



**ame awards**<sup>®</sup>  
world's best advertising & marketing effectiveness<sup>™</sup>



# 2014 winners



## INTERNATIONAL GRAND AWARD WINNER

### ASIA PACIFIC PHILIPPINES

#### DDB DM9 JaymeSyfu

SMART Communications Inc.

*Smart Txtbks*

mobile / cellular / hand-held device

## AME PLATINUM WINNERS

### ASIA PACIFIC PHILIPPINES

#### DDB DM9 JaymeSyfu

SMART Communications Inc.

*Smart Txtbks*

mobile / cellular / hand-held device

### EUROPE GERMANY

#### Heimat Werbeagentur GmbH

Swisscom

*All eyes on S4.*

new product / service launch

### NORTH AMERICA USA

#### Saatchi & Saatchi LA

Toyota

*Tundra Endeavour*

guerrilla / alternative media

### LATIN AMERICA BRAZIL

#### Leo Burnett Tailor Made

ABTO

*Bentley Burial*

promotion of health & human services

## AME GREEN AWARD WINNER

### ASIA PACIFIC CHINA

#### Bartle Bogle Hegarty China

WWF China

*The Digital Earth Hour ?*

*Reaching millions of people in 1 hour*

events

## GOLD AWARD WINNERS

### ASIA PACIFIC AUSTRALIA

#### Leo Burnett Worldwide

SEEK Volunteer

*Volunteer to promote volunteering*

low-budget (<\$100,000USD)

### AUSTRALIA

#### Leo Burnett Worldwide

SEEK Volunteer

*Volunteer to promote volunteering*

promotion of health & human services

### AUSTRALIA

#### Leo Burnett Worldwide

SEEK Volunteer

*Volunteer to promote volunteering*

online

### PHILIPPINES

#### DDB DM9 JaymeSyfu

SMART Communications Inc.

*Smart Txtbks*

civic / social education

### PHILIPPINES

#### DDB DM9 JaymeSyfu

SMART Communications Inc.

*Smart Txtbks*

mobile / cellular / hand-held device

### EUROPE FRANCE

#### FRED & FARID PARIS

CARAMBAR

*THE COUNTRYWIDE JOKE*

low-budget (<\$100,000USD)

### GERMANY

#### Grey düsseldorf GmbH

International Children's Fund

*Lost Choir*

philanthropic appeals

### GERMANY

#### HEIMAT BERLIN

HORNBACK

*The HORNBACK Hammer*

retail stores

### GERMANY

#### Heimat Werbeagentur GmbH

Swisscom

*All eyes on S4.*

electronics, consumer

### GERMANY

#### Heimat Werbeagentur GmbH

Swisscom

*All eyes on S4.*

events

### GERMANY

#### Heimat Werbeagentur GmbH

Swisscom

*All eyes on S4.*

interactive

### GERMANY

#### Heimat Werbeagentur GmbH

Swisscom

*All eyes on S4.*

new product / service launch

**SWEDEN**

**Abby Norm**

Adobe

*Photoshop Live-Street Retouch Prank*  
social video

**NORTH AMERICA**

**USA**

**OMD**

Pepsi Max

*Jeff Gordon: Test Drive*  
beverages, non-alcoholic

**USA**

**OMD**

Pepsi Max.

*Jeff Gordon: Test Drive*  
social video

**USA**

**Saatchi & Saatchi LA**

Toyota

*Tundra Endeavour*  
guerrilla / alternative media

**USA**

**Saatchi & Saatchi LA**

Toyota

*Tundra Endeavour*  
automotive

**USA**

**Saatchi & Saatchi LA**

Toyota

*Tundra Endeavour*  
outdoor / transit / out-of-home

**USA**

**Saatchi & Saatchi LA**

Toyota

*Tundra Endeavour*  
public relations

**USA**

**Saatchi & Saatchi LA**

Toyota

*Tundra Endeavour*  
integrated (mixed media)

**LATIN AMERICA**

**BRAZIL**

**Leo Burnett Tailor Made**

ABTO

*Bentley Burial*  
promotion of health & human services

**SILVER AWARD WINNERS**

**ASIA PACIFIC**

**AUSTRALIA**

**Leo Burnett Worldwide**

SEEK Volunteer

*Volunteer to promote volunteering*  
interactive

**AUSTRALIA**

**Leo Burnett Worldwide**

SEEK Volunteer

*Volunteer to promote volunteering*  
integrated (mixed media)

**AUSTRALIA**

**Leo Burnett Worldwide**

SEEK Volunteer

*Volunteer to promote volunteering*  
direct response

**CHINA**

**Bartle Bogle Hegarty China**

WWF China

*The Digital Earth Hour ?*  
*Reaching millions of people in 1 hour*  
events

**CHINA**

**Bartle Bogle Hegarty China**

WWF China

*The Digital Earth Hour ?*  
*Reaching millions of people in 1 hour*  
environmental issues

**CHINA**

**BBDO**

GILLETTE

*GILLETTE SHAVE SEXY*  
personal items

**CHINA**

**PHD Network**

CORNETTO

*LOVE IN DIFFERENT TENSE*  
branded entertainment

**CHINA**

**PHD Network**

CORNETTO

*LOVE IN DIFFERENT TENSE*  
food, non-retail

**CHINA**

**PHD Network**

CORNETTO

*LOVE IN DIFFERENT TENSE*  
integrated (mixed media)

**JAPAN**

**TBWA HAKUHODO**

100% ORGANIC SOIL  
*THE SOIL RESTAURANT*  
environmental issues

**EUROPE  
FRANCE**

**FRED & FARID PARIS**

CARAMBAR  
*THE COUNTRYWIDE JOKE*  
public relations

**FRANCE**

**FRED & FARID PARIS**

CARAMBAR  
*THE COUNTRYWIDE JOKE*  
social media

**GERMANY**

**Heimat Werbeagentur GmbH**

Swisscom  
*All eyes on S4.*  
mobile / cellular / hand-held device

**GERMANY**

**HEIMAT BERLIN**

HORNBACK  
*The HORNBACK Hammer*  
promotions

**GERMANY**

**HEIMAT BERLIN**

HORNBACK  
*The HORNBACK Hammer*  
design

**GERMANY**

**HEIMAT BERLIN**

HORNBACK  
*The HORNBACK Hammer*  
new product / service launch

**GERMANY**

**Lukas Lindemann Rosinski GmbH  
/ Syzygy GmbH**

Mercedes-Benz  
*Mercedes-Benz: MacGyver  
and the new Citan*  
branded entertainment

**SWEDEN**

**Abby Norm**

Adobe  
*Photoshop Live-Street Retouch Prank*  
branded entertainment

**NORTH AMERICA**

**CANADA**

**Agency59**

Heart&Stroke Foundation  
*The Undeading*  
promotion of health & human services

**CANADA**

**Agency59**

Heart&Stroke Foundation  
*The Undeading*  
civic / social education

**USA**

**DraftFCB**

SimCity  
*Let's All Be Mayor*  
interactive

**USA**

**Tyler Stableford Photography + Film**

Cabela's  
*It's In Your Nature*  
sport & leisure

**USA**

**SapientNitro**

End It Movement  
*Trafficking in Traffic*  
guerrilla / alternative media

**LATIN AMERICA**

**BRAZIL**

**Leo Burnett Tailor Made**

Fiat  
*Come to the Street / Vem pra Rua*  
automotive

**BRONZE AWARD WINNERS**

**ASIA PACIFIC  
CHINA**

**BBDO**

GILLETTE  
*GILLETTE SHAVE SEXY*  
public relations

**CHINA**

**Bartle Bogle Hegarty China**

WWF China  
*The Digital Earth Hour ? Reaching  
millions of people in 1 hour*  
low-budget (<\$100,000USD)

**CHINA**

**FRED & FARID SHANGHAI**

DOMYOS  
*TAICHIPHOP*  
branded entertainment

**CHINA**

**FRED & FARID SHANGHAI**

DOMYOS  
*TAICHIPHOP*  
sport & leisure

**CHINA****PHD Network**

CORNETTO

*LOVE IN DIFFERENT TENSE*

branding

**CHINA****PHD Network**

CORNETTO

*LOVE IN DIFFERENT TENSE*

online

**CHINA****J. WALTER THOMPSON-BRIDGE  
ADVERTISING CO., LTD**BAOBEIHUIJIA.COM ñ 'BABY BACK  
HOME' VOLUNTEERS*Missing Children*

philanthropic appeals

**HONG KONG****PHD Hong Kong**

Durex

*Durex Performan*

branded entertainment

**JAPAN****TBWA HAKUHODO**

adidas Football

*THE HIGHEST GOAL*

interactive

**MALAYSIA****GEOMETRY GLOBAL**Dyslexia Association of Malaysia  
(Persatuan Dyslexia Malaysia)*Dyslexia Did Not Stop Me*

civic / social education

**PHILIPPINES****TBWA Santiago Mangada Puno**

Boysen KNOxOUT

*AUDIO GUIDE FOR THE  
LONGEST ART GALLERY*

outdoor / transit / out-of-home

**PHILIPPINES****TBWA Santiago Mangada Puno**

Oishi Prawn Crackers

*Oishi Prawn Crackers:  
Kaleidoscope World*

food, non-retail

**EUROPE****GERMANY****HEIMAT BERLIN**

HORNBAACH

*The HORNBAACH Hammer*

integrated (mixed media)

**GERMANY****Lukas Lindemann Rosinski GmbH**

YOU FM

*YOU FM - Reinventing Radio*

direct response

**GERMANY****Lukas Lindemann Rosinski GmbH**

Mercedes-Benz

*Mercedes-Benz: MacGyver  
and the new Citan*

online

**GERMANY****Lukas Lindemann Rosinski GmbH**

Mercedes-Benz

*Mercedes-Benz: MacGyver  
and the new Citan*

new product / service launch

**GERMANY****Lukas Lindemann Rosinski GmbH**

Mercedes-Benz

*Mercedes-Benz: MacGyver  
and the new Citan*

tv &amp; cinema

**GERMANY****Ogilvy & Mather Dusseldorf**

Kontor

*Back to Vinyl*

design

**GERMANY****serviceplan group gmbh & co. kg**

Alive

*Troy Davis - I am alive*

online

**GERMANY****serviceplan group gmbh & co. kg**

SKY

*SKY Livespots*

media promotion

**RUSSIAN FEDERATION****thjnk AG**

AUDI AG

*Russia ? Land of quattro*

automotive

**NORTH AMERICA****USA****DDB**

Clorox Liquid Bleach

*Bleachable Moments*

household

**USA****Jack Morton**

Lego Star Wars

*LEGO Star Wars Secrets to Reveal*

events

**USA****OMD**

Stand Up to Cancer

*Up 2 All of Us!*

low-budget (&lt;\$100,000USD)

**USA**

**OMD**

The CW

*Twitter in Print*

print

**FINALIST AWARD WINNERS**

**ASIA PACIFIC**

**CHINA**

**FRED & FARID SHANGHAI**

DOMYOS

*TAICHIPHOP*

events

**CHINA**

**FRED & FARID SHANGHAI**

DOMYOS

*TAICHIPHOP*

media planning

**JAPAN**

**Saatchi & Saatchi Fallon Tokyo**

GODIVA

*GODIVA LOVE&HUG PROJECT*

events

**MALAYSIA**

**GEOMETRY GLOBAL**

Dyslexia Association of Malaysia  
(Persatuan Dyslexia Malaysia)

*Dyslexia Did Not Stop Me*

low-budget (<\$100,000USD)

**NEW ZEALAND**

**Republik Communications**

Fuji Xerox NZ

*Fuji Xerox - Wide War One*

direct response

**PHILIPPINES**

**TBWA Santiago Mangada Puno**

Boysen KNOxOUT

*AUDIO GUIDE FOR THE  
LONGEST ART GALLERY*

guerrilla / alternative media

**EUROPE**

**FRANCE**

**FRED & FARID PARIS**

CARAMBAR

*THE COUNTRYWIDE JOKE*

integrated (mixed media)

**FRANCE**

**FRED & FARID PARIS**

DOMYOS

*FEEL BEAUTIFUL*

interactive

**FRANCE**

**FRED & FARID PARIS**

DOMYOS

*FEEL BEAUTIFUL*

sport & leisure

**GERMANY**

**DDB Tribal Group GmbH**

Telekom

*Move On*

integrated (mixed media)

**GERMANY**

**DDB Team Blue, DDB Tribal B/HH,  
Tribal UK, Grabarz & Partner**

Volkswagen

*One Thing*

automotive

**GERMANY**

**HEIMAT BERLIN**

HORNBACK

*The HORNBACK Hammer*

guerrilla / alternative media

**GERMANY**

**HEIMAT BERLIN**

HORNBACK

*The HORNBACK Hammer*

pop-up stores

**GERMANY**

**HEIMAT BERLIN**

HORNBACK

*The HORNBACK Hammer*

online

**GERMANY**

**Heimat Berlin**

Volksbanken Raiffeisenbanken

*Everybody is driven by something*

financial services

**GERMANY**

**Lukas Lindemann Rosinski GmbH**

Mercedes-Benz

*Mercedes-Benz: MacGyver  
and the new Citan*

business-to-business

**GERMANY**

**Ogilvy & Mather Dusseldorf**

Philips Consumer Lifestyle

*Your Beard for Germany*

electronics, consumer

**GERMANY**

**Ogilvy & Mather Dusseldorf**

Kontor

*Back to Vinyl*

direct response

**GERMANY**

**Ogilvy & Mather Dusseldorf**

Kontor

*Back to Vinyl*

interactive

**GERMANY**

**Ogilvy & Mather Dusseldorf**

Kontor

*Back to Vinyl*

mobile / cellular / hand-held device

**GERMANY**

**serviceplan group gmbh & co. kg**

SWISS International Air Lines

*Instagram Takeover*

mobile / cellular / hand-held device

**GERMANY**

**thjnk AG**

Commerzbank

*First step*

financial services

**MIDDE EAST & AFRICA  
UNITED ARAB EMIRATES**

**Serviceplan Middle East**

Lufthansa

*Lufthansa Ramadan Rewards*

sport & leisure

**NORTH AMERICA  
USA**

**Carnival Labs**

OREO

*OREO: Twist, Lick, Dunk*

games

**USA**

**Carnival Labs**

OREO

*OREO: Twist, Lick, Dunk*

branded entertainment

**USA**

**Marcus Thomas LLC**

Krylon

*Krylon ColorMaster Challenge:*

*24 Projects in 24 Hours*

social video

**USA**

**Starcom MediaVest Worldwide**

HanesBrands Inc.

*Dare to Share: Reveal  
your Undercover Color*

integrated (mixed media)

**USA**

**SapientNitro**

The Home Depot

*The Home Depot Appliance*

*Experience*

point-of-purchase

**congratulations to all 2014 winners.**

view the showcase online at [ameawards.com/winners/2014/](http://ameawards.com/winners/2014/)