



## 2011 Advertising Shortlist

*If any details on this shortlist are incorrect - contact YG immediately on kristian@ygaward.com*

Title	Category / Division	Eligible Creatives	Agency	Country
EA NCAA Doctor	TV less than 30 seconds	Mr Jason Rosenberg & Mr Kris Kennedy	Heat	United States
EA NCAA True Friend	TV less than 30 seconds	Mr Jason Rosenberg & Mr Kris Kennedy	Heat	United States
Raccoon	TV 30 seconds	Mr Matt Miller & Mr Ryan Wolin	Leo Burnett Chicago	United States
GPS	TV 30 seconds	Mr Chris Rodriguez & Mr Matt Miller	Leo Burnett Chicago	United States
Blind Spot	TV 30 seconds	Mr Matt Miller & Mr Ryan Wolin	Leo Burnett Chicago	United States
Lawn Game	TV 30 seconds	Mr Matt Miller	Leo Burnett Chicago	United States
Flag	TV 30 seconds	Mr Matt Miller	Leo Burnett Chicago	United States
Afterglow	TV 30 seconds	Mr Alex Esseveld & Mr Rene Delgado	Leo Burnett Chicago	United States
There is a Soldier in All of Us	TV more than 30 seconds	Mr Chase Madrid	TBWA/Chiat/Day	United States
Love to Meet You	TV more than 30 seconds	Mr Ryan Barkhuizen & Mr Simon Lotze	FoxP2	South Africa
The Projection	TV more than 30 seconds	Mr Mickael Krikorian	La Chose	France
Douglas Fir	TV more than 30 seconds	Mr Chris Rodriguez & Mr Matt Miller	Leo Burnett Chicago	United States
The Birds	TV more than 30 seconds	Miss Souen Le Van	Marcel Paris	France
Guide Dogs Interviews	TV more than 30 seconds	Ms Becky Alperstein & Mr Henry Kember	The Monkeys	Australia
Dirty Cops	TV more than 30 seconds	Ms Julia Neumann	Y&R New York	United States
Pathological Liar	TV more than 30 seconds	Ms Julia Neumann	Y&R New York	United States
Le President	TV more than 30 seconds	Mr Mico Toledo	Mother	United Kingdom
Hitchhiker	TV more than 30 seconds	Mr Thomas Jullien	BSUR Agency	Netherlands
'Alexia'	TV more than 30 seconds	Mr David Wigglesworth & Mr Ed Redgrave	St Luke's	United Kingdom
It Gets Better	TV more than 30 seconds	Mr Jesse Juriga & Mr Katy Bassano	BBH New York	United States
Salvation Army - Blankets for the living	TV more than 30 seconds	Mr Adam Abelson & Mr Ryan Liedeman	Leo Burnett South Africa	South Africa



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Potato Peelers	Cinema commercials (any length)	Mr Nicholas Kelly	Clemenger BBDO	Australia
Volkswagen See Film Differently - Deli	Cinema commercials (any length)	Mr Daniel Seager & Mr Steve Hall	DDB UK	United Kingdom
Lucky Dog	Cinema commercials (any length)	Mr Brett Colliver	DDB New Zealand	New Zealand
SKY Adult Movies	TV campaigns 30 seconds	Mr Brett Colliver & Miss Simone Louis	DDB New Zealand	New Zealand
McDonalds Regret Tests	TV campaigns > 30 seconds, or of differing lengths	Mr Kenneth van Reenen & Mr Greig Watt & Jade Manning & Mr Vincent Osmond & Mr Hital Pandya	DDB South Africa	South Africa
Mayhem	TV campaigns > 30 seconds, or of differing lengths	Mr Chris Rodriguez & Mr Matt Miller & Mr Ryan Wolin	Leo Burnett Chicago	United States
Hitchhiker	TV Crafts - Direction	Mr Thomas Jullien	BSUR Agency	Netherlands
It Gets Better	TV Crafts - Editing	Mr Jesse Juriga & Mr Steve Peck	BBH New York	United States
The Birds	TV Crafts - Animation	Miss Souen Le Van	Marcel Paris	France
IKEA Holidays Radio	Radio up to and including 30 seconds	Mr Tim Cairns	The Monkeys	Australia
Pigeon	Radio over 30 seconds	Mr Matt Miller	Leo Burnett Chicago	United States
Basketball	Radio over 30 seconds	Mr Matt Miller	Leo Burnett Chicago	United States
McDonalds Guests	Radio campaigns (any length)	Mr Kenneth van Reenen & Mr Greig Watt & Jade Manning & Mr Vincent Osmond & Mr Hital Pandya	DDB South Africa	South Africa
Mayhem	Radio campaigns (any length)	Mr Danny Streadbeck & Mr Jimmy Pardi & Mr Matt Miller	Leo Burnett Chicago	United States
Botanical	Art Direction - Individual	Miss Anais Boileau & Mr Samuel Volk	Marcel Paris	France
Harvey Nichols Winter Sale	Art Direction - Campaigns	Mr Miguel Gonzalez & Mr Pablo Arellano	DDB UK	United Kingdom



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Keep Fighting The Good Fight	Art Direction - Campaigns	Mr Carlos Wigle & Mr Juan Carlos Pagan & Ms Nina Horowitz	DDB New York	United States
Tide Fold A Stain	Art Direction - Campaigns	Mr Amod Dani & Mr Ganesh Nayak	Leo Burnett India	India
Douglas Fir	Copywriting - Individual	Mr Chris Rodriguez & Mr Matt Miller	Leo Burnett Chicago	United States
GPS	Copywriting - Individual	Mr Chris Rodriguez & Mr Matt Miller	Leo Burnett Chicago	United States
Dirty Cops	Copywriting - Individual	Ms Julia Neumann	Y&R New York	United States
Pathological Liar	Copywriting - Individual	Ms Julia Neumann	Y&R New York	United States
Movie Flowcharts	Copywriting - Campaigns	Mr David Troquier & Mr Gregory Ferembach	BETC EuroRSCG	France
Sky Adult Brochures	Copywriting - Campaigns	Mr Brett Colliver & Ms Simone Louis	DDB Group NZ	New Zealand
Keep Fighting The Good Fight	Copywriting - Campaigns	Mr Carlos Wigle & Mr Juan Carlos Pagan & Ms Nina Horowitz	DDB New York	United States
All Blacks Shirt	Newspapers	Miss Louise Evans & Ms Nicole Yeoman	Y&R New Zealand	New Zealand
Bonux Maps	Consumer magazine campaigns	Miss Anna Gadecka & Mr Yigit Unan	Leo Burnett Sp.Z.O.O	Poland
Heinz Sketchup	Consumer magazine campaigns	Mr Amod Dani & Mr Ganesh Nayak	Leo Burnett India	India
Movie Flowcharts	Trade & professional magazine campaigns	Mr David Troquier & Mr Gregory Ferembach	BETC EuroRSCG	France
A to Z of endangered wildlife	Print Crafts - Illustration	Miss Elen Winata & Mr Eugene Tan & Mr Pann Lim	Kinetic Singapore	Singapore
Fidel ( 1 part of 2 )	Print Crafts - Illustration	Mr Conor Barry & Mr Thiago Jacon	Y&R PRAGUE	Czech Republic
Kim ( 2 part of 2 )	Print Crafts - Illustration	Mr Conor Barry & Mr Thiago Jacon	Y&R PRAGUE	Czech Republic
Volkswagen Fleet	Print Crafts - Illustration Campaigns	Mr Daniel Seager & Mr Steve Hall	DDB UK	United Kingdom



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Unbearably Sour, Gun, Snake, Gullotine	Print Crafts - Illustration Campaigns	Miss Anupama Sirsalewal	Ogilvy & Mather	India
Keep Fighting The Good Fight	Print Crafts - Illustration Campaigns	Mr Carlos Wagle & Mr Juan Carlos Pagan & Ms Nina Horowitz	DDB New York	United States
Tide Fold A Stain	Print Crafts - Illustration Campaigns	Mr Amod Dani & Mr Ganesh Nayak	Leo Burnett India	India
Harvey Nichols Daylight Robbery Summer Sale	Print Crafts - Photography Campaigns	Mr Will Lowe	DDB UK	United Kingdom
Disposable Forest	Outdoor general (other executions than those listed above)	Mr Gongxing Wang & Mr Lianhui Hao & Mr Shiyang He & Mr Shujie Qi	Ogilvy Beijing	China
Find Your Start: Live Writing Projection	Outdoor general (other executions than those listed above)	Mr Jono Aidney & Mr Rob McDowell	Sugar	New Zealand
Pudding Face	Technology Innovation	Ms Brittany Poole & Mr Ken Slater	CP+B	United States
Musical Fitting Rooms	Technology Innovation	Mr Lester Lee and Ms Selena Soh	DDB Singapore	Singapore
Shoe, Ironing Board, Chair	Outdoor campaigns (can be a mixture of different mediums)	Mr John Larigakis	DDB Canada / Vancouver	Canada
James Ready Pop Up Billboards	Outdoor campaigns (can be a mixture of different mediums)	Mr Steve Persico	Leo Burnett Toronto	Canada
Nothing But Potential - "Look Down", "Down Here", "Walk"	Outdoor campaigns (can be a mixture of different mediums)	Mr Steve Persico	Leo Burnett Toronto	Canada
Car For Sale	Maverick Media - Up to and including 3 ex	Mr Freddie Coltart & Mr Matt Williams	Ogilvy New Zealand	New Zealand
Musical Fitting Rooms	Maverick Media - Up to and including 3 ex	Mr Lester Lee and Ms Selena Soh	DDB Singapore	Singapore
Skate Pinball	Content and Engagement Campaigns	Miss Victoria Daltrey & Mr Will Bingham	Colenso BBDO	New Zealand
Headless Body in Topless Bar	Content and Engagement Campaigns	Mr Alexander Nowak & Mr Felix Richter & Mr David Canning	Y&R New York	United States
Stella Artois Black - The Black Diamond	Content and Engagement Campaigns	Ms Julia Stenius & Mr Mico Toledo	Mother	United Kingdom
Philips Obsessed with sound	Content and Engagement Campaigns	Mr Bart Mol & Mr Chris Baylis & Mr Jan Willem Penterman & Mr Jeroen Jedeloo & Mr Niels Bellaar & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Netherlands
Yes, Virginia: Building An Entertainment Brand	Content and Engagement Campaigns	Mr Chris Plehal & Mr Joseph Merkley & Mr Sujay Debsikdar	JWT New York	United States



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Share the Joy	Integrated Campaigns	Miss Christie Cooper	DDB New Zealand	New Zealand
Stella Artois Black - The Black Diamond	Integrated Campaigns	Ms Julia Stenius & Mr Mico Toledo	Mother	United Kingdom
Million Emotions	Direct Response - Low volume mailings (niche market, up to 10,000 approx)	Mr David Martin & Mr James Kuczynski	BBDO New York	United States
Catalogue & Teeshirt Folding Machine	Direct Response - Low volume mailings (niche market, up to 10,000 approx)	Mr James Tucker & Mr Simon Vicars	DDB New Zealand	New Zealand
GAME SIGNATURES	Something Else	Mr Evan Roberts	George Patterson Y&R	Australia
Whopper Lust	Something Else	Ms Brittany Poole & Mr Peter Brown	CP+B	United States
Anonymous	Public & Community Service - Television / Cinema	Mr Daniel Bonder & Mr Yusong Zhang	DDB Canada/Toronto	Canada
Moths	Public & Community Service - Television / Cinema	Mr Matt Swinburne & Mr Mike Felix	Leo Burnett Sydney	Australia
The Guide Dogs Interviews	Public & Community Service - Television / Cinema	Ms Becky Alperstein & Mr Henry Kember	The Monkeys	Australia
What Do I Look Like?	Public & Community Service - Radio	Mr Eamonn Dixon	Leo Burnett Melbourne	Australia
Disposable Forest	Public & Community Service - Out of Home	Mr Gongxing Wang & Mr Lianhui Hao & Mr Shiyang He & Mr Shujie Qi	Ogilvy Beijing	China
Sneak Up Ads	Public & Community Service - One to One	Ms Emily Beautrais & Ms Katrina Jarratt	Clemenger BBDO	New Zealand
Germany will find you	Public & Community Service - Integrated	Mr Marcell Francke	Kempertrautmann GMBH	Germany
See The Person	Public & Community Service - Integrated	Miss Elle Bullen & Mr James Orr	Leo Burnett Melbourne	Australia
Open Book	Public & Community Service - Integrated	Mr Daniel Grech & Mr Daniel Grech & Miss Jessica Brophy & Miss Stefanie Digianvincenzo	DDB Melbourne	Australia



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Car For Sale	Public & Community Service - Integrated	Mr Freddie Coltart & Mr Matt Williams	Ogilvy New Zealand	New Zealand
UNICEF Screen off campaign	Public & Community Service - Television / Cinema campaigns	Miss Tania Huiny Lutan	Lowe Indonesia	Indonesia
Last Ones Left	Public & Community Service - Print campaigns	Mr Jared Osmond & Miss Lizali Blom & Mr Miguel Nunes Mr Greg Wood & Mr Jake Siddall & Mr Lachlan McPherson & Mr Sokpart Pao	TBWA\HUNT\LASCARIS JOHANNESBURG	South Africa
ACM Angels	Public & Community Service - Print campaigns	Miss Clarinta Subrata & Mr Jeroel Leyble & Mr Primus Nair & Mr Shivram Gopinath	PublicisMojo Auckland	New Zealand
Facades	Public & Community Service - Print campaigns		BBDO Proximity Singapore	Singapore
Diwali - Stereotype	Bottom Drawer	Mr Adam Barnes & Mr James Osullivan	Ogilvy New Zealand	New Zealand
Honey Integrated campaign	Promotions	Mr Peter Hughes	Arnoldworldwide	USA
BYO Cup Day	Promotions	Mr Eamonn Dixon & Miss Elle Bullen & Mr James Orr	Leo Burnett Melbourne	Australia
Steinlager - We believe	Promotions	Mr Rory McKechnie	DDB New Zealand	New Zealand