

# Best of Admaking

## J - BEST USE OF LOCAL CULTURE

19D06	<u>Khede Kasra</u> Women Empowerment Program	Leo Burnett Beirut, Beirut Hariri Foundation
03E01	<b>Love Distance</b> Sagami original 0.02 (condom)	GT Inc Sagami Rubber Industries Co Ltd
16A06	<b>Soap</b>  Wego	Ogilvy & Mather Advertising Taiwan Wego
05E04	<b>Promosite Sovietsky boutique</b> Sovietsky boutique	Red Keds
15A02	<b>Llanto</b> Consulado General Argentino en Los Angeles	Conill Saatchi & Saatchi Consulado General Argentino en Los Angeles
17S01	<b>Quick/Long/A lot</b> K - SME Credit	Ogilvy & Mather Thailand KASIKORNBANK GROUP
19S06	<b>Cine Las Americas</b> Cine Las Americas	LatinWorks Marketing, Inc. Cine Las Americas
02S11	<b>BIRO BIRO VS MARADONA</b> COCA COLA	JWT BRASIL COCA COLA

## K - BEST UNIVERSAL IDEA CREATED IN A LOCAL MARKET

16I03	<u>Melody Road</u> Corporate ( safety awareness )	Dentsu Razorfish Dunlop Falken Tyres Ltd
01A17	<b>Herencia</b> Cadbury Adams	JWT San Juan Cadbury Adams
07A03	<b>Perro Pez (Cachorro Peixe)</b> Volkswagen	AlmapBBDO Volkswagen
18E01	<b>ZDFparlameter</b>  Interactive Website about German Parliament	ZDF German Television, New Media ZDF German Television, New Media
02S15	<b>Minaqua Statistics</b> Minaqua Life	Leo Burnett Belgrade Minaqua BB
02S04	<b>Duetos: Sistemas/Millonario/Doctor</b>  Quilmes	Del Campo Nazca Saatchi & Saatchi Quilmes

## L - BEST INTEGRATION OF A GLOBAL IDEA INTO A LOCAL CULTURE

01S10	<b>Come as you are</b> McDonald's	BETC Euro RSCG & Duke, Paris McDonald's France
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## M - BEST OF STRATEGY

19I05	<u>DirtyWater / AguaSucia</u> UNICEF	Casanova Pendrill UNICEF
16A06	<b>Soap</b>  Wego	Ogilvy & Mather Advertising Taiwan Wego
01I03	<b>Can´t touch this</b> Orbit	Mark BBDO, Prague Wrigley

01F01	<b>The Four'N Twenty Magic Salad Plate</b> Four'N Twenty Meat Pies	Clemenger BBDO Melbourne Four'N Twenty Meat Pies
01S09	<b>QUE VUELVAN LOS LENTOS</b> Doritos	BBDO ARGENTINA PEPSICO SNAKS

## N - MOST INSIGHTFUL IDEA

14H01	<u>Transparent Man</u> fiftyfifty - Das Obdachlosenmagazin (magazine for homeless people)	Euro RSCg Duesseldorf Fiftyfifty
16I03	<b>Melody Road</b> Corporate ( safety awareness )	Dentsu Razorfish Dunlop Falken Tyres Ltd
02S15	<b>Minaqua Statistics</b> Minaqua Life	Leo Burnett Belgrade Minaqua BB
03C01	<b>Perspective</b> Voltaren Farmaceutica	Saatchi & Saatchi Srl Novartis
01S09	<b>QUE VUELVAN LOS LENTOS</b> Doritos	BBDO ARGENTINA PEPSICO SNAKS

## O - BEST OF CRAFTING (AWARD FOR AGENCY)

05S02	<u>Havaianas Tela ¿Sabes por qué? Amarilla/Naranja/Violeta</u> Sao Paulo Alpargatas	AlmapBBDO Sao Paulo Alpargatas
00O17	<b>Paper Battlefield</b> Nike Basketball League	McCann Worldgroup (Hong Kong) NIKE
00O15	<b>Industrial Pollution</b> Public Service	JWT Shanghai CEPF
01R04	<b>Coming Moon</b> Haiku Event	Dentsu Inc Kansai Mitsubishi Estate Co Ltd & IDEE Co Ltd
15S03	<b>Theater an der Wien Opera Season 2008/09</b> Theater an der Wien Opera Season 2008/09	Julie May Queen Theater an der Wien/DI Roland Geyer

## P - BEST OF CRAFTING (AWARD FOR PRODUCTION)

07A03	<u>Perro Pez (Cachorro Peixe)</u> Volkswagen	AlmapBBDO Volkswagen
16A06	<b>Soap</b> Wego	Ogilvy & Mather Advertising Taiwan Wego
02E10	<b>Rollerbabies</b> Evian	BETC Euro RSCG & BETC 4D, Paris Evian
16A01	<b>Laska</b> animation	Platige Image
00P46	<b>Inventemos el Futuro</b> Repsol Institucional	Y&R Madrid Repsol
19A09	<b>A Soldier's Last Wish</b> Helsinki Missio	TBWA\PHS Helsinki (Helsinki) Helsinki Missio
01A04	<b>Medusa</b> California Milk Processor Board	Grupo Gallegos California Milk Processor Board

## Q - BEST USE OF TECHNOLOGY

07H01	<u>The Kinetic Sculpture for the BMW Museum</u> Mechatronic Installation	ART+COM BMW Group
15E07	<b>Pair Movie SUNAO NI NARETARA -Wish I colud be true</b> JUJU feat Spontania	Dentsu Inc Sony Music Associated Records Inc
09E07	<b>Nokia sms race</b> Nokia cell phones	Mccanndigital Israel Cellcom cellular
02F04	<b>Fingering Race</b> Pepsico	AlmapBBDO Pepsico
08I01	<b>The Navigationletter</b> Volkswagen Navigationsystems	DDB Germany, Berlin Volkswagen AG

## R - BEST OF DESIGN

07S03	<u>Two Worlds</u> Jeep	BBDO/Proximity Malaysia Chrysler Korea
19S05	<b>Ball Point/Felt Tip/Fountain Pen</b> Letter Writing Campaign	Saatchi & Saatchi Amnesty International
02R02	<b>Tscheppe Wines - Stag beetle, Dragon Fly, Fire Salamander</b> Wine	Demner, Merlicek & Bergmann Weingut Andreas Tscheppe
01R04	<b>Coming Moon</b> Haiku Event	Dentsu Inc Kansai Mitsubishi Estate Co Ltd & IDEE Co Ltd
17G01	<b>Hide and Seek Booklet</b> Quirin Bank	Euro RSCG Duesseldorf Quirin Bank AG

## S - BEST CAMPAIGN

03E01	<u>Love Distance</u> Sagami original 0.02 (condom)	GT Inc Sagami Rubber Industries Co Ltd
13H01	<b>HORNBACH - THE HOUSE OF IMAGINATION</b> Hornbach Baumarkt	HEIMAT, Berlin Hornbach Baumarkt AG