

AUTOMOTIVE

Entrant: Critical Mass, Calgary

Mercedes-Benz 2003 SL500 - "The Reincarnation of Inspiration"

URL: www.mbusa.com/sl

Design Companies/Agencies: Critical Mass, Calgary/
Mercedes-Benz USA

Entrant: DoubleYou, Barcelona

Audi A4

URL: www.doubleyou.com/festivals/audia4/london.html

Agency: DoubleYou, Barcelona

Account Executives: Paula Ohlin/Natalia Bravo

Executive Creative Director: Daniel Solana

Creative Director/Copywriter: Eduard Pou

Art Director: Blanca Piera

Designer: Anna Coll

Programmers: Xavi Caparrós/Natalia Rojas/Borja Gómez

Multimedia Direction: Oriol Quin

Interactive Direction: Joakim Borgström

Sound: 7Siete, Música Visual

Entrant: DoubleYou, Barcelona

Audi A4 Avant

URL: www.doubleyou.com/festivals/audia4avant/london.html

Agency: DoubleYou, Barcelona

Account Executives: Paula Ohlin/Natalia Bravo

Executive Creative Director: Frédéric Sanz

Creative Director/Copywriter: Esther Pino

Art Director: Blanca Piera

Designer: Miguel Jiménez

Interactive Designer: Joakim Borgström

Programmer: Jose Rubio

Animator: Alejandro Bica

Multimedia Direction: Oriol Quin

Picture Processing: Mariona Soler

Sound: 7Siete, Música Visual

Entrant: Good Technology, London

Audi TT

URL: www.audi.co.uk

Design Company: Good Technology, London

Agency: BBH/Mediacom, London

Account Executive: Samantha Bertram

Creative Director: John Downie

Copywriter/Interactive Designer: Lee Pennington

Production Manager: Alex Light

Technical Director: Karl Littardi

Entrant: Scholz & Volkmer, Wiesbaden

Mercedes-Benz SL

URL: www.mercedes-benz.com/sl

Creative Director: Anette Scholz

Copywriters: Chris Kohl/Sebastian Klein

Art Director: Oliver Aumann

Screendesign: Philipp Bareiss/Jenny Fitz

Flash Programmers: Sebastian Klein/Dub-Thuan Bui/
Duc-Thien Bui

Programmers: Thorsten Kraus/Sebastian Klein

Project Leader: Sabine Lee

Project Manager: Pia Tannenberger

Project Assistant: Tobias Teutsch

Entrant: Scholz & Volkmer, Wiesbaden

Webspecial Detroit 2002

URL: www.mercedes-benz.com/detroit2002

Agency: Scholz & Volkmer Intermediales Design, Wiesbaden

Client: Mercedes-Benz

Creative Director: Anette Scholz

Copywriter: Chris Kohl

Art Director: Oliver Aumann

Screendesign: Christa Heinold

Flash Programmers: Samuel Ruckstuhl/Michael Dralle

Programmer: Thorsten Kraus

Project Leader: Sabine Lee

Project Manager: Pia Tannenberger

Booth Conception: Atelier Markgraph, Frankfurt

Entrant: Scholz & Volkmer, Wiesbaden

Webspecial Genf 2002

URL: www.mercedes-benz.com/genf2002

Agency: Scholz & Volkmer, Wiesbaden

Creative Director: Anette Scholz

Copywriter: Katharina Schlungs

Programmer: Thorsten Kraus

Flash Programmers: Thien Bui/Thuan Bui

Project Leader: Sabine Lee

Project Manager: Pia Tannenberger

Client Project Leader: Julia-Froeber

Screen Design: Jenny Fitz/Anne Wichmann/Michael Dralle

Concept: Jenny Fitz/Sabine Lee/Anette Scholz/
Pia Tannenberger/Anne Wichmann

Entrant: Team One Advertising, El Segundo, California

Minority Report Microsite

URL: www.lexus.com/minorityreport

Design Company: Hi-Res!, London

Agency: Team One Advertising, El Segundo, California

Client Supervisor: Andrew Kennedy

Account Executive: Matthew Hoffman

Executive Creative Director: Tom Corder

Creative Director: Gabrielle Mayeur

Copywriter: Ed Mun

Art Director: Brian Doyle

Interactive Designer: Florian Schmitt

Programmers: Matthew Muench/Sharan Volin

Producers: Anna Wang/Marcelle Sirkus

Production Manager: Francesca Cohn

Animators/Illustrators: Hi-Res!, London

Photographer: Dominick Guillemot