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Innovation.

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Innovation.

Good
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GOLD BOOK 2011

PRINT ADVERTISING
& DESIGN (003—045)

PRINT & OUTDOOR
ADVERTISING (046—060)

TELEVISION, RADIO &
CINEMA ADVERTISING
(061—096)

WEB & INTERACTIVE
DESIGN (097—115)

ADFEST 2010 (116—159)

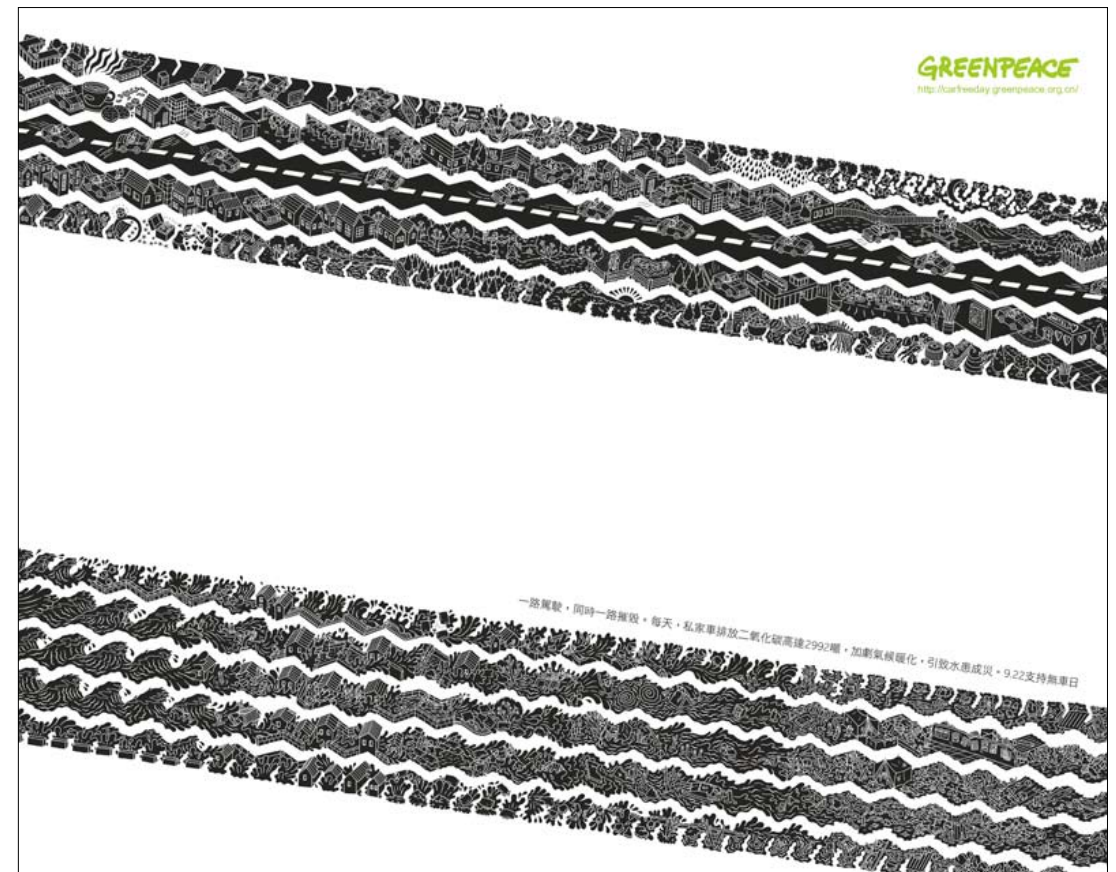
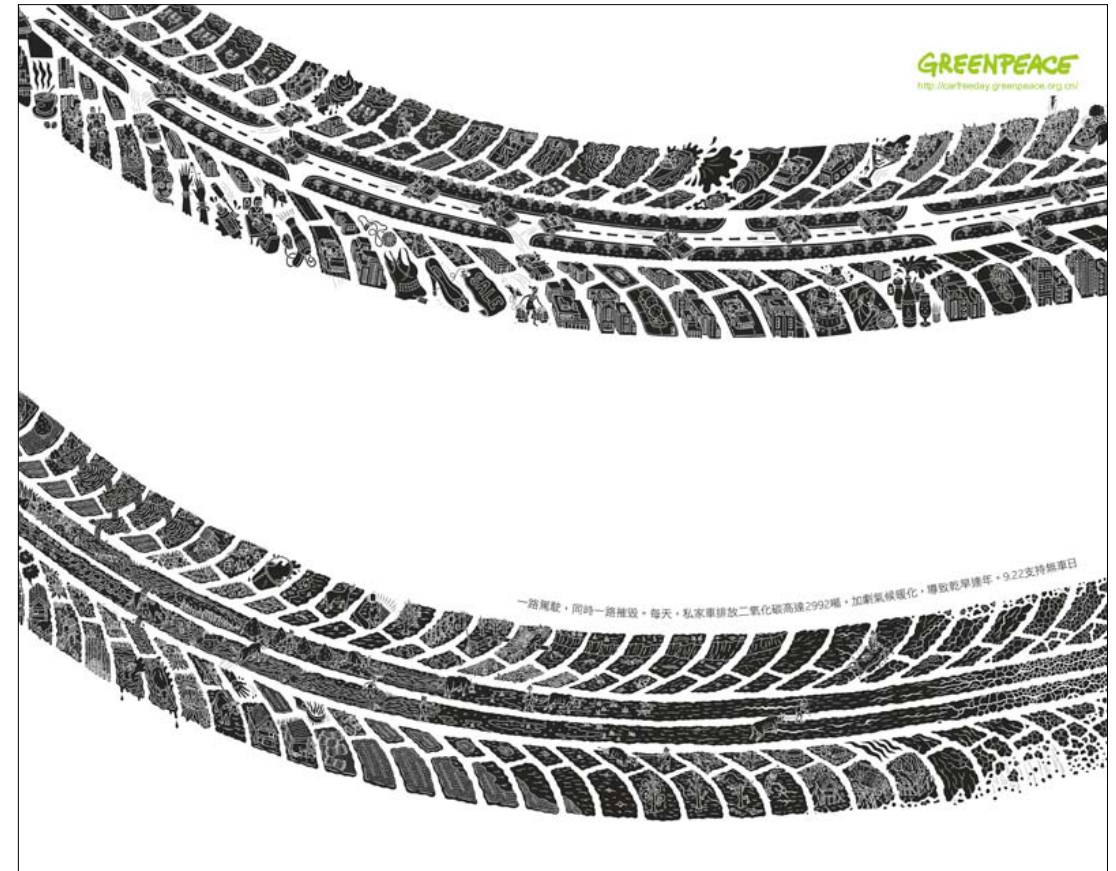
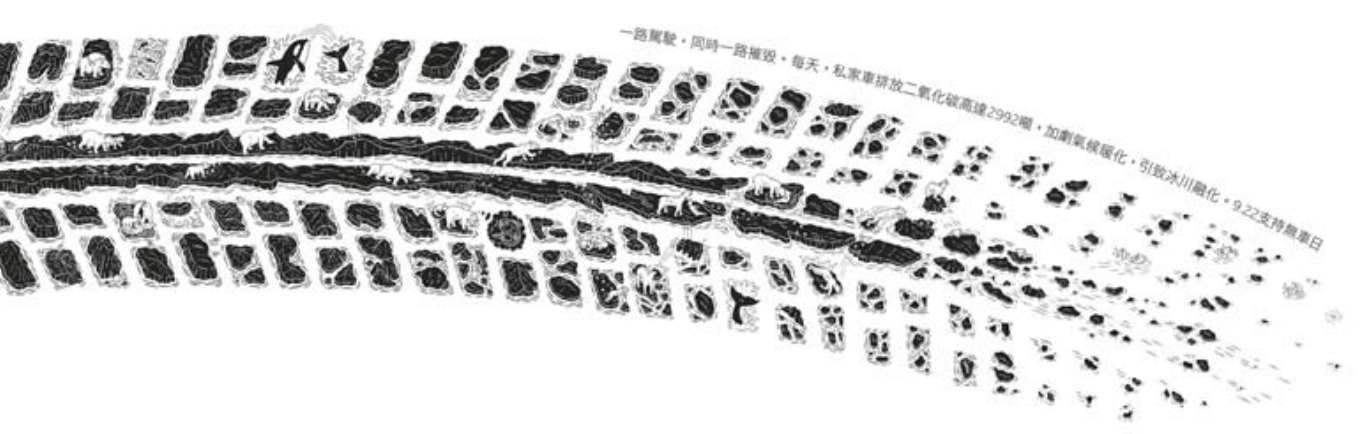
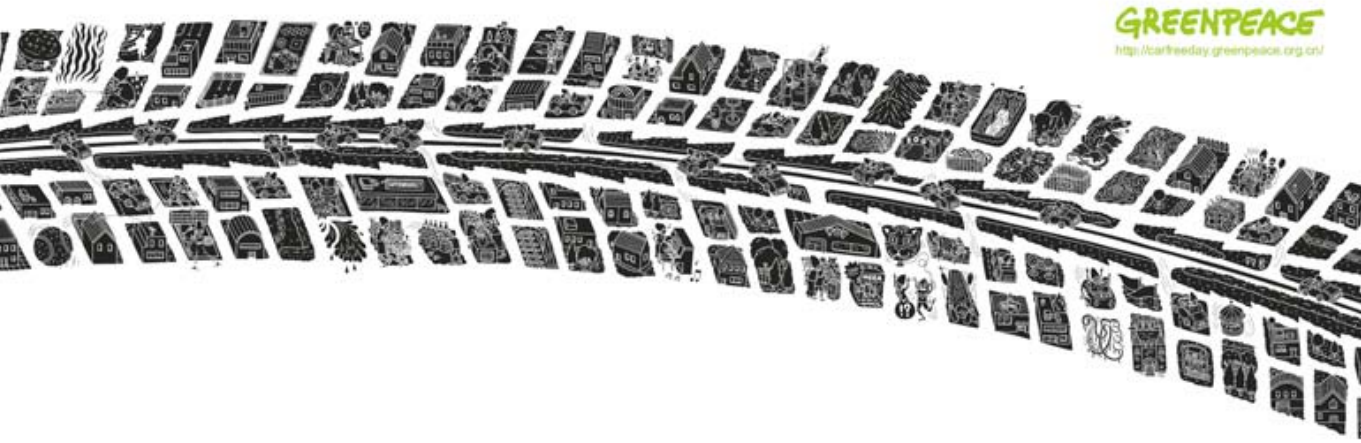


ORGANIC POO CAMPAIGN
LEO BURNETT, HONG KONG.

BRAND Organic Baby Food **ADVERTISER** Organic Town **CREATIVE DIRECTOR** Connie Lo **WRITER** Kiu Chan **ART DIRECTOR** Timothy Li **CLIENT SERVICE** Alvin Yim **ILLUSTRATOR** Henry Chan **PHOTOGRAPHER** Stephen Cheung **PRINT PRODUCTION** Joe Tam

PARALLEL CONSEQUENCES CAMPAIGN

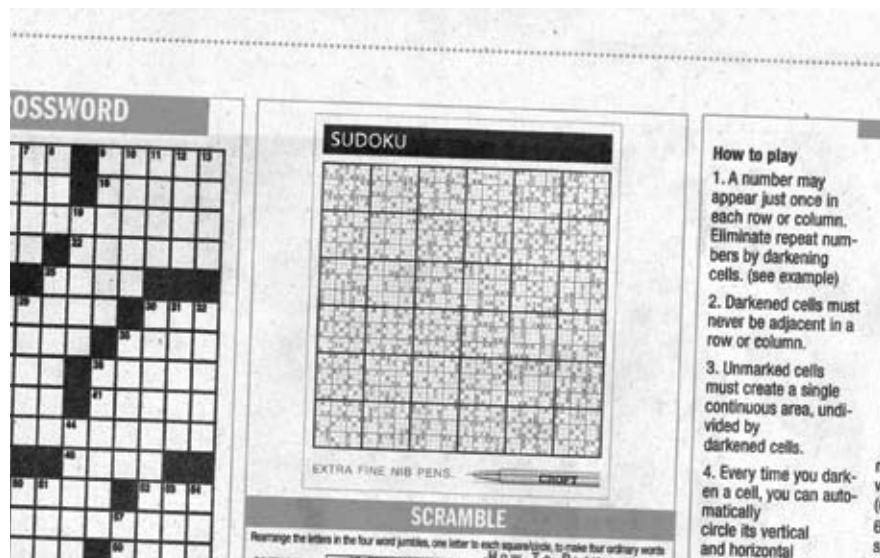
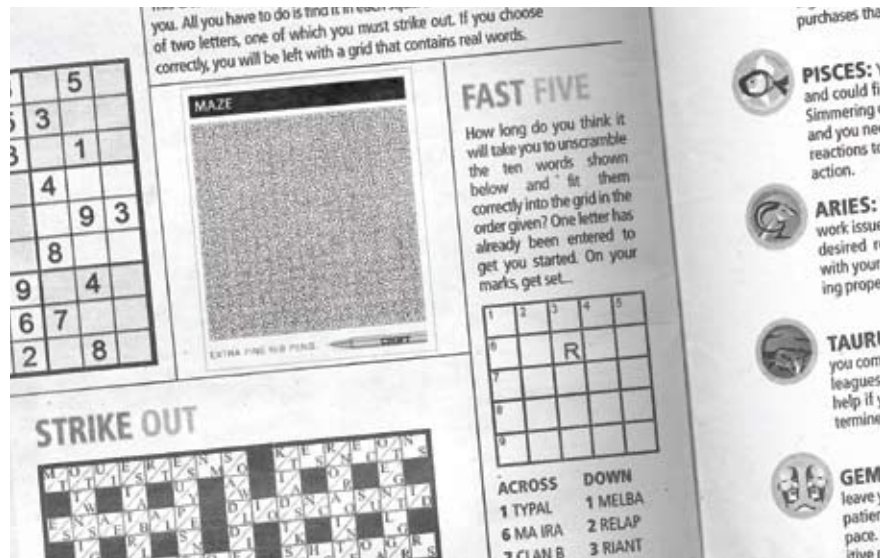
LEO BURNETT, HONG KONG.



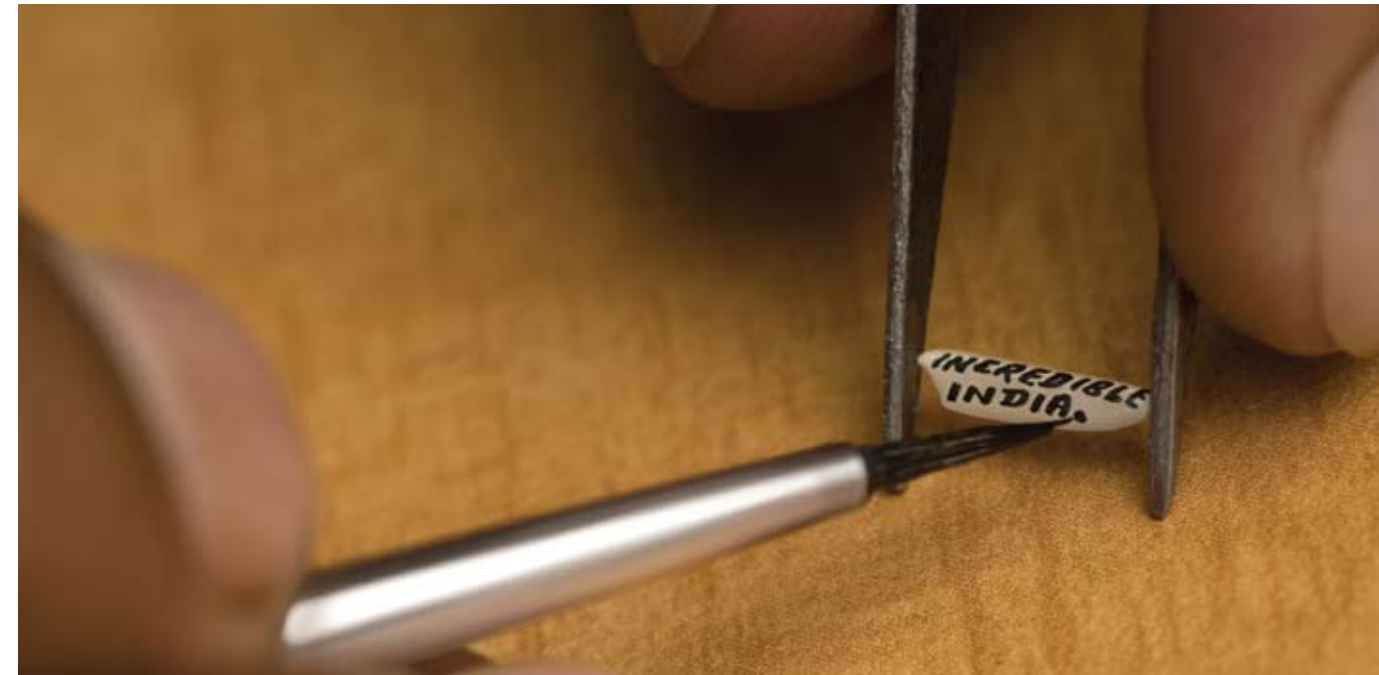
BRAND Car Free Day **ADVERTISER** Greenpeace **CREATIVE DIRECTOR** Connie Lo, Brian Ma, Alfred Wong **WRITER** Alfred Wong, Joey Chung, Wen Louie **ART DIRECTOR** Brian Ma, Nicky Sun, Kenny Ip **CLIENT SERVICE** Sherona Mak **DESIGNER** Nicky Sun **ILLUSTRATOR** Matt Johnstone **PRINT PRODUCTION** Joe Tam

FINE NIB PENS PUBLICIS, INDIA.

NATIONAL CREATIVE DIRECTOR Ashish Khazanchi, Prasanna Sankhe
CREATIVE DIRECTOR Akash Das, Vivek Rao **ART DIRECTOR** Ashish Phatak
COPYWRITER Denise D'Silva



INCREDIBLE RICE DDB MUDRA GROUP, INDIA.



BRAND/SERVICE Tourism **CLIENT** Ministry of Tourism Government of India **CREATIVE DIRECTOR** KB Vinod **ART DIRECTOR** Deepak Singh **COPYWRITER** Prajato Guha Thakurta **PHOTOGRAPHER** Nirav Mehta **ILLUSTRATOR** Datta Sawant **FILM DIRECTOR** Vishal Sane, Mahendra Solanki

There she stood on my doorstep, a spitting image of my beautiful, dead sister. The court had finally decided that my niece was much better off with me than with her depressed, alcoholic father.

In the beginning she didn't say much. She just stared with unblinking eyes. Standing at the bedroom window, she looked defiantly at nothing in particular and chewed her favourite bubble gum. But her silence had a soft sensuality. A mysterious beauty lay in those empty eyes. And above all, there was something powerfully enticing about those delicate, pink bubbles.

The candy floss lips, the sugar pink pops. I noticed. Unfortunately, I wasn't the only one.

That night my husband did something unusual. He put on music after dinner. He gave her his hand, she promptly took it. As they moved together, coming close, stumbling, laughing, I saw it clearly, the force of that sexuality so carefully veiled by innocence, and my husband gravitating towards it.

Sometimes at night when the house is really quiet, I hear the music again. The feet tapping. The laughter tinkling. The bubbles bursting.

Nowadays I feel like a peeping tom spying on another's intimate secrets, an outsider in their private little world. He helps her with school work, teaching her how to write the alphabet. He stays up if she can't sleep, acting out her favourite fairy tales.

He runs his fingers through her hair, weaving in the pink satin ribbons. He takes her shopping, buying candies and teddy bears. He strums the guitar as she sings her play school songs. He dances and she dances with him. He and her. She and him.

So today, sitting at the kitchen table, I open and close the small, brown glass bottle again and again, wondering, whose drink should I tip it over? Her glass of milk or my cup of tea.

More than 4.5 million people in India suffer from Schizophrenia. Approximately 2 million of them try to end their own lives. However, it can be treated. For help, call us at The Srujan Foundation for Mental Health on 0712-2454349 or mail us at help@srujan counselling.com



Image courtesy: Photolibrary

LOLITA
DDB MUDRA, MUMBAI, INDIA.

BRAND/SERVICE The Srujan Foundation for Mental Health
CLIENT The Srujan Foundation for Mental Health **CREATIVE DIRECTOR** Bobby Pawar, Rajeev Raja, Anshumani Khanna
ART DIRECTOR Timsy Gupta **COPYWRITER** Nivedita Agashe **PHOTOGRAPHER** Photolibrary

I see her in the kitchen everyday. As I sit quietly in my corner near the blue refrigerator, I often end up observing her. And slowly I have come to realise that my mother is not quite normal. She has a hidden capacity for violence. You will see it too, if you watch her long enough.

The first thing I notice is the anger. The intensity with which she attacks every dish she washes. The force with which she wields the scrubber. The way she treats every stain as a personal threat. Each and everything she does stems from anger.

The second thing I notice is the methodical precision with which she works. She cooks, does the dishes, cleans the sink and wipes the black granite platform in the same slow, deliberate manner. In fact, her fetish for cleanliness borders on obsession. It would make her a good killer, I think. She won't leave any traces.

The third thing I notice is the knives. She has a number of them, arranged lovingly in a wooden knife block. One to chop the vegetables, one to gut the fish, one to slice the cold cuts and so on and so forth. She dotes on each and every one of them, cleaning them carefully, making sure they stay razor sharp. The cold, steely gleam makes me shiver.

The fourth thing I notice is the chicken soup. She makes it everyday. But she never buys the

pre-cleaned, sliced chicken from the supermarket. Instead, she gets it whole from her trusted butcher and carves the slices herself. The thud of the cleaver takes up the rhythm of my heartbeat as she brings it down on that dead piece of bloody meat. Then she takes one of her sharp chef's knives and turns the crude pieces into delicate, thin slivers. She smiles as she works. She loves making the perfect cut.

The fifth thing I notice is the way she smiles at me. Sickly sweet and dripping with malice. It makes my stomach drop a hundred feet and leaves me cold and clammy. I am sure now. There is definitely something wrong with my mother. And more definitely, it has something to do with me.

So today, I stole the sharpest, meanest knife from her beloved set. I hope she won't miss it. It's under my mattress now. Just in case.

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MEDEA
DDB MUDRA, MUMBAI, INDIA.

BRAND/SERVICE The Srujan Foundation for Mental Health **CLIENT** The Srujan Foundation for Mental Health **CREATIVE DIRECTOR** Bobby Pawar, Rajeev Raja, Anshumani Khanna **ART DIRECTOR** Timsy Gupta **COPYWRITER** Nivedita Agashe **PHOTOGRAPHER** Timsy Gupta

$$\frac{(n!)^2}{2} \sum_{k=0}^n \frac{1}{n-k} \left(\frac{n-k}{k}\right)^2$$

$$(a-b)/2 + 27 = z + y/z$$

$$(a+b)^2 = a^2 + b^2 + 2ab$$

$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

$$\int f \cdot ds = 8/3 abc (a^2 + b^2 + c^2)$$

Standing at the window of his 30th floor apartment he must have watched people scurrying about like ants on the ground. In that one moment of sheer desperation he must have made up his mind. And soon after, they must have found him on the pavement, skull cracked open, limbs twisted. Would he have taken the leap if he had known beforehand that the markets were going to crash? Probably not. $27 \times 22 \times 32 = \dots$

I take one last look at his blurred photograph, fold the newspaper neatly and finish my cup of tea. I smile to myself as I think about all those self-important people, with a string of letters behind their names, sitting in stuffy conference rooms and acidic smelling labs. They hold summits, argue, make projections and yet all they have is unanswered questions. When will the next nuclear bomb melt our eyeballs in our charred skulls? When will the next greedy wave rise from the sea and swallow us whole?

When will we have to face the end?

While they agonise and fret, I, a simple accountant, go about my life pretending to know nothing. But that's as far from the truth as it can get. After all, I do have all the answers.

How? Well, it's simple. The numbers tell me. They whisper all their deep, dark, hush-hush secrets. And so, I know exactly what will happen, when.

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Had the world been aware of my Nostradamus like situation, I would have surely been nothing less than a God by now. And though I have been lying low I have realised that it's about time I made the revelation. A gift like mine can't be hidden forever. I decide to tell my wife.

As we walk towards the supermarket I tell her everything. She stops and looks at me with wide open eyes. Suddenly, she starts laughing. She calls me a fool and a mad man. I feel the rage boiling inside me.

You don't believe me? I ask. Of course not, she says. Well, you will have to. I will prove it. I know I am going to die in exactly 49 years, 4 months and 3 days and so nothing can harm me today. I take one look at the speeding traffic and step on to the road.

$\omega = \pm$ unity

$\alpha = b/2a = \pm \sqrt{b^2 - 2ac} - b/2a$

$\pm F(-a, y, z) \cdot \begin{pmatrix} -1 \\ 0 \\ 0 \end{pmatrix}$

$\int_{y=b}^c \int_{z=c}^e 2ay^2 = (2a)(2e)^2 \times \frac{1}{3}$

NOSTRADAMUS
DDB MUDRA, MUMBAI, INDIA.

BRAND/SERVICE The Srujan Foundation for Mental Health
CLIENT The Srujan Foundation for Mental Health
CREATIVE DIRECTOR Bobby Pawar, Rajeew Raja, Anshumani Khanna
ART DIRECTOR Timsy Gupta
COPYWRITER Nivedita Agashe

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The Economist

THE ECONOMIST: BABY
OGILVY & MATHER, MUMBAI, INDIA.

BRAND/SERVICE Magazine
CLIENT The Economist
CREATIVE Ogilvy & Mather Team



MURDER/RANSOM/AFFAIR
PUBLICIS COMMUNICATIONS PVT. LTD. INDIA.

CLIENT Stedfast **CREATIVE DIRECTOR** Emmanuel Upputuru **ART DIRECTOR** Raylin Valles, Rajit Gupta **COPYWRITER** Sudhir Das **PHOTOGRAPHER** Getty Images, StudioROM **IMAGE FINISHING** StudioROM



TURNING READERS INTO AUTHORS
BATES 141 INDIA.



BRAND Social Service **CLIENT** India book distributors, Kamla Mehta School **CREATIVE DIRECTOR** Russell Barrett **ART DIRECTOR** Sapna Ahluwalia **COPYWRITER** Sanjay Sipahimalani **PHOTOGRAPHER** Amogh Thakur **ILLUSTRATOR** Pravin Patil



DENTSU INC., JAPAN.

CLIENT TOSHIBA Corporation PRODUCT/SERVICE Discontinued Production of Incandescent Light Bulbs/LED Light Bulbs SPACE 2 page spread HEADLINE Thank you for lighting the way for 120 years.



DENTSU INC., JAPAN.

CLIENT Ajinomoto Co. Inc. PRODUCT/SERVICE Ajinomoto Condiments SPACE 6 page multiple HEADLINE Home cooking has always been the secret hind a successful marriage.



신문을
읽은사람이
그날대화를
주도한다





신문을 읽는 것은 언제나 기대 이상의 유익을 줍니다
다양하고 깊이 있는 정보 그리고 신문만의 독특한 신뢰가
세상을 읽는 시각과 지적 소양을 키워주기 때문이죠
당신의 가치를 높이는 신문, 오늘부터 매일 읽으세요!



면접관이
마침
오늘 아침
기사를
물어봤다

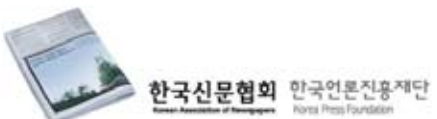



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이깁니까?

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**THE POWER OF NEWSPAPER:
CONVERSATION/INTERVIEW/KID
HS AD, KOREA.**

CLIENT/BRAND Korean Association of Newspaper ART DIRECTOR Yun Gi Lee

www.koreanair.com

부산과 앙코르와트가 가까워졌다

앙코르와트까지 8시간. 이제 부산에서 떠나는 앙코르와트 여행이 더욱 편리해집니다. 앙코르와트 톨 선버를 100% 증가하는 방법! 대한항공 부산-시엠립 직항으로 시간과 비용도 절약하고 가까운 베트남 하노이, 허브메이보도 편리하게 여행하세요.

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BUSAN-SIEM REAP DIRECT FLIGHT HS AD, KOREA.

CLIENT Korean Air BRAND Korean Air CREATIVE DIRECTOR Ji Yul Kim ART DIRECTOR Eun Jin Chung

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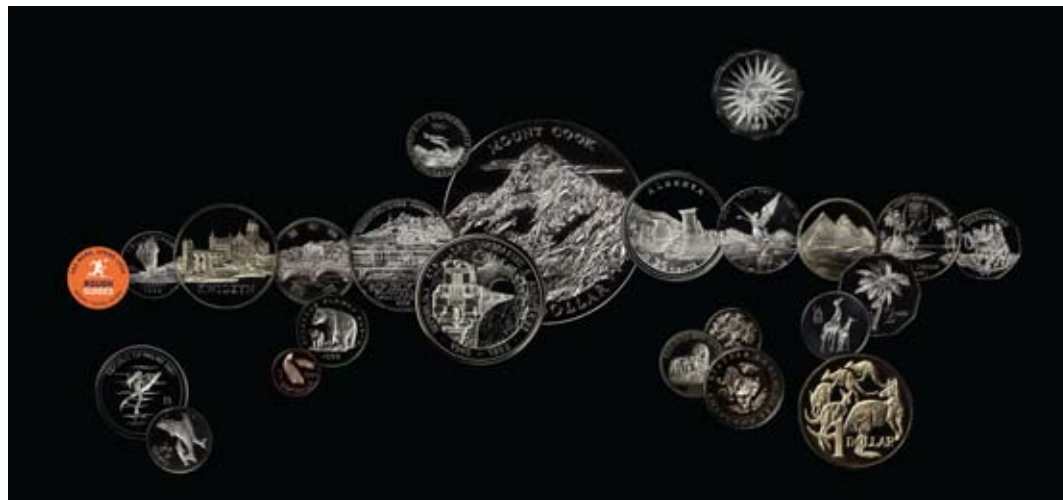
THE LATEST BUZZ APPLIED VALUE P. LTD., NEPAL.

BRAND/SERVICE Nepal Telecom (Corporate) CLIENT Nepal Telecom CREATIVE DIRECTOR Subash Sharma ART DIRECTOR Subash Sharma COPYWRITER Rupen Pradhan PHOTOGRAPHER Sachin Yogol Shrestha



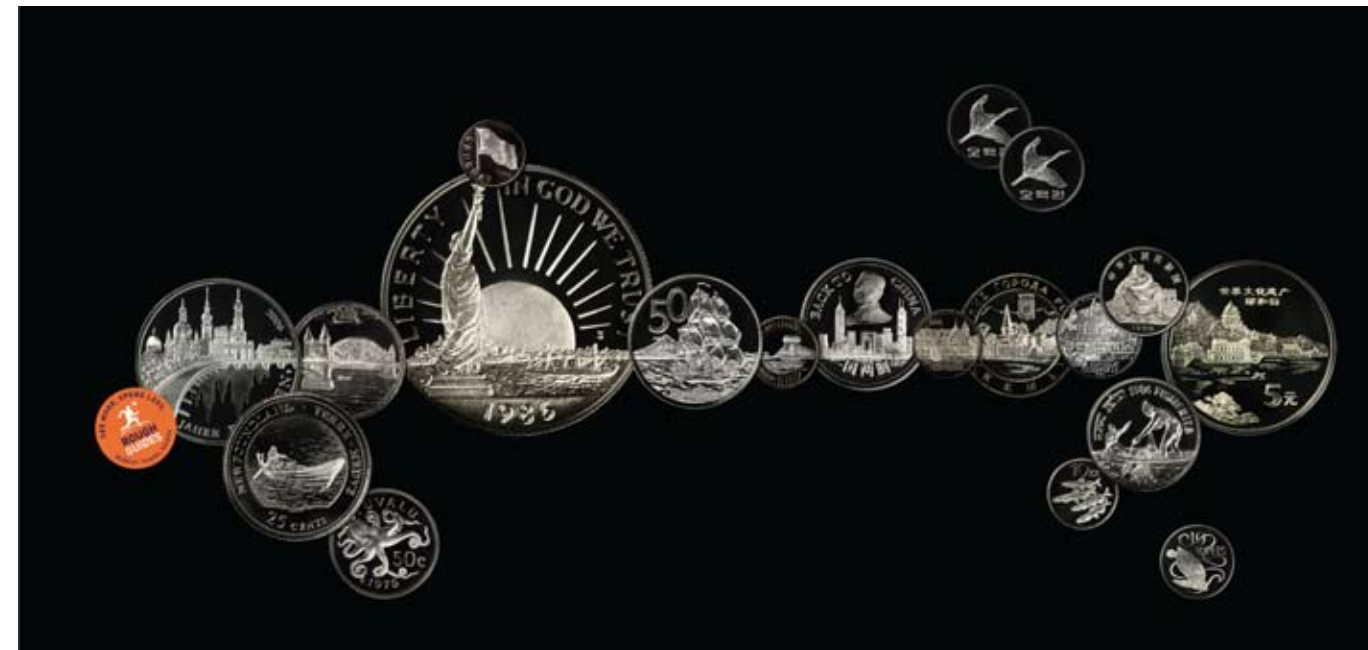
NORTHEACE MONSTERS
ACE-SAATCHI & SAATCHI, PHILIPPINES.

EXECUTIVE CREATIVE DIRECTOR Andrew Petch **VP OF INTEGRATION** Tony Sarmiento **COPYWRITER** Bia Fernandez
ILLUSTRATOR Peter Raphael Mutuc **ART DIRECTOR** Gabriel Tripon **FINAL ARTIST** Rod Alonzo **PRINT PRODUCER** Dennis Obien, Rodel Quitain



**ROUGH GUIDES:
LANDSCAPES/
MOUNTAINS/ROAD**
DDB SINGAPORE.

CLIENT Penguin Books Singapore **EXECUTIVE CREATIVE DIRECTOR** Neil Johnson, Joji Jacob **CREATIVE DIRECTOR** Thomas Yang **ART DIRECTOR** Thomas Yang **COPYWRITER** Joji Jacob **PHOTOGRAPHER** Louis **PRODUCTION MANAGER** Steven Chin **ACCOUNT SERVICE CREDIT** Rowena Bhaghandani **CLIENT CREDIT** Loi Zhi Wei **RE-TOUCHER** Chew Peng





SOUNDTRACK FOR A BOOK
KINETIC SINGAPORE.

CLIENT Dean Aziz CREATIVE DIRECTOR/ART DIRECTOR/COPYWRITER Pann Lim CLIENT CREDIT Concave Scream



DESKTOP SERIES
BDDO TAIWAN.

BRAND/SERVICE Melchers Travel CLIENT Melchers Travel CREATIVE DIRECTOR One Chang, George Liou ART DIRECTOR Tom Huang COPYWRITER Ivy Lu PHOTOGRAPHER Jeremy Kuo, Polo Wu



**THE ECD IS OUT OF THE OFFICE:
TIAN IT NG/NICK LIM/SONAL DABRAL/POLLY CHU
BATES TAIWAN.**



BRAND/SERVICE 4A Yahoo! Creative Awards **CLIENT** 4A Yahoo! Creative Awards **CREATIVE DIRECTOR** Richard Yu, Lee Lee, Bruse Lee **ART DIRECTOR** Richard Yu, Bruse Lee, Jonnal Yen, Liam Lin, Jeff Hung **COPYWRITER** Lee Lee, Faye Chang, Popeye Weng **ILLUSTRATOR** Chen Chung Hung, Bruse Lee, Jonnal Yen

IVORY OGILVY & MATHER ADVERTISING, THAILAND.



PRODUCT/SERVICE WWF **ADVERTISER** WWF Thailand **EXECUTIVE CREATIVE DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikiatikajohn **COPYWRITER** Khanitta Wichitsakonkit **ART DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikiatikajohn, Gumpon Laksanajinda **AGENCY PRODUCER** Paiboon Suwansangroj **PRODUCTION HOUSE PRODUCER** Somsak Pairew (Illusion) **PHOTOGRAPHER/CGI** Surachai Puthikulangkura (Illusion) **ILLUSTRATOR/RETOUCHER** Surachai Puthikulangkura, Supachai U-Rairat (Illusion)

PUPPET Y&R THAILAND.



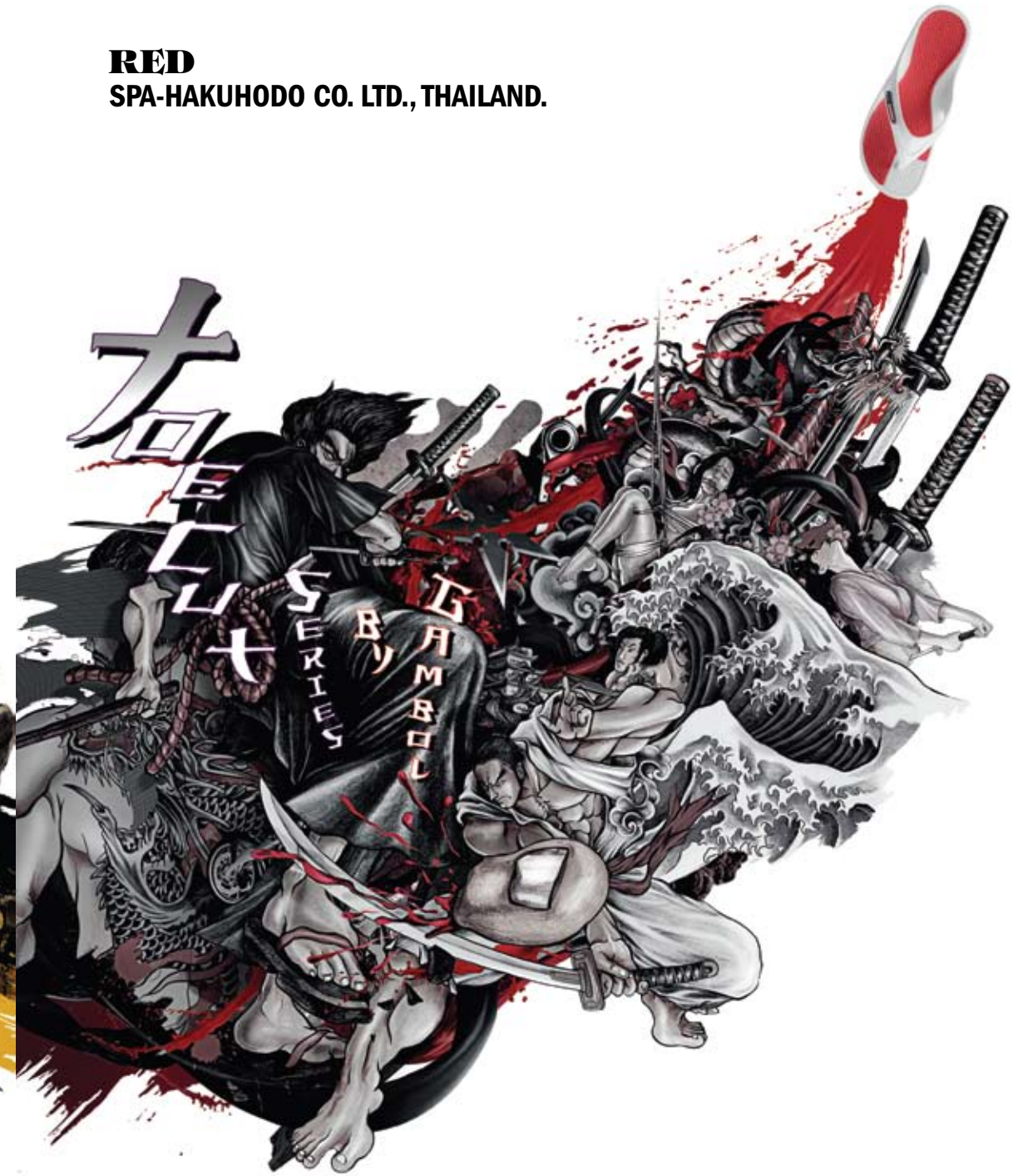
PRODUCT/SERVICE Aksara Theater **ADVERTISER** Aksara Theater King Power **COPYWRITER** Trong Tantivejakul **ART DIRECTOR** Veris Na Songkhla, Marcus Rebeschini **AGENCY PRODUCER** Amornmarn Rattanakpinyo **MOTION/GRAPHIC DESIGNER** Veris Na Songkhla **PHOTOGRAPHER** Fiftyone Bangkok **ILLUSTRATOR** Visionary **PRODUCER COORDINATOR** Benjawan Sengtee **ACCOUNT MANAGEMENT** Wichitra Tritodtrakoon

YELLOW
SPA-HAKUHODO CO. LTD., THAILAND.



PRODUCT/SERVICE Gambol **ADVERTISER** Bigstar Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Wichit Jiamsirikarn, Suvit Jaturiyasajagul
COPYWRITER Wichit Jiamsirikarn **ART DIRECTOR** Suvit Jaturiyasajagul,
Phakphoom Nopvaranon **ILLUSTRATOR** Visionary **TYPOGRAPHER** Suvit Jaturiyasajagul

RED
SPA-HAKUHODO CO. LTD., THAILAND.



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COPYWRITER Wichit Jiamsirikarn **ART DIRECTOR** Suvit Jaturiyasajagul,
Phakphoom Nopvaranon **ILLUSTRATOR** Visionary **TYPOGRAPHER** Suvit Jaturiyasajagul

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PILLOW

CREATIVE JUICE \ BANGKOK, THAILAND.

PRODUCT/SERVICE Creative Juice\Bangkok ADVERTISER Creative Juice\ Bangkok CHIEF CREATIVE OFFICER Thirasak Tanapatanakul EXECUTIVE CREATIVE DIRECTOR Prangthip Seelos COPYWRITER Prangthip Seelos ART DIRECTOR Anchalika Ketwattanachai

PRODUCT/SERVICE Tourism Authority of Thailand ADVERTISER Tourism Authority of Thailand EXECUTIVE CREATIVE DIRECTOR Keeratit Chaimoungkalo, Sompat Trisadikun CREATIVE DIRECTOR Keeratit Chaimoungkalo, Sompat Trisadikun COPYWRITER Denchai Kheereerak ART DIRECTOR Pipat Uraporn AGENCY PRODUCER Khae-Missara Ruangchote MOTION/GRAPHIC DESIGNER Pawin Bunnag

BAD AWARDS 2010 1. CRAFT PRINT [BEST]—BEST ART DIRECTION + BEST USE OF PHOTOGRAPHY PHOTO RETOUCHING AND COMPUTER GENERATED IMAGING + PRODUCTION DESIGN/STYLING (AWARDED TO PHOTOGRAPHER AND STUDIO) + BEST OF COMPUTER GENERATED IMAGING **2. PRESS/MAGAZINE [BEST]**—SINGLE FOR CONSUMER PRESS/MAGAZINE + CAMPAIGN FOR CONSUMER PRESS/MAGAZINE



**ROLLED UP BED: STEEL BED/
WOODEN BED/LUXURY BED
OGILVY & MATHER ADVERTISING, THAILAND.**

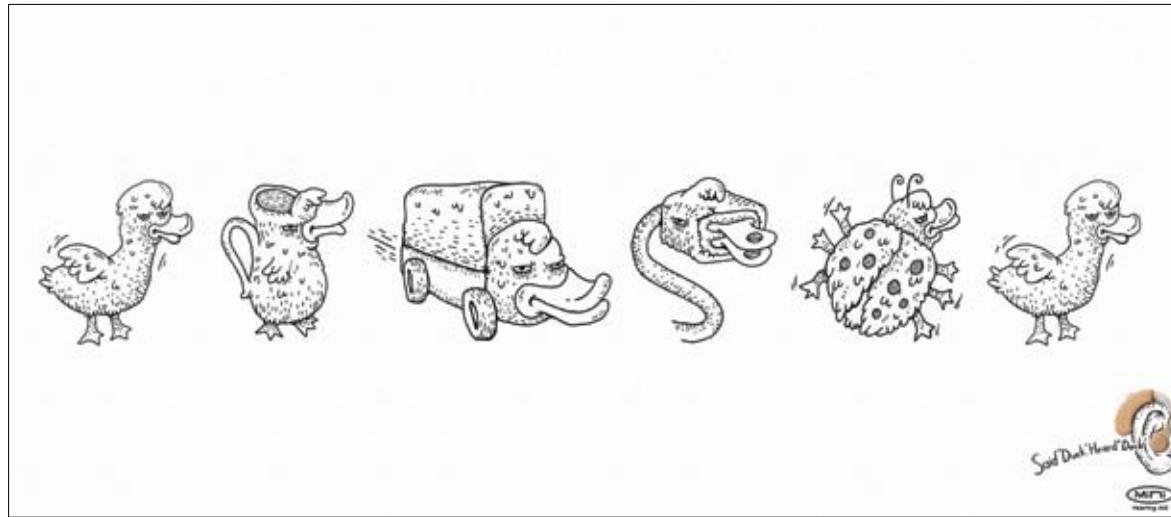
PRODUCT/SERVICE Karana Travelgear **ADVERTISER** Outdoor Innovation Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikieatikajohn **CREATIVE DIRECTOR** Paruj Daorai **COPYWRITER** Rudee Surapongraktrakool **ART DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikieatikajohn, Gumpon Laksanajinda, Somchai Dejnarongpitak, Ratapon Huayhongtong **AGENCY PRODUCER** Paiboon Suwansangroj **PRODUCTION HOUSE PRODUCER** Somsak Pairew (Illusion) **PHOTOGRAPHER/CGI** Surachai Puthikulangkura (Illusion) **ILLUSTRATOR/RETOUCHER** Surachai Puthikulangkura, Supachai U-Rairat (Illusion)

BAD AWARDS 2010 PRESS/MAGAZINE [BEST]—SINGLE FOR CONSUMER PRESS/MAGAZINE + CAMPAIGN FOR CONSUMER PRESS/MAGAZINE



BAD AWARDS 2010 1. CRAFT PRINT [BEST]—BEST ART DIRECTION 2. POSTER [BEST]—SINGLE FOR CONSUMER POSTER + CAMPAIGN FOR CONSUMER POSTER 3. PRESS/MAGAZINE [BEST]—SINGLE FOR CONSUMER PRESS/MAGAZINE + CAMPAIGN FOR CONSUMER PRESS/MAGAZINE 4. SPECIAL AWARD—BEST OF SHOW PRESS ADVERTISING

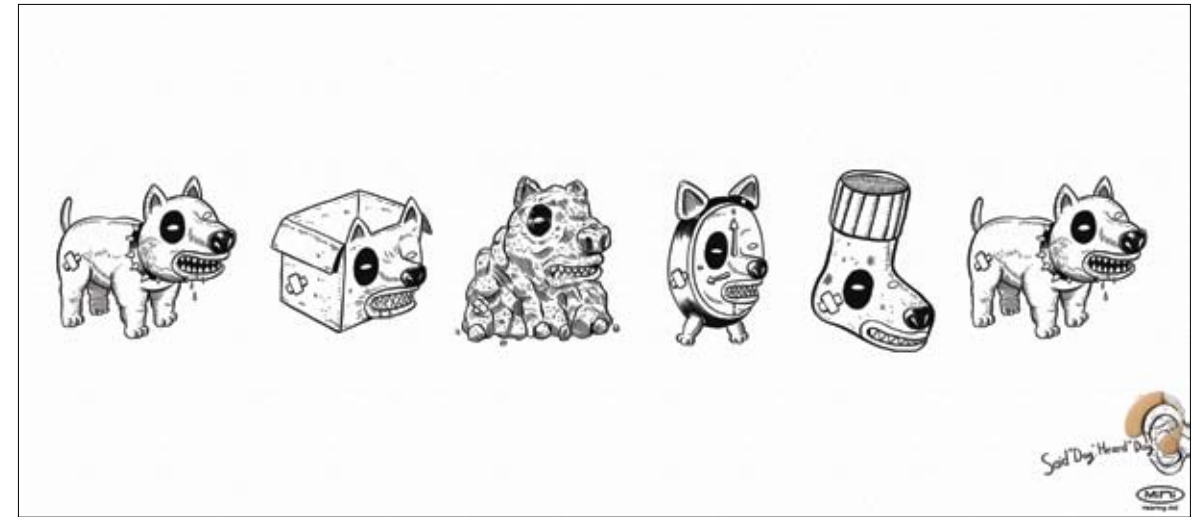
DUCK MONDAY, THAILAND.



PRODUCT/SERVICE Mini Hearing Aid **ADVERTISER** Mini **EXECUTIVE CREATIVE DIRECTOR** Passapol Limpisrisan, Wiboon Leepakpreeda **COPYWRITER** Ingkarasm Techotantiphath, Jirayu Ardsamang **ART DIRECTOR** Trisith Arreevong, Pakorn Inthachai, Sarita Chanthai **PHOTOGRAPHER** Kamin Jaroensuk **ILLUSTRATOR** Pakorn Inthachai

BAD AWARDS 2010 1. POSTER [BEST]—SINGLE FOR CONSUMER POSTER + CAMPAIGN FOR CONSUMER POSTER 2. PRESS/MAGAZINE [BEST]—CAMPAIGN FOR CONSUMER PRESS/MAGAZINE 3. SPECIAL AWARD—BEST OF SHOW PRESS ADVERTISING

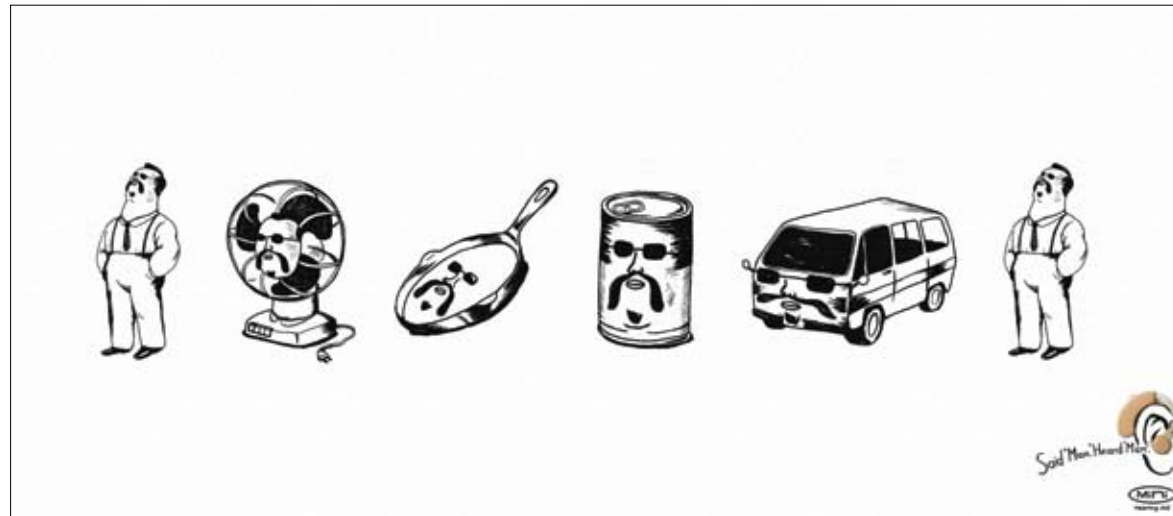
DOG MONDAY, THAILAND.



PRODUCT/SERVICE Mini Hearing Aid **ADVERTISER** Mini **EXECUTIVE CREATIVE DIRECTOR** Passapol Limpisrisan, Wiboon Leepakpreeda **COPYWRITER** Ingkarasm Techotantiphath, Jirayu Ardsamang **ART DIRECTOR** Trisith Arreevong, Pakorn Inthachai, Sarita Chanthai **PHOTOGRAPHER** Kamin Jaroensuk **ILLUSTRATOR** Tripuck Supawattana

BAD AWARDS 2010 1. POSTER [BEST]—SINGLE FOR CONSUMER POSTER + CAMPAIGN FOR CONSUMER POSTER
2. PRESS/MAGAZINE [BEST]—CAMPAIGN FOR CONSUMER PRESS/MAGAZINE 3. SPECIAL AWARD—
BEST OF SHOW PRESS ADVERTISING

MAN MONDAY, THAILAND.



PRODUCT/SERVICE Mini Hearing Aid **ADVERTISER** Mini **ADVERTISING**
AGENCY Monday **EXECUTIVE CREATIVE DIRECTOR** Passapol
Limpisrisan, Wiboon Leepakpreeda **COPYWRITER** Ingkarasm
Techotantiphath, Jirayu Ardsamang **ART DIRECTOR** Trisith Arreevong,
Pakorn Inthachai, Sarita Chanthai **PHOTOGRAPHER** Kamin Jaroensuk
ILLUSTRATOR Thapat Kijrujipark

ADMAN AWARDS 2010 GRAPHIC DESIGN [BEST + GOLD]—SINGLE FOR CORPORATE IDENTITY
BAD AWARDS 2010 1. AMBIENCE MEDIA & NEW MEDIA [BEST]—SPECIAL SOLUTIONS NON STANDARD
FORMAT FOR NON TRADITIONAL MEDIA 2. GRAPHIC DESIGN [BEST]—LOGO DESIGN & CORPORATE
IDENTITY 3. SPECIAL AWARD—BEST OF SHOW GRAPHIC DESIGN

TAMIYA BUSINESS CARD CREATIVE JUICE \ BANGKOK (TBWA), THAILAND.



PRODUCT/SERVICE Tamiya Model Kits Shop **ADVERTISER** Siam Tamiya **EXECUTIVE**
CREATIVE DIRECTOR Thirasak Tanapatanakul **CREATIVE DIRECTOR** Tienchuta Rukhavibul
ART DIRECTOR Manasit Imjai, Thirasak Tanapatanakul **DESIGNER PRODUCER** Manasit
Imjai, Tienchuta Rukhavibul



BEACH

LEO BURNETT & ARC WORLDWIDE THAILAND.



PRODUCT/SERVICE Canon Power Shot D10 **ADVERTISER** Canon Marketing (Thailand) Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Keeratit Chaimoungkalo, Sompat Trisadikun **ART DIRECTOR** Sompat Trisadikun, Nateepat Jaturonrasmi **AGENCY PRODUCER** Kanokporn Siriseree **PRODUCTION HOUSE PRODUCER** Somsak Pairew (Illusion) **PHOTOGRAPHER** Pittaya Nontapaoraya (Kakeehnung) **RETOUCHER** Surachai Puthikulangkura (Illusion) **3D (CGI)** Surachai Puthikulangkura (Illusion) **ACCOUNT SUPERVISOR** Yada Srisammashoop

ABORTION

MONDAY, THAILAND.



PRODUCT/SERVICE Prachachat Newspaper **ADVERTISER** Matichon Public Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Passapol Limpisiran, Wiboon Leepakpreeda **COPYWRITER** Passapol Limpisiran, Wiboon Leepakpreeda **ART DIRECTOR** Piya Ngow, Komson Yamshuen **AGENCY PRODUCER** Supattra Rattanakorn, Wannaporn Jitsom **PHOTOGRAPHER** Anuchai Secharunputong, Nok Pipattungkul **RETOUCHER** Anuchai Secharunputong, Chanchay Aussawanuchit

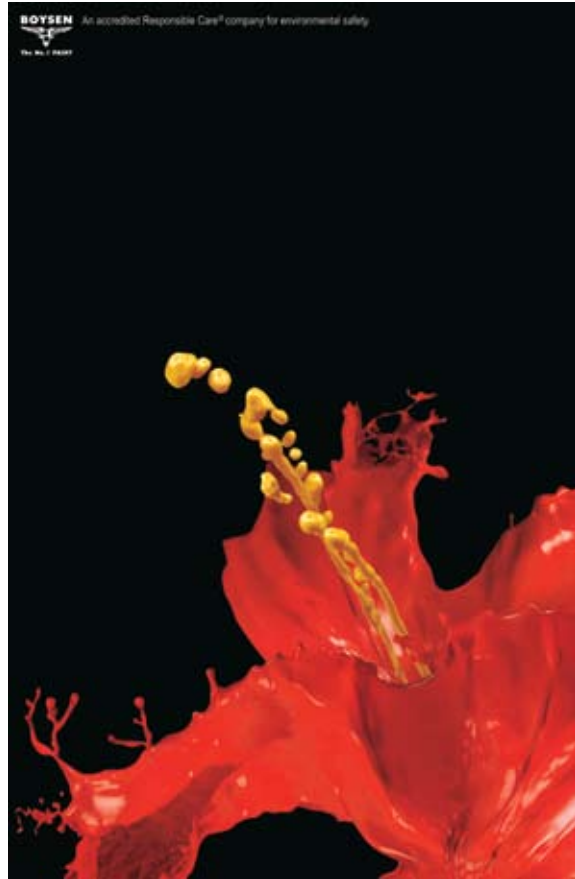
TNF: OUTDOOR ESSENTIALS
ACE-SAATCHI & SAATCHI,
PHILIPPINES.



EXECUTIVE CREATIVE DIRECTOR Andrew Petch, Raoul Floresca **CREATIVE DIRECTOR** Trixie Diyco **VP OF INTEGRATION** Tony Sarmiento **ASSOCIATE CREATIVE DIRECTOR** Chin Pangan **COPYWRITER** Maan Aagsalud, Paolo Agulto **ART DIRECTOR** Janette De Veyra **FINAL ARTIST** Rod Alonzo, Robert Quitain **EDITOR** Janette De Veyra



FLOWERS CAMPAIGN: HIBISCUS / ORCHID / VIOLET / YELLOWBELL / LILY



TBWA/SMP, PHILIPPINES.

BRAND/SERVICE Boysen Paint **CLIENT** Pacific Paint (Boysen) Philippines Inc. **CREATIVE DIRECTORS** Melvin Mangada, Manuel Villafania **ART DIRECTORS** Manuel Villafania, Melvin Mangada, Denise Tee **COPYWRITERS** Bryan Siy **PHOTOGRAPHER** G-nie Arambulo **PHOTOGRAPHIC STUDIO** Adphoto **DIGITAL IMAGING/FA** Romar Quiroz **PRINT PRODUCER** May Dalisay **PRINT PRODUCTION HOUSE** Chromagraph **ACCOUNT PERSON** Kara Filamor



HUGS/WHALE COW/PURPLE CATERPILLAR/ FREAKY RECIPES
OGILVY SINGAPORE.

CLIENT Unilever **EXECUTIVE CREATIVE DIRECTOR** Tham Kai Meng, Eugene Cheong, Todd McCracken **ART DIRECTOR** Adrian Chan, Maurice Wee, Stuart Mills **COPYWRITER** Mike Sutcliffe, Craig Love, Eugene Cheong **ACCOUNT SERVICE** CREDIT Monica De Grave

DO YOUR GOODIE
JWT TAIPEI, TAIWAN.



BRAND/SERVICE Goodie Snack **CLIENT** Kuai-Kuai Co. Ltd. **CREATIVE DIRECTOR** TC Chen **ART DIRECTOR** Agnes Huang, Eugene Li **COPYWRITER** Miki Chang **PRODUCTION HOUSE** Inly Production Co. **FILM DIRECTOR** Yung-Shin Juang

ADMAN AWARDS 2010 1. OUTDOOR & AMBIENCE
—CAMPAIGN FOR CONVENTIONAL MEDIA 2. PRINT
(CAMPAIGN) 3. PRINT/OUTDOOR & AMBIENCE [BEST]
—HOUSEHOLD MAINTENANCE PRODUCTS & PET PRODUCTS

BAD AWARDS 2010 1. CRAFT PRINT [BEST]—BEST USE
OF PHOTOGRAPHY PHOTO RETOUCHING AND COMPUTER
GENERATED IMAGING 2. POSTER [BEST]—CAMPAIGN
FOR CONSUMER POSTER 3. PRESS/MAGAZINE [BEST]—
SINGLE FOR CONSUMER PRESS/MAGAZINE + CAMPAIGN
FOR CONSUMER PRESS/MAGAZINE



MARBLE

ADMAN AWARDS 2010 1. OUTDOOR & AMBIENCE
—CAMPAIGN FOR CONVENTIONAL MEDIA 2. PRINT
—CAMPAIGN

BAD AWARDS 2010 1. CRAFT PRINT [BEST]—PRODUCTION
DESIGN/STYLING (AWARDED TO PHOTOGRAPHER AND
STUDIO) 2. POSTER [BEST]—CAMPAIGN FOR CONSUMER
POSTER 3. PRESS/MAGAZINE [BEST]—SINGLE FOR
CONSUMER PRESS/MAGAZINE + CAMPAIGN FOR CONSUMER
PRESS/MAGAZINE

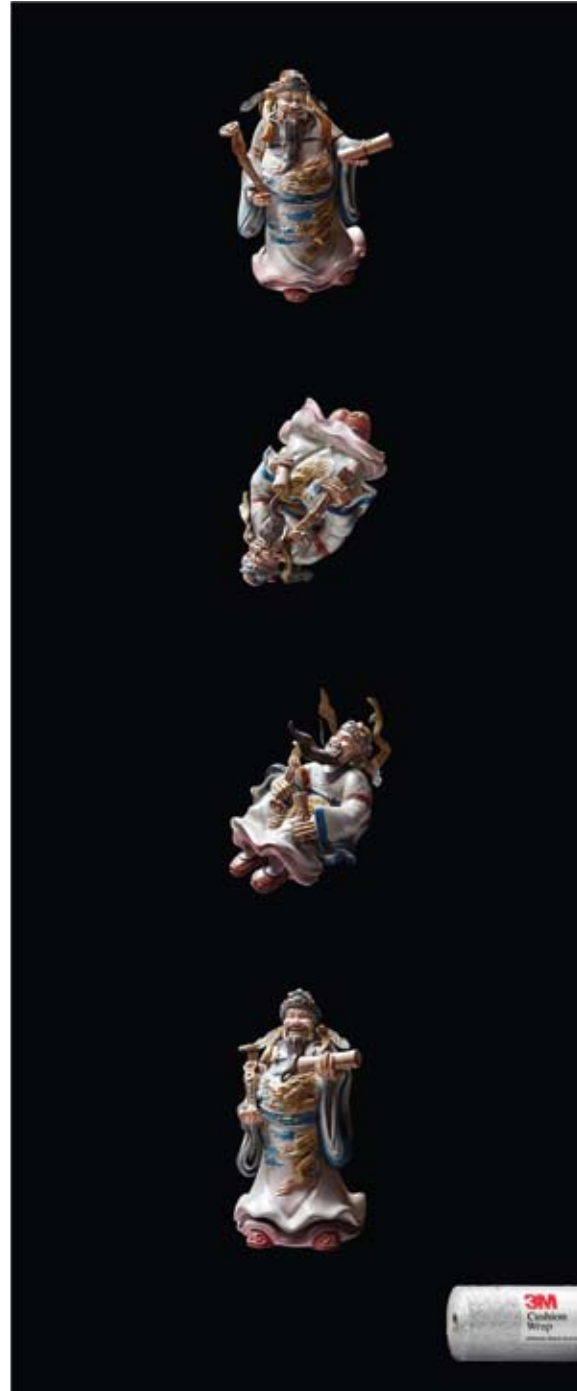
CRYSTAL



**CREATIVE JUICE \ BANGKOK
(TBWA), THAILAND.**

BRAND/SERVICE Cushion Wrap **ADVERTISER** 3M **CHIEF
CREATIVE OFFICER** Thirasak Tanapatanakul **COPYWRITER**
Taya Soonthonvipat **ART DIRECTOR** Damisa Ongsiriwattana
AGENCY PRODUCER Witsawut Nuchpoom **PRODUCTION
HOUSE** Illusion Co. Ltd. **PRODUCER** Somsak Pairew
PHOTOGRAPHER/CGI/ILLUSTRATOR/RETOUCHER
Surachai Puthikulangkura, Supachai U-Rairat

ADMAN AWARDS 2010 1. OUTDOOR & AMBIENCE—CAMPAIGN FOR CONVENTIONAL MEDIA 2. PRINT—CAMPAIGN
BAD AWARDS 2010 1. CRAFT PRINT [BEST]—BEST ART DIRECTION 3. CRAFT PRINT [BEST]—BEST USE OF
 PHOTOGRAPHY PHOTO RETOUCHING AND COMPUTER GENERATED IMAGING 4. CRAFT PRINT [BEST]—BEST OF COMPUTER
 GENERATED IMAGING 5. POSTER [BEST]—SINGLE FOR CONSUMER POSTER 6. POSTER [BEST]—CAMPAIGN FOR
 CONSUMER POSTER 7. PRESS/MAGAZINE [BEST]—SINGLE FOR CONSUMER PRESS/MAGAZINE
 8. PRESS/MAGAZINE [BEST]—CAMPAIGN FOR CONSUMER PRESS/MAGAZINE



CERAMIC

**CREATIVE JUICE \ BANGKOK
 (TBWA), THAILAND.**

BRAND/SERVICE Cushion Wrap **ADVERTISER** 3M **CHIEF
 CREATIVE OFFICER** Thirasak Tanapatanakul **COPYWRITER**
 Taya Soonthonvipat **ART DIRECTOR** Damisa Ongsiriwattana
AGENCY PRODUCER Witsawut Nuchpoom **PRODUCTION
 HOUSE** Illusion Co. Ltd. **PRODUCER** Somsak Pairew
PHOTOGRAPHER Surachai Puthikulangkura (Illusion)
ILLUSTRATOR/RETOUCHER Surachai Puthikulangkura/
 Supachai U-Rairat (Illusion) **CGI** Surachai Puthikulangkura
 (Illusion)

BAD AWARDS 2010 1. OUTDOOR [BEST]—SINGLE FOR OUTDOOR 2. SPECIAL AWARD—
 BEST OF SHOW POSTER, OUTDOOR, AMBIENCE MEDIA & NEW MEDIA



**FIZZY BILLBOARD
 JEH UNITED, THAILAND.**

PRODUCT/SERVICE Chang Soda **ADVERTISER** Thai
 Beverage Public Company Limited **EXECUTIVE CREATIVE
 DIRECTOR** Jureeporn Thaidumrong **CREATIVE DIRECTOR**
 Komsan Wattanavanitchakorn **COPYWRITER** Jureeporn
 Thaidumrong, Thanachai Shavitranuruk **ART DIRECTOR**
 Komsan Wattanavanitchakorn, Nittha Pruksacholavit

2010 HK4AS KAM FAN AWARDS 1. MEDIA—USE OF BRANDED CONTENT, EXPERIENTIAL, SPONSORSHIP AND EVENTS
2. MEDIA [GRAND KAM FAN + MEDIA KAM FAN + GOLD]—CREATIVE INNOVATION



TRAILER LEO BURNETT HONG KONG.

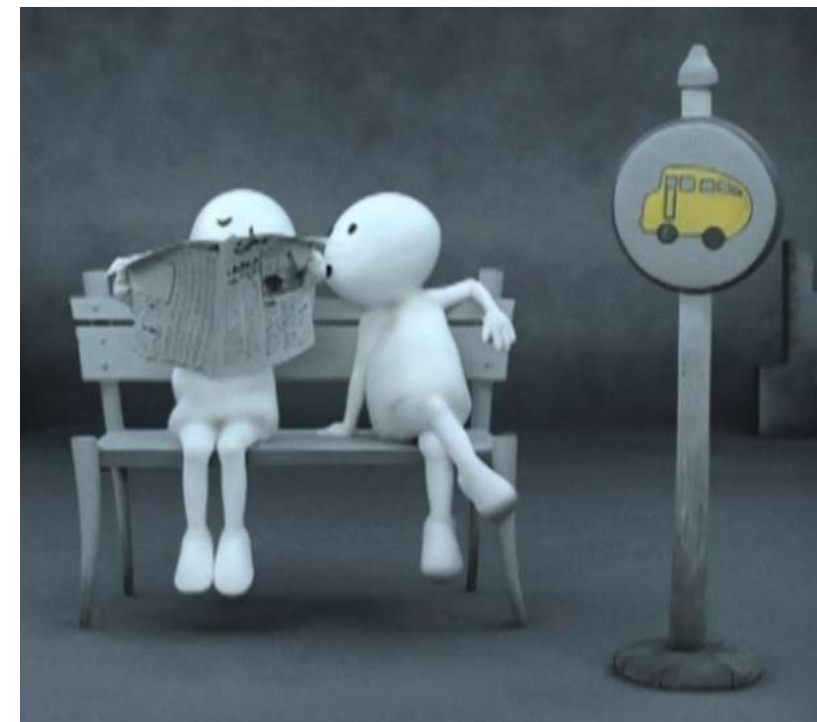
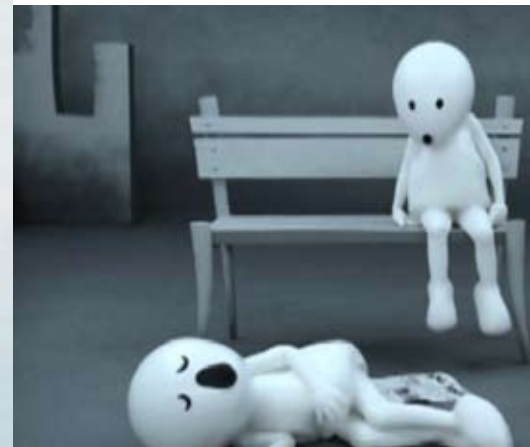
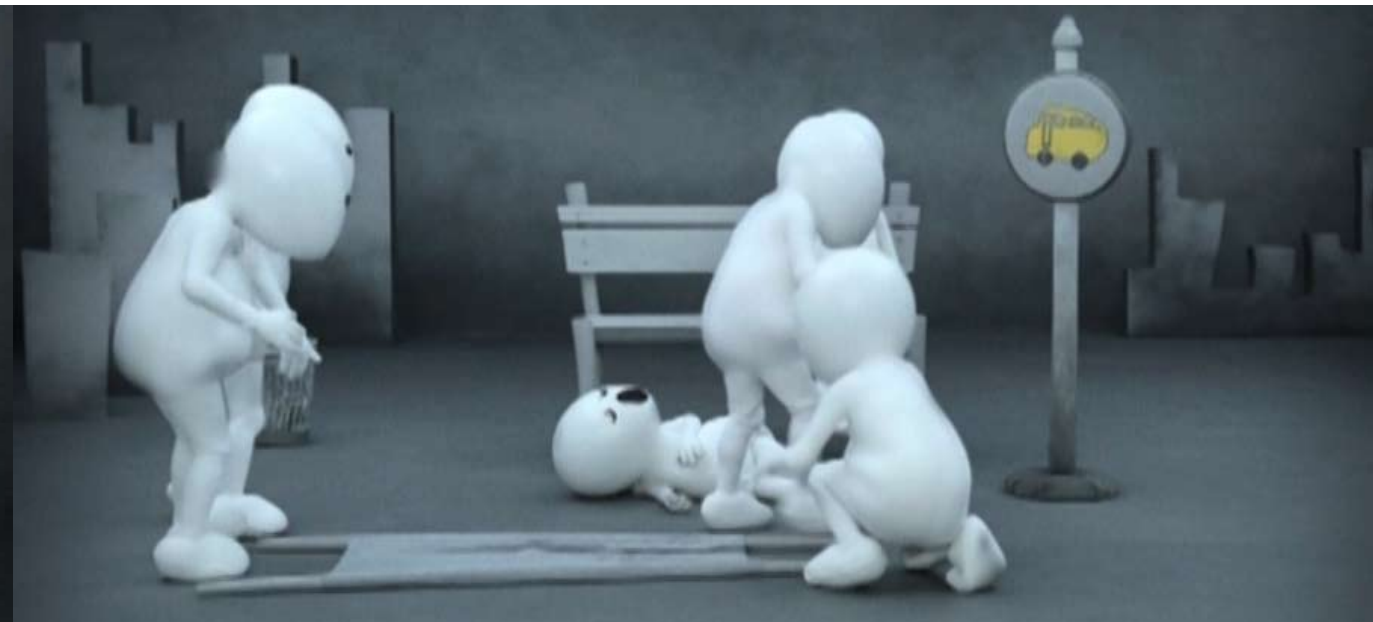
BRAND Curtains **ADVERTISER**
IKEA **CREATIVE DIRECTOR** Victor
Manggunio **WRITER** Wilson Ang **ART**
DIRECTOR Tik Lau **CLIENT SERVICE**
Margaret Chan, Emmie Tse

THE ABBY AWARDS (GOAFEST 2010) DIRECT MARKETING—TV



EXER GO MUDRA GROUP, INDIA.

BRAND/SERVICE The Economic Times
CLIENT Bennett, Coleman & Co. Ltd.
COPYWRITER Bobby Pawar **PRODUCTION**
HOUSE Nirvana Films **FILM DIRECTOR** Ram
Krishnarayanmurthy **PRODUCER** Manjit



VODAFONE ZOOZOOS
OGILVY & MATHER, INDIA.

BRAND/SERVICE Vodafone **CLIENT** Vodafone Essar **CREATIVE** Ogilvy & Mather Team
PRODUCTION HOUSE Nirvana Films **FILM DIRECTOR** Prakash Varma **PRODUCER** Sneha Iyep

PARK BENCH
OGILVY & MATHER, INDIA.

BRAND/SERVICE Vodafone **CLIENT** Vodafone Essar
CREATIVE Ogilvy & Mather Team **PRODUCTION HOUSE**
 Nirvana Films **FILM DIRECTOR** Prakash Varma **PRODUCER**
 Sneha Iyep



SCREAM
OGILVY & MATHER, INDIA.

BRAND/SERVICE Vodafone **CLIENT** Vodafone Essar
CREATIVE Ogilvy & Mather Team **PRODUCTION HOUSE**
Nirvana Films **FILM DIRECTOR** Prakash Varma **PRODUCER**
Sneha Iyep



TRIAL ROOM
OGILVY & MATHER, INDIA.

BRAND/SERVICE Vodafone **CLIENT** Vodafone Essar
CREATIVE Ogilvy & Mather Team **PRODUCTION HOUSE**
Nirvana Films **FILM DIRECTOR** Prakash Varma **PRODUCER**
Sneha Iyep

DAY/NIGHT/ANSWER
DENTSU INC., JAPAN.



Sound (man) Everybody do like this~!! Put your Hands Up!!
Narration This is Sound of Concert.

To Someone who eager to Find Part-time Job,
 It sound like this...

Woman Alba Cheun Guk! Alba Cheun Guk!
 Alba Cheun Guk!

Narration Working Youth, Alba Cheun Guk.

Sound (Ambulance Siren)

Narration This is Sound of Ambulance.
 To Someone who eager to Find Part-time Job,
 It sound like this...

Woman Alba~Cheun Guk. Alba~Cheun Guk.
 Alba~Cheun Guk.

Narration Working Youth, Alba Cheun Guk.

WHEN YOU'RE EAGER TO FIND PART-TIME JOB: CONCERT/AMBULANCE HS AD, KOREA.

CLIENT Alba CheunGuk **BRAND** Alba CheunGuk
CREATIVE DIRECTOR Seung Hwan Lee **ART DIRECTOR**
 Eun ryung Choi **PRODUCTION HOUSE** CM park
PRODUCER Ha Chul Song



GIFT-CAR CAMPAIGN INNOCEAN WORLDWIDE, KOREA.

CLIENT Hyundai Motor **BRAND** Hyundai Motor **CREATIVE DIRECTOR** Hee Yong Kwak **PRODUCTION HOUSE** PurpleRain



THE HIMALAYAN TIMES: UNSTOPPABLE ECHO ADVERTISING AGENCY, NEPAL.

CLIENT Asia Pacific Communication Associates Nepal **CREATIVE DIRECTOR/COPYWRITER** Terence D'costa
ART DIRECTOR Gavin Leicester **PHOTOGRAPHER** Sushil Chettri **PRODUCTION HOUSE** The 3 Film company
FILM DIRECTOR Sikha Makan & Paramvir Singh **PRODUCER** Echo Advertising Agency

सुन्दर यो जिन्दगीका मिठा-मिठा पलहरु
स्वस्थ बनेर नै रमाउँ जिन्दगीका हर क्षणहरु
मुटुमा खुशी छाईरहोस्, हृदयले माया पाईरहोस्
सफारी शुद्ध सनफलावर तेल
यो जिन्दगीमा स्वस्थपन छाईरहोस्

सफारी शुद्ध सनफलावर तेल
ताकि तपाईंको मुटु स्वस्थ बनिरहोस्

SUNDAR YO JINDAGIKA MITHA MITH PALHARU AD POINT NEPAL PVT. LTD.

BRAND/SERVICE Saphari Sunflower **CLIENT** Ganapati Vanaspati Pvt. Ltd. **CREATIVE DIRECTOR** Niraj Thapaliya (Ad Point Team) **ART DIRECTOR** Ashish Parajuli (Ad Point Team) **COPYWRITER** Mr. Balram (Ad Point Team) **PHOTOGRAPHER** Runa Amatya **PRODUCTION HOUSE** Ad Point Nepal Pvt. Ltd.

HUGS

TBWA\SMP PHILIPPINES & TBWA\CHIAT\DAY NEW YORK.



BRAND/SERVICE Absolut Vodka **CLIENT** The Absolut Company **CREATIVE DIRECTORS** Mark Figliulo (Worldwide), Melvin Mangada (Philippines), Marci Reyes (Philippines), Rob Smiley (New York) **ART DIRECTORS** Denise Tee (Philippines), Aaron Adler (New York), Marta Ibarrondo (New York) **AGENCY PRODUCER** Jason Souter (Sr. Producer) **PRODUCTION COMPANY** Person Films & H.S.I Productions Film Planet, Buenos Aires **DIRECTOR** Michael Haussman **EDITOR** Rick Russell **ACCOUNT DIRECTOR** Colby Webb **ACCOUNT SUPERVISOR** Keiko Kurokawa **DIRECTOR OF BROADCAST PRODUCTION** Ozzie Spenningsby **ASSISTANT DIRECTOR** Tirso Peake **PRODUCER** Tim Kerrison **EXECUTIVE PRODUCER** Michael McQuhae and Karin Stuckenschmidt **PRODUCTION MANAGER** Elena Massa **DIRECTOR OF PHOTOGRAPHY** Paul Cameron **ASSISTANT EDITOR** Patrick Colman **EDITORIAL PRODUCER** Laura Patterson **COLORIST** Fergus McCall (The Mill\NY) **VISUAL EFFECTS FACILITY** The Mill\NY **FLAME ARTIST** Dan Williams **VISUAL EFFECTS PRODUCER** Dan Roberts **SOUND MIXER** Tom Jucarone (Sound Lounge) **MUSIC (USA VERSION ONLY)** Louis Armstrong, "A Kiss To Build a Dream On"

**FUNERAL**

LEO BURNETT & ARC WORLDWIDE SINGAPORE.

PRODUCT/SERVICE Ministry of Community Development, Youth And Sports **ADVERTISER** Ministry of Community Development, Youth And Sports **EXECUTIVE CREATIVE DIRECTOR** Yasmin Ahmad, Chris Chiu **COPYWRITER/ART DIRECTOR/DIRECTOR** Yasmin Ahmad **AGENCY PRODUCER** Anthony Lee **FILM PRODUCTION COMPANY** Dragonsgate Studio Pte. Ltd. (Singapore) **FILM PRODUCER** Margaret Foo-Tan **EDITOR** Black Magic Design Pte. Ltd. **SOUND PRODUCTION COMPANY** 2AM Sdn. Bhd. (Malaysia)



CITIZEN SAVING EXERCISE

OGILVY & MATHER TAIWAN.

BRAND/SERVICE PX Mart **CLIENT** PX Mart **CREATIVE DIRECTOR** Jennifer Hu, Giant Kung **ART DIRECTOR** Boonseng Lim
COPYWRITER Giant Kung, Bryan Shen **PRODUCTION HOUSE** Blue Moon Films **FILM DIRECTOR** Lo Ging Zim **PRODUCER**
 Abby Ku



MOTHER

OGILVY & MATHER TAIWAN.

BRAND/SERVICE TaChong Bank **CLIENT** TaChong Bank **CREATIVE DIRECTOR** Jennifer Hu **ART DIRECTOR** Leah Chen
COPYWRITER Thanonchai Sornsriwichai, Jennifer Hu, Matt Chen, Elma Lin **PRODUCTION HOUSE** Phenomena **FILM**
DIRECTOR Thanonchai Sornsriwichai **PRODUCER** Abby Ku

HOW TO WIN OVER 12 WOMEN BATES TAIWAN.



BRAND/SERVICE Isabelle wedding cake **CLIENT** Isabelle **CREATIVE DIRECTOR** Richard Yu, Lion Tsai **ART DIRECTOR** Richard Yu, Alex Liu, Peggy Chen **COPYWRITER** Lion Tsai, Renee Chen **PRODUCTION HOUSE** Greatland Films **FILM DIRECTOR** Lo Ging Zim **PRODUCER** Ray Chang





THE VIRGO WOMAN BATES TAIWAN.

BRAND/SERVICE Isabelle wedding cake **CLIENT** Isabelle **CREATIVE DIRECTOR** Richard Yu, Lion Tsai **ART DIRECTOR** Richard Yu, Alex Liu, Peggy Chen **COPYWRITER** Lion Tsai, Renee Chen **PRODUCTION HOUSE** Greatland films **FILM DIRECTOR** Lo Ging Zim **PRODUCER** Ray Chang

At the starting of the radio, and mid-age lady describes the medical condition of her father to her husband, but somehow her voice is filled with erotic tease

SFX (Sound of night insect)
WIFE Dear, what can we do?

Mom says dad's situation is getting worse.
The doctor can't find the reason.
He doesn't want to take any more medication,
he doesn't even feel like eating anything.
He's getting thinner and thinner each day...
Still, he's trying hard to put a smile on his face.
Can't bear to hear anymore of these...
It's making me so...so...sad... Ah...ah...ah...

ANNCR With Da-Diao aphrodisiac liquor,
anything you hear, becomes a erotic.

The situation supposed to be a grandmother telling her other half about their grandchild but somehow her voice is filled with erotic tease, sound of a porn hotline.

SFX (Bird chirp)
GRANDMA Dear, Benny's English composition has gotten the highest score!
He says I'm the kindest grandma in the whole world.
I read it, and I was so...so...happy...
Benny really has grown.
Even says when he grows up, he'll buy a car and take us out.
It's just...when the time comes...
I don't know if we're still able to walk...ah...
ah...ah...

ANNCR With Da-Diao aphrodisiac liquor,
anything you hear, becomes a erotic.

WIFE/GRANDMA
BBD0 TAIWAN.

BRAND/SERVICE Da-Diao **CLIENT** Tung Fa Biotech & Pharmaceutical Co. Ltd. **CREATIVE DIRECTOR** One Chang **ART DIRECTOR** ShangHua Hsieh, OK Liao **COPYWRITER** Benjamin Tzang, York Chiu **PRODUCER** Frank Hsu



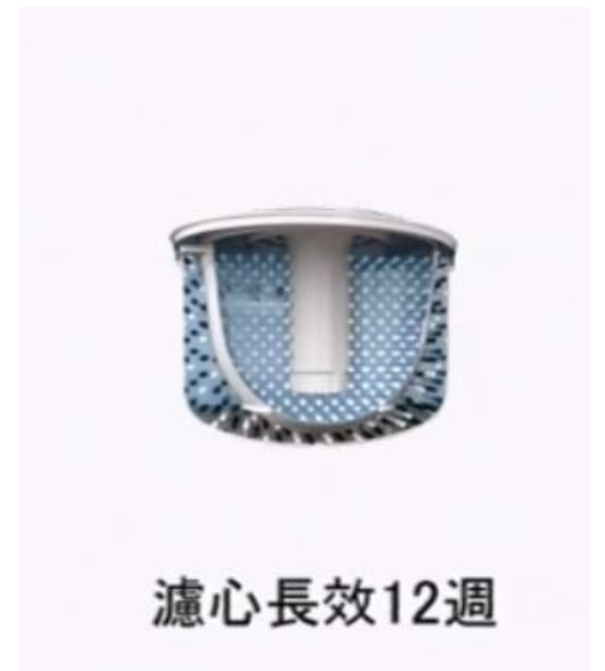
NO.596
BATES TAIWAN.

BRAND/SERVICE Häagen-Dazs **CLIENT** Häagen-Dazs **CREATIVE DIRECTOR** Richard Yu, Christine Yu **ART DIRECTOR** Richard Yu, Liam Lin, Jeff Hung **COPYWRITER** Christine Yu, Liz Hung **PRODUCTION HOUSE** Inly Production Co. **FILM DIRECTOR** Lo Ging Zim **PRODUCER** Allen Koo



**THE LONGER, THE BETTER SERIES:
TRAVEL/WALKING HOME
DRAFT FCB TAIWAN.**

BRAND/SERVICE Filtrete **CLIENT** 3M **CREATIVE DIRECTOR** Martin Tsai, Ben Chou **ART DIRECTOR** Ahon Laio **COPYWRITER** Elin Hsieh **PRODUCTION HOUSE** Yuan Yuan Production **FILM DIRECTOR** Ging Zim Lo **PRODUCER** Sk Liu

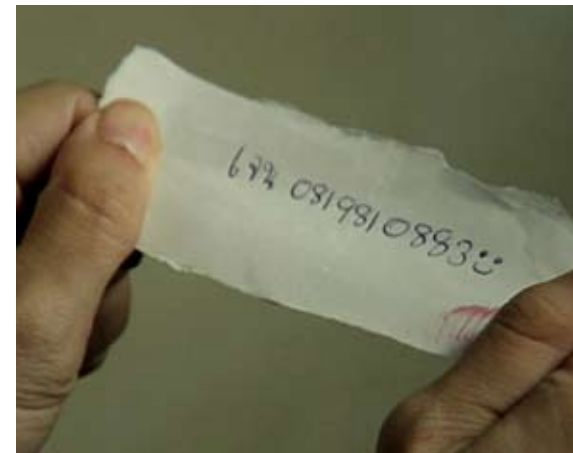




MODEL
OGILVY & MATHER ADVERTISING,
THAILAND.



PRODUCT/SERVICE Naturegift **ADVERTISER** DK Health Product Ltd., Part. **EXECUTIVE CREATIVE DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikiatikajohn **CREATIVE DIRECTOR** Wichian Thongsuksiri (Asso. CD) **COPYWRITER** Wichian Thongsuksiri **ART DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikiatikajohn, Nittha Pruksacholavit **AGENCY PRODUCER** Yuthapong Varanukrohchoke **FILM PRODUCTION COMPANY** Phenomena Co. Ltd. **DIRECTOR** Thanonchai Sornsriwichai **CINEMATOGRAPHER** Numpon Jaruk **FILM PRODUCER** Janyaluck Khamdaeng **EDITOR** Manop Boonwipas **SOUND PRODUCTION COMPANY** Cine Digital Sound Studio Co. Ltd. **SOUND ENGINEER** Terdsak Janpan, Chumpol Sepsawasdi **POST PRODUCTION** Oriental Post



SURPRISE
OGILVY & MATHER ADVERTISING, THAILAND.

PRODUCT/SERVICE Gift set—Naturegift **ADVERTISER** DK Health Product Ltd., Part. **EXECUTIVE CREATIVE DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikiatikajohn **CREATIVE DIRECTOR** Torpun Lersin **COPYWRITER** Salinee Na Ranong **ART DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikiatikajohn, Virayut Khumvithayapaisa **AGENCY PRODUCER** Yuthapong Varanukrohchoke **FILM PRODUCTION COMPANY** Phenomena Co. Ltd. **DIRECTOR** Thanonchai Sornsriwichai **CINEMATOGRAPHER** Numpon Jaruk **FILM PRODUCER** Janyaluck Khamdaeng **EDITOR** Manop Boonwipas **SOUND PRODUCTION COMPANY** Cine Digital Sound Studio Co. Ltd. **SOUND ENGINEER** Chumpol Sepsawasdi **EDITING COMPANY** Oriental Post **MUSIC COMPOSER** Terdsak Janpan

Wish the good that I gave some money to child begging today.
 Helped me to have a bad luck again and again.
 Sent me to hell after death.
 Made my boyfriend cheated.
 Made my pocket run out of money.
 Never received bonus nor OT.
 Got fired form work.
 Changed my life to be a homeless and a hooker forever.

Giving away money to child begging is a sin.
 Stop giving. Stop child begging.

SIN MONDAY, THAILAND.

PRODUCT/SERVICE Stop-child begging **ADVERTISER** The Minor Foundation **EXECUTIVE CREATIVE DIRECTOR** Passapol Limpisrisan, Wiboon Leepakpreeda **COPYWRITER** Thanawat Sakunnanthiphat **AGENCY PRODUCER** Supattra Rattanakorn **SOUND PRODUCTION COMPANY** Cine Digital Sound Studio Co. Ltd. **SOUND ENGINEER** Panumas Nimnual



JEWELERS LOWE BANGKOK, THAILAND.

PRODUCT/SERVICE Syn Mun Kong/Car Insurance **ADVERTISER** Syn Mun Kong Insurance Public Company Limited
EXECUTIVE CREATIVE DIRECTOR Dominic Stallard, Clinton Manson **CREATIVE DIRECTOR** Prasert Vijitpawan
COPYWRITER Prasert Vijitpawan, Bhakpong Skonvitayanon, Thanavate Siriwattanagul **ART DIRECTOR** Prasit Vitayasamrit
AGENCY PRODUCER Chudthai Khumpong **FILM PRODUCTION COMPANY** Phenomena Co. Ltd. **DIRECTOR** Thanonchai Sornsriwichai **FILM PRODUCER** Janyaluck Khamdaeng **EDITOR** Songsak Visittipackdeekun **SOUND PRODUCTION COMPANY** Cine Digital Sound Studio Co. Ltd. **SOUND ENGINEER** Chumpol Sepsawasdi

FVO (Sweet voice) I met him at the market. His first gift to me was an “APPLE”. I decided to preserve that “APPLE” to the best of my ability. One night, he came over to my house. And in the end, we... (giggles)
 (Angry voice) 3 days later, He disappeared. Every time I saw that “APPLE” I became more irritated. He doesn’t answer my calls. I never see him at his house, only his wife. I came home wanting to smash that “APPLE” to bits.
 (Sad voice) But when I see the “APPLE” it reminds me of that day. I want him back. That son of a bitch who gave me the “APPLE”.

ANNCR Lock freshness in, unchanged.
 With Lock & Lock food storage container.

SFX (Container lid closing)

APPLE

OGILVY & MATHER ADVERTISING, THAILAND.

PRODUCT/SERVICE Lock & Lock **ADVERTISER** Lock & Lock (Thailand) Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikiatikajohn **CREATIVE DIRECTOR** Torpun Lersin **COPYWRITER** Nopparat Wattanawaraporn, Showtika Somjid **AGENCY PRODUCER** Uravasee Chaturongakul **SOUND PRODUCTION COMPANY** Cine Sound Co. Ltd. **SOUND ENGINEER** Sakchai Kungwanprasert

SFX (Scary ambient music)
MVO They say this house is very old, with many generations having lived here.
SFX (door creaks)
MVO Their souls still wander the halls.
SFX (door creaks)
MVO When night falls, strange noises are often heard.
SFX (coughing)
MVO Some even see an old man...
SFX (coughing)
MVO ...staring at them from the verandah.
 And one day, when the owners were away...
SFX (music stops)
MVO ...the house burned down.
ANNCR There’s nothing more terrifying than a house fire. This holiday season, entrust your house with KASIKORNBANK. Free! Up to 100,000 baht fire and theft insurance. Before April 30th only.

GHOST

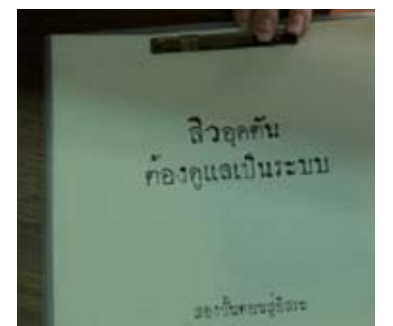
OGILVY & MATHER ADVERTISING, THAILAND.

PRODUCT/SERVICE K Bank Assurance **ADVERTISER** KASIKORNBANKGROUP **EXECUTIVE CREATIVE DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikiatikajohn **CREATIVE DIRECTOR** Torpun Lersin **COPYWRITER** Nopparat Wattanawaraporn **AGENCY PRODUCER** Pitiwat Charuchinda **SOUND PRODUCTION COMPANY** Cine Sound Co. Ltd. **SOUND ENGINEER** Sakchai Kungwanprasert

SCARE JWT, THAILAND.



PRODUCT/SERVICE Oriental Princess **ADVERTISER** O.P. Natural Products Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Pinit Chantaprateep **CREATIVE DIRECTOR** Satit Jantawiwat **COPYWRITER** Charikma Sucharitruksa **ART DIRECTOR** Chuensuk Prasertsup **AGENCY PRODUCER** Jiroj Mechoojit **FILM PRODUCTION COMPANY** The Film Factory Co. Ltd. **DIRECTOR** Pen-ek Ratanaruang **CINEMATOGRAPHER** Chankit Chamnivikaipong **FILM PRODUCER** Rewat Vorarat, Phuangphaka Rutimanon **EDITOR** Patamanadda Yukol **SOUND ENGINEER** Akritchalerm Kalayanamit



DEFENDANT JWT, THAILAND.

PRODUCT/SERVICE Oriental Princess **ADVERTISER** O.P. Natural Product Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Pinit Chantaprateep, Satit Jantawiwat **CREATIVE DIRECTOR** Satit Jantawiwat **COPYWRITER** Charikma Sucharitruksa **ART DIRECTOR** Chuensuk Prasertsup **AGENCY PRODUCER** Jiroj Mechoojit **FILM PRODUCTION COMPANY** The Film Factory Co. Ltd. **DIRECTOR** Pen-Ek Ratanaruang

ADMAN AWARDS 2010 TV COMMERCIALS—NON-ALCOHOLIC DRINKS
BAD AWARDS 2010 CRAFT TVC [BEST]—BEST ART DIRECTION

MILK DROP

CREATIVE JUICE \ BANGKOK, THAILAND.

PRODUCT/SERVICE S-26 **ADVERTISER** Wyeth (Thailand) **CHIEF CREATIVE OFFICER** Thirasak Tanapatanakul
COPYWRITER Hussapong Julphaiboon **ART DIRECTOR** Kan Sriirapon, Damisa Ongsiriwattana **AGENCY PRODUCER**
 Chutarat Chingduang, Aroonsri Srirojant **FILM PRODUCTION COMPANY** Phenomena Co. Ltd. **DIRECTOR** Thanonchai
 Sornsriwichai **PRODUCER** Tichakorn Baimorakot



ADMAN AWARDS 2010 TV COMMERCIALS—BANKING/INVESTMENT/INSURANCE/PROPERTY DEVELOPMENT



QUE SERA SERA

OGILVY & MATHER THAILAND.

PRODUCT/SERVICE Thai Life Insurance **ADVERTISER** Thai Life Insurance Co. Ltd. **CHIEF CREATIVE OFFICER/ART**
DIRECTOR Korn Tepintarapiraksa **COPYWRITER** Korn Tepintarapiraksa, Chantanee Pongprayoon, Kulvadee Doksroy,
 Kris Garford Spindler **AGENCY PRODUCER** Yuthapong Varanukrohchoke **FILM PRODUCTION COMPANY** Phenomena Co.
 Ltd. (Bangkok) **DIRECTOR** Thanonchai Sornsriwichai **CINEMATOGRAPHER** Numpon Jaruk, Anusasn Laochoom, Ekaphon
 Tipayanon, Nikorn Sripongwarakul, Manussa Vorasingha **FILM PRODUCER** Tichakorn Baimorakote **EDITOR** Manop
 Boonwipas (Matad) **SOUND PRODUCTION COMPANY** Cine Digital Sound Studio (Bangkok)

BAD AWARDS 2010 1. CRAFT TVC [BEST]—BEST COPYWRITING 2. SPECIAL AWARD—POSITIVE COMMERCIAL
3. TVC [BEST]—SINGLE FOR CONSUMER TVC 30 SEC



HUG
LEO BURNETT
& ARC WORLDWIDE THAILAND.

PRODUCT/SERVICE Tourism Authority of Thailand
ADVERTISER Tourism Authority of Thailand **EXECUTIVE CREATIVE DIRECTOR** Keeratit Chaimoungkalo,
Sompat Trisadikun **COPYWRITER** Denchai Kheereeluk
ART DIRECTOR Pipat Uraporn **AGENCY PRODUCER**
Sompetch Nuntasinlapachai **FILM PRODUCTION**
COMPANY Mucky-Muck Co. Ltd. **DIRECTOR** Anupap
Pongnametta **CINEMATOGRAPHER** Prapobe Dungpikool
FILM PRODUCER Pavita Phavichitr **EDITOR** Atisthan
Sangkawut **ASSOCIATE PRODUCER** Nutjaporn
Nudkumhang **MUSIC** Cine Digital



**WEB
& INTERACTIVE
DESIGN**

HONG KONG
JAPAN
KOREA
PHILIPPINES
TAIWAN
THAILAND

• WEB & INTERACTIVE DESIGN • WEB & INTERACTIVE DESIGN •
• WEB & INTERACTIVE DESIGN • WEB & INTERACTIVE DESIGN • WEB & INTERACTIVE DESIGN • WEB & INTERACTIVE DESIGN •
• WEB & INTERACTIVE DESIGN • WEB & INTERACTIVE DESIGN • WEB & INTERACTIVE DESIGN • WEB & INTERACTIVE DESIGN • WEB & INTERACTIVE DESIGN •



REAL-LIFE BETTING MCCANN WORLDGROUP (HONG KONG).

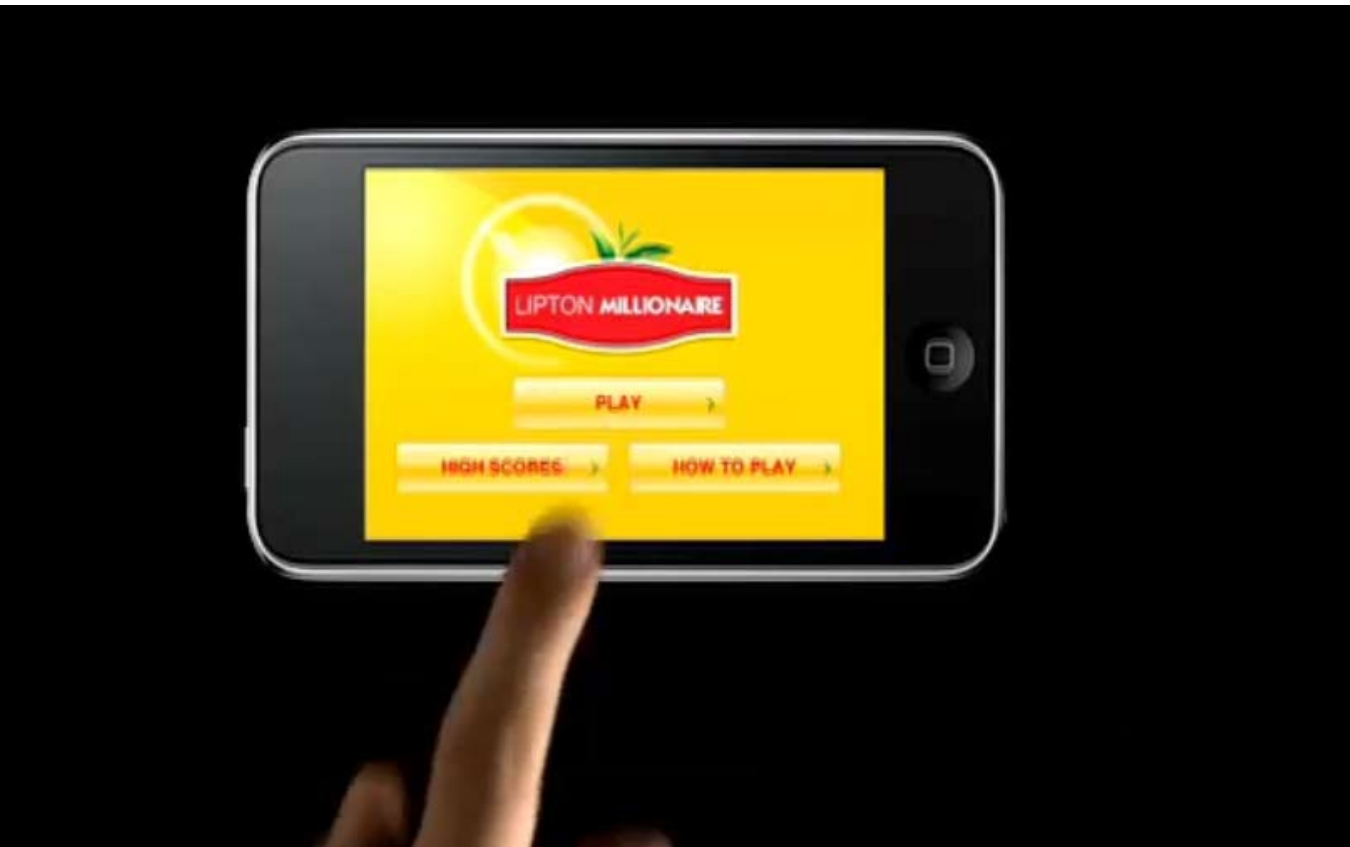
BRAND Television ADVERTISER Dim Sum Television Co. Ltd. CREATIVE DIRECTOR Spencer Wong, Nick Lim, Quentin Yeong, Mark Kong WRITER Mark Kong ART DIRECTOR Quentin Yeong CLIENT SERVICE Nancy Yau, Carol Wan, Eunice Wu DESIGNER Zoe Kuo, Kitty Tang PROGRAMMER Elvis Lo



FUTURE DAILY ON APRIL FOOL MCCANN WORLDGROUP (HONG KONG).

BRAND Metro Daily ADVERTISER Metro Publishing Hong Kong Limited CREATIVE DIRECTOR Spencer Wong, Nick Lim, Joseph Mok, Law Chi Hang, Stanley Wong WRITER Law Chi Hang, April Fang, Spring Liu ART DIRECTOR Joseph Mok, Gary Lam CLIENT SERVICE Yen Lee, Winson Wong, Chris Tam ILLUSTRATOR James Chan (Surreal Digital) PHOTOGRAPHER Marco Chow (Wow production), Dick Chan (D-shot) PRODUCTION Henry Chu, Keat Mok, Anna Tsang (House pill & pillow) EDITOR Paul Swee CONTENT PRODUCTION DIRECTOR Studio 13





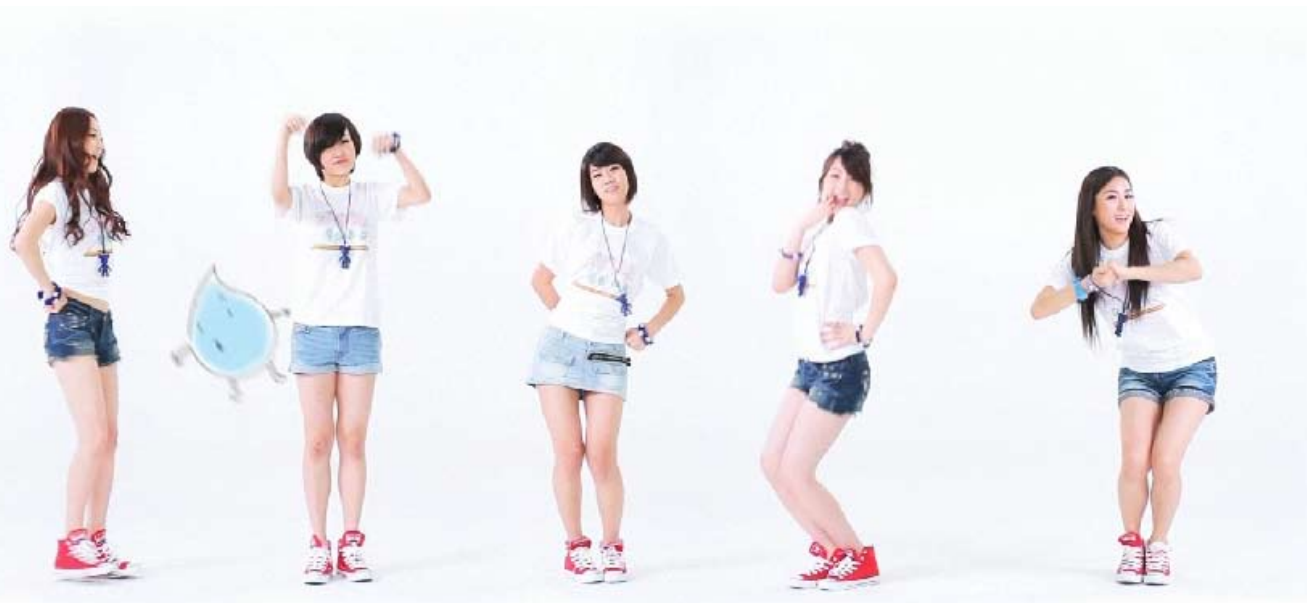
LIPTON MILLIONAIRE
DDB HONG KONG/TRIBAL DDB HONG KONG.

BRAND Lipton **ADVERTISER** Lipton **CREATIVE DIRECTOR** Jeffry Gamble, Tim Cheng, Paul Chan **WRITER** Paul Chan, Jessie Fung **ART DIRECTOR** Hoi San Yiu, Elizabeth Commandeur **CLIENT SERVICE** Peter Rodenbeck, Adrian Li, Yan Kwan, Caroline Kwok, Jodi Lee **DESIGNER** Green Tomato **ILLUSTRATOR** Billy Wai **DIRECTOR** Martin Chau (Ogle Productions)



PIZZA TRACKING SHOW
ASATSU-DK INC., JAPAN.

CLIENT Domino's Pizza Co. Ltd. **PRODUCT/SERVICE** Domino's Pizza



DOOGEUN-DOOGEUN TOMORROW
CHEIL WORLDWIDE, KOREA.

CLIENT Samsung **BRAND** Samsung **CREATIVE DIRECTOR** Kwuan Lee, Hong Tak Kim **ART DIRECTOR** Ji Hun Park
COPYWRITER Eun Ha Choi, Min Sun Sung, Su Jin Kim **PRODUCTION HOUSE** EPPN **FILM DIRECTOR** Jae Hyuk Jang,
Kwuan Ik Park **PRODUCER** Lee Suk Kim



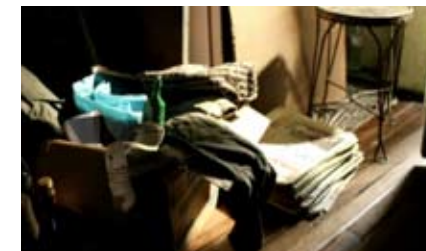
RETASO
Y&R PHILIPPINES.

REGIONAL CHIEF CREATIVE OFFICER Rowan Chanen **EXECUTIVE CREATIVE DIRECTOR** Leigh Reyes **CREATIVE DIRECTOR** Joey David-Tiempo **COPYWRITER** Georgina Angsanto **ART DIRECTORS** Trisha Uy, Jon Salutal, Joel Fabonan
DESIGNER Abigail Osorio **AGENCY PRODUCER** Sonny Cruz



MANIKAKO
Y&R PHILIPPINES.

REGIONAL CHIEF CREATIVE OFFICER Rowan Chanen **EXECUTIVE CREATIVE DIRECTOR** Leigh Reyes **CREATIVE DIRECTOR** Joey David-Tiempo **COPYWRITER** Georgina Angsanto **ART DIRECTORS** Trisha Uy, Jon Salutal, Joel Fabonan **DESIGNER** Abigail Osorio **AGENCY PRODUCER** Sonny Cruz



SOCKS
Y&R PHILIPPINES.

REGIONAL CHIEF CREATIVE OFFICER Rowan Chanen **EXECUTIVE CREATIVE DIRECTOR** Leigh Reyes **CREATIVE DIRECTOR** Joey David-Tiempo **COPYWRITER** Georgina Angsanto **ART DIRECTORS** Trisha Uy, Jon Salutal, Joel Fabonan **DESIGNER** Abigail Osorio **AGENCY PRODUCER** Sonny Cruz

SEE THE LOVE OGILVY & MATHER TAIWAN.



BRAND/SERVICE Franz China Collection **CLIENT** Franz China Collection **CREATIVE DIRECTOR** Jennifer Hu **ART DIRECTOR** Leah Chen, Kenny Chian **COPYWRITER** Jennifer Hu, Matt Chen, Awing Chen **PRODUCTION HOUSE** Postcard Film, Taipei **FILM DIRECTOR** Masami Kamiyama **PRODUCER** Abby Ku, Chuang Chiu-Chi

SPEAKTHAI APP MCCANN WORLDGROUP (THAILAND) LTD.

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o! TRAVEL Search Web Search

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Destinations, book your trip, and more SEARCH Welcome, sign in for more options Home Airport: Unavailable Edit

an, a moment of fun on Kaosarn Road. Forget cool experience!

While we were going to join Songkran event on Kaosarn Road, we found that this road had heavy traffic jam. Kind of bad luck for us, but it's good for the street-side shops.

When we arrived the target event, everyone were splashing water to each other and touching face with powder that mixed with water, it's fun to see and also great to join but not easy to get through the whole street as we're stuck by thousands of people there.

Although Kaosarn Road had heavy traffic, everyone including Thais and foreigners seemed to be very happy with the colorful moment of fun and enjoy learning how attractive Thai culture is ... More

SpeakThai? Rollover any area to listen!

Top Travel Deals for October 3rd

Current Featured Deal:

\$75 Big Discounts on Cabo San Lucas Hotels! Save up to 36% Today Dealbase

\$275 See Cabo San Lucas with Carnival Cruise Lines, 5 Nts Fr \$279 Expedia

\$195 Big Discounts on Cabo San Lucas

PRODUCT/SERVICE Amazing Thailand **ADVERTISER** Tourism Authority of Thailand **EXECUTIVE CREATIVE DIRECTOR** Saharath Sawadatikom, Martin Lee **COPYWRITER** Rungroj Preechapakdee, Prayer Trairatvorakul **ART DIRECTOR** Narong Ngamputtarawakul **FLASH PROGRAMMERS** Prapat Tungsoomboon, Seksun Duangsong **IT CONSULT** Wichian Yungmeesuk

PEPSI FOOTBALL 2010 ADAPTER, THAILAND.

HOME FOOTBALL HERO DOWNLOAD WALLPAPER TVC MUSIC & MV PAINT YOUR FACE MOBILE APPLICATION

PAINT YOUR FACE

มาพบกับหน้ากันให้ละใจ แล้วไปเชียร์ทีมโปรด ทีมมันส์!

ร่วมต้อนรับฟุตบอลโลกกับ เกมฟุตบอลทีมชาติไทยที่สนามกีฬาแห่งชาติ

เชียร์ทีมโปรดที่ใครๆก็เชียร์...ทุก ๆ ใจใครๆ

พร้อมชมความสนุกบน Facebook ได้ทันที!

เราเป็นทีม!

พบกับล่าสุด

NO.30 SAKDESIGN

HOME PROFILE VIEWALL SEND TO FRIEND SOUND ON OFF

PEPSI FOOTBALL 2010

PRODUCT/SERVICE Pepsi **ADVERTISER** Sermsuk Plc. **EXECUTIVE CREATIVE DIRECTOR** Atawoot Wesaranurak **COPYWRITER** Kittiyaporn Ganthiya **ART DIRECTOR** Peerayut Keawpoonsub **INTERACTIVE DESIGNER** Peerayut Keawpoonsub, Sathima Karunnamitr, Peeravit Ithisampanth **ANIMATOR/SPECIAL EFFECTS** Peerayut Keawpoonsub **ILLUSTRATOR** Sathima Karunnamitr **DIRECTOR** Apinya Wongyai **URL** <http://www.pepsithai.com/football/> **PROGRAMMER** Phatcharawit Tangprasertpol

ADMAN AWARDS 2010 1. TV COMMERCIALS—PUBLIC SERVICE MESSAGE AND CAUSE APPEALS
2. INTERACTIVE & DIGITAL MEDIA—VIRAL ADVERTISING (SINGLE)
BAD AWARDS 2010 1. INTERACTIVE & DIGITAL MEDIA [BEST]—VIRAL ADVERTISING
2. SPECIAL AWARD—BEST OF SHOW INTERACTIVE & DIGITAL MEDIA



SORRY THAILAND JEH UNITED, THAILAND.



PRODUCT/SERVICE Positive Network **ADVERTISER** Positive Network **EXECUTIVE CREATIVE DIRECTOR** Jureeporn Thaidumrong, Weerachon Weeraworawit **COPYWRITER** Jureeporn Thaidumrong, Weerachon Weeraworawit, Kitt Chaiyaporn, Suwit Ekudompong, Wicit Jiamsirikarn, Sairoong Mahapaurya, Putthikoon Penwan, Noppakate Tawun-unnop, Wongskorn Jaihuab, Thanachai Shavitranurak, Thasorn Boonyanate, Konstant van Huyssteen **ART DIRECTOR** Komsan Wattananitchakorn, Ekaron Laowatanakul, Trairong Khongthai **AGENCY PRODUCER** Naree-Sara Ajcharyakul **FILM PRODUCTION COMPANY** Phenomena Co. Ltd. **DIRECTOR** Thanonchai Sornsrivichai **PRODUCER** Janyaluck Khamdaeng **EDITOR** Manop Boonvipas **CREATIVE CATALYST** Bhanu Inkawat, Chairanin Visudhipol, Jureeporn Thaidumrong, Kaysineeya Koonsap, Prapalrat Tongsir, Vittratorn Chirapravati, Pongsuk Hiranprueck, Paramet Minsiri **PROJECT MANAGER** Pattareeya Deewong, Natdaron Panyamai, Sasikarn Tungboonterm **FILM PRODUCER** Janyaluck Khamdaeng **EDITOR** Manop Boonvipas

BAD AWARDS 2010 INTERACTIVE & DIGITAL MEDIA [BEST]—ADVERTISING (BANNER/POP-UP)



ZOOM S100 MCCANN WORLDGROUP (THAILAND) LTD.

PRODUCT/SERVICE Nikon s8100 **ADVERTISER** Niks (Thailand) Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Saharath Sawadatikom, Martin Lee **COPYWRITER** Napapatch Kantasil **ART DIRECTOR** Anuwat Nitipanont **INTERACTIVE DESIGNER** Kongsak Pongsuradate **ANIMATOR/SPECIAL EFFECTS** Kongsak Pongsuradate

ADMAN AWARDS 2010 INTERACTIVE & DIGITAL MEDIA—INTEGRATED INTERACTIVE CAMPAIGN
BAD AWARDS 2010 1. INTERACTIVE & DIGITAL MEDIA [BEST]—ADVERTISING (BANNER/POP-UP)
 + WEB-SITE DESIGN + INTEGRATED DIGITAL + INNOVATIVE DIGITAL **2. POSITIVE CHANGE [BEST]**



Watch the video presentation at http://awardth.researchm.com/one_email_one_tree

ONE E-MAIL ONE TREE
MCCANN WORLDGROUP (THAILAND) LTD.

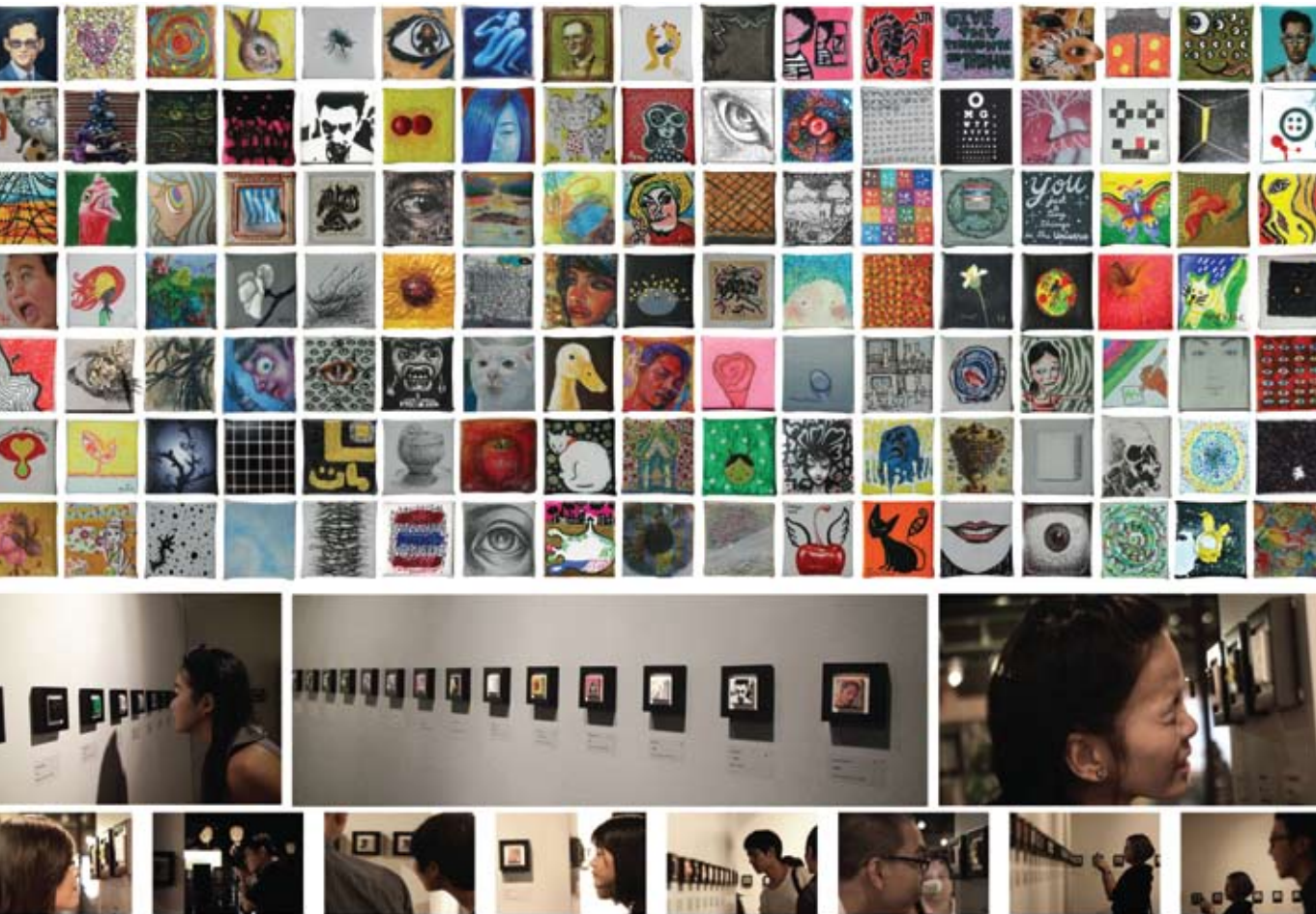
PRODUCT/SERVICE LG Corporate **ADVERTISER** LG Electronics (Thailand) **CHIEF CREATIVE OFFICER** Martin Lee
EXECUTIVE CREATIVE DIRECTOR Saharath Sawadatikom, Martin Lee **COPYWRITER** Jariya Somboontum, Prayer
 Trairatvorakul **ART DIRECTOR** Chutima Sriaranyakul **AGENCY PRODUCER** Nutcha Mauthorn **ANIMATOR/SPECIAL**
EFFECTS/FLASH PROGRAMMERS Kongsak Pongsuradate, Prapat Tungsomboon **IT CONSULTANT** Wichian Yungmeesuk

ADMAN AWARDS 2010 AD THAT WORKS



NO FEE
LEO BURNETT & ARC WORLDWIDE THAILAND.

BRAND/SERVICE TMB No Fee Account **ADVERTISER** TMB Bank Public Company Limited **EXECUTIVE CREATIVE**
DIRECTOR Keeratit Chaimoungkalo, Sompot Trisadikun **CREATIVE DIRECTOR** Sanpathit Tavjaroen **COPYWRITER**
 Chanwit Nimcharoen, Patcharaporn Lhuengusakul **ART DIRECTOR** Narudol Karadist, Chairat Cheerunpong **AGENCY**
PRODUCER Sompetch Nuntasinlapachai **PRODUCTION HOUSE** The Film Factory Ltd. **PRODUCER** Rewat Vorarat **DIRECTOR**
 Pongpaiboon Siddhigu **CINEMATOGRAPHER** Paritsakorn Boonliang **EDITOR** Nittaya Tanprasitwat **SOUND ENGINEER**
 Amornbhong Methakunvudh **ASSOCIATE PRODUCER** Phuangphaka Rutimanon **MUSIC COMPOSER** Soonthorn Yodsritong



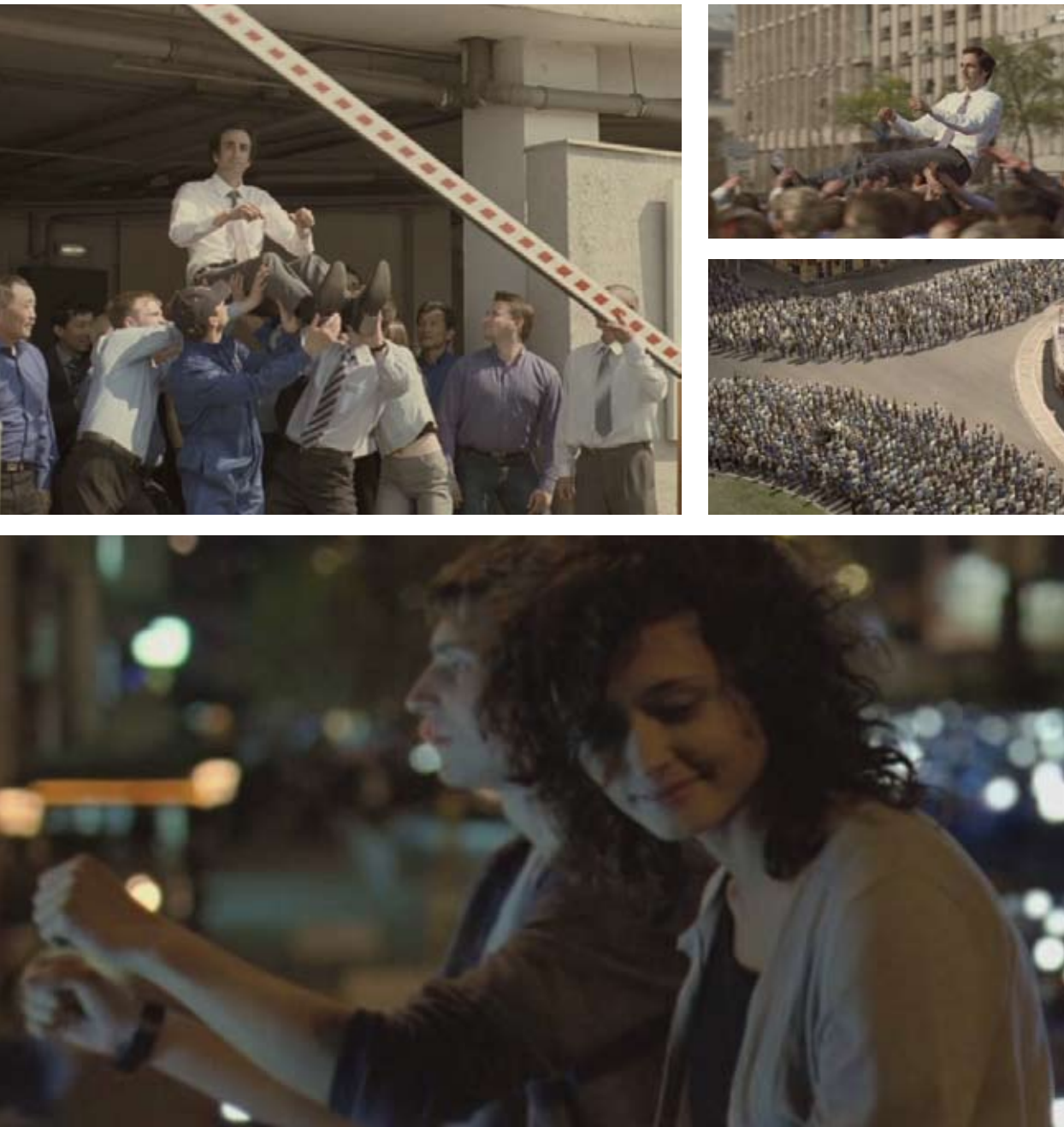
SMALLERY ART EXHIBITION
BDDO BANGKOK LTD., THAILAND.

PRODUCT/SERVICE LZ-VIT **ADVERTISER** Giffarine Skyline Unity Co. Ltd. **CHIEF CREATIVE OFFICER** Suthisak Sucharittanonta **EXECUTIVE CREATIVE DIRECTOR** Subun Khow **CREATIVE DIRECTOR** Chanatthapol Tiensri **COPYWRITER** Prin U-Manertr, Chanatthapol Tiensri, Subun Khow, James Dennis Makanas **ART DIRECTOR** Korakot Konkaew, Naphol Chantapakorn **AGENCY PRODUCER** Tomyuntee Chaimongkol, Suthida Suwansom **ILLUSTRATOR** Khachol Siatrakul

ENJOY THE WAIT
BDDO BANGKOK LTD., THAILAND.



PRODUCT/SERVICE Day Poets Company Limited Publishing **ADVERTISER** Day Poets Company Limited Publishing **CHIEF CREATIVE OFFICER** Suthisak Sucharittanonta **EXECUTIVE CREATIVE DIRECTOR** Subun Khow **CREATIVE DIRECTOR** Chanatthapol Tiensri **COPYWRITER** Prin U-Manertr, Chanatthapol Tiensri, Subun Khow, James Dennis Makanas **ART DIRECTOR** Korakot Konkaew, Naphol Chantapakorn **AGENCY PRODUCER** Tomyuntee Chaimongkol



CROWD RIDER
LEO BURNETT, SYDNEY,
AUSTRALIA.

PRODUCT/SERVICE Subaru **ADVERTISER** Subaru Australia
EXECUTIVE CREATIVE DIRECTOR/CREATIVE DIRECTOR
Andy DiLallo, Jay Benjamin **COPYWRITER/ART DIRECTOR**
Gary Dawson **AGENCY PRODUCER** Adrian Shapiro **FILM**
PRODUCTION COMPANY Revolver Film, Sydney **DIRECTOR**
Steve Rogers



PURE WATERS
PUBLICIS MOJO, SYDNEY,
AUSTRALIA.

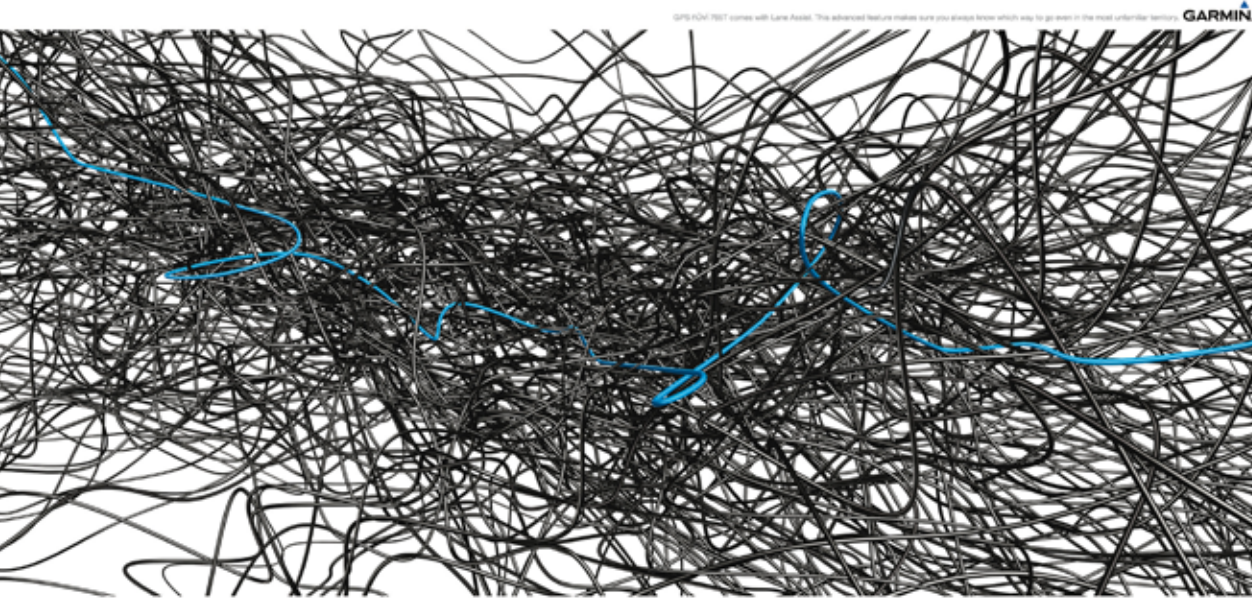
PRODUCT/SERVICE James Boag's Draught **ADVERTISER** Lion Nathan **EXECUTIVE CREATIVE DIRECTOR** Micah Walker
CREATIVE DIRECTOR Micah Walker **COPYWRITER** Grant McAloon **ART DIRECTOR** Steve Wakelam **AGENCY PRODUCER**
Jasmin Helliar **FILM PRODUCTION COMPANY** Revolver, Sydney **DIRECTOR** Steve Rogers **CINEMATOGRAPHER** Geoffrey
Simpson **FILM PRODUCER** Michael Ritchie **EDITOR** Alexandre De Franceschi **SOUND PRODUCTION COMPANY** Nylon
Studios, Sydney



X EXHIBITION
SENSETEAM, SHENZHEN, CHINA.

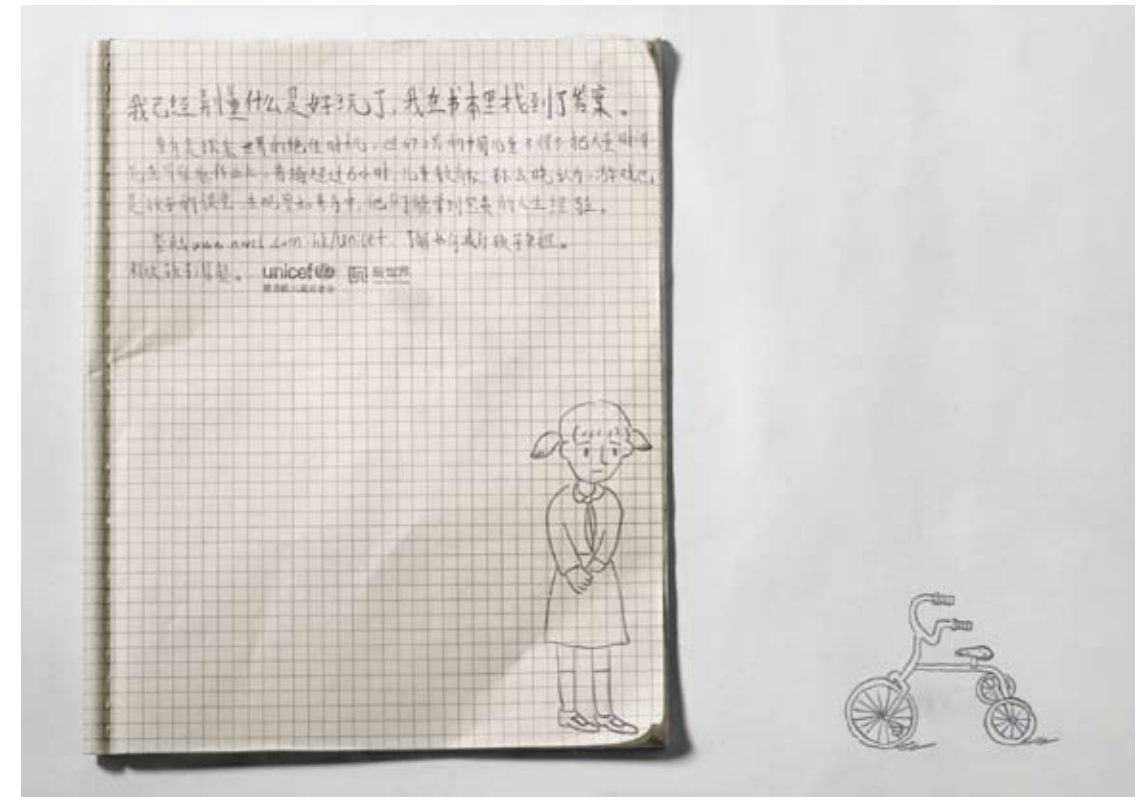


PRODUCT/SERVICE SGDA & LOOOK **ADVERTISER** SGDA & LOOOK **CREATIVE DIRECTOR/ART DIRECTOR** Hei Yiyang **DESIGNER PRODUCER** Hei Yiyang, Liu Zhao, Qin Lang, Zhao Meng, Ting, Huang Moqiu, Li Jia **PHOTOGRAPHER** Zhang Qing **TYPOGRAPHY** Hei Yiyang, Liu Zhao



WEAVE
OGILVY SHANGHAI, CHINA.

PRODUCT/SERVICE Garmin GPS **ADVERTISER** Garmin **EXECUTIVE CREATIVE DIRECTOR** Kevin Lee **CREATIVE DIRECTOR** Kevin Lee, Kelvin Leong, Kit Ong **COPYWRITER** Adams Fan, Weina Ha, Kit Ong **ART DIRECTOR** Minsheng Zhang, Robin Wu, Tianhong Zhou, Jordan **PRODUCTION COMPANY** Flycool Production, Shanghai



TRICYCLE/BALL/AEROPLANE
OGILVY SHANGHAI, CHINA.

PRODUCT/SERVICE Unicef **ADVERTISER** Unicef **EXECUTIVE CREATIVE DIRECTOR** Kevin Lee **CREATIVE DIRECTOR** Kevin Lee, Kit Ong, Kelvin Leong **COPYWRITER** Tino Liu, Adams Fan, Kit Ong **ART DIRECTOR** Robin Wu, Tianhong Zhou, Will Tao, Kelvin Leong, Kevin Lee **PHOTOGRAPHER** Henry



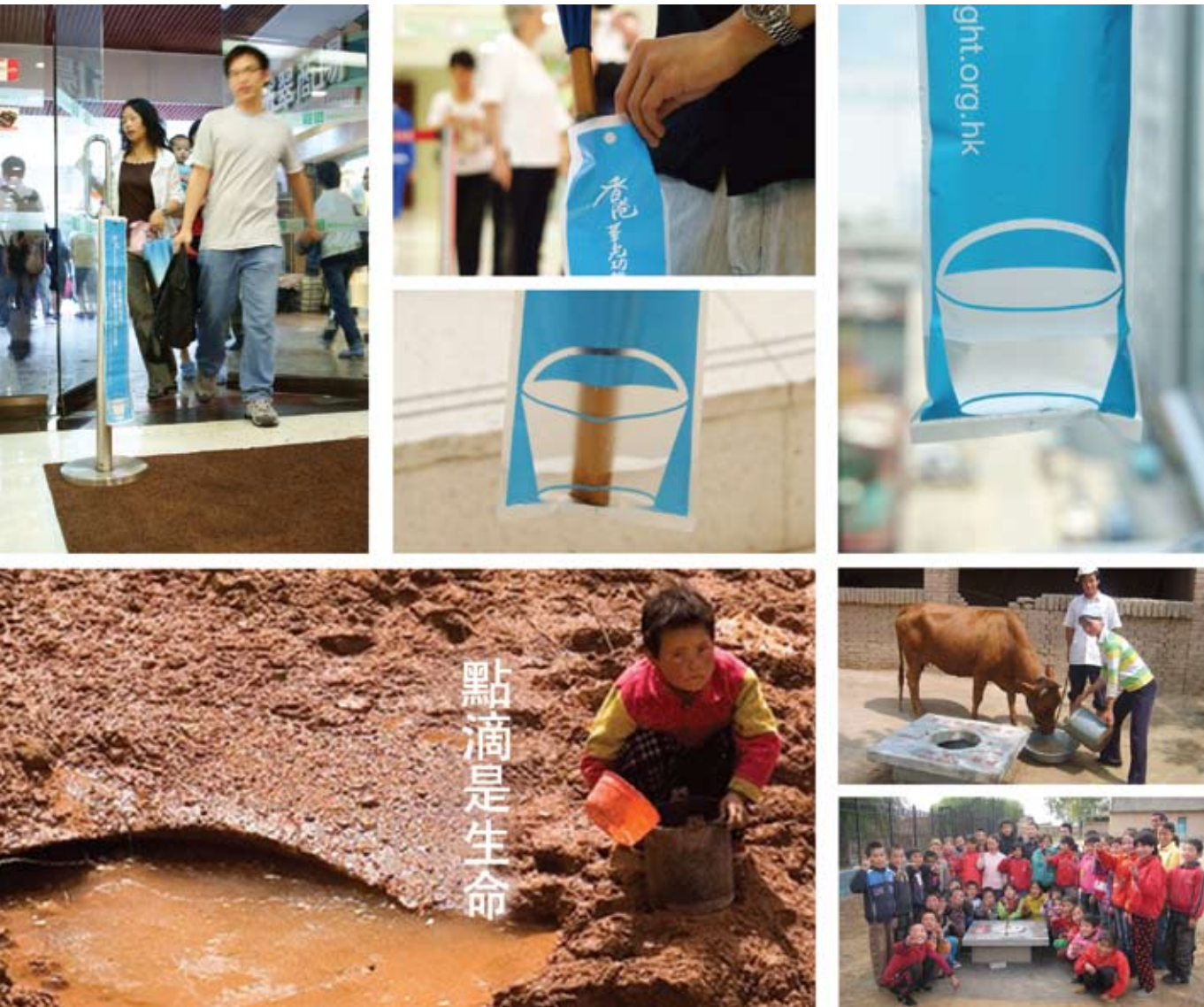
WWF: FATE'S IN YOUR HANDS BARTLE BOGLE HEGARTY CHINA.

PRODUCT/SERVICE WWF **ADVERTISER** WWF China **EXECUTIVE CREATIVE DIRECTOR** Johnny Tan **CREATIVE DIRECTOR** Johnny Tan **COPYWRITER** Carol Ong, Ken Lu **ART DIRECTOR** Yinbo Ma, Alex Avis **AGENCY PRODUCER** Josephine Peh **FILM PRODUCTION COMPANY** Qdero Limited, Shanghai **DIRECTOR** Steve Chao, Yinbo Ma, Carol Ong



CCTV-INK CHINA MASS MEDIA CORP., BEIJING.

PRODUCT/SERVICE CCTV **ADVERTISER** China Central Television **EXECUTIVE CREATIVE DIRECTOR** Zhou Jiahong **CREATIVE DIRECTOR** Zhou Jiahong **COPYWRITER** Xu Yan, Hou Qiao Li, Jiang He Peng, Zhang Hao Ran **ART DIRECTOR** Wu Hao **AGENCY PRODUCER** Xia Ying **FILM PRODUCTION COMPANY** Troublemakers tv, wearefink (Hamburg) **DIRECTOR** Niko Tziopanos **CINEMATOGRAPHER** Felix Martens **FILM PRODUCER** James Hagger, Andreas Lampe **GAFFER** Niko Tziopanos **POST-PRODUCTION HOUSE** China Mass Media Corp (Hamburg) **EDITOR** Thore Bornemann, Felix Martens, Li Chao, Cao Sheng Li **MUSIC ARRANGER/COMPOSER/SOUND DESIGNER** Florian Lakenmacher **PRODUCTION DESIGNER** Philipp Von Preuschen, Timo Schaedel **ANIMATOR** Alexander Heyer, Martin Hess **SPECIAL EFFECTS COMPANY** Wearefink (Hamburg)



UMBRELLA BAG: BUCKET

GREY HONG KONG.

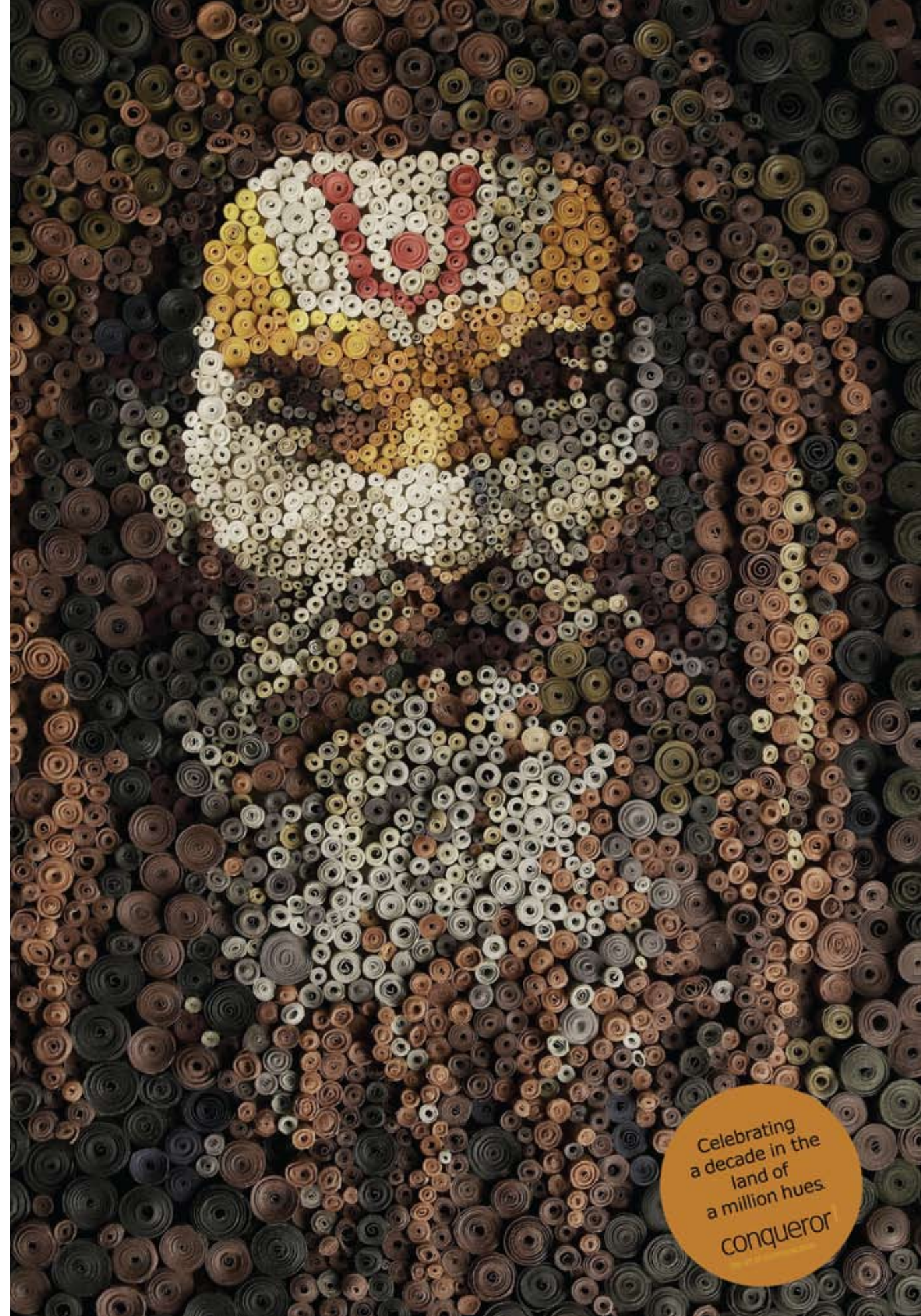
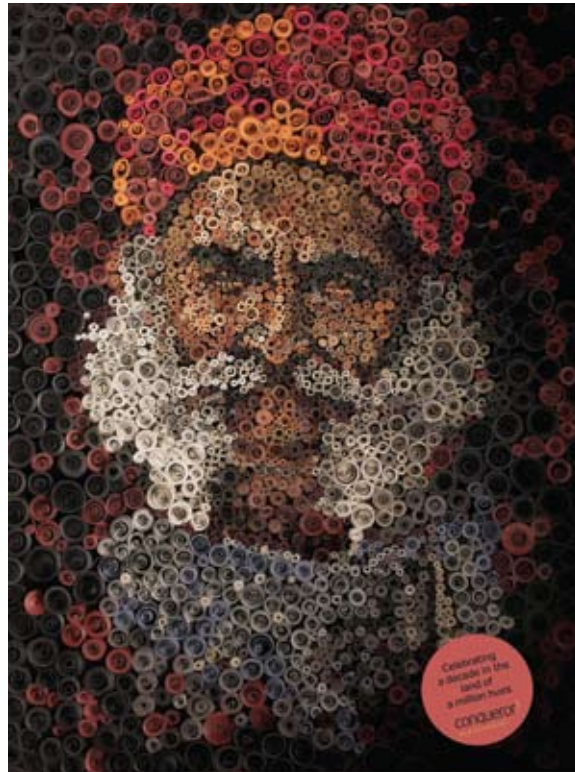
PRODUCT/SERVICE Relief drought program in China **ADVERTISER** The Lotus Light Charity Society (Hong Kong)
EXECUTIVE CREATIVE DIRECTOR Keith Ho **CREATIVE DIRECTOR** Keith Ho, Ray Lam, Keith Lo **COPYWRITER** Joshua Wong, Keith Lo, Tony Chan **ART DIRECTOR** Ciff Luk, Ray Lam **AGENCY PRODUCER** John Lo, Wong Ying Ying

MURDER

LEO BURNETT HONG KONG.

PRODUCT/SERVICE Breathable Pillows **ADVERTISER** Casablanca **EXECUTIVE CREATIVE DIRECTOR** Victor Manggunio
COPYWRITER Wilson Ang **ART DIRECTOR** Tik Lau **AGENCY PRODUCER** Joyce Mok **FILM PRODUCTION COMPANY**
 Director's Think Tank (Malaysia) **DIRECTOR** Rajay Singh, Sling Ng **CINEMATOGRAPHER** Din **EDITOR** Azrin Lzmee
SOUND PRODUCTION COMPANY Colin Pereirra





COLORS OF INDIA
TAPROOT INDIA, MUMBAI.

PRODUCT/SERVICE Conqueror Paper **ADVERTISER** Transasia India
EXECUTIVE CREATIVE DIRECTOR/CREATIVE DIRECTOR/COPYWRITER
Santosh Padhi, Agnello Dias **ART DIRECTOR/DESIGNER/PRODUCER**
Santosh Padhi **PHOTOGRAPHER** Amol Jadhav **ILLUSTRATOR** Anant
Nanware **COMPUTER ARTIST** Bhushan Patil

FUNERAL
 RMG A JWT GROUP COMPANY, NEW DELHI, INDIA.



PRODUCT/SERVICE Fujifilm Finepix Cameras **ADVERTISER** Fujifilm **EXECUTIVE CREATIVE DIRECTOR** Priti Kapur, Anuja Chauhan **CREATIVE DIRECTOR** Anupama Ramaswamy, Simran Sahni **COPYWRITER** Simran Sahni **ART DIRECTOR** Anupama Ramaswamy **AGENCY PRODUCER** Prantik Dutta, Saurabh Saksena, Manish Kapoor, Abhinav Kaushik, Anubha Mathur **PHOTOGRAPHER** Photolibrary.com **COMPUTER ARTIST** Atul Kumar



STAMPS
 OGILVY & MATHER,
 GURGAON, INDIA.

PRODUCT/SERVICE India Posts **ADVERTISER** Department of Posts (India) **EXECUTIVE CREATIVE DIRECTOR** Piyush Pandey, Ajay Gahlaut **CREATIVE DIRECTOR** Nitin Srivastava, Jossy Raphael **COPYWRITER** Jossy Raphael **ART DIRECTOR/DESIGNER/PRODUCER** Nitin Srivastava **AGENCY PRODUCER** KK Srinivasan, Rajesh Bhargav **COMPUTER ARTIST** Ranga Reddy, Anand Kumar



DONKEY THRASHES TIGER: A CAMPAIGN TO SAVE THE TIGER CONTRACT ADVERTISING INDIA PVT. LTD., MUMBAI.

PRODUCT/SERVICE Sanctuary Asia Magazine **ADVERTISER** Sanctuary Asia **EXECUTIVE CREATIVE DIRECTOR** Ravi Deshpande **COPYWRITER** Viraj Swaroop L.K. **ART DIRECTOR** Shweta Malhotra, Aashim Tyagi, Ketan Mekarta **AGENCY PRODUCER** Manoj Pillai, Bijoy Dowerah **ILLUSTRATOR** Shweta Malhotra **COMPUTER ARTIST** Nadim Malvat **FILM PRODUCTION COMPANY** Code Red (Mumbai) **DIRECTOR** Gajraj Rao **CINEMATOGRAPHER** Ram **FILM PRODUCER** Subrat Ray **SOUND PRODUCTION COMPANY** Arun Crasto

STREET TO SCHOOL JWT INDIA, MUMBAI.

PRODUCT/SERVICE Balwadi Night School **ADVERTISER** Maharashtra Janavikas Kendra **EXECUTIVE CREATIVE DIRECTOR** Tista Sen **CREATIVE DIRECTOR** Kainaz Karmakar, Harshad Rajadhyaksha **COPYWRITER** Kainaz Karmakar **ART DIRECTOR** Eshani Kumbhani **AGENCY PRODUCER** Kaushal Thakkar **PHOTOGRAPHER** Rohit Redekar **FILM PRODUCTION COMPANY** Kairos Films (Mumbai)



NEWNATIONALANIMAL.COM

call of the Wild
Sanctuary
ASIA

Poaching, shrinking forests and weak political will have nearly wiped the tiger, *Panthera tigris*, our national animal, out. With just about 1400 tigers left, even by the most optimistic calculations, the tiger will probably survive only a few more years. And still our government refuses to take adequate steps to save it. Here's a chance to give them a wake up call. Choose any of the four animals as our national animal & we will send a petition to the Prime Minister's Office as a mark of protest against the Government's apathy.

CLICK ON THE CANDIDATES TO KNOW MORE AND VOTE.

GOAT **MONKEY** **DONKEY** **RAT**

NEWNATIONALANIMAL.COM

BACK

WHY GOAT?

Come home, the dairy goat was domesticated thousands of years ago. All it needs to graze to graze and to return the goat pasture us with nutritious milk and cheese. Feed well so it best easier to digest by humans than cow milk. And the better conditions for its used to make important economic animals - an international favorite.

Put your vote down for the next national animal. Vote for the goat as the next national animal of India.

CAST YOUR VOTE FOR THE GOAT. VOTE

NEWNATIONALANIMAL.COM

BACK

WHY DONKEY?

Again, another, the donkey was one of the first animals to be domesticated. For centuries the donkey has carried man, and helped carry his loads.

There was a time when donkeys were revered. All of late humans believing the donkey have helped us to build them. Even the donkeys remain gentle and loyal beyond the call of duty.

Vote for the donkey as the next national animal. Surely they could teach us a thing or two about hardwork and peace.

CAST YOUR VOTE FOR THE DONKEY. VOTE

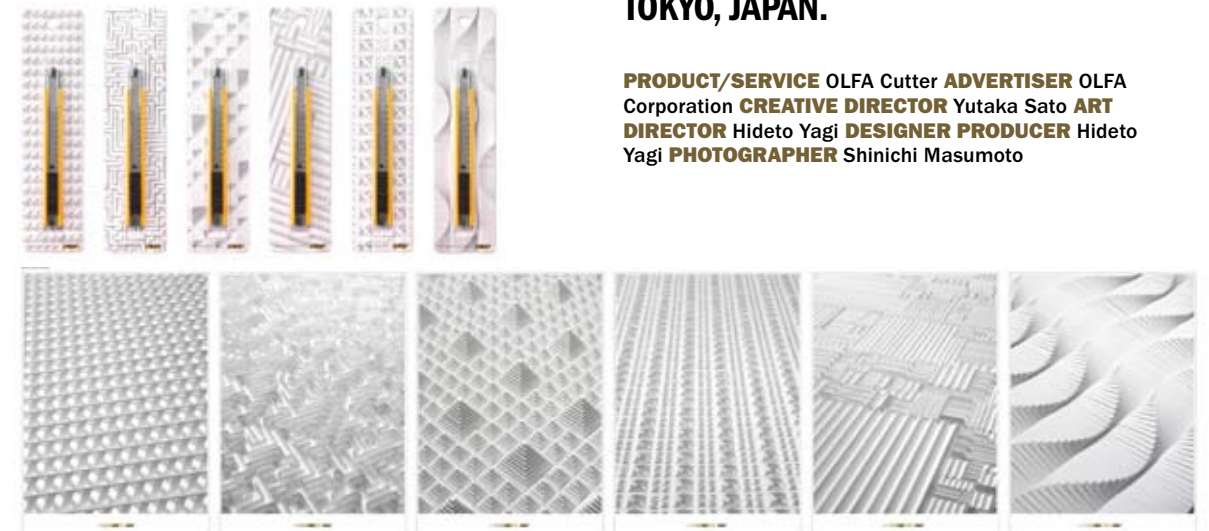
NEW NATIONAL ANIMAL CONTRACT ADVERTISING INDIA PVT. LTD., MUMBAI.

PRODUCT/SERVICE Sanctuary Magazine **ADVERTISER** Sanctuary Asia **EXECUTIVE CREATIVE DIRECTOR** Ravi Deshpande **CREATIVE DIRECTOR** Raj Nair **COPYWRITER** Viraj Swaroop L.k **ART DIRECTOR** Shweta Malhotra, Aashim Tyagi, Ketan Mekarta **AGENCY PRODUCER** Bijoy Dowerah, Manoj Pillai, Naina Meattle, Pallavi Nayak **FILM PRODUCTION COMPANY** Code Red Films (Mumbai) **DIRECTOR** Gajraj Rao **EDITOR** Yuvraj Bandi **INTERACTIVE AGENCY** Origin 8 **COMPUTER ARTIST** Nadim Malvat, Rayomand Patell



CUTTER ART OF OLFA DENTSU INC./AD DENTSU OSAKA INC., TOKYO, JAPAN.

PRODUCT/SERVICE OLFA Cutter **ADVERTISER** OLFA Corporation **CREATIVE DIRECTOR** Yutaka Sato **ART DIRECTOR** Hideto Yagi **DESIGNER PRODUCER** Hideto Yagi **PHOTOGRAPHER** Shinichi Masumoto





UNIQLD CALENDAR PROJECTOR, TOKYO, JAPAN.

PRODUCT/SERVICE UNIQLD **ADVERTISER** Kentaro Katsube **EXECUTIVE CREATIVE DIRECTOR** Kentaro Katsube
COPYWRITER/AGENCY PRODUCER Koichiro Tanaka **ART DIRECTOR** Takashi Kamada **INTERACTIVE DESIGNER** Kay-ichi
 Tozaki, Yukio Sato **FILM PRODUCTION COMPANY** Puzzle Inc. (Tokyo) **DIRECTOR** Hiroyuki Kojima, TOCHKA, Kazue Monno,
 Takeshi Nagata **CINEMATOGRAPHER** Takuji Onda, Shinsuke Kamioka, Fujikura Tsubasa **FILM PRODUCER** Gyosei Okada,
 Nozomu Naito, Shinjiro Ono **SOUND PRODUCTION COMPANY** FPM (Tokyo)



UNIQLD COLLECTION TOKYO 2009 DENTSU INC., TOKYO, JAPAN.

PRODUCT/SERVICE UNIQLD **ADVERTISER** UNIQLD Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Koichi Sawada, Yoichi
 Komatsu **CREATIVE DIRECTOR** Hiroki Nakamura **COPYWRITER** Miwako Hosokawa **ART DIRECTOR** Shinya Seino **AGENCY
 PRODUCER** Shinsaku Ogawa, Kentaro Katsube, Ayumi Shiba **INTERACTIVE DESIGNER** Kampei Baba, Megumi Kasuga,
 Hiwako Hamada **ANIMATOR/SPECIAL EFFECTS** Kampei Baba **FILM PRODUCTION COMPANY** Dentsu TEC, Bascule,
 Monster Ultra Inc. (Tokyo) **DIRECTOR** Koichiro Tsujikawa **CINEMATOGRAPHER** Masaya Takagi **FILM PRODUCER** Takaharu
 Hatori, Keigo Nakamura **SOUND PRODUCTION COMPANY** Cornelius, HIFANA (Tokyo)



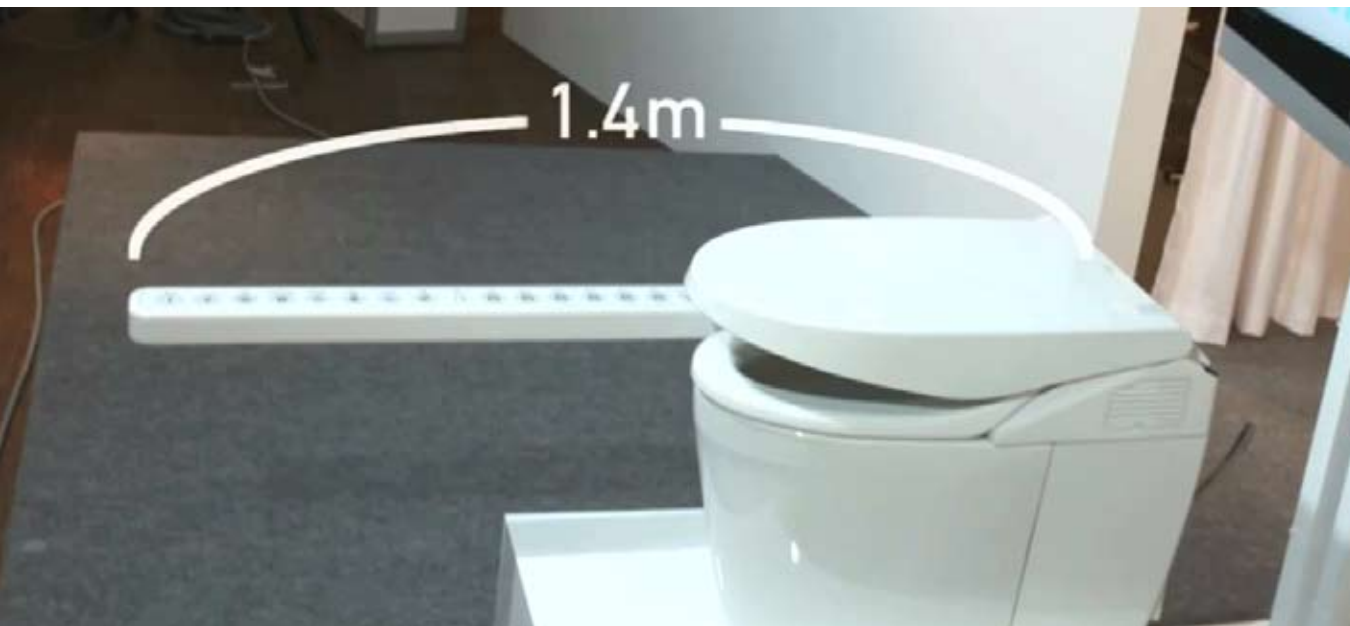
UNIQLO CALENDAR PROJECTOR, TOKYO, JAPAN.

PRODUCT/SERVICE UNIQLO **ADVERTISER** Kentaro Katsube **EXECUTIVE CREATIVE DIRECTOR** Kentaro Katsube
CREATIVE DIRECTOR/COPYWRITER/AGENCY PRODUCER Koichiro Tanaka **ART DIRECTOR** Takashi Kamada **FILM
 PRODUCTION COMPANY** Puzzle Inc. (Tokyo) **DIRECTOR** Hiroyuki Kojima, TOCHKA "Kazue Monno + Takeshi Nagata" **FILM
 PRODUCER** Gyosei Okada, Nozomu Naito, Shinjiro Ono **PHOTOGRAPHER** Takuji Onda, Shinsuke Kamioka, Fujikura Tsubasa
SOUND PRODUCTION COMPANY FPM (Tokyo)



UNIQLO LUCKY SWITCH DENTSU TEC INC., TOKYO, JAPAN.

PRODUCT/SERVICE UNIQLO **ADVERTISER** UNIQLO Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Hiroki Nakamura
COPYWRITER Yasuhisa Nito **ART DIRECTOR** Kohei Kawasaki, Tsubasa Kayasuga **AGENCY PRODUCER** Shinsaku Ogawa,
 Hajime Yakushiji, Kentaro Katsube, Minako Suzuki **FILM PRODUCTION COMPANY** Dentsu TEC Inc., IMG SRC, S2 Factory
 (Tokyo) **DIRECTOR** Qanta Shimizu, Koike Hiroshi **EDITOR** Kohei Kawasaki, Tatsuhiko Akutsu, Ryo Tanizaki, Mayuko Kondo
INTERACTIVE AGENCY IMG SRC (Tokyo) **COMPUTER ARTIST** Qanta Shimizu, Teruo Nakanishi, Taku Ichihara, Hiroyuki
 Hanai, Koichi Arakawa **INTERACTIVE DESIGNER** Kohei Kawasaki, Tatsuhiko Akutsu, Ryo Tanizaki, Mayuko Kondo
ANIMATOR/SPECIAL EFFECTS Teruo Nakanishi, Taku Ichihara



TOTO TALK
DENTSU INC., TOKYO,
JAPAN.

PRODUCT/SERVICE TOTO **ADVERTISER** TOTO Ltd. **EXECUTIVE CREATIVE DIRECTOR** Hiroki Nakamura **CREATIVE DIRECTOR** Atsuhiko Nakamura **COPYWRITER** Junichi Harima **ART DIRECTOR** Atsuhiko Hashimoto **AGENCY PRODUCER** Tomonobu Yamazumi **INTERACTIVE DESIGNER** Kazuki Nakata **ANIMATOR/SPECIAL EFFECTS** Kazuki Nakata **COMPUTER ARTIST** Motoi Ishibashi, Akira Fujimoto, Takashi Fujimoto **FILM PRODUCTION COMPANY** YAMA/DGN (Tokyo) **DIRECTOR** Hiroki Nakamura **CINEMATOGRAPHER** Atsuhiko Hashimoto **SOUND PRODUCTION COMPANY** Shojiro Nakaoka (Tokyo)

YUBARI CITY PROJECT 2009 BEACON COMMUNICATIONS K.K., TOKYO, JAPAN.

PRODUCT/SERVICE Yubari City **ADVERTISER** Yubari City **EXECUTIVE CREATIVE DIRECTOR** Richard Irvine, Mitsushi Abe **CREATIVE DIRECTOR/COPYWRITER** Masato Mitsudera **ART DIRECTOR** Naoki Nishimura





HILLS POST 2009
DENTSU INC. + COPILOT INC. +
AIRCORD INC. + UNIBA INC. + GT TOKYO
+ NOPPO + STENECO + LOGOSDEAGIN
+ HAT + LOUNGE INC., TOKYO, JAPAN.

PRODUCT/SERVICE Japanese New Year's Cards **ADVERTISER** Japan Post Service Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Tohru Tanaka (GT Tokyo) **CREATIVE DIRECTOR** Reietsu Hashimoto (Dentsu Inc.) **COPYWRITER** Takayuki Rokutan (GT Tokyo) **ART DIRECTOR** Rie Fujinaka (NOPPO) **AGENCY PRODUCER** Reietsu Hashimoto (Dentsu Inc.), Takaya Maekawa (Dentsu Inc.) **FILM PRODUCTION COMPANY** LogosDeagin + HAT (Tokyo) **DIRECTOR** Toshiyuki Hashimoto (aircord Inc.), Kenichi Kushida (Lounge Inc.) **FILM PRODUCER** Kyosuke Sakurai (LogosDeagin), Naoki Sato (HAT)

GARDENING/SHIP/COCKROACH
BUILD CREATIVEHAUS CO. LTD., TOKYO, JAPAN.

PRODUCT/SERVICE Television Saitama brand CF **ADVERTISER** Television Saitama Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR/COPYWRITER** Keita Yamada **FILM PRODUCTION COMPANY** Ray Corporation, Tokyo **DIRECTOR** Satoshi Tanaka **CINEMATOGRAPHER** Ryoji Takasuka **FILM PRODUCER** Daisuke Matsubayashi **EDITOR** Yu Arika



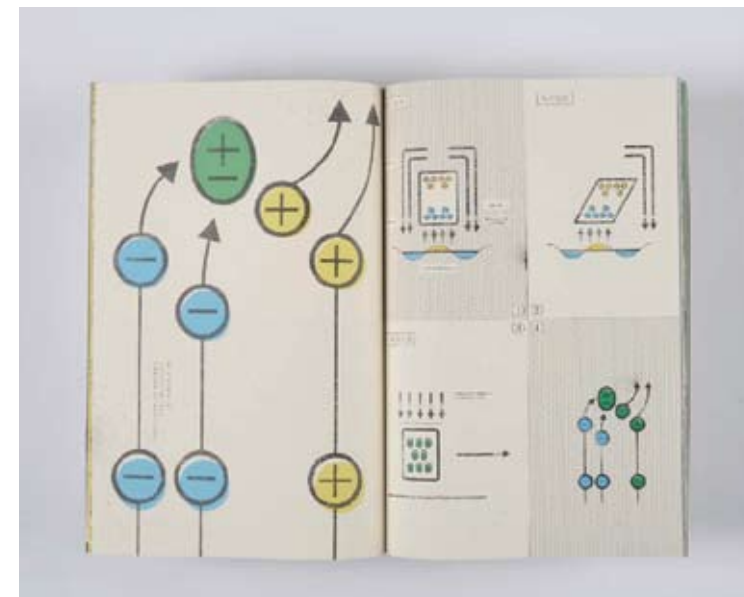
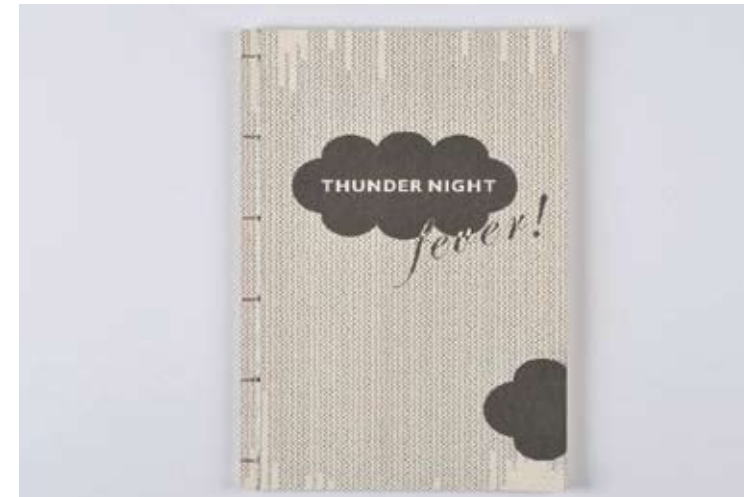


LUPIN STEAL JAPAN PROJECT
SANKO PARTNERS INC./777INTERACTIVE, TOKYO, JAPAN.

PRODUCT/SERVICE Lupin the 3rd **ADVERTISER** Lupin Steal Japan Project **EXECUTIVE CREATIVE DIRECTOR** Toshiya Fukuda **CREATIVE DIRECTOR** Kenichi Yoshioka, Hiroaki Yokomichi **ART DIRECTOR** Keisuke Yanagawa **FILM PRODUCTION COMPANY** Pyramid Film Inc. (Tokyo) **DIRECTOR** Kousuke Shimizu **FILM PRODUCER** Tetsuya Shinohara, Yoshiteru Horie

THUNDER NIGHT FEVER! BOOKLET
DENTSU INC./DENTSU INC.
KANSAI, TOKYO, JAPAN.

PRODUCT/SERVICE THUNDER NIGHT fever **ADVERTISER** Mitsubishi Estate Co. Ltd. & Idee Co. Ltd. **COPYWRITER** Haruko Tsutsui **ART DIRECTOR/DESIGNER** PRODUCER Yoshihiro Yagi, Yo Kimura **FILM PRODUCTION COMPANY** Katachi Co. Ltd. (Tokyo)

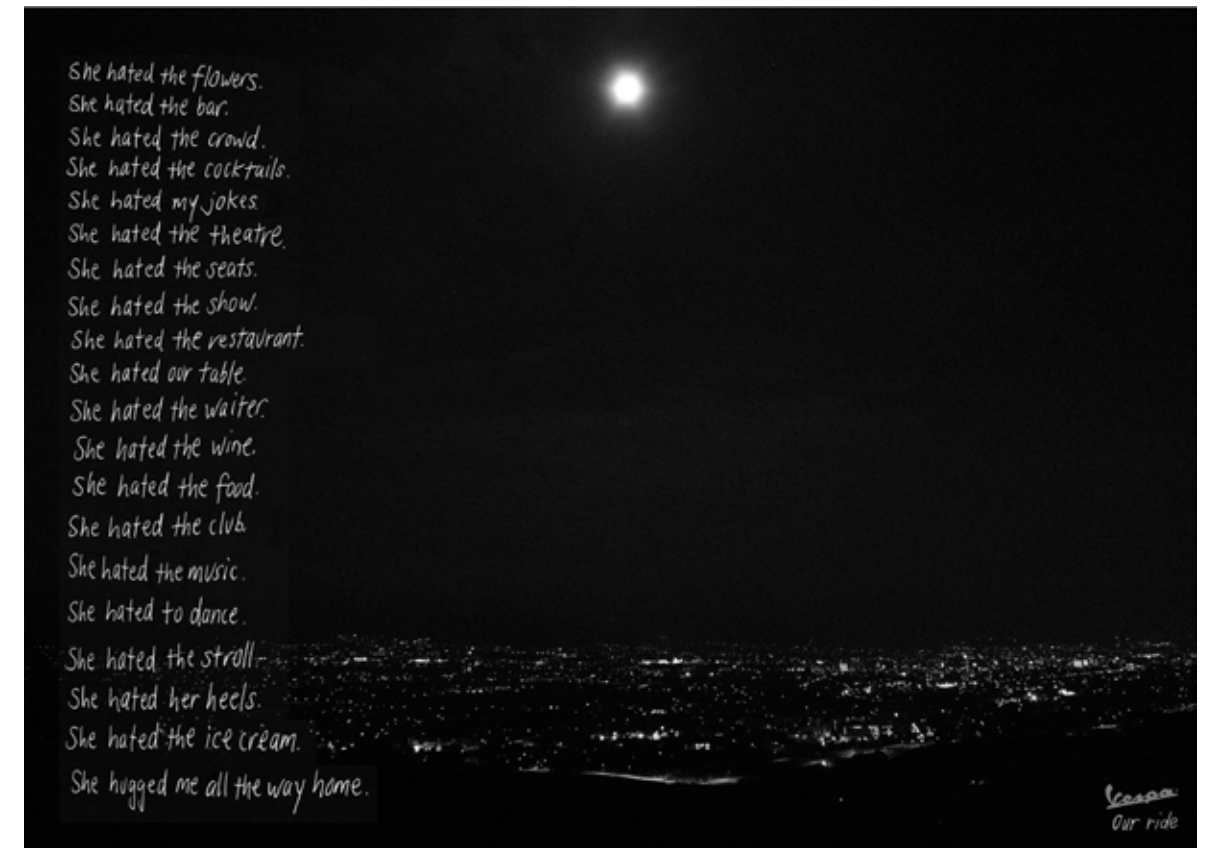




4TH BEST DDB NEW ZEALAND, AUCKLAND.

ADVERTISER/BRAND Moro **EXECUTIVE CREATIVE DIRECTOR** Toby Talbot **CREATIVE DIRECTOR** Regan Grafton, Bridget Taylor **COPYWRITER** Cameron Brown, Joe Hawkins **ART DIRECTOR** Leighton Dyer **FILM PRODUCTION COMPANY** Plaza Films, Auckland **DIRECTOR** Paul Middleditch

OUR RIDE SHE HATED ACE SAATCHI & SAATCHI, MANILA, PHILIPPINES.



PRODUCT/SERVICE Vespa
ADVERTISER Vespa/2211
Works EXECUTIVE CREATIVE DIRECTOR Andrew Petch,
Tony Sarmiento, Raoul Floresca **COPYWRITER**
Andrew Petch, Tony Sarmiento
ART DIRECTOR Biboy Royong,
Gelo Lico, Andrew Petch
AGENCY PRODUCER Rodel
Quitain, Denden Obien



FUNERAL LEO BURNETT & ARC WORLDWIDE SINGAPORE.

PRODUCT/SERVICE Ministry of Community Development, Youth And Sports **ADVERTISER** Ministry of Community Development, Youth And Sports **EXECUTIVE CREATIVE DIRECTOR** Yasmin Ahmad, Chris Chiu **COPYWRITER/ART DIRECTOR/DIRECTOR** Yasmin Ahmad **AGENCY PRODUCER** Anthony Lee **FILM PRODUCTION COMPANY** Dragonsgate Studio Pte. Ltd. (Singapore) **FILM PRODUCER** Margaret Foo-Tan **EDITOR** Black Magic Design Pte. Ltd. **SOUND PRODUCTION COMPANY** 2AM Sdn. Bhd. (Malaysia)

IODEX LITTLE PEOPLE PHOENIX OGILVY, COLOMBO, SRI LANKA.

PRODUCT/SERVICE Iodex **ADVERTISER** GSK (Glaxo Smithkline) **EXECUTIVE CREATIVE DIRECTOR** Irvin Weerackody, Sumanto Chattopadhyay **CREATIVE DIRECTOR** Sujoy Roy, Ransley Burrows, David Blacker **COPYWRITER** Sujoy Roy, Ransley Burrows, Asif Ansar **ART DIRECTOR** Kirubesh Ganeshan **AGENCY PRODUCER** Misha Wickramanayake, Tehani Asmone **PHOTOGRAPHER** Priyanka Kumara **FILM PRODUCTION COMPANY** 24 Frames (Colombo) **DIRECTOR** Ilango Ramanadan **CINEMATOGRAPHER** Ilango Ramanadan **FILM PRODUCER** Priyantha Kaluarachhi





DEAF FATHER AND DAUGHTER
OGILVY & MATHER TAIWAN.

PRODUCT/SERVICE Franz Collection (China) **ADVERTISER** Franz Collection (China) **EXECUTIVE CREATIVE DIRECTOR/CREATIVE DIRECTOR** Jennifer Hu **COPYWRITER** Jennifer Hu, Matt Chen **ART DIRECTOR** Leah Chen, Kenny Chian **AGENCY PRODUCER** Abby Ku, Chuang, Chiu-Chi **FILM PRODUCTION COMPANY** Postcard Films (Taipei) **DIRECTOR** Masami Kamiyama

CAR
CREATIVE JUICE \ BANGKOK (TBWA), THAILAND.



FRONT



BACK



PRODUCT/SERVICE Tamiya Model Kits Shop **ADVERTISER** Siam Tamiya **EXECUTIVE CREATIVE DIRECTOR** Thirasak Tanapatanakul **CREATIVE DIRECTOR** Tienchuta Rukhavibul **ART DIRECTOR** Manasit Imjai, Thirasak Tanapatanakul **DESIGNER PRODUCER** Manasit Imjai, Tienchuta Rukhavibul



LUNG

ADFEST 2010 PRINT CRAFT LOTUS—SINGLE FOR RETOUCHING/IMAGE MANIPULATION + CAMPAIGN FOR RETOUCHING/IMAGE MANIPULATION

**HEART & INTESTINE**

ADFEST 2010 PRINT CRAFT LOTUS—CAMPAIGN FOR RETOUCHING/IMAGE MANIPULATION



OGILVY & MATHER ADVERTISING, BANGKOK, THAILAND.

PRODUCT/SERVICE Madhop **ADVERTISER** Vin Seven Co. Ltd. **EXECUTIVE CREATIVE DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikieatikajohn **COPYWRITER** Wisit Lumsiricharoenchoke, Nopadol Srikieatikajohn, Thawatchai Saengthamchai, Kris Garford Spindler **ART DIRECTOR** Wisit Lumsiricharoenchoke, Nopadol Srikieatikajohn, Kornthon Anantanakun, Teerayut Chureytim **AGENCY PRODUCER** Sushada Sudchaidee **PRODUCTION COMPANY** Remix Studio Bangkok **PRODUCTION HOUSE PRODUCER** Oi, Bill **PHOTOGRAPHER** Anuchai Secharunputong, Nok Pipatungkul **RETOUCHER** Anuchai Secharunputong (Remix Studio Bkk)



MARBLE
CREATIVE JUICE \ BANGKOK
(TBWA), THAILAND.

BRAND/SERVICE Cushion Wrap
ADVERTISER 3M **CHIEF CREATIVE OFFICER** Thirasak Tanapatanakul
COPYWRITER Taya Soonthonvipat **ART DIRECTOR** Damisa Ongsiriwattana
AGENCY PRODUCER Witsawut Nuchpoom **PRODUCTION HOUSE** Illusion Co. Ltd. **PRODUCER** Somsak Pairew **PHOTOGRAPHER** Surachai Puthikulangkura (Illusion) **ILLUSTRATOR/RETOUCHER** Surachai Puthikulangkura, Supachai U-Rairat (Illusion) **CGI** Surachai Puthikulangkura (Illusion)



QUE SERA SERA OGILVY & MATHER THAILAND.

PRODUCT/SERVICE Thai Life Insurance **ADVERTISER** Thai Life Insurance Co. Ltd. **CHIEF CREATIVE OFFICER/ART DIRECTOR** Korn Tepintarapiraksa **COPYWRITER** Korn Tepintarapiraksa, Chantane Pongprayoon, Kulvadee Doksroy, Kris Garford Spindler **AGENCY PRODUCER** Yuthapong Varanukrohchoke **FILM PRODUCTION COMPANY** Phenomena Co. Ltd. (Bangkok) **DIRECTOR** Thanonchai Sornsriwichai **CINEMATOGRAPHER** Numpon Jaruk, Anusasn Laochoom, Ekaphon Tipayanon, Nikorn Sripongwarakul, Manussa Vorasingha **FILM PRODUCER** Tichakorn Baimorakote **EDITOR** Manop Boonwipas (Matad) **SOUND PRODUCTION COMPANY** Cine Digital Sound Studio (Bangkok)



BRIDGE JWT THAILAND, BANGKOK.

PRODUCT/SERVICE Muang Thai Multiple CI Campaign **ADVERTISER** Muang Thai Life Assurance **EXECUTIVE CREATIVE DIRECTOR** Pinit Chantaprateep **CREATIVE DIRECTOR** Warawut Kaennakham, Kittiphan Palmoke **COPYWRITER** Warawut Kaennakham, Littichai Panitjaroen **ART DIRECTOR** Kittiphan Palmoke, Warawut Kaennakham **AGENCY PRODUCER** Jiroj Mechoojit **FILM PRODUCTION COMPANY** Phenomena Co. Ltd. (Bangkok) **DIRECTOR** Thanonchai Sornsriwichai



IVY FACTORY HARRY'S ORIGINAL, BANGKOK, THAILAND.

PRODUCT/SERVICE Ivy Thai Traditional Coffee **ADVERTISER** I.P. Trading Ltd. **EXECUTIVE CREATIVE DIRECTOR** Martin Lee **CREATIVE DIRECTOR/COPYWRITER** Santi Suwanvalaikorn **ART DIRECTOR** Naree Leungvititgoon **AGENCY** **PRODUCER** Siriwan Bamrunghol **FILM PRODUCTION COMPANY** Sky Exits Co. Ltd. (Bangkok) **DIRECTOR** Anurux Jansanjai **CINEMATOGRAPHER** Wuttitral Piriypakdeekul **FILM PRODUCER** Suvikrom Pornavalai **POST-PRODUCTION HOUSE** Oriental Post (Bangkok) **EDITOR** Pakkapong Pomtree **SOUND PRODUCTION COMPANY** Cine Digital (Bangkok)

ACKNOWLEDGEMENTS

Advertising Association of Nepal
Advertising Board of the Philippines
Advertising Council of India
Adfest
ADK
Association of Accredited Advertising Agents Malaysia
Association of Accredited Advertising Agencies Singapore
Dentsu
Hakuhodo
Japan Advertising Federation
Korea Federation of Advertising Associations
Macomm Management Services
The Association of Accredited Advertising Agencies of Hong Kong
Taipei Association of Advertising Agencies
The Advertising Association of Thailand



Welcome.

Introducing our New Visual Identity



■ HAKUHODO

On May 1, 2008, HakuHodo unveiled a radically new visual identity, reaffirming our mission and heralding the beginning of a new era for our 110-year-old agency. The unveiling coincided with the relocation of our headquarters to Akasaka Biz Tower, one of the premier creative business complexes in Tokyo.

The main element of our new VI, which also includes a new logotype and color scheme, is a new group logo, which the agency calls The Big Colon. Just as the punctuation mark colon establishes a relationship between two things, the Big Colon symbolizes our role as a vital link between brands, *sei-katsu-sha**, media and ideas. And just as a colon serves to focus attention on a subject, the Big Colon represents our ability to create buzz around the brands and companies we serve.

Brand : Idea : *Sei-katsu-sha* : Media : At the center of any configuration, HakuHodo gives more meaning to the relationship, expanding the discourse and creating new avenues of dialogue.

Note: The Japanese term *sei-katsu-sha*, which literally means "living person," is the heart of HakuHodo's advertising approach. In contrast to the term Japanese marketers typically use for consumer, *sei-katsu-sha* expresses a holistic person with a lifestyle, aspirations and dreams: in other words, an individual.