



# YGAward 2007 Winners & Finalists Information

The Future of Advertising – young creative talent today, industry leaders tomorrow



**YGAward  
2007**

**Summary: The 7<sup>th</sup> Annual YoungGuns Advertising Award**

All winners and finalists work appears in the YGAward 2007 Winners and Finalists Showcase on the YGAward site ([www.ygaward.com](http://www.ygaward.com)) and will form the Travelling Exhibition and annual.

From 52 entrant countries in 2007, 75 bullets were awarded and 58 finalists recognized in 17 countries.

The quality of all the work submitted, and the final selected, demonstrate clearly that some of the best creativity globally is from emerging and young talent.

In 2007, YGAward introduced one new division and a number of new categories that reflect the growing choice and importance of digital channels in connecting with consumers;

Content and Engagement  
Digital – Rich Media  
Digital - Direct Response  
Digital - Innovative Use of Technology  
Digital - Mobile / Wireless  
Digital - Webspots  
Digital - Self promotional digital Media

The uptake of entries in these categories demonstrated that creatives, agencies and clients globally are embracing these new digital opportunities.

There was hard debate by the jury this year, not only over the work but also the responsibility of award shows to the industry and entrants. This is reflected in the jury chairman report.

The result was a fantastic body of work that showcases the best young creative talent globally and will hopefully provide inspiration to all emerging and young creatives.

The **2007 YoungGuns of the Year** are **Jeff Anderson and Isaac Silverglate** from TBWA\CHIAT\DAY New York for their Mars “Combos – what your mom would feed you if you mom was a man” campaign which won 2 Gold and 4 Silver Bullets in TV and Radio.

They also win US\$20,000 and a place on the 2008 YoungGuns jury.

The **2007 Student YoungGuns of the Year** are **Nate Virnig, Jesse Synder and Rene Delgado** from Miami Ad School Minneapolis, USA for their ‘Red Bull Campaign’ idea.

They also win a three-month paid placement at a Leo Burnett Worldwide office of their choice and US\$5,000 to help them get there.

Further, the jury requested a special mention be made of the Gold Bullet in Integrated, “Diamond Shreddies” by Hunter Somerville of Ogilvy & Mather Toronto, Canada. This idea was in contention for the YoungGun of the Year in the final deliberation.

**YGAward  
2007  
Jury Chairman's  
Address**  
By Jeremy Craigen  
ECD DDB London

For me, the YoungGuns Awards are all about inspiring the best young creative minds in the world to join (or indeed stay in) this business.

Hopefully the work we awarded will do this.

You may notice that some of the usual suspects from recent awards shows may not have done quite so well here.

This was intentional.

Awards are a bi-product of advertising. They are a reward for producing outstanding advertising. They are the end of the process, not the beginning.

So any work that we felt was created solely to win awards was downgraded.

Thankfully there was enough great work around to still inspire and encourage the future of our business.

Work from Combos, Skittles, Shreddies and the Cape Times spring to mind. Great work for great clients that will be talked about by the consumer as well as awards juries.

My congratulations to all the winners.



**YGAward**  
**2007**  
**YoungGuns**  
**of the year**

The 2007 YoungGuns of the Year are **Jeff Anderson and Isaac Silverglate** from TBWA\CHIAT\DAY New York for Mars "Combos" campaign.

"Combos – what your mom would feed you if your mom was a man"

The jury selected Jeff and Isaac on the combined strength of the "Combos" campaign across both TV and radio.

This is reflected in that they received the highest number of bullets this year awarded to a team – 6 in total.

- 1 x Gold – TV 30 seconds
- 1 x Gold – TV Campaigns 30 seconds
- 2 x Silver – TV 30 seconds
- 1 x Silver – Radio Individual
- 1 x Silver – Radio Campaigns

The Combos radio commercials were the only radio awarded this year.



**YGAward**  
**2007 Student**  
**YoungGuns**  
**of the year**

The 2007 Student YoungGuns of the Year are **Nate Virnig, Jesse Synder and Rene Delgado** from Miami Ad School Minneapolis, USA for their 'Red Bull Campaign' idea.



Red Bull understands that for many life doesn't stop when the sun goes down. Whether you're on the field or off, Red Bull allows you to keep going. We embrace this, and with our "keep playing" campaign, we facilitate it.



## **SLEEP TOMORROW**

During the day, small Red Bull logos will be visible on soccer goals in urban area parks. As the sun begins to set, the equipment, previously coated with translucent glow in the dark paint, will begin to light up. This illumination will allow the game to continue into the night.



**YGAward  
2007  
Jury  
Special  
Mention**

“Diamond Shreddies” Gold Bullet in Integrated by Hunter Somerville of Ogilvy & Mather Toronto, CANADA.

The campaign included a package redesign, outdoor, print and television.



**YGAward  
2007  
Other  
Gold Bullet  
Winners**

Skittles "Beard" Gold Bullet in TV 30 seconds and Cinema Commercials by Craig Allen and Eric Kallman of TBWA\CHIAT\DAY New York, USA



Skittles "Stable" Gold Bullet in TV 30 seconds by Craig Allen and Eric Kallman of TBWA\CHIAT\DAY New York, USA



**YGAward**  
**2007**  
**Other**  
**Gold Bullet**  
**Winners – cont'd**

Cape Times "Hiroshima, 911, JFK, Soweto Uprising" Campaign Gold Bullet in Newspaper Campaigns by Simon Lotze of Lowe Bull Capetown, SOUTH AFRICA



YGAward  
2007  
Other  
Gold Bullet  
Winners – cont'd

Deadline Couriers Gold Bullet in Interactive and Outdoor Supersites by Josh Lancaster of Colenso BBDO Auckland, NEW ZEALAND



**Deadline Couriers' objective was simple. 'Raise our profile in Auckland City.'**

Our receptionists told us: 'When Deadline Couriers give you a time, they actually mean it.' To demonstrate this we chose to use a single billboard in the middle of the city to make a little noise. On it we placed a digital countdown clock, together with a promise that the billboard would self-destruct at zero hour. And at that exact moment, we blew it up - with nitramine dry powder, strobe grenades and smoke bombs. With a small budget (\$20,000) a billboard was the most appropriate, most cost effective and most powerful medium to bring this idea to life. In addition to capturing 353,000 potential Deadline customers who drove past the site in the week leading up to the explosion, a live streaming webcam of the countdown linked to Deadline's homepage was seen by thousands more. Additionally the explosion was debated on blogs and picked up by the press and national television news. In total the billboard explosion was viewed by over a million people.



**YGAward & Kinetic Singapore  
2007  
Creative Brief  
Winner**

The winners of the globalcurrent.org creative brief are **Kiran Bhanushali and Sandip Vane** from Mudra Communications, INDIA.

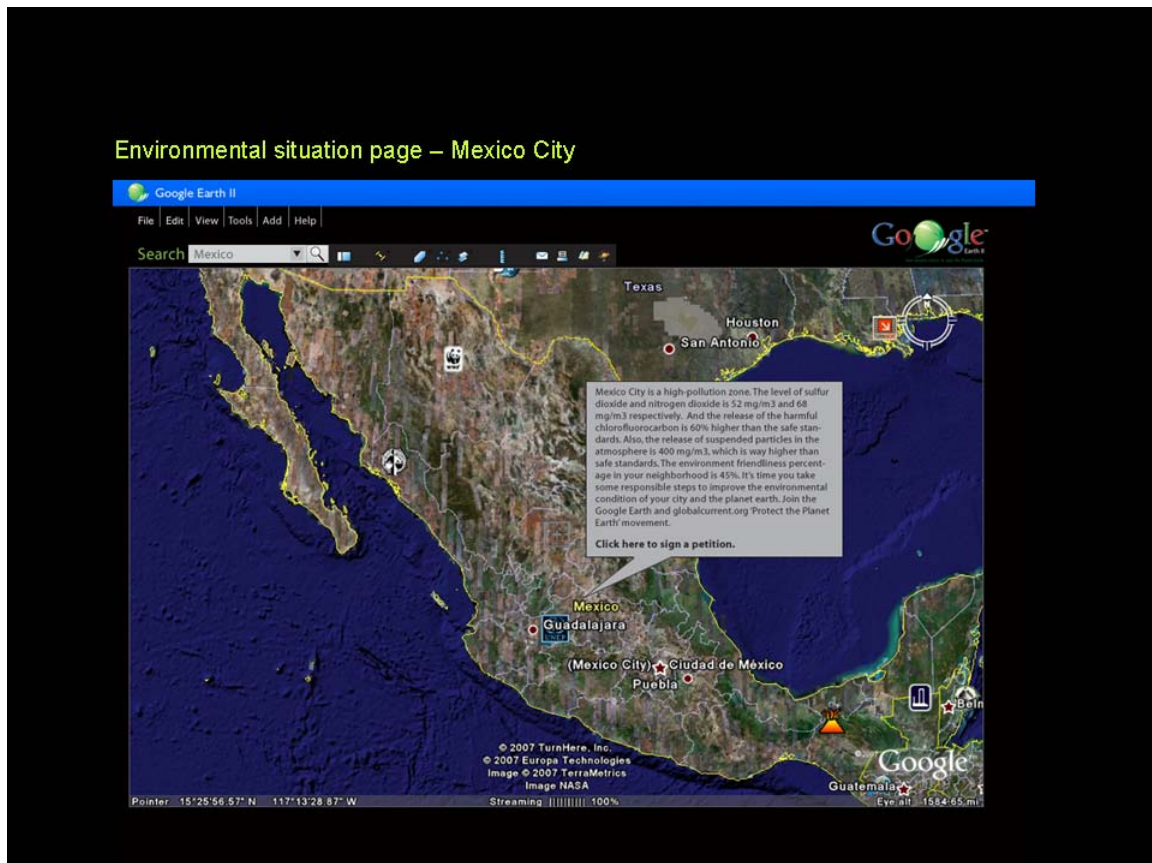
YGAward will now undertake required discussions to develop the concept.

**The idea**

For 20 days, people across the world are asked to log on to Google Earth II website and download Google Earth II software. To their surprise, they see some hard-hitting facts and truths of the current environmental situation of their city, country and the world.

So, Google Earth II would bring before people facts like the pollution level in their locality, the levels of nitrogen dioxide, sulphur dioxide and other harmful gases, the level of the harmful chlorofluorocarbon (CFC) which contains chlorine that causes the depletion of atmospheric ozone. Ozone layer protects us from the harmful ultraviolet radiation from the sun, and damage to this ozone layer can lead to a catastrophic situation.

In less tech-savvy countries, hoardings and kiosks would enable people to interact and surf Google Earth II.



**YGAward  
2007  
Total Bullets:  
Professional Award**

The quality of the work entered by the young creative community was quite varied amongst category. There was significant growth of entries and quality in the digital and integrated divisions.

The jury deliberation this year was extremely intense with a number of categories returned to and discussed.

Gold's were only awarded in TV, Print, Outdoor, Interactive and Integrated.

A total of 75 bullets were awarded in 2007. 9 Gold, 25 Silver and 41 Bronze. Not all categories had bullets awarded.

The number of finalists in 2007 is 58.

Winners receive Gold, Silver or Bronze bullets (one per winning ad), a certificate and a complimentary copy of the YGAward 2007 Annual; Finalists will receive a certificate.

**Results by Country**

17 countries received a bullet and/or are finalist award.

4 countries received Gold in 2007 compared to 10 in 2006 and 4 in 2005

10 countries received Silver in 2007 compared to 12 in 2006 and 9 in 2005

12 countries received a Bronze in 2007 compared to 13 in 2006 and 2005

The USA received the highest number of bullets – 20

The USA was the number 1 ranked country in all awarded criteria (including finalists) with New Zealand the next highest.

Country	Gold	Silver	Bronze	Finalist	Total Bullets	Total Bullets and Finalists
ARGENTINA	0	1	1	7	2	9
AUSTRALIA	0	3	5	7	8	15
BRAZIL	0	0	0	3	0	3
CANADA	1	2	0	0	3	3
COLOMBIA	0	1	0	1	1	2
FRANCE	0	0	2	1	2	3
GERMANY	0	2	1	0	3	3
INDIA	0	0	2	1	2	3
JAPAN	0	2	2	1	4	5
MALAYSIA	0	0	0	2	0	2
NEW ZEALAND	2	3	8	10	13	23
SINGAPORE	0	0	5	4	5	9
SOUTH AFRICA	1	0	0	2	1	3
SPAIN	0	0	1	4	1	5
THAILAND	0	2	1	1	3	4
UK	0	2	5	3	7	10
USA	5	7	8	11	20	31
<b>Total</b>	<b>9</b>	<b>25</b>	<b>41</b>	<b>58</b>	<b>75</b>	<b>133</b>

**YGAward  
2007  
Young  
Creatives  
Ranking**

1 <sup>st</sup> =	Isaac Silvergate	TBWA\CHIAT\DAY New York	USA
1 <sup>st</sup> =	Jeff Anderson	TBWA\CHIAT\DAY New York	USA
3 <sup>rd</sup>	Craig Allen	TBWA\CHIAT\DAY New York	USA
4 <sup>th</sup>	Eric Kallman	TBWA\CHIAT\DAY New York	USA
5 <sup>th</sup>	Josh Lancaster	Colenso BBDO	NEW ZEALAND
6 <sup>th</sup>	Graeme Hall	DDB UK	UK
7 <sup>th</sup> =	Tim Cairns	DDB Sydney	AUSTRALIA
7 <sup>th</sup> =	Tim Green	DDB Sydney	AUSTRALIA
9 <sup>th</sup> =	Noranit Yasopa	Leo Burnett Bangkok	THAILAND
9 <sup>th</sup> =	Takeshi Tsunoda	DENTSU INC.	JAPAN
11 <sup>th</sup>	Szymon Rose	Jung von Matt AG	GERMANY
12 <sup>th</sup> =	Hunter Somerville	Ogilvy and Mather Toronto	CANADA
12 <sup>th</sup> =	James Dive	The Glue Society	AUSTRALIA
12 <sup>th</sup> =	James Harvey	The Glue Society	AUSTRALIA
12 <sup>th</sup> =	Simon Lotze	Lowe Bull (Cape)	SOUTH AFRICA
16 <sup>th</sup> =	Karen Maurice-O'Leary	TBWA\WHYBIN	NEW ZEALAND
16 <sup>th</sup> =	Verity Butt	TBWA\WHYBIN	NEW ZEALAND
18 <sup>th</sup> =	Adrian Chan	Ogilvy Singapore	SINGAPORE
18 <sup>th</sup> =	Anne Boothroyd	Colenso BBDO	NEW ZEALAND
18 <sup>th</sup> =	Florian Barthelmess	BBDO Düsseldorf	GERMANY
18 <sup>th</sup> =	Jonathan Schupp	BBDO Düsseldorf	GERMANY
18 <sup>th</sup> =	Maria Lishman	Colenso BBDO	NEW ZEALAND
18 <sup>th</sup> =	Mike Felix	DDB New Zealand	NEW ZEALAND
24 <sup>th</sup>	Francisco Cassis	Vitruvio Leo Burnett	SPAIN
25 <sup>th</sup> =	Carlos Henrique Murad	Leo Burnett Colombia	COLOMBIA
25 <sup>th</sup> =	Jonathan McMahan	Colenso BBDO	NEW ZEALAND
25 <sup>th</sup> =	Lisa Fedyszyn	Colenso BBDO	NEW ZEALAND
25 <sup>th</sup> =	Otavio Luis	Leo Burnett Colombia	COLOMBIA
25 <sup>th</sup> =	Pete Harvey	Arnold and CP+B	USA
30 <sup>th</sup> =	Alejandro Sibilla	Young & Rubicam	ARGENTINA
30 <sup>th</sup> =	Ashley Ringrose	Soap Creative	AUSTRALIA
30 <sup>th</sup> =	Dan Lucey	Saatchi & Saatchi New York	USA
30 <sup>th</sup> =	Daniel Gray	Glossy Inc	CANADA
30 <sup>th</sup> =	Daniel Schaefer	Jung von Matt AG	GERMANY
30 <sup>th</sup> =	Galen Graham	DDB Chicago	USA
30 <sup>th</sup> =	Greg Buri	TAXI 2	CANADA
30 <sup>th</sup> =	James Tucker	DDB New Zealand	NEW ZEALAND
30 <sup>th</sup> =	Mariano Cassisi	Madre	ARGENTINA
30 <sup>th</sup> =	Mike Blanch	TAXI 2	CANADA
30 <sup>th</sup> =	Nathan Frank	Saatchi & Saatchi New York	USA
30 <sup>th</sup> =	Simon Vicars	DDB New Zealand	NEW ZEALAND
30 <sup>th</sup> =	Tom Brown	Glossy Inc	CANADA
43 <sup>rd</sup> =	Icaro Doria	Saatchi & Saatchi New York	USA
43 <sup>rd</sup> =	January Vernon	Droga5	USA
43 <sup>rd</sup> =	Mark Voehringer	Saatchi & Saatchi New York	USA
43 <sup>rd</sup> =	Menno Kluin	Saatchi & Saatchi New York	USA
43 <sup>rd</sup> =	Scott Ginsberg	Droga5	USA
43 <sup>rd</sup> =	Ronojoy Ghosh	Saatchi & Saatchi Singapore	SINGAPORE

**YGAward  
2007  
Agency  
Of the Year\***

TBWA\CHIAT\DAY is the 2007 YoungGuns Agency of the Year receiving: YoungGun of the Year, 5 Golds, 5 Silvers, 5 Bronzes and 1 Finalist

1 <sup>st</sup>	TBWA\CHIAT\DAY	New York	USA
2 <sup>nd</sup>	Colenso BBDO	Auckland	NEW ZEALAND
3 <sup>rd</sup> =	DDB	Sydney	AUSTRALIA
3 <sup>rd</sup> =	DENTSU INC.	Tokyo	JAPAN
3 <sup>rd</sup> =	DDB	London	UK
6 <sup>th</sup> =	DDB	Auckland	NEW ZEALAND
6 <sup>th</sup> =	Leo Burnett,	Bangkok	THAILAND
8 <sup>th</sup>	Saatchi & Saatchi	New York	USA
9 <sup>th</sup> =	Lowe Bull	Cape Town	SOUTH AFRICA
9 <sup>th</sup> =	Ogilvy and Mather	Toronto	CANADA
9 <sup>th</sup> =	The Glue Society	Sydney	AUSTRALIA
9 <sup>th</sup> =	Young & Rubicam	Capital Federal	ARGENTINA
13 <sup>th</sup> =	TBWA\WHYBIN	Auckland	NEW ZEALAND
14 <sup>th</sup> =	BBDO	Düsseldorf	GERMANY
14 <sup>th</sup> =	Ogilvy	Singapore	SINGAPORE
16 <sup>th</sup> =	Vitruvio Leo Burnett	Madrid	SPAIN
17 <sup>th</sup> =	Arnold and CP+B	Boston	USA
17 <sup>th</sup> =	DDB	Chicago	USA
17 <sup>th</sup> =	Fallon	London	UK
17 <sup>th</sup> =	Leo Burnett	Bogota	COLOMBIA
21 <sup>st</sup> =	Glossy Inc	Toronto	CANADA
21 <sup>st</sup> =	Jung von Matt AG	Hamburg	GERMANY
21 <sup>st</sup> =	Madre	Buenos Aires	ARGENTINA
21 <sup>st</sup> =	Saatchi & Saatchi	Singapore	SINGAPORE
21 <sup>st</sup> =	Soap Creative	Sydney	AUSTRALIA
21 <sup>st</sup> =	TAXI 2	Toronto	CANADA
27 <sup>th</sup> =	DDB	Paris	FRANCE
27 <sup>th</sup> =	Droga5	New York	USA
27 <sup>th</sup> =	Ogilvy & Mather	Mumbai	INDIA
27 <sup>th</sup> =	Publicis Mojo	Auckland	NEW ZEALAND

\*Based on a points system for YG of the Year, Gold, Silver, Bronze and Finalist

**YGAward  
2007  
Network  
Of the Year\***

DDB Worldwide is the 2007 YGAward Network of the Year with wins from their Auckland, Chicago, Kuala Lumpur, London, Paris and Sydney offices.

1 <sup>st</sup>	DDB Worldwide	6 offices scored
2 <sup>nd</sup>	BBDO Worldwide	3 offices scored
3 <sup>rd</sup>	Leo Burnett Worldwide	6 offices scored
4 <sup>th</sup>	Ogilvy & Mather Worldwide	4 offices scored
5 <sup>th</sup>	Saatchi & Saatchi Worldwide	3 offices scored
6 <sup>th</sup>	Lowe Worldwide	3 offices scored

\*Points tallied from individual agencies within the network. For a network to be eligible, points must have been scored in 3 or more individual agencies within the network.

**YGAward  
2007  
Winners & Finalists  
Travelling  
Exhibition**

YGAward endeavours to promote the talent of its recognized young creative talent globally and one of the key mechanisms for this is the YGAward Travelling Exhibition.

They have become hugely successful with over 2,000 peers, potential employers and industry leaders attending the exhibitions around the world.

The YGAward 2007 Winners and Finalists Exhibition will travel to:

Sydney, Australia  
Auckland, New Zealand  
Singapore, Singapore  
Mumbai, India  
London, UK  
New York, USA

It may go to more places, most years it does. So stay tuned.

For date and venue details, please contact Livia at [livia@ygaward.com](mailto:livia@ygaward.com)

**YGAward  
2007  
Bullets**

The YGAward trophies - Gold, Silver and Bronze Bullets.



**YGAward  
2007  
Gold  
Bullets**

Category / Entry Name	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>A. TV / CINEMA</b>					
<b>A2_ TV 30 seconds</b>					
Combos "Videogame"	Jeff Anderson	Isaac Silverglate	MARS	TBWA\CHIAT\DAY New York	USA
Skittles "Beard"	Craig Allen	Eric Kallman	MARS	TBWA\CHIAT\DAY New York	USA
Skittles "Stable"	Craig Allen	Eric Kallman	MARS	TBWA\CHIAT\DAY New York	USA
<b>A4_ Cinema commercials (any length)</b>					
Skittles "Beard"	Craig Allen	Eric Kallman	MARS	TBWA\CHIAT\DAY New York	USA
<b>B. TV / CINEMA CAMPAIGNS</b>					
<b>B2_ TV campaigns 30 seconds (e.c)</b>					
Combos - Fever, Heart to Heart, Videogame	Jeff Anderson	Isaac Silverglate	MARS	TBWA\CHIAT\DAY New York	USA
<b>J. PRINT CAMPAIGNS</b>					
<b>J2_ Newspaper campaigns</b>					
Hiroshima, 911, JFK, Soweto Uprising	Simon Lotze		Independent Newspaper, Cape Times	Lowe Bull (Cape)	SOUTH AFRICA
<b>L. OUTDOOR/POSTERS</b>					
<b>L1_ Outdoor supersites &amp; spectaculars</b>					
Deadline Couriers	Josh Lancaster		Deadline Couriers	Colenso BBDO	NEW ZEALAND
<b>Q1_ Interactive</b>					
Deadline Couriers	Josh Lancaster		Deadline Couriers	Colenso BBDO	NEW ZEALAND
<b>T. INTEGRATED</b>					
<b>T1_ INTEGRATED CAMPAIGNS</b>					
Diamond Shreddies	Hunter Somerville		Kraft Canada	Ogilvy and Mather, Toronto	CANADA

**YGAward  
2007  
Silver  
Bullets**

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>A. TV / CINEMA</b>						
<b>A2_ TV 30 seconds</b>						
Combos "Fever"	Jeff Anderson	Isaac Silverglate		MARS	TBWA\CHIAT\DAY New York	USA
Combos "Heart-to-heart"	Jeff Anderson	Isaac Silverglate		MARS	TBWA\CHIAT\DAY New York	USA
Interview	Dan Lucey	Nathan Frank		Procter & Gamble	Saatchi & Saatchi New York	USA
<b>A3_ TV more than 30 seconds</b>						
Trapped	Otavio Luis Amado Schiavon	Carlos Henrique Murad		Tracker	Leo Burnett Colombia	COLOMBIA
<b>A4_ Cinema commercials (any length)</b>						
Smart - backseat	Florian Barthelmess	Jonathan Schupp	Szymon Rose	Daimler Chrysler	BBDO Duesseldorf	GERMANY
Toystory	Graeme Hall			Volkswagen	DDB UK	UK
<b>A5_ Television commercials, community service &amp; charity</b>						
Singing Cowboy	Pete Harvey			American Legacy Foundation	Arnold and Crispin Porter + Bogusky	USA
<b>B. TV / CINEMA CAMPAIGNS</b>						
<b>B4_ Cinema campaigns (any length)</b>						
Ghostbusters, Toystory, Star Wars, Mary Poppins	Graeme Hall			Volkswagen	DDB UK	UK
<b>C. TV / CINEMA CRAFTS</b>						
<b>C3_ Animation</b>						
t.o.m.	Tom Brown	Daniel Gray		t.o.m.	Glossy Inc	CANADA
<b>D. RADIO</b>						
<b>D1_ Radio up to and including 30 seconds</b>						
Combos "France"	Jeff Anderson	Isaac Silverglate		MARS	TBWA\CHIAT\DAY New York	USA
<b>E. RADIO CAMPAIGNS</b>						
<b>E1_ Radio campaigns (any length)</b>						
Combos - Doug, Wrestling, Growth Spurt, France	Jeff Anderson	Isaac Silverglate		MARS	TBWA\CHIAT\DAY New York	USA

**YGAward**  
**2007**  
**Silver**  
**Bullets - Cont'd**

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>H. PRINT ADVERTISING</b>						
<b>H1_ Consumer magazines</b>						
Barriercycle	Noranit Yasopa			Clima Co., Ltd.	Leo Burnett, Bangkok	THAILAND
<b>H2_ Newspapers</b>						
Open Cut Sandpit	Tim Cairns	Tim Green		Tonka	DDB Sydney	AUSTRALIA
<b>J. PRINT CAMPAIGNS</b>						
<b>J1_ Consumer magazine campaigns</b>						
Cheap Games	Maria Lishman	Anne Boothroyd		Monaco	Colenso BBDO	NEW ZEALAND
Clima Bicycle Lock	Noranit Yasopa			Clima Co., Ltd.	Leo Burnett, Bangkok	THAILAND
Comparisons	Alejandro Sibilla			MTV Latinoamerica	Young & Rubicam	ARGENTINA
<b>L. OUTDOOR/POSTERS</b>						
<b>L4_ Outdoor posters (any size)</b>						
Builders of tomorrow	Szymon Rose	Daniel Schaefer		Lego GmbH	Jung von Matt AG	GERMANY
<b>O - CYBERACTIVE</b>						
<b>O3_ Micro sites</b>						
Mini Minimalism	Greg Buri	Mike Blanch		MINI Canada	TAXI 2	CANADA
<b>O11_ Viral</b>						
Tucker & Alarm Clock	Takeshi Tsunoda			Sony Marketing (Japan) Inc.	DENTSU INC.	JAPAN
Tucker & Tin Can	Takeshi Tsunoda			Sony Marketing (Japan) Inc.	DENTSU INC.	JAPAN
<b>O12_ Webspots</b>						
Swear Jar	Galen Graham			Anheuser Busch	DDB Chicago	USA
<b>T. INTEGRATED</b>						
<b>T1_ INTEGRATED CAMPAIGNS</b>						
Pago Campaign - 'Money goes digital'	Karen Maurice-O'Leary	Verity Butt		PAGO for ASB Bank	TBWA\WHYBIN	NEW ZEALAND
The World's Cheapest Billboards	James Dive	James Harvey		The Chaser's War on Everything	The Glue Society	AUSTRALIA
Virgin Broadband	James Dive	James Harvey		Virgin Broadband	The Glue Society/Host	AUSTRALIA
<b>U. DIRECT MAIL</b>						
<b>U5_ Field Marketing etc.</b>						
Durex Pillowcases 1,2,3	James Tucker	Simon Vicars	Mike Felix	SSL New Zealand	DDB New Zealand	NEW ZEALAND

**YGAward  
2007  
Bronze  
Bullets**

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>A. TV / CINEMA</b>						
<b>A2_ TV 30 seconds</b>						
Birthday Girl	Adam Fine			Thrifty (Car & Truck Rental)	JWT Sydney	AUSTRALIA
<b>A3_ TV more than 30 seconds</b>						
Smart - backseat	Florian Barthelmess	Jonathan Schupp	Szymon Rose	Daimler Chrysler	BBDO Duesseldorf	GERMANY
Surgery	Mariano Cassisi			Nike Latin America	Madre	ARGENTINA
Music Pieces	Samuel Akesson	Tomas Mankovsky		SONY Walkman	Fallon London	UK
<b>A4_ Cinema commercials (any length)</b>						
Facts	Brett Colliver			SKY Television	DDB New Zealand	NEW ZEALAND
Bags	Graeme Hall			Volkswagen	DDB UK	UK
Ghostbusters	Graeme Hall			Volkswagen	DDB UK	UK
<b>C. TV / CINEMA CRAFTS</b>						
<b>C3_ Animation</b>						
Tower of Grantville	Jeremy Sahlman	Thomas Schmid	Joe Mullen, Chris Lee	Scion	Attik	USA
<b>C5_ Sound design</b>						
Music Pieces	Jack Sedgwick			SONY Walkman	Fallon London	UK
<b>D. RADIO</b>						
<b>D1_ Radio up to and including 30 seconds</b>						
Combos "Doug"	Jeff Anderson	Isaac Silvergate		MARS	TBWA\CHIAT\DAY New York	USA
Combos "Growth Spurt"	Jeff Anderson	Isaac Silvergate		MARS	TBWA\CHIAT\DAY New York	USA
Combos "Wrestling"	Jeff Anderson	Isaac Silvergate		MARS	TBWA\CHIAT\DAY New York	USA
Starburst "Colors"	Jeff Anderson	Isaac Silvergate		MARS	TBWA\CHIAT\DAY New York	USA
<b>F. ART DIRECTION</b>						
<b>F2_ Campaigns</b>						
FHM campaign - Bikini, Lingerie, Kinky	Adrian Chan			FHM Singapore	Ogilvy Singapore	SINGAPORE
Thai SPCA - Couch/Walkies / Sticks	Ronojoy Ghosh			Thai SPCA	Saatchi & Saatchi Singapore	SINGAPORE

**YGAward  
2007  
Bronze  
Bullets - Cont'd**

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>H. PRINT ADVERTISING</b>						
<b>H1_ Consumer magazines</b>						
Railcycle	Noranit Yasopa			Clima Co., Ltd.	Leo Burnett, Bangkok	THAILAND
Risk - Bees	Martin Darfeuille			Volkswagen Utilitaires	DDB Paris	FRANCE
<b>H2_ Newspapers</b>						
Building Sandpit	Tim Cairns	Tim Green		Tonka	DDB Sydney	AUSTRALIA
Construction Sandpit	Tim Cairns	Tim Green		Tonka	DDB Sydney	AUSTRALIA
<b>J. PRINT CAMPAIGNS</b>						
<b>J1_ Consumer magazine campaigns</b>						
FHM campaign - Bikini, Lingerie, Kinky	Adrian Chan			FHM Singapore	Ogilvy Singapore	SINGAPORE
Snickers - It is what you would want	Nick Terzis	Matthew Woodhams-Roberts		MARS	TBWA\CHIAT\DAY New York	USA
<b>J2_ Newspaper campaigns</b>						
Open Cut Sandpit, Building Sandpit, Construction Sandpit	Tim Cairns	Tim Green		Tonka	DDB Sydney	AUSTRALIA
Stains don't stand a chance	Mark Voehringer			Procter & Gamble	Saatchi & Saatchi New York	USA
<b>L. OUTDOOR/POSTERS</b>						
<b>L1_ Outdoor supersites &amp; spectaculars</b>						
Superspeed	Sarah Longworth	Christie Cooper		SKY	DDB	NEW ZEALAND
<b>L2_ Street furniture including citilights &amp; superlites</b>						
Complan Shadows	Nikhil Waradkar	Vikram Pandey		HEINZ INDIA PVT LTD	LEO BURNETT	INDIA
<b>L4_ Outdoor posters (any size)</b>						
Superman Britomart	Mike Felix			SKY Television	DDB New Zealand	NEW ZEALAND
<b>O - CYBERACTIVE</b>						
<b>O3_ Micro sites</b>						
Vote More	Benjamin Le Breton	Arnaud Assouline		CANAL+	BETC Euro RSCG	FRANCE
<b>O5_ Business-to-Business Websites</b>						
Mouseless site	Francisco Cassis			DPST/PEST CONTROL	Vitruvio Leo Burnett	SPAIN

**YGAward  
2007**

**Bronze  
Bullets - Cont'd**

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>O9_ Innovative Use of Technology</b>						
Flameon Webcam	Shane McCartney	Christian Layugan	Ashley Ringrose	20th Century Fox	Soap Creative	AUSTRALIA
<b>O10_ Mobile / Wireless</b>						
Axe Vice Virtual Stalker	Shawn Loo	Douglas Hamilton		Unilever	Bartle Bogle & Hegarty Asia Pac	SINGAPORE
Phone Legends	Mark Forgan	Jamie Standen	Annabelle Gazley	Land Transport NZ	Clemenger BBDO	NEW ZEALAND
<b>O11_ Viral</b>						
Aunty	Jonathan McMahon	Lisa Fedyszyn		Monaco	Colenso BBDO	NEW ZEALAND
Tomo Tamaguchi & Tin Can	Takeshi Tsunoda			Sony Marketing (Japan) Inc.	DENTSU INC.	JAPAN
<b>O14_ Self promotional digital Media</b>						
Dentsu CR&P School	Hiroki Nakamura	Aki Kimura	Tomoko Wada, Kazuomi Goto	Dentsu Inc.	Dentsu Inc. Tokyo	JAPAN
<b>P1_ Cyberactive Campaigns (can be a mixture of different mediums)</b>						
Jam Sessions	Jonathan McMahon	Lisa Fedyszyn		Monaco	Colenso BBDO	NEW ZEALAND
<b>Q1_ Interactive</b>						
Pago Bank Note Sticker	Karen Maurice-O'Leary	Verity Butt		PAGO for ASB Bank	TBWA\WHYBIN	NEW ZEALAND
<b>R. CONTENT AND ENGAGEMENT</b>						
Nike Stadium	Loh Weicheng	Yvonne Chia		Nike Southeast Asia	Publicis / Fallon	SINGAPORE
<b>S. MUSIC VIDEOS</b>						
<b>S1_ Direction</b>						
Kate Nash: Foundations	Kinga Burza			Kate Nash	Polydor Records UK	UK
<b>T. INTEGRATED</b>						
<b>T1_ INTEGRATED CAMPAIGNS</b>						
Lingerie 4 Men	Maria Lishman	Anne Boothroyd		Mars NZ	Colenso BBDO	NEW ZEALAND
Steinlager "Win Nick's Life"	January Vernon	Scott Ginsberg		Lion's Nathan International	Droga5	USA
<b>U. DIRECT MAIL</b>						
<b>U1_ Low volume mailings (niche market, up to 10,000 approx)</b>						
Flags	Shirin Johari			DHL	Ogilvy & Mather, Mumbai	INDIA

## YGAward 2007

### Finalists

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>A. TV / CINEMA</b>						
<b>A1_ TV less than 30 seconds</b>						
Combos "Dinner"	Jeff Anderson	Isaac Silvergate		MARS	TBWA\CHIAT\DAY New York	USA
<b>A2_ TV 30 seconds</b>						
Opera Wave	Brant Herzer			Anheuser Busch	DDB Chicago	USA
<b>A3_ TV more than 30 seconds</b>						
Bags	Graeme Hall			Volkswagen	DDB UK	UK
Close Encounters	Francisco Cassis			TCM. Turner Classic Movies	Vitruvio Leo Burnett	SPAIN
Moment of Doubt	Rick Brim			UK Government Department for Transport - Anti Drink Drive	Leo Burnett	UK
Reincarnation	Ariel Serkin			MTV Latinoamerica	Young & Rubicam	ARGENTINA
Toupee	Ariel Serkin			MTV Latinoamerica	Young & Rubicam	ARGENTINA
<b>A4_ Cinema commercials (any length)</b>						
Pulp Fiction	Francisco Cassis			TCM. Turner Classic Movies	Vitruvio Leo Burnett	SPAIN
<b>A5_ Television commercials, community service &amp; charity</b>						
Sodium Hydroxide	Pete Harvey			American Legacy Foundation	Arnold and Crispin Porter + Bogusky	USA
<b>B. TV / CINEMA CAMPAIGNS</b>						
<b>B2_ TV campaigns 30 seconds (e.c)</b>						
Baby Photos, Mom, Auditorium	Dave Arnold	Jason Kreher		Clearasil	Euro RSCG Worldwide	USA
<b>B3_ TV campaigns more than 30 seconds, or of differing lengths (e.c)</b>						
1882	Mariano Cassisi	Nicolas Roberts		Porta Hnos	Madre	ARGENTINA
Get A Gilfriend: Goldfish, Magician, Bokdrol Spoeg	Adam Livesey			Unilever South Africa Home & Personal Care - AXE	Lowe Bull	SOUTH AFRICA
The best about being young - reincarnation, teeth, toupee	Ariel Serkin			MTV Latinoamerica	Young & Rubicam	ARGENTINA
The films you should have seen by now	Francisco Cassis			TCM. Turner Classic Movies	Vitruvio Leo Burnett	SPAIN
<b>C. TV / CINEMA CRAFTS</b>						
<b>C3_ Animation</b>						
Mother: Lemur	Glenn Wilson			Coca Cola Amatil - Mother	Publicis Mojo	NEW ZEALAND
Mother: Monkey	Glenn Wilson			Coca Cola Amatil - Mother	Publicis Mojo	NEW ZEALAND
Mother: Toad	Glenn Wilson			Coca Cola Amatil - Mother	Publicis Mojo	NEW ZEALAND

**YGAward  
2007**

**Finalists - Cont'd**

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>F. ART DIRECTION</b>						
<b>F1_ Individual</b>						
Helicopter View	Adrian Chan			The Economist	Ogilvy Singapore	SINGAPORE
<b>F2_ Campaigns</b>						
Skittles 3D	Craig Allen	Ashley Davis		MARS	TBWA\CHIAT\DAY New York	USA
Words	Menno Kluin	Icaro Doria		Procter & Gamble	Saatchi & Saatchi New York	USA
<b>G. COPYWRITING</b>						
<b>G1_ Individual</b>						
NZ Army Specialist Ops Recruitment - psychologist	Kate Catalinac			New Zealand Army	Saatchi & Saatchi New Zealand	NEW ZEALAND
<b>H. PRINT ADVERTISING</b>						
<b>H1_ Consumer magazines</b>						
Bald	Christian Fontana	Henri Honda		Arcor	Leo Burnett Brasil	BRAZIL
Banana Leaf Ad	Carlos Henrique Murad	Otavio Luis Amado Schiavon		Toyota Sofasa	Leo Burnett Colombia	COLOMBIA
Glasses	Tim Cairns	Tim Green		Clorox	DDB Sydney	AUSTRALIA
Polecycle	Norant Yasopa			Clima Co., Ltd.	Leo Burnett, Bangkok	THAILAND
Rabbits - Rowing	Maximiliano Borrego	Diego Gueler		Kopelco S.A	Young & Rubicam	ARGENTINA
Risk of Explosion	Joao Caetano Brasil	Benjamin Yung Jr		Center for Language Studies (CLS)	Leo Burnett Brasil	BRAZIL
Spa - Woman	Felipe Massis			Fiat	Leo Burnett Brasil	BRAZIL
<b>H2_ Newspapers</b>						
NZ Army Intel Ops	Kate Catalinac			New Zealand Army	Saatchi & Saatchi New Zealand	NEW ZEALAND
<b>H4_ Charities &amp; public service</b>						
Right To Play	Justin Carew	Iggy Rodriguez		Right To Play	DDB Sydney	AUSTRALIA
Wave of Trees	Danny Chin			Regional Environmental Awareness (REACH)	Naga DDB Malaysia	MALAYSIA
<b>J. PRINT CAMPAIGNS</b>						
<b>J1_ Consumer magazine campaigns</b>						
Bottles	Mark Voehringer			Procter & Gamble	Saatchi & Saatchi New York	USA
Rabbits	Maximiliano Borrego	Diego Gueler		Kopelco S.A	Young & Rubicam	ARGENTINA
The Reader's Book Shop	Manasi Kotian	Hemant Sharma	Pratap Manohar	The Reader's Book Shop	Ogilvy & Mather, Mumbai	INDIA

**YGAward  
2007**

**Finalists - Cont'd**

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>J2_ Newspaper campaigns</b>						
Idol	Stephane Kaczorowski	Sebastien Skrzypczak		MTV France	DDB Paris	FRANCE
Words	Icaro Doria	Menno Kluin		Procter & Gamble	Saatchi & Saatchi New York	USA
<b>J4_ Charity &amp; public service campaigns</b>						
Thai SPCA - Couch / Walkies / Sticks	Ronojoy Ghosh			Thai SPCA	Saatchi & Saatchi	SINGAPORE
<b>K. PRINT CRAFTS</b>						
<b>K1_ Illustration</b>						
Helicopter View	Adrian Chan			The Economist	Ogilvy Singapore	SINGAPORE
Thai SPCA - Couch	Niharika Hukku			Thai SPCA	Saatchi & Saatchi Singapore	SINGAPORE
Wave of Trees	Saw Beng Hong (Felix)			Regional Environmental Awareness (REACH)	Naga DDB Malaysia	MALAYSIA
<b>K3_ Typography</b>						
Words	Menno Kluin	Icaro Doria		Procter & Gamble	Saatchi & Saatchi New York	USA
<b>L. OUTDOOR/POSTERS</b>						
<b>L2_ Street furniture including citilights &amp; superlites</b>						
TVNZ TV2 Ugly Betty	David Mygind	Debra Gerrard		TVNZ	Saatchi & Saatchi New Zealand	NEW ZEALAND
<b>L7_ Promotional Posters (billposters, flyers)</b>						
Lighthouse	Jacques Shalom	Wallace Seggie		Ramrod / Maglite	King James	SOUTH AFRICA
<b>M. OUTDOOR/POSTER CAMPAIGNS</b>						
<b>M1_ Outdoor Campaigns</b>						
The Chronological Series	Icaro Doria	Menno Kluin		Smith Micro Software/StuffIt Deluxe	Saatchi & Saatchi New York	USA
<b>O - CYBERACTIVE</b>						
<b>O2_ Online games</b>						
Flingo	Chris Foulstan	Ronald Kurniawan	Ashley Ringrose	Miniclip	Soap Creative	AUSTRALIA
Ashes Clashes	Chris Foulstan	Ashley Ringrose		Village Roadshow	Soap Creative	AUSTRALIA
<b>O7_ Direct Response</b>						
The Bet	Tom Paine			Soul Bar	Ogilvy New Zealand	NEW ZEALAND

**YGAward  
2007**

**Finalists - Cont'd**

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
<b>O11_ Viral</b>						
Believe in Destiny	Jesse Richardson	Bree McDonald		rare wear limited edition clothing	Make	AUSTRALIA
Spoons	Derrick Kim			Lift Plus	Publicismojo Aucland	NEW ZEALAND
The Gingerbread Haka	Matthias May	Lil Cameron		BIANZ (Baking Industry Association of New Zealand)	Blackwood Communications Group	NEW ZEALAND
Tomo Tamaguchi & Nonburnable	Takeshi Tsunoda			Sony Marketing (Japan) Inc.	DENTSU INC.	JAPAN
<b>P1_ Cyberactive Campaigns (can be a mixture of different mediums)</b>						
Steinlager "Win Nick's Life"	Scott Ginsberg	January Vernon		Lion's Nathan International	Droga5	USA
<b>Q1_ Interactive</b>						
Pago 'Post it note installation'	Karen Maurice-O'Leary	Verity Butt		PAGO for ASB Bank	TBWA\WHYBIN	NEW ZEALAND
<b>R. CONTENT AND ENGAGEMENT</b>						
The Pot Noodle Network	Per Nielsen	Matt Longstaff	Colin Byrne	Unilever	AKQA Ltd	UK
The Shining	Neil McGuirk	Ben Smith		Fosters Australia	Lowe Hunt	AUSTRALIA
<b>T. INTEGRATED</b>						
<b>T1_ INTEGRATED CAMPAIGNS</b>						
Owners	Laura Visco	Mariano Sigal	Mariano Cassisi	Banco Hipotecario (Mortgage Bank)	Madre	ARGENTINA
The Films you should have seen by now	Francisco Cassis			TCM.Turner Classic Movies	Vitruvio Leo Burnett	SPAIN
<b>U. DIRECT MAIL</b>						
<b>U1_ Low volume mailings (niche market, up to 10,000 approx)</b>						
Open Top	Tim Cairns	Tim Green		Volkswagen	DDB Sydney	AUSTRALIA

**YGAward  
2007  
Student  
Award**

Student YoungGuns of the Year are **Nate Virnig, Jesse Synder and Rene Delgado** from Miami Ad School Minneapolis, USA for their 'Red Bull' idea.

The Student Award entries grew by 43% and the winning work reflects both the quality and global nature of the entrants. Each year the standard of the student work entered improves leading to some of the longest deliberation sessions by the jury.

The Student YoungGuns of the Year win a 3 month paid placement at a Leo Burnett Worldwide office of their choice, with YGAward contributing US\$5,000 to help them get there and get started.

In 2007 there was 1 Gold Bullet, 1 Silver Bullet, 1 Bronze Bullet and 5 Finalists.

Bullet	Entry Title	Student	School	Country
GOLD	Red Bull Campaign	Nate Virnig, Jesse Synder, Rene Delgado	Miami Ad School Minneapolis	USA
SILVER	t.o.m	Tom Brown, Daniel Gray	International Film School of Wales	UK
BRONZE	ALA - America Lung Association	Jeseok Yi	School of Visual Arts New York	USA
FINALIST	IKEA - Floor	Virginia Adame Rodriguez, Laura Martinez Bruballa, Monica Artero Puertas, Francesca Rivera Meza, Alvaro Lopez	Miami Ad School Spain	SPAIN
FINALIST	Jeep Boy	Emilia Bergmans, Armands Leitis, Ayako Yokoo	Miami Ad School Europe	GERMANY
FINALIST	MTV Artfill	Carl Fredrik Jannerfeldt, Mattias Johansson	Berghs School of Communication	SWEDEN
FINALIST	Playboy Ad	Jeff Hunter	Art Institute of California - San Diego	USA
FINALIST	SONY cybershot	Natalie Scoles, Kelly Butler	Chicago Portfolio School	USA

**YGAward & Kinetic Singapore  
2007**

**Creative Brief**  
[globalcurrent.org](http://globalcurrent.org)

The winners of the globalcurrent.org creative brief are **Kiran Bhanushali and Sandip Vane** from Mudra Communications, INDIA.

The response to the brief was unbelievable with hundreds of submissions from around the globe.

Although there can only be one winner, the jury decided 4 other entries were so impressive that they would be Highly Recommended. All 5 will be included in the showcase, annual and travelling exhibition.

YGAward will now undertake required discussions to develop the concept.

	<b>Entry Title</b>	<b>Eligible Creative</b>	<b>Entrant Company / School</b>	<b>Country</b>
Winner	Google Earth II	Kiran Bhanushali, Sandip Vane	Mudra Communications	INDIA
Highly Recommended	77,000 KM2	Rodrigo Rothschild, Victor Rojas	Lowe	MEXICO
Highly Recommended	Disaster	Eduardo Petersen, Laura Esteves	DDB New York	USA
Highly Recommended	Scream for Change	Steven Barr	Zig Inc	CANADA
Highly Recommended	WE'08 Webpage	Manuel Souto Diaz, Diogo Tovar	Miami Ad School Madrid	SPAIN