

2011 AME AWARDS WINNERS

INTERNATIONAL GRAND AME AWARD Determined by the entire international jury, the International Grand AME Award, is presented to the highest scoring entry in the competition.



Europe

Entrant: DDB Stockholm AB

Title: The Fun Theory

Brand: Volkswagen BlueMotion Technologies

Category: Autos / Automotive Products

Creative Director: Lars Axelsson, Martin Larsson

Credits:

1 Andreas Dahlqvist Executive Creative Director

2 Lars Axelsson Business Director

3 Martin Lundgren Copywriter

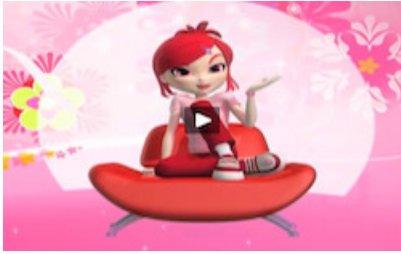
4 Simon Higby Art Director

5 Jerker FagerstrÅm Planner

PLATINUM AME AWARDS

Determined by the entire international jury, the Platinum Award is presented to the top overall entry from each of the 5 regions. An entry must win a Gold Award in order to qualify for the Platinum Award.

Asia Pacific



Entrant: McCann Erickson
Title: How we won the hearts of Israeli teenage girls
Brand: Kotex Young
Category: Youth Marketing
Creative Director: Ayelet Hargash, MEA Adult and Fem Care Marketing



Entrant: TBWAHAKUHODO
Title: adidas Sky Comic
Brand: Adidas Japan
Category: Events Marketing
Creative Director: Taro Sato

Europe



Entrant: DDB Stockholm AB
Title: The Fun Theory
Brand: Volkswagen BlueMotion Technologies
Category: Autos / Automotive Products
Creative Director: Lars Axelsson, Martin Larsson

North America



Entrant: Zimmerman Advertising
Title: “Not what Mom had in mind”
Brand: Lane Bryant
Category: Apparel / Personal Items
Creative Director: Audrey Mitchell, Account Director

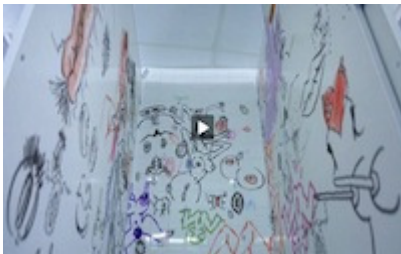
GOLD AME AWARDS

Asia Pacific



Entrant: DDB China Group / DDB Shanghai
Title: Walk For Green
Brand: China Environmental Protection Foundation
Category: Low Budget
Creative Director: Jenny Liu

Europe



Entrant: TBWAParis
Title: Graffiti
Brand: AIDES
Category: Online
Creative Director: Anne Vincent

Entrant: TBWA\Singapore
Title: The Ultimate Start-Up Space
Brand: Martell VSOP
Category: Promotions Marketing
Creative Director: Bibiana Lee



Entrant: Ogilvy & Mather Werbeagentur GmbH
Title: Cinema Rear View Mirror
Brand: Europcar
Category: Autos / Automotive Products
Creative Director: Leonie Poetter



Entrant: HEIMAT, Berlin
Title: The Next Big Thing
Brand: Audi A1
Category: Interactive Marketing
Creative Director: Sebastian Marx



Entrant: Jung von Matt/basis
Title: Flyvertising
Brand: Eichborn - Der Verlag mit der Fliege
Category: Corporate
Creative Director: Daniel Adolph



Entrant: HEIMAT, Berlin
Title: Go Beyond Borders
Brand: CNN International
Category: Guerrilla / Alternative Media
Creative Director: Sebastian Marx



Entrant: HEIMAT, Berlin
Title: Go Beyond Borders
Brand: CNN International
Category: Media Promotion
Creative Director: Sebastian Marx



Entrant: Jung von Matt AG
Title: Last Call
Brand: 13th street
Category: Interactive Marketing
Creative Director: Mathias Stiller, Wolfgang Schneider



Entrant: HEIMAT, Berlin
Title: The Next Big Thing
Brand: Audi A1
Category: Online
Creative Director: Sebastian Marx



Entrant: HEIMAT, Berlin
Title: Contest for the Craziest DIY Projects
Brand: HORNBACH
Category: Promotions Marketing
Creative Director: Sebastian Marx



Entrant: HEIMAT, Berlin
Title: Go Beyond Borders
Brand: CNN International
Category: Low Budget
Creative Director: Sebastian Marx

North America



Entrant: SabMiller
Title: "1-Second Ad' Campaign
Brand: Miller High Life
Category: Beverages: Alcoholic
Creative Director: Nick Miaritis



Entrant: Gotham Inc.
Title: Yellowbook: Getting in touch with our basic instincts
Brand: Yellowbook
Category: Telecommunications Services & Equipment
Creative Director: Mike Schmidt

SILVER AME AWARDS

Africa

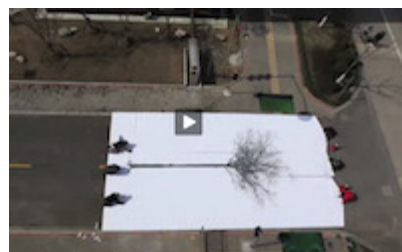


Entrant: Bates Taiwan CO.,Ltd.
Title: How to win over 12 women
Brand: ISABELLE wedding cake
Category: Online
Creative Director: Henry Chu/ Jojo Tsai/
Alin Chen/ Val Chang/ Margaret Lin

Asia Pacific



Entrant: DDB China Group / DDB Shanghai
Title: Walk For Green
Brand: China Environmental Protection Foundation
Category: Outdoor / Transit
Creative Director: Jenny Liu



Entrant: Phd Media, Shanghai
Title: Clear Unbeatable
Brand: Clear
Category: Cosmetics / Toiletries
Creative Director: Qian Li



Entrant: McCann Erickson
Title: From a 0% market share to 43% in just a few months
Brand: Yoplait Shtoozim
Category: Foods
Creative Director: Daphna Miller

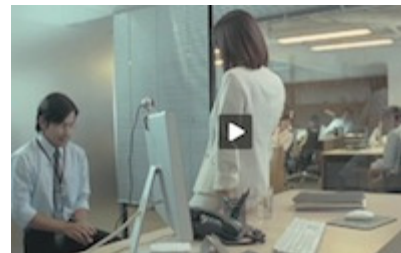


Entrant: Bates Taiwan CO.,Ltd.
Title: How to win over 12 women
Brand: ISABELLE wedding cake
Category: Branding
Creative Director: Henry Chu/ Jojo Tsai/ Alin Chen/ Val Chang/ Margaret Lin

Entrant: DDB China Group / DDB Shanghai
Title: Walk For Green
Brand: China Environmental Protection Foundation
Category: Public Relations
Creative Director: Jenny Liu



Entrant: TBWA\Singapore
Title: The Ultimate Start-Up Space
Brand: Martell VSOP
Category: Outdoor / Transit
Creative Director: Bibiana Lee



Entrant: Bates Taiwan CO.,Ltd.
Title: How to win over 12 women
Brand: ISABELLE wedding cake
Category: Foods
Creative Director: Henry Chu/ Jojo Tsai/ Alin Chen/ Val Chang/ Margaret Lin

Europe



Entrant: TBWAParis
Title: Graffiti
Brand: AIDES
Category: Public Service and Not-for-Profit
Creative Director: Anne Vincent

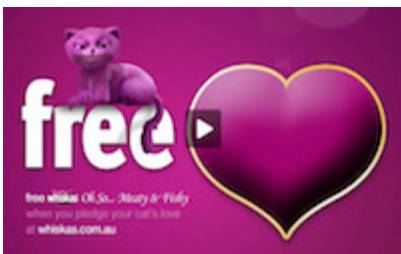
North America



Entrant: Zimmerman Advertising
Title: “Not what Mom had in mind”
Brand: Lane Bryant
Category: Public Relations
Creative Director: Audrey Mitchell,
Account Director

BRONZE AIME AWARDS

Asia Pacific



Entrant: BD NETWORK
Title: WHISKAS PLEDGE
Brand: WHISKAS



Entrant: HEIMAT, Berlin
Title: Make it your project.
Brand: HORNBACH
Category: Integrated (Mixed Media)
Marketing
Creative Director: Sebastian Marx



Entrant: DDB China Group / DDB
Shanghai
Title: New Year, New Trend

Category: Pet Products and Services
Creative Director: JONNY CLOW



Entrant: Phd Media, Shanghai
Title: 2010 Special Treatment
Brand: Magnum
Category: Social Media
Creative Director: Ivy Au

Brand: Lipton
Category: Foods
Creative Director: Margaret Wu



Entrant: DDB China Group / DDB Shanghai
Title: Walk For Green
Brand: China Environmental Protection Foundation
Category: Design
Creative Director: Jenny Liu



Entrant: BBR Saatchi & Saatchi, Tel Aviv
Title: Kosovo - The Young Europeans
Brand: Government of Kosovo
Category: Government / Political
Creative Director: Elinor Gorenstein



Entrant: McCann Worldgroup Philippines, Inc.
Title: Jollitown Season 2
Brand: Jollibee
Category: Integrated (Mixed Media) Marketing
Creative Director: Sandra Salinda



Entrant: TBWA\Singapore
Title: The Ultimate Start-Up Space
Brand: Martell VSOP
Category: Beverages: Alcoholic
Creative Director: Bibiana Lee



Entrant: MCCANN WORLDGROUP (THAILAND) LTD.
Title: Love Code
Brand: LG Lollipop
Category: Telecommunications Services & Equipment
Creative Director: Nutchu Mauthorn

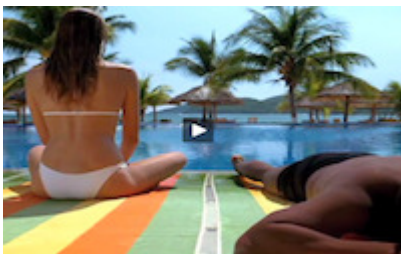
Europe



Entrant: Jung von Matt
Title: SLS AMG
Brand: Mercedes-Benz
Category: Autos / Automotive Products
Creative Director: Sonja Stockmann



Entrant: HEIMAT, Berlin
Title: Make it your project.
Brand: HORNBACH
Category: Retail Stores
Creative Director: Sebastian Marx



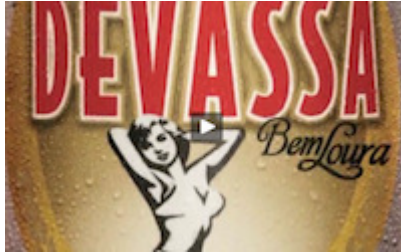
Entrant: Ogilvy & Mather Werbeagentur GmbH
Title: Hotel Check Web Guerilla
Brand: DKV Private Health Insurance
Category: Banks / Financial Services /



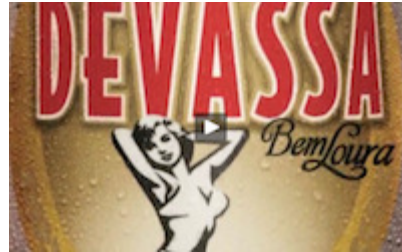
Entrant: HEIMAT, Berlin
Title: The Next Big Thing
Brand: Audi A1
Category: Autos / Automotive Products
Creative Director: Sebastian Marx

Insurance
Creative Director: Daniela Loesch

Latin America



Entrant: Agencia Mood
Title: Mysterious Blonde
Brand: Devassa Bem Loura
Category: Social Media
Creative Director: Andrea Souza



Entrant: Agencia Mood
Title: Mysterious Blonde
Brand: Devassa Bem Loura
Category: Integrated (Mixed Media) Marketing
Creative Director: Andrea Souza

North America



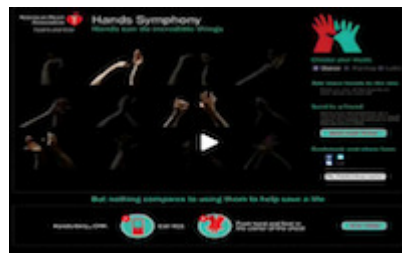
Entrant: PROXIMITY CANADA
Title: RBC STUDENT STIMULUS PACKAGE
Brand: RBC STUDENT BANKING
Category: Promotions Marketing
Creative Director: MARNI OTIS



Entrant: Gotham Inc.
Title: Discovering Goody's Playful Side
Brand: Goody Simple Styles
Category: Apparel / Personal Items
Creative Director: Marie Salzman



Entrant: Team One Advertising



Entrant: Gotham Inc.

Title: Lead By Example
Brand: Lexus
Category: Corporate Image
Creative Director: Renee Brown



Entrant: Zimmerman Advertising
Title: “Not what Mom had in mind”
Brand: Lane Bryant
Category: Other
Creative Director: Audrey Mitchell,
Account Director

Title: Inspiring Action to Save Lives
Brand: American Heart Association
Category: Low Budget
Creative Director: Sadie Thoma



Entrant: Gotham Inc.
Title: Inspiring Action to Save Lives
Brand: American Heart Association
Category: Public Service and Not-for-Profit
Creative Director: Sadie Thoma