

2000 INTERNATIONAL AUTOMOTIVE ADVERTISING AWARDS RECIPIENTS

GOLD TRIOMPHE – BEST OF SHOW FOOT, HAND, HAIR – ARNOLD WORLDWIDE RON LAWNER, ALAN PAFENBACH, LANCE JENSEN VOLKSWAGEN OF AMERICA, INC.

Passenger Car / Sub-subcompact / Television

BMP DDB	Heaven	Gold
BMP DDB	Smile	Silver
Bruce Dowad Associates	Vortex, Reflex Yellow, Vapor	Silver
Bruce Dowad Associates	Vortex	Silver
Bruce Dowad Associates	Reflex Yellow	Silver
Bruce Dowad Associates	Vapor	Silver
davidandgoliath	Cruising / Hair	Bronze
Rubin Postaer & Associates	Too Fun to Drive	Silver
Rubin Postaer & Associates	Pedestal, Flat Floor, Covered, Too Fun to Drive	Bronze
Rubin Postaer & Associates	Flat Floor	Bronze
Rubin Postaer & Associates	Pedestal	Bronze
Rubin Postaer & Associates	Covered	Merit
Springer & Jacoby Werbung GmbH	No	Merit
Springer & Jacoby Werbung GmbH	the slippery streets	Merit

Passenger Car / Sub-subcompact / Print

Arnold Worldwide	Beetle NY Cartoon Issue - Ink Spill	Silver
Arnold Worldwide	Ooh. This is a heavy one.	Silver
Arnold Worldwide	Jetta/Golf Campaign: Lips, Mother Nature, FM 106, Jardon Clothing, How High	Silver
Arnold Worldwide	Beetle School Bus Ad	Silver
Arnold Worldwide	Other cars are starting to look funny.	Bronze
Arnold Worldwide	Dear Santa	Merit
Springer & Jacoby Werbung GmbH	Smile, Porsche, Fun, Fit, Old Man	Merit

Passenger Car / Sub-subcompact / Newspaper

Arnold Worldwide	Sun Sentinel Weather Map	Merit
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Passenger Car / Sub-subcompact / Catalog

Arnold Worldwide	Reflex Yellow/Vapor Blue Trading Cards	Silver
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Passenger Car / Intermediate / Large / Television

Arnold Worldwide	Passat Campaign: Parenthood, On Tour, Bad Listener, Imposter	Silver
Arnold Worldwide	Spread the Joy	Silver
Arnold Worldwide	Parenthood	Silver
Arnold Worldwide	Bad Listener	Silver
Arnold Worldwide	Imposter	Silver
Arnold Worldwide	On Tour Rev.	Bronze

Compass Films	Lightning, Treeshade	Merit
Deutsch LA Inc.	Date	Silver
Lowe & Partners GmbH	Knopfdruck	Bronze
Renault Argentina S.A.	Beginning, Birth, End	Bronze
Rubin Postaer & Associates	Las Vegas	Merit
Saatchi & Saatchi Frankfurt	Sprayer	Bronze

Passenger Car / Intermediate / Large / Print

Arnold Worldwide	4 MOTION - Boot/Spread	Bronze
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Passenger Car / Luxury / Television

Messner Vetere Berger McNamee	Saturday	Silver
Springer & Jacoby Werbung GmbH	Love Affair	Silver

Passenger Car / Luxury / Print

Springer & Jacoby International Ltd.	Wonderbra	Merit
Springer & Jacoby Werbung GmbH	C-Brake	Silver
Team One Advertising	Mustard	Bronze

Passenger Car / Luxury / Catalog

Landor Associates	2000 Lincoln LS	Merit
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Passenger Car / Sport / Television

Arnold Worldwide	Milky Way	Gold
Deutsch LA Inc.	Parking Lot (Sport)	Bronze
J. Walter Thompson - Australia	G-Forces	Silver
Springer & Jacoby Werbung GmbH	Summertime	Silver
Team One Advertising	Translator	Bronze
Team One Advertising	Raise	Merit

Passenger Car / Sport / Print

Arnold Worldwide	Cabrio New Brand Print; Starry Night, Financial, North End, Palm Tree	Gold
Arnold Worldwide	Palm Tree - Cabrio New Brand print	Silver
Arnold Worldwide	Starry Night - Cabrio New Brand print	Silver
Arnold Worldwide	Financial - Cabrio New Brand print	Silver
Arnold Worldwide	North End - Cabrio new Brand print	Silver

Sport Utility / Television

Compass Films	Wake, Balance, Clouds	Merit
davidandgoliath	Raft	Bronze
Deutsch LA Inc.	Walk of Shame	Silver
FCB Worldwide	Pigeon	Silver
FCB Worldwide	Sunrise, Shake, Pigeon	Bronze
FCB Worldwide	Carrot	Bronze

FCB Worldwide	Shake	Silver
Merkley Newman Harty	Stayin Alive	Bronze
TBWA / Chiat / Day	Polo	Silver
Sport Utility / Print		
FCB Worldwide	Why Limit	Merit
Sport Utility / Catalog		
The Designory, Inc.	2001 Xterra Brochure	Merit
Vans / Television		
Rubin Postaer & Associates	Ride to Dance	Bronze
Trucks / Print		
Carmichael Lynch	Rock Limo, Going Gets Tough, Safe Truck	Merit
TBWA / Chiat / Day	It Doesn't Have A Feminine Side...	Silver
Trucks / Catalog		
The Designory, Inc.	2001 Frontier Brochure	Bronze
Brand / Full Line / Television		
Arnold Worldwide	Carriage, Parking Lot , Sand	Silver
davidandgoliath	Cruising, Bucky, Raft	Merit
Deutsch LA Inc.	Parking Lot , Date, Walk of Shame	Silver
Deutsch LA Inc.	Date	Bronze
Deutsch LA Inc.	Walk of Shame	Bronze
Deutsch LA Inc.	Parking Lot	Bronze
Merkley Newman Harty	Sage	Bronze
Merkley Newman Harty	Doctor	Bronze
Merkley Newman Harty	Sage, Aaooga, Doctor	Bronze
Merkley Newman Harty	Aaooga	Merit
Saatchi & Saatchi Frankfurt	Ski Jumping World Cup 2000 Campaign: Take Off, Upturn, Verical	Silver
Brand / Full Line / Print		
Springer & Jacoby Werbung GmbH	Smile, Porsche, Fun, Fit, Old Man	Silver
Springer & Jacoby Werbung GmbH	C-Brake	Silver
TBWA / Chiat / Day	Payne Stewart: 1957-1999	Gold
Brand / Full Line / Catalog		
Landor Associates	2001 Lincoln Continental, LS, Navigatory, Town Car	Bronze
Landor Associates	2001 Lincoln Full Line	Merit
The Designory, Inc.	2001 Nissan Brochures	Bronze
Corporate / Television		
Arnold Worldwide	Sand	Silver

Arnold Worldwide	Parking Lot	Silver
Arnold Worldwide	Carriage	Silver
Lowe Lintas & Partners	Hot Day	Bronze
Merkley Newman Harty	Timeline	Silver
Merkley Newman Harty	Car Wash	Bronze
Neue Sentimental Film	Spiky	Silver
Team One Advertising	CD, Lap Dog, Changing	Silver
Team One Advertising	Eye Drops, Multi-Tasking, Breakfast	Silver
Team One Advertising	Breakfast	Silver
Team One Advertising	CD	Silver
Team One Advertising	Changing	Silver
Team One Advertising	Lap Dog	Silver
Team One Advertising	Eye Drop	Silver
Team One Advertising	Multi-Tasking	Silver
Team One Advertising	Newspaper	Silver

Corporate / Print

Saatchi & Saatchi	Bubbles	Silver
Springer & Jacoby Werbung GmbH	Smile, Porsche, Fun, Fit, Old Man	Silver

Motorsports / Newspaper

Arnold Worldwide	Alpha Beetle	Merit
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Events / Television

Team One Advertising	IS Projection Media	Gold
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Events / Print

Rubin Postaer & Associates	Avenue of What Was I Thinking, Tight Buns Boulevard	Merit
Saatchi & Saatchi	Horse	Silver

Dealer Groups / Associations - Television

Arnold Worldwide	Passat Envy - Spring Sales Event	Bronze
davidandgoliath	Bull	Silver
davidandgoliath	Dog	Bronze
davidandgoliath	Spin, Dog, Bull	Bronze
davidandgoliath	Spin	Bronze
Deutsch LA Inc.	Parking Lot / Date / Walk of Shame	Silver
Deutsch LA Inc.	Date	Bronze
Deutsch LA Inc.	Walk of Shame	Bronze

Dealer Groups / Associations – Television (continued)

Deutsch LA Inc.	Parking Lot	Merit
Merkley Newman Harty	Wedding	Merit
Merkley Newman Harty	Wedding, Air Kiss, Café	Merit
Merkley Newman Harty	Shark, Wrestler, Hot Dog	Merit
Merkley Newman Harty	Wrestler	Bronze
Team One Advertising	Shifter	Silver

Team One Advertising	Tail Lamp, Gauge, Shifter	Silver
Team One Advertising	Pedals	Silver
Team One Advertising	Gauge	Silver
Team One Advertising	Wheel	Silver
Team One Advertising	Tail Lamp	Bronze
Team One Advertising	Rally	Merit

Pre-Owned Car Dealers / Television

Arnold Worldwide	Certified Pre-owned Campaign: Passing, Ice Cream, Nite Nite, Bouquet	Silver
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Motorcycles / Television

BDDP et Fils	The Bank of Sperm	Silver
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Motorcycles / Print

BDDP et Fils	Pizza	Merit
Carmichael Lynch	Injustice, Sweaters, Kneeling	Bronze
Carmichael Lynch	Sweaters	Merit
Carmichael Lynch	Injustice	Merit
Carmichael Lynch	Kneeling	Merit
Merkley Newman Harty	Inflight Refueling, Bowling, Men are from Mars/Venus are From Venus	Silver
Merkley Newman Harty	I Collect Bugs	Bronze
Merkley Newman Harty	Mexican Spread	Bronze
Merkley Newman Harty	Stickball	Merit
Merkley Newman Harty	Sex is Great	Merit
Merkley Newman Harty	Bowling	Merit
Roche Macaulay & Partners	Speedtrap	Silver
Roche Macaulay & Partners	Classroom	Merit

Motorcycles / Catalog

Carmichael Lynch	Model Year 2001 Motorcycles	Bronze
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Tires / Television

BRW & Partners	Wild	Silver
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Public Service / Personal Safety / Television

McCann-Erickson Belfast	Thump	Merit
Team One Advertising	Eye Drop, Multi-Tasking, Breakfast	Silver
Team One Advertising	Multi-Tasking	Silver
Team One Advertising	CD	Silver
Team One Advertising	CD, Lap Dog, Changing	Silver

Public Service / Personal Safety / Television (continued)

Team One Advertising	Lap Dog	Silver
Team One Advertising	Newspaper	Silver
Team One Advertising	Eye Drop	Silver
Team One Advertising	Breakfast	Gold
Team One Advertising	Changing	Gold

Public Service / Personal Safety / Newspaper

McCann-Erickson, Geneva	Artificial Limbs - Drugs	Bronze
McCann-Erickson, Geneva	Artificial Limbs - Drinks	Bronze

Publications / Brochures/Calendars/Posters

davidandgoliath	Money Clip, Diamond Ring, Lotto Ticket	Silver
Michael Furman Photographer	Ticona - Cars of the Future	Merit
Dietmar Henneka, Photographer BFF	artCars	Bronze

Promotions Marketing / Direct Response

Arnold Worldwide	New Beetle / Color Chip - 2 parts	Silver
Arnold Worldwide	CPO Postcards: Deja vw / It's used. Is not. Is too. / Shh, it thinks it's new.	Merit
Campbell-Ewald Advertising	Scrapbook	Bronze
Ogilvy One Worldwide - Cape Town	The Beetle Book	Silver
Rubin Postaer Direct	Webcard Self-mailer	Merit
TBWA / Chiat / Day	Junk Mail...	Merit
Team One Advertising	Blue Book	Gold
The Designory, Inc.	2001 C-Class Launch Materials	Merit

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

Arnold Worldwide	Hair - High Performance	Silver
Arnold Worldwide	Hand - High Performance	Silver
Arnold Worldwide	Foot - High Performance	Silver
Arnold Worldwide	4 MOTION - Boot - Poster	Bronze
The Designory, Inc.	2001 Xterra Compare and Interact	Bronze

Web Site Advertising / Television

Arnold Worldwide	Reflex TV	Silver
Arnold Worldwide	Vapor TV	Silver

Web Site Advertising / Print

Rubin Postaer & Associates	Floor Mat	Merit
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Web Site / Corporate Web Site

Critical Mass Incorporated	Mercedes Benz USA Main Website	Merit
Merkley Newman Harty	Dot.com	Merit
Scholz & Volkmar Intermediates	Mercedes-Benz Autoshow Paris Web Site	Merit

Web Sites / Brand

Arnold Worldwide	vw.com	Merit
Critical Mass Incorporated	C-Class Brand	Silver
DCC Communications	IS300 Website	Merit
FCB Worldwide	PT Cruiser Blender Web Spot	Bronze
Genex	2001 MDX Web Site	Bronze
Impiric - Chris Ray	Lincoln Web Site	Bronze

Magnet Interactive West	Infiniti Brand Web Site	Silver
Team One Advertising - Interactive	Lexus Brand Website	Bronze

Web Sites / Retail/Sales

Critical Mass Incorporated	The Collection - Mercedes On-Line Store	Merit
Zentropy Partners	GMBuyPower.com	Merit

Web Sites / Promotion/Event

Arnold Worldwide	Atom Films / vw.com	Silver
Arnold Worldwide	vw.com/autoshow	Gold
Critical Mass Incorporated	The New C Web Site	Silver
Critical Mass Incorporated	Thrills! Coupes & Convertibles Web Promotion Event	Gold
Publicis & Hal Riney	SUV Pop-up window	Gold

Web Sites / Rich Media Banners

Magnet Interactive West	Choose your own color (Ooohs and Ahhs)	Silver
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Business to Business / Print Advertising

Arnold Worldwide	All drivers wanted. Mobility Access.	Silver
Arnold Worldwide	Car so big. Mobility Access.	Silver
Arnold Worldwide	Big. Like your heart. Mobility Access.	Silver
Arnold Worldwide	Big. Like your heart. All drivers wanted. Car so big.	Silver

Creative Arts - Animation

Arnold Worldwide	Nite Nite	Silver
Arnold Worldwide	Ice Cream	Silver
Arnold Worldwide	Passing	Silver
Arnold Worldwide	Bouquet	Bronze

Creative Arts - Visual Effects

Arnold Worldwide	Dreamer	Bronze
Campbell-Ewald Advertising	Batmobile	Silver
Campbell-Ewald Advertising	Joker Face	Silver
Campbell-Ewald Advertising	Batcave	Silver
Campbell-Ewald Advertising	Minor Setbacks	Silver

Creative Arts - Television Budgeted Under \$100,000

Team One Advertising	Eye Drop	Silver
Team One Advertising	Newspaper	Silver
Team One Advertising	Breakfast	Silver
Team One Advertising	Multi-Tasking	Silver
Team One Advertising	Eye Drop, Multi-Tasking, Breakfast	Silver
Team One Advertising	CD	Silver

Team One Advertising	Changing'	Gold
Team One Advertising	Lap Dog	Gold
Team One Advertising	CD, Lap Dog, Changing	Gold

Creative Arts - Cinematography

Arnold Worldwide	Vortex	Bronze
Bruce Dowad Associates	Shoo Fly Pie	Gold
Plum Productions	3rd Seat	Bronze
Springer & Jacoby Werbung GmbH	Love Affair	Silver
Springer & Jacoby Werbung GmbH	The slippery streets	Bronze
Springer & Jacoby Werbung GmbH	No	Merit
Team One Advertising	Edge	Merit
Team One Advertising	Rally	Merit

Creative Arts - Direction

Bruce Dowad Associates	Shoo Fly Pie	Bronze
Springer & Jacoby Werbung GmbH	Love Affair	Silver
Springer & Jacoby Werbung GmbH	the slippery streets	Bronze
Springer & Jacoby Werbung GmbH	No	Merit
Team One Advertising	Raise	Merit
Team One Advertising	Translator	Merit

Creative Arts - Editing

Team One Advertising	Rally	Bronze
Team One Advertising	Edge	Merit

Creative Arts - Music/Adaptation

Bruce Dowad Associates	Vapor	Silver
Bruce Dowad Associates	Shoo Fly Pie	Bronze
Face the Music	Stayin' Alive	Silver

Creative Arts - Music/Original

Face the Music	Rocket Men	Bronze
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Creative Arts - Sound Design

Machine Head	Pedals, Shifter, Tail Lamp, Gauge, Wheel	Silver
Team One Advertising	Rally	Bronze
Team One Advertising	Edge	Merit

Creative Arts - Photography

Arnold Worldwide	How High	Merit
Dietmar Henneka, Photographer BFF	artCars	Silver
Springer & Jacoby Werbung GmbH	Taxi Calendar 2000	Silver

Creative Arts - Casting

Team One Advertising	Translator	Bronze
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Outdoor

Arnold Worldwide	North End - Cabrio - New Brand Outdoor	Silver
Arnold Worldwide	Palm Tree - Cabrio - New Brand Outdoor	Silver
Arnold Worldwide	Financial - Cabrio - New Brand Outdoor	Bronze
Arnold Worldwide	Cabrio Outdoor: Starry Night, Financial, North End, Palm Tree	Bronze
Arnold Worldwide	Starry Night - Cabrio - New Brand Outdoor	Merit
Arnold Worldwide	Helloo rich hippies!	Merit
BMP DDB	Pitsea, Leighton Blizzard, Botchergate	Bronze
Saatchi & Saatchi	Bubbles	Silver
Saatchi & Saatchi Frankfurt	Quattro Parking (Pylon)	Silver
Saatchi & Saatchi Frankfurt	TEST Quattro	Merit
Springer & Jacoby International Ltd.	Wonderbra	Merit

Complete Campaign

FCB Worldwide	Jeep Complete Campaign	Merit
Rubin Postaer & Associates	Honda Civic Complete Campaign	Merit
Team One Advertising	IS300 Launch Campaign	Silver

*The **International Automotive Advertising Awards** is an independent Award Program that was established to celebrate and showcase effort and excellence in Automotive and Automotive related Advertising and Marketing worldwide.*

*You may contact the **International Automotive Advertising Awards***

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