

Inside...

# **2009** Industry Awards and Recognition

the **wunderman** network

EMEA		Austria	Vienna	6
dm Drogeriemarkt	Active Beauty	Columbus Awards	Bronze	
Land Rover	60 Years Off the Road	Columbus Awards	Gold	
Ford	Summerdeats	Columbus Awards	Shortlist	
Land Rover	60 Years Off the Road	Columbus Awards	Shortlist	
Wunderman	Xmas Wonders	Columbus Awards	Shortlist	
Ford	Focus A New Kind of Blue	Columbus Awards	Shortlist	

EMEA		Belgium	These Days Antwerp	10
Wim Teller	Project 7-7	Creative Club Belgium (CCB) Awards	Shortlist	
Usboerke Ice Cream	End of Year	Cuckoo Awards (Belgium's Biggest DM & Response Mktg. Award Show)	Winner	
Wim Teller	Project 7-7	Internet Advertising Competition (IAC)	Best Arts Website	
Intel	Time's Up for the Hourglass	Internet Advertising Competition (IAC)	Outstanding Rich Media Online Ad	
Tele Atlas	McGuider	Internet Advertising Competition (IAC)	Outstanding Website	
Tele Atlas	McGuider	NY Festivals	Finalist	
Intel	Time's Up for the Hourglass	Save Your Darlings	Finalist	
Wim Teller	Project 7-7	Webby Awards	Nominated	
Wim Teller	Project 7-7	Webby Awards	Nominated	
Wim Teller	Project 7-7	Webby Awards	Nominated	

EMEA		Czech Republic	Prague	9
Ford	Driver's Logbook	Czech Direct Awards	Bronze	
Unilever	Internet Camp	Czech Direct Awards	Bronze	
Microsoft	Plaster Antivirus	Czech Direct Awards	Gold	
Microsoft	Visiting Cards	Czech Direct Awards	Gold	
Microsoft	Plaster Antivirus	Czech Direct Awards	Grand Prix	
Microsoft	Decorating the Xmas Tree	Czech Direct Awards	Silver	
Staropramen Brewery	You'll have to drink that!	Czech Direct Awards	Silver	
Staropramen	Cooltek	EFFIE Awards	Shortlist	
Microsoft	Office Small Business	EFFIE Awards	Shortlist	

REGION:	EMEA	COUNTRY:	Denmark	OFFICE:	Copenhagen	TOTAL AWARDS:	7
Client		Campaign		Award Competition		Award Level	
DSB		S-More		Advertising Effectiveness Awards		Shortlist	
Sonofon		Mobilideal		Danish DM Awards		Shortlist	
Ford		Fiesta Preview		Danish DM Awards		Shortlist	
Microsoft		Core IO		Danish DM Awards		Shortlist	
DSB		S-More		Danish DM Awards		Shortlist	
Ford		Ford Fiesta Opening		DMA Echo Awards		Finalist	
DSB		DSB S-more		DMA Echo Awards		Leader	

EMEA		Germany	Frankfurt	35
Yamaha	Psst, My Mailing Can Talk	Best of Business (BOB) Awards	Silver	
Lufthansa	Joe Sample's World	Connex Lions Direct	Shortlist	
Lufthansa	Paperless Flying	Columbus Aviation Dialogue Awards	Bronze	
Unilever	Tom Up	Columbus Awards	Shortlist	
Lufthansa	Paperless Flying	DDP Awards	Bronze	
Lufthansa	Campaign Violence Against Women	DDP Awards	Bronze	
Lufthansa	Paperless Flying	DDP Awards	Gold	
Lufthansa	Paperless Flying	DDP Awards	Gold	
Lufthansa	Musterman's World	DDP Awards	Gold	
Monocland	A Sultcase Full of Money	DDP Awards	Gold	
Yamaha Motor	Psst, My Mailing Can Talk	DDP Awards	Shortlist	
Ford	Milten im Jetz und Du miltenhin	DDP Awards	Shortlist	
Ford	Ford mit einem Griff die Testfahrt verlaengern	DDP Awards	Shortlist	
Lufthansa	Musterman's World	DDP Awards	Silver	
Lufthansa	Musterman's World	DDP Awards	Silver	
Land Rover	Black or White	DDP Awards	Silver	
Ford		DDP Awards	Silver	
Lufthansa	HON Birthday Mailing	Deutsche Post Mailing Competition	Bronze	
Lufthansa	Mail from the Pub	Deutsche Post Mailing Competition	Gold	
Lufthansa	Musterman's World	Deutsche Post Mailing Competition	Gold	
Ford	Milten im Jetz	Deutsche Post Mailing Competition	Silver	
Ford	This is Now - Be part of it!	DMA Echo Awards	Silver	
Land Rover	Black or White	DMA Echo Awards	Leader	
Lufthansa	Upfront Mailing	John Caples Awards	Silver	
Jaguar	280km/h	NY Festivals	Bronze	
Lufthansa	Paperless Flying	NY Festivals	Shortlist	
Monocland	A Sultcase Full of Money	NY Festivals	Shortlist	
Unilever	Zerissen	NY Festivals	Shortlist	
Unilever	Zerissen	NY Festivals	Shortlist	
Wunderman	Der kleinste Advenstrenkranz der Welt	NY Festivals	Shortlist	
Unilever	Zerissen	NY Festivals	Silver	
Land Rover	Black or White	Swiss Dialogue Awards	Bronze	
Lufthansa	Fly without Paper	Swiss Dialogue Awards	Gold	
Lufthansa	Fly without Paper	Swiss Dialogue Awards	Platinum	
Unilever	Tom Up	Swiss Dialogue Awards	Silver	

EMEA		Germany	Munich	1
Microsoft	HPC Launch 2008	Microsoft Communication Star Award	Winner	

EMEA		Hungary	Budapest	1
Acor	Top Premium	Hipnozis (Hungary's Creative Festival)	Silver	

EMEA		Jordan	Amman	12
Radio Energy	Energy FM Rate Cards	Jordan Advertising Awards	Bronze	
Microsoft	Heroes Happen Here	Jordan Advertising Awards	Bronze	
Wunderman	Ramadan Gift Box	Jordan Advertising Awards	Bronze	
ZAD	LSS Posters	Jordan Advertising Awards	Bronze	
Amman FM	Jordan's Heartbeat	Jordan Advertising Awards	Gold	
Kafa	Royal Health Awareness	Jordan Advertising Awards	Gold	
Radio Energy	Corporate Identity and Design Development	Jordan Advertising Awards	Gold	
Microsoft	Watch Your Assets Grow	Jordan Advertising Awards	Silver	
Jordan River Foundation	"A Flowing Line" Showroom Ad	Jordan Advertising Awards	Silver	
Al-Muna Heating, Air Conditioning & Sanitary Supplies	http://www.al-munaco.com	Jordan Web Awards	Gold	
The National Arab Motors KIA-Jordan	www.kiajordan.com	Jordan Web Awards	Gold	
Manbar al Rai	http://www.manbaralrai.com	Jordan Web Awards	Silver	

REGION:	EMEA	COUNTRY:	Oman	OFFICE:	Muscat	TOTAL AWARDS:	2
Client		Campaign		Award Competition		Award Level	
OmanAir		Flyfree Campaign		Pan Arab Web Awards		Silver	
OmanAir		Flyfree Campaign		OMAN Web Awards		Winner	

EMEA		Portugal	Lisbon	9
Volosul	Electric Carrot	Clube de Criativos de Portugal (CCP) Awards	Bronze	
SAP	Garbage Bag	Clube de Criativos de Portugal (CCP) Awards	Bronze	
Caixa Geral de Depositos	Team Work	Clube de Criativos de Portugal (CCP) Awards	Bronze	
Microsoft	Curriculum	Clube de Criativos de Portugal (CCP) Awards	Bronze	
SAP	Clifton Swabs	Clube de Criativos de Portugal (CCP) Awards	Bronze	
SAP	Business Forum 08	Clube de Criativos de Portugal (CCP) Awards	Bronze	
Baccardi Martini	Life Mixer	Clube de Criativos de Portugal (CCP) Awards	Shortlist	
Volosul	Electric Potato	Clube de Criativos de Portugal (CCP) Awards	Silver	
Associação Nacional de Farmácias	Programa Farmácias Portuguesas 2009	Prémios à Eficácia (Efficiency Awards)	Finalist	

EMEA		Slovenia	Ljubljana	1
Petrol	Petrol New Year's Event for Corporate Partners	*Odeev 2009* Event Management Conference	First Prize	

EMEA		Sweden	Stockholm	3
Red Cross	Save the Mothers	Swedma Awards (Swedish DMA)	Finalist	
Red Cross	Save the Mothers	Swedma Awards (Swedish DMA)	Finalist	
Lufthansa	Gather the Fans	Swedma Awards (Swedish DMA)	Gold	

EMEA		Switzerland	FutureCom Zurich	3
Tibetan Youth Association	Help for Tibet	Best of Swiss Web Awards	Bronze	
Gebert	NU+	Best of Swiss Web Awards	Shortlist	
Tibetan Youth Association	Help for Tibet	NY Festivals	Finalist	

EMEA		Turkey	Istanbul	6
Mey (Yeni Raki)	Napkins	Crystal Apple Awards	Crystal Apple	
Mey (Yeni Raki)	Discussion Menus	Crystal Apple Awards	Success (Runner Up)	
IKEA	Flatpack House	Crystal Apple Awards	Success (Runner Up)	
LG Electronics	Radio Ad: The Washing Machine That Thought it Was an Iron	Crystal Apple Awards	Success (Runner Up)	
IKEA	New Catalogue Launch	Crystal Apple Awards	Success (Runner Up)	
Wunderman	"Sandpaper" Recruitment	Crystal Apple Awards	Success (Runner Up)	

EMEA		UAE	Dubai	6
Microsoft	The Ideal Candidate	Dubai Lynx Awards	Bronze	
Microsoft	Get a Better View	Dubai Lynx Awards	Bronze	
Microsoft	Get a Better View	Dubai Lynx Awards	Bronze	
DU Communications	Make Me Happy	Dubai Lynx Awards	Shortlist	
Mars	12 Positionings of Creativity	Dubai Lynx Awards	Shortlist	
Microsoft	The Ideal Candidate	Dubai Lynx Awards	Shortlist	

EMEA		UK	Coventry	1
Wunderman		European CallCentre Awards	Shortlist	

EMEA		UK	London	2
Ford, Land Rover, P&G	The Greensaver	Connex Lions Direct	Shortlist	
P&G	Beingit.com	P&G Internal Awards	Global Brand Building Award for Best Communication Innovation	

NA		U.S.	Chicago	1
Xbox	Xbox 360 Anti-Gravity Tour	SAMMY Awards (National Sports Forum)	Bronze	

NA		U.S.	Team Detroit	1
Ford	You Speak Green	Catalyst Awards	Winner	

NA		U.S.	Irvine	3
Land Rover	Off-Road Experience	ADDY Awards (Local)	Gold	
Toshiba	Gamer Preparedness Test	EFFIE Awards	Finalist	
Toshiba	Gamer Preparedness Test	EFFIE Awards	Finalist	

NA		U.S.	New York	6
Microsoft	Fun with Keyboards	DMA Echo Awards	Bronze	
AICPA	Start Here. Go Places	EFFIE Awards	Finalist	
Microsoft	Fun with Keyboards	John Caples Awards	Finalist	
Nationwide	Nationwide Gameshow	Telly Awards	Silver	
Dannon	Dannon Website	Web Marketing Association: WebAwards	Outstanding Website	
Diageo	Johnnie Walker Private Tasting	Web Marketing Association: WebAwards	Outstanding Website	

NA		U.S.	RTCRM	3
RTCRM	"Wedgies" - Boot Camp Poster	ADDY Awards (District)	Gold	
Time Warner Cable Inc.	It's A Small World	ADDY Awards (District)	Silver	
Glaxo Smith Kline	Nicorette White Ice Mint	DMA Echo Awards	Finalist	

NA		U.S.	Seattle	7
MSN	Olympics	ADDY Awards (District)	Best in Show	
Microsoft	Olympics	ADDY Awards (District)	Gold	
Microsoft	No One Wants to Look Dumb	ADDY Awards (District)	Gold	
MSN	Olympics	ADDY Awards (District)	Gold	
MSN	No One Wants to Look Dumb	ADDY Awards (District)	Silver	
MSN	Olympics	ADDY Awards (National)	Silver	
Microsoft	Holmat Quick Add	Web Marketing Association: WebAwards	Gold	

NA		Canada	Toronto	1
Rogers Cable	Loading Bar	Mark Awards	Gold	

LATAM		Argentina	Buenos Aires	9
lan.com	Low Budget	AMAUTA Awards	Silver	
Diageo	Don't Touch the Label	Festival El Sol de San Sebastian España	Shortlist	
Wunderman	Help to see, from Wunderman Buenos Aires to Silvio Velo	FIAP 2009	Bronze	
Diageo	Don't Touch the Label	Globe Awards	Bronze	
Diageo	Don't Touch the Label	Globe Awards	Gold	
LAN Airlines	Low Budget	Globe Awards	Silver	
Coca Cola	There is no such thing as harmless envy	IAB Awards (Interactive Advertising Bureau)	Bronze	
LAN	LAN Route to Australia	Wave Festival Rio de Janeiro	Shortlist	
Diageo	Don't Touch the Label	Wave Festival Rio de Janeiro	Silver	

LATAM		Mexico	Mexico	3
Nokia	Media Juggler	Circulo de Oro Awards	Bronze	
MSN	The Mouse Awards	Circulo de Oro Awards	Gold	
Nokia	Media Juggler	IAB Awards (Interactive Advertising Bureau)	Bronze	

LATAM		Chile	Santiago	1
Naval Academy	Escuela Naval	IAB Awards (Interactive Advertising Bureau)	Winner	

LATAM		Brazil	Sao Paulo	2
AAOC	Donations on Sale	Connex Lions Media	Shortlist	
Land Rover	We Live to Tell Stories	Connex Lions Media	Silver	

APAC		Australia	Melbourne	7
Kraft	Vegemile One in a Billion	APMA (Australian Promotional Marketing Association)	Gold	
Kraft	Vegemile One in a Billion	APMA (Australian Promotional Marketing Association)	Silver	
Kraft	Vegemile One in a Billion	APMA (Australian Promotional Marketing Association)	Silver	
Origin	Recycled Mail Pack	DMA Echo Awards	Finalist	
Ford	Rendezvous	DMA Echo Awards	Leader	
Kraft	Vegemile One in a Billion	Globe Awards	Merit	
Kraft	Vegemile One in a Billion	Globe Awards	Merit	

APAC		Australia	Sydney	5
Microsoft	TerGrandsBuriedHere.com	ADMA Awards	Finalist	
Microsoft	Earth2.0	DMA Echo Awards	Finalist	
WWF	Earth in Your Hands	DMA Echo Awards	Finalist	
WWF	Earth in Your Hands	DMA Echo Awards	Silver	
Microsoft	It's Not Piracy	World Wide Marketing Excellence Awards	Winner	

APAC		China	AGENDA Hong Kong	1
Ocean Park Hong Kong	Halloween Facebook Campaign	ROI Digital Contest	Gold	

APAC		China	AGENDA Shanghai	2
Disney China	Princess Platform	ROI Digital Contest	Silver	
Pepsico Food	Doritos D-Generation Campaign	ROI Digital Contest	Silver	

APAC		China	Beijing	1
Microsoft	Be Next CTO	Microsoft CMG Online Awards	Best	

APAC		New Zealand	Auckland	2
Microsoft	Virus	Connex Lions Direct	Shortlist	
Microsoft	Blender	RSPV Awards	Silver	