



2013

ame award winners

## INTERNATIONAL GRAND AWARD WINNER

EUROPE  
GERMANY

**DDB Tribal Group**

VOLKSWAGEN AG  
*Don't make up and drive*  
interactive

## AME PLATINUM WINNERS

NORTH AMERICA

CANADA

**DDB Canada / Vancouver**

CANADIAN TOURISM COMMISSION  
*Canada. Keep Exploring.*  
integrated (mixed media)

EUROPE  
GERMANY

**DDB Tribal Group**

VOLKSWAGEN AG  
*Don't make up and drive*  
social media

ASIA-PACIFIC

CHINA

**PHD China**

CORNETTO  
*Dive Into Love*  
food, non-retail

## AME GREEN AWARD WINNER

EUROPE

GERMANY

**Heimat Werbeagentur GmbH**

CNN INTERNATIONAL  
*CNN Ecosphere*  
design

## GOLD AWARD WINNERS

ASIA-PACIFIC

CHINA

**PHD China**

CORNETTO  
*Dive Into Love*  
branded entertainment

HONG KONG

**DDB Group Hong Kong**

MCDONALD'S RESTAURANT (HK) LTD  
*McDonald's Chinese New Year (CNY)*  
*Campaign: Sharing the Blessings with One and All*  
mobile / cellular / hand-held device

HONG KONG

**OMD Hong Kong**

MCDONALD'S RESTAURANT (HK) LTD  
*McDonald's Chinese New Year McGreeting*  
tv & cinema

PHILIPPINES

**DDB Philippines**

STING POWERPACQ ENERGY DRINK  
*Pacquiao Positive*  
new product / service launch

EUROPE

FRANCE

**FRED & FARID PARIS-SHANGHAI**

AUDI  
*MILLIMETER*  
integrated (mixed media)

GERMANY

**DDB Tribal Group**

VOLKSWAGEN AG  
*Don't make up and drive*  
promotion of health & human services

GERMANY

**DDB Tribal Group**

VOLKSWAGEN AG  
*Don't make up and drive*  
online

GERMANY

**Heimat Werbeagentur GmbH**

CNN INTERNATIONAL  
*CNN Ecosphere*  
media promotion

GERMANY

**Heimat Werbeagentur GmbH**

CNN INTERNATIONAL  
*CNN Ecosphere*  
design

GERMANY

**Heimat Werbeagentur GmbH**

CNN INTERNATIONAL  
*CNN Ecosphere*  
social media

GERMANY

**serviceplan**

LEGO  
*LEGO Builders of Sound*  
sport & leisure

GERMANY

**serviceplan**

LEGO  
*LEGO Builders of Sound*  
outdoor / transit / out-of-home

SWEDEN

**Spinn**

KEXCHOKLAD  
*Is it a Chocolatewaferchocolate or a Waferchocolatechocolate*  
food, non-retail

UNITED KINGDOM

**AMVBBDO**

SNICKERS  
*YOU'RE NOT YOU WHEN YOU'RE HUNGRY*  
food, retail & restaurants

UNITED KINGDOM

**AMVBBDO**

MERCEDES BENZ  
*ESCAPE THE MAP*  
automotive

NORTH AMERICA

CANADA

**DDB Canada / Vancouver**

CANADIAN TOURISM COMMISSION  
*Canada. Keep Exploring.*  
online

USA

**DDB NY**

SAFERSEX4SENIORS.ORG  
*Kamasutra*  
low-budget (<\$100,000USD)

**SILVER AWARD WINNERS****ASIA-PACIFIC****HONG KONG****DDB Group Hong Kong**

McDONALD'S RESTAURANT (HK) LTD

*McDonald's Chinese New Year (CNY)**Campaign: Sharing the Blessings with One and All*

food, retail &amp; restaurants

**HONG KONG****OMD Hong Kong**

WYETH (HONG KONG) HOLDING COMPANY

LIMITED

*Wyeth Learning Surprise Video Library*

social media

**HONG KONG****OMD Hong Kong**

McDONALD'S RESTAURANT (HK) LTD

*McDonald's Chinese New Year McGreeting*

integrated (mixed media)

**HONG KONG****DDB Group Hong Kong**

McDONALD'S RESTAURANT (HK) LTD

*McDonald's Chinese New Year (CNY)**Campaign: Sharing the Blessings with One and All*

interactive

**PHILIPPINES****McCann Worldgroup**

THE COCA-COLA EXPORT CORPORATION

*the ofw project*

corporate

**EUROPE****FRANCE****FRED & FARID PARIS-SHANGHAI**

ORANGINA SCHWEPPES FRANCE

*Orangina Miss O!*

beverages, non-alcoholic

**FRANCE****FRED & FARID PARIS-SHANGHAI**

AUDI

*MILLIMETER*

automotive

**GERMANY****Grey Worldwide GmbH**

FEBREZE

*Breathe Happy*

household

**GERMANY****Heimat Werbeagentur GmbH**

CNN INTERNATIONAL

*CNN Ecosphere*

environmental issues

**GERMANY****Heimat Werbeagentur GmbH**

CNN INTERNATIONAL

*CNN Ecosphere*

integrated (mixed media)

**GERMANY****Ogilvy Germany**

OROVERDE RAINFOREST FOUNDATION

*The Donation Army*

environmental issues

**GERMANY****serviceplan**

LEGO

*LEGO Builders of Sound*

promotions

**UNITED KINGDOM****AMVBBDO**

PEPSICO WALKERS

*GOING FROM GOOD TO GREAT*

food, non-retail

**UNITED KINGDOM****AMVBBDO**

GE

*LIVING MASTERPIECE*

outdoor / transit / out-of-home

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

CANADIAN TOURISM COMMISSION

*Canada. Keep Exploring.*

sport &amp; leisure

**USA****Clear Channel Spectacolor**

CLEAR CHANNEL SPECTACOLOR

*Dunk Tank*

outdoor / transit / out-of-home

**USA****DDB Chicago**

AD COUNCIL

*GED Pep Talk Center*

education

**USA****DDB Chicago**

AD COUNCIL

*GED Pep Talk Center*

integrated (mixed media)

**USA****DDB Chicago**

AD COUNCIL

*GED Pep Talk Center*

public relations

**USA****DDB NY**

NEW YORK LOTTERY

*Yeah, that kind of rich*

sport &amp; leisure

**BRONZE AWARD WINNERS****ASIA-PACIFIC****HONG KONG****OMD Hong Kong**

WYETH (HONG KONG) HOLDING COMPANY  
LIMITED

*Wyeth Learning Surprise Video Library*  
interactive

**PHILIPPINES****TBWA\Santiago Mangada Puno**

BOYSEN KNOXOUT  
*KNOXOUT PROJECT: EDSA*  
environmental issues

**PHILIPPINES****TBWA\Santiago Mangada Puno**

MANIKAKO AND ENERGIZER  
*GIFT OF LIFE*  
online

**PHILIPPINES****McCann Worldgroup**

THE COCA-COLA EXPORT CORPORATION  
*the ofw project*  
beverages, non-alcoholic

**PHILIPPINES****McCann Worldgroup**

THE COCA-COLA EXPORT CORPORATION  
*the ofw project*  
corporate

**PHILIPPINES****McCann Worldgroup**

THE COCA-COLA EXPORT CORPORATION  
*the ofw project*  
corporate image

**EUROPE****GERMANY****serviceplan**

AUSTRIA SOLAR  
*The Solar Annual Report 2011*  
utilities

**GERMANY****thjnk ag**

AUDI Q3  
*Audi Q3 Built from New Expectations*  
new product / service launch

**GERMANY****thjnk ag**

AUDI Q3  
*Audi Q3 Built from New Expectations*  
events

**GERMANY****thjnk ag**

AUDI Q3  
*Audi Q3 Built from New Expectations*  
print

**GERMANY****HORNBAACH**

HORNBAACH  
*Every change needs a beginning*  
branding

**GERMANY****HORNBAACH**

HORNBAACH  
*Every change needs a beginning*  
retail stores

**GERMANY****Ogilvy Germany**

FOUNDATION FOR LIFE - FOR ORGAN  
DONATION  
*Waiting. For seven years.*  
guerrilla / alternative media

**GERMANY****Ogilvy Germany**

FOUNDATION FOR LIFE - FOR ORGAN  
DONATION  
*Waiting. For seven years.*  
outdoor / transit / out-of-home

**GERMANY****Ogilvy Germany**

OROVERDE RAINFOREST FOUNDATION  
*The Donation Army*  
guerrilla / alternative media

**MIDDLE EAST & AFRICA****EGYPT**

**TNA/DDB Egypt**  
THE NATIONAL BANK OF EGYPT  
*SME - You Don't Belong Here*  
financial services

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

BEST BUY CANADA  
*Pass the Present Facebook Promotion*  
social media

**USA****DDB San Francisco**

CLOROX LIQUID BLEACH  
*Bleachable Moments*  
household

**USA****Havas Worldwide Chicago**

CRACKER BARREL OLD COUNTRY STORE  
*Handcrafted by Cracker Barrel*  
food, retail & restaurants

**USA****OgilvyEntertainment**

DUPONT  
*The Horizons Project*  
corporate

**USA****OgilvyEntertainment**

DUPONT  
*The Horizons Project*  
corporate image

**USA****OgilvyEntertainment**

DUPONT  
*The Horizons Project*  
branded entertainment

**USA****Team One**

LEXUS GS  
*There's No Going Back*  
new product / service launch

**FINALIST AWARD WINNERS****ASIA-PACIFIC****JAPAN****TBWA\HAKUHODO**

COGOO

TURNTABLE RIDER

guerrilla / alternative media

**MALAYSIA****Alpha 245**

SOMERSBY

Grow An Apple Tree

beverages, alcoholic

**PHILIPPINES****TBWA\Santiago Mangada Puno**

BENCH

BENCHINGKO FILMS

branded entertainment

**PHILIPPINES****TBWA\Santiago Mangada Puno**

BOYSEN KNOXOUT

KNOXOUT PROJECT: EDSA

outdoor / transit / out-of-home

**EUROPE****DENMARK****Advance A/S**

LEGO FRIENDS

Create Your World of LEGO Friends

sport &amp; leisure

**FRANCE****KIDS LOVE JETLAG (FRED & FARID GROUP)**

MARTINI

Kisser Casting

beverages, alcoholic

**GERMANY****Grey Worldwide GmbH**

AY YILDIZ

AY YILDIZ

professional services

**GERMANY****HEIMAT, Berlin**

ADIDAS

GO ALL IN FOR YOUR TEAM. MAKE YOUR

CHOICE.

sports promotion

**GERMANY****HEIMAT, Berlin**

ADIDAS

GO ALL IN FOR YOUR TEAM. MAKE YOUR

CHOICE.

promotions

**GERMANY****Ogilvy Germany**

ZURICH INSURANCE

Zurich Homebutton Takeover

financial services

**GERMANY****plan.net/serviceplan**

BUNDESVERBAND FRAUENBERATUNGSSTELLEN UND

FRAUENNOTRUF

Beating Facts

promotion of peace / human rights

**GERMANY****serviceplan**

KABEL BW GMBH

Internit pour Chalamp. A French village wants to become German.

low-budget (&lt;\$100,000USD)

**GERMANY****thjnk ag**

AUDI

Audi Brand Campaign

automotive

**GERMANY****thjnk ag**

BRAX

BRAX My life fits me

media planning

**GERMANY****thjnk ag**

AUDI

Audi Brand Campaign

branding

**SWEDEN****Metro International**

METRO

Global Guest Editors

media promotion

**UNITED KINGDOM****AMVBBDO & PEPSICO**

DORITOS

MARIACHI

social media

**MIDDLE EAST & AFRICA****UNITED ARAB EMIRATES****Abu Dhabi Police**

DIRECTORATE OF TRAFFIC &amp; PATROLS

UAE "Together" Campaign

civic / social education

**NORTH AMERICA****USA****OMD**

INTEL

Intel IdeaJam

branded entertainment

**USA****TBWA\Chiat\Day**

ACCENTURE

Client Success Stories

branding

**USA****TBWA\Chiat\Day**

ACCENTURE

Client Success Stories

outdoor / transit / out-of-home

congratulations to all 2013 winners. view the showcase online at [ameawards.com/winners/2013/](http://ameawards.com/winners/2013/)