



# YoungGuns 2011

Media 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.

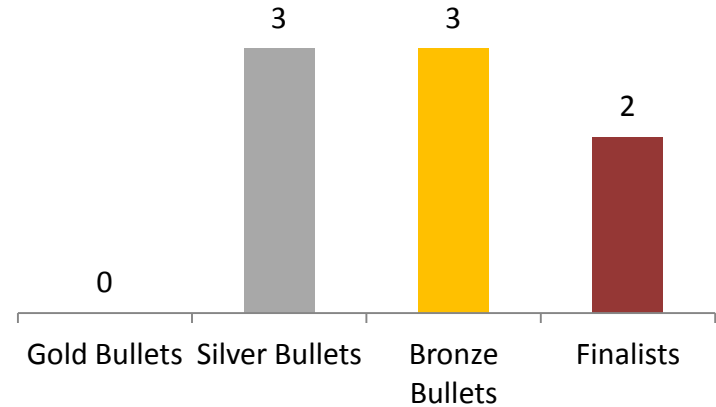
Oh to be 29 again.

Cheers,

Toby

## The media leaders and influencers of tomorrow

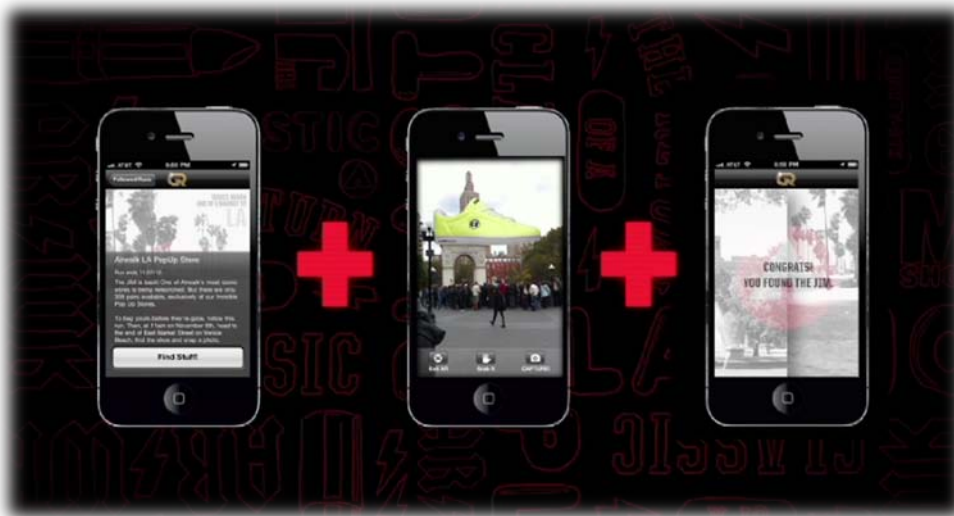
- 2011 is YoungGuns biggest year since we started out recognizing young talent in 2000.
- First our 100+ online jury evaluated and then the 12 strong deliberation jury led by Toby Talbot, ECD DDB New Zealand, debated and discussed the amazing work across a long week.
- In the Media Award **6 bullets** were awarded to young talent in 5 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](http://www.ygaward.com)



Countries	Gold Bullets	Silver Bullets	Bronze Bullets	Finalist	Total Bullets	Total Recognized
Australia		1			1	1
China				1	0	1
Colombia			1		1	1
France				1	0	1
New Zealand		2	2		4	4

## 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





- **Best ROI**
- Car For Sale
- Mr Freddie Coltart & Mr Matt Williams
- Ogilvy New Zealand

## TO SLOW DOWN BOY-RACERS, WE SOLD THEM A FAST CAR.



### BRIEF

Convince boy-racers and wanna-be boy-racers to think about the consequences of irresponsible driving.



### IDEA

We put a performance car up for sale, for a third of its price. We advertised a \$25,000 Subaru WRX (one of the fastest production cars on the market) for \$8,000. We advertised the car online, in newspapers, on the street and on the car itself. Interested buyers called Jake, the teenage owner. After ringing, they were put through to his answering machine. Here, Jake described the offer, then his experience with the car - a raw first hand account of a fatal street-racing accident. After hearing Jake's message, callers could record their own in reply. These were later supplied to the media.

### RESULTS

Over 2 weeks, more than 1200 individual callers heard Jake's message and over 400 messages were left. (These figures are prior to media attention). Many callers expressed regret and gave condolences. The majority were simply speechless. The story was picked up on TV, radio, press and online. The PR value totaled at \$250,000.



### EXAMPLES OF AD PLACEMENT






## Best Event or Activation

BYO Cup Day

Mr Eamonn Dixon & Miss Elle Bullen & Mr James Orr

Leo Burnett Melbourne



**THE SITUATION**  
Slurpee has always been a different kind of drink. It has people fill up their cups the way they like. But when Coke began an aggressive push of their repositioned product, we needed to do something to make us different again.

**THE IDEA**  
Change the one thing about the product that's always been the same - the cup. For one day Australians could bring what they wanted and fill it with Slurpees, giving them total creative control over their drinking experience.

**THE RESULTS**

- All 650 stores participated
- Almost 325,000 litres sold
- Over 80,000 'cups' filled
- Within hours stores ran out
- A new customer every 1.8 seconds
- Highest Slurpee sales in one day
- 7 posts per minute online
- #1 position cemented in just 24 hours
- BYO CUP DAY to be rolled out globally


We asked one simple question of our Facebook friends:

If you could fill anything with Slurpees, what would it be?

The most original Facebook suggestion became a poster campaign to promote the day.

Over 340 stores slurped dry.

BYO CUP DAY September 21 2011.






## Silver Bullets

### Best Event or Activation

Skate Pinball

Miss Victoria Daltrey & Mr Will Bingham

Colenso BBDO





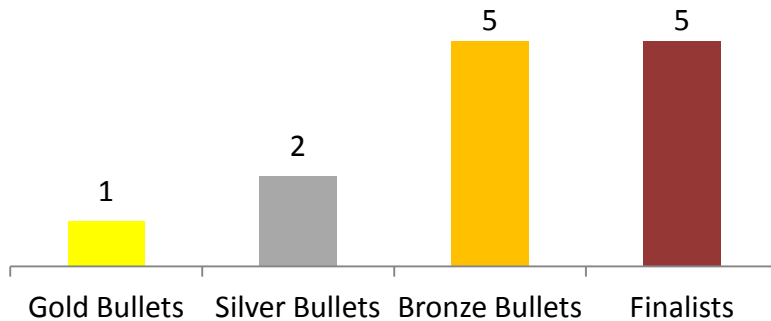
## 2011 Silver & Bronze Bullets; and Finalists

Title	Category / Division	Eligible Creatives	Agency	Client	Country	Bullet
Car For Sale	Best ROI	Mr Freddie Coltart & Mr Matt Williams	Ogilvy New Zealand	Waitakere City Council	New Zealand	Silver
BYO Cup Day	Best Event or Activation	Mr Eamonn Dixon & Miss Elle Bullen & Mr James Orr	Leo Burnett Melbourne	7 - Eleven	Australia	Silver
Skate Pinball	Best Event or Activation	Miss Victoria Daltrey & Mr Will Bingham	Colenso BBDO	Frucor Beverages Ltd	New Zealand	Silver
Operation Xmas	Best Use of Research / Insight	Mr Carlos Andres Rodriguez Monroy & Mr Sergio Leon Novoa	Lowe/SSP3	Ministry of Defence	Colombia	Bronze
Snow Globe	Best Event or Activation	Miss Christie Cooper	DDB New Zealand	Cadbury	New Zealand	Bronze
Sneak Up Ads	Best Use of Target Segmentation	Ms Emily Beautrais & Ms Katrina Jarratt	Clemenger BBDO	New Zealand Transport Agency	New Zealand	Bronze
You are here	Best Glocalisation	Ms Flavie Maccaigne	BETC EuroRSCG	Pages Jaunes	France	Finalist
Disposable Forest	Best Event or Activation	Mr Gongxing Wang & Mr Lianhui Hao & Mr Shiyang He & Mr Shujie Qi	Ogilvy Beijing	Greenpeace	China	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 Advertising Agency of the Year Leo Burnett Chicago

### Gold Bullets X 1

- \_TV Campaigns > 30 seconds, or of differing lengths
- Mayhem - Mr Chris Rodriguez & Mr Matt Miller & Mr Ryan Wolin

### Silver Bullets x 2

- \_TV 30 seconds
- Blind Spot - Mr Matt Miller & Mr Ryan Wolin
- Flag - Mr Matt Miller

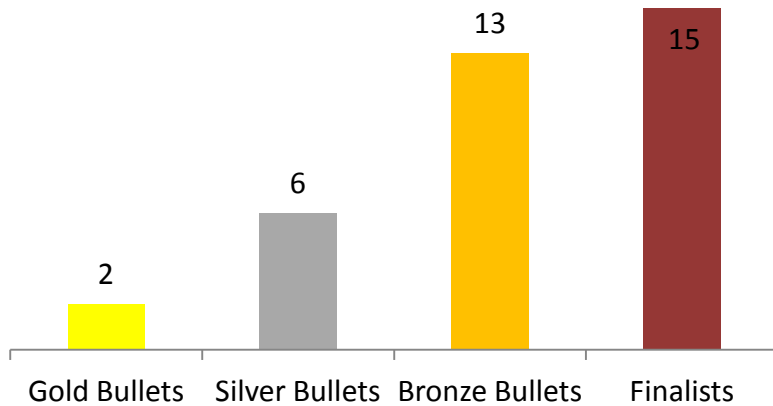
### Bronze Bullets x 5

- \_TV 30 seconds
- GPS - Mr Chris Rodriguez & Mr Matt Miller
- Lawn Game - Mr Matt Miller
- \_TV More than 30 seconds
- Douglas Fir - Mr Chris Rodriguez & Mr Matt Miller
- \_Radio Over 30 seconds
- Neighbour – Mr Matt Miller

### Finalists x 5

- \_TV 30 seconds
- Raccoon - Mr Matt Miller & Mr Ryan Wolin
- Afterglow - Mr Alex Esseveld & Mr Rene Delgado
- \_Radio Over 30 seconds
- Pigeon – Mr Matt Miller
- \_Copywriting
- GPS- Mr Chris Rodriguez & Mr Matt Miller
- Douglas Fir - Mr Chris Rodriguez & Mr Matt Miller

# 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