



2011

ame award winners

ame awards®

AME Platinum Trophy

ASIA PACIFIC

Japan

TBWAHAKUHODO

adidas Japan

adidas Sky Comic

Events Marketing

AME Gold Medallion

ASIA PACIFIC

China

DDB China Group / DDB Shanghai

China Environmental

Protection Foundation

Walk For Green

Low Budget

Germany

HEIMAT, Berlin

Audi A1

The Next Big Thing

Online

Germany

HEIMAT, Berlin

HORNBACH

Contest for the Craziest DIY Projects

Promotions Marketing

EUROPE

Sweden

DDB Stockholm AB

Volkswagen BlueMotion Technologies

The Fun Theory

Autos / Automotive Products

ASIA PACIFIC

Singapore

TBWA Singapore

Martell VSOP

The Ultimate Start-Up Space

Promotions Marketing

Germany

HEIMAT, Berlin

CNN International

Go Beyond Borders

Guerrilla / Alternative Media

Germany

Jung von Matt AG

13TH STREET

Last Call

Interactive Marketing

MIDDE EAST & AFRICA

Israel

McCann Erickson Israel

Kotex Young

How we won the hearts

of Israeli teenage girls

Youth Marketing

EUROPE

France

TBWAParis

AIDES

Graffiti

Online

Germany

HEIMAT, Berlin

CNN International

Go Beyond Borders

Low Budget

Germany

Jung von Matt/basis

Eichborn - Der Verlag mit der Fliege

Flyvertising

Corporate

NORTH AMERICA

USA

Zimmerman Advertising

Lane Bryant

Not what mom had in mind

Apparel / Personal Items

Germany

HEIMAT, Berlin

Audi A1

The Next Big Thing

Interactive Marketing

Germany

HEIMAT, Berlin

CNN International

Go Beyond Borders

Media Promotion

Germany

Ogilvy & Mather Werbeagentur GmbH

Europcar

Cinema Rear View Mirror

Autos / Automotive Products

NORTH AMERICA

USA

Gotham Inc.

Yellowbook

*Yellowbook: Getting in touch
with our basic instincts*

Telecommunications Services
& Equipment

China

Phd Media, Shanghai

Clear

Clear Unbeatable

Cosmetics / Toiletries

EUROPE

France

TBWAParis

AIDES

Graffiti

Public Service and Not-for-Profit

NORTH AMERICA

USA

Zimmerman Advertising

Lane Bryant

Not what mom had in mind

Public Relations

USA

SabMiller

Miller High Life

Beverages: Alcoholic

Singapore

TBWASingapore

Martell VSOP

The Ultimate Start-Up Space

Outdoor / Transit

Germany

HEIMAT, Berlin

HORNBACK

Make it your project.

Integrated (Mixed Media) Marketing

AME Bronze Medallion

ASIA PACIFIC

Australia

BD NETWORK

WHISKAS

WHISKAS PLEDGE

Pet Products and Services

AME Silver Medallion

ASIA PACIFIC

China

DDB China Group / DDB Shanghai

China Environmental

Protection Foundation

Walk For Green

Public Relations

Taiwan

Bates Taiwan CO.,Ltd.

ISABELLE wedding cake

How to win over 12 women

Branding

MIDDE EAST & AFRICA

Israel

McCann Erickson Israel

Yoplait Shtoozim

From a 0% market share to

43% in just a few months

Foods

China

DDB China Group / DDB Shanghai

China Environmental

Protection Foundation

Walk For Green

Design

China

DDB China Group / DDB Shanghai

China Environmental

Protection Foundation

Walk For Green

Outdoor / Transit

Taiwan

Bates Taiwan CO.,Ltd.

ISABELLE wedding cake

How to win over 12 women

Foods

Tanzania

Bates Taiwan CO.,Ltd.

ISABELLE wedding cake

How to win over 12 women

Online

China

DDB China Group / DDB Shanghai

Lipton

New Year, New Trend

Foods

China
Phd Media, Shanghai
Magnum
2010 Special Treatment
Social Media

EUROPE
Germany
HEIMAT, Berlin
Audi A1
The Next Big Thing
Autos / Automotive Products

MIDDE EAST & AFRICA
Israel
BBR Saatchi & Saatchi, Tel Aviv
Government of Kosovo
Kosovo - The Young Europeans
Government / Political

USA
Gotham Inc.
Goody Simple Styles
Discovering Goody's Playful Side
Apparel / Personal Items

Philippines
McCann Worldgroup Philippines, Inc.
Jollibee
Jollitown Season 2
Integrated (Mixed Media) Marketing

Germany
HEIMAT, Berlin
HORNBAACH
Make it your project.
Retail Stores

NORTH AMERICA
Canada
PROXIMITY CANADA
RBC STUDENT BANKING
RBC STUDENT STIMULUS PACKAGE
Promotions Marketing

USA
Team One Advertising
Lexus
Lead By Example
Corporate Image

Singapore
TBWASingapore
Martell VSOP
The Ultimate Start-Up Space
Beverages: Alcoholic

Germany
Jung von Matt
Mercedes-Benz
SLS AMG
Autos / Automotive Products

USA
Gotham Inc.
American Heart Association
Inspiring Action to Save Lives
Low Budget

USA
Zimmerman Advertising
Lane Bryant
Not what mom had in mind
Other

Thailand
McCANN WORLDGROUP THAILAND
LG Lollipop
Love Code
Telecommunications Services
& Equipment

Germany
Ogilvy & Mather Werbeagentur GmbH
DKV Private Health Insurance
Hotel Check Web Guerilla
Banks / Financial Services / Insurance

USA
Gotham Inc.
American Heart Association
Inspiring Action to Save Lives
Public Service and Not-for-Profit

SOUTH AMERICA
Brazil
Agencia Mood
Devassa Bem Loura
Mysterious Blonde
Integrated (Mixed Media) Marketing

Brazil
Agencia Mood
Devassa Bem Loura
Mysterious Blonde
Social Media

China
Phd Media, Shanghai
Lipton Tea
Virtual Social Talk
Social Media

Philippines
BBDO GUERRERO/
PROXIMITY PHILIPPINES
Modess
Angels
Integrated (Mixed Media) Marketing

Germany
KEMPERTRAUTMANN GMBH
Audi
Audi Brand Initiative
Autos / Automotive Products

Finalist Certificate

ASIA PACIFIC

Australia
Ogilvy
American Express
Realise The Potential
Banks / Financial Services / Insurance

Japan
Momentum Worldwide
Seiyu
AKY42
Retail Stores

Thailand
McCANN WORLDGROUP THAILAND
LG POP
One Email One Tree
Telecommunications Services
& Equipment

Germany
SCHOLZ & VOLKMER GMBH
OTTO GmbH & Co KG
OTTO Christmas Campaign 2009
Online

China
DDB China Group / DDB Shanghai
Shanghai Volkswagen - Tiguan
Surpass with Un-compromised Virtue
Autos / Automotive Products

Malaysia
INSIGHTS, MCCANN
ERICKSON MALAYSIA
Nescafé
Positively Coffee
Beverages: Non-Alcoholic

EUROPE
Germany
Grabarz & Partner Werbeagentur GmbH
IKEA
None is like yours! 30 years of BILLY.
Integrated (Mixed Media) Marketing

MIDDE EAST & AFRICA
Hungary
CARNATION
Coca-Cola
RoboCoke, the MSN agent of Coca-Cola
Online

China
Drafftcb
Oreo
Oreo Dunking Challenge
Foods

Malaysia
Leo Burnett Kuala Lumpur, Malaysia
(a member of Star Reacher
Advertising Sdn Bhd)
Dutch Lady
"Spread the Goodness of Milk"
Campaign (Year 3 - 2010)
Beverages: Non-Alcoholic

EUROPE
Germany
Jung von Matt AG
Sparkasse
Checking Account Campaign
Banks / Financial Services / Insurance

NORTH AMERICA
USA
Accenture
Accenture
*Accenture's High Performance
Delivered Advertising and
Integrated Marketing Campaign*
Corporate

USA
Accenture
Accenture
*Accenture's High Performance
Delivered Advertising and
Integrated Marketing Campaign*
Integrated (Mixed Media) Marketing

USA
BBDO Proximity
Gillette Fusion ProGlide
Fusion ProGlide Challenge
Cosmetics / Toiletries

USA
BBDO Proximity
Gillette Fusion ProGlide
Fusion ProGlide Challenge
Events Marketing

USA
GLOBALHUE
MGM Grand Detroit
Pizza, Sweater, Bowling and Stadium
Entertainment Promotion

USA
Gotham Inc.
Eye Studio
Eye Effects
Cosmetics / Toiletries

USA
Monster Media, City Events
Cricket Wireless
*Cricket Gives Pedestrians Something
To Chirp About: Monster Storefronts,
Monster Trucks With Game Play*
Interactive Marketing

USA
Team One Advertising
Lexus
Lead By Example
Autos / Automotive Products

USA
TMP Government
Recovery.gov
Recovery.gov
Government / Political

USA
TORRE LAZUR MCCANN
Vimpat
VIMPAT Professional Launch Campaign
New Product / Service Launch

USA
ZenithOptimedia
Cranberry Raisinets
Tickled Cranberry!
Magazine

congratulations to all 2011 winners.

view the showcase online at ameawards.com/winners/2011/