

**1997 INTERNATIONAL AUTOMOTIVE ADVERTISING AWARDS RECIPIENTS**

**GOLD TRIOMPHE – BEST OF SHOW  
FALLING IN LOVE – LOWE & PARTNERS/SMS**

**PASSENGER CARS - SUB/SUB-COMPACT - TV**

Sunday Afternoon 2	Arnold Communications	SILVER
Closet, Jr. Exec	Rubin Postaer & Associates	SILVER
University Study	Goldberg, Moser, O'Neil	SILVER
Sunday Afternoon 1, Sunday Afternoon 2	Arnold Communications	SILVER
Champions	Arnold Communications	MERIT
Menu (Single)	Arnold Communications	MERIT

**PASSENGER CARS - SUB/SUB-COMPACT - PRINT**

Doormat, Air Conditioner, Nails	Rubin Postaer & Associates	SILVER
Earring	Rubin Postaer & Associates	SILVER

**PASSENGER CARS - SUB/SUB-COMPACT - CATALOG**

Ahhhh! The A Class	e-fact, ltd	MERIT
MY98 EV Plus Brochure	Rubin Postaer & Associates	MERIT

**PASSENGER CARS - INTERMEDIATE/LARGE - TV**

Farmer	TBWA Chiat/Day	GOLD
Witness Protection	TBWA Chiat/Day	GOLD
Spy Car	Rubin Postaer & Associates	SILVER
It's Coming, Lab Coats, Wide Open	OneSuch Films	BRONZE

**PASSENGER CARS - INTERMEDIATE/LARGE - PRINT**

They Didn't Choose Their Names	Saatchi & Saatchi Pacific	BRONZE
Everything We Know About Style We Learned From These Two, They Didn't Choose Their Names, The Fascination With Horsepower Goes Way Back	Saatchi & Saatchi Pacific	BRONZE
Everything We Know About Style We Learned From These Two.	Saatchi & Saatchi Pacific	MERIT

**PASSENGER CARS - LUXURY - TV**

Brooklyn Bridge	Team One Advertising	GOLD
Eulogy	TBWA Chiat/Day	GOLD
Half	TBWA Chiat/Day	GOLD
Autobahn, Brooklyn Bridge, Canterbury Plane	Team One Advertising	SILVER
Plane, Eulogy, Half	TBWA Chiat/Day	SILVER
Canterbury	TBWA Chiat/Day	SILVER
Autobahn	Team One Advertising	SILVER
Intersection	Team One Advertising	SILVER
Fifth Avenue	Team One Advertising	SILVER
Lonely Road	Team One Advertising	MERIT
Millisecond	Team One Advertising	MERIT

**PASSENGER CARS - LUXURY - PRINT**

Bell, Lightbulb, Marilyn	Lowe & Partners/SMS	GOLD
Balance	Fallon McElligott, Inc.	SILVER
Democracy, Sky Dive, Stimulant	Team One Advertising	SILVER
Pick Me	Team One Advertising	SILVER
Exit	Team One Advertising	BRONZE
Sods	Saatchi & Saatchi - Australia	BRONZE
Stimulant	Team One Advertising	BRONZE
33 Percent	Team One Advertising	BRONZE
Democracy	Team One Advertising	BRONZE
Sky Dive	Team One Advertising	MERIT
Sperm	Lowe Howard Spink	MERIT

Exclamation	Roche Macaulay & Partners	MERIT
In 10 Years	Roche Macaulay & Partners	MERIT
Below Average	Team One Advertising	MERIT
Blood Pressure	Low Howard Spink	MERIT
Heart	Low Howard Spink	MERIT

**PASSENGER CARS - LUXURY - CATALOG**

Lexus LS 400 Brochure	Team One Advertising	SILVER
Lexus ES 300 Brochure	Team One Advertising	SILVER
Lexus GS 300/400 Brochure	Team One Advertising	SILVER

**PASSENGER CARS - SPORT - TV**

Kayak, Bike, Ski	@radical media	BRONZE
Lucky Day	Rubin Postaer & Associates	MERIT
McQueen	Young & Rubicam - London	MERIT
Rumors	@radical media	MERIT

**PASSENGER CARS - SPORT - PRINT**

I Forget	Goodby, Silverstein & Partners	GOLD
1956 Meets 2001	Goodby, Silverstein & Partners	SILVER
Bring A Map	Goodby, Silverstein & Partners	SILVER
Gas/Food/Lodging	Goodby, Silverstein & Partners	BRONZE
1956 Meets 2001, I Forgot, Bring A Map, Gas/Food/Lodging	Goodby, Silverstein & Partners	BRONZE

**PASSENGER CARS - SPORT - OUTDOOR**

1956 Meets 2001	Goodby, Silverstein & Partners	SILVER
Radar Gun	Rubin Postaer & Associates	BRONZE

**PASSENGER CARS - SPORT - CATALOG**

Prowler History Book/Launch Kit	Iconix, Inc.	SILVER
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**SPORTS UTILITY - TV**

Flood	Bozell S.A. De C.V.	SILVER
Whisper	Goodby, Silverstein & Partners	SILVER
Weather Report	Bozell Worldwide, Inc.	SILVER
Giant Alt. Rev	Goodby, Silverstein & Partners	SILVER
Tortoise and the 5.9	Bozell Worldwide, Inc.	SILVER
Hiker, Tortoise and the 5.9, Weather Report	Bozell Worldwide, Inc.	SILVER
Smooth Ride	Low & Partners/SMS	SILVER
Giant/Rev.	Goodby, Silverstein & Partners	SILVER
Zipper	Roche Macaulay & Partners Adv.	SILVER
News	Rubin Postaer & Associates	SILVER
Hiker	Bozell Worldwide, Inc.	MERIT
Big Show, Smooth Ride	Low & Partners/SMS	MERIT
Felix	OneSuch Films	MERIT
Gridlock	Team One Advertising	MERIT
Survival	Rubin Postaer & Associates	MERIT

**SPORTS UTILITY - PRINT**

Tent	TBWA Chiat/Day	GOLD
Topographical Map	Bozell Worldwide, Inc.	GOLD
Flames	Bozell Worldwide, Inc.	SILVER
Flames, Stopwatch	Bozell Worldwide, Inc.	BRONZE
Stopwatch	Bozell Worldwide, Inc.	MERIT

**SPORTS UTILITY - OUTDOOR**

Earthquake	Low Howard Spink	MERIT
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**SPORTS UTILITY - CATALOG**

97 European Jeep Book	Bozell Worldwide, Inc.	MERIT
Land Rover Journal	Coyne Communications	MERIT

**VANS - TV**

Show Off	Campbell Ewald Advertising	BRONZE
Baby	Campbell Ewald Advertising	MERIT
Dolphin, Baby, Show-Off	Campbell Ewald Advertising	MERIT
Dolphin	Campbell Ewald Advertising	MERIT

**VANS - PRINT**

Personalities, Denial, Inside	Rubin Postaer & Assoc.	MERIT	MERIT
Hail, Remember, Odyssey	RP Alpha Group	MERIT	
Caravan Launch	BBDO		MERIT
Research & Development	Bozell Worldwide	MERIT	

**TRUCKS - TV**

Reindeer	Campbell Ewald Advertising	BRONZE
Brawl, Hoss, Chase	Campbell Ewald Advertising	MERIT
Brawl	Campbell Ewald Advertising	MERIT
Hoss	Campbell Ewald Advertising	MERIT

**TRUCKS - PRINT**

Steve Baney, Cowboy	Campbell Ewald Advertising	SILVER
Anton Pogue, U.S. Snowboard Team	Campbell Ewald Advertising	BRONZE
Fred Cly, Veteran Stuntman	Campbell Ewald Advertising	BRONZE
Tammy Knox, Firefighter	Campbell Ewald Advertising	BRONZE
Duncan Sim, Photographer	Campbell Ewald Advertising	BRONZE
For Sale	Campbell Ewald Advertising	MERIT

**BRAND/FULL LINE - TELEVISION**

Falling In Love	Lowe & Partners/SMS	GOLD
Mercury, Falling In Love	Lowe & Partners/SMS	SILVER
Pigeons	TBWA Chiat/Day	SILVER
Doggy Mind Control	TBWA Chiat/Day	SILVER
Pigeons, Doggy Mind Control, Strangers In The Night	TBWA Chiat/Day	SILVER
Happiness	Fallon McElligott, Inc.	SILVER
Mercury	Lowe & Partners/SMS	BRONZE
Strangers in the Night	TBWA Chiat/Day	BRONZE
Shall We Dance	Fallon McElligott, Inc.	BRONZE
Brilliantly	Fallon McElligott, Inc.	BRONZE
Test Drive	Fallon McElligott, Inc.	MERIT
Affirmations/60	Saatchi & Saatchi - Pacific	MERIT

**BRAND/FULL LINE - PRINT**

Smiley Face	Bozell Worldwide, Inc.	GOLD
Smiley Face, Constellation, Topographical Map	Bozell Worldwide, Inc.	GOLD
Constellation	Bozell Worldwide, Inc.	GOLD
Haircut	TBWA Chiat/Day	SILVER
Dog Spread, Toys Spread, Haircut	TBWA Chiat/Day	SILVER
Toys Spread	TBWA Chiat/Day	SILVER
Swing	Bozell Worldwide, Inc.	SILVER
Dog Spread	TBWA Chiat/Day	MERIT

**BRAND/FULL LINE - CATALOG**

Mercedes-Benz Full Line	The Designory, Inc.	SILVER
97 Jaguar Full Line Catalog	Ogilvy & Mather-Detroit	BRONZE

**CORPORATE - TELEVISION**

Breathe In/Breath Out	Rubin Postaer & Associates	BRONZE
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**CORPORATE - PRINT**

Airbag	Rubin Postaer & Associates	BRONZE
Mr. Clean, Airbags	Rubin Postaer & Associates	BRONZE
Exclamation	Roche Macaulay & Partners Adv.	MERIT

Some See A Wall...We See A Window	Saatchi & Saatchi - Pacific	MERIT
Mr. Clean	Rubin Postaer & Associates	MERIT

**CORPORATE - OUTDOOR**

Running Shoe, Basketball	MacLaren McCann	MERIT
Team Rossignol Poster	Team One Advertising	MERIT
Tires Flat, Stationary Bike, 26.2 Sitting	Rubin Postaer & Associates	MERIT

**MOTORSPORTS - TV**

20 Questions, Rim Shot Petty, French Lessons	@radical media	SILVER
20 Questions	@radical media	SILVER

**MOTORSPORTS - PRINT**

Big Cheese, Dune Buggy, Flying Lessons	Rubin Postaer & Associates	MERIT
You Are Not Here	Saatchi & Saatchi - Pacific	MERIT

**INDIVIDUAL AUTO DEALER - TELEVISION**

Screaming Lizard, Gorilla, Friends, Water Lizard, Herd	Advantege Television Advertising	BRONZE
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**INDIVIDUAL AUTO DEALER - PRINT**

Nut At Both Ends	Hadeler, Sullivan, Ewing	MERIT
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**DEALER ASSOCIATION - OUTDOOR**

Almanac, Fortune Cookie, Embroider	Veritas Advertising, Inc.	MERIT
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**MOTORCYCLES - CATALOG**

Harley Davidson Motorcycle Catalogue	Todd Johnson Photography	BRONZE
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**AFTERMARKET PRODUCTS AND SERVICES - PRINT**

Bandaid	Saatchi & Saatchi - Australia	MERIT
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**SAFETY - TELEVISION**

Intersection	Team One Advertising	SILVER
Millisecond	Team One Advertising	SILVER
Another Angle	Team One Advertising	MERIT
Flowers	McCann Erickson - Belfast	MERIT
Ship	Fallon McElligott, Inc.	MERIT

**SAFETY - PRINT**

Sperm	Low Howard Spink	SILVER
Heart	Low Howard Spink	BRONZE
33 Percent	Team One Advertising	MERIT
Head	Low Howard Spink	MERIT

**PUBLICATIONS - BROCHURES/CALENDARS**

Mercedes-Benz SLK Product Brochure	The Designory, Inc.	GOLD
Sunday Afternoon Poster	Arnold Communications	SILVER
Jetta Trek Poster	Arnold Communications	SILVER
Lexus LS 400 Brochure	Team One Advertising	SILVER
Mercedes-Benz Brand/Full Line Brochure	The Designory, Inc.	BRONZE
97 Jaguar Full Line Catalog	Ogilvy & Mather-Detroit	BRONZE
Lexus GS 300/400 Brochure	Team One Advertising	MERIT
Lexus ES 300 Brochure	Team One Advertising	MERIT
Lexus Coupe Brochure	Team One Advertising	MERIT
Mercedes-Benz M-Class	The Designory	MERIT

**DIRECT MARKETING - VIDEOS**

Lexus ES 300 Custom Video	Team One Advertising	BRONZE
Lexus LS 400 Custom Video	Team One Advertising	BRONZE

**DIRECT MARKETING - DIRECT MAIL**

Century Viewmaster, The Reel Part 2, The Reel Part 3	McCann Direct	SILVER
Actros Book	Hoehne Habann Elser	MERIT

**IN-STORE ADVERTISING - PRINT FOR IN-STORE MEDIA**

Airbag	Rubin Postaer & Associates	MERIT
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**FREE-STANDING WEB SITES**

BMW of North America Web Site	Fallon McElligott	GOLD
98 Honda Web Site	Rubin Postaer & Associates	GOLD
Acura Web Site	Genex Interactive	GOLD
Toyota	Saatchi & Saatchi - Pacific	SILVER
98 Jeep Website	Ross Roy	SILVER
Lexus Centre of Performance Art	Team One Advertising	SILVER
98 Dodge Brand Website	Ross Roy	SILVER
GMC	Sigma 6	BRONZE
98 Plymouth Brand Website	Ross Roy	BRONZE
Escort Zx2	J.Walter Thompson	BRONZE
Chrysler Gateway	Ross Roy	MERIT

**WEB PROMOTION/EVENT**

C5 Launch Web Site	Campbell - Ewald Advertising	MERIT
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**COMPLETE CAMPAIGN**

Brawl, Hoss, Chase Stuntman, Cowboy, Firefighter	Campbell Ewald Advertising	GOLD
Hiker, Tortoise and the 5.9, Weather Report, Smiley Face, Constellation, Topographical Map	Bozell Worldwide, Inc.	SILVER
Happiness, Test Drive, Shall We Dance Eavesdropping, Beautiful Interior, Invitation To Dance	Fallon McElligott, Inc.	SILVER

**SPECIALTY/TECHNIQUE - VISUAL EFFECTS**

Appliances	Industrial Light & Magic Commercial Productions	GOLD
Intersection	Team One Advertising	GOLD
Giant Rev.	Goodby, Silverstein & Partners	SILVER
Giant Alt. Rev	Goodby, Silverstein & Partners	SILVER

**SPECIALTY/TECHNIQUE - ANIMATION**

Zipper	Roche Macaulay & Partners Adv.	SILVER
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**SPECIALTY/TECHNIQUE - CINEMATOGRAPHY**

Happiness	Fallon McElligott, Inc.	GOLD
Intersection	Team One Advertising	SILVER
Shall We Dance	Fallon McElligott, Inc.	SILVER
Test Drive	Fallon McElligott, Inc.	SILVER
Lonely Road	Team One Advertising	SILVER
China	Bartle, Bogle, Hegarty	BRONZE

**SPECIALTY/TECHNIQUE - DIRECTION**

Appliances	Industrial Light & Magic	GOLD
Pidgeons	Industrial Light & Magic	SILVER
Don't Fence Me In	Bruce Dowad Associates	MERIT
China	Bartle, Bogle, Hegarty	MERIT

**SPECIALTY/TECHNIQUE - EDITING**

Happiness	Fallon McElligott, Inc.	SILVER
Test Drive	Fallon McElligott, Inc.	BRONZE

**SPECIALTY/TECHNIQUE - MUSIC - ADAPTATION**

Sunday Afternoon 1, Sunday Afternoon 2	Arnold Communications	SILVER
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**SPECIALTY/TECHNIQUE - MUSIC - ORIGINAL**

Happiness	Fallon McElligott, Inc.	SILVER
Giant Rev.	Goodby, Silverstein & Partners	BRONZE
Giant Alt.Rev.	Goodby, Silverstein & Partners	BRONZE
Shall We Dance	Fallon McElligott, Inc.	BRONZE
Test Drive	Fallon McElligott, Inc.	BRONZE
Whisper	Goodby, Silverstein & Partners	MERIT

**SPECIALTY/TECHNIQUE - SOUND DESIGN**

Half	Machine Head	SILVER
Soda Jerk	Machine Head	SILVER
Brawl	Machine Head	BRONZE
Doggie Mind Control	Machine Head	MERIT

**SPECIALTY/TECHNIQUE - ILLUSTRATION**

Sperm	Lowe Howard Spink	SILVER
Blood Pressure	Lowe Howard Spink	MERIT
Heart	Lowe Howard Spink	MERIT
Head	Lowe Howard Spink	MERIT

**SPECIALTY/TECHNIQUE - PHOTOGRAPHY**

Balance	Fallon McElligott, Inc.	GOLD
Lexus LS 400 Brochure	Team One Advertising	BRONZE
Pedestal	Fallon McElligott, Inc.	
BRONZE		
Rewards	Fallon McElligott, Inc.	BRONZE
Lexus ES 300 Brochure	Team One Advertising	MERIT
Flood	Lowe Howard Spink	MERIT
Shipping Forecast	Lowe Howard Spink	MERIT
Earthquake	Lowe Howard Spink	MERIT

*THE INTERNATIONAL AUTOMOTIVE ADVERTISING AWARDS IS AN INDEPENDENT AWARD PROGRAM THAT WAS ESTABLISHED TO CELEBRATE AND SHOWCASE EFFORT AND EXCELLENCE IN AUTOMOTIVE AND RELATED ADVERTISING AND MARKETING WORLDWIDE.*

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