

2004 CLIO POSTER SHORTLIST (Product/Service, Campaign)

PRODUCT/SERVICE:

Category: Apparel/Fashion
Advertiser/Product: Levi's
Title: Boot Cut
Entered By: Lobedu Leo Burnett, Johannesburg

Category: Automotive
Advertiser/Product: Land Rover
Title: Birds
Entered By: Ogilvy & Mather, Mexico City

Category: Automotive
Advertiser/Product: Volkswagen
Title: Cops
Entered By: DDB, London

Category: Automotive
Advertiser/Product: Volkswagen Golf R32
Title: Superman
Entered By: DDB NZ Ltd., Auckland

Category: Automotive
Advertiser/Product: BMW X5 4.4i
Title: Horse Power
Entered By: Jung von Matt, Hamburg

Category: Automotive
Advertiser/Product: Harley-Davidson Rentals
Title: Tattoo
Entered By: Ogilvy & Mather Rightford Searle-Tripp & Makin (Gauteng), Johannesburg

Category: Automotive
Advertiser/Product: Mercedes-Benz Sweeping Cars
Title: Zebra Crossing
Entered By: Scholz & Friends, Berlin

Category: Automotive
Advertiser/Product: Harley-Davidson
Title: Pen
Entered By: Ogilvy & Mather Rightford Searle-Tripp & Makin (Gauteng), Johannesburg

Category: Automotive
Advertiser/Product: Jeep Grand Cherokee Navigation
Title: Migratory Birds
Entered By: Matter & Partner, Zürich

Category: Automotive
Advertiser/Product: Volkswagen South Africa - New Beetle
Title: Sunset
Entered By: Ogilvy & Mather RS-T&M (Cape), Cape Town

Category: Automotive
Advertiser/Product: BMW Z4
Title: Booger
Entered By: Dentsu Young & Rubicam, Kuala Lumpur

Category: Automotive
Advertiser/Product: Viano Marco Polo
Title: The Arm Vehicle Sticker
Entered By: Scholz & Friends, Berlin

Category: Automotive
Advertiser/Product: VW Polo
Title: Baby
Entered By: DDB Group Germany, Berlin

Category: Beverages/Alcoholic
Advertiser/Product: Heineken
Title: Longneck
Entered By: Aimaq·Rapp·Stolle/Baudhaus Neue Medien, Berlin

Category: Beverages/Non-Alcoholic
Advertiser/Product: BC Dairy Foundation
Title: Golf
Entered By: Palmer Jarvis DDB, Vancouver

Category: Corporate/Institutional
Advertiser/Product: Viglietti Motors
Title: Garage Door
Entered By: J Walter Thompson, Cape Town

Category: Cosmetics/Perfumes
Advertiser/Product: Procter & Gamble - Olay
Title: Anticlockwise
Entered By: Saatchi & Saatchi, Madrid

Category: Cosmetics/Perfumes
Advertiser/Product: Pond's Facial Scrub
Title: Pores
Entered By: Ogilvy & Mather Philippines, Makati

Category: Electronic Equipment
Advertiser/Product: Vodafone NZ
Title: Camera
Entered By: Lowe, Auckland

Category: Electronic Equipment
Advertiser/Product: Hand Phones
Title: Busker
Entered By: Ogilvy & Mather Malaysia, Kuala Lumpur

Category: Entertainment Promotion
Advertiser/Product: Buenos Aires Zoo
Title: Leopard Skin
Entered By: Del Campo Nazca Saatchi & Saatchi, Buenos Aires

Category: Entertainment Promotion
Advertiser/Product: Berlin-Friedrichsfelde Zoo
Title: Tram Advertising For The Berlin Zoo
Entered By: Scholz & Friends, Berlin

Category: Entertainment Promotion
Advertiser/Product: NASCAR
Title: Seat Cushion
Entered By: Young & Rubicam, Chicago

Category: Entertainment Promotion
Advertiser/Product: De Lotto
Title: Poster Disclaimer
Entered By: DDB Amsterdam, Amstelveen

Category: Foods
Advertiser/Product: Hot Ketchup
Title: Raw
Entered By: Leo Burnett Argentina, Buenos Aires

Category: Home Entertainment
Advertiser/Product: Sony PlayStation 2
Title: Potatohead
Entered By: TBWA\Paris, Boulogne-Billancourt

Category: Home Entertainment
Advertiser/Product: Sony PlayStation 2
Title: The Slough
Entered By: TBWA\Paris, Boulogne-Billancourt

Category: Home Entertainment
Advertiser/Product: BBK Electronics Corp.
Title: Cut
Entered By: Leo Burnett Ltd., Hong Kong

Category: Home Entertainment
Advertiser/Product: Sony PlayStation 2
Title: Doll
Entered By: TBWA\Paris, Boulogne-Billancourt

Category: Home Entertainment
Advertiser/Product: Sony PlayStation 2
Title: The Choice
Entered By: TBWA\Paris, Boulogne-Billancourt

Category: Home Furnishings/Appliances
Advertiser/Product: Weru Noise Protection Windows
Title: Gardener
Entered By: Scholz & Friends, Berlin

Category: Home Furnishings/Appliances
Advertiser/Product: Bisley Cabinet
Title: Watermelon
Entered By: J. Walter Thompson, Tokyo

Category: Home Products
Advertiser/Product: Duracell Ultra
Title: Camera
Entered By: Ogilvy & Mather Malaysia, Kuala Lumpur

Category: Home Products
Advertiser/Product: Trill Birdfood
Title: Heaven
Entered By: H2e Hoehne Habann Elser, Ludwigsburg

Category: Home Products
Advertiser/Product: Duracell Ultra
Title: Flashlight
Entered By: Ogilvy & Mather Malaysia, Kuala Lumpur

Category: Home Products
Advertiser/Product: Baygon
Title: Frogs - Famine
Entered By: BBDO/CNUAC, Shanghai

Category: Home Products
Advertiser/Product: Baygon
Title: Frogs - Tongue
Entered By: BBDO/CNUAC, Shanghai

Category: Home Products
Advertiser/Product: Flashlight Maglite
Title: Blind Man
Entered By: BBDO, Bangkok

Category: Home Products
Advertiser/Product: ICI Dulux
Title: Study
Entered By: BBDO, Singapore

Category: Home Products
Advertiser/Product: ICI Dulux
Title: Bedroom
Entered By: BBDO, Singapore

Category: Home Products
Advertiser/Product: Reckitt Benckiser - Windolene
Title: Invisible Bottle
Entered By: The Jupiter Drawing Room (South Africa)

Category: Media Promotion
Advertiser/Product: The Economist
Title: Brain
Entered By: Ogilvy & Mather, Singapore

Category: Media Promotion
Advertiser/Product: Large Magazine
Title: Tramp
Entered By: DDB, Sydney

Category: Media Promotion
Advertiser/Product: Runner's World Magazine
Title: Dog
Entered By: J Walter Thompson, Cape Town

Category: Media Promotion
Advertiser/Product: National Geographic Channel
Title: Shark
Entered By: Amsterdam Advertising, Amsterdam

Category: Media Promotion
Advertiser/Product: TNT
Title: Runaway Bride
Entered By: Del Campo Nazca Saatchi & Saatchi, Buenos Aires

Category: Personal Items
Advertiser/Product: Bostik - Prestik
Title: Corners
Entered By: TBWA Hunt Lascaris, Johannesburg

Category: Personal Items
Advertiser/Product: KRASS Brillen
Title: Door
Entered By: Scholz & Friends, Berlin

Category: Personal Items
Advertiser/Product: KRASS Brillen
Title: Cup
Entered By: Scholz & Friends, Berlin

Category: Personal Items
Advertiser/Product: Bostik - Prestik
Title: Prince Charles
Entered By: TBWA Hunt Lascaris, Johannesburg

Category: Personal Items
Advertiser/Product: KRASS Brillen
Title: Pot
Entered By: Scholz & Friends, Berlin

Category: Public Service
Advertiser/Product: National Smoking Control Programme
Title: Depression
Entered By: J. Walter Thompson, Singapore

Category: Public Service
Advertiser/Product: National Smoking Control Programme
Title: Teeth
Entered By: J. Walter Thompson, Singapore

Category: Public Service
Advertiser/Product: INPES (French National Health Education)
Title: Barrels
Entered By: BETC Euro RSCG, Paris

Category: Public Service
Advertiser/Product: Amnesty International
Title: Imprisoned For Their Beliefs
Entered By: M&C Saatchi, Melbourne

Category: Public Service
Advertiser/Product: PFLAG - Equal Marriage
Title: Getting Married
Entered By: Zig, Toronto

Category: Public Service
Advertiser/Product: Retina South Africa
Title: Couch
Entered By: Grey Worldwide, Johannesburg

Category: Public Service
Advertiser/Product: Alcoholics Anonymous
Title: Anonymous
Entered By: Hofmann & Daum, Hamburg

Category: Public Service
Advertiser/Product: SA Health - National Burns Unit
South Auckland Health - National Burns Unit
Title: Boy
Entered By: Saatchi & Saatchi New Zealand, Auckland

Category: Public Service
Advertiser/Product: WWF South Africa
Title: Cheetah
Entered By: Ogilvy & Mather RS-T&M (Cape), Cape Town

Category: Public Service
Advertiser/Product: SA Health - National Burns Unit
South Auckland Health - National Burns Unit
Title: Kylie Arm
Entered By: Saatchi & Saatchi New Zealand, Auckland

Category: Public Service
Advertiser/Product: WWF South Africa
Title: Seabird
Entered By: Ogilvy & Mather RS-T&M (Cape), Cape Town

Category: Public Service
Advertiser/Product: National Smoking Control Programme
Title: Impotency
Entered By: J. Walter Thompson, Singapore

Category: Public Service
Advertiser/Product: WWF South Africa
Title: Dolphin
Entered By: Ogilvy & Mather RS-T&M (Cape), Cape Town

Category: Public Service
Advertiser/Product: Retina South Africa
Title: Darts
Entered By: Grey Worldwide, Johannesburg

Category: Public Service
Advertiser/Product: Heal Foundation of India
Title: Female Infanticide
Entered By: McCann-Erickson India, Mumbai

Category: Public Service
Advertiser/Product: Dog Biting Awareness
Title: Dog's Nose
Entered By: Taxi Advertising & Design, Toronto

Category: Public Service
Advertiser/Product: World Food Program
Title: Box
Entered By: Euro RSCG MVBMS Partners, New York

Category: Public Service
Advertiser/Product: NSW Health - Chlamydia
Title: Live
Entered By: DDB, Sydney

Category: Public Service
Advertiser/Product: Animal Protection
Title: Where Is John?
Entered By: Hakuhodo, Inc., Tokyo

Category: Recreational Items
Advertiser/Product: Dunlop Golf Balls
Title: World
Entered By: Downtown Partners DDB, Toronto

Category: Recreational Items
Advertiser/Product: Matchbox
Title: Policia
Entered By: J. Walter Thompson de Venezuela, Miami

Category: Recreational Items
Advertiser/Product: Matchbox
Title: Spider
Entered By: Ogilvy & Mather, Frankfurt/Main

Category: Recreational Items
Advertiser/Product: Sphere Action Figures
Title: Pararescue Jumpers
Entered By: TBWA, Singapore

Category: Recreational Items
Advertiser/Product: Sphere Action Figures
Title: 16 Air Assault
Entered By: TBWA, Singapore

Category: Recreational Items
Advertiser/Product: Sphere Action Figures
Title: 7th Marines
Entered By: TBWA, Singapore

Category: Retail Food
Advertiser/Product: Burger King
Title: Peeler
Entered By: Saatchi & Saatchi, Singapore

Category: Retail Food
Advertiser/Product: Mocha (Theme Restaurant)
Title: We Don't Serve
Entered By: Ambience Publicis India, Mumbai

Category: Retail Food
Advertiser/Product: Delicatessen Kaefer
Title: Happy Easter!
Entered By: .Start GmbH, Munich

Category: Retail Services
Advertiser/Product: McDonald's - Credit Card Payment
Title: Wallet
Entered By: Leo Burnett, London

Category: Retail Stores
Advertiser/Product: Tesco Metro
Title: Gimp
Entered By: Lowe, London

Category: Retail Stores
Advertiser/Product: Sportplausch Wider
Title: Belly
Entered By: Publicis Werbeagentur AG, BSW, Zurich

Category: Retail Stores
Advertiser/Product: Extratapete
Title: Beautiful Walls For Berlin - Stripes 'n' Flowers
Entered By: Scholz & Friends, Berlin

Category: Toiletries/Pharmaceuticals
Advertiser/Product: Crest Whitening Toothpaste
Title: Whitening
Entered By: Saatchi & Saatchi, Hong Kong

Category: Toiletries/Pharmaceuticals
Advertiser/Product: Lever Ponds - Axe
Title: Hannibal
Entered By: Lowe Bull, Johannesburg

Category: Toiletries/Pharmaceuticals
Advertiser/Product: Ecover
Title: Wash Ecologically - Jellyfish
Entered By: Springer & Jacoby, Hamburg

Category: Toiletries/Pharmaceuticals
Advertiser/Product: Dirol
Title: Floss
Entered By: Ogilvy & Mather Rightford Searle-Tripp & Makin (Gauteng), Johannesburg

Category: Toiletries/Pharmaceuticals
Advertiser/Product: Ecover
Title: Wash Ecologically - Fishes
Entered By: Springer & Jacoby, Hamburg

Category: Travel/Tourism
Advertiser/Product: Museum of Tolerance
Title: Graves
Entered By: FCB Cape Town, Cape Town

Category: Travel/Tourism
Advertiser/Product: Club 18-30
Title: Create An Opening
Entered By: Saatchi & Saatchi, London

CAMPAIGN:

Category: Campaign
Advertiser/Product: Levi's
Title: Faces I
Title: Faces II
Title: Faces III
Entered By: Neogama BBH, Sao Paulo

Category: Campaign
Advertiser/Product: Virgin Atlantic
Title: Stories About My Grandchildren
Title: My Life As A Photocopier Salesman
Title: My Wife Doesn't Understand Me
Entered By: Net#work BBDO, Johannesburg

Category: Campaign
Advertiser/Product: Rolling Stone
Title: Lennon
Title: Richards
Title: Cobain
Entered By: la comunidad, Miami Beach

Category: Campaign
Advertiser/Product: Philips Lighting
Title: Bench
Title: Box
Title: Bridge
Entered By: Leo Burnett, Singapore

Category: Campaign
Advertiser/Product: La Leche League
Title: Pie Chart
Title: Curve
Title: T-Chart
Entered By: McKinney & Silver, Raleigh

Category: Campaign
Advertiser/Product: Der Kleine Nazareno
Title: 5 Euro
Title: 10 Euro
Title: 100 Euro
Entered By: Jung von Matt, Hamburg

Category: Campaign
Advertiser/Product: Weru Noise Protection Windows
Title: Policeman
Title: Worker
Title: Gardener
Entered By: Scholz & Friends, Berlin

Category: Campaign
Advertiser/Product: Museum of Communism
Title: Opening Late
Title: Shiny People
Title: We Don't Have It
Entered By: Leo Burnett Advertising, Prague

Category: Campaign
Advertiser/Product: Globetrotter Outdoor Stuff
Title: Bats
Title: Seal
Title: Turtles
Entered By: Ogilvy & Mather, Frankfurt/Main

Category: Campaign
Advertiser/Product: Nike
Title: Control 1
Title: Control 2
Title: Control 3
Entered By: BBDO Argentina, Buenos Aires

Category: Campaign
Advertiser/Product: Fruit Yoghurt
Title: Pick Your Own - 50m
Title: Pick Your Own - Blekinge Street
Title: Pick Your Own - That Way!
Entered By: Lowe Brindfors, Stockholm

Category: Campaign
Advertiser/Product: KRASS Brillen
Title: Cup
Title: Pot
Title: Canister
Title: Door
Title: Pear
Entered By: Scholz & Friends, Berlin

Category: Campaign
Advertiser/Product: The Akatu Institute for Conscious
Title: Waste 1
Title: Waste 2
Title: Waste 3
Entered By: Leo Burnett, Sao Paulo

Category: Campaign
Advertiser/Product: City Lodge - Beds
Title: Damn Bed
Title: Pathetic
Title: Remote
Entered By: TBWA Hunt Lascaris, Johannesburg

Category: Campaign
Advertiser/Product: Cafe Koppel Vegetarian Restaurant
Title: Vegi-pig
Title: Vegi-chicken
Title: Vegi-fish
Entered By: Jung von Matt, Hamburg

Category: Campaign
Advertiser/Product: ARAG Insurances
Title: Fire
Title: Jail
Title: Broken Window
Entered By: BUTTER. GmbH, Duesseldorf

Category: Campaign
Advertiser/Product: Type Museum
Title: Face 6
Title: Face 7
Title: Face 5
Entered By: Abbott Mead Vickers BBDO Ltd, London

Category: Campaign
Advertiser/Product: Campbell Soup Company
Title: Chicken With Rice
Title: Oyster Stew
Title: Broccoli And Cheese
Entered By: Young & Rubicam, New York

Category: Campaign
Advertiser/Product: Göteborgs-Posten Morning Paper
Title: Small Letters
Title: Sport Pages
Title: Windy
Entered By: Forsman & Bodenfors, Gothenburg

Category: Campaign
Advertiser/Product: Ecover
Title: Wash Ecologically - Lobster
Title: Wash Ecologically - Jellyfish
Title: Wash Ecologically - Watersnake
Entered By: Springer & Jacoby, Hamburg

Category: Campaign
Advertiser/Product: Alpenarena
Title: Hike
Title: Bike
Entered By: Spillmann Felzer/Leo Burnett, Zurich

Category: Campaign
Advertiser/Product: Opera
Title: Soprano 1
Title: Soprano 2
Entered By: Lowe Brindfors, Stockholm

Category: Campaign
Advertiser/Product: Channel 9
Title: Comedy
Title: Horror
Title: Drama
Title: Chinese New Year Monkey
Entered By: J. Walter Thompson, Kuala Lumpur

Category: Campaign
Advertiser/Product: Tesco Lotus
Title: Fish
Title: Corn
Title: Shell
Title: Orange
Title: Banana
Entered By: BBDO, Bangkok

Category: Campaign
Advertiser/Product: Philips Lighting
Title: Contact Lens
Title: Diamond
Title: Thumbtack
Entered By: Leo Burnett, Singapore

Category: Campaign
Advertiser/Product: Sphere Action Figures
Title: Pararescue Jumpers
Title: 16 Air Assault
Title: 7th Marines
Entered By: TBWA, Singapore

Category: Campaign
Advertiser/Product: Napster
Title: Construction Worker
Title: Boxers
Title: Perfume
Entered By: Venables Bell & Partners, San Francisco

Category: Campaign
Advertiser/Product: ICI Dulux
Title: Bedroom
Title: Living Room
Title: Study
Entered By: BBDO, Singapore

Category: Campaign
Advertiser/Product: Nedbank Cinema Nouveau Japanese Film
Title: Japanese Custom 1
Title: Japanese Custom 2
Title: Japanese Custom 3
Entered By: The Jupiter Drawing Room (South Africa)