

2004 CLIO INNOVATIVE MEDIA SHORTLIST (Product/Service, Campaign)

PRODUCT/SERVICE:

Category: Apparel/Fashion
Advertiser/Product: Nike
Title: Dead End
Entered By: Ogilvy & Mather, Singapore

Category: Automotive
Advertiser/Product: Suzuki
Title: Off Screen
Entered By: Network BBDO, Johannesburg

Category: Automotive
Advertiser/Product: Toyota Prius
Title: Clean Wall
Entered By: Saatchi & Saatchi, Sydney

Category: Beverages/Alcoholic
Advertiser/Product: Molson
Title: Puppies
Entered By: Crispin Porter + Bogusky, Miami

Category: Beverages/Non-Alcoholic
Advertiser/Product: Pepsi
Title: Skinny Girl
Entered By: BBDO, Singapore

Category: Corporate/Institutional
Advertiser/Product: The Protestant Church
Title: First Inflatable Church Of The World
Entered By: Jung von Matt, Stuttgart

Category: Dot Com Advertising
Advertiser/Product: Goo Search Engine
Title: Goo On Shibuya
Entered By: Dentsu Inc., Tokyo

Category: Electronic Equipment
Advertiser/Product: Olympus
Title: Bike Lock
Entered By: Saatchi & Saatchi, Sydney

Category: Entertainment Promotion
Advertiser/Product: Ch-9 Media - Channel 9 TV
Title: Missile Car
Entered By: J. Walter Thompson, Kuala Lumpur

Category: Foods
Advertiser/Product: Chio - Miniaturwunderland
Title: Original Size
Entered By: Scholz & Friends, Hamburg

Category: Foods

Advertiser/Product: Kellogg's All-Bran

Title: Trouble Passing

Entered By: Leo Burnett, London

Category: Home Products

Advertiser/Product: Affinity Petcare - Advance

Title: Smelling Billboard

Entered By: Michael Conrad & Leo Burnett, Frankfurt

Category: Media Promotion

Advertiser/Product: The Economist

Title: Who's Carrying Who

Entered By: Ogilvy & Mather, Hong Kong

Category: Public Service

Advertiser/Product: Environment Waikato Road Safety

Title: Window Flyer

Entered By: Colenso BBDO, Auckland

Category: Public Service

Advertiser/Product: World Press Photo Exhibition

Title: Taxi Window

Entered By: Clemenger BBDO, Wellington

Category: Public Service

Advertiser/Product: South African National Blood Service

Title: Mug

Entered By: Saatchi & Saatchi South Africa, Johannesburg

Category: Public Service

Advertiser/Product: Johannesburg Zoo - Fundraiser

Title: Donation Tin

Entered By: TBWA Hunt Lascaris, Johannesburg

Category: Public Service

Advertiser/Product: World Smokefree Day

Title: Cigarettes

Entered By: Clemenger BBDO, Wellington

Category: Recreational Items

Advertiser/Product: Adidas

Title: Vertical Football

Entered By: TBWA\Japan, Tokyo

Category: Retail Services

Advertiser/Product: Gloss

Title: Umbrella

Entered By: Rethink, Vancouver

CAMPAIGN:

Category: Campaign

Advertiser/Product: Ariel Detergent

Title: Sidewalk

Title: Median

Title: Wall

Entered By: Saatchi & Saatchi, Bangalore

Category: Campaign

Advertiser/Product: Paton Fertilizers

Title: Garden Pot

Entered By: Publicis/Mojo Partners Sydney

Category: Campaign

Advertiser/Product: Smart

Title: Surprisingly Spacious - Limousine

Title: Surprisingly Spacious - Caravan

Title: Surprisingly Spacious - Street Bus

Entered By: Springer & Jacoby, Hamburg

Category: Campaign

Advertiser/Product: The Lions Club of Babulnath - Mumbai

Title: God 1 - Ashoka Mills

Title: God 2 - Jijamata Park

Title: God 3 - Mumbai Heritage Compound

Entered By: Saatchi & Saatchi, Mumbai

Category: Campaign

Advertiser/Product: IKEA

Title: Wallpaper - Circles

Title: Wallpaper - Stripes

Title: Wallpaper - Flagpole

Entered By: Crispin Porter + Bogusky, Miami

Category: Campaign

Advertiser/Product: Adidas

Title: Stairmaster

Title: Roman Rings

Title: Parallel Bars

Title: Balance Beam

Entered By: FCB, Singapore

Category: Campaign

Advertiser/Product: Sony MV Camcorder

Title: Man With Sony MV Camcorder

Title: Woman With Sony MV Camcorder

Entered By: Generator, Auckland

Category: Campaign

Advertiser/Product: The Economist

Title: Don't Be One

Title: Stabbed

Title: Perspective

Title: My Dad Read The Economist

Entered By: Ogilvy & Mather, Singapore