



YoungGuns 2011

PR 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.

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.

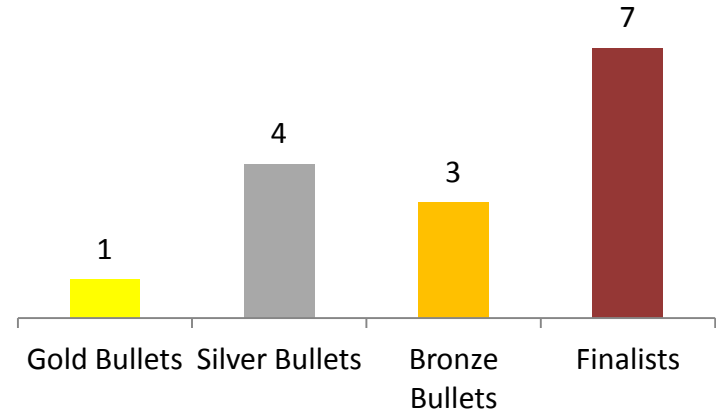
Oh to be 29 again.

Cheers,

Toby

The PR leaders and influencers of tomorrow

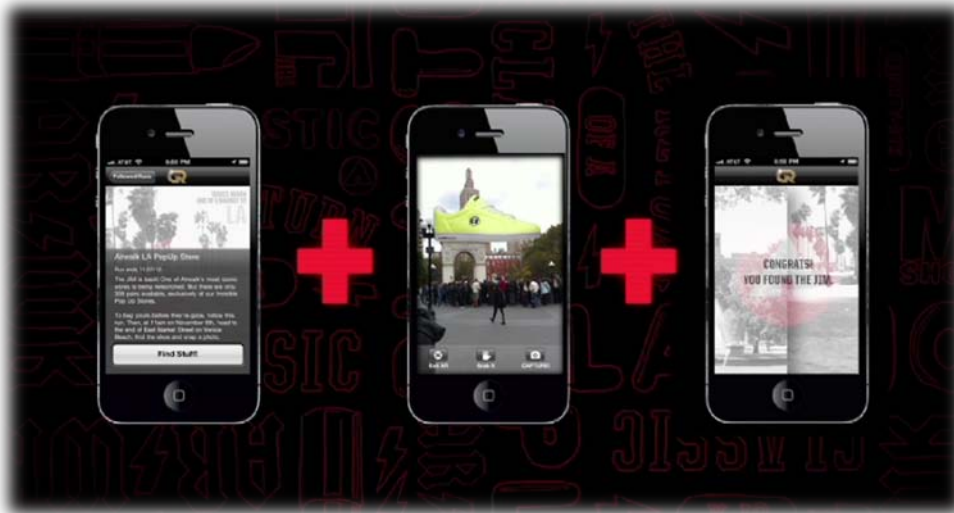
- 2011 is YoungGuns biggest year since we started out recognizing young talent in 2000
- First our 100+ online jury evaluated and then the 12 strong deliberation jury led by Toby Talbot, ECD DDB New Zealand, debated and discussed the amazing work across a long week.
- In the PR Award **8 bullets** were awarded to young talent in 11 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				2	0	2
Canada		1			1	1
China		1			1	1
Colombia	1				1	1
France			1		1	1
Germany		1			1	1
Russian Federation			1		1	1
Singapore				2	0	2
Sweden		1			1	1
United Kingdom				3	0	3
United States			1		1	1

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





- Charitable and Non for Profit
- Operation Christmas
- Mr Carlos Andres Rodriguez Monroy & Mr Sergio Leon Novoa
- Lowe/SSP3 Columbia



OPERATION CHRISTMAS
(WATCH THE VIDEO FOR THE WHOLE CASE)


 Unidad y Valor
 Ministerio de Defensa Nacional
 República de Colombia

SITUATION

After 60 years of struggling against Las FARC, the longest running guerrilla warfare group in the world, 6000 guerrillas still remain in the jungles of Colombia. The Ministry of Defense asked us for an idea to demobilize the remaining guerrillas, but delivering demobilization messages to them is very difficult because they hide deeper in the jungle everyday.

SOLUTION

We discovered that Christmas is an emotional time of the year for guerrillas because they are away from their homes and loved ones, so we created a four-day operation that brought Christmas to the jungle. Along a strategic guerrilla route through the jungle, we chose a 25 meter tall tree to decorate with lights. When guerrillas approached the tree, movement sensors made it light up and a banner announced the following message:
"IF CHRISTMAS CAN COME TO THE JUNGLE, YOU CAN COME HOME. DEMOBILIZE. EVERYTHING IS POSSIBLE AT CHRISTMAS."

RESULTS

331 guerrillas who have demobilized acknowledged that they were motivated to finally give up their weapons thanks to this idea, that was replicated with 9 more trees. The Operation got so many people involved, that it was shown all over the world through videos, websites, social networks and blogs. Main local and international media networks like CNN and BBC broadcasted it. This Operation showed a more humane and positive side of Colombia's internal conflict.



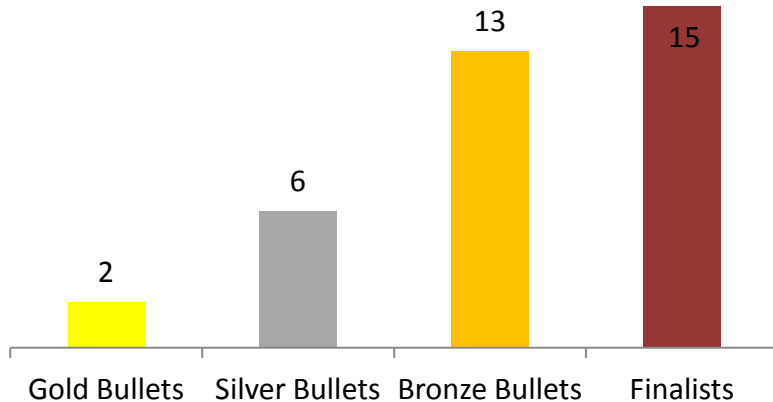
2011 Gold, Silver & Bronze Bullets; and Finalists

Title	Category / Division	Eligible Creatives	Agency	Country	Bullet
Operation Christmas	Charitable and Non for Profit	Mr Carlos Andres Rodriguez Monroy & Mr Sergio Leon Novoa	Lowe/SSP3	Colombia	Gold
Lagerhaus Blog-up Stores	Best use of social media	Miss Maria Larsson & Miss Ebba Hultengren	Prime	Sweden	Silver
Germany will find you	Charitable and Non for Profit	Mr Marcell Francke	Kempertrautmann GMBH	Germany	Silver
James Ready Blank Cap Recall	Corporate Communication	Mr Steve Persico	Leo Burnett, Toronto	Canada	Silver
Disposable Forest	Environmental Commincation	Mr Gongxing Wang & Mr Lianhui Hao & Mr Shiyang He & Mr Shujie Qi	Ogilvy Beijing	China	Silver
PLAY for L.A.	Best use celebrities or live events	Mr Josh Paialii & Miss Tiffany Pan	Saatchi & Saatchi Team One	United States	Bronze
I was killed in the army	Charitable and Non for Profit	Mr Tom Altman & Mrs Katya Suvorova & Mr Kirill Tsytkin	Digital Headshot	Russian Federation	Bronze
The Mysterious Passenger	Environmental Commincation	Mr Guillaume Ganty & Mr Victor Sidoroff	La Chose	France	Bronze
Rocky Taylor. One Stuntman, One Legacy	Best PR led integrated campaign	Mr Darren Obeirne	DDB UK	United Kingdom	Finalist
Open Book	Best use celebrities or live events	Mr Daniel Grech & Mr Daniel Grech & Miss Jessica Brophy & Miss Stefanie Digiainvincenzo	DDB Melbourne	Australia	Finalist
Rocky Taylor. One Stuntman, One Legacy	Best use celebrities or live events	Mr Darren Obeirne	DDB UK	United Kingdom	Finalist
Flip Your Profile	Best use of social media	Mr Naresh Kumar & Mr Suhaimi Saadan	DDB Singapore	Singapore	Finalist
Open Book	Charitable and Non for Profit	Mr Daniel Grech & Mr Daniel Grech & Miss Jessica Brophy & Miss Stefanie Digiainvincenzo	DDB Melbourne	Australia	Finalist
Rocky Taylor. One Stuntman, One Legacy	Charitable and Non for Profit	Mr Darren Obeirne	DDB UK	United Kingdom	Finalist
Flip Your Profile	Consumer Communication	Mr Naresh Kumar & Mr Suhaimi Saadan	DDB Singapore	Singapore	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 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