

# RESULTS ADC\*E Judging 2010

Results		Category	Country	Title	Agency	
Nomination	Gold	Grand Prix	1.5. Mixed Media Campaigns	Italy	AYSUW? - INTEGRATED	JWT ITALY
Nomination	Gold		1.1. TV Commercials	France	The Closet	BETC EURO RSCG
Nomination	Gold		1.2. Cinema Commercials	Germany	LAST CALL	Jung von Matt AG
Nomination	Gold		1.4. Public Service & Charity	Portugal	EfeitoD	BBDO Portugal
Nomination	Gold		2.1. Poster Advertising	Austria	Tied Up	WIEN NORD
Nomination	Gold		2.2. Newspaper Advertising	Germany	The SPIEGEL Print Campaign "Accurate Picture"	Jung von Matt AG
Nomination	Gold		2.3. Magazine & Trade Advertising	Switzerland	Eye Tracking	Euro RSCG Group Switzerland
Nomination	Gold		2.4. Promotions & Mailings	Germany	The fresh stone-age-meat-promotion	DDB Berlin GmbH
Nomination	Gold		2.4. Promotions & Mailings	Germany	The Berg	Mila / Jakob Tigges
Nomination	Gold		3.1 Interactive media: Websites & DVDs	France	JE TUE UN AMI.COM/I KILL A FRIEND.COM	BETC EURO RSCG
Nomination	Gold		3.2. Online Advertising	France	Rollerbabies	BETC EURO RSCG
Nomination	Gold		3.3. Ambient Media	Germany	BMW Flash-Projection	Serviceplan
Nomination	Gold		3.3. Ambient Media	Germany	Flyvertising - the world's first fly banner.	Jung von Matt AG
Nomination	Gold		3.3. Ambient Media	Italy	Auditorium	JWT ITALY
Nomination	Gold		3.5 Any other	Italy	Beer Gloss	JWT ITALY
Nomination	Gold		3.5. Any Other	Austria	Traktor Werbeagentur GmbH	Nonja
Nomination	Gold		3.5. Any Other	Germany	Sounds of Hamburg	Jung von Matt AG
Nomination	Gold		4.1. Graphic Design	Germany	GÖRTZ. JUNIOR-BAGS.	guertlerbachmann Werbung
Nomination	Gold		4.4 Illustration and Photography	Germany	The SPIEGEL Print Campaign "Accurate Picture".	Jung von Matt AG
Nomination	Gold		4.5. Packaging	Germany	The Earphones Note	Scholz & Friends

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Nomination Gold	4.6. Environmental Design	Germany	Go Beyond Borders	HEIMAT, Berlin
Nomination Gold	4.7 Any Other	Germany	QLOCKTWO	Biegert & Funk
Nomination Gold	5.1 European Student of the Year	Germany	Oleg - life of a weightlifter	Student: Mario Zozin
Nomination Gold	5.2 Young European Creative	Austria	Tied Up	JUNIOR: MATTHIAS PISKE (Agency: Wien Nord)
Nomination	1.1. TV Commercials	Germany	"Life without craftsmen"	Scholz & Friends
Nomination	1.1. TV Commercials	Germany	New Kid	kempertrautmann gmbh
Nomination	1.1. TV Commercials	Italy	Football Match/ Friendship/ Supermarket/ Moving	JWT ITALY
Nomination	1.1. TV Commercials	Spain	COIN	DDB ESPANA
Nomination	1.1. TV Commercials	Switzerland	Quick Sex	Euro RSCG Group Switzerland
Nomination	1.2. Cinema Commercials	France	The Closet	BETC EURO RSCG
Nomination	1.2. Cinema Commercials	Germany	New Kid	kempertrautmann gmbh
Nomination	1.2. Cinema Commercials	Italy	CINEMA: "LADY VIOLETTE'S DIARIES"	JWT ITALY
Nomination	1.3. TV Graphics	Germany	Intelligently combined	kempertrautmann gmbh
Nomination	1.4. Public Service & Charity	Spain	Red Cross Store	Leo Burnett Iberia
Nomination	1.4. Public Service & Charity	Spain	Message in a bottle	Leo Burnett Iberia
Nomination	1.5 Mixed Media Campaigns	Switzerland	Romantic Power Blackout	Ruf Lanz, Zurich
Nomination	1.5. Mixed Media Campaigns	Czech Republic	Love Symbol	Kaspen/Jung von Matt a.s.
Nomination	1.5. Mixed Media Campaigns	Germany	Concert for the People	Jung von Matt AG
Nomination	1.5. Mixed Media Campaigns	Germany	Go Beyond Borders	HEIMAT, Berlin
Nomination	1.5. Mixed Media Campaigns	Portugal	Liga Sagres - Get on the Field (ENTRA EM CAMPO)	FISCHER PORTUGAL

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Nomination	1.6 Any other	Italy	Frog	Saatchi & Saatchi
Nomination	1.6. Any other	Germany	ADC Showtrailer	giraffenttoast design gmbh
Nomination	1.6. Any other	Germany	Have you seen that?!?	19:13 Werbeagentur GmbH
Nomination	1.6. Any other	Germany	Sunshine in Halle	Jung von Matt AG
Nomination	1.6. Any other	Poland	The Kinematograph	PLATIGE IMAGE
Nomination	1.6. Any other	Spain	Xcèntric / 50 años del "otro" cine español	Xcèntric
Nomination	1.6. Any other	Spain	F5 Opening Titles	F5
Nomination	2.1 Poster Advertising	Germany	The Living Poster	Publicis Frankfurt
Nomination	2.1. Poster Advertising	Austria	SplitView/Fin, The End, Ende	Jung von Matt/Donau Werbe GmbH
Nomination	2.1. Poster Advertising	Austria	Flags	Jung von Matt/Donau Werbe GmbH
Nomination	2.1. Poster Advertising	Germany	Black Ribbon	BBDO Düsseldorf GmbH
Nomination	2.1. Poster Advertising	Germany	Furniture Messages	Grabarz & Partner
Nomination	2.1. Poster Advertising	Germany	"Enjoy The Original."	Scholz & Friends
Nomination	2.1. Poster Advertising	Germany	The unseen	BBDO Düsseldorf GmbH
Nomination	2.1. Poster Advertising	Germany	UHU - Retro Billboard	UHU GmbH & Co. KG
Nomination	2.1. Poster Advertising	Germany	Scared Dictators - "Ahmadinajad" / "Raul Castro" / "Kim Yong-il"	Ogilvy Frankfurt
Nomination	2.1. Poster Advertising	Germany	"Wrong News"	Scholz & Friends
Nomination	2.1. Poster Advertising	Germany	"128 Stars - 1 Orchestra"	Scholz & Friends
Nomination	2.1. Poster Advertising	Germany	The LEGO Codes	Lukas Lindemann Rosinski
Nomination	2.1. Poster Advertising	Germany	The SPIEGEL Print Campaign "Accurate Picture"	Jung von Matt AG

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Results	Category	Country	Title	Agency
Nomination	2.1. Poster Advertising	Poland	Belly button	Grey Warsaw
Nomination	2.1. Poster Advertising	Spain	TIDE	Leo Burnett Iberia
Nomination	2.1. Poster Advertising	Spain	Tales	Leo Burnett Iberia
Nomination	2.1. Poster Advertising	Switzerland	Great Emotions	Euro RSCG Group Switzerland
Nomination	2.1. Poster Advertising	Switzerland	Leica Bright Images	Advico Y&R AG
Nomination	2.1. Poster Advertising	Switzerland	eBoard at Zurich-Maintrainstation	Spillmann/Felser/Leo Burnett
Nomination	2.1. Poster Advertising	Switzerland	Zoo Zurich	Advico Y&R AG
Nomination	2.2. Newspaper Advertising	Germany	The unseen	BBDO Duesseldorf GmbH
Nomination	2.2. Newspaper Advertising	Italy	COMIC-STRIPS	JWT ITALY
Nomination	2.2. Newspaper Advertising	Poland	Clew	Euro RSCG Warsaw
Nomination	2.2. Newspaper Advertising	Switzerland	Listen to our newspaper	Spillmann/Felser/Leo Burnett
Nomination	2.2. Newspaper Advertising	Switzerland	Great Emotions	Euro RSCG Group Switzerland
Nomination	2.2. Newspaper Advertising	Switzerland	Tunnels	KSB Krieg Schlupp Buerge
Nomination	2.3. Magazine & Trade Advertising	Austria	SplitView/Fin, The End, Ende	Mercedes-Benz
Nomination	2.3. Magazine & Trade Advertising	Austria	Malignant Symbols	Euro RSCG Vienna GmbH
Nomination	2.3. Magazine & Trade Advertising	Austria	Flags	Jung von Matt/Donau Werbe GmbH
Nomination	2.3. Magazine & Trade Advertising	Germany	Black Ribbon	BBDO Düsseldorf GmbH
Nomination	2.3. Magazine & Trade Advertising	Germany	"Wrong News"	Scholz & Friends
Nomination	2.3. Magazine & Trade Advertising	Germany	Songbirds	Grabarz & Partner
Nomination	2.3. Magazine & Trade Advertising	Italy	Petholiday	McCann Erickson Italy

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Nomination	2.3. Magazine & Trade Advertising	Portugal	Honda Parking Sensors - Opera Singer	FISCHER PORTUGAL
Nomination	2.3. Magazine & Trade Advertising	Spain	TIDE	Leo Burnett Iberia
Nomination	2.3. Magazine & Trade Advertising	Switzerland	Cover Beauty	Ruf Lanz, Zurich
Nomination	2.3. Magazine & Trade Advertising	Switzerland	Angry Houses	Jung von Matt/ Limmat
Nomination	2.3. Magazine & Trade Advertising	Switzerland	SonntagsZeitung "the insight story"	Advico Y&R AG
Nomination	2.4. Promotions & Mailings	Austria	Melanoma	Euro RSCG Vienna GmbH
Nomination	2.4. Promotions & Mailings	Austria	Book-keeper	Drafftcb Partners Werbeage m.b.H.
Nomination	2.4. Promotions & Mailings	Austria	Undeliverable Letter	Demner, Merlicek & Bergma WerbeGesellschaft mbH
Nomination	2.4. Promotions & Mailings	Germany	The Leibniz Biscuit Potrait Mailing	Kolle Rebbe GmbH
Nomination	2.4. Promotions & Mailings	Germany	Flyvertising - the world's first fly banner.	Jung von Matt AG
Nomination	2.4. Promotions & Mailings	Germany	Go Beyond Borders	HEIMAT, Berlin
Nomination	2.4. Promotions & Mailings	Germany	The Living Poster	Publicis Frankfurt
Nomination	2.4. Promotions & Mailings	Germany	The LEGO Codes	Lukas Lindemann Rosinski
Nomination	2.4. Promotions & Mailings	Germany	Help the Oma	Saatchi & Saatchi Germany
Nomination	2.4. Promotions & Mailings	Germany	The Contemporary Beauty Ideal	Ogilvy Frankfurt
Nomination	2.4. Promotions & Mailings	Germany	Concert for the People	Jung von Matt/Alster Werbe GmbH
Nomination	2.4. Promotions & Mailings	Germany	Audio annual report	Serviceplan
Nomination	2.4. Promotions & Mailings	Switzerland	Mediacrisis-Mailing	Spillmann/Felser/Leo Burne
Nomination	2.4. Promotions & Mailings	Switzerland	Mercedes-Benz Guard Model	Jung von Matt/ Limmat
Nomination	2.4. Promotions & Mailings	Switzerland	Bad news	Ruf Lanz, Zurich

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Results	Category	Country	Title	Agency
Nomination	3.1 Interactive media: Websites & DVDs	Austria	screenagers Website	screenagers GmbH
Nomination	3.1 Interactive media: Websites & DVDs	Germany	Grimm Gallun Holtappels Website	GRIMM GALLUN HOLTAPF Werbeagentur GmbH & Co.
Nomination	3.1 Interactive media: Websites & DVDs	Germany	Putpat	TVRL GmbH & Co KG
Nomination	3.1 Interactive media: Websites & DVDs	Germany	Sounds of Hamburg	Jung von Matt AG
Nomination	3.1 Interactive media: Websites & DVDs	Russia	Toyota Prius	BrandStudio
Nomination	3.1 Interactive media: Websites & DVDs	Spain	Gastronomic Sensography	Morrison Ave
Nomination	3.2 Online advertising	Switzerland	The Day You Lost Everything	Jung von Matt/ Limmat
Nomination	3.2. Online Advertising	Czech Republic	BMW PDC BANNER	MAB
Nomination	3.2. Online Advertising	Germany	MINI IS LOADING	Serviceplan
Nomination	3.2. Online Advertising	Germany	Amnesty International "Light the dark"	Saatchi & Saatchi Berlin
Nomination	3.2. Online Advertising	Germany	SEAT Leon Video Remixer	argonauten G2 GmbH - a m Grey   G2 Group
Nomination	3.2. Online Advertising	Germany	This Is It	Kolle Rebbe GmbH
Nomination	3.2. Online Advertising	Germany	Santec - No Escape	SANYO VIDEO Vertrieb AG
Nomination	3.2. Online Advertising	Germany	DKV Hotel Check Web Guerilla	Ogilvy Frankfurt
Nomination	3.2. Online Advertising	Germany	Nike+ Trash Talk	Jung von Matt AG
Nomination	3.3. Ambient Media	Austria	The world's smallest balloon	Ogilvy & Mather GesmbH
Nomination	3.3. Ambient Media	Austria	Live Elevator Music	TBWAWien Werbeagentur
Nomination	3.3. Ambient Media	Austria	Tied Up	WIEN NORD
Nomination	3.3. Ambient Media	Germany	Europcar "Rear View Mirror"	Ogilvy Frankfurt
Nomination	3.3. Ambient Media	Germany	Go Beyond Borders	HEIMAT, Berlin

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Results	Category	Country	Title	Agency
Nomination	3.3. Ambient Media	Germany	The Contemporary Beauty Ideal	Ogilvy Frankfurt
Nomination	3.3. Ambient Media	Switzerland	Our skin never forgets	Euro RSCG Group Switzerland
Nomination	3.3. Ambient Media	Switzerland	Supreme Security	Advico Y&R AG
Nomination	3.3. Ambient Media	UK	House of Cards Live Posters	Leo Burnett
Nomination	3.4. New Use of Media	Germany	Recycle'd Posters	Scholz & Friends
Nomination	3.4. New Use of Media	Germany	LAST CALL	Jung von Matt/AG
Nomination	3.4. New Use of Media	Poland	Skoda Superb - Boot	Change Integrated Sp z o.o
Nomination	3.4. New Use of Media	Poland	Magic Boobs	Change Integrated Sp z o.o
Nomination	3.5 Any other	Belgium	Olivier & Dario	Leo Burnett Brussels
Nomination	3.5 Any other	Spain	ENCOUNTER	MCCANN ERICKSON SPAIN
Nomination	3.5. Any Other	Germany	Group therapy 2009	Philipp und Keuntje GmbH
Nomination	4.1. Graphic Design	Germany	Black Ribbon	BBDO Düsseldorf GmbH
Nomination	4.1. Graphic Design	Germany	The Jung von Matt recruiting tool "Quitting Calendar".	Jung von Matt AG
Nomination	4.1. Graphic Design	Germany	The first supersize pop-up	Jung von Matt AG
Nomination	4.1. Graphic Design	Germany	"The patent-calendar 2010"	Scholz & Friends
Nomination	4.1. Graphic Design	Germany	12 Parts	Jung von Matt AG
Nomination	4.1. Graphic Design	Germany	Stihl Autumn Calendar 2010	Euro RSCG Duesseldorf
Nomination	4.1. Graphic Design	Germany	The Bookmatk Promotion	Scholz & Friends
Nomination	4.1. Graphic Design	Portugal	M20. Celebrating the 20 years of M2 graphic arts.	MAGA - Atelier
Nomination	4.1. Graphic Design	UK	Royal Mail Christmas Stamp Miniature Booklet	Magpie Studio

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Results	Category	Country	Title	Agency
Nomination	4.2. Editorial / Books / Corporate Publishing	Austria	Sustainability Report, Lisa heads for tomorrow	Bluetango WerbegmbH
Nomination	4.2. Editorial / Books / Corporate Publishing	Czech Republic	Herbarium - book inspired by Rajec herbal waters	Leagas Delaney Praha s.r.o
Nomination	4.2. Editorial / Books / Corporate Publishing	Germany	Slanted Magazines #7?#9 / Volume 2009	MAGMA Brand Design Gmt KG
Nomination	4.2. Editorial / Books / Corporate Publishing	Germany	Generative Gestaltung - Entwerfen - Programmieren - Visualisieren	Verlag Hermann Schmidt M GmbH & Co. KG
Nomination	4.2. Editorial / Books / Corporate Publishing	Germany	Audio annual report	Serviceplan
Nomination	4.2. Editorial / Books / Corporate Publishing	Russia	Everybody Has Rights	Alexander Suvorov, Nathali
Nomination	4.2. Editorial / Books / Corporate Publishing	Spain	TMB 2008 Projects, Visions and Dreams	Bisdixit
Nomination	4.2. Editorial / Books / Corporate Publishing	Spain	Barceló before Barceló 1973-1982	Josep Bagà associats
Nomination	4.2. Editorial / Books / Corporate Publishing	Spain	Not Just a Notebook	LoSiento
Nomination	4.3. Corporate Identity / Branding	Germany	The Deli Garage Range	Kolle Rebbe GmbH
Nomination	4.3. Corporate Identity / Branding	Germany	The Corporate Design of the Kranke Kasse	DDB Berlin GmbH
Nomination	4.3. Corporate Identity / Branding	Portugal	UEFA EURO 2012 Poland-Ukraine	Brandia Central
Nomination	4.3. Corporate Identity / Branding	Portugal	Ecological Business Card	FISCHER PORTUGAL
Nomination	4.3. Corporate Identity / Branding	Russia	Fill the gap	Transformer Studio
Nomination	4.3. Corporate Identity / Branding	Spain	The Kitchen	ruiz+company
Nomination	4.3. Corporate Identity / Branding	Spain	Universidade de Vigo	Grafica
Nomination	4.3. Corporate Identity / Branding	UK	House of Cards Identity	Leo Burnett
Nomination	4.4 Illustration and Photography	Germany	The Contemporary Beauty Ideal	Ogilvy Frankfurt
Nomination	4.4 Illustration and Photography	Germany	Evil Costs	BBDO Düsseldorf GmbH
Nomination	4.4 Illustration and Photography	Italy	The Puppet Show	Winkler+Noah

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Nomination	4.4 Illustration and Photography	Spain	Tales	Leo Burnett Iberia
Nomination	4.4 Illustration and Photography	Switzerland	City Safety	Spillmann/Felser/Leo Burne
Nomination	4.4 Illustration and Photography	Switzerland	Great Emotions	Euro RSCG Group Switzerl
Nomination	4.5. Packaging	Austria	The Sandpaper Label	Ogilvy & Mather GesmbH
Nomination	4.5. Packaging	Germany	Multi Noodles	Kolle Rebbe GmbH
Nomination	4.5. Packaging	Germany	GÖRTZ. JUNIOR-BAGS.	guertlerbachmann Werbung
Nomination	4.5. Packaging	Portugal	ZIPPY BABY cosmetic range	Brandia Central
Nomination	4.5. Packaging	Spain	Señorio de Jaen 667	Ekosistema creative btq
Nomination	4.5. Packaging	Spain	JO! El primer verdejo de Cataluña	Bendita Gloria
Nomination	4.6. Environmental Design	Estonia	Giant Teeth	Adell Taevas OÜ
Nomination	4.6. Environmental Design	Germany	Concert for the People	Jung von Matt AG
Nomination	4.6. Environmental Design	Germany	Exhibition "Tiefendesign"	KMS TEAM
Nomination	4.6. Environmental Design	Germany	Weltholz on Tour	KMS TEAM
Nomination	4.6. Environmental Design	Germany	Deutsches Currywurst Museum	Atelier Markgraph
Nomination	4.6. Environmental Design	Germany	Rain of Flowers	Saatchi & Saatchi Germany Group Austria, Wien /Tribal
Nomination	4.6. Environmental Design	Germany	555 Kubik	URBANSCREEN
Nomination	4.6. Environmental Design	Portugal	Sotkon - Waste Receptors	Brandia Central
Nomination	4.6. Environmental Design	Russia	DRUNK DRIVING VICTIMS MEMORIAL	ZAVOD
Nomination	4.6. Environmental Design	UK	House of Cards Exhibition	Leo Burnett
Nomination	4.7. Any Other	Germany	www.llr-hamburg.de	Lukas Lindemann Rosinski Grimm Gallun Holtappels G KG

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Nomination	4.7. Any Other	Iceland	Verndun jökla og heimskautasvæða	Örn Smári hönnun
Nomination	4.7. Any Other	Spain	Campus	Grafica