

BEYOND THE BANNER

Entrant: Abel & Baker, Stockholm

Design Your Own T-shirt!
 URL: <http://hits.abelbaker.se/liaa/zoo/>
 Client: zoovillage.com
 Account Executive: Viktoria Wallner
 Creative Director: Martin Cedergren
 Copywriter: Caroline Edgren
 Art Directors: Viktor Larsson/Emil Lanne
 Programmers: Tony Sajdak/Mattias Johansson
 Production Manager: Peter Karlsson
 Illustrator: Elisabet Magnusson
 Shockwave Application: Per Ekstig/Rafael Hedman

Entrant: Abel & Baker, Stockholm

MTV Backgroundmaker
 URL: http://hits.abelbaker.se/liaa/mtv_backgroundmaker/
 Client: MTV Nordic
 Copywriter: Kristoffer Triumf
 Art Directors: Ola Persson/Ted Persson
 Illustrator: Ola Persson
 Project Management: Anna Eriksson
 Concept: Jimmy Herdberg/Ola Persson
 Flash: Jimmy Herdberg/Mikael Johansson
 ASP: Björn Berglund

Entrant: Abel & Baker, Stockholm

Nerd Olympics
 URL: <http://hits.abelbaker.se/liaa/nerd/>
 Client: Icon Gamelab
 Creative Director/Copywriter/Art Directors:
 Martin Cedergren
 Designer: Per Holmqvist
 Programmers: Kim Nordström/Tim Shadak

Entrant: AgênciaClick, São Paulo

Origami
 URL: <http://200.225.65.84:70/origami>
 Client: WWF Brazil
 Client Supervisor: Ana Cláudia Barbosa
 Account Executives: Ronaldo Clay/Elieil Allebrandt
 Creative Directors: PJ Pereira/Raphael Vasconcellos/
 Ricardo Figueira
 Copywriter: Daniel Cariello
 Art Directors: Ricardo Landim/Raphael Vasconcellos
 Designers: Ricardo Landim/Raphael Vasconcellos/
 Marcelo Eduardo
 Producer: Ricardo Landim
 Technical Directors: Abel Reis/Régis Amaral
 Other: Raphael Sócrates/Marcelo Eduardo

Entrant: AGENCY.COM, Portland

i2 Delivers Value
 URL: http://i2.com/demos/flash/pop_up.htm
 Client Supervisor/Senior Strategist: Sam Shrauger
 Account Executive: Patricia Galea
 Executive Creative Director: Joseph Newfield
 Creative Director/Senior Art Director: Cesar Decastro
 Copywriter: Claudia Saunders
 Associate Art Directors/Flash Programmers:
 Matthew Bennett/Lance Shields
 Producer: Chad Eckelberger
 Site Manager: Larry Pickard
 Information Architect: Jennifer Metheny

Entrant: AlmapBBDO, São Paulo

AUDI A6
 URL: www.almapbbdo.com.br/london/audi/0_100
 Client Supervisor: Leonardo Senna
 Account Supervisor: Martha Pereira
 Creative Directors: Fabio Costa/Eduardo Foresti
 Copywriter: Caroline Freire
 Art Director: Eduardo Foresti
 Designer: Diego Martins
 Programmer: Paulo Pacheco

Entrant: AlmapBBDO, São Paulo

Cult film
 URL: www.almapbbdo.com.br/london/cultfilm/choices
 Client Supervisor: Leon Cakoff
 Account Executive: Francisco Meirelles
 Creative Directors: Marcello Serpa/Eugênio Mohallem
 Copywriter: Cassio Zanata
 Art Director: José Carlos Lollo
 Designers: Fabio Costa/Eduardo Foresti/Ricardo Abellan
 Programmers: Ricardo Abellan/Paulo Pacheco

Entrant: AlmapBBDO, São Paulo

M&M's
 URL: www.almapbbdo.com.br/london/effem/dialog
 Client Supervisor: João Jeteri Boeira
 Account Executives: Fernão Cosi/Luiz Muraca
 Creative Directors: Fabio Costa/Eduardo Foresti
 Copywriters: Juliana Patera/Paulo Pacheco
 Art Directors: Thais Lima/Paulo Pacheco
 Programmer: Paulo Pacheco

Entrant: AlmapBBDO, São Paulo

Pepsi
 URL: www.almapbbdo.com.br/london/pepsi/machine
 Client Supervisor: Bruno Francisco
 Account Executive: Ricardo Taunay
 Creative Directors: Fabio Costa/Eduardo Foresti
 Copywriter: Caroline Freire
 Art Directors: Eduardo Foresti/Diego Martins
 Designer: Diego Martins
 Programmer: Paulo Pacheco

Entrant: BBDO/Mexico, Mexico City

Alka-Seltzer/Pompies
 URL: <http://200.53.5.197/bbdo/index.htm>
 Executive Creative Director: Carl Jones
 Copywriter: Jose Luis Rosales
 Art Director: Alfonso Ochoa

Entrant: Bolt Interativa, Belo Horizonte, Brazil

Diamondmall
 URL: www.bolt.com.br/london/diamondmall
 Client Supervisor: Liliane Dutra
 Executive Creative Director/Art Director/ Designer/
 Interaction Designer/Product Group Manager/
 Animator/Graphic Artist: Alexandre Estanislau Silva
 Copywriter: Heloisa Aline Oliveira
 Programmers: Alexandre Estanislau Silva/Aline De
 Oliveira Producer: Marco Antônio Estanislau Silva
 Production Manager: André Saliba Nazar
 Illustrator: Luiz Otávio
 Sound Tracks/Sound Effects: Bolt Interativa

Entrant: Fusebox, New York

Eco Challenge
 URL: <http://fusespot.com> (click on "eco-challenge")
 Account Executive: Harris Silver
 Copywriter: Sharoz Makarechi
 Art Director: Steve Newman
 Designer: Dan McGorry
 Interaction Designer: Danielle Huthart
 Programmer: James Hulsizer
 Editor: Dayon Daumont

Entrant: Fusebox, New York

Homestyle - "Stet"
 URL: <http://fusespot.com> (click on "stet")
 Account Executive: Harris Silver
 Copywriter: Sharoz Makarechi
 Art Director: Steve Newman
 Designer: Marianne Stillwagon
 Programmers: Robert Schroder/Rob Hudak

Entrant: Fusebox, New York

Fusespot - "Hungry"
 URL: <http://fusespot.com> (click on "hungry")
 Executive Creative Director: Laura Michaels
 Creative Director: Steve Newman
 Copywriters: Harris Silver/Sharoz Makarechi
 Art Director: Alexis Idone
 Interaction Designers: Robert Hudak/Dan McGorry
 Photographers: Bryan Thatcher/Dayon Daumont

Entrant: Glue London

One 2 One - "Life Is Made Of"
 URL: www.lifeismadeof.com
 Account Executive: Andrew Rispoli
 Creative Director/Copywriter: Seb Royce
 Art Director: Dominick O'Brien
 Interaction Designers: Dominick O'Brien/Allan Killip
 Technical Developers: Tim Pascoe/Thomas Harding

Entrant: The Hub Communications Group, Middlesex, United Kingdom

Nintendo Gold and Silver Marketing Promotion
 URL: www.thehub.co.uk/html/lnkframe/richmedia.htm
 Account Executive/Production Manager: Lisa Fellows
 Creative Director/Art Director: Martin Hill
 Copywriter: Phil Howells
 Designers: Mark Arnold/Jaysun Daniell/Matthew Gornier/Michael Finley
 Interactive Designer/Animator: Ruune Lang
 Programmers: Ruune Lang/John Lavery
 Technical Developer: John Lavery

Entrant: Metropolis, Tuebingen, Germany

Realtime Flash Chat Banner
 URL: www.metropolis.de/liaa
 Art Director/Designer: Robert Stoklossa
 Programmers: Alex Mornhinweg/Mike Bretz
 Technical Director: Mike Bretz

Entrant: NTT Advertising Inc., Tokyo

Mind The Banner Project
 URL: www.mindthebanner.com/
 Design Company: TYO Productions Inc., Tokyo
 Client Supervisors: Akio Sekiai/Kazuhisa Takeuchi/Hiroiyuki Inoue
 Account Executive: Takao Endo
 Creative Directors: Toshio Oba/Takayoshi Kishimoto
 Creative Supervisor: Taketo Oguchi
 Copywriter: Tomomi Maeda
 Art Directors: Takayoshi Kishimoto/Shingo Ohno
 Designers/Interactive Designers: Kenichi Terabayashi/Shingo Ohno
 Programmers: Tomoyuki Tada/Kenichi Terabayashi
 Producers: Takeshi Fukuda/Koichiro Tanaka/Reiko Mori
 Associate Producer: Yukie Nonaka
 Graphic Artists: Kyle Cooper/Amy Franceschini/Sascha Merg/Elizabeth Thornton/Tota Hasegawa/Nick Bax/Alexandra Jugovic/Florian Schmitt/Alistair Beattie/Roy Eventov/Arnaud Mercier/Kensuke Sembo/Yae Akaiwa/Katsuya Nakamura/David Duval-Smith/Michael Frank

Entrant: OgilvyInteractive worldwide, New York

IBM Codernauts "Contact" Banner & Interstitial
 URL: www.wvpl.net/london/ibm/codernaut/contact.html
 Account Executives: Quinn O'Brien/Hilary Love/Suzanne Michaels
 Executive Creative Director: Jan Leth
 Creative Directors: Audrey Fleisher/Scott Storrs
 Copywriter: Patrick Clarke
 Art Director: Todd Goodale
 Producers: Sebastian Aresco/Ben Goodman
 Technical Director: Mark Hofschneider
 Art Buyer: Jana Mendelsohn
 Java Programmer: Michael Glavin
 Multimedia Developer: Drew Ziegler
 Project Engineer: Slobodan Mileta

Entrant: OgilvyInteractive worldwide, New York

IBM Codernauts "Mission" Banner & Interstitial
 URL: www.wvpl.net/london/ibm/codernaut/mission.html
 Account Executives: Quinn O'Brien/Hilary Love/Suzanne Michaels
 Executive Creative Director: Jan Leth
 Creative Directors: Audrey Fleisher/Scott Storrs
 Copywriter: Patrick Clarke
 Art Director: Todd Goodale
 Producers: Sebastian Aresco/Ben Goodman
 Technical Director: Mark Hofschneider
 Art Buyer: Jana Mendelsohn
 Java Programmer: Michael Glavin
 Multimedia Developer: Drew Ziegler
 Project Engineer: Slobodan Mileta

Entrant: OgilvyInteractive worldwide, New York

IBM e-culture buy.com "Cup Game" Banner & Envoy
 URL: www.wvpl.net/london/ibm/buy.html
 Executive Creative Director: Jan Leth
 Creative Director: Greg Kaplan
 Copywriters: Mark Emerson/Josh Grossberg
 Art Director/Designer: Nick Barrios
 Producers: Greg Halpern/Rebecca Levine
 Multimedia Developer: Valerie Valoueva

Entrant: OgilvyInteractive worldwide, New York
 IBM e-culture FreeBorders "Tech Guy" Banner & Envoy
 URL: www.wwpl.net/london/ibm/techguy.html
 Executive Creative Director: Jan Leth
 Creative Director: Greg Kaplan
 Copywriter: Mark Emerson
 Art Director/Designer: Nick Barrios
 Producers: Greg Halpern/Rebecca Levine

Entrant: OgilvyInteractive worldwide, New York
 IBM Olympics "Kayak Game"
 URL: www.wwpl.net/london/ibm/kayakgame.html
 Account Executive: Jennifer Harris
 Executive Creative Director: Jan Leth
 Creative Directors: Scott Storrs/Audrey Fleisher
 Copywriter: Scott Storrs
 Art Director/Designer/Associate Creative Director:
 Cynthia Dauzier
 Producers: Nick Kady/Therese Ewing/Rebecca Levine
 Multimedia Developer: Hon-Chih Chen
 3D Artist: Terrance Peng

Entrant: OgilvyInteractive worldwide, New York
 Motorola Tarpon v.120 Sitelet
 URL: www.wwpl.net/london/motorola/tarpon.html
 Account Director: Keith Turco
 Executive Creative Director: Jan Leth
 Creative Director: David Korchin
 Copywriters: Martin Torres/Josh Grossberg
 Art Directors: Sabine Grammersdorf/Brian McNamee/
 Imelda Dewajani
 Producers: David Berenbroick/Gail Regular/Joanne Wei/
 Kristen Szmulewicz
 Technical Director: Mark Hofschneider
 Associate Creative Director: Sabine Grammersdorf/
 Martin Torres
 Director of Engineering: Penny Goodwill
 Applications Developer: Valerie Beckford
 Senior Systems Architect: Sean Smith
 Project Engineer: Sandy Perez
 Multimedia Project Engineer: Slobodan Mileta
 Multimedia Developers: Drew Ziegler/Hon-Chih Chen/
 Neal Lee
 Studio Manager: Ernie Parada
 Studio Digital Artists: Sam Lo/Mitch Waxman
 Director of Information Architecture: Gina Coniglio
 Content Strategy Director: Jan Yusko
 Information Architects: Julia Kim/Fruma Markowitz
 Content Strategist: Sam Beltran

Entrant: OgilvyInteractive worldwide, New York
 ONDCP: "What's Your Anti-Drug?"
 URL: www.wwpl.net/london/ondcp/site.html
 Account Executive: Gary Towing
 Executive Creative Director: Jan Leth
 Creative Director: Mach Arom
 Copywriter: Gerald Dugan
 Art Director: Susan Cook
 Designer: Shane Santiago
 Producer: Margarita Garcia
 Application Developers: Sandy Perez/Guy Shahar
 Multimedia Developer: Valerie Valoueva
 Director of Multimedia: Mark Hofschneider
 Director of Engineering: Penny Goodwill
 Project Engineer: John McGeehan
 Sr. Project Engineer: Peter Briggeman
 Photography: Susan Cook/Margarita Garcia

Entrant: OgilvyInteractive worldwide, Toronto
 Kodak Canada - Advantix Access One-Time Use
 Camera - "The Adventures of John"
 URL: www.ogilvy-canada.com/production/awards/
 Client Supervisor: Dennis Richmond
 Account Executive: Carri Brown
 Executive Creative Director: Mike Sharma
 Copywriter: Dave Ross
 Art Director: John Bacic
 Programmers: Evan Long/Rob Schywalsky/Qaizar Qadir
 Producer: Tracy Wightman

Entrant: Reklametjenesten, Copenhagen
 The AIDS Foundation - "I Love You"
 URL: www.iloveyou2.dk
 Account Executive: Mette Hoerdum
 Executive Creative Director: Joachim Rosenstand
 Copywriter/Art Director: Tim Ustrup Madsen
 Interactive Designer/Programmer: Michael Andersen
 Technical Developer: Mondo
 Technical Director: Jens Fjeldal Jensen

Entrant: Storm/Ruiz Nicoli, Madrid
 Ayuda en Acción
 URL: www.storm-mad.com/festivals/ayuda/landmines
 Client Supervisor: Victoria Rodriguez
 Account Executives/Executive Creative Directors/
 Creative Directors/Copywriters/Art Directors/
 Designers/Interactive Designers/Programmers:
 Storm Team

Entrant: Unit9, London
 Reebok Supertrack 2001
 URL: www.supertrack2001.com
 Agency: Cake Media, London
 Account Executive: Jez Jowett
 Creative Director/Animator/Illustrator: Ben Hibon
 Programmer: Chris Peck
 Producer: Piero Frescobaldi
 Technical Director: Yates Buckley

Entrant: Zentropy/Thunder House Brazil, São Paulo
 Laramara Foundation
 URL: www.thunderhouse.com.br/awards/laramara
 Client Supervisor: Conceição Cortéz
 Account Executive/Copywriter/Product Group Manager:
 Clóvis La Pastina
 Creative Directors/Site Builders: Bob Gebara/
 Clóvis La Pastina/André Matarazzo
 Art Director/Designer/Interaction Designer/Animator/
 Illustrator/Graphic Artist/Editor: André Matarazzo
 Programmers/Technical Developers/Technical Directors:
 André Matarazzo/Thiago Avancini
 Producer/Production Manager: Juliano Tosetto
 Site Manager: Bob Gebara
 Multimedia Developers: Drew Ziegler/Neal Lee