

THE ADC 89TH ANNUAL AWARDS

MEDIA KIT

ArtDirectorsClub

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THE ADC 89TH ANNUAL AWARDS COMPETITION

Judged by an international panel of the world's most respected creative professionals, the ADC Annual Awards competition, now in its 89th year, honors the best work from around the world in interactive media, broadcast and print advertising, graphic design, publication design, packaging, photography and illustration.

This year's winners will be presented with the ADC's coveted Gold and Silver Cubes at a gala ceremony at The SVA Theatre at the School of Visual Arts in New York. In addition, the ADC Hybrid Award honors the year's most innovative, ground-breaking work and the ADC Design Sphere will honor a sustained program of design by a design firm for a single client that sets the standard for excellence in design communications.

This year marks the first time the club has ever presented a best-in-show ADC Black Cube, which was introduced last year, and the first time in 12 years that ADC has made such a selection. In addition, ADC will name recipients of this year's Agency of the Year, Network of the Year, Design Team of the Year, Interactive Agency of the Year and School of the Year honors, based upon cumulative points for this year's winning work, and the ADC Vision Award, presented by the ADC Board to a company or individual whose work embodies the ADC mission and presents breakthrough ideas. Established in 1954, past ADC Vision Award recipients include: IBM, Volkswagen, RCA, Levi-Straus, Ford, MTV Music Television, and Martha Stewart Living Omnimedia.

This year also marks the inaugural ADC-Nissan Student Brief Competition. Playing off the Art Directors Club prestigious Cube award, students were asked to respond to a brief for the new Nissan cube®, which was then judged by a jury of Nissan executives and

creatives from TBWA\Chiat\Day, the car company's ad agency. The two winning teams will split a \$3,500 scholarship award from Nissan and \$2,500 from ADC.

ADC is committed to honoring the past, celebrating the present and empowering the future against a backdrop of relentless change. As such, ADC revised its mission in 2008 to reflect its central role as a physical and virtual hub for new thinking and collaboration; to provoke the industry to address important issues; and to celebrate breakthrough ideas. CONNECT. PROVOKE. ELEVATE.

All of the winners will be featured in the award-winning Art Directors Annual 89, the oldest and most respected compendium of outstanding work in the industry, whose pages have been graced by the work of such legendary figures as Saul Bass, Roy Grace, Helmut Krone and Bill Bernbach. Presenting more than 500 full-color images, the Annual is an indispensable reference tool and source of creative inspiration—or visual fuel—for creatives, clients and students alike. On the heels of the awards ceremony, ADC will send the Black, ADC Hybrid, ADC Design Sphere, Gold, Silver and Bronze work on a worldwide tour—from New York to Sao Paolo, Wiesbaden to Beijing, and scores of venues in between—in ADC's International Annual Awards Exhibition.

A BRIEF HISTORY OF ADC MEDALS

At ADC's founding in 1920, sculptor Paul Manship, who created the statue of Prometheus for Rockefeller Plaza, designed the ADC's original award. The Manship Medallion depicts Apollo, god of the sun and leader of the Muses, flying on Pegasus, a symbol of inspiration. In the 1970s, world-renown art director and designer Gene Federico created a new award—the elegant cube—which has come to symbolize the height of creative achievement in the industry.



CRITERIA FOR JUDGING

Five panels of distinguished judges in design, advertising, and interactive media gathered in New York this year to determine the Gold-Silver-Bronze, and Merit-level work. Applying the industry's most rigorous awards show standards, the panels judged entries on the basis of creative, conceptual, and strategic innovation, selecting work that has the power to move, inspire, and set new and ever-higher standards of creative excellence.

This year's ADC Vision Award recipient will honor a company or individual whose work embodies ADC's mission by connecting in new and exciting ways, provoking the industry, addressing important issues and presenting breakthrough ideas.

ADC HYBRID

The ADC Hybrid Award honors the year's most innovative, game-changing and inspiring work. ADC Hybrid winners represent relevant, entertaining, engaging brand experiences and advertising solutions. Moving beyond integrated executions, ADC Hybrid finalists define the vanguard of creativity, initiating dialogue between brands and consumers.

"In a year where the industry's integrity is being challenged, celebrating the most inventive and courageous solutions to real brand problems is what the ADC Hybrid Award will be all about."

—89th ADC Hybrid jury chair Rob Reilly (partner/co-executive creative director, Crispin Porter + Bogusky)

ADC DESIGN SPHERE

In its third year, the ADC Design Sphere honors a comprehensive and sustained program of design, by a single design firm for a single client, that sets the standard for excellence in design communications. This award is given to design firms that convey the brand with consistent, innovative and relevant design solutions. Both the design firm and the client are awarded an ADC Design Sphere Cube.

"ADC Design Sphere is an institution—something clients and agencies should be proud to be a part of. Times are tough and design budgets are being squeezed more than usual. We need to raise the bar, raise our profile and really salute those who are doing it well. ADC Design Sphere applauds the client and the agency—the winning

ELIGIBILITY

All entries for the ADC 89th Annual Awards, (excluding those in the Playground and ADC Design Sphere categories) must have been printed, published, aired, or broadcast live online for the first time between February 2, 2009 and February 7, 2010, in any country. Entries may be submitted by any company or individual involved in the creation or production of the work.

team. ...We must keep showcasing and keep driving home the design message. The objective is to show design concepts as a campaign across different media and remember to ensure it is central to the brand. Take the fabulous advertising for Absolut - where would it be without design? Apple - again, is about design as well as new brands like NUDE, GREEN & SPRING and HONEYDROP. Design is at the heart of each of these brands, driving desirability and creating new and iconic brands for tomorrow. ADC Design Sphere helps keep the design message and spirit of creativity alive for future generations."

—89th ADC Design Sphere jury chair Karen Welman (founding creative partner, Pearlfisher)



THE ADC 89TH ANNUAL AWARDS JURY



Luis Miguel Messianu

Advertising Chair

From copywriter to president/chief creative officer, Luis Miguel Messianu's career has spanned more than 20 years. He has worked with such notable clients as Coca-Cola, General Motors, L'Oreal, Levi's, and Unilever, while working as creative director at some of the top ad agencies, including Scali, McCabe, Sloves, McCann-Erickson, Mendoza-Dillon, GSD&M, and Lintas. Luis Miguel now heads his own creative agency, Alma DDB, based in Miami, Florida.

As one of the top Hispanic ad agencies in the U.S., Alma DDB creates advertising for McDonald's, State Farm Insurance, H&R Block, Perdue, and Clorox, to name a few. Alma DDB has won more than 500 advertising awards globally over the last few years and Luis Miguel has been called to lecture and act as juror for many of them. Aside from Alma's roster of big name clients and industry awards and recognition, what are most noteworthy are the long-standing relationships that Alma DDB is capable of cultivating. Both McDonald's and State Farm have been with Alma DDB for more than 12 years. It is no wonder Luis Miguel Messianu was recognized as "The Most Influential Leader of the Hispanic Advertising Industry in the Last 20 Years" by P&C Hispanic magazine.

Luis Miguel was a founding member and the first president of the Creative Circle of the Latin Market. Currently, he sits on the board at Miami Ad School and the Clorox Advisory Board.

Luis Miguel was born and raised in Mexico City, Mexico, from Rumanian parents. In his free time he enjoys music, independent film, contemporary art, tennis, cycling and all things soccer. He resides in Miami with his wife Dana, and their lovable dog, Jackson.



Chris Campbell

Design Chair

As executive creative director, Chris is charged with leading Interbrand's creative resources in New York and partnering with executive leadership to continue to build a network of creative excellence across North America. He also plays a key role in the firm's overall strategic planning and development.

Chris' expertise includes the development of strategic branding solutions, including corporate identity, corporate literature, marketing communications, and advertising. With more than 20 years of design experience, he has created award-winning work recognized by organizations, including the Art Directors Club, Communication Arts, the Advertising and Design Club of Canada, the American Institute of Graphic Arts, and ReBrand 100.

Chris' work is part of the permanent design collection of the Smithsonian Institution's National Museum of Design in New York. He has also served on the board of directors of The Society of Graphic Designers of Canada.

Chris is an honors graduate of the Communication and Design program at the Ontario College of Art and Design, Toronto.

Chris has developed creative solutions for clients such as: AT&T, TD Ameritrade, Microsoft, McDonald's, Xerox, eBay, Thomson Reuters, and Victoria's Secret, among others.



Rob Reilly
ADC Hybrid Chair

Rob joined Crispin Porter + Bogusky (CP+B) in 2003, after spending a decade at a number of top New York ad agencies. He created some of the most iconic campaigns for CP+B as a copywriter, and then he went on to serve as the global creative director for Burger King, helping to transform the chain into one of the most culturally relevant companies in the world. (Yes, he can be blamed for the creepy King.)

In his current role, he and his partner are responsible for digital and brand communication for all CP+B clients, including Volkswagen, Coke Zero, Hulu and Microsoft. He is one of the most awarded creative directors in the industry and most recently led his agency to being named Agency of the Year by Ad Age, Adweek, and Creativity.

Rob lives in both Colorado and Miami with his beautiful wife, Laura. In his spare time, he tries to keep up with the younger employees on the company soccer team.



Dave Bedwood
Interactive Chair

Dave Bedwood has worked with his creative partner Sam Ball since 1995.

In 1999 they became one of the first traditional creative teams to get into digital advertising.

By 2001 they were Tribal DDB's creative directors. In 2004 they launched (along side Dave Cox and Tom Bazeley) Lean Mean Fighting Machine.

That year they were voted into Campaign's Top Ten Creative Directors as well as Campaign's Faces to Watch.

2005 saw them pick up Campaign's Young Achievers of the Year Award and they were voted by their peers to be the number one creative team in digital advertising.

They have picked up numerous industry awards including D&AD, One Show, Cannes, Clío, Creative Circle, and the Webbies.

In 2008 they went to Cannes and with an agency of 26 people became the first UK agency to win "Interactive Agency of the Year."

In 2009 Dave was the Foreman for the D&AD Awards online advertising category.



Karen Welman

ADC Design Sphere Chair

Karen is an award-winning graphic designer and founding creative partner at Pearlfisher. Her entrepreneurial streak is a magnet for many of the brands with which Pearlfisher works, attracting a diverse and innovative range of like-minded clients.

Since becoming a mother of four, Karen's career has evolved from designer to inventor. Her patented inventions include 37°, www.37degrees.co.uk, a range of temperature-regulating baby clothes featuring NASA-developed fabrics. This award-winning brand has picked up a host of prizes, including the Kind & Jugend Innovation Award 2007, the Good Design Award in Japan and double gold in the Best Inventors Awards. Using the same material, she launched Dick Moby's—a range of men's underwear designed to keep the crown jewels cool.

And if that wasn't enough, she was voted one of the Top 10 Global Female Inventors of 2006 in an award ceremony in Singapore. Karen's insistence on pushing the boundaries both at work and play has gained her a formidable reputation—one that her clients, colleagues and family are wise to treat with the utmost respect.

ADVERTISING JURY

Chuck Tso, DDB NY
James Clunie, BBDO
Kash Sree, Pereira & O'Dell
Menno Kluin, Y&R NY
Niklas Frings Rupp, Miami Ad School
Marc Lineveidt, Saatchi Dubai
Bertrand Suchet, DDB Paris
Laurence Klinger, Lapiz Chicago
Luis Miguel Messianu, Alma DDB, Miami
Spencer Wong, HK4As / McCann Worldgroup
Steve Simpson, Goodby, Silverstein & Partners
Marcos Kotlhar, almapbbdo
Graham Clifford, Graham Clifford Design
Scott McAfee, Sanders\Wingo
Lauren Puglia, Under Current

INTERACTIVE JURY

Dave Bedwood, Lean Mean Fighting Machine
Edu Pou, W+K Amsterdam
Julia Rothman, Also Online
Koshi Uchiyama, GT INC
Mario Sanchez, Netthink
Nina Boesch, And Partners, NY
Liz Sivell, R/GA
Brendan Dibona, AKQA DC
Damian Bazadona, Situation Marketing
John Lu, Barker/DZP
Louie Cale, Little Goliath
Kat Street, CP+B Europe
Sean Ganann, Campfire
Rahul Sabnis, Euro RSCG Worldwide

ADC DESIGN SPHERE JURY

Davor Bruketa, Bruketa & Zinic
Louise Fili
Karen Welman, Pearlfisher

DESIGN JURY

Carin Goldberg, SVA
Chris Campbell, Interbrand, New York
Garrick Hamm, Williams, Murry, Hamm
Katie Jain, hatch
Louis Gagnon, Paprika Design
Michelle Dougherty, Imaginary Forces
Nate Williams
Omar Vulpinari, Fabrica
Robert Murdock, Method
Dick Barnett, Maxim
Sean Saylor, MTV (Latinoamerica)
Todd St. John, HunterGatherer
Vanessa Eckstein, Blok Design
Tim Hetherington, freelance
John Michael Boling, Rhizome

ADC HYBRID JURY

Keith Cartwright, Wieden+Kennedy
Masashi Kawamura, BBH NY
Rob Reilly, Crispin, Porter + Bogusky
Kirk Souder, GMMB
Pierre Lipton, BBDO
Wayne Best, JWT

NISSAN JURY

Michael Schachtner, Y&R NY
Julia Neumann, Y&R NY
Dan Sormani, Life Long Friendship
Chris Lynch, TBWA



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ADVERTISING BROADCAST

BROADCAST MEDIA TELEVISION AND CINEMA

SILVER

TITLE	CLIENT	AGENCY	COUNTRY
Viagra Confessions Campaign	Pfizer Canada Inc	TAXI Canada Inc.	Canada
Antiquing	Pfizer Canada Inc	TAXI Canada Inc.	Canada
Strolling	Pfizer Canada Inc	TAXI Canada Inc.	Canada
Reading	Pfizer Canada Inc	TAXI Canada Inc.	Canada

BRONZE

Game	Mars Snack Food US/Snickers	BBDO New York	USA
West Bank	SKY Television	DDB New Zealand	New Zealand
Like a Golf	Volkswagen	DDB UK	UK
Hammer Throw	Toyota Motor Corporation	Dentsu Inc.	Japan
Car Park Shopping	Citroen	H	France
Fiat Crash Test Panda	FIAT	WIZZDesign	France

MERIT

Finally	Volvo	Forsman & Bodenfors	Sweden
Plant	Wrigley/Skittles	TBWACHiatDay, New York	USA
Give It A Ponder	LG Electronics	Young & Rubicam	USA

CRAFT/DIGITAL TECHNIQUE

GOLD

TITLE	CLIENT	AGENCY	COUNTRY
STUDENT			
Deadline		Savannah College of Art and Design	USA

SILVER

"The Life"	Microsoft XBOX 360 Halo 3 ODST	Human	USA
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STUDENT

Earth in the Air		Savannah College of Art and Design	USA
Freaky Robot		Savannah College of Art and Design	USA

BRONZE

Teddy Bear Chase	HBO	BBDO New York	USA
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STUDENT

1+1=3	Stockholm Furniture Fair	Beckmans College of Design	Sweden
The Discovery		Savannah College of Art and Design	USA

MERIT

Imagine TV Campaign	HBO	BBDO New York	USA
Shan Shui	CEPF	JWT Shanghai	China
Local Radio	BBC	RKCR/Y&R	UK

BROADCAST MEDIA INNOVATION

GOLD

The Affair	HBO	BBDO New York	USA
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BRONZE

Art Heist	HBO	BBDO New York	USA
SOUR 'Hibi No Neiro' (Tone of Everyday)	Zealot Co., Ltd / Neutral Nine Records	Masashi & Hal & Magico & Masayoshi	USA

MERIT

Half Second Cinema	Corus Entertainment (DUSK TV)	zig	Canada
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ADVERTISING PRINT

MAGAZINE, CONSUMER

GOLD

TITLE	CLIENT	AGENCY	COUNTRY
Comics	Colgate	Prolam Y&R	Chile

STUDENT

Take Them Out	Colgate	Miami Ad School Europe	Germany
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SILVER

Welcome Back	Henkel Italia- Super Attak	DDB	Italy
Cause & Effect	Harvey Nichols	Y&R Dubai	United Arab Emirates

BRONZE

Shan Shui	CEPF	JWT Shanghai	China
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STUDENT

Canon PowerShot D10 Waterproof Camera	Canon	The University of Texas at Austin - Texas Creative	USA
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MERIT

Bad Food Bad Dog	Nutripro	Prolam Y&R	Chile
Bad Mood	Laboratorios Chile	Prolam Y&R	Chile

STUDENT

Nature	National Geographic	School of Visual Arts	USA
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NEWSPAPER, CONSUMER

SILVER

Congratulations ICHIRO	Hakuhodo DY Media Partners	HAKUHODO Inc.	Japan
Cowboy	Procter & Gamble	Leo Burnett Toronto	Canada
Cheer Dark	Procter & Gamble	Leo Burnett Toronto	Canada

BRONZE

Objects of Pocket	Cia das Letras	AlmapBBDO	Brazil
Bodies of Water	Olay	Saatchi & Saatchi NY	USA
Augsburger Allgemeine: Global news starts as local news.	Augsburger Allgemeine	Scholz & Friends Berlin GmbH	Germany

ADVERTISING POSTERS AND BILLBOARDS

GOLD

TITLE	CLIENT	AGENCY	COUNTRY
Shan Shui	CEPF	JWT Shanghai	China
Cause & Effect	Harvey Nichols	Y&R Dubai	United Arab Emirates

SILVER

Crane	Caterpillar	School of Visual Arts	USA
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BRONZE

Egg	Chrysler/Smart Car	BBDO New York	USA
Smart Car Poster Campaign	Chrysler/Smart Car	BBDO New York	USA

MERIT

Bukatsu In-Store Campaign 2009	Nike Japan	Beacon Communications K.K.	Japan
What Goes Around Comes Around	Global Coalition For Peace	Big Ant International	USA
Welcome Back	Henkel Italia- Super Attak	DDB	Italy
The LEGO Codes	myToys.de	Lukas Lindemann Rosinski GmbH	Germany
Yokohama Cocktail Competition 2009	Nippon Bartenders Association	SAGA Inc.	Japan

STUDENT

Tools	DEWALT	School of Visual Arts	USA
Billboard Light	Colgate	School of Visual Arts	USA

PRINT INNOVATION

GOLD

The Trillion Dollar Campaign	The Zimbabwean	TBWA\Hunt\Lasaris Johannesburg	South Africa
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BRONZE

Clocks	Solidarit Sida	BETC Euro RSCG	France
The First Supersize Pup-up	Sara Lee Household & Body Care Germany	Jung von Matt AG	Germany

COLLATERAL ADVERTISING

GOLD

TITLE	CLIENT	AGENCY	COUNTRY
Cube Film Installation	HBO	BBDO New York	USA

SILVER

Truths Only Kids Can See	Kadokawa Shoten Publishing Co.,Ltd	Dentsu Inc.	Japan
Power Leakage	RWE AG	Jung von Matt AG	Germany
The Contemporary Beauty Ideal	ANAD (National Association of Anorexia Nervosa and Associated)	Ogilvy & Mather Werbeagentur GmbH	Germany

BRONZE

STUDENT

Cassette Tapes	XM 80S RADIO	School of Visual Arts	USA
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MERIT

Concert for the People	Philharmonic Orchestra of Hamburg	Jung von Matt AG	Germany
Leibniz Originals	Bahlsen GmbH & Co. KG	Kolle Rebbe	Germany
House of Cards - Pack of Cards	Shelter	Leo Burnett London	UK
Onion Calendar	Wüsthof	Serviceplan Gruppe GmbH & Co. KG	Germany

INTEGRATED ADVERTISING

SILVER

The Trillion Dollar Posters	The Zimbabwean	TBWAN\Hunt\Lascais Johannesburg	South Africa
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BRONZE

STUDENT

The Low Emission Hitchhiker	Toyota	Miami Ad School Europe	Germany
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MAGAZINE, TRADE

BRONZE

Posters	Hewlett Packard	CLM BBDO	France
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MERIT

Volkswagen Trucks (boxes)	Volkswagen Trucks	AlmapBBDO	Brazil
Shouts	Strepsils	Euro RSCG Spain	Spain

DESIGN BROADCAST

TELEVISION & CINEMA DESIGN

GOLD

TITLE	CLIENT	AGENCY	COUNTRY
SOUR 'Hibi No Neiro' (Tone of Everyday)	Zealot Co.,Ltd / Neutral Nine Records	Masashi Kawamura	USA

SILVER

The Big One	HBO	BBDO New York	USA
Bored To Death	Dakota Pictures	Curious Pictures	USA
Shan Shui	CEPF	JWT Shanghai	China
Zombieland	Sony Pictures	Logan Media	USA
AMTV ID's Campaign - Pareidolia	MTV	MTV Networks	USA

BRONZE

Happy Kid	HBO	BBDO New York	USA
The Affair	HBO	BBDO New York	USA
OIAF Signal Film	Ottawa International Animation Festival	Head Gear Animation	Canada
The Wilde Ones	SVA	SVA	USA
Logo ID	Syfy	Syfy	USA
TED 2009 Conference Open	TED	Trollback+Company	USA
World Science Festival 2009 Open	World Science Festival	Trollback+Company	USA

STUDENT

My Best Stories		School of Visual Arts	USA
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MERIT

"Tenth of a Century"	Newport Beach Film Festival	Elastic	USA
Fukutake House 2009	Fukutake Foundation for the Promotion of Regional Culture	Flame, Inc.	Japan
Network IDs	Best Buy	Mrs. K	USA
Brand ID	Syfy	Syfy	USA
Tim Burton	MoMA	The Museum of Modern Art	USA
Broadcat 09 Titles	Broadcat / ADG-FAD	WeMake	USA
Find The Unexpected	Seattle International Film Festival	WONGDOODY	USA

DESIGN PRINT

CORPORATE AND PROMOTIONAL DESIGN

GOLD ■

TITLE	CLIENT	AGENCY	COUNTRY
EFFP Identity	EFFP (English Farming and Food Partnerships)	Purpose	UK

SILVER ■

Be Stupid.	DIESEL	Anomaly Communications	USA
The Natural Fermentation, Homemade Bakery, Daichi no Mi.	Daichi no Mi	ayrcreative	Japan
Cascades 2008 Report on Sustainable Development	Cascades	Paprika	Canada
Boralex 2008 Annual Report	Boralex	Paprika	Canada

BRONZE ■

Neenah Paper 2008 Annual Report	Neenah Paper, Inc.	Addison	USA
TMB 2008 Projectes, Perspectives and Dreams	TMB - Transports Metropolitans de Barcelona	Bis Dixit	Spain
END THE LIES	Human Rights Campaign	Design Army	USA
Göteborgstryckeriet printing house identity	Göteborgstryckeriet printing house	Happy Forsman & Bodenfors AB	Sweden
Corporate Identity of the 4th Biennial of Slovene Visual Communications	Brumen Foundation	IlovarStritar	Slovenia
Igi V Therapeutic Play Kit	Baxter International, Inc.	Pivot Design, Inc.	USA
Charles Darwin Stamps	Stamp Design, Royal Mail	Royal Mail Group Limited (Stamp Designs)	UK
British Design Classics Stamps	Stamp Design, Royal Mail Group Ltd	Royal Mail Group Limited (Stamp Designs)	UK
Icograda World Design Congress 2009 Beijing VI	Icograda World Design Congress 2009 Beijing	School of Design, China Central Academy of Fine Arts	China

MERIT //

TITLE	CLIENT	AGENCY	COUNTRY
Rohner Letterpress and Engraving 2010 Promotional	Rohner Letterpress	50,000feet, Inc	USA
We Make Light	Selecon	Alt Group Ltd	New Zealand
Ellery's Theory of Neoconservative Creationism Catalogue	Jonathan Ellery/ The Wapping Project	Browns	UK
Let's start	Glammer Education	DENSU YOUNG & RUBICAM LTD. (Y&R Thailand)	Thailand
The Cooper Union	The Cooper Union	Doyle Partners	USA
ROSE	D-BROS	DRAFT co.,Ltd.	Japan
Earth Hour 2009	Australia Post	Hoyne Design	Australia
20th Macao Arts Festival	Cultural Affairs Bureau Of The Macao S.A.R. Government	individual	Macau
Handle with Care. Wine Bags	Paprika	Paprika	Canada
HANAMOTO 29no-hi Weekly Calendar	Hanamoto	Penguin Graphics	Japan
Cass Art Kids	Cass Art	Pentagram Design	UK
Wedding invitation	Jasmine and Tim Plowright	Purpose	UK
Seeds of the Cities	HSA	SenseTeam	China
X Exhibition	SGDA & L000K	SenseTeam	China
Big Business	SensePubli	SenseTeam	China
26&26	Font Shop, Font Works and Atomic Type	The Chase Creative Consultants	UK
Samsung Profile 2009	Samsung Group	The Corporate Agenda	USA
Walk Up Press Logo	Walk Up Press	Ville	USA

BOOK DESIGN

GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
STUDENT			
Visualizing The Invisible	California College of the Arts-Graphic Design Thesis	California College of the Arts	USA

SILVER 🥈

Journey To South	Levi Strauss Japan	ADK	Japan
The End	Rodney Smith	Pilot NY	USA

STUDENT

F1984T2008	RISD Alumni Association	Rhode Island School of Design	Korea, Republic Of
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BRONZE 🥉

Odyssey: Architecture & Literature	China Youth Press	China Youth Press	China
Wei Jia 2004-2008	Star Gallery	China Youth Press	China
Ong Siew May Distinguished Lecture Series Book Cover	Department of Architecture, National University of Singapore	HANSON HO	Singapore
Small Studios	Hesign (Berlin & Hangzhou)	hesign	Germany
Uns ich er	Beat Gloor	Prill & Vieceli	Switzerland
SVA Undergraduate Catalog 2010/11	School of Visual Arts	Visual Arts Press, Ltd.	USA

STUDENT

Architectural Excursions	Donald Langmead and Donald Leslie Johnson	Academy of Art, San Francisco	USA
Chinatown: Place Space		University of Hawaii at Manoa	USA

MERIT 🏅

Futuretainment	Phaidon Press/ Mike Walsh	Frost Design	Australia
Dororo	Vertical Press	Mendelsund Design	USA
Things We Didn't See Coming	Pantheon Books	Mendelsund Design	USA
3/4 POLAR Collection	Editions Les Allusifs	Paprika	Canada
The Book of Penguin	Penguin Group	Radley Yeldar Ltd	UK
Abstract 07/08	Columbia Graduate School of Architecture Planning and Preservation	Sagmeister Inc.	USA

ENVIRONMENTAL DESIGN

GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
Cube Film Installation	HBO	BBDO New York	USA
The Cooper Union Signage and Environmental Graphics	The Cooper Union	Pentagram Design	USA

SILVER 🥈

Le Musée Grandit (The Museum is growing)	Montreal Museum of Fine Arts	Paprika	Canada
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BRONZE 🥉

LG FIVE	H.Y. GROUP	Shimoni Finkelstein Draftfcb	Israel
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MERIT 🏅

Chocolate Research Facility - Wheelock Place	Chocolate Research Facility Pte Ltd	Asylum Creative	Singapore
BMW EfficientDynamics - Joy is BMW	BMW AG	Blue Scope Communications GmbH	Germany
Radio Free Europe/Radio Liberty Sculpture Sign	Radio Free Europe/Radio Liberty	C&G Partners	USA
Voest Alpine Stahlwelt	voestalpine AG	KMS TEAM GmbH	Germany
The Official NYC Information Center	NYC&Co.	Local Projects	USA
Grey Group Signage and Environmental Graphics	Grey Group	Pentagram Design	USA
Harley-Davidson Museum Signage and Environmental Graphics	Harley-Davidson Motor Company	Pentagram Design	USA
The Library Initiative	Robin Hood Foundation	Pentagram Design	USA

BRANDING

GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
IBM Smarter Planet Campaign	Ogilvy & Mather, NYC	Office: Jason Schulte Design	USA

SILVER 🥈

STUDENT			
8 new fonts on the block; here, there, everywhere		Ewha Womans University	Korea

BRONZE 🥉

JAQK Cellars	JAQK Cellars	Hatch Design	USA
D&AD Awards Ceremony	D&AD	NB Studio	UK

STUDENT

Electronic Finger Painting	Art Center College of Design	Art Center College of Design	USA
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MERIT 🏅

Eat Out For A Change Campaign	Eat Out For A Change	Firehouse	USA
nook	Barnes & Noble	R/GA	USA
viNe	Nokia	R/GA	USA
House On The Hill	Syfy	Syfy	USA
Coca-Cola Summer Identity	The Coca-Cola Company North America	Turner Duckworth: London & San Francisco	USA

STUDENT

City Harvest		School of Visual Arts	USA
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PHOTOGRAPHY

GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
Great Performers	The New York Times Magazine	The New York Times Magazine	USA

SILVER 🥈

Furniture Messages	IKEA	Grabarz & Partner Werbeagentur GmbH	Germany
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BRONZE 🥉

Tokyo Untitled	MC2 Gallery	Renato D'Agostin	USA
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MERIT 🏅

I Am the World	Kid's wear	Achim Lippoth Photography	Germany
The Other Half of the Sky	Lili Almog	powerHouse Books	USA
Catherine Ledner 2009 Promo	Catherine Ledner	Catherine Ledner Photography	USA
The Unseen	SPUK Pictures	BBDO Germany GmbH	Germany

ILLUSTRATION

GOLD ■

TITLE	CLIENT	AGENCY	COUNTRY
STUDENT			
Today is Sushi Day	Jung Yeon	School of Visual Arts	USA

SILVER ■

Infrastructure	The New York Times Magazine	The New York Times Magazine	USA
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BRONZE ■

Anxiety!	The New York Times Magazine	The New York Times Magazine	USA
Visual Circus	Garden City Publishers	Nanyang Technological University	Singapore
The Contemporary Beauty Ideal	ANAD (National Association of Anorexia Nervosa and Associated)	Ogilvy & Mather Werbeagentur GmbH	Germany
Lutzka Escapes	Toyota Motor Sales U.S.A., Inc.	Saatchi & Saatchi LA	USA
Shan Shui	CEPF	JWT Shanghai	China

MERIT ▨

Chinua Achebe Books	Random House / Anchor Books	Edel Rodriguez Studio	USA
Red Riding Hood Redux	Bries Books	Nora Krug Illustration / Parsons School for Design	USA
The Patterns Found In Space	Mike Perry Studio	Mike Perry Studio	USA
The Bookmark Promotion	Felix Jud & Co.KG Verlagshaus und Buchhandlung	Scholz & Friends Hamburg GmbH	Germany
Panda Series	WWF China	BBH China	China
Opposite Earth	Land Rover	Young & Rubicam	USA
DEW Action Sports Tour	Toyota Motor Sales U.S.A., Inc.	Saatchi & Saatchi LA	USA

STUDENT

Children Overheard in New York	Parsons the New School for Design	Parsons the New School for Design	USA
Good Dreams, Bad Dreams	Parsons the New School for Design	Parsons the New School for Design	USA

PACKAGE DESIGN

SILVER ■

Elyjah ó Planet, Planet	Klimbim Records	Zwölf	Germany
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MERIT ▨

Gut Oggau Wine Bottles & Wine Box	Eduard Tscheppe/ Gut Oggau	Jung von Matt/Donau Werbeagentur GmbH	Austria
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POSTER DESIGN

SILVER ■

TITLE	CLIENT	AGENCY	COUNTRY
Cutter Art of OLFA	OLFA CORPORATION	Dentsu Inc.	Japan
Graphic Trial 2009, Repetition on Surface	Toppan Printing Co., Ltd.	DRAFT Co., Ltd.	Japan
Global Warming	TPDA	LEO LIN DESIGN	Taiwan, Province Of China

STUDENT

Music Concert Poster	Art Center College of Design	Art Center College of Design	USA
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BRONZE ■

Wa Fabric Collection 2010	WA LTD.	702 Design Works	Japan
Plugs	The Economist	BBDO New York	USA
What Goes Around Comes Around	Global Coalition For Peace	Big Ant International	USA
All-Clear Poster	DDB	DDB New York	USA
Pre Organic Cotton The Day T-Shirts Project	kurkku	good design company	Japan
Return of the Ornament	The Swedish Museum of Architecture	Happy Forsman & Bodenfors AB	Sweden
Button Fly	Levi's Strauss	Sagmeister Inc.	USA
Less and More Tokyo 01	Fuchu Art Museum	Shimada Design Inc.	Japan
Less and More Tokyo 02	Fuchu Art Museum	Shimada Design Inc.	Japan
Less and More Tokyo 03	Fuchu Art Museum	Shimada Design Inc.	Japan
The Trillion Dollar Posters	The Zimbabwean	TBWA\Hunt\Lascaaris Johannesburg	South Africa

MERIT ▨

Dragon Noodle	MGM Mirage/MCC Group	David and Goliath	USA
Sea signals / railroad crossings / street lights / parking lots	WWF Japan	DENTSU TEC INC.	Japan
SANSAN FARM Co Poster (Poster of company that sells pig's meat)	SANSAN FARM	MOC	Japan
Acupuncture needles	Nihon Sogo Ryoji	NIPPON DESIGN CENTER	Japan

STUDENT

Museum of Making Music	Art Center College of Design	Art Center College of Design	USA
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INTERACTIVE

BLOGS, COMMUNITIES AND SOCIAL NETWORKS

GOLD ■

TITLE	CLIENT	AGENCY	COUNTRY
Facebook Showroom	IKEA	Forsman & Bodenfors	Sweden

SILVER ■

ASICS Sportstyle Left Right Blogger Outreach	ASICS Left Right Blogger Outreach	Amsterdam Worldwide	Netherlands
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STUDENT

The Sex Tree	Durex	Miami Ad School Europe	Germany
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MERIT ///

Twelppforce	Best Buy	Crispin Porter + Bogusky	USA
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BEYOND THE WEB

GOLD ■

Livestrong Campaign	Nike Livestrong Foundation	Wieden+Kennedy	USA
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BRONZE ■

Samsung Shakedown	Samsung	From Stockholm With Love	Sweden
The Last Call	Samsung Mobile	LEAN MEAN FIGHTING MACHINE	UK
Monday Night Football - Interactive Storescapes	ESPN - Monday Night Football	Wieden+Kennedy	USA

MERIT ///

HBO Imagine Integrated Campaign	HBO	BBDO New York	USA
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CAMPAIGN SITE

GOLD ■

TITLE	CLIENT	AGENCY	COUNTRY
Summit on the Summit	HP	Goodby, Silverstein & Partners	USA

ONLINE ADVERTISING

BRONZE ■

Augmented Reality Banner	Burger King	Crispin Porter + Bogusky	USA
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MERIT ///

MINI IS LOADING	MINI AG	PLAN.NET / Serviceplan	Germany
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NEW MEDIA INNOVATION

GOLD ■

Livestrong Campaign	Nike Livestrong Foundation	Wieden+Kennedy	USA
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SILVER ■

STUDENT

The Art of Perception.	Mercedes-Benz	University of Applied Sciences Salzburg (Austria)	Germany
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BRONZE ■

\$1 for Dirty Water	UNICEF	Casanova Pendrill	USA
Baketweet	POKE / Albion Bakery	POKE	UK
Facial Profiler	Coke Zero	Crispin Porter + Bogusky	USA

MERIT ///

STUDENT

The Mixtape	Fred Perry Subculture	Miami Ad School Europe	Germany
Global Current	Mastercard	Miami Ad School Europe	Germany

WEBSITE

GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
We Choose the Moon	John F. Kennedy Presidential Library & Museum	Domani Studios	USA
Plug into the Smart Grid	GE	Goodby, Silverstein & Partners	USA

BRONZE 🥉

The World's Biggest Signpost	Nokia	Farfar	Sweden
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WEBSITE DESIGN

SILVER 🥈

Uniqlo Calendar	UNIQLO	projector.inc.	Japan
We Choose The Moon	John F. Kennedy Presidential Library and Museum	The Martin Agency	USA

MERIT 🏅

The new fb.se	Forsman & Bodenfors	Forsman & Bodenfors	Sweden
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INTERACTIVE ADVERTISING

BRONZE 🥉

Augmented Reality Banner	Burger King	Crispin Porter + Bogusky	USA
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ONLINE BRANDED CONTENT

GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
Zack Johnson	P&G Tampax	Leo Burnett/ Arc Worldwide	USA

BRONZE 🥉

Helicopter Boyz	Nikon Corporation	DDB Japan Inc.	Japan
Volvo S60: The Blind Preview	Volvo Car Corporation	Euro RSCG 4D Amsterdam	Netherlands
Flyvertising - the world's first fly banner.	Eichborn. The publisher with the fly.	Jung von Matt AG	Germany

WIRELESS DEVICE APPLICATIONS

MERIT 🏅

STUDENT

Male Instinct	Pink Ribbon Breast Cancer Awareness	Miami Ad School Europe	Germany
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HYBRID

ADC HYBRID CUBE

HYBRID NON PROFIT

TITLE	CLIENT	AGENCY	COUNTRY
We Choose the Moon	John F. Kennedy Presidential Library & Museum	The Martin Agency	USA

ADC HYBRID MERIT

HYBRID

TITLE	CLIENT	AGENCY	COUNTRY
Facebook Showroom	IKEA	Forsman & Bodenfors	Sweden
Summit on the Summit	HP	Goodby, Silverstein & Partners	USA
Livestrong Campaign	Nike Livestrong	Wieden+Kennedy	USA
The World's Biggest Signpost	Nokia	Farfar	Sweden
Facial Profiler	Coke Zero	Crispin Porter + Bogusky	USA

DESIGN SPHERE

ADC DESIGN SPHERE CUBE

SPHERE

TITLE	CLIENT	AGENCY	COUNTRY
Podravka annual reports	Podravka	Bruketa & Zinic D.O.O.	Croatia

ADC DESIGN SPHERE MERIT

SPHERE

TITLE	CLIENT	AGENCY	COUNTRY
Mrs. Meyer's Clean Day	Mrs. Meyer's	Werner Design Werks Inc.	USA
Wolf Theiss: An unconventional identity for an unconventional law firm	Wolf	The Partners	UK

NISSAN STUDENT BRIEF

GOLD 🏆

TITLE	CLIENT	AGENCY	COUNTRY
Mobilize		Academy of Art University	USA
Nissan Cube Hostel	Nissan	Miami Ad School	USA
Today is Sushi Day		SVA	

SILVER 🥈

TITLE	CLIENT	AGENCY	COUNTRY
Less Effort. More Effect!	Nissan	HTL1 Bau und Design, Department for Art and Design	Austria
Box Beat	Nissan	zach.slovin@gmail.com	

BRONZE 🥉

TITLE	CLIENT	AGENCY	COUNTRY
Connaturalize	Nissan	Brigham Young University	USA
3D QR Code Mobile App	Nissan	School of Visual Arts	USA

MERIT 🏅

TITLE	CLIENT	AGENCY	COUNTRY
Cube Outlines	Nissan	School of Visual Arts	USA
Cube	Nissan	School of Visual Arts	USA

COMPETITION STATISTICS

TOTAL WINNERS: 264

ADC DESIGN SPHERE	3 WINNERS
1 CUBE	
2 MERIT	
ADVERTISING	73 WINNERS
GOLD	6 Professional, 2 Student
SILVER	14 Professional, 3 Student
BRONZE	19 Professional, 5 Student
MERIT	21 Professional, 3 Student
DESIGN	120 WINNERS
GOLD	5 Professional, 1 Student
SILVER	16 Professional, 3 Student
BRONZE	37 Professional, 5 Student
MERIT	51 Professional, 2 Student
PHOTOGRAPHY	8 WINNERS
GOLD	2 Professional
SILVER	1 Professional
BRONZE	1 Professional
MERIT	4 Professional
ILLUSTRATION	16 WINNERS
GOLD	1 Student
SILVER	1 Professional
BRONZE	5 Professional
MERIT	7 Professional, 2 Student
INTERACTIVE	30 WINNERS
GOLD	7 Professional
SILVER	3 Professional, 2 Student
BRONZE	11 Professional
MERIT	4 Professional, 3 Student
STUDENT BRIEF	8 WINNERS
GOLD	2 Student
SILVER	2 Student
BRONZE	2 Student
MERIT	2 Student
ADC HYBRID	6 WINNERS
1 CUBE	
5 MERIT	

NUMBER OF WINNING ENTRIES PER COUNTRY

2	Australia
2	Austria
4	Brazil
13	Canada
3	Chile
12	China
1	Croatia
4	France
26	Germany
1	Israel
3	Italy
22	Japan
2	Korea
1	Macau
2	Netherlands
2	New Zealand
3	Singapore
1	Slovenia
3	South Africa
2	Spain
10	Sweden
1	Switzerland
1	Taiwan
1	Thailand
2	United Arab Emirates
16	United Kingdom
124	United States

ADC SPONSORS



SPECIAL THANKS:

Ace Hotel
The Actualizers
Aldine
Alex Ott

The Cleaver Co.
Goose Island
Prune
Publicis

Twin Sister
Two Twelve

ABOUT THE

ArtDirectorsClub



The Art Directors Club is the premier organization for integrated media and the first international creative collective of its kind. Founded in New York in 1920, ADC is a not-for-profit membership organization whose mission is to CONNECT, PROVOKE, and ELEVATE world changing ideas. It focuses on the highest standards of excellence and integrity in visual communications for the industry, and encourages students and young professionals entering the field. ADC provides a forum for creatives in Advertisign, Design, Interactive Media and Communications to explore the direction of these rapidly converging industries.



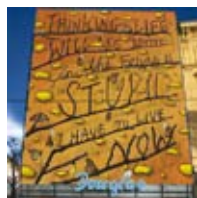
ADC Young Guns®

ADC Young Guns is a global, cross-disciplinary portfolio competition that identifies today's vanguard of young creative professionals. Over the years, our roster has grown to include seven classes of exceptional talent. Past winners jury the work and choose fifty young creatives to join their ranks each year.

ADC Young Guns 8 is currently open for submissions. To qualify, entrants must be thirty years of age or younger and must have been working professionally for at least two years. Entries are submitted online at www.adcyoungguns.org/enter and must be completed by the extended deadline of May 20, 2010.



TODD ST. JOHN (YG1)



STEFAN SAGMEISTER (YG1)



DEANNE CHEUK (YG4)

The Gallery

The ADC Gallery is a creative environment for both corporate and private events. The 5,000 sq. ft. gallery accommodates groups from 50 to 400. From April to December, the ADC hosts a variety of exhibitions featuring works of graphic design, advertising, publishing, illustration, interactive and photography. Most exhibitions featuring multi-media installations, including TV, film, print, photography, product design, interactive design and other related media. The balcony above the gallery invites guests to view the event or relax in the members lounge. Suitable for exhibitions, screenings, marketing events, corporate parties or wedding receptions. Rental fees start at \$7,500 and include room usage, full catering kitchen and coatroom. (ADC Corporate members receive a discount on gallery rentals).

EDUCATIONAL PROGRAMS

ADC is dedicated to fostering the talent of the next generation of creative professionals and encouraging students to explore careers in visual communications through a wide array of special programs.

Saturday Career Workshops

Every semester, the ADC, together with the School Art League and the New York Department of Education, offers a series of Saturday Career Workshops for talented high school juniors from under-served public schools. Leading visual arts professionals introduce students to careers in visual communications, while helping students build competitive portfolios for art school applications.

Henry Wolf Summer Photography Workshop

Every Summer, thanks to the generous support of the Henry Wolf Foundation, the Art Directors Club hosts the Henry Wolf Summer Photography Workshop in honor of the famed art director and past ADC President. The workshop series introduces 25 New York City public high school students to the field and career of photography. Students meet and work with 5 established photographers to learn new skills and develop their portfolios.

ADC GrandMasters

ADC GrandMasters are educators whose careers in creative education have impacted and mentored generations of students and whose legacy is a far-reaching network of industry leaders and professionals in Advertising and Design.

The program salutes those who have dedicated over 10 years of their teaching careers to establishing and raising standards of excellence in visual communications with an award presentation and a 3-week exhibition representing the ADC GrandMasters' work and that of a cross section of their protégés. Scholarships are endowed by alums in the name of the ADC GrandMaster for their alma mater.

Honorees include Deb Morrison, Tom Ockerse, Hank Richardson, Ron Seichrist, Mark Fenske, Carin Goldberg, the late Jeffrey Metzner, Ray Nichols and Sheila Levrant de Bretteville.

The National Student Portfolio Review

Every Spring, ADC hosts its National Student Portfolio Review, connecting over 750 people around the nation's top graduating seniors and freshest talent. The reviews provide an exceptional forum for students to receive encouragement, feedback and often job offers from the foremost professionals and creative recruiters in New York.

Student Awards

The ADC Annual Awards recognize the best student work in advertising, design, photography, illustration and interactive. Judged with the same discerning criteria as the professional division, winning work is featured in The Art Directors Club Annual, the traveling exhibition, the ADC Archive and website.

Sponsored Scholarships

ADC's scholarship program embodies the Club's mission to recognize excellence and innovation in visual communications; to bring together creative leaders across the boundaries of their disciplines and to encourage young people entering the field. ADC consistently awards up to \$20,000 annually to talented sophomores and juniors enrolled in accredited art schools and colleges around the country.

In 2009 ADC offered six \$2,500 scholarships underwritten by ADC members, The Henry Wolf Foundation and Veer. 2010 will see these awards matched and include 3 more ADC GrandMasters Scholarships in honor of Deborah Morrison, Tom Ockerse and Ron Seichrist.

Saturday Career Workshops Scholarships

In conjunction with the School Art League, ADC also offers an annual college scholarship for Workshop alumni who plan to study art and design at the university level. The scholarship is awarded during a presentation at the Metropolitan Museum of Art.

(College and Pre-College) Parsons School of Design and The School of Visual Arts, in collaboration with ADC, offer two Saturday Career Workshop Scholarships to talented high school students.



Student Memberships

Students enrolled full-time at an accredited school are eligible to join ADC as student members. Membership benefits offer students unique opportunities to network and broadcast their portfolios to the industry.



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