

2007 SPECIAL INTERNATIONAL ECHO AWARDS

Diamond ECHO

The top award, for the campaign considered “best-in-show,” went to Drafftcb of New York, NY, for its campaign “Have a Ball. Or Two.” Drafftcb created the nonprofit consumer campaign on behalf of the Eagle, ID, Volunteer Fire Department.

Drafftcb created spokesbovine “Victimized Bull,” who lamented the loss of his family jewels that were being cooked for the charity event benefiting the fire department, the Rocky Mountain Oyster Feed. The Internet campaign that generated thousands of hits on the department’s Web site and YouTube offended the mayor so much she threatened to cancel the circa-1950 all-you-can-eat benefit — spurring television, wire service, and newspaper stories. However, consumers embraced the angst-ridden spokesbovine’s cause, and spread word of his campaign far beyond the small Idaho town.

Eagle, ID’s fire department is completely volunteer and relies each year on one event, the Rocky Mountain Oyster Feed, to raise funds for equipment, training, and other expenses. Rocky Mountain oysters are battered, deep-fried bull testicles, which provided the creative team with lots of material. Seen humorously from the perspective of the outraged bull, the campaign was designed for television, radio, and a Web site to heavily promote the event and draw in people from surrounding communities. The event broke all attendance records, raised ticket sales 24 percent over the previous year, and increased profits 64 percent.

Search Marketing Award

This all-new special ECHO Award lauds the best campaign in one of the fastest-growing direct marketing specialties: search engine marketing. As such, the inaugural award earned by SearchAdNetwork of Denver, CO, is appropriately named “Set Your Sites on a Target Audience.” Starz Entertainment of Englewood, CO, set its sights on this publishing/entertainment consumer campaign and came up a big winner.

Starz Entertainment wanted to register new users for Vongo, an Internet-based movie download service. The company’s campaign used time/day parting, which allowed the campaign to increase bids for top keywords by both time and day. It also experimented with demographic targeting, basing bidding strategies on searchers’ genders. To eliminate additional variables, Starz kept the copy the same for all phases, regardless of when ads ran and whom they targeted. Using internal research that showed peak registration hours during weekend evenings, keyword bids were significantly increased during this period. The result was an impressive boost in weekend conversation rates from 19.84 percent to 27.18 percent.

Digital Award

The Digital Award is presented to a campaign that applied information technology (e.g., e-mail, search, mobile, the Web, and other digital channels) in a creative or innovative way to deliver outstanding results. To that end, Buena Vista Worldwide Home Entertainment of Burbank, CA, created an astonishing publishing/entertainment consumer campaign for True North Inc. of New York, NY, titled “Magic on Your Desktop.”

Buena Vista Worldwide Home Entertainment had remastered “Peter Pan” and wanted to promote the release of its two-disk Platinum Edition. Online ads and the official DVD Web site announced the upcoming launch and encouraged surfers to download the Tinker Bell Desktop Application. Once the application was downloaded and installed, Tinker Bell appeared every time a prospect’s PC was turned on. She interacted with computer users and continued to remind them about the upcoming launch. On the day of the launch, Tinker Bell and other characters announced the DVD’s availability. Nearly 116,000 people downloaded the application during the campaign.

A. Eicoff Broadcast Innovation Award

The A. Eicoff Broadcast Innovation Award recognizes a campaign for the most innovative use of the direct broadcast media. This award is chosen among the Gold, Silver, and Bronze ECHO Award winners in cooperation with the DMA Broadcast Council and the ECHO Committee.

For this year’s award, Ryan iDirect of Wilton, CT, paid heed to the market power of Baby Boomer women who plan to stay beautiful — à la their contemporaries, glam goddess Ellen Barkin of “Oceans 13” and other movies, Katie Couric of the CBS Evening News, and Oprah Winfrey. Hence, ECHO honors their “Dove Pro-age” product manufacturing and distribution consumer campaign for Unilever/Dove of Greenwich, CT.

To serve an aging American population, Unilever developed Dove Pro-age for 50-plus women. Promoting the philosophy that beauty has no age limit, the company developed a Web site that gained added strength from publicity around Dove’s banned TV ads. An email campaign plus public relations efforts, direct mail, and television, radio and print ads drove visitors to the site. Visitors could view the banned ads, which showed nude women over 50, as well as hear candid reactions to the ads from women in their age group. Registered users could also request samples online. The site’s “pro-aging” philosophy drew nearly as many visitors in eight weeks as were expected in all of 2007.

US Postal Service Gold Mailbox Award

The campaign that earns the USPS Gold Mailbox Award, which is sponsored by the US Postal Service (USPS), employs mail in a ground-breaking way. Arc Worldwide/Leo Burnett Advertising of Kuala Lumpur, Wilayah Persekutuan, Malaysia, created a business and consumer services B-to-B campaign titled “The Greatest Show on Earth” that broke such ground for their client, the Direct

Marketing Association of Malaysia (DMAM) of Kuala Lumpur, Wilayah Persekutuan, Malaysia.

DMAM set out to promote its annual direct marketing award show in a country where agencies often discount direct marketing's value, since the practice is still growing in the country. The association used the theme of "The Greatest Show on Earth," mailing a personalized entry featuring a bright circus caravan with miniature circus animals and a letter that included a miniature trainer's whip. The pack achieved its goal and whipped up strong interest in direct marketing, with numerous requests for the entry pack. Better yet, the campaign drew 196 entries in a country with fewer than 15 direct marketing and interactive agencies.

Henry Hoke Award

Selected by Hoke Communications, this annual award reflects the campaign with the most courageous solution to a difficult sales marketing problem. And the Henry Hoke Award in 2007 went to GEKKO of Copenhagen, Denmark, for its "Hasselblad Anniversary Campaign" on behalf of client Hasselblad of Copenhagen NV, Denmark. The product manufacturing and distribution B-to-B campaign for this elite camera line had the challenge of educating potential customers and dealers about how to optimize use of a new product line offered by the manufacturer of this high-end equipment, which is most commonly used by professional photographers.

Hasselblad was well-known for its analog photographic equipment, but needed to educate customers and dealers about its high-end digital equipment. To inform, as well as generate interest and orders, GEKKO launched a campaign centered around a young fictitious photographer named Peter, who had been hired to do a high-profile cookbook. Participants were asked to advise Peter and help him do a better job on the assignment. In doing so, participants also earned a chance at winning a Hasselblad digital camera. Though the campaign only ran in English and German, it drew responses worldwide and led to 374 percent more dealer demonstrations than had been projected.

2007 INTERNATIONAL GOLD ECHO WINNERS

Consumer
Automotive

Client: BMW — Madrid, Spain

Agency: Shackleton — Madrid, Spain

Campaign: BMW Aftersales Program

Business-to-Business

Business and Consumer Services

Client: TBWA\ Whybin & TEQUILA\ — Auckland, New Zealand

Agency: TEQUILA\Auckland — Auckland, New Zealand

Campaign: Apology (Unreserved)

Business-to-Business
Business and Consumer Services
Client: Lanier Worldwide / Ricoh Americas — Atlanta, GA
Agency: Pat Berryhill — Decatur, GA
Campaign: Document Solutions

Consumer
Business and Consumer Services
Client: esic — Pozuelo De Alarcon, Spain
Agency: uncommon (havas group) — Madrid, Spain
Campaign: the factory of dreams

Business-to-Business
Communications/Utilities
Client: Vodafone — Dublin 18, Ireland
Agency: OgilvyOne worldwide — Dublin, Ireland
Campaign: Staff Leads Generation

Business-to-Business & Consumer
Communications/Utilities
Client: Cisco Systems GmbH — Halbergmoos, Bayern, Germany
Agency: OgilvyOne worldwide GmbH — Frankfurt am Main, Hessen, Germany
Campaign: Cisco booming

Business-to-Business & Consumer
Communications/Utilities
Client: CEPSA — Madrid, Spain
Agency: Shackleton — Madrid, Spain
Campaign: The Winter Hit

Consumer
Communications/Utilities
Client: YACOM — Madrid, Spain
Agency: Shackleton — Madrid, Spain
Campaign: Good Luck From Now On

Consumer
Communications/Utilities
Client: YACOM — Madrid, Spain
Agency: Shackleton — Madrid, Spain
Campaign: Yacom Loyalty Program

Consumer
Financial Products and Services
Client: American Express Company — Mexico City, Mexico
Agency: OgilvyOne Mexico — Mexico City, Mexico
Campaign: Restaurant Mock Card

Consumer
Financial Products and Services
Client: DnB NOR — Oslo, Norway
Agency: McCann Direkte MRM Partners — Oslo, Norway
Campaign: Look at my card!

Consumer
Financial Products and Services
Client: first direct — Leeds, England, UK
Agency: Craik Jones — London, UK
Campaign: Fuzzy Felt

Business-to-Business
Information Technologies
Client: Microsoft — Lisboa, Portugal
Agency: Touch_Me Wunderman — Lisbon, Portugal
Campaign: Chained envelope

Business-to-Business
Information Technologies
Client: IBM — Armonk, NY
Agency: OgilvyOne — New York, NY
Campaign: 2007 IBM Web Documentary Program

Consumer
Insurance
Client: GEICO — Chevy Chase, MD
Agency: The Martin Agency — Richmond, VA
Campaign: Caveman Campaign

Business-to-Business & Consumer
Not-For-Profit
Client: Instituto de la Juventud-INJUVE — Madrid, Spain
Agency: Shackleton — Madrid, Spain
Campaign: Intolerants Anonymous

Consumer
Not-For-Profit
Client: NSPCC — London, UK
Agency: WWAV Rapp Collins — London, UK
Campaign: NSPCC Pencil Pack

Consumer
Not-For-Profit
Client: Eagle, Idaho Volunteer Fire Department — Eagle, ID
Agency: Drafftcb — New York, NY
Campaign: Have a Ball. Or Two.

Business-to-Business
Product Manufacturing and Distribution
Client: NewPage Corporation — Dayton, OH
Agency: Martin Williams Advertising — Minneapolis, MN
Campaign: The Response Project

Consumer
Publishing/Entertainment
Client: Unibet.com — Oslo, Norway
Agency: Proximity BBDO — Oslo, Norway
Campaign: The old widow plays bullshit-bingo

Consumer
Retail/Direct Sales
Client: Grupo Wong — Lima, Peru
Agency: 121 Rapp Collins Peru — Lima, Peru
Campaign: Wong Best Clients

Business-to-Business & Consumer
Travel & Hospitality/Transportation
Client: Scandinavian Airlines — Kastrup, Denmark
Agency: GEKKO & Relationshuset — København Ø, Denmark
Campaign: SAS EuroBonus — The Up- and Downgrading Program

Consumer
Travel & Hospitality/Transportation
Client: Tourism British Columbia — Vancouver, British Columbia, Canada
Agency: Blitz Direct, Data & Promotion — Vancouver, British Columbia, Canada
Campaign: Get to Know BC from A to Z

Consumer
Travel & Hospitality/Transportation
Client: Holland America Line — Seattle, WA
Agency: DDB Seattle — Seattle, WA
Campaign: 2007 Grand Voyages Announcement

2007 INTERNATIONAL SILVER ECHO WINNERS

Consumer
Automotive
Client: Fiat Automoveis — Betim, Minas Gerais, Brazil
Agency: Datamidia + DRAFTFCB — São Paulo, SP, Brazil
Campaign: Una Passione

Consumer
Automotive
Client: VOLKSWAGEN ESPAÑA, S.A. — Barcelona, Spain
Agency: CP PROXIMITY — Barcelona, Spain
Campaign: EOSFERA

Consumer
Automotive
Client: Land Rover — Irvine, CA
Agency: Young & Rubicam Brands — Irvine, CA
Campaign: Small Business Owners

Business-to-Business
Business and Consumer Services
Client: Denmark — Copenhagen V, Denmark
Agency: Momentum Øresund — Copenhagen K, Denmark
Campaign: The Sack Chair

Business-to-Business
Business and Consumer Services
Client: Direct Marketing Association of Malaysia (DMAM) — Kuala Lumpur, Wilayah Persekutuan, Malaysia
Agency: Arc Worldwide / Leo Burnett Advertising — Kuala Lumpur, Wilayah Persekutuan, Malaysia
Campaign: The Greatest Show on Earth

Business-to-Business
Business and Consumer Services
Client: Yell UK — Reading, UK
Agency: Proximity London — London, UK
Campaign: Yellow Pages 'Happy Families' Acquisition Campaign

Business-to-Business
Business and Consumer Services
Client: Scottish Development International (SDI) — Glasgow, UK
Agency: Mullen Advertising — Wenham, MA
Campaign: Scottish Development 3D Mailer

Business-to-Business & Consumer
Business and Consumer Services
Client: United States Postal Service® — Washington, DC
Agency: Drafftcb — Chicago, IL
Campaign: USPS Guess & Win Sweepstakes

Consumer
Business and Consumer Services
Client: Transport for London — London, UK
Agency: Chemistry — London, UK
Campaign: Transport for London — Air Driving 2007

Business-to-Business
Communications/Utilities
Client: Bell Mobility — Mississauga, ON, Canada
Agency: Blitz Direct, Data & Promotion — Toronto, ON, Canada
Campaign: Invisible Bus DM

Business-to-Business
Communications/Utilities
Client: Klart Svar AS — Oslo, Norway
Agency: MRM Partners Norway McCann Direkte — Oslo, Norway
Campaign: Nostalgia

Business-to-Business
Communications/Utilities
Client: MWEB Business — Victory Park, Johannesburg, South Africa
Agency: primaplus — Cape Town, Western Cape, South Africa
Campaign: The Voice Box

Business-to-Business & Consumer
Communications/Utilities
Client: Telecom Argentina — Buenos Aires, Argentina
Agency: CP Comunicación Proximity — Buenos Aires, Argentina
Campaign: 10 Ways to Get Under Your Door

Consumer
Communications/Utilities
Client: Telecom Argentina — Buenos Aires, Argentina
Agency: CP Comunicación Proximity — Buenos Aires, Argentina
Campaign: Scarecrow

Consumer
Communications/Utilities
Client: Fibertel — Buenos Aires, Argentina
Agency: Di Paola y Asociados — Buenos Aires, Argentina
Campaign: Free Sample

Consumer
Communications/Utilities
Client: NET — São Paulo, SP, Brazil
Agency: Sun MRM Worldwide — São Paulo, SP, Brazil
Campaign: 3-Flavor Pizza

Consumer
Communications/Utilities
Client: YA.COM — Madrid, Spain
Agency: Shackleton — Madrid, Spain
Campaign: BLAH BLAH

Business-to-Business
Financial Products and Services
Client: Western Union Financial Services GmbH — Vienna, Austria
Agency: DRAFTFCBi Directmarketing & Interactive GmbH — Vienna, Austria
Campaign: Western Union Games 2006

Consumer
Financial Products and Services
Client: Prospera Credit Union — Abbotsford, British Columbia, Canada
Agency: Blitz Direct, Data & Promotion — Vancouver, British Columbia, Canada
Campaign: Freezing Taxes

Consumer
Financial Products and Services
Client: ASB Bank — Auckland, New Zealand
Agency: TEQUILA\Auckland — Auckland, New Zealand
Campaign: Goodbye Landlord

Consumer
Financial Products and Services
Client: SEB — Stockholm, Sweden
Agency: DRAFTFCB — Stockholm, Sweden
Campaign: SEB/World Cup

Business-to-Business
Information Technologies
Client: IBM Malaysia Sdn Bhd — Petaling Jaya, Malaysia
Agency: OgilvyOne worldwide Malaysia — Kuala Lumpur, Malaysia
Campaign: Picasso and You

Business-to-Business
Information Technologies
Client: Telefónica — Madrid, Spain
Agency: OgilvyOne worldwide — Madrid, Spain
Campaign: Metamorphosis

Business-to-Business
Information Technologies
Client: IBM Spain — Madrid, Spain
Agency: OgilvyOne worldwide — Madrid, Spain
Campaign: The Server Flattener

Business-to-Business
Information Technologies
Client: Microsoft UK — Reading, UK
Agency: MRM Worldwide — London, UK
Campaign: On the Map

Business-to-Business
Information Technologies
Client: IBM — Somers, NY
Agency: OgilvyOne — New York, NY
Campaign: Promoting IBM's 2006 CEO Study — High Impact Print

Consumer
Information Technologies
Client: MWEB Home — Cape Town, South Africa
Agency: OgilvyOne — Cape Town, Western Cape, South Africa
Campaign: Babushkalopes

Business-to-Business

Insurance

Client: Nordea Liv & Pension — Ballerup, Denmark

Agency: OgilvyOne worldwide — Copenhagen, Denmark

Campaign: Do You Want the Good or the Bad News First?

Consumer

Insurance

Client: GEICO — Chevy Chase, MD

Agency: The Martin Agency — Richmond, VA

Campaign: Testimonials Campaign

Business-to-Business

Not-For-Profit

Client: Fundación Luz — Providencia, Santiago, Argentina

Agency: Di Paola y Asociados — Buenos Aires, Argentina

Campaign: A Sense That Makes Sense

Business-to-Business

Not-For-Profit

Client: Save The Children Romania — Bucharest, Romania

Agency: Proximity Bucharest — Bucharest, Romania

Campaign: Minor Report

Business-to-Business & Consumer

Not-For-Profit

Client: Endangered children fund — Prague 1, Czech Republic

Agency: Proximity Prague — Prague 6, Czech Republic

Campaign: Listen to Teddy

Business-to-Business & Consumer

Not-For-Profit

Client: Refuge — London, UK

Agency: Craik Jones Waston Mitchell Voelkel — London, UK

Campaign: 1 in 4 Women

Consumer

Not-For-Profit

Client: Save the Children — London, UK

Agency: Proximity London — London, UK

Campaign: Rewrite The Future

Consumer

Not-For-Profit

Client: World Vision — Federal Way, WA

Agency: Russ Reid Company — Pasadena, CA

Campaign: Deworming Pharmaceutical Gifts In Kind

Consumer

Not-For-Profit

Client: American Leprosy Missions — Greenville, SC

Agency: CreativeOne Direct — Westford, MA

Campaign: Can You Open - Major Donor Sock Pkg.

Business-to-Business

Pharmaceutical/Healthcare

Client: Pfizer — Tadworth, Surrey, UK

Agency: Marketing Agency — London, UK

Campaign: Listerine Embossed Letter

Business-to-Business
Pharmaceutical/Healthcare
Client: Invitrogen Corporation — Madison, WI
Agency: N/A
Campaign: Nuclear Receptor Magnet Set Campaign

Consumer
Pharmaceutical/Healthcare
Client: Wyeth Pharmaceuticals — Collegeville, PA
Agency: OgilvyOne — New York, NY
Campaign: KnowMenopause.com

Business-to-Business
Product Manufacturing and Distribution
Client: BuildDirect — Vancouver, British Columbia, Canada
Agency: Blitz Direct, Data & Promotion — Vancouver, British Columbia, Canada
Campaign: Stop Playing Games with Your Business

Business-to-Business
Product Manufacturing and Distribution
Client: Hasselblad — Copenhagen NV, Denmark
Agency: GEKKO — Copenhagen Ø, Denmark
Campaign: Hasselblad Anniversary Campaign

Business-to-Business
Product Manufacturing and Distribution
Client: Oticon — Smørum, Denmark
Agency: GEKKO — København Ø, Denmark
Campaign: The Hearwell family

Consumer
Product Manufacturing and Distribution
Client: Procter & Gamble — Makati, Philippines
Agency: Arc Worldwide Philippines — Makati, Philippines
Campaign: Book of Revelations

Consumer
Product Manufacturing and Distribution
Client: Diageo — London, UK
Agency: Craik Jones — London, UK
Campaign: Bell's Loyalty Programme

Consumer
Publishing/Entertainment
Client: Pinnacle Entertainment Group — Las Vegas, NV
Agency: Nimblefish Technologies — San Francisco, CA
Campaign: Pinnacle Acquisition Program

Consumer
Publishing/Entertainment
Client: Buena Vista Worldwide Home Entertainment — Burbank, CA
Agency: True North Inc. — New York, NY
Campaign: Magic on Your Desktop

Consumer
Publishing/Entertainment
Client: Rodale Subscription Marketing — Emmaus, PA
Agency: N/A
Campaign: Runner's World "Get Fit, Stay Fit"

Business-to-Business & Consumer
Travel & Hospitality/Transportation
Client: SAS Scandinavian Airlines — Kastrup, DK, Denmark
Agency: Relationshuset — Copenhagen OE, Denmark
Campaign: Upgrading Campaign — From Economy to Economy Flex

Consumer
Travel & Hospitality/Transportation
Client: ÖBB Austrian Railways — Vienna, Austria
Agency: PKP proximity — Vienna, Austria
Campaign: FAMILY

Consumer
Travel & Hospitality/Transportation
Client: Regent Seven Seas Cruises — Ft Lauderdale, FL
Agency: PIL Creative Group
Campaign: Customized Brochure for Consumer Fulfillment

Consumer
Travel & Hospitality/Transportation
Client: Exclusive Resorts, LLC — Denver, CO
Agency: DDB Seattle — Seattle, WA
Campaign: When Solving Vacation Pain Isn't Enough

2007 INTERNATIONAL BRONZE ECHO WINNERS

Business-to-Business
Automotive
Client: smart GmbH — Böblingen, Germany
Agency: Proximity Germany GmbH — Hamburg, Germany
Campaign: Fairy tales of success!

Consumer
Automotive
Client: smart GmbH — Böblingen, Germany
Agency: Proximity Germany GmbH — Hamburg, Germany
Campaign: Awake your play instinct!

Consumer
Automotive
Client: smart GmbH — Böblingen, Germany
Agency: Proximity Germany GmbH — Hamburg, Germany
Campaign: Pick Up the Trail!

Consumer
Automotive
Client: Volkswagen AG — Wolfsburg, Germany
Agency: Tribal DDB GmbH, Member of DDB Germany — Hamburg, Germany
Campaign: Schlämmer Gets His Drivers License

Consumer
Automotive
Client: AUDI ESPAÑA, S.A. — Barcelona, Spain
Agency: CP PROXIMITY — Barcelona, Spain
Campaign: AUDI TT LIFE

Consumer
Automotive
Client: Land Rover — Gaydon, UK
Agency: Harrison Troughton Wunderman — London, UK
Campaign: Sled

Consumer
Automotive
Client: Fiat Auto UK Ltd — Slough, UK
Agency: Arc Worldwide UK — London, UK
Campaign: No Need to Scrimp

Business-to-Business
Business and Consumer Services
Client: Entel PCS Telecomunicaciones S.A. — Las Condes, Santiago, Argentina
Agency: Di Paola y Asociados — Buenos Aires, Argentina
Campaign: Smoke Signals

Business-to-Business
Business and Consumer Services
Client: DHL Japan, Inc. — Koto-ku, Tokyo, Japan
Agency: Midori Co., Ltd. — Shibuya-ku, Japan
Campaign: 2006 Seasonal Greetings

Business-to-Business
Business and Consumer Services
Client: aQa Pickwick — Utrecht, Netherlands
Agency: Proximity Amsterdam — Amstelveen, Netherlands
Campaign: aQa Pickwick "Watertank Reintegration Program"

Business-to-Business
Business and Consumer Services
Client: Yellow Pages — Auckland, New Zealand
Agency: Aim Proximity — Auckland, New Zealand
Campaign: Yellow Pages Call Monitoring

Business-to-Business
Business and Consumer Services
Client: Shackleton Events — Madrid, Spain
Agency: Shackleton — Madrid, Spain
Campaign: This Year Yes, I Can

Business-to-Business
Business and Consumer Services
Client: Constant Contact — Waltham, MA
Agency: True North Inc. — New York, NY
Campaign: A Better Way Online Ads

Business-to-Business
Business and Consumer Services
Client: ThomasNet — New York, NY
Agency: True North Inc. — New York, NY
Campaign: ThomasNet "Robot" Emails & Landing Page

Business-to-Business
Business and Consumer Services
Client: N/A
Agency: Grizzard Performance Group — Atlanta, GA
Campaign: Volume One

Business-to-Business
Business and Consumer Services
Client: Valpak -Cox Target Media — Largo, FL
Agency: Cox Target Media In-house agency — Largo, FL
Campaign: Plant Tour

Business-to-Business & Consumer
Business and Consumer Services
Client: Royal Mail Ltd — London, UK
Agency: Proximity London — London, UK
Campaign: Stop Lateness

Consumer
Business and Consumer Services
Client: Comuniquese — Rio de Janeiro, Brazil
Agency: Salem — São Paulo, SP, Brazil
Campaign: Trophy

Consumer
Business and Consumer Services
Client: Unilever — Greenwich, CT
Agency: Ryan Partnership — Wilton, CT
Campaign: Dove Dimensions Programs 2006

Business-to-Business
Communications/Utilities
Client: Verizon Wireless — Basking Ridge, NJ
Agency: Draftfcb — New York, NY
Campaign: Verizon Business DSL "Interoffice Envelope"

Consumer
Communications/Utilities
Client: Vodafone — Dublin 18, Ireland
Agency: OgilvyOne worldwide — Dublin, Ireland
Campaign: Christmas — A Welcome Surprise

Consumer
Communications/Utilities
Client: MTN — Johannesburg, Gauteng, South Africa
Agency: Wunderman South Africa — Johannesburg, South Africa
Campaign: MTN SMS Ya Seiva

Consumer
Communications/Utilities
Client: AGUAS DE BARCELONA — Barcelona, Spain
Agency: CP PROXIMITY — Barcelona, Spain
Campaign: Wet Paper

Consumer
Financial Products and Services
Client: Westpac — Sydney, NSW, Australia
Agency: Lavender* — Sydney, NSW, Australia
Campaign: Westpac Redraw Campaign

Consumer
Financial Products and Services
Client: Banco Gallego — Madrid, Spain
Agency: Shackleton — Madrid, Spain
Campaign: Lopetegui Deposit

Business-to-Business

Insurance

Client: GMAC Insurance — Troy, MI

Agency: o2kl — New York, NY

Campaign: GMAC Insurance for Insiders Kit and Order Web Site

Consumer

Insurance

Client: Tryg A/S — Ballerup, Denmark

Agency: Sepia Proximity A/S — Copenhagen C, Denmark

Campaign: Insurance-Test-Drive

Consumer

Insurance

Client: Allstate Insurance Company — Northbrook, IL

Agency: OgilvyOne worldwide — Chicago, IL

Campaign: Anonymous Quote

Consumer

Insurance

Client: SecureHorizons by UnitedHealthcare — Minnetonka, MN

Agency: Doner — Newport Beach, CA

Campaign: SecureHorizons Brand Migration

Consumer

Not-For-Profit

Client: US Navy Recruiting Command — Millington, TN

Agency: Campbell-Ewald Advertising — Warren, MI

Campaign: US Navy Women in Non-Traditional Ratings Campaign

Business-to-Business

Pharmaceutical/Healthcare

Client: Wyeth — Oslo, Norway

Agency: RappCollins Oslo — Oslo, Norway

Campaign: The Enbrel Relaunch

Consumer

Pharmaceutical/Healthcare

Client: Genentech Inc. — South San Francisco, CA

Agency: CDMiConnect — NYC, NY

Campaign: Lucentis "Shirley" Direct-to-Patient Campaign

Consumer

Pharmaceutical/Healthcare

Client: Wyeth Pharmaceuticals — College, PA

Agency: OgilvyOne — New York, NY

Campaign: Protonix — The RENEW Program

Business-to-Business

Product Manufacturing and Distribution

Client: F.L.Smith Automation — Valby, Denmark

Agency: Klausen + Partners — Frederiksberg, Denmark

Campaign: Beat the Autopilot

Business-to-Business & Consumer

Product Manufacturing and Distribution

Client: Bombardier Aerospace — Quebec, PQ, Canada

Agency: Finelight Strategic Marketing — Bloomington, IN

Campaign: XR Mystery Case

Consumer
Product Manufacturing and Distribution
Client: Lion Nathan — Sydney, Australia
Agency: BMF — Pyrmont, Australia
Campaign: Platinum Human Testing Program

Consumer
Product Manufacturing and Distribution
Client: Diageo Ireland — Dublin 8, Ireland
Agency: RMG Target — Dublin 11, Ireland
Campaign: Guinness: A Passion Shared

Consumer
Product Manufacturing and Distribution
Client: Guinness Anchor Marketing Sdn Bhd — Petaling Jaya, Malaysia
Agency: OgilvyOne worldwide Malaysia — Kuala Lumpur, Malaysia
Campaign: Greatness. In Any Language.

Consumer
Product Manufacturing and Distribution
Client: Diageo — London, UK
Agency: Chemistry Communications Group — London, UK
Campaign: The Baileys Lounge

Consumer
Product Manufacturing and Distribution
Client: Unilever | Dove — Greenwich, CT
Agency: Ryan iDirect — Wilton, CT
Campaign: Dove Pro-age

Consumer
Product Manufacturing and Distribution
Client: Kraft Foods North America — Tarrytown, NY
Agency: Modem Media — San Francisco, CA
Campaign: Kraft - Chef to the Rescue

Consumer
Publishing/Entertainment
Client: schlager@falter.at — Vienna, Austria
Agency: PKP proximity — Vienna, Austria
Campaign: Wash Bag

Consumer
Publishing/Entertainment
Client: Bonnier Publications — Copenhagen OE, DK, Denmark
Agency: Relationshuset — Copenhagen OE, Denmark
Campaign: The Welcoming Dialogue

Consumer
Publishing/Entertainment
Client: Seagrams India Pvt. Ltd. — Gurgaon, India
Agency: OgilvyOne worldwide — New Delhi, India
Campaign: Chivas Art Invite

Consumer
Publishing/Entertainment
Client: The Press — Christchurch, New Zealand
Agency: Aim Proximity — Auckland, New Zealand
Campaign: Tabloid Thesis

Consumer
Publishing/Entertainment
Client: SET India Pvt Ltd — Mumbai, Maharashtra, India
Agency: N/A
Campaign: Fame X — The Hermit

Consumer
Publishing/Entertainment
Client: Rodale Publishing — Emmaus, PA
Agency: N/A
Campaign: Woman's Health Magalog

Business-to-Business
Retail/Direct Sales
Client: BMW — Madrid, Spain
Agency: Shackleton — Madrid, Spain
Campaign: Filter

Business-to-Business & Consumer
Retail/Direct Sales
Client: La Carte des Vins — Madrid, Spain
Agency: Shackleton — Madrid, Spain
Campaign: La Carte des Vins XMAS Campaign

Consumer
Retail/Direct Sales
Client: CAP Customer Advantage Program — Koeln, Germany
Agency: Rapp Collins Hamburg — Hamburg, Germany
Campaign: Lost Item No. 309

Consumer
Retail/Direct Sales
Client: Nestlé Purina Petcare Ltd — Auckland, New Zealand
Agency: Ogilvyone — Auckland, New Zealand
Campaign: Friskies G.U.T.S

Consumer
Retail/Direct Sales
Client: The Glenmorangie Company — Edinburgh, UK
Agency: Story — Edinburgh, UK
Campaign: Ardbeg 1965 — The Envy of Islay

Consumer
Travel & Hospitality/Transportation
Client: Gulf Air — Manama, UAE
Agency: OgilvyOne Middle East — Dubai, UAE
Campaign: Gulf Air Frequent Flyer Programme

Consumer
Travel & Hospitality/Transportation
Client: Avis Budget Group — Parsippany, NJ
Agency: MRM Gillespie — Lawrenceville, NJ
Campaign: Budget Thank You Mailing

Consumer
Travel & Hospitality/Transportation
Client: Disney Vacation Club, The Walt Disney Company — Celebration, FL
Agency: Upshot — Chicago, IL
Campaign: Disney Vacation Club Prospects Pop-Up Book & DVD