

BILLBOARD Campaign

Entrant: ArnoldWorldwide, Boston

Jet Blue - "Sun Visor", "New Sticker", "Ski Rack"
 Agency: ArnoldWorldwide, Boston
 Executive Creative Director: Ron Lawner
 Group Creative Directors: Nick Kaldenbaugh/John Petruney
 Art Director: Ron Harper
 Copywriter: Grady Winch
 Production Manager: John Grandy
 Photographer: Craig Orsini
 Printer: Metromedia Tech.

Entrant: Cossette Communication-Marketing, Toronto

Powerade - "Drain Spout", "Mop Bucket", "Bird Bath"
 Client: Coca-Cola
 Agency: Cossette Communication-Marketing, Toronto
 Executive Creative Director: Jim Garbutt
 Creative Director: Gerald Schoenhoff
 Copywriter: Patrick Doyle
 Art Director: Gerald Schoenhoff
 Typographers: Steve Conkie/Jeremy Thompson
 Photographer: William Howard
 Production Manager: Nikki Milligan

Entrant: Crispin Porter + Bogusky, Miami

MINI - "O-60", "Car Types", "Carve", "Smitten"
 Agency: Crispin Porter + Bogusky, Miami
 Executive Creative Director: Alex Bogusky
 Creative Director: Andrew Keller
 Copywriters: Ari Merkin/Rob Strasberg
 Art Directors: Mark Taylor/Tony Calcao

Entrant: Crispin Porter + Bogusky, Miami

MINI - "Palm Trees", "Parking How Sad", "Callouts"
 Agency: Crispin Porter + Bogusky, Miami
 Executive Creative Director: Alex Bogusky
 Creative Director: Andrew Keller
 Copywriters: Ari Merkin/Rob Strasberg
 Art Directors: Paul Stechshulte/Tony Calcao
 Photographer: Daniel Hartz

Entrant: Euro RSCG Switzerland/Eurad, Zurich

Facts-Magazine - "Toilet", "Bed", "Bench/Footprints",
 "Heavy Poster"
 Client: FACTS - Tamedia
 Agency: Euro RSCG Switzerland, Zurich
 Executive Creative Directors: Jürg Aemmer/Frank Bodin
 Copywriter: Jürg Waeber
 Art Directors: Anita Lussmann-Aragão/Brigit Bauer
 Assistant Art Director: Michéle Müller
 Photographers: Roth und Schmid/Jonathan Heyer
 Production Manager: Edi Burri

Entrant: Juraj Vaculík Creative Studio, Bratislava

New IKEA - "Carpark", "Lettuce", "Köttbullar",
 "Children's Corner"

Agency: Juraj Vaculík Creative Studio, Bratislava
 Executive Creative Director: Milan Hladký
 Creative Director: Juraj Vaculík
 Concepts/Copywriters/Art Directors: Ivana Potočková/
 Ferino Bakyta
 Photographer: Táňa Hojčová
 Production Manager: Jaroslav Schnierer

Entrant: Marketel, Montreal

SAQ - "Spring", "Angel"
 Agency: Marketel, Montreal
 Executive Creative Director: Gilles Du Sablon
 Creative Director: Andrew Morgan
 Copywriter: Danielle Laberge
 Art Director: Lizanne L'Africain

Entrant: Scholz & Friends, Berlin

Frankfurter Allgemeine Zeitung - "Ferdinand Piech,
 CEO Volkswagen", "Gerhard Richter, Artist"
 Agency: Scholz & Friends, Berlin
 Creative Director: Sebastian Turner
 Art Director: Julia Schmidt
 Photographer: Alfred Seiland
 Account Supervisors: Katrin Seegers/Marie Toya Gaillard
 Advertiser's Supervisors: Dr. Jan Pierre Klage/Andrea Buerger

Entrant: Scholz & Friends, Berlin

German Initiative To Ban Landmines - "Cosma Shiva Hagen",
 "Marius Müller-Westernhagen", "Anne Will", "Ulrike Folkerts"
 Agency: Scholz & Friends, Berlin
 Creative Directors: Martin Pross/Matthias Schmidt
 Copywriter: Gerald Meilicke
 Art Director: Annilise Schoeber
 Photographer: Kai-Uwe Gundlach
 Account Supervisors: Stefanie Wurst/Joerg Hoppenstedt

Entrant: Scholz & Friends, Berlin

German Initiative To Ban Landmines - "Tin Bucket",
 "Skipping Rope", "Dog"
 Agency: Scholz & Friends, Berlin
 Creative Directors: Martin Pross/Matthias Schmidt
 Copywriters: Beate Steiner/Gerald Meilicke
 Art Director: Angela Franchini
 Photographer: Jochen Manz
 Account Supervisors: Stefanie Wurst/Joerg Hoppenstedt

Entrant: Scholz & Friends, Berlin

Mercedes-Benz Atego - "Fat Man", "Lying Woman"
 Agency: Scholz & Friends, Berlin
 Client: DaimlerChrysler
 Creative Directors: Martin Pross/Matthias Schmidt
 Copywriters: Peter Quester/Christian Westhoff
 Art Director: Aleksandra Roth-Belkova
 Photographer: Wilbert Weigend
 Account Supervisors: Stefanie Wurst/Thomas Caprano/
 Malte Fischer

OUTDOOR FINALISTS

Entrant: **Scholz & Friends, Berlin**

SISTEC Tresore - "Lion", "Viper", "Grizzly Bear"
Agency: Scholz & Friends, Berlin
Creative Directors: Stephan Ganser/Eric Urmetzer
Copywriter: Oliver Handlos
Art Director: Raphael Puettmann
Photographer: Matthias Koslik
Account Supervisors: Matthias Eichler/Peter Stroeh/
Sandra Rueschenschmidt

Entrant: **Springer & Jacoby, Hamburg**

UNICEF - "Jeans", "T-Shirt", "Tennis Shoes"
Agency: Springer & Jacoby, Hamburg
Creative Directors: Timm Weber/Bettina Olf
Copywriter: Sven Keitel
Art Director: Claudia Tödt
Photographer: Jan Burwick
Illustrator: Arne Weitkämper

Entrant: **Trahan, Burden & Charles, Baltimore**

Lake Tahoe Visitors Authority - "Like Heaven, Only You Get
To Go Home And Brag", "Mountains So Beautiful They Come
With Their Own Mirror", "Just A Lake? Yeah, Like Big Ben
Is Just A Clock"
Agency: Trahan, Burden & Charles, Baltimore
Executive Creative Director: Allan Charles
Copywriters: Allan Charles/Lenny Rosenthal/Alex Slotkin
Art Director: Lenny Rosenthal

Entrant: **VVL/BBDO, Brussels**

Carlsberg - "Male Imagination - Skirts", "Male Imagination -
Shoes", "Male Imagination - Window"
Client: Carlsberg Importers NV-SA, Brussels
Agency: VVL/BBDO, Brussels
Creative Director: Willy Coppens
Copywriter: Angelo Di Berardino
Art Director: Frank Van De Vijver
Photographer: Hans Kroeskamp

Entrant: **Wiktor/Leo Burnett Advertising, Bratislava**

Virtual Bookstore - "www.naked.sk",
"www.playingfootball.sk", "www.erectiledysfunction.sk",
"www.yousolvenothingbyescape.sk"
Client: Agentūra Ma-Rek
Agency: Wiktor/Leo Burnett, Bratislava
Executive Creative Director/Art Director/Typographer:
Peter Kačenka
Creative Director: Raffo Tatarko
Concept: Vladimír Slivka/Peter Kačenka/Igor Brossmann
Copywriter: Vladimír Slivka
Production Managers: Tomáš Ručkay/Dano Kachút

Entrant: **Wirz, Zurich**

Tibits Vegetarian Restaurant - "Banana", "Carrot", "Maiz"
Agency: Wirz, Zurich
Creative Director: Matthias Freuler
Copywriter: Thomas Kurzmeyer
Art Director: Barbara Hartmann
Photographer: Felix Streuli

Entrant: **Young & Rubicam, Frankfurt**

HR Skyline - The Business Radio - "Baisse - Hausse",
"Investment - Return", "Money", "Financial Power"
Client: Hessischer Rundfunk
Agency: Young & Rubicam, Frankfurt
Executive Creative Director: Matthias Berg
Creative Director/ Copywriter: Helmut Schulte
Art Director: Norbert Huebner
Photographer: Christian Stoll