

PUBLIC SERVICE/CHARITY

Entrant: ArnoldWorldwide, Boston

American Legacy Anti-Tobacco - "TheTruth.com"

URL: www.thetruth.com

Agencies: ArnoldWorldwide, Boston/
Crispin Porter & Bogusky, Miami

Executive Creative Director: Ron Lawner

Group Creative Directors: Pete Favat/Alex Bogusky

Creative Directors: Roger Baldacci/Ari Merkin

Art Directors: Jim Marcus/Rob Baird

Copywriters: Mike Howard/Roger Baldacci

Production Managers/Interactive Technical Directors:

Doug Smith/Ebbey Matthew

Interactive Designer: Megan Boardman

Flash Programmer: Nathan Wray

Programmer: Steve Harutian

Producers: Barry Frechette/Eric Decker/Cybil Ciavarra

Entrant: Work Advertising, New York

Y Do U Think?

URL: www.ydouthink.com

Agency: Work Advertising, Richmond, Virginia

Client Supervisor: Sheri Lawson

Account Executives: David Edwards/Matt Biagi

Creative Director: David Korchin

Copywriter: Jay Zasa

Art Director: Cynthia Dautier

Producer: Sebastian Aresco

Technical Developers: Scott Leisawitz/Neal Lee/Drew Ziegler

Technical Director: Mark Hofschneider