BEVERAGES - ALCOHOLIC

Entrant: AlmapBBDO, São Paulo
kronenbier - “Operating Room”
Client: Antartica
Executive Creative Directors: Marcello Serpa/Eugênio Mohallem
Copywriter/Art Director: Marcello Serpa
Agency Producer: Egisto Betti
Production Company: Dueto, São Paulo
Director: Pedro Becker

Entrants: AMV•BBDO, London/ Academy Productions, London
Guinness - “Dreamer”
Executive Creative Director: Peter Souter
Copywriter/Art Director: Walter Campbell
Agency Producer: Yvonne Chalkley
Executive Producer: Nick Morris
Director: Jonathan Glazer
Computer Graphics: Computer Film Co.
Lighting Cameraman: Dan Landin
Editor: Sam Sneade
Music Production Company: Soundtree Music, London
Music Composer: Valle, Valle & Gimbel
Music Arranger: Peter Raeburn
Performer: Roger Williams

Entrant: DDB Chicago, Chicago
Bud Light - “Cedric Date”
Client: Anheuser-Busch
Chief Creative Officer: Bob Scarpelli
Group Creative Director: John Immesoete
Creative Directors: Bill Cimino/Mark Gross/John Hayes/Barry Burdiak
Copywriter: Barry Burdiak
Art Director: John Hayes
Agency Executive Producer: Darryl Manuel
Production Company: Shooting Gallery, New York
Executive Producer/President: Tim Clawson
Director: Richard D’Alessio
Editor: Mike Coletta
Music Production Company: Scandal Music, Chicago
Music Composer: Sandy Torano
Performer: “Show Me The Money”

Entrant: DDB Chicago, Chicago
Bud Light - “Nice Tan/Coconuts”
Client: Anheuser-Busch
Chief Creative Officer: Bob Scarpelli
Group Creative Director: John Immesoete
Creative Directors: Bill Cimino/Mark Gross
Copywriter: Pat Burke
Art Director: Steve Bougdanos
Agency Producer: Chris Bing
Production Company: Crossroads Films, Los Angeles
Executive Producer: Michael Dill
Director: Bruce Hurwit
Editor: Mike Coletta
Music Production Company: Scandal Music, Chicago

Entrant: DDB Chicago, Chicago
Budweiser - “Bird’s the Word”
Client: Anheuser-Busch
Chief Creative Officer: Bob Scarpelli
Group Creative Director: Don Pogany
Associate Creative Directors: Vinny Warren/Patrick Knoll
Copywriter: Patrick Knoll
Art Director: Glenn Jameson
Agency Producer: Kent Kwiatt
Production Company: Morton Jankel Zander, Santa Monica
Executive Producer: David Zander
Director: Craig Gillespie
Editors: David Brixton/Mike Coletta

Entrant: DDB Chicago, Chicago
Budweiser - “Come Home”
Client: Anheuser-Busch
Chief Creative Officer: Bob Scarpelli
Group Creative Director: Don Pogany
Creative Directors: Craig Feigen/Adam Glickman
Copywriter: Craig Feigen
Art Director: Adam Glickman
Group Executive Producer: Greg Popp
Production Company: Industrial Light & Magic, San Rafael
Executive Producer: Marcie Malooy
Producer: Paul Hill
Director: Rick Schulze
Editor: Nick Seuser
Music Production Company: Elias Arts, Santa Monica
Music Composer: Jonathan Elias

Entrant: DDB Chicago, Chicago
Budweiser - “Whassup! Jersey Guys”
Client: Anheuser-Busch
Group Creative Director: John Immesoete
Associate Creative Director: Vinny Warren
Copywriters: Vinny Warren/Scott Smith
Art Directors: Glen Jameson/Justin Reardon
Agency Producer: Kent Kwiatt
Production Company: Hungry Man, New York
Executive Producers: Dan Duffy/Stephen Orent
Director: Alan Coulter
Editor: Erik Powell

Entrant: Gorgeous Enterprises, London
Stella Artois - “Hero’s Return”
Client: Whitbread Beer Company
Agency: Lowe Lintas, London
Copywriter: Paul Silburn
Art Director: Vince Squibb
Agency Producer: Sarah Hallatt
Producer: Paul Rothwell
Director: Frank Budgen
Cameraman: Ivan Bird
Editor: Paul Watts
Entrant: Headquarters, New York
Budweiser - “What Are You Doing”
Client: Anheuser-Busch
Agency: Goodby, Silverstein & Partners, San Francisco
Executive Creative Director: Jeff Goodby
Copywriters: Ian Kalman/Chris Ford
Art Directors: Stefan Copiz/Andy Azula
Agency Producers: Cindy Epps/Jennie Lindstrom
Production Company: Headquarters/Bicoastal, New York/ Los Angeles
Executive Producers: Alex Blum/Tom Mooney
Producer: Elizabeth Passarelli
Director: Lloyd Stein
Cameraman: Jo Moltoriz
Lighting Director: Pat Grosswendt
Editor: Bob Spector

Entrant: JGF, Hollywood
Bud Light - “Street Luge”
Client: Anheuser-Busch
Agency: Palmer Jarvis DDB Downtown, Toronto
Creative Directors: David Chiavegato/Rich Pryce-Jones
Copywriter: David Chiavegato
Art Director: Rich Pryce-Jones
Agency Producer: Johnny Chambers
Executive Producer: Gayleen Sharon
Producer: Sharon Starr
Director: Jeff Gorman
Cameraman: Ward Russell
Lighting Director: Jerry Solomon
Editor: David Hicks
Music Production Company: David Fleury Music & Sound, Toronto

Entrant: Lowe Lintas & Partners, New York
Heineken - “Lighter”
Chairman/Chief Executive Officer/Chief Creative Officer: Lee Garfinkle
Chairman/Chief Creative Officer: Gary Goldsmith
Executive Vice Presidents/Creative Group Heads: C.J. Waldman/Dean Hacohen
Senior Copywriter: John Maxham
Copywriter: C.J. Waldman
Senior Art Director: Hank Kosinski
Vice President/Senior Producer: David Gerard
Executive Vice President/Executive Producer/ Director of Broadcast Production: Bob Nelson
Production Company: @radical.media, New York
Executive Producers: Robert Fernandez/Jon Kamen
Producer: Gregg Carlesimo
Director: Frank Todaro
Editor: Dave Koza
Music Production Companies: Face The Music, Venice, California
Music Composers: Gil Talmi

Entrant: Ogilvy & Mather, New York
Miller Lite - “Answering Machine”
Executive Creative Director: David Apicella
Creative Director: Joe Johnson
Copywriter: Kenny Herzog
Art Director: Jim Larmor
Agency Producers: Brendan O’Malley/Nadia Mastromichalis
Production Company: Tool of North America
Director: Erich Joiner
Editor: Dave Koza

Entrant: J. Walter Thompson, Chicago
Miller/MGD - “Love Thy Neighbor”
Executive Creative Director: Dennis Ryan
Creative Director/Copywriter: Bob Merlotti
Art Director: Wendy Wasink
Agency Producer: Paul Saylor
Production Company: @radical.media
Director: Tarsem
Editors: Spot Welders/John Duffy
Music Production Company: Elias Arts

Entrant: McCann-Erickson, Brussels
William Lawson’s - “The Haka”
Client: Bacardi-Martini
Creative Director: Jean-Luc Walraff
Copywriters: Philippe Thito/Jean-Luc Walraff
Art Director: Michel Derèse
Agency Producer: Anne Gasia
Production Company: PIX & MOTION, Brussels
Executive Producers: Brigitte Baudine/Kato Maes
Director: Olivier Venturini
Cameraman: Danny Hiele
Music Production Company: ZOO Productions, Brussels