

## 2002 INTERNATIONAL AUTOMOTIVE ADVERTISING AWARDS RECIPIENTS

### GOLD TRIOMPHE – BEST OF SHOW

**\$109.00 – ARNOLD WORLDWIDE**  
**Ron Lawner, Alan Pafenbach, Karen Marderosian,**  
**Kevin Dailor, Rob Thompson,**  
**Shawn Michienzi**

<b><u>001 - Passenger Cars / Sub-Subcompact / Television</u></b>		
Arnold Worldwide	"Squares / New Beetle"	Silver
Euro RSCG MCM	"The Sculptor"	Silver
Davidandgoliath	"Date"	Bronze
<b><u>002 - Passenger Cars / Sub-Subcompact / Print</u></b>		
Arnold Worldwide	Beetle Shapes - "Lemon"	Silver
Saatchi & Saatchi	"Wires"	Silver
Arnold Worldwide	Beetle Shapes Campaign - "Lemon", "Sidewalk", "Snow Boot", "Noodle"	Silver
<b><u>005 - Passenger Cars / Intermediate / Large / Television</u></b>		
Arnold Worldwide	"Epiphany"	Silver
<b><u>006 - Passenger Cars / Intermediate / Large / Print</u></b>		
TBWA/Chiat/Day	"May cause avid use of accelerator"	Silver
TBWA/Chiat/Day	"Obsessive/Compulsive"	Silver
TBWA/Chiat/Day	"Obsessive/Compulsive", "Xenon", "May cause avid use of accelerator"	Silver
MacLaren McCann	"Zoo"	Bronze
<b><u>008 - Passenger Cars / Intermediate / Large / Catalog</u></b>		
The Designory, Inc.	"03 Nissan Altima"	Bronze
<b><u>010 - Passenger Cars / Luxury / Print</u></b>		
McKinney & Silver	"Slide", "Kite", "Remote"	Silver
McKinney & Silver	"Kite"	Bronze
<b><u>011 - Passenger Cars / Luxury / Newspaper</u></b>		
Team One Advertising	"Logo", "The Key", "Finest Luxury"	Silver
Team One Advertising	"The Key"	Silver
Team One Advertising	"Finest Luxury"	Bronze
<b><u>012 - Passenger Cars / Luxury / Catalog</u></b>		
Landor Associates	"2002 Lincoln LS"	Silver
The Designory, Inc.	"03 Mercedes-Benz CLK-Class"	Silver
Jung von Matt/Elbe	"The Watercycle"	Silver
The Designory, Inc.	"03 Mercedes-Benz E-Class"	Silver
Jung von Matt/Elbe	"The New BMW 7 Series" (Show Your Style)	Silver
Jung von Matt/Elbe	"The New BMW 7 Series" (Philosophy of Life)	Silver
The Designory, Inc.	"03 Mercedes-Benz SL-Class"	Silver
D'Arcy Detroit	"Cadillac CTS Catalog"	Bronze
<b><u>013 - Passenger Cars / Sport / Television</u></b>		
Arnold Worldwide	"Over Here"	Silver
Arnold Worldwide	"Bubble"	Silver

**016 - Passenger Cars / Sport / Catalog**

Saatchi & Saatchi Los Angeles	"2003 Toyota Matrix Brochure"	Silver
Jung von Matt/Elbe	"The New BMW Z4 Roadster"	Silver
Saatchi & Saatchi Los Angeles	"2003 MR2 Spyder Brochure"	Bronze
The Designory, Inc.	"03 Nissan Z"	Bronze

**017 - Sport Utility / Television**

Plum Productions	"Orbit"	Silver
GSD&M Advertising	"Orbit 1", "Orbit 2", "Orbit 3", "Orbit"	Silver
BBDO Detroit	"Fireworks"	Silver
GSD&M Advertising	"Orbit"	Silver
GSD&M Advertising	"Orbit 2"	Bronze
GSD&M Advertising	"Orbit 3"	Bronze

**020 - Sport Utility / Catalog**

Landor Associates	"2003 Lincoln Navigator"	Silver
Saatchi & Saatchi Los Angeles	"2003 Toyota 4Runner Brochure"	Silver
The Designory, Inc.	"03 Nissan Xterra"	Silver
The Designory, Inc.	"03 Mercedes-Benz G-Class"	Gold
Coyne Communications	"2003 New Range Rover Brochure"	Bronze

**026 - Trucks / Print**

J. Walter Thompson - Detroit	"Omar Skateboard", "Serena Surfer", "TJ BMX"	Silver
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**029 - Brand / Full Line / Television**

Goodby Silverstein &	"Sheet Metal"	Gold
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**030 - Brand / Full Line / Print**

Campbell Ewald	"Beach Boys"	Silver
Campbell Ewald	Lyrics Campaign	Silver
Merkley Newman Harty	"Storm", "Locomotive", "Runway"	Bronze
Campbell Ewald	"Snoop Dogg"	Bronze

**031 - Brand / Full Line / Newspaper**

McKinney & Silver	"Richter"	Bronze
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**032 - Brand / Full Line / Catalog**

The Designory, Inc.	"M-45", "I35", "Q45", "QX4"	Silver
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**033 - Corporate / Television**

MacLaren McCann	"What If"	Silver
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**034 - Corporate / Print**

Arnold Worldwide	"Door Handle - Design"	Silver
Arnold Worldwide	Brand Value/Engineering Print - "\$109.00", "Kung Pao", "Drive-thru", "Shape"	Silver
Arnold Worldwide	Design Print - "Antenna", "Car Door", "Headlight"	Silver
Arnold Worldwide	"\$109.00"	Gold
Arnold Worldwide	"Vanity Fair Music Issue - A to B (Fold)"	Bronze

**039 - Events / Television**

Goodby Silverstein &	"Corn", "Close", "Ladies"	Silver
Goodby Silverstein &	"Ladies"	Silver

Goodby Silverstein & Goodby Silverstein &	"Close" "Corn"	Silver Silver
<b>040 - Events / Print</b>		
Arnold Worldwide	House of Blues - "Cymbals", "Pianist", "Singer"	Silver
D'ADDA, LORENZINI,	"Birthday"	Bronze
<b>041 - Individual Auto Dealer / Television</b>		
Nerve, Inc.	"Inside Santo", "Used Car Jump", "Dance of the Cars", "Disaster on Set"	Silver
Nerve, Inc.	"Norwegian Tribute", "Blazer Dancers", "Chair", "Extravaganza"	Bronze
<b>043 - Dealer Groups / Associations - Television</b>		
Arnold Worldwide	"Mine"	Silver
Arnold Worldwide	"Car Head"	Silver
Arnold Worldwide	Dealer Campaign - "Car Head", "Mine", "German Engineering"	Silver
Arnold Worldwide	"Mr. Impatient"	Bronze
<b>048 - Motorcycles / Print</b>		
D'ADDA, LORENZINI,	"Arbre Magique", "Car Wash"	Silver
<b>051 - Tires / Print</b>		
Armando Testa	"Pugno"	Bronze
<b>057 - Aftermarket Products &amp; Services / Newspaper</b>		
TBWA Singapore	"The Shell"	Silver
<b>068 - Public Service / Personal Safety / Print</b>		
Jung von Matt/Elbe	"The Watercycle."	Gold
<b>071 - Publications / Magazines</b>		
Ritta & Associates	"BMW Magazine"	Bronze
Coyne Communications	"2002 Land Rover Journal"	Bronze
<b>072 - Publications / Calendars / Posters</b>		
Jung von Matt/Elbe	"Concept study CS1."	Silver
S3	"BMW Lifestyle Catalog 2002"	Bronze
Brighton Advertising	"Pirelli / Saleen - Preys on the slow and the weak"	Bronze
Publicis	"JAWA Poster"	Bronze
<b>073 - Direct Response - Consumer</b>		
Wunderman (Lisboa)	"Decoder", "Scrambled Message"	Silver
Coyne Communications	"2003 Range Rover-Down to the Details"	Silver
J. Walter Thompson - Detroit	"Thunderbird Collection"	Gold
Wunderman - the Y&R	"Jaguar XKR Direct Mail"	Bronze
Wunderman - the Y&R	"Lincoln Navigator Launch"	Bronze
<b>074 - Direct Response - Trade (Business to Business)</b>		
Publicis	"Direct Mailing"	Silver
Publicis	"JAWA Mailing"	Bronze
Merkley Newman Harty	"Briefcase", "Desk"	Bronze

**079 - Interactive Media / Corporate Web Site**

Scholz & Volkmer	Maybach Manufactur	Silver
Critical Mass	MBUSA.com	Bronze

**080 - Interactive Media / Brand Web Site**

HUMAN-i Euro RSCG	PEUGEOT 807 Website	Silver
Team One Advertising	"Lexus Minority Report Experience"	Silver
Arnold Worldwide	"Engines Make it Better microsite"	Silver
Critical Mass	The Reincarnation of Inspiration	Silver
Wunderman - the Y&R	"www.landrover.com"	Silver
Scholz & Volkmer	Mercedes-Benz / CLK-Klasse	Silver
HUMAN-i Euro RSCG	PEUGEOT 307 SW and Break Website	Silver
Double You. S.L.	"Audi A4 Avant"	Silver
Double You. S.L.	"Audi 8"	Gold
Arnold Worldwide	"4Motion Makes it Better microsite"	Bronze
Double You. S.L.	"Audi Cabrio"	Bronze
BBDO Interactive GmbH	"Volkswagen Golf R32"	Bronze

**081 - Interactive Media / Retail/Sales Web Site**

Arnold Worldwide	"Passat W8 Site"	Silver
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**082 - Interactive Media / Web Promotion/Event**

Scholz & Volkmer	Mercedes-Benz / Fashion	Silver
Arnold Worldwide	"2002 Volkswagen Auto Show website"	Silver
Scholz & Volkmer	Mercedes-Benz / Detroit 2002	Gold
Scholz & Volkmer	Mercedes-Benz / Genf2002	Gold
Scholz & Volkmer	Mercedes-Benz / Paris 2002	Bronze

**083 - Interactive Media / Simple Banners (link only)**

Double You. S.L.	"A4 Quattro"	Silver
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**084 - Interactive Media / Rich Media Banners**

Double You. S.L.	"Allroad Driving Experience"	Silver
Double You. S.L.	"Quattro Sticks to the Road"	Bronze

**086 - Creative Arts - Animation (Computer)**

Arnold Worldwide	Design TV - "DNA", "Sheep", "Cones"	Silver
TBWA/Chiat/Day	"Master of the Sixth Speed"	Bronze

**088 - Creative Arts - Visual Effects**

Team One Advertising	"Skid"	Silver
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**090 - Creative Arts - Cinematography**

Plum Productions	"Orbit"	Gold
GSD&M Advertising	"Orbit"	Gold

**091 - Creative Arts - Direction**

Plum Productions	"Orbit 1", "Orbit 2", "Orbit 3"	Silver
GSD&M Advertising	"Orbit"	Gold
Plum Productions	"Orbit"	Gold

**092 - Creative Arts - Editing**

Team One Advertising	"Skid"	Silver
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**095 - Creative Arts - Sound Design**

GSD&M Advertising	"Orbit"	Silver
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**101 - Radio**

Arnold Worldwide

4Motion "Beautiful Day", "Deer  
Crossing", "Rain Rain"

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  
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