

2001 INTERNATIONAL AUTOMOTIVE ADVERTISING AWARDS RECIPIENTS

GOLD TRIOMPHE – BEST OF SHOW “DOME” – ARNOLDWORLDWIDE

001 - Passenger Cars / Sub-subcompact / Television

ArnoldWorldwide	"Dome"	Gold
ArnoldWorldwide	"Aqueduct", "Dome"	Gold
The Directors Bureau	"Tree"	Silver
Clemenger BBDO Melbourne	"Limo"	Silver
ArnoldWorldwide	"Tree"	Silver
Clemenger BBDO Melbourne	"Pump Chump"	Bronze
Clemenger BBDO Melbourne	"Golf", "Low Rider", "Limo", "Pump Chump"	Bronze
TBWA\Chiat\Day	"Fight"	Bronze
Saatchi & Saatchi Los Angeles	"Subtitles"	Bronze
ArnoldWorldwide	"Balloon", "Soda", "Dog"	Bronze

002 - Passenger Cars / Sub-subcompact / Print

ArnoldWorldwide	"Hey there's a....Jumper", "Hey there's a....Lettuce girl", "Hey there's a.....Bull"	
	"Hey there's a....Bee Guy"	Silver
ArnoldWorldwide	"Hey there's a.....Bulls"	Silver
ArnoldWorldwide	"Hey there's aShuttle"	Silver
ArnoldWorldwide	"Hey there's a....Bee Guy"	Bronze
ArnoldWorldwide	"Hey there's a ...Lettuce Girl"	Bronze
ArnoldWorldwide	"Hey there's a....Volcano"	Bronze

004 - Passenger Cars / Sub-subcompact / Catalog

Jung von Matt AG	"MINI One. MINI Cooper"	Silver
The Designory, Inc.	"2002 Nissan Altima Brochure w/Enhanced CD-Rom"	Bronze
Rubin Postaer & Associates	Honda S2000 Catalog	Bronze

005 - Passenger Cars / Intermediate / Large / Television

Saatchi & Saatchi Los Angeles	"Car Chase"	Bronze
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008 - Passenger Cars / Intermediate / Large / Catalog

McKinney & Silver	"Earth", "Road", "Sky"	Bronze
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009 - Passenger Cars / Luxury / Television

Merkely Newman Harty & Partners	"Modern Ark"	Silver
ArnoldWorldwide	"Ransom"	Silver
ArnoldWorldwide	"Fund Drive", "Ransom", "Whiplash"	Silver
TBWA\Chiat\Day	"Power of Speech"	Bronze

012 - Passenger Cars / Luxury / Catalog

Armando Testa	Fiat Auto Lancia Thesis Catalog	Silver
Ritta & Associates	"The New 7"	Bronze
Jung von Matt AG	The New BMW 7 Series	Bronze

<u>013 - Passenger Cars / Sport / Television</u>		
Ogilvy & Mather South Africa	"Nun", "Noses", "Vasectomy"	Gold
Saatchi & Saatchi Los Angeles	"Old Man"	Silver
Saatchi & Saatchi Los Angeles	"Dog"	Silver
Saatchi & Saatchi Los Angeles	"Dog", "Old Man", "Motorcycle Cop"	Silver
<u>014 - Passenger Cars / Sport / Print</u>		
Carmichael Lynch	"Listening Pleasure"	Bronze
<u>017 - Sport Utility / Television</u>		
Rubin Postaer & Associates	"Ants", "60/40", "Grill", "Pony"	Bronze
<u>018 - Sport Utility / Print</u>		
Borsch Stengel FCB	"Animals Crossing", "Wolf"	Bronze
<u>019 - Sport Utility / Newspaper</u>		
GSD&M	"Queen", "Churchill", "Pope Mobile", "Ostrich Egg"	Bronze
GSD&M	"Queen"	Bronze
<u>020 - Sport Utility / Catalog</u>		
The Designory, Inc.	The First 100 Days	Silver
Publicis & Hal Riney	"Saturn VUE Brochure"	Bronze
<u>029 - Brand / Full Line / Television</u>		
ArnoldWorldwide	Superbowl Campaign "Tree", "Big Day", "Woods"	Silver
<u>033 - Corporate / Television</u>		
DDB S.R.L.	"Airplane"	Silver
<u>034 - Corporate / Print</u>		
ArnoldWorldwide	"Counter Culture Campaign"	Bronze
<u>038 - Motorsports / Newspaper</u>		
McKinney & Silver	"German Expressionism"	Silver
McKinney & Silver	"German Expressionism", "Eternity", "Alone"	Bronze
<u>039 - Events / Television</u>		
McCann-Erickson Brand	"Jubilaums Trailer"	Bronze
<u>043 - Dealer Groups / Associations - Television</u>		
Merkely Newman Harty & Partners	"Lost Keys", "Coffee Shop", "New York. New York", "Badda Bing"	Bronze
Merkely Newman Harty & Partners	"Lifeguard", "Mogul", "Earthquake"	Bronze
ArnoldWorldwide	"Vacation"	Bronze
<u>048 - Motorcycles / Print</u>		
Merkely Newman Harty & Partners	"Helmet", "Distance", "Rear"	Bronze
Merkely Newman Harty & Partners	"Rear"	Bronze
Merkely Newman Harty & Partners	"Helmet"	Bronze

067 - Public Service / Personal Safety / Television

ArnoldWorldwide	"Aqueduct"	Gold
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072 - Publications / Calendars / Posters

Dietmar Henneka,	The Star Box	Silver
Michael Furman Photographer,	"The Need for Speed"	Bronze

073 - Direct Response - Consumer

Rubin Postaer & Associates	"Wake Up and Smell The Coffee"	Silver
Rubin Postaer & Associates	"Talk About a Well-Prepared SUV"	Silver
Proximity London	Tabasco Mailing	Silver
PentaMark Worldwide, Inc.	"Looking for the Widest Choice...", "Your Exclusive Gift Selection..."	Bronze
Campbell-Ewald Advertising	"Extreme Performance" Z06 Direct	Bronze
Proximity London	VW Polo Ice Tray Mailing	Bronze
Proximity London	VW Passat	Bronze
Wunderman/Y&R Co's	X-Type Fulfillment	Bronze
Wunderman/Y&R Co's	E-Type 40th Anniversary Mailer	Bronze

074 - Direct Response - Trade (Business to Business)

MGROUP	Sealed Power / NHRA 50th Anniversary Collectors Card Set	Bronze
Campbell-Ewald Advertising	"E Fleet Laptop"	Bronze

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

ArnoldWorldwide	Hey there's a...Posters	Silver
	"Bulls", "Jumper", "Bee Guy"	
ArnoldWorldwide	"Hey there's a.....Bulls Poster"	Silver
ArnoldWorldwide	"Hey there's a ...Bee Guy Poster"	Bronze
ArnoldWorldwide	"Hey there's a.....Jumper Poster"	Bronze

076 - In-Store Advertising / Package Design

Dietmar Henneka,	The Star Box	Gold
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077 - Web Site Advertising In Other Media / Television

Saatchi & Saatchi New	"Garage"	Silver
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080 - Interactive Media / Brand

ArnoldWorldwide	vw.com / microbus	Silver
Critical Mass	Mercedes-Benz C-Coupe	Silver
IdentityOne	Hummer Website	Silver
Publicis & Hal Riney	"Saturn VUE Sitelette"	Bronze

081 - Interactive Media / Retail / Sales

Critical Mass	Mercedes-Benz Dealer Sites and Content Management Tool	Bronze
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082 - Interactive Media / Promotion / Event

Scholz & Volkmer	100 Years of Mercedes -100 Years of	Gold
Passion Critical Mass	Mercedes-Benz C-Coupe CD-ROM	Silver
Scholz & Volkmer	"Die A-Klasse - Ein gute Idee"	Silver
BBDO Interactive GmbH	EmoSite www.newbeetle.de	Silver
Scholz & Volkmer	Homepage for the new SL-Class	Silver
Scholz & Volkmer	CD 100 years of Mercedes-	
	100 years of Passion	Bronze
Publicis & Hal Riney	"Saturn VUE Sitelette"	Bronze

<u>084 – Interactive Media / Rich Media Banners</u>		
Critical Mass	C-Coupe Rich Media Banners	Silver
<u>087 – Creative Arts – Visual Effects</u>		
Merkely Newman Harty & Partners	"Modern Ark"	Silver
<u>089 – Creative Arts - Cinematography</u>		
Merkely Newman Harty & Partners	"Modern Ark"	Silver
Merkely Newman Harty & Partners	"Better"	Silver
ArnoldWorldwide	"Big Day"	Silver
Saatchi & Saatchi Los Angeles	"Car Chase"	Bronze
<u>090 – Creative Arts - Direction</u>		
Saatchi & Saatchi Los Angeles	"Dog"	Silver
Saatchi & Saatchi Los Angeles	"Car Chase"	Silver
Saatchi & Saatchi Los Angeles	"Old Man"	Silver
Morton Jankel Zander (MJZ)	"Car Pool"	Bronze
Morton Jankel Zander (MJZ)	"Driving Test"	Bronze
<u>091 – Creative Arts – Editing</u>		
Saatchi & Saatchi Los Angeles	"Car Chase"	Silver
<u>093 – Creative Arts – Music/Original</u>		
Merkely Newman Harty & Partners	"Better"	Silver
ArnoldWorldwide	"Big Day"	Silver
<u>094 – Creative Arts – Sound Design</u>		
Saatchi & Saatchi Los Angeles	"Car Chase"	Bronze
<u>095 – Creative Arts - Illustration</u>		
ArnoldWorldwide	Radiovw Poster "Space Robot"	Bronze
ArnoldWorldwide	Radiovw Poster "Earmap", "Flying Monkeys", "Turntable"	Bronze
<u>096 – Creative Arts - Photography</u>		
Merkely Newman Harty & Partners	"Modern Ark"	Silver
<u>098 – Creative Arts - Casting</u>		
Saatchi & Saatchi Los Angeles	"Dog"	Silver
Saatchi & Saatchi Los Angeles	"Old Man"	Silver
<u>101 – Complete Campaign</u>		
ArnoldWorldwide	Round For A Reason	Gold
Saatchi & Saatchi Los Angeles	"Dog", "Old Man", "Looks Fast"	Silver
BADJAR Advertising	Look Up A MINI	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 2002 IAAA CALL FOR ENTRIES,
OR TO ORDER ADDITIONAL TROPHIES, CERTIFICATES
OR THE 2001 IAAA REEL OF WINNERS,
PLEASE CALL 586-226-0800
FAX 586-226-0909
EMAIL IAAAWARDS@AOL.COM
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