	USA
Harley-Davidson Museum Signage and Environmental Graphics	Harley-Davidson Motor Company	Pentagram Design	USA
The Library Initiative	Robin Hood Foundation	Pentagram Design	USA

## BRANDING

### GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
IBM Smarter Planet Campaign	Ogilvy & Mather, NYC	Office: Jason Schulte Design	USA

### SILVER 🥈

TITLE	CLIENT	AGENCY	COUNTRY
STUDENT			
8 new fonts on the block; here, there, everywhere		Ewha Womans University	Korea

### BRONZE 🥉

TITLE	CLIENT	AGENCY	COUNTRY
JAQK Cellars	JAQK Cellars	Hatch Design	USA
D&AD Awards Ceremony	D&AD	NB Studio	UK

### STUDENT

TITLE	CLIENT	AGENCY	COUNTRY
Electronic Finger Painting	Art Center College of Design	Art Center College of Design	USA

### MERIT 🏅

TITLE	CLIENT	AGENCY	COUNTRY
Eat Out For A Change Campaign	Eat Out For A Change	Firehouse	USA
nook	Barnes & Noble	R/GA	USA
viNe	Nokia	R/GA	USA
House On The Hill	Syfy	Syfy	USA
Coca-Cola Summer Identity	The Coca-Cola Company North America	Turner Duckworth: London & San Francisco	USA

### STUDENT

TITLE	CLIENT	AGENCY	COUNTRY
City Harvest		School of Visual Arts	USA

## PHOTOGRAPHY

### GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
Great Performers	The New York Times Magazine	The New York Times Magazine	USA

### SILVER 🥈

TITLE	CLIENT	AGENCY	COUNTRY
Furniture Messages	IKEA	Grabarz & Partner Werbeagentur GmbH	Germany

### BRONZE 🥉

TITLE	CLIENT	AGENCY	COUNTRY
Tokyo Untitled	MC2 Gallery	Renato D'Agostin	USA

### MERIT 🏅

TITLE	CLIENT	AGENCY	COUNTRY
I Am the World	Kid's wear	Achim Lippoth Photography	Germany
The Other Half of the Sky	Lili Almog	powerHouse Books	USA
Catherine Ledner 2009 Promo	Catherine Ledner	Catherine Ledner Photography	USA
The Unseen	SPUK Pictures	BBDO Germany GmbH	Germany

## ILLUSTRATION

### GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
<b>STUDENT</b>			
Today is Sushi Day	Jung Yeon	School of Visual Arts	USA

### SILVER 🥈

Infrastructure	The New York Times Magazine	The New York Times Magazine	USA
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### BRONZE 🥉

Anxiety!	The New York Times Magazine	The New York Times Magazine	USA
Visual Circus	Garden City Publishers	Nanyang Technological University	Singapore
The Contemporary Beauty Ideal	ANAD (National Association of Anorexia Nervosa and Associated)	Ogilvy & Mather Werbeagentur GmbH	Germany
Lutzka Escapes	Toyota Motor Sales U.S.A., Inc.	Saatchi & Saatchi LA	USA
Shan Shui	CEPF	JWT Shanghai	China

### MERIT 🏅

Chinua Achebe Books	Random House / Anchor Books	Edel Rodriguez Studio	USA
Red Riding Hood Redux	Bries Books	Nora Krug Illustration / Parsons School for Design	USA
The Patterns Found In Space	Mike Perry Studio	Mike Perry Studio	USA
The Bookmark Promotion	Felix Jud & Co.KG Verlagshaus und Buchhandlung	Scholz & Friends Hamburg GmbH	Germany
Panda Series	WWF China	BBH China	China
Opposite Earth	Land Rover	Young & Rubicam	USA
DEW Action Sports Tour	Toyota Motor Sales U.S.A., Inc.	Saatchi & Saatchi LA	USA

### STUDENT

Children Overheard in New York	Parsons the New School for Design	Parsons the New School for Design	USA
Good Dreams, Bad Dreams	Parsons the New School for Design	Parsons the New School for Design	USA

## PACKAGE DESIGN

### SILVER 🥈

Elyjah ó Planet, Planet	Klimbim Records	Zwölf	Germany
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### MERIT 🏅

Gut Oggau Wine Bottles & Wine Box	Eduard Tscheppe/ Gut Oggau	Jung von Matt/Donau Werbeagentur GmbH	Austria
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## POSTER DESIGN

### SILVER 🥈

TITLE	CLIENT	AGENCY	COUNTRY
Cutter Art of OLFA	OLFA CORPORATION	Dentsu Inc.	Japan
Graphic Trial 2009, Repetition on Surface	Toppan Printing Co., Ltd.	DRAFT Co.,Ltd.	Japan
Global Warming	TPDA	LEO LIN DESIGN	Taiwan, Province Of China

### STUDENT

Music Concert Poster	Art Center College of Design	Art Center College of Design	USA
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### BRONZE 🥉

Wa Fabric Collection 2010	WA LTD.	702 Design Works	Japan
Plugs	The Economist	BBDO New York	USA
What Goes Around Comes Around	Global Coalition For Peace	Big Ant International	USA
All-Clear Poster	DDB	DDB New York	USA
Pre Organic Cotton The Day T-Shirts Project	kurkku	good design company	Japan
Return of the Ornament	The Swedish Museum of Architecture	Happy Forsman & Bodenfors AB	Sweden
Button Fly	Levi's Strauss	Sagmeister Inc.	USA
Less and More Tokyo 01	Fuchu Art Museum	Shimada Design Inc.	Japan
Less and More Tokyo 02	Fuchu Art Museum	Shimada Design Inc.	Japan
Less and More Tokyo 03	Fuchu Art Museum	Shimada Design Inc.	Japan
The Trillion Dollar Posters	The Zimbabwean	TBWA\Hunt\Lascaaris Johannesburg	South Africa

### MERIT 🏅

Dragon Noodle	MGM Mirage/MCC Group	David and Goliath	USA
Sea signals / railroad crossings / street lights / parking lots	WWF Japan	DENTSU TEC INC.	Japan
SANSAN FARM Co Poster (Poster of company that sells pig's meat)	SANSAN FARM	MOC	Japan
Acupuncture needles	Nihon Sogo Ryoji	NIPPON DESIGN CENTER	Japan

### STUDENT

Museum of Making Music	Art Center College of Design	Art Center College of Design	USA
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# INTERACTIVE

## BLOGS, COMMUNITIES AND SOCIAL NETWORKS

### GOLD ■

TITLE	CLIENT	AGENCY	COUNTRY
Facebook Showroom	IKEA	Forsman & Bodenfors	Sweden

### SILVER ■

ASICS Sportstyle Left Right Blogger Outreach	ASICS Left Right Blogger Outreach	Amsterdam Worldwide	Netherlands
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### STUDENT

The Sex Tree	Durex	Miami Ad School Europe	Germany
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### MERIT ///

Twelforce	Best Buy	Crispin Porter + Bogusky	USA
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## BEYOND THE WEB

### GOLD ■

Livestrong Campaign	Nike Livestrong Foundation	Wieden+Kennedy	USA
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### BRONZE ■

Samsung Shakedown	Samsung	From Stockholm With Love	Sweden
The Last Call	Samsung Mobile	LEAN MEAN FIGHTING MACHINE	UK
Monday Night Football - Interactive Storescapes	ESPN - Monday Night Football	Wieden+Kennedy	USA

### MERIT ///

HBO Imagine Integrated Campaign	HBO	BBDO New York	USA
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## CAMPAIGN SITE

### GOLD ■

TITLE	CLIENT	AGENCY	COUNTRY
Summit on the Summit	HP	Goodby, Silverstein & Partners	USA

## ONLINE ADVERTISING

### BRONZE ■

Augmented Reality Banner	Burger King	Crispin Porter + Bogusky	USA
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### MERIT ///

MINI IS LOADING	MINI AG	PLAN.NET / Serviceplan	Germany
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## NEW MEDIA INNOVATION

### GOLD ■

Livestrong Campaign	Nike Livestrong Foundation	Wieden+Kennedy	USA
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### SILVER ■

### STUDENT

The Art of Perception.	Mercedes-Benz	University of Applied Sciences Salzburg (Austria)	Germany
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### BRONZE ■

\$1 for Dirty Water	UNICEF	Casanova Pendrill	USA
Baketweet	POKE / Albion Bakery	POKE	UK

### MERIT ///

### STUDENT

The Mixtape	Fred Perry Subculture	Miami Ad School Europe	Germany
Global Current	Mastercard	Miami Ad School Europe	Germany

## WEBSITE

### GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
We Choose the Moon	John F. Kennedy Presidential Library & Museum	Domani Studios	USA
Plug into the Smart Grid	GE	Goodby, Silverstein & Partners	USA

### BRONZE 🥉

The World's Biggest Signpost	Nokia	Farfar	Sweden
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## WEBSITE DESIGN

### SILVER 🥈

Uniqlo Calendar	UNIQLO	projector.inc.	Japan
We Choose The Moon	John F. Kennedy Presidential Library and Museum	The Martin Agency	USA

### MERIT 🏅

The new fb.se	Forsman & Bodenfors	Forsman & Bodenfors	Sweden
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## INTERACTIVE ADVERTISING

### BRONZE 🥉

Augmented Reality Banner	Burger King	Crispin Porter + Bogusky	USA
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## ONLINE BRANDED CONTENT

### GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
Zack Johnson	P&G Tampax	Leo Burnett/ Arc Worldwide	USA

### BRONZE 🥉

Helicopter Boyz	Nikon Corporation	DDB Japan Inc.	Japan
Volvo S60: The Blind Preview	Volvo Car Corporation	Euro RSCG 4D Amsterdam	Netherlands
Flyvertising - the world's first fly banner.	Eichborn. The publisher with the fly.	Jung von Matt AG	Germany

## WIRELESS DEVICE APPLICATIONS

### MERIT 🏅

STUDENT			
Male Instinct	Pink Ribbon Breast Cancer Awareness	Miami Ad School Europe	Germany

## HYBRID

### ADC HYBRID CUBE

#### HYBRID NON PROFIT

TITLE	CLIENT	AGENCY	COUNTRY
We Choose the Moon	John F. Kennedy Presidential Library & Museum	The Martin Agency	USA

### ADC HYBRID MERIT

#### HYBRID

TITLE	CLIENT	AGENCY	COUNTRY
Facebook Showroom	IKEA	Forsman & Bodenfors	Sweden
Summit on the Summit	HP	Goodby, Silverstein & Partners	USA
Livestrong Campaign	Nike Livestrong	Wieden+Kennedy	USA
The World's Biggest Signpost	Nokia	Farfar	Sweden

## DESIGN SPHERE

### ADC DESIGN SPHERE CUBE

#### SPHERE

TITLE	CLIENT	AGENCY	COUNTRY
Podravka annual reports	Podravka	Bruketa & Zinic D.O.O.	Croatia

### ADC DESIGN SPHERE MERIT

#### SPHERE

TITLE	CLIENT	AGENCY	COUNTRY
Mrs. Meyer's Clean Day	Mrs. Meyer's	Werner Design Werks Inc.	USA
Wolf Theiss: An unconventional identity for an unconventional law firm	Wolf	The Partners	UK

## NISSAN STUDENT BRIEF

#### GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
Mobilize		Academy of Art University	USA
Nissan Cube Hostel	Nissan	Miami Ad School	USA
Today is Sushi Day		SVA	

#### SILVER 🥈

TITLE	CLIENT	AGENCY	COUNTRY
Less Effort. More Effect!	Nissan	HTL1 Bau und Design, Department for Art and Design	Austria
Box Beat	Nissan	zach.slovin@gmail.com	

#### BRONZE 🥉

TITLE	CLIENT	AGENCY	COUNTRY
Connaturalize	Nissan	Brigham Young University	USA
3D QR Code Mobile App	Nissan	School of Visual Arts	USA

#### MERIT 🏅

TITLE	CLIENT	AGENCY	COUNTRY
Cube Outlines	Nissan	School of Visual Arts	USA
Cube	Nissan	School of Visual Arts	USA

# COMPETITION STATISTICS

TOTAL WINNERS: 262

<b>ADC DESIGN SPHERE</b>	3 WINNERS
<b>1 CUBE</b>	
<b>2 MERIT</b>	
<b>ADVERTISING</b>	73 WINNERS
<b>GOLD</b>	6 Professional, 2 Student
<b>SILVER</b>	14 Professional, 3 Student
<b>BRONZE</b>	19 Professional, 5 Student
<b>MERIT</b>	21 Professional, 3 Student
<b>DESIGN</b>	120 WINNERS
<b>GOLD</b>	5 Professional, 1 Student
<b>SILVER</b>	16 Professional, 3 Student
<b>BRONZE</b>	37 Professional, 5 Student
<b>MERIT</b>	51 Professional, 2 Student
<b>PHOTOGRAPHY</b>	8 WINNERS
<b>GOLD</b>	2 Professional
<b>SILVER</b>	1 Professional
<b>BRONZE</b>	1 Professional
<b>MERIT</b>	4 Professional
<b>ILLUSTRATION</b>	16 WINNERS
<b>GOLD</b>	1 Student
<b>SILVER</b>	1 Professional
<b>BRONZE</b>	5 Professional
<b>MERIT</b>	7 Professional, 2 Student
<b>INTERACTIVE</b>	29 WINNERS
<b>GOLD</b>	7 Professional
<b>SILVER</b>	3 Professional, 2 Student
<b>BRONZE</b>	10 Professional
<b>MERIT</b>	4 Professional, 3 Student
<b>STUDENT BRIEF</b>	8 WINNERS
<b>GOLD</b>	2 Student
<b>SILVER</b>	2 Student
<b>BRONZE</b>	2 Student
<b>MERIT</b>	2 Student
<b>ADC HYBRID</b>	5 WINNERS
<b>1 CUBE</b>	
<b>4 MERIT</b>	

## NUMBER OF WINNING ENTRIES PER COUNTRY

2	Australia
2	Austria
4	Brazil
13	Canada
3	Chile
12	China
1	Croatia
4	France
26	Germany
1	Israel
3	Italy
22	Japan
2	Korea
1	Macau
2	Netherlands
2	New Zealand
3	Singapore
1	Slovenia
3	South Africa
2	Spain
10	Sweden
1	Switzerland
1	Taiwan
1	Thailand
2	United Arab Emirates
16	United Kingdom
122	United States