

## 1999 INTERNATIONAL AUTOMOTIVE ADVERTISING AWARDS RECIPIENTS

### GOLD TRIOMPHE – BEST OF SHOW “ARTISTS” – LOWE & PARTNERS ANDREW HIRSCH, RANDY SAITTA, MARTY ORZIO MERCEDES-BENZ OF NORTH AMERICA

#### **Passenger Cars - Sub/Sub-Compact - TV**

VW "Synchronicity"	Arnold Communications	Gold
VW "Crazy Guy"	Arnold Communications	Silver
VW "The Video"	Arnold Communications	Silver
VW "Crazy Guy", The Video, "Spare Tire"	Arnold Communications	Silver
VW "The Great Escape"	Arnold Communications	Silver
VW "Synchronicity", "Brief Encounter", "Mattress", "Great Escape"	Arnold Communications	Silver
VW "Mattress"	Arnold Communications	Silver
VW "Self Defence"	BMP DDB	Silver
VW "Labels"	BMP DDB	Silver
Kia "The Things We Go Through"	Goldberg Moser O'Neill	Silver
VW Beetle "Radar Trap", "Parking Meter"	DDB Worldwide GmbH	Bronze
VW "Spare Tire"	Arnold Communications	Bronze
VW Lupo "Big + Small"	DDB Worldwide GmbH	Bronze
Saturn "Eight Bucks"	Publicis & Hal Riney	Bronze
Honda "Leaving Early"	Rubin Postaer & Associates	Bronze
Mercedes-Benz "Sueno Erotico"	Bates USA / South	Merit
Kia "Soft Sell"	Goldberg Moser O'Neill	Merit
Saturn "Intersection"	Publicis & Hal Riney	Merit
Honda "Tough Guy"	Rubin Postaer & Associates	Merit
Honda "Blow Face"	Rubin Postaer & Associates	Merit
Honda "Tough Guy", "Party Time", "Blow Face"	Rubin Postaer & Associates	Merit
Kia "Mimic"	Goldberg Moser O'Neill	Merit
Nissan "Petrol Pump"	TBWA Barcelona	Merit

#### **Passenger Cars - Sub/Sub-Compact - Print**

VW "Snow Angel"	Arnold Communications	Silver
VW "Wedding"	BMP DDB	Silver
VW Polo "When You Get In A Polo, You Never..."	Almap BBDO Communicacoes	Bronze
VW "Height Adjustable Seats", "Power Door Locks", "8 Speaker Stereo"	Arnold Communications	Bronze
VW "Side Impact Airbags", "Door Padding", "Remote Mirrors"	Arnold Communications	Bronze
VW "Beetles"	Bates Norway	Bronze
VW "Y2K Bug"	Arnold Communications	Merit
VW "Lightning Bug"	Arnold Communications	Merit
VW "Height Adjustable Seats"	Arnold Communications	Merit
VW "8 Speaker Stereo"	Arnold Communications	Merit

#### **Passenger Cars - Sub/Sub-Compact - Newspaper**

"VW Snow Angel" Newspaper	Arnold Communications	Silver
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#### **Passenger Cars - Sub/Sub Compact - Catalog**

VW New Beetle Brochure	Arnold Communications	Merit
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**Passenger Cars - Intermediate/Large - TV**

Honda "Sleep CD"	Rubin Postaer & Associates	Silver
VW Passat "Sparrow"	DDB Worldwide GmbH	Merit
Saturn "The Road"	Publicis & Hal Riney	Merit
Ford "Pepita"	Bassat, Ogilvy and Mather Madrid	Merit
Honda "Day Dream"	Rubin Postaer & Associates	Merit

**Passenger Cars - Intermediate/Large - Print**

Honda "Monuments to Practicality", "Avoid Breakdowns", "In Love With A Car", Freudian Implications"	Rubin Postaer & Associates	Merit
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**Passenger Cars - Luxury - TV**

Mercedes-Benz "Words"	Lowe & Partners	Gold
Lexus - "Self Image"	Team One Advertising	Silver
Lexus - "Late Again"	Team One Advertising	Bronze
Lexus - "Fly"	Team One Advertising	Bronze

**Passenger Cars - Luxury - Print**

Mercedes-Benz "Words"	Lowe & Partners	Silver
"Saab vs. Nakedness, "Saab vs. Puritans", "Saab vs. Ross-Wenneker"	The Martin Agency	Bronze
"Saab vs. Parenthood, "Saab vs. Vivaldi, "Saab vs. Steroids"	The Martin Agency	Bronze
Lexus "Scream", "Eyes", "White Knuckles"	Team One Advertising	Bronze
Lexus - "Scream"	Team One Advertising	Bronze
"Saab vs. Oxygen Bars, "Saab vs. Irish Linen, "Saab vs. Police"	The Martin Agency	Bronze
"Saab vs. Puritans"	The Martin Agency	Merit
"Saab vs. Parenthood"	The Martin Agency	Merit
"Saab vs. Oxygen Bars"	The Martin Agency	Merit
"Saab vs. Steroids"	The Martin Agency	Merit
Lexus - "Eyes"	Team One Advertising	Merit
Lexus - "Lipstick"	Team One Advertising	Merit
Lexus "Stickies", "Spinach"	Team One Advertising	Merit

**Passenger Cars - Luxury - Newspaper**

Lexus "Scream"	Team One Advertising	Bronze
Lexus "Lipstick"	Team One Advertising	Merit
Lexus "Stickies"	Team One Advertising	Merit

**Passenger Cars - Luxury - Catalog**

2000 Mercedes-Benz "S-Class Brochure"	The Designory	Silver
2000 Mercedes-Benz S-Class "Long Lead Brochure"	The Designory	Bronze
Mercedes-Benz - The New CL Coupe "To Feel It You Have To See It."	e-fact, limited	Merit

**Passenger Cars - Sport - TV**

Mercedes-Benz "Gang"	Merkley Newman Harty	Gold
Porsche "Crossing"	Carmichael Lynch	Silver
Mercedes-Benz "Peter Pan"	Andy, Randy, Marty	Silver
Porsche "Phone Number"	Carmichael Lynch	Bronze
Porsche "Phone Number", "Rain", "Crossing"	Carmichael Lynch	Bronze

Porsche "Rain" (:60)	Carmichael Lynch	Bronze
Porsche "Rain" (:30)	@radical media	Bronze
<b>Passenger Cars - Sport - Catalog</b>		
1999 Mercedes-Benz SLK Brochure	The Designory	Merit
<b>Sports Utility - TV</b>		
Jeep "Hand"	FCB Worldwide	Silver
Honda "Lookout", "Feeding Time", "Male Bonding"	Rubin Postaer & Associates	Silver
Lexus "Silent Treatment"	Team One Advertising	Silver
Lexus "Versatility"	DCC Communications	Bronze
Mercedes-Benz "Slingshot"	Merkley Newman Harty	Bronze
Lexus "Pogo Sticks", "Switch", "Silent Treatment"	Team One Advertising	Bronze
Jeep "Cart Love", "Peak Experience", "A-Frame", "Hand"	FCB Worldwide	Merit
Kia "Urn"	Goldberg Moser O'Neill	Merit
Kia "Parking Lot"	Goldberg Moser O'Neill	Merit
Lexus "Switch"	Team One Advertising	Merit
Jeep "Peak Experience"	FCB Worldwide	Merit
Kia "Urn", "Parking Lot", "Cabin"	Goldberg Moser O'Neill	Merit
Honda "Alps"	Rubin Postaer & Associates	Merit
Volvo "Snowballs"	Messner Vetere Berger McNamee Schmetterer/Euro RSCG	Merit
<b>Sports Utility - Print</b>		
Jeep "Math Quiz"	FCB Worldwide	Silver
Jeep "Canteen", "Swiss Army Knife", "Math Quiz"	FCB Worldwide	Silver
Jeep "Swiss Army Knife"	FCB Worldwide	Silver
Land Rover "China Shop"	Grace & Rothschild Advertising	Bronze
Land Rover "Brain"	Grace & Rothschild Advertising	Bronze
Jeep "Canteen"	FCB Worldwide	Merit
Jeep "Search Engine"	FCB Worldwide	Merit
Jeep "Cliff Notes"	FCB Worldwide	Merit
Chevrolet "Lifeboat"	Campbell-Ewald Advertising	Merit
Land Rover "Million Dollars"	Grace & Rothschild Advertising	Merit
Land Rover "Anything Less", "China Shop", "Million Dollars"	Grace & Rothschild Advertising	Merit
<b>Sports Utility - Newspaper</b>		
Jeep "Math Quiz"	FCB Worldwide	Silver
Land Rover "Hybrid" (Brain)	Grace & Rothschild Advertising	Bronze
<b>Sports Utility - Catalog</b>		
Land Rover Journal (Summer '99)	Coyne Communications	Bronze
2000 Nissan Xterra Brochure	The Designory	Merit
<b>Vans - TV</b>		
Honda "Dad's Dream", "Mom's Dream"	Rubin Postaer & Associates	Bronze
<b>Trucks - TV</b>		
Toyota "Bugger"	Saatchi & Saatchi - New Zealand	Silver

**Trucks - Print**

Volvo "Suddenly Everybody", "Valet Parking", "Beautify"	Carmichael Lynch	Bronze
Volvo "Beautify"	Carmichael Lynch	Merit
Volvo "Valet Parking"	Carmichael Lynch	Merit

**Brand/Full-Line - TV**

Mercedes-Benz "Artists"	Lowe & Partners Andy, Randy, Marty	<b>Gold/Best Of Show</b> <b>Gold/Best Of Show</b>
Mercedes-Benz "Peter Pan", "Words", "Artists"	Lowe & Partners	Gold
Mercedes-Benz "Words"	Lowe & Partners	Silver
Lexus "Late Again", "Self-Image", "Silent Treatment"	Team One Advertising	Silver
Mercedes-Benz "They Invented"	Bruce Dowad & Associates, Inc. Merkley Newman Harty	Silver
Mercedes-Benz "Babe Ruth"	Merkley Newman Harty	Silver
Lexus "Silence", "Performance", "Versatility"	DCC Communications	Bronze
Mercedes-Benz "Inventions"	Springer & Jacoby Werbung GmbH	Merit

**Brand/Full Line - Print**

Mercedes-Benz "The Future of the Automobile"	Springer & Jacoby Werbung GmbH	Merit
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**Brand/Full Line - Catalog**

Saturn "1999 Full Line Brochure"	Publicis & Hal Riney	Bronze
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**Corporate - TV**

Mercedes-Benz "Words"	Lowe & Partners	Silver
Mercedes-Benz "Magic", "Chorus", "Performance"	Merkley Newman Harty	Silver
Honda "Stop Light"	Rubin Postaer & Associates	Silver
BMW "It's hereditary"	BBDO Dusseldorf	Bronze
Ford "Trolley"	J.Walter Thompson / Australia	Merit
Honda "Cabin"	Rubin Postaer & Associates	Merit
VW - "My Husband"	AlmapBBDO Communicacoes	Merit
Ford "Rugby"	J.Walter Thompson / Australia	Merit

**Corporate - Print**

Mercedes-Benz "Words"	Lowe & Partners	Silver
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**Corporate - Newspaper**

VW - "Forever"	AlmapBBDO Communicacoes	Merit
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**Motorsports - TV**

Honda "Delivery"	Rubin Postaer & Associates	Bronze
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**Motorsports - Print**

Jeep "Baseball"	FCB Worldwide	Merit
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**Individual Auto Dealer - TV**

Thomason Auto Group - "Kiddie Pool"	Nerve, Inc.	Merit
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**Dealer Association - TV**

Kia "Soft Sell"	Goldberg Moser O'Neill	Silver
Lexus "Switch"	Team One Advertising	Bronze
Jeep "Lost"	FCB Worldwide	Merit

<b>Motorcycles - TV</b>		
Aprilia Motorcycles "Woman"	TBWA/BDDP SPA	Silver
BMW "Traffic Jam"	Merkley Newman Harty	Merit

<b>Motorcycles - Print</b>		
Harley Davidson "Baby"	Springer & Jacoby Werbung GmbH	Silver
Harley-Davidson "Sins"	Carmichael Lynch	Silver
Harley-Davidson "Sins", "Heroes", "Earth"	Carmichael Lynch	Silver
Harley Davidson "Earth"	Carmichael Lynch	Bronze
Harley-Davidson "If Looks Could Kill"	Carmichael Lynch	Bronze
Harley-Davidson "History"	Carmichael Lynch	Bronze
Harley-Davidson "Heroes"	Carmichael Lynch	Bronze
Harley Davidson "Earth"	Todd Johnson Photography	Bronze

<b>Motorcycles - Catalog</b>		
Harley-Davidson "2000 Prestige Book"	Carmichael Lynch	Silver

<b>Auto Financing, Insurance, Credit Cards - TV</b>		
Geico "Hold the Mayo"	The Martin Agency	Silver

<b>Fuel/Motor Oil - TV</b>		
Valvoline "Dream Garage"	Lowe & Partners	Bronze
Valvoline "Suburban Dad"	Lowe & Partners	Bronze
Valvoline "Suburban Dad"	Michael Schrom & Company	Bronze
Valvoline "Ultrasound"	Lowe & Partners	Merit

<b>Public Service / Personal Safety - TV</b>		
Thomason Auto Group - "Junior"	Nerve, Inc.	Bronze

<b>Public Service / Personal Safety - Print</b>		
Volvo: "3-Point Seatbelt"	Messner Vetere Berger McNamee Schmetterer/Euro RSCG	Bronze

<b>Public Service / Personal Safety - Newspaper</b>		
Volvo: "3-Point Seatbelt"	Messner Vetere Berger McNamee Schmetterer/Euro RSCG	Bronze

<b>Publications - Brochures/Calendars/Posters</b>		
Mercedes-Benz - "Die Geschichte des E" (The History of the E)	e-fact, limited	Bronze
Mercedes-Benz - CL-coupe. "All things are created twice"	e-fact, limited	Bronze
General Motors "EV1 Insert"	Publicis & Hal Riney	Bronze
Mercedes-Benz 2000 Calendar	Hoehne Haban Elser	Merit

<b>Promotions Marketing / Direct Response</b>		
Mercedes-Benz S-Class - Launch	Rapp Collins Worldwide	Silver
Mercedes-Benz S-Class - Education	Rapp Collins Worldwide	Bronze
Mercedes-Benz S-Class - Invitation	Rapp Collins Worldwide	Bronze
Mercedes-Benz M-Class - "Get Smart Invite"	Rapp Collins Worldwide	Merit

**In-Store Advertising - Print Created for In-Store Media**

Audi "Filler Cap", "Air Vent", "Gear Shift"	McKinney & Silver	Silver
Audi "Air Vent"	McKinney & Silver	Silver
Audi "Filler Cap"	McKinney & Silver	Silver
Audi "Gear Shift"	McKinney & Silver	Silver
Audi Poster Campaign	McKinney & Silver	Bronze
2000 Mercedes-Benz S-Class "Magic Cube"	The Designory	Bronze
Kia "Hiking Boot"	Goldberg Moser O'Neill	Merit
Audi "Do Not Pass Joy"	McKinney & Silver	Merit
Saturn "3-Door Coupe Poster"	Publicis & Hal Riney	Merit

**Websites - Freestanding Website**

VW Website - Turbo Beetle	Arnold Communications	Gold
Mercedes-Benz USA Web Site	Critical Mass	Gold
Toyota Website	Saatchi & Saatchi / LA	Gold
Ford "T-Bird"	J. Walter Thompson / Detroit	Silver
Chrysler PT Cruiser Website	Ross Roy Communications	Silver
Autostadt Web Site	BBDO Interactive GmbH	Silver
Mercedes-Benz A Klasse	Interimagen Interactiva	Silver
BMW Group's new MINI	Kabel New Media GmbH	Silver
Passat Web Site	BBDO Interactive GmbH	Bronze
Mitsubishi Web Site	Deutsch LA, Inc.	Bronze
Volkswagen Factory	AlmapBBDO Communicacoes	Merit
Generation Golf Web Site	BBDO Interactive GmbH	Merit
Ford F-Series "F-Series Heritage"	J. Walter Thompson / Detroit	Merit
Jeep Vehicles Website	Organic	Merit
MY00 Automotive Web Site	rpinteractive	Merit
Mercury Web Site	Young & Rubicam/San Francisco	Merit

**Websites - Web Promotion/Event**

M-Classified Preview Program	Critical Mass	Silver
SLR Concept Car Site	Critical Mass	Silver
S-Class Personal Experience Program	Critical Mass	Bronze
Acura Integra Promotion	Genex Interactive	Merit

**Websites - Banners**

M-Class B-Box "Brave and Tough"	Critical Mass	Gold
Mercedes-Benz Boutique - "Window Shopping"	Critical Mass	Silver
SLK B-Box - "Experience"	Critical Mass	Silver
MBUSA.com - Journey Begins	Critical Mass	Merit

**Complete Campaign**

Jeep Complete Campaign	FCB Worldwide	Silver
Mercedes-Benz Copyright Campaign	Springer & Jacoby Werbung GmbH	Merit
Blazer Complete Campaign	Campbell-Ewald Advertising	Merit

**Radio**

Chevrolet "Dave Bence"	Campbell-Ewald Advertising	Merit
Chevrolet "Dave Bence", "Nick Marine", "Dave Haldeman"	Campbell-Ewald Advertising	Merit
Mercedes-Benz "Weather Report"	Lowe & Partners	Merit

**Outdoor**

Honda "Speak Softly and Carry a V-6", "It's Like Those Snakes that Swallow Cows", It's Mother Wears Army Boots", "Can You Grasp the Enormity of This"	Rubin Postaer & Associates	Bronze
Land Rover "China Shop"	Grace & Rothschild Advertising	Bronze
General Motors "Shade of Blue"	Publicis & Hal Riney	Merit

**Creative Arts - Animation**

Lexus "Brain"	Team One Advertising	Merit
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**Creative Arts - Visual Effects**

Mercedes-Benz "They Invented"	Bruce Dowad & Associates, Inc.	Gold
Lexus "Fly"	Team One Advertising	Bronze
Lincoln "Surprising Journey" / :60	Young & Rubicam/San Francisco	Bronze
Lexus "Brain"	Team One Advertising	Merit
Lexus "Fluidity"	Team One Advertising	Merit
Monte Carlo - "Twister"	Plum Productions	Merit

**Creative Arts - Budgeted Under \$100,000**

Kia "Soft Sell"	Goldberg Moser O'Neill	Bronze
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**Creative Arts - Direction**

Mercedes-Benz "They Invented"	Bruce Dowad & Associates, Inc.	Silver
Audi "Lives"	Bruce Dowad & Associates, Inc.	Merit
Audi "Father/Daughter", "Woman/Whistle", "Man/Lawn Chair", "Lives", "Dog"	Bruce Dowad & Associates, Inc.	Merit
Audi "Madness"	Bruce Dowad & Associates, Inc.	Merit
Audi "Father/Daughter"	Bruce Dowad & Associates, Inc.	Merit

**Creative Arts - Editing**

Kia "Parking Lot"	Goldberg Moser O'Neill	Bronze
Mercedes-Benz "Skater"	Springer & Jacoby Werbung GmbH	Merit

**Creative Arts - Music - Original**

Kia "The Things We Go Through"	Goldberg Moser O'Neill	Bronze
Chevrolet "Out the Window"	Campbell-Ewald Advertising	Merit

**Creative Arts - Photography**

Mercedes-Benz "The Future of the Automobile"	Springer & Jacoby Werbung GmbH	Silver
Mercedes-Benz - The CL Coupe (8)	e-fact, limited	Bronze
Mercedes-Benz - The CL-Coupe (6)	e-fact, limited	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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