

2004 CLIO RADIO SHORTLIST

PRODUCT/SERVICE:

Category: Automotive

Advertiser/Product: Volkswagen

Title: Touareg

Entered By: la comunidad, Miami Beach

Category: Automotive

Advertiser/Product: Volkswagen Touareg

Title: Pick Up

Entered By: Grabarz & Partner, Hamburg

Category: Automotive Products

Advertiser/Product: Pennzoil

Title: Emergency

Entered By: TBWA\Chiat\Day, Los Angeles

Category: Banking/Financial

Advertiser/Product: APACS

Title: Katie Lee

Entered By: Saatchi & Saatchi, London

Category: Banking/Financial

Advertiser/Product: Standard Bank Homeloans

Title: Gargle

Entered By: TBWA Hunt Lascaris, Johannesburg

Category: Beverages/Alcoholic

Advertiser/Product: Anheuser-Busch - Bud Light

Title: Genius/Mr. Way Too Much Cologne Wearer

Entered By: DDB, Chicago

Category: Beverages/Alcoholic

Advertiser/Product: Anheuser-Busch - Bud Light

Title: Genius/Mr. Really, Really, Really Bad Dancer

Entered By: DDB, Chicago

Category: Beverages/Alcoholic

Advertiser/Product: Miller Brewing Company

Title: Amnesia

Entered By: Young & Rubicam, Chicago

Category: Beverages/Alcoholic

Advertiser/Product: Anheuser-Busch - Bud Light

Title: Genius/Mr. Next Day Carpet Installer

Entered By: DDB, Chicago

Category: Beverages/Alcoholic

Advertiser/Product: UDL

Title: Alley

Entered By: STELLARadio, Glebe

Category: Beverages/Alcoholic
Advertiser/Product: Miller Brewing Company
Title: Carb PSA
Entered By: Young & Rubicam, Chicago

Category: Beverages/Alcoholic
Advertiser/Product: Labatt Breweries - Bud Light
Title: Local Heroes - Kamloops
Entered By: Downtown Partners DDB, Toronto

Category: Confections/Snacks
Advertiser/Product: QuikTrip
Title: Accident
Entered By: The Richards Group, Dallas

Category: Corporate/Institutional
Advertiser/Product: Royal Navy Recruitment
Title: Warfare Specialist
Entered By: Rainey Kelly Campbell Roalfe/Y&R, London

Category: Corporate/Institutional
Advertiser/Product: Cell C
Title: Malpractise
Entered By: Net#work BBDO, Johannesburg

Category: Corporate/Institutional
Advertiser/Product: Cell C
Title: Puberty
Entered By: Net#work BBDO, Johannesburg

Category: Entertainment Promotion
Advertiser/Product: Washington State Lottery
Title: In A Corvette
Entered By: Publicis in the West, Seattle

Category: Entertainment Promotion
Advertiser/Product: National Thoroughbred Association
Title: Road Trip
Entered By: DeVito/Verdi, New York

Category: Entertainment Promotion
Advertiser/Product: Washington State Lottery
Title: Chronology Of A Win
Entered By: Publicis in the West, Seattle

Category: Entertainment Promotion
Advertiser/Product: National Thoroughbred Association
Title: Amusement Park
Entered By: DeVito/Verdi, New York

Category: Entertainment Promotion
Advertiser/Product: The Two Oceans Aquarium
Title: Goldie
Entered By: Saatchi & Saatchi, Cape Town

Category: Health Care Services
Advertiser/Product: Mount Sinai
Title: Little Girl
Entered By: DeVito/Verdi, New York

Category: Health Care Services
Advertiser/Product: Mount Sinai
Title: Father
Entered By: McHale Barone, New York

Category: Home Products
Advertiser/Product: Frolic Pet Food
Title: Sex
Entered By: Abbott Mead Vickers BBDO Ltd, London

Category: Home Products
Advertiser/Product: Energizer Batteries
Title: Remote
Entered By: DDB Canada, Toronto

Category: Home Products
Advertiser/Product: Frolic Pet Food
Title: Colic
Entered By: Abbott Mead Vickers BBDO Ltd, London

Category: Media Promotion
Advertiser/Product: True Love Magazine - December 2003 Issue
Title: Stupid
Entered By: FCB, Johannesburg

Category: Media Promotion
Advertiser/Product: Fox Sports - Daytona 500
Title: Heart Beat
Entered By: World Wide Wadio, Hollywood

Category: Media Promotion
Advertiser/Product: Frankfurter Rundschau
Title: Job Offer
Entered By: Kolle Rebbe, Hamburg

Category: Media Promotion
Advertiser/Product: SABC - Saturday Night Movies
Title: The Law
Entered By: TBWA Hunt Lascaris, Johannesburg

Category: Media Promotion
Advertiser/Product: TV Spielfilm Verlag
Title: Red Indian War Cry
Entered By: Jung von Matt, Hamburg

Category: Media Promotion
Advertiser/Product: Roger Garlick Awards
Title: Alcoholic
Entered By: Herdbuoys McCann-Erickson, Johannesburg

Category: Media Promotion
Advertiser/Product: True Love Magazine - April 2003 Issue
Title: Simon The Steamtrain
Entered By: FCB, Johannesburg

Category: Public Service
Advertiser/Product: Partnership for a Drug Free America (PDFA)
Title: 30 Seconds
Entered By: Oink Ink Radio, New York

Category: Public Service
Advertiser/Product: Metropolitan Water District of Southern CA
Title: All The Things Dave Waters
Entered By: World Wide Wadio, Hollywood

Category: Public Service
Advertiser/Product: Roads and Traffic Authority
Title: 5KM Sound
Entered By: Saatchi & Saatchi, Sydney

Category: Public Service
Advertiser/Product: Canadian Psychiatric Research Foundation
Title: 911
Entered By: ARNOLD Worldwide Canada, Toronto

Category: Public Service
Advertiser/Product: National AIDS Trust
Title: Childminder
Entered By: Saatchi & Saatchi, London

Category: Public Service
Advertiser/Product: Anzac Day Commemorative Badges
Title: Lest We Forget
Entered By: Austereo, Brisbane

Category: Public Service
Advertiser/Product: Blinden-Sehbehindertenverein Hamburg
Title: Sounds
Entered By: Grabarz & Partner, Hamburg

Category: Public Service
Advertiser/Product: Stonewall - Columbus
Title: The Gay Son
Entered By: Method, Columbus

Category: Retail Services
Advertiser/Product: Supercuts
Title: Talkin' Terry
Entered By: Element 79 Partners, Chicago

Category: Retail Services
Advertiser/Product: Zelo Hairstyling
Title: Badly Cut
Entered By: Jung von Matt, Hamburg

Category: Retail Stores
Advertiser/Product: 7-Eleven
Title: Energy Man
Entered By: Tracy Locke Partnership, Dallas

Category: Retail Stores
Advertiser/Product: Meijer
Title: Jingle
Entered By: DeVito/Verdi, New York

Category: Toiletries/Pharmaceuticals
Advertiser/Product: Maver Laboratory - Oral Fresh Lamint
Title: Couple
Entered By: Zegers DDB S.A., Santiago

Category: Utilities
Advertiser/Product: BT International Calls
Title: Australia
Entered By: Abbott Mead Vickers BBDO Ltd, London

CAMPAIGN:

Category: Campaign
Advertiser/Product: Anheuser-Busch - Bud Light
Title: Genius/Mr. Way Too Much Cologne Wearer
Title: Genius/Mr. Really, Really, Really Bad Dancer
Title: Genius/Mr. Next Day Carpet Installer
Genius/Mr. Multi-Colored Sweater Wearer
Entered By: DDB Chicago, Chicago

Category: Campaign
Advertiser/Product: Mount Sinai
Title: Father
Title: Little Girl
Title: Skiing
Entered By: DeVito/Verdi, New York

Category: Campaign
Advertiser/Product: Screamin' Mimi's Discount CDs & DVDs
Title: I'm A Cop
Title: I'm A Loser
Title: Planet Of The Apes
Entered By: Pirate Radio & Television, Toronto

Category: Campaign
Advertiser/Product: SABC 2 - Saturday Night Movies
Title: The Law
Title: Not Bad
Title: Whupass
Entered By: TBWA Hunt Lascaris, Johannesburg

Category: Campaign
Advertiser/Product: Car Phone Warehouse
Title: Hot Flash
Title: Splodge
Title: Lovely
Entered By: Radioville UK Limited, London

Category: Campaign
Advertiser/Product: National Thoroughbred Association
Title: Road Trip
Title: Amusement Park
Title: Golf
Entered By: DeVito/Verdi, New York

Category: Campaign
Advertiser/Product: Frolic Pet Food
Title: Sex
Title: Vet
Title: Colic
Entered By: Abbott Mead Vickers BBDO Ltd, London

Category: Campaign
Advertiser/Product: Irving Convenience Stores
Title: Randall
Title: Colin
Title: Scott
Entered By: Target Marketing & Communications Inc., St. John's

Category: Campaign
Advertiser/Product: Labatt Breweries - Budweiser
Title: Sunscreen
Title: Deny
Title: Conditioner
Entered By: Downtown Partners DDB, Toronto

Category: Campaign
Advertiser/Product: BT International Calls
Title: Australia
Title: Germany
Title: Greece
Entered By: Abbott Mead Vickers BBDO Ltd, London

Category: Campaign
Advertiser/Product: Cherry Coke
Title: Footy
Title: Lift
Title: Good-Bye
Entered By: McCann-Erickson, Sydney

Category: Campaign
Advertiser/Product: SciFi Channel
Title: Marsianer - Message From Mars 1
Title: Marsianer - Message From Mars 2
Title: Marsianer - Message From Mars 3
Entered By: Jung von Matt, Hamburg

Category: Campaign
Advertiser/Product: Toyota Espana - European Car Free Day
Title: Brands
Title: Without Anything
Title: This Is Not A Commercial
Entered By: Saatchi & Saatchi, Madrid

Category: Campaign
Advertiser/Product: Miller Brewing Company
Title: Emergency Hotline
Title: Carb PSA
Title: Fresh Feeling
Entered By: Young & Rubicam, Chicago

Category: Campaign
Advertiser/Product: Diners Club
Title: Midnight Train To Georgia
Title: Sweet Home Alabama
Title: Scarborough Fair
Entered By: TBWA Hunt Lascaris, Johannesburg

Category: Campaign
Advertiser/Product: Labatt Breweries - Bud Light
Title: Unveiling
Title: Players
Entered By: Downtown Partners DDB, Toronto

Category: Campaign
Advertiser/Product: Washington State Department of Health
Title: Game Show 1
Title: Game Show 2
Title: Game Show 3
Entered By: Sedgwick Rd., Seattle

Category: Campaign
Advertiser/Product: Environment Waikato
Title: 21st Speech
Title: Party
Title: Strippers
Entered By: Colenso BBDO, Auckland

Category: Campaign
Advertiser/Product: American Legacy Foundation
Title: What The?
Title: Time
Title: Outside The Club
Entered By: ARNOLD Worldwide, Boston

Category: Campaign
Advertiser/Product: Canadian Psychiatric Research Foundation
Title: Time Off
Title: 911
Entered By: ARNOLD Worldwide Canada, Toronto