

The top half of the image features a background of vertical bars of varying heights, creating a wave-like pattern. The bars on the left are light blue and decrease in height towards the center. The bars on the right are red and increase in height towards the right edge. A white line runs through the center of the bars, following their peaks. The text 'ame awards' is in red, with a registered trademark symbol, and 'for Advertising Marketing Effectiveness' is in a smaller, lighter red font below it.

ame awards[®]
for Advertising Marketing Effectiveness

The bottom half of the image has a solid red background. Large, faint, light red numbers '2012' are visible in the background. The text 'ame award winners' is written in a white, lowercase, sans-serif font across the middle of this section.

ame award winners

INTERNATIONAL GRAND AWARD WINNER

EUROPE

United Kingdom

Abbott Mead Vickers BBDO

PEPSICO

Sandwich

Integrated (Mixed Media) Marketing

AME PLATINUM WINNER

ASIA-PACIFIC

Australia

Grey Melbourne

TAC

The Ripple Effect

Public Service & Not-for-profit

EUROPE

United Kingdom

Abbott Mead Vickers BBDO

PEPSICO

Sandwich

Foods

LATIN AMERICA

Colombia

Lowe & Partners

Program for the Humanitarian

Attention to the Demobilised

Operation Christmas

Public Service & Not-for-profit

NORTH AMERICA

Canada

Proximity Canada

Mars M&M's

M&M's Find Red

Online

AME GREEN AWARD WINNER

EUROPE

Germany

Jung von Matt

World Wildlife Fund for Nature

Save as WWF

Public Service & Not-for-profit

GOLD AWARD WINNER

EUROPE

Germany

Jung von Matt

Dortmund Concert Hall

Konzertmilch

Guerrilla / Alternative Media

Germany

Jung von Matt

World Wildlife Fund for Nature

Save as WWF

Public Service & Not-for-profit

Germany

Kempertrautmann GmbH

Initiative Vermisste Kinder (Missing

Children's Initiative)

Deutschland findet Euch (The missing child)

Low-budget

Germany

Kempertrautmann GmbH

Initiative Vermisste Kinder (Missing

Children's Initiative)

Deutschland findet Euch (The missing child)

Public Relations

Germany

Kempertrautmann GmbH

Initiative Vermisste Kinder (Missing

Children's Initiative)

Deutschland findet Euch (The missing child)

Social Media

NORTH AMERICA

Canada

Proximity Canada

Mars M&M's

M&M's Find Red

Foods

Canada

Proximity Canada

Mars M&M's

M&M's Find Red

Interactive Marketing

Canada

Proximity Canada

Mars M&M's

M&M's Find Red

Interactive Marketing

Canada

Proximity Canada

Mars M&M's

M&M's Find Red

Social Media

Canada

Proximity Canada

Mars M&M's

M&M's Find Red

Games

Canada

Proximity Canada

Mars M&M's

M&M's Find Red

Promotions Marketing

USA

Definition 6

Coca-Cola

WWHSN Campaign

Beverages, Non-alcoholic

SILVER AWARD WINNER

ASIA-PACIFIC

China

DDB China Group

Gatorade

36 Stratagems of Streetball

Beverages, Non-alcoholic

Japan

TBWA HAKUHODO

adidas Japan

Kutsukasu

Interactive Marketing

EUROPE

Germany

Grabarz & Partner

EXIT-Deutschland

The Trojan Shirt

Public Service & Not-for-profit

Germany

Grabarz & Partner

EXIT-Deutschland

The Trojan Shirt

Guerrilla / Alternative Media

Germany

Jung von Matt

TUI

Donnerwetter Jetter

Mobile / Cellular / Hand-held Device

Germany

Jung von Matt

Mercedes Benz

Tramp a Benz

Public Relations

Germany**Kempertrautmann GmbH**

Initiative Vermisste Kinder (Missing Children's Initiative)
Deutschland findet Euch (The missing child)
 Public Service & Not-for-profit

Germany**Kempertrautmann GmbH**

Initiative Vermisste Kinder (Missing Children's Initiative)
Deutschland findet Euch (The missing child)
 Integrated (Mixed Media) Marketing

Germany**Kempertrautmann GmbH**

Initiative Vermisste Kinder (Missing Children's Initiative)
Deutschland findet Euch (The missing child)
 Interactive Marketing

Germany**Kempertrautmann GmbH**

Initiative Vermisste Kinder (Missing Children's Initiative)
Deutschland findet Euch (The missing child)
 New Product / Service Launch

Germany**Neue Digitale / Razorfish GmbH**

McDonald's Germany
Make your own burger
 Social Media

The Netherlands**Tribal DDB Amsterdam**

Philips
Wake up the town
 Integrated (Mixed Media) Marketing

NORTH AMERICA**USA****Critical Mass**

Nissan North America
Nissan LEAF: the new car
 Autos / Automotive Products

USA**DDB**

Teen Suicide Prevention
 Ad Council - Teen Suicide Prevention
"We Can Help Us"
 Public Service & Not-for-profit

USA**Scratch (Viacom Media Networks)**

Sun Drop Citrus Soda
That's How You Drop It
 Social Media

BRONZE AWARD WINNER**ASIA-PACIFIC****Australia****Leo Burnett**

7-Eleven Slurpee
Slurpee Bring Your Own Cup Day
 Retail Stores

Australia**Leo Burnett**

7-Eleven Slurpee
Slurpee Bring Your Own Cup Day
 Low-budget

EUROPE**Germany****Heimat Berlin**

McFit
Don't give up!
 Recreation / Sporting Goods / Toys & Games

Germany**Lukas Lindemann Rosinski GmbH**

AS&S Radio GmbH
Enkelschreck, or How to Prove the Value of Radio Advertising
 Social Media

Germany**Ogilvy Germany**

Staedel Museum
Frankfurt builds the new Staedel
 Integrated (Mixed Media) Marketing

Germany**Ogilvy Germany**

Staedel Museum
Frankfurt builds the new Staedel
 Low-budget

NORTH AMERICA**Canada****DDB Canada / Vancouver**

Power Smart
BC Hydro
 Utilities

Canada**Proximity Canada**

Hewlett-Packard
HP ePrint Live
 Interactive Marketing

Canada**Proximity Canada**

Hewlett-Packard
HP ePrint Live
 New Product / Service Launch

Canada**ZIP communication**

Boston Pizza
Montreal/Vancouver Pizza
 Retail Food

USA**DDB**

Hertz
Journey On
 Tourism & Travel

USA**PHD**

Bissell
White Sock Contest
 Household Products & Services

FINALIST AWARD WINNER**ASIA-PACIFIC****Australia****BCM Partnership**

Triumph - Shape Sensation
The Art of Shaping
 New Product / Service Launch

Japan**TBWA HAKUHODO**

Ariel
Ariel Cheers for You Project
 Household Products & Services

Japan**TBWA HAKUHODO**

Ariel
Ariel Cheers for You Project
 Corporate Image

Japan**TBWA HAKUHODO**

Ariel
Ariel Cheers for You Project
 Events Marketing

Japan**TBWA HAKUHODO**

Ariel
Ariel Cheers for You Project
 Sponsorship

Japan**TBWA HAKUHODO**

adidas Japan
Kutsukasu
Direct Response

France**Fred & Farid Paris**

Domyos - Oxylane
Gym'Y
Recreation / Sporting Goods / Toys & Games

Germany**Heimat Berlin**

McFit
Don't give up!
Healthcare Products & Services

Germany**Jung von Matt**

Nike
Club der Töchter
Integrated (Mixed Media) Marketing

Germany**Lukas Lindemann Rosinski GmbH**

AS&S Radio GmbH
Enkelschreck, or How to Prove the Value
of Radio Advertising
Media Services

Germany**Neue Digitale / Razorfish GmbH**

McDonald's Germany
Make your own burger
Retail Food

Germany**Ogilvy Germany**

German Rail (Deutsche Bahn)
The Boss Is Coming
Interactive Marketing

Germany**Ogilvy Germany**

German Rail (Deutsche Bahn)
The Boss Is Coming
Social Media

Germany**REINSLASSEN GmbH & Co. KG**

Hamburger Hochbahn AG
"Ich drück' für dich" ("I push for you")
Public Service & Not-for-profit

Germany**Serviceplan München/Hamburg**

CORTAL CONSORS S.A.
Cortal Consors 'My money. My independence.'
New Product / Service Launch

NORTH AMERICA**Canada****PALM + HAVAS**

Volkswagen Jetta
2011 Jetta Launch
Autos / Automotive Products

USA**DDB New York**

Cotton Incorporated
The Fabric of My Life
Apparel / Personal Items

USA**EURO RSCG Worldwide**

OppenheimerFunds, Inc.
Integrated Brand Campaign - Globalize Your
Thinking
Banks / Financial Services / Insurance

USA**PHD**

Discovery Channel
Storm Chasers Season 4
Integrated (Mixed Media) Marketing

USA**Team One Advertising**

Lexus
L/Studio
Online

USA**Tribal DDB San Francisco**

Kingsford
Brotherhood of the Grill
Online

USA**Young & Rubicam New York**

Xerox
Ready For Real Business Campaign
Services

congratulations to all 2012 winners. view the showcase online at ameawards.com/winners/2012/