

**POSTER CAMPAIGN**

**Entrant: Abbott Mead Vickers•BBDO, London**  
 Guinness Extra Cold - "Seal", "Eskimo", "Ice Pick"  
 Agency: Abbott Mead Vickers•BBDO, London  
 Executive Creative Director: Peter Souter  
 Copywriter/Art Director: Jeremy Carr  
 Typographers: Robin Warrington/Brian McHale  
 Illustrator: Faiyaz Jafri

**Entrant: Abbott Mead Vickers•BBDO, London**  
 The Economist - "Missing Piece", "Cures Itchy Scalps",  
 "Think Outside The Dodecahedron"  
 Agency: Abbott Mead Vickers•BBDO, London  
 Executive Creative Director: Peter Souter  
 Copywriters: Matthew Abbott/Chris Bardsley/  
 Mike Nicholson  
 Art Directors: Martin Casson/Dave May/Daryl Corps  
 Typographers: Robin Warrington/Joe Hoza

**Entrant: Aimaq•Rapp•Stolle, Berlin**  
 Heineken Beer - "Apocalypse Now", "American Psycho",  
 "Some Like It Hot", "Out Of Africa"  
 Client: Heineken Deutschland, Berlin  
 Agency: Aimaq•Rapp•Stolle, Berlin  
 Executive Creative Director: André Aimaq  
 Creative Director: Lars Oehlschlaeger  
 Copywriter: Oliver Frank  
 Art Director: Alexander Reiß  
 Photographer: Mats Cordt

**Entrant: BBDO Düsseldorf, Düsseldorf**  
 M & M's - "George W. Bush's Private Collection",  
 "Mike Tyson's Private Collection", "Camilla Parker Bowle's  
 Private Collection", "Cindy Crawford's Private Collection"  
 Client: Masterfoods  
 Agency: BBDO Düsseldorf, Düsseldorf  
 Account: Holger Röver/Achim von Blumröder  
 Creative Director: Marco Pupella  
 Copywriters: Verena Koschel/Hans Holger Pollack  
 Art Director: Katja Luckas  
 Photographer: Jost Hiller

**Entrant: Bensimon Byrne D'Arcy, Toronto**  
 Frisk Breath Mints - "Hello Fresh Breath. Goodbye Cruel  
 World.", "A Polite Gesture. Manslaughter.", "My Breath  
 Is So Fresh. I Can't Feel My Legs.", "Possession. Trafficking."  
 Client: Frisk International  
 Agency: Bensimon Byrne D'Arcy, Toronto  
 Group Creative Directors: David Rosenberg/Glen Hunt  
 Copywriter: Troy Palmer  
 Art Director: Michael Lee

**Entrant: Bozell New York, New York**  
 Broadway Billiards - "Punishing Routine", "Spectator Sport",  
 "Nice Rack"  
 Agency: Bozell New York, New York  
 Executive Creative Director: Tony Granger  
 Creative Director: David Nobay  
 Copywriters: Richard Wallace/David Nobay  
 Art Director: Steve Mitsch  
 Photographer: Andy Spreitzer

**Entrant: Contrapunto, Madrid**  
 Amnesty International - "Ceiling", "Stones"  
 Client: Amnistia Internacional  
 Agency: Contrapunto, Madrid  
 General Creative Director: Antonio Montero  
 Creative Director: Carlos Sanz De Andino  
 Copywriter: Felix Del Valle  
 Art Director: Carlos Jorge

**Entrant: Dentsu Inc., Tokyo**  
 Coca-Cola No Reason Art Project 2001 - "Woman", "Ice Rink",  
 "Garbage", "Back"  
 Client: Coca-Cola(Japan) Co., Ltd.  
 Agency: Dentsu Inc., Tokyo  
 Executive Creative Director: Takehiko Miura  
 Creative Director: Yoichi Komatsu  
 Copywriters: Susumu Namikawa/Kiyoshi Runze  
 Art Director: Tetsuya Tsukamoto  
 Photographer: Takashi Honma  
 Designers: Tetsuya Tsukamoto/Haruhisa Ota/Aya Kojima/  
 Ryo Atsumi  
 Artists: Nobuyoshi Araki/Yayoi Kusama/Kosuke Tsumura/  
 Hiroko Ichikawa  
 Art: Norihisa Matsuo

**Entrant: Dentsu Inc., Tokyo**  
 Miharayasuhiro - "Door", "Camera"  
 Client: sosu Co., Ltd.  
 Agency: Dentsu Inc., Tokyo  
 Concept: Atsushi Ogi/Masahito Yoshizaki/Makoto Shinohara  
 Art Director: Atsushi Ogi  
 Photographer: Mikiya Takimoto  
 Designer: Masahito Yoshizaki

**Entrant: Dentsu Inc., Tokyo**  
 Smokeless Cigarette - "Cross", "Skull"  
 Client: Maruman Corporation  
 Agencies: Dentsu Inc., Tokyo/Dentsu Inc. Kansai, Osaka  
 Creative Director: Takeshi Matsumoto  
 Copywriters: Takeshi Matsumoto/Richard Dollon  
 Art Director: Daisuke Takagi

## OUTDOOR FINALISTS

### Entrant: Dentsu Young & Rubicam, Kuala Lumpur

Colgate - "Wall", "Fence", "Gate"

Client: Colgate-Palmolive

Agency: Dentsu Young & Rubicam, Kuala Lumpur

Creative Director: Cary Rueda

Concept: Tina Tan/Joanna Chan

Copywriter: Tina Tan

Art Director/Illustrator: Joanna Chan

Production Manager: T L Tan

### Entrant: Foote, Cone & Belding, San Francisco

San Francisco Museum of Modern Art - "Fog", "Marina",  
"Bank CEO", "Yoga"

Agency: Foote, Cone & Belding, San Francisco

Executive Creative Director: Tom O'Keefe

Copywriters: Clark Morgan/Michelle Allison

Art Director: Eric Rindal

Designers: Eric Rindal/Jon Ritt/Tracy White

### Entrant: Lowe, New York

LEGO - "Great Wall", "Brooklyn Bridge", "Sphinx", "Temple"

Client: LEGO Systems

Agency: Lowe, New York

Executive Creative Directors: Gary Goldsmith/Dean Hacohen

Creative Directors: Gordon Bennett/Bruce Hopman

Copywriter: David Olsen

Art Director: Elizabeth Maertens

Photographers: Harvey Lloyd, Getty Images/  
Richard Berrenholtz/William Holdman, Index Stock/  
Michael Howell, Index Stock

### Entrant: McCann-Erickson, London

Cobra Beer - "Ignore", "3 For The Price Of 3", "Chicks",  
"New Unimproved"

Agency: McCann-Erickson, London

Creative Director: Luke White

Copywriters/Art Directors: Sandy Cinnamon/Alan Cinnamon

Typographer: Gary Todd

### Entrant: Ogilvy & Mather, Mexico City

Hot Wheels - "Car Wash", "Paint Shop", "Engine",  
"Tune Shop"

Agency: Ogilvy & Mather, Mexico City

Executive Creative Directors: Neil French/Marco Colin

Copywriters: Walter Nava/Rafael Martinez/Miguel Angel Ruiz/  
Carlos Oxté

Art Director: Ivan Carrasco

Photographer: Sergio Montes

### Entrant: Ogilvy & Mather Frankfurt, Frankfurt

Matchbox Cars - "Serpentine", "Sink", "Bannister"

Client: Mattel Germany

Agency: Ogilvy & Mather Frankfurt, Frankfurt

Creative Directors: Simon Oppmann/Peter Römmelt

Copywriter: Olga Potempa

Art Directors: Jürgen Schanz/Simon Oppmann

Photographer: Joachim Bacherl

### Entrant: Ogilvy & Mather Malaysia, Kuala Lumpur

Matchbox - "Worm", "Police", "Speed Limit"

Client: Mattel Southeast Asia

Agency: Ogilvy & Mather Malaysia, Kuala Lumpur

Executive Creative Director: Sonal Dabral

Copywriters: Case Deenadayalan/Paul Lim/Ngow Fei Fei/  
Eddie Azadi

Art Directors: Brian Capel/Gavin Simpson/Ngow Fei Fei/  
Lydia Lim/James Wong

Production Manager: Derrick Chong

### Entrant: Ogilvy & Mather Singapore, Singapore

Guinness - "Torso", "Naval", "Cleavage", "Back"

Client: Gaelic Inns

Agency: Ogilvy & Mather Singapore, Singapore

Executive Creative Director/Copywriter: Andy Greenaway

Art Director: Craig Smith

Typographer: Alfred Wee

Photographer: Roy Zhang

### Entrant: Publicis Zurich, Zurich

Bikes - "Dam Wall", "Freeway", "Rock Face"

Client: Sportplausch Wider, Wallisellen

Agency: Publicis Zurich, Zurich

Creative Directors: Markus Gut/Markus Ruf

Copywriter: Rolando Baron

Art Director: Daniel Kobi

Typographer: Benny Goldstein

### Entrant: Scholz & Friends, Berlin

smart Sonderfahrzeuge - "Police", "Fire Brigade",  
"Messenger"

Client: DaimlerChrysler

Agency: Scholz & Friends, Berlin

Creative Directors: Martin Pross/Matthias Schmidt

Copywriters: Beate Steiner/Gerald Meilicke

Art Director: Michael Winterhagen

Photographers: Christoph Morlinghaus/Peer Oliver Brecht

Account Supervisors: Stefanie Wurst/Thomas Caprano/  
Eva Scholze

## OUTDOOR FINALISTS

**Entrant: Scholz & Friends, Berlin**

Mercedes-Benz Atego - "Fat Man", "Lying Woman"  
Client: DaimlerChrysler  
Agency: Scholz & Friends, Berlin  
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

**Entrant: Scholz & Friends, Berlin**

NABU-Naturschutzbund Deutschland - "Crocodile",  
"Leopard", "Snake"  
Agency: Scholz & Friends, Berlin  
Creative Directors: Stephan Ganser/Eric Urmetzer  
Copywriter: Axel Lawaczeck  
Art Director: Stefan Leick  
Photographer: Matthias Kolb  
Advertiser's Supervisors: Matthias Eichler/Uli Geiger

**Entrant: Scholz & Friends, Berlin**

Riccardo Cartillone - "Lamp", "Vacuum Cleaner", "Trolley"  
Agency: Scholz & Friends, Berlin  
Creative Director: Martin Pross  
Copywriter/Art Director: Bjoern Ruehmann  
Photographer: Sven Ulrich Glage  
Account Supervisor: Cincia Bonafede

**Entrant: Springer & Jacoby, Hamburg**

adidas Sportshoes - "Running", "Soccer", "Tennis"  
Client: Ludwig Görtz  
Agency: Springer & Jacoby, Hamburg  
Executive Creative Directors: Antje Hedde/Florian Grimm/  
Amir Kassaei  
Concept/Copywriter/Art Director/Illustrator: Gerrit Zinke  
Production Manager: Niklas Frings-Rupp

**Entrant: TAXI, Toronto**

Covenant House - "Net", "Lever Hockey", "Computer"  
Agency: TAXI, Toronto  
Creative Directors: Zak Mroueh/Paul Lavoie  
Copywriter: Terry Drummond  
Art Director: Alan Madill  
Photographer: Frank Hoedl  
Production Manager: Judy Boudreau

**Entrant: TAXI, Toronto**

Krispy Kreme - "Donut Tester", "Paid In Donuts",  
"By The Dozen"  
Agency: TAXI, Toronto  
Creative Directors: Zak Mroueh/Paul Lavoie  
Copywriter: Michael Mayes  
Art Director: Christina Yu  
Illustrator: Shingo Shimizu  
Production Manager: Ronn Battaglia

**Entrant: TAXI, Toronto**

Milestone - "Afro", "Reggae", "Equalizer"  
Agency: TAXI, Toronto  
Creative Directors: Zak Mroueh/Paul Lavoie  
Copywriter: Christina Yu  
Art Directors: Christina Yu/Lance Martin  
Illustrator: Christian Borstlap

**Entrant: TAXI, Toronto**

Milestone - "Booty", "Cross", "Car"  
Agency: TAXI, Toronto  
Creative Directors: Zak Mroueh/Paul Lavoie  
Copywriter: Michael Mayes  
Art Director: Christina Yu  
Illustrators: Christina Yu/Michelle Donnelly  
Production Manager: Beth Mackinnon

**Entrant: TAXI, Toronto**

Toronto Worldwide Short Film Festival - "Ticket", "Matches",  
"Toilet", "Stamp"  
Client: Canadian Film Centre  
Agency: TAXI, Toronto  
Creative Directors: Zak Mroueh/Paul Lavoie  
Copywriter: Jonathan Careless  
Art Director: Lance Martin  
Typographer: Kristoff Steinruck  
Production Manager: Mark Prole

**Entrant: TAXI, Toronto**

Volant - "Mountain", "Stitches", "Razor"  
Agency: TAXI, Toronto  
Creative Directors: Zak Mroueh/Paul Lavoie  
Copywriter: Siobhan Dempsey  
Art Director: Rich Buceta  
Photographer: Philip Rostron

**Entrant: Young & Rubicam, New York**

Bronx Zoo - "Bats", "Gekko", "Tiger", "Turtle", "Crane"  
Client: Wildlife Conservation Society  
Agency: Young & Rubicam, New York  
Executive Creative Director: Ross Sutherland  
Creative Director: Betsy Petropoulos  
Copywriter: Stu Garrett  
Art Director: Ted McCagg  
Photographer: Dennis Blachut

**Entrant: Young & Rubicam, Toronto**

Specialty Channel - "Courtroom", "Lie Detector",  
"Confessional"  
Client: Documentary Channel  
Agency: Young & Rubicam, Toronto  
Creative Directors: Wain Choi/Ron Thomson  
Copywriter: Nelson Quintal  
Art Director: Aya Refaeli  
Photographer: Ron Fehling  
Production Manager: Cherie Rudy