

1998 INTERNATIONAL AUTOMOTIVE ADVERTISING AWARDS RECIPIENTS

GOLD TRIOMPHE – BEST OF SHOW HICCUPS, CHAIR, LAMPOST – BMP DDB Ltd. LONDON

Passenger Cars - Sub/Sub-Compact - TV

Hiccups, Chair, Lamppost	BMP DDB Ltd. - London	Gold
Baseball	Publicis & Hal Riney	Gold
Heart, Soul, Flower, Dream, UFO	Arnold Communications, Inc.	Gold
Heart	Arnold Communications, Inc.	Gold
Flower	Arnold Communications, Inc.	Silver
UFO	Arnold Communications, Inc.	Silver
Soul	Arnold Communications, Inc.	Silver
Dream	Arnold Communications, Inc.	Silver
Donuts	Publicis & Hal Riney	Silver
Dorm Room	Publicis & Hal Riney	Silver
Reform	Publicis & Hal Riney	Silver
Richard Hanna	Publicis & Hal Riney	Silver
Protection	BMP DDB Ltd. - London	Bronze
Bob Veal	Publicis & Hal Riney	Bronze
Seat Cushion	Publicis & Hal Riney	Bronze
Doc Payne	Publicis & Hal Riney	Bronze
Sam Foster	Publicis & Hal Riney	Bronze

Passenger Cars - Sub/Sub-Compact - Print

0-60	Arnold Communications, Inc.	Gold
Past Life, Soul, Heart	Arnold Communications, Inc.	Gold
Heat	Arnold Communications, Inc.	Silver
Less Flower	Arnold Communications, Inc.	Silver
Lime	Arnold Communications, Inc.	Silver
Heart	Arnold Communications, Inc.	Silver
Backwards and Forwards	Arnold Communications, Inc.	Silver
Soul	Arnold Communications, Inc.	Silver
Backwards & Forwards, Hug It, Heat	Arnold Communications, Inc.	Bronze
Anything Interesting	Arnold Communications, Inc.	Bronze
Twice In A Lifetime	Arnold Communications, Inc.	Bronze
Digitally ReMastered	Arnold Communications, Inc.	Merit
Past Life	Arnold Communications, Inc.	Merit
Digitally ReMastered, Beetle 2.0, UFO	Arnold Communications, Inc.	Merit
Detroit	Publicis & Hal Riney	Merit
Plug	Rubin Postaer & Associates	Merit

Passenger Cars - Sub/Sub-Compact - Newspaper

Lime Newspaper	Arnold Communications, Inc.	Bronze
Nursing Home	Publicis & Hal Riney	Bronze

Passenger Cars - Sub/Sub Compact - Catalog

AL2	Jung von Matt	Silver
AL2 Open End	Jung von Matt	Bronze

Passenger Cars - Intermediate/Large - TV

Doors, Video Diaries	BMP DDB Ltd. - London	Gold
Trees	Low Howard-Spink	Bronze

Passenger Cars - Intermediate/Large - Print

Fan	Bates Norway	Silver
Spine	Low Howard-Spink	Bronze

Passenger Cars - Intermediate/Large - Newspaper

Spine	Low Howard-Spink	Bronze
Back	Low Howard-Spink	Merit

Passenger Cars - Luxury - TV

Silence	Springer & Jacoby	Silver
Receptionist	Roche Macaulay & Partners	Bronze
It's Impossible	Low & Partners/SMS	Bronze

Passenger Cars - Luxury - Print

Reasons	Springer & Jacoby	Merit
SL-Shoot	Springer & Jacoby	Merit

Passenger Cars - Luxury - Newspaper

Acceleration I	Fallon McElligott	Merit
----------------	-------------------	-------

Passenger Cars - Luxury - Catalog

The New S Class	e-fact, Ltd.	Silver
-----------------	--------------	--------

Sports Utility - TV

Goat, Polar Bear, Ostrich	Grace & Rothschild Advertising	Bronze
Goat	Grace & Rothschild Advertising	Bronze
Jeannie	Team One Advertising	Merit
Polar Bear	Grace & Rothschild Advertising	Merit

Sports Utility - Print

Trees	Delaney Fletcher Bozell	Merit
-------	-------------------------	-------

Trucks - TV

Chair	TBWA/Chiat/Day	Gold
-------	----------------	------

Brand/Full-Line - TV

Young Talents	Springer & Jacoby	Silver
---------------	-------------------	--------

Brand/Full Line - Print

Love (Chocolate Box), Joy (Rudolph), Love (Rose)	Low & Partners/SMS	Merit
-----------------------------------------------------	--------------------	-------

Corporate - TV

Simulator Solo	Low Howard-Spink	Gold
Sandcastle, Suspension, Kennel, Mower, Video Game	J.Walter Thompson-Australia	Silver
Take The Keys, Lonely Road, Blowout	Ogilvy & Mather – Texas	Merit

Motorsports - TV

Driving Test	Rubin Postaer & Associates	Silver
Rockets	@radical.media	Merit

Individual Auto Dealer - Print

Return Policy	Grace & Rothschild Advertising	Merit
---------------	--------------------------------	-------

Dealer Association - TV		
Fun, Passionate, Agita	Lowe & Partners/SMS	Merit
Used Car Dealers - TV		
Stress Test	Lowe & Partners/SMS	Merit
Used Car Dealers - Print		
Parking Lot	Lowe & Partners/SMS	Bronze
Aftermarket Products and Services - TV		
Mosquito	Devito/Verdi	Silver
Oak Tree	Devito/Verdi	Silver
Shady Guys	Devito/Verdi	Bronze
Road (Funeral)	Gigante Vaz Partners	Merit
Fuel/Motor Oil - TV		
Truck	Lowe & Partners/SMS	Silver
Shrinks	Lowe & Partners/SMS	Silver
Truck, You're Born, Shrinks	Lowe & Partners/SMS	Silver
Public Service - TV		
Crash Test	Bozell Mexico	Silver
Publications - Brochures/Calendars/Posters		
Toy Car / Auto Show	Arnold Communications, Inc.	Gold
Calendar / 1998 The Year of the Beetle	Arnold Communications, Inc.	Silver
The New Beetle	Arnold Communications, Inc.	Silver
Reborn	Arnold Communications, Inc.	Silver
Direct Marketing - Direct Mail		
Tahoe Birch Box, Waterfall	C-E Communications	Silver
Hyperventilate, Base Camp, Bitter Chill, Euphoria, Snow Box	McCann Relationship Marketing	Merit
Websites - Freestanding Website		
Mercedes-Benz of North America Corporate Web Site	Lowe Interactive/ Critical Mass Productions	Gold
BMW Japan Website	Cove-Ito Advertising	Gold
Mitsubishi Motor Sales of America, Inc. 99MY Website	CKS Partners	Silver
MY99 Honda Automobile Web Site	RP.i	Silver
BMW NA Web Site	Revol (Fallon McElligott)	
Silver		
Acura Website	Genex Interactive	Silver
Oldsmobile Alero Web Site	Giant Step	Silver
Web Site @ Toyota 1999	Saatchi & Saatchi Advertising	Silver
Buick Website	McCann-Erickson Detroit	Bronze
Lexus Website	Team One Advertising	Bronze
EV1 Website	Sigma6 Interactive Media, Inc.	Bronze
Websites - Freestanding Website - continued		
1999 Chrysler Brand Web Site	Ross Roy Communications, Inc.	Bronze
1999 Dodge Brand Web Site	Ross Roy Communications, Inc.	Bronze

1999 Plymouth Brand Web Site	Ross Roy Communications, Inc.	Bronze
Websites - Web Promotion/Event		
M-Class Mood Ring Microsite	Low Interactive/ Critical Mass Productions	Gold
X-Files Oldsmobile Intrigue Promotion	Giant Step	Gold
Alero Launch	Giant Step	Silver
Mustang Sweepstakes	J.Walter Thompson Detroit	Silver
Mercedes-Benz Value	Low Interactive/ Critical Mass Productions	Bronze
Business to Business - Print Advertising		
Past Life / USA Today Poster	Arnold Communications	Bronze
Complete Campaign		
TV: Treacherous Terrain, North Pole, Mom Print: Camp Jeep Migration, Exclamation Point, Slim Fast	Bozell Worldwide	Silver
TV: Garage, Drifts Print: Seven Continents, Merit Badge, Eagles & Birdies, Birch Box, Two Door Tahoe	Campbell-Ewald Advertising	Silver
TV: Baseball Radio: Salmon Print: Ding/Boing	Publicis & Hal Riney	Bronze
TV: Science, More Room Radio: David Print: Lease?/Buy?/Marry?, Not At All Virtual, Joy, Acceleration, Now With More, Science	Fallon McElligott	Bronze
Radio		
Phone Calls	Campbell-Ewald Advertising	Merit
Outdoor		
Boring Parts, Powerful, Redwoods, Snakes Swallow	Rubin Postaer & Associates	Merit
Creative Arts - Animation		
Young Talents	Springer & Jacoby	Bronze
Robot	Rubin Postaer & Associates	Bronze
Creative Arts - Visual Effects		
Garage	Campbell-Ewald Advertising	Silver
Drifts	Campbell-Ewald Advertising	Silver
Robot	Rubin Postaer & Associates	Bronze
Steeplechase	Team One Advertising	Bronze
Trees	Team One Advertising	Bronze
Creative Arts - Budgeted Under \$100,000		
Receptionist	Roche Macaulay & Partners	Bronze

Creative Arts - Cinematography

Capture, Escape	Team One Advertising	Silver
Winning Style	Saraceno Productions Pty. Ltd.	Silver
Carcass, Steeplechase, Trees	Team One Advertising	Silver
Science	Fallon McElligott	Silver
Garage	Campbell-Ewald Advertising	Bronze
Drifts	Campbell-Ewald Advertising	Merit
Treacherous Terrain	Bozell Worldwide	Merit
Steel Mill	Ammirati Puris Lintas	Merit

Creative Arts - Direction

Capture, Escape	Team One Advertising	Merit
-----------------	----------------------	-------

Creative Arts - Editing

Winning Style	Saraceno Productions Pty. Ltd.	Silver
Capture, Escape	Team One Advertising	Bronze
Science	Fallon McElligott	Merit

Creative Arts - Sound Design

Silence	Springer & Jacoby	Silver
Rockets	Primal Scream	Bronze

Creative Arts - Photography

Deliverance	e-fact, Ltd.	Bronze
The New S-Class Catalog	e-fact, Ltd.	Bronze

*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.*

*TO BE ADDED TO THE MAILING LIST
FOR THE 1999 IAAA CALL FOR ENTRIES,
OR TO ORDER ADDITIONAL TROPHIES, CERTIFICATES
OR THE 1998 IAAA REEL OF WINNERS,
PLEASE CALL 586-226-0800
FAX 586-226-0909
EMAIL IAAAWARDS@AOL.COM
OR WRITE IAAA
42815 GARFIELD – STE #209
CLINTON TWP , MICHIGAN 48083*