



YoungGuns 2011

Digital Award

Winners & Finalists

Jury Chairman Statement



Toby Talbot
ECD
DDB New Zealand

Well, it wasn't exactly the cruisiest award show I have ever judged.

On paper, the idea of being a stone's throw from Bondi Beach with some of the smartest creatives on the planet had potential.

The reality: A record number of entries, 12 hour days. Horizontal rain. The delightful Swiss Grand Hotel (renamed the Swiss Cheese on account of the holes in the roof letting in the aforementioned rain). And then of course there was the internet, or lack of it at crucial times. Like when we judged digital.

That said, our hosts - Michael, Jason, Kristian and the lovely Livia – coped admirably and overcame all obstacles. And the jury were as patient as saints.

For me, the winning YoungGun idea had to be the sort of game changer that people would reference in years to come. And yes, it was digital.

Air Walk Invisible Pop Up Store, an idea conceived by Alexander Nowak & Felix Richter from Y&R New York wasn't just a great digital innovation. As a concept, it points the way for how retail could be in the future.

Honourable mention should go to three other Gold Bullets that really excited the jury.

Skittles 'Touch the Rainbow /Cat' is almost the polar opposite of Air Walk in that it is a deliberate 'non-innovation innovation'. We loved its brutal simplicity and humour. So on brand too.

Land Rover 'Compulsive Liar' from Y&R New York is such a beautifully conceived and written spot that it bore repeat viewing time and time again. Hence two Gold Bullets, one for the words and one for being a great spot.

And lastly, Mayhem. What a masterful extension of a campaign this is. Our central character is that holy grail, a genuinely ownable and original vehicle. And it's for insurance for Chrissakes! Hats off.

That's about it from me.

Enjoy the work. It's testament to me that YoungGuns is still as relevant today as it was when it started eleven years ago.

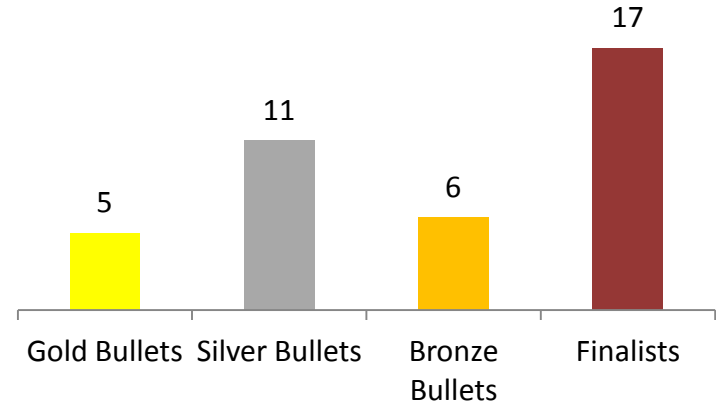
Oh to be 29 again.

Cheers,

Toby

The digital leaders and influencers of tomorrow

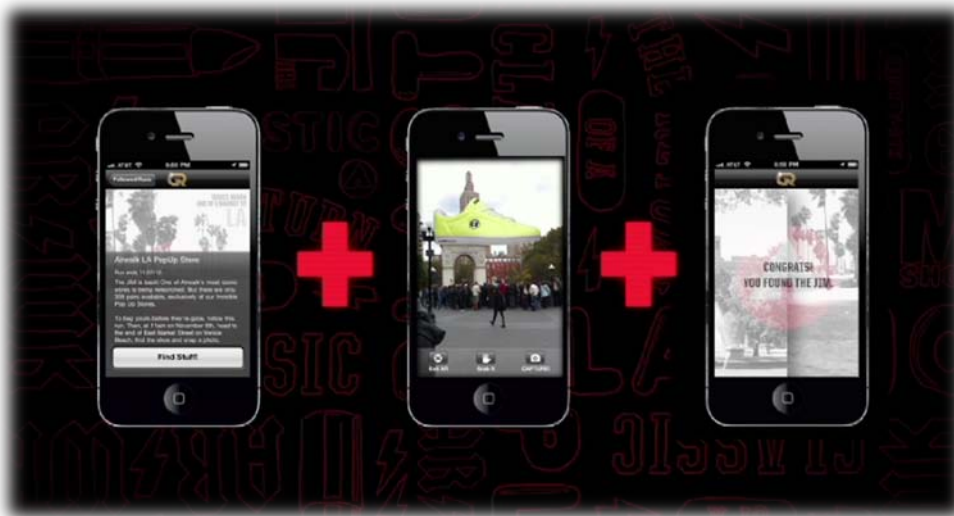
- 2011 is YoungGuns biggest year since we started out recognizing young talent in 2000.
- First our 100+ online jury evaluated and then the 12 strong deliberation jury led by Toby Talbot, ECD DDB New Zealand, debated and discussed the amazing work across a long week.
- In the Digital Award **22 bullets** were awarded to young talent in 8 countries.
- A YoungGuns Bullet signifies the leaders of tomorrow, the ones to “Become the Hunted” for their talent.
- All work can be viewed in the showcase @ www.ygaward.com



Countries	Gold Bullets	Silver Bullets	Bronze Bullets	Finalist	Total Bullets	Total Recognized
Australia		1	1	2	2	4
Canada	2				2	2
France	1	1	2	4	8	8
Netherlands		2	1	1	3	4
New Zealand		1		2	1	3
Singapore		2		2	2	4
United Kingdom				1	0	1
United States	2	4	2	5	13	13

2011 Professional YoungGuns Of the Year

- 2011 Professional YoungGuns of the Year are **Mr Alexander Nowak & Mr Felix Richter** from Y&R New York for Airwalk Invisible Pop Up Store





Gold Bullets

- **Website Applications**
 - Google DemoSlam
 - Mr Alex Romans & Mr Ben Clare & Miss Emmie Nostitz
 - Johannes Leonardo New York

Google Demo Slam

Slams Champs The Tech All Demos



Choose the champ:



 Choose me

Vs.



 Choose me

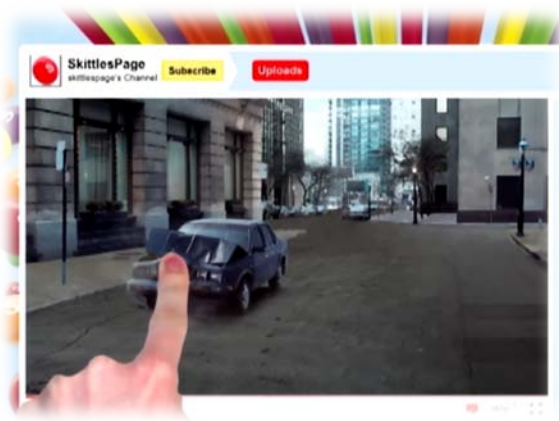
Share this slam:





Gold Bullets

- **Innovative Use of Technology**
Touch the Rainbow
Mr Chris Joakim & Mr Mike Donaghey
BBDO Toronto





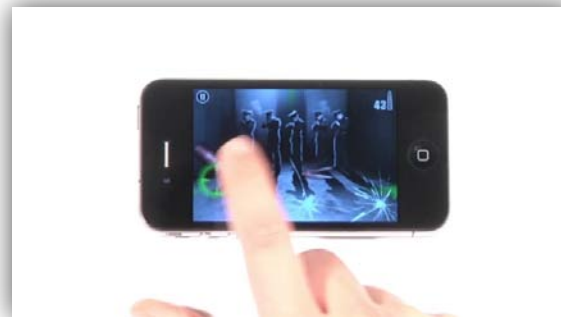
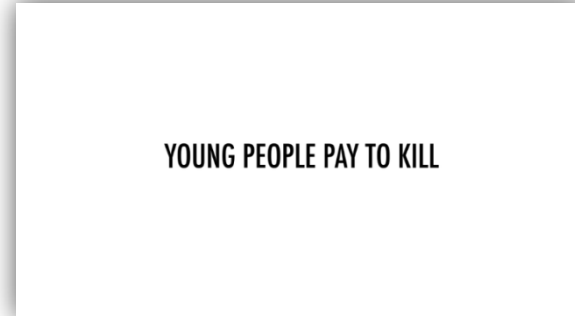
Gold Bullets

– **Mobile Gaming**

Amnesty : Bulletproof

Mr Guillaume Ganty & Mr Victor Sidoroff

La Chose Paris





Gold Bullets

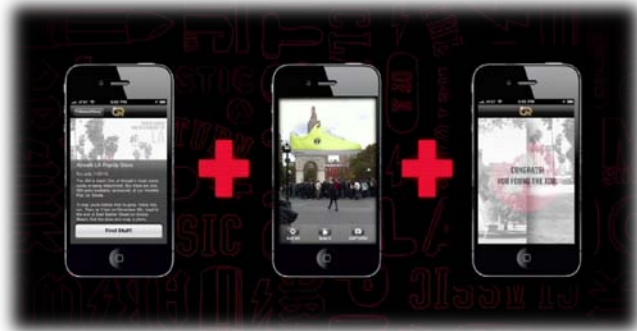
- **Viral**
 - Cat
 - Mr Chris Joakim & Mr Mike Donaghey
 - BBDO Toronto





Gold Bullets

- **Mobile Marketplace**
Invisible Pop Up Store
Mr Alexander Nowak & Mr Felix Richter
Y&R New York





2011 Gold Bullets

Title		Category / Division	Eligible Creatives	Agency	Client	Country	Bullet
Google Demo Slam	Websites	Applications	Mr Alex Romans & Mr Ben Clare & Miss Emmie Nostitz	Johannes Leonardo	Google	United States	Gold
Touch the Rainbow	Digital Advertising	Innovative Use of Technology	Mr Chris Joakim & Mr Mike Donaghey	BBDO Toronto	Wrigley Canada	Canada	Gold
Amnesty : Bulletproof	Mobile	Gaming	Mr Guillaume Ganty & Mr Victor Sidoroff	La Chose	Amnesty International	France	Gold
Cat	Digital Advertising	Viral	Mr Chris Joakim & Mr Mike Donaghey	BBDO Toronto	Wrigley Canada	Canada	Gold
Invisible Pop Up Store	Mobile	Mobile Marketplace	Mr Alexander Nowak & Mr Felix Richter	Y&R New York	Airwalk	United States	Gold



2011 Silver Bullets

Title		Category / Division	Eligible Creatives	Agency	Client	Country	Bullet
Spotlight	Websites	Government	Mr David Mugford	Leo Burnett Sydney	Australian Bureau of Statistics	Australia	Silver
Attraction	Website Craft	Animation or Motion Graphics	Mr Alexander Kalchev & Mr Siavosh Zabeti	DDB Paris	INPES	France	Silver
Kinetic V5	Website Craft	Visual Design - Aesthetic	Miss Clay Kuok & Mr Desmond Tan & Mr Edwin Toh & Miss Elen Winata & Miss Esther Goh & Mr Jack Tan & Mr Joseph Davies & Mr Noel Chan & Mr Pann Lim & Mr Victor Low	Kinetic Singapore	Kinetic	Singapore	Silver
Philips Obsessed with sound	Website Craft	Visual Design - Aesthetic	Mr Bart Mol & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Philips	Netherlands	Silver
The Inside Experience	Digital Advertising	Branded Content	Mr Chaz Whitworth & Mr Neil Ramanan	Pereira & O'Dell	Intel	United States	Silver
Musical Fitting Rooms	Digital Advertising	Installations and Experimental media	Mr Lester Lee and Ms Selena Soh	DDB Singapore	Starhub Pte Ltd	Singapore	Silver
Profile the Governor - Jan Brewer	Digital Advertising	Public & Community Service	Mr David Canning & Mr Mihail Aleksandrov	Y&R New York	Border Action Network	United States	Silver
Philips Obsessed with sound	Digital Advertising	Micro sites	Mr Bart Mol & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Philips	Netherlands	Silver
Rear View Girls - Los Angeles	Digital Advertising	Viral	Mr Jae Morrison & Miss Kia Heinnen & Miss Zoe Hawkins	Colenso BBDO	Levi Strauss & Co, San Francisco	New Zealand	Silver
Invisible Pop Up Store	Mobile	Innovative Use of Technology	Mr Alexander Nowak & Mr Felix Richter	Y&R New York	Airwalk	United States	Silver
Invisible Pop Up Stores	Digital Innovation	Digital Vision	Mr Alexander Nowak & Mr Felix Richter	Y&R New York	Airwalk	United States	Silver



2011 Bronze Bullets

Title		Category / Division	Eligible Creatives	Agency	Client	Country	Bullet
A New Warrior	Websites	Being Involved	Mr Benjamin Marchal & Mr Olivier Lefebvre	DDB Paris	Greenpeace	France	Bronze
Philips Obsessed with sound	Websites	Music	Mr Bart Mol & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Philips	Netherlands	Bronze
Air Force Aviation	Website Craft	Animation or Motion Graphics	Mr Nicholas Sellars	George Patterson Y&R	Australian Air Force	Australia	Bronze
Project Shiphunt - Oceans of Treasure Game	Digital Advertising	Online games	Mr Ben Barney & Mr Ryan Pocket Fluet	180LA	Sony Electronics	United States	Bronze
Amnesty : Bulletproof	Digital Innovation	Digital Vision	Mr Guillaume Ganty & Mr Victor Sidoroff	La Chose	Amnesty International	France	Bronze
Google Demo Slam	Digital Innovation	Digital Vision	Mr Alex Romans & Mr Ben Clare & Miss Emmie Nostitz & Miss Bipasha Moorkherjee	Johannes Leonardo	Google	United States	Bronze

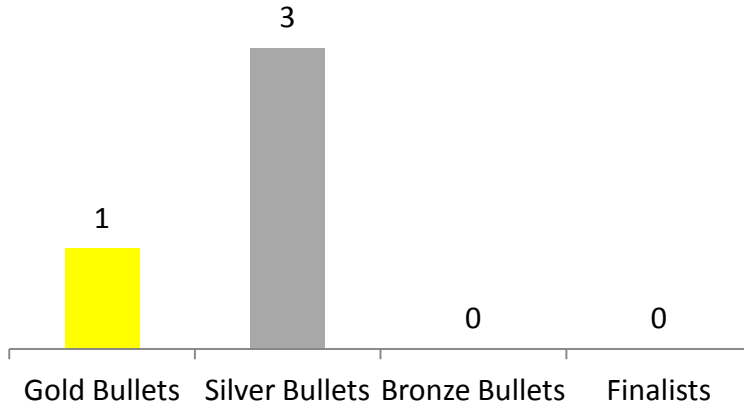
2011 Finalists

Title		Category / Division	Eligible Creatives	Agency	Client	Country	Bullet
Jell-O Pudding Face/Mood Meter	Websites	Food and Beverage	Ms Brittany Poole & Mr Ken Slater	CP+B	Jell-O	United States	Finalist
Kinetic V5	Websites	Personal Website	Miss Clay Kuok & Mr Desmond Tan & Mr Edwin Toh & Miss Elen Winata & Miss Esther Goh & Mr Jack Tan & Mr Joseph Davies & Mr Noel Chan & Mr Pann Lim & Mr Victor Low	Kinetic Singapore	Kinetic	Singapore	Finalist
Attraction	Websites	Content	Mr Alexander Kalchev & Mr Siavosh Zabeti	DDB Paris	INPES	France	Finalist
Borgia	Websites	Content	Mr Silvere Marechal	BETC EuroRSCG	CANAL+	France	Finalist
Open Book	Websites	Non for profit / Charities	Mr Daniel Grech & Miss Jessica Brophy & Miss Stefanie Digianvincenzo	DDB Melbourne	Reach	Australia	Finalist
Doggelganger	Websites	Non for profit / Charities	Mr Jae Morrison	Colenso BBDO	Mars	New Zealand	Finalist
Messages for Japan	Websites	Non for profit / Charities	Mr Alex Romans & Mr Ben Clare	Johannes Leonardo	Google	United States	Finalist
Philips Obsessed with sound	Website Craft	Navigation/Structure	Mr Bart Mol & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Philips	Netherlands	Finalist
Kinetic V5	Website Craft	Typography	Miss Clay Kuok & Mr Desmond Tan & Mr Edwin Toh & Miss Elen Winata & Miss Esther Goh & Mr Jack Tan & Mr Joseph Davies & Mr Noel Chan & Mr Pann Lim & Mr Victor Low	Kinetic Singapore	Kinetic	Singapore	Finalist
Time Sheets	Digital Advertising	Webspots	Mr Carlos Wigle & Mr Joao Unzer & Mr Juan Carlos Pagan & Ms Nina Horowitz & Mr Rodrigo De Castro	DDB New York	NY Art Directors Club	United States	Finalist
The Saatchi Experiment	Digital Advertising	Self promotional digital	Mr Dan Castro	mistercastro	Dan Castro	New Zealand	Finalist
A New Warrior	Digital Advertising	Public & Community Service	Mr Benjamin Marchal & Mr Olivier Lefebvre	DDB Paris	Greenpeace	France	Finalist
Smack Shack Digital Campaign	Digital Advertising	Digital Campaigns	Mr Ben Salsky & Mr Mark Potoka	Heat	EA Sports	United States	Finalist
Old Navy Records	Mobile	Innovative Use of Technology	Mr AJ Musial & Mr Andy Pearson & Ms Brittany Poole	CP+B	Old Navy	United States	Finalist
Borgia app	Mobile	Mobile Applications	Mr Silvere Marechal	BETC EuroRSCG	CANAL+	France	Finalist
Budweiser Ice Cold Index	Mobile	Mobile Applications	Mr Robert Bovington	DDB UK	DIAGEO	United Kingdom	Finalist
Cascade 'Brew by Feel'	Mobile	Mobile Applications	Mr Alexander Lukas & Mr Andrew Fergusson & Mr Omid Amidi	Droga5 Sydney	Cascade Brewery Co	Australia	Finalist

2011 Young Talent Ranking

Rank	Young Talent	Agency	Country
1st	Alexander Nowak	Y&R New York	United States
1st=	Felix Richter	Y&R New York	United States
3rd	Matt Miller	Leo Burnett Chicago	United States
4th	Julia Neumann	Y&R New York	United States
5th	Chris Joakim	BBDO Toronto	Canada
5th=	Mike Donaghey	BBDO Toronto	Canada
5th=	Nina Fides Garcia	DDB Philippines	Philippines
8th	Chris Rodriguez	Leo Burnett Chicago	United States
9th	Gongxing Wang	Ogilvy Beijing	China
9th=	Lianhui Hao	Ogilvy Beijing	China
9th=	Shiyang He	Ogilvy Beijing	China
9th=	Shujie Qi	Ogilvy Beijing	China
13th	Guillaume Ganty	La Chose	France
13th=	Victor Sidoroff	La Chose	France
13th=	Ryan Wolin	Leo Burnett Chicago	United States
13th=	Steve Perisco	Leo Burnett Toronto	Canada
17th	Bart Mol	TribalDDB Amsterdam	Netherlands
17th=	Pol Hoenderboom	TribalDDB Amsterdam	Netherlands
17th=	Robbin Cenijn	TribalDDB Amsterdam	Netherlands
20th	Alex Romans	Johannes Leonardo	United States
20th=	Ben Clare	Johannes Leonardo	United States
20th=	Elen Winata	Kinetic Singapore	Singapore
23rd	Carlos Andres Rodriguez Monroy	Lowe/SSP3	Colombia
23rd =	Emmie Nostitz	Johannes Leonardo	United States

YoungGuns 2011 Digital Agency of the Year Y&R New York



Gold Bullet X 1

_ Mobile Marketplace

Invisible Popup Store - Mr Alexander Nowak & Mr Felix Richter

Silver Bullets x 3

_ Digital Vision

Invisible Popup Store - Mr Alexander Nowak & Mr Felix Richter

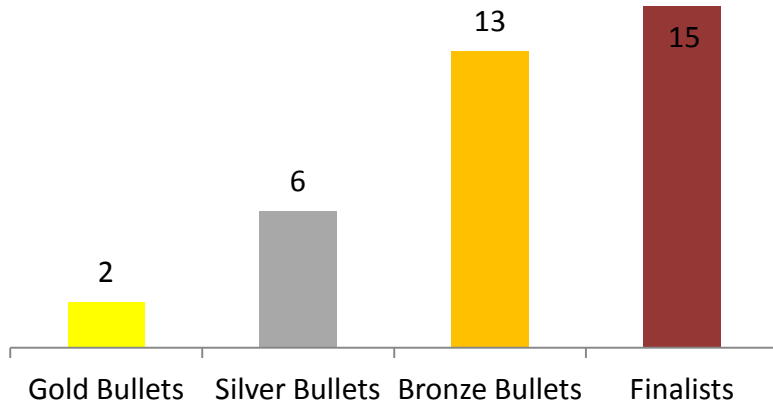
_ Public & Community Service

Profile the Governor, Jan Brewer - Mr David Canning & Mr Mihail Aleksandrov

_ Innovative Use of Technology

Invisible Popup Store - Mr Alexander Nowak & Mr Felix Richter

YoungGuns 2011 Network of the Year Leo Burnett Worldwide

Countries	Gold Bullets	Silver Bullets	Bronze Bullets	Finalist	Total Bullets	Total Recognized
Australia		3	2	3	5	8
Canada		1	3	2	4	6
India			2	2	2	4
Poland	1				1	1
Spain			1	2	1	3
South Africa				1	0	1
United States	1	2	5	5	8	13

Gold Bullets X 2

- 1 X TV campaigns > 30 seconds, or of differing lengths
- 1 x Consumer magazine campaigns

Silver Bullets x 6

- 2 x TV 30 seconds
- 1 x Promotions
- 1 x Best Event Activation
- 1 x Government Websites
- 1 x Corporate Communications

Bronze Bullets x 13

- 1 x Public & Community Service - Integrated
- 1 x Self Promotion
- 2 x Outdoor campaigns (can be a mixture of different mediums)
- 1 x Book Cover
- 1 x Art Direction - Campaigns
- 1 x Packaging Design
- 1 x Corporate Identity
- 2 x TV 30 seconds TV 30 seconds
- 1 x TV more than 30 seconds
- 1 x Radio campaigns (any length)
- 1 x Radio over 30 seconds

Finalists x 15

- 1 x Public & Community Service - Radio
- 1 x Public & Community Service - Television / Cinema
- 1 x Web Design (Flash)
- 2 x Poster
- 1 x Typography
- 1 x Consumer magazine campaigns
- 1 x Print Crafts - Illustration
- 1 x Campaigns TV more than 30 seconds
- 1 x Point of Sale
- 2 x TV 30 seconds
- 1 x Radio over 30 seconds
- 2 x Copywriting - Individual