



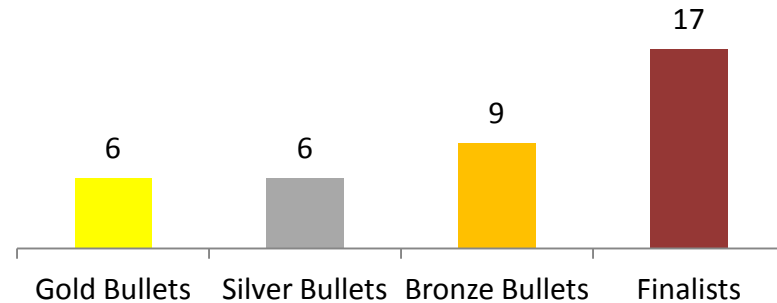
# YoungGuns 2011

Student Award

Winners & Finalists

## The emerging leaders and influencers of tomorrow

- 2011 is YoungGuns biggest year for student entries since we started out recognizing emerging talent in 2000.
- Our Student Jury evaluated the work initially and then the 12 strong deliberation jury debated and discussed the fantastic work.
- In the Student Award **21 bullets** were awarded to emerging talent in 14 schools across 7 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
Argentina				1	0	1
Brazil	2	2	1	2	5	7
Germany	1	2	5	6	8	14
Korea, Republic of		1			1	1
Singapore				1	0	1
Spain	1				1	1
United States	2	1	3	7	6	13

## 2011 Student YoungGuns Of the Year

- 2011 Student YoungGuns of the Year are **Edi Inderbitzin & Maximilian Gebhardt & Maximilian Hoch** from Miami AdSchool Europe for Kinder - Good Surprise





# Gold Bullets

— **Student\_Advertising**  
**TextMeNot**  
**Michael Dooley**  
**Miami Ad School - San Francisco**



**Problem:** even when people are aware of the dangers of driving and texting, they find it hard to resist when a message is received.

**Solution:** A unique approach to raise awareness by State Farm Insurance Company. TextMeNot Application- a simple app that lets your contacts know you are unavailable when driving, by sending an auto response, all you do is click.



**How it Works:** TextMeNot Application is simple. When you get into your car, simple tap the application once to activate. When one of your contacts attempts to text you while in transit, the app will send them a message letting them know that you are driving and that you will respond when you reach your destination, along with up to date facts about distracted drivers.. The auto response can be generic or customized dependant upon preference.

TextMeNot also has a voice option that can be activated while driving if you are without your hands-free set. This will immediately pick up a call when activated and a personalized message will inform the caller in a similar manner to the text response.

The reason for this approach is that most people are very aware of the dangers of texting while driving. Most say they won't do it. But when a text comes through the distraction begins.

TextMeNot allows you to keep your eyes where your eyes belong.



simply tap the TextMeNot app when you begin driving to activate the red light.



whenever someone attempts to contact you they will receive an auto reply, along with a realtime fact about distracted drivers.

no need to look at your phone keep your eyes where they belong, on the road.





## Gold Bullets

- Student\_Advertising
- Uniqlo Oyster Collection
- Manu Manceda & Christian El Asmar
- Miami Ad School Madrid



### THE UNIQLO OYSTER COLLECTION

Uniqlo went beyond fashion to promote the opening of a new branch in London.

They created a line of accessories that work like Oyster cards, except that they are always handy.

So there's no need to reach for card or wallet to use public transportation.





IPHONE CASES



GLOVES



BRACELETS



RINGS



WATCHES



E-BOOK COVERS







## Gold Bullets

- **Student\_Advertising**  
Don't get away from your life  
Rodrigo Cunha & Caio Almeida & Rodolfo Marques  
Escola Cuca Brazil





## Gold Bullets

### Student\_Advertising

Foursquareopoly

Jaclyn Shelton & Deanna McDonald & Sean Tiraratanakul

Miami Ad School USA





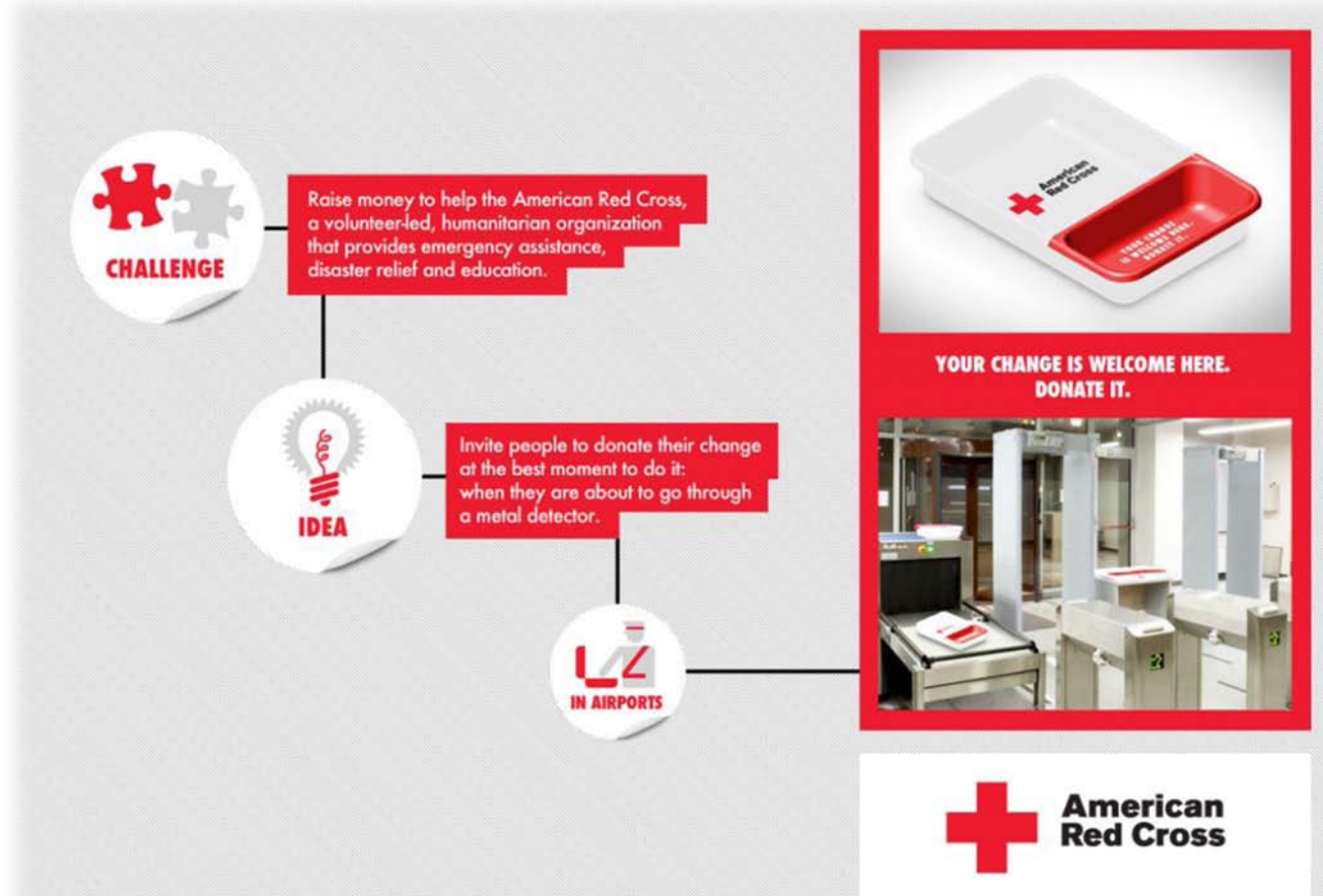
## Gold Bullets

### – Student\_Advertising

Donation Detector

Lucas Santos & Nayara Lima & Paulo Andre Bione & Mihnea Gheorghiu & Stephanie Zampollo

Miami Ad School USA





## Gold Bullets

### – Student\_Advertising

Kinder - Good Surprise

Edi Inderbitzin, Maximilian Gebhardt, Maximilian Hoch

Miami Ad School Europe





## 2011 Gold Bullets

Title	Eligible Creatives	School / College / University	Client	Country	Bullet
Foursquaropoly	Jaclyn Shelton, Deanna McDonald, Sean Tiraratanakul	Miami Ad School	Monopoly	United States	Gold
TextMeNot	Michael Dooley	Miami Ad School - San Francisco	State Farm Insurance Company	United States	Gold
Uniqlo Oyster Collection	Manu Manceda, Christian El Asmar	Miami Ad School Madrid	UNIQLO	Spain	Gold
Donation Detector	Lucas Santos, Nayara Lima, Paulo Andre Bione, Mihnea Gheorghiu, Stephanie Zampollo	Miami Ad School / ESPM	American Red Cross	Brazil	Gold
Don't get away from your life	Rodrigo Cunha, Caio Almeida, Rodolfo Marques	Escola Cuca	Alcoholics Anonymous	Brazil	Gold
Kinder - Good Surprise	Edi Inderbitzin, Maximilian Gebhardt, Maximilian Hoch	Miami Ad School Europe	Kinder	Germany	Gold



## 2011 Silver Bullets

Title	Eligible Creatives	School / College / University	Client	Country	Bullet
Dirt Devil - Exorcist	Andreas Roth	Filmakademie Baden-Wuerttemberg	Dirt Devil	Germany	Silver
The Next Level	Shahak Shapira, Marie Legat, Gry Sagvolden	Miami Ad School Europe	Pro-Tec	Germany	Silver
Redbull Portable Charger	Dongkyun Yu, Minseok Go, Heejo Sun	Hallym University	Redbull	Korea, Republic of	Silver
Google Perspectives	Spencer Campbell, Josh Yeston	Miami Ad School	Google	United States	Silver
Bloodshed	Paulo Andre Bione, Rainor Marinho, Juarez Rodrigues, Mariana Borga	Miami Ad School / ESPM	Department of nation health	Brazil	Silver
Stop Children Abuse	Daniel Magri, Roger Rocha, Ana Mattioni	Miami Ad School / ESPM	UNICEF	Brazil	Silver



## 2011 Bronze Bullets

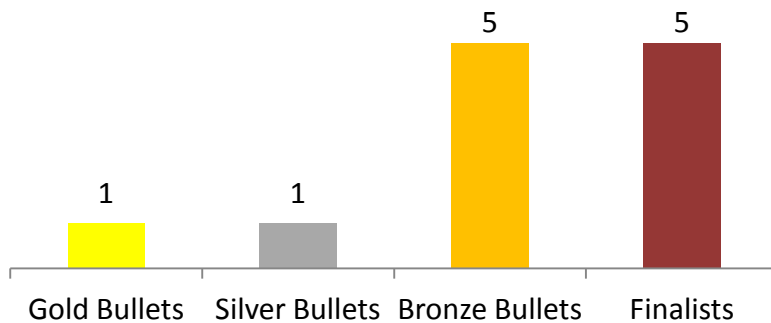
Title	Eligible Creatives	School / College / University	Client	Country	Bullet
Flowers from Facebook	Katharina Schmitt, Yasmina Boustani	Miami Ad School Europe	Facebook	Germany	Bronze
The Olympic Whopper	Ilya Malyanov, Christian Feist	Miami Ad School Europe	Burger King	Germany	Bronze
Unicef Piggy Bank	Markus Olschlager, Florian Fandrey	Miami Ad School Europe	UNICEF	Germany	Bronze
Jordan - JUMPMAN	Raul Cosculluela, Nikolai Shorr	School of Visual Arts	Jordan	United States	Bronze
FedEx - Always first	Zoe Vogelius, Thomas Illum	Miami Ad School Europe	FedEx	Germany	Bronze
Donate A Word	Katharina Schmitt, Lisa Zeitlhuber	Miami Ad School	UNICEF	Germany	Bronze
CITY HARVEST Dont Wait Donate	James Kuczynski, Dana Tiel, Jae Sung Jung, Nikolai Shorr, Raúl Cosculluela	School of Visual Arts	City Harvest	United States	Bronze
VWishlist	Lais Veloso, Lucas Dias, Eduardo Marques	Miami Ad School / ESPM	Volkswagen	Brazil	Bronze
Balls of Pride	Emil Tiismann, Jacob Sempler, Matilda Kahl	Miami Ad School	GLAAD	United States	Bronze

## 2011 Finalists

Title	Eligible Creatives	School / College / University	Client	Country	Bullet
The Warzone Crossover	Anne Maro Huberts, Florian Fandrey	Miami Ad School Europe	The Warzone Crossover	Germany	Finalist
Fisherman's Friend - Bench of Friendship	Thimon Machatzke, Christian Baur	Institute of Design	Lofthouse	Germany	Finalist
Ikea Buisness Takeover	Shahak Shapira, Edi Inderbitzin	Miami Ad School Europe	Ikea	Germany	Finalist
GPS Phrasebook - friends for friends	Shahak Shapira	Miami Ad School Europe	Lonely Planet	Germany	Finalist
NIKEMOVE	Amy Minkyong Choi, Hyojung Alicia Nam	School of the Art Institute of Chicago	NIKE	United States	Finalist
VW The Biggest Mini Forest In The World	Thomas Davini	Miami Ad School	Volkswagen	United States	Finalist
Dexter Season Premiere	Luong Lu, Usman Abdul	Miami Ad School Europe	Dexter	Germany	Finalist
Food for puppies	Ricardo Casal, Juan Javier Pena	Escuela Superior de Creativos	Pedigree	Argentina	Finalist
Hire Us So We Won't Have To Marry Each Other	Charli Hoffmann, Alex Otis	Miami Ad School	Charli & Alex	United States	Finalist
ASPCA Lap Dog	Guilet Libby, Shuichi Narita	School of Visual Arts	ASPCA	United States	Finalist
H&M Numbers	Jae Sung Jung	School of Visual Arts	H&M	United States	Finalist
CITY HARVEST Stomach Bags	James Kuczynski, Dana Tiel	School of Visual Arts	City Harvest	United States	Finalist
Ariel Project Return	Luong Lu, Usman Abdul	Miami Ad School	Ariel	Germany	Finalist
Nail Notes	Raina Rocha, Eduardo Marques	Miami Ad School / ESPM	Chanel	Brazil	Finalist
Hunger-Free Shipping	Zorica Micic, Josh Chua	Miami Ad School New York	City Harvest	United States	Finalist
Netflix Places	Gabriel Garcia, Ricardo Wolff, Guilherme Giacomo, Stefan Haverkamp, Felipe Sampaio	Miami Ad School / ESPM	Netflix	Brazil	Finalist
Sapporo - The Universal Language Of Things	Sid Lim Xian Hao, Ma Darrick	Lasalle College Of The Arts	Sapporo	Singapore	Finalist

## YoungGuns 2011 School of the Year Miami AdSchool Europe

# MASE



### — Gold Bullets X 1

Kinder - Good Surprise

Edi Inderbitzin, Maximilian Gebhardt, Maximilian Hoch

### — Silver Bullets x 1

The Next Level

Shahak Shapira, Marie Legat, Gry Sagvolden

### — Bronze Bullets x 5

Donate A Word  
Flowers from Facebook  
The Olympic Whopper  
Unicef Piggy Bank  
FedEx - Always first

Katharina Schmitt, Lisa Zeitlhuber  
Katharina Schmitt, Yasmina Boustani  
Ilya Malyanov, Christian Feist  
Markus Olschlager, Florian Fandrey  
Zoe Vogelius, Thomas Illum

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## YoungGuns 2011

Leaders in incubating and supporting young talent



2011 YoungGuns Network of the Year



2011 YoungGuns Advertising Agency of the Year

  
New York

2011 YoungGuns Digital Agency of the Year



2011 YoungGuns Design Agency of the Year