

## PRINT FINALISTS

### DIRECT MAIL - TRADE

**Entrant: Grey Direct, Helsinki**

Application Service Provisioning - "Journey Into The World Of ASP"

Client: Sonera Juxto

Agency: Grey Direct, Helsinki

Account Director: Anu Lindfors

Copywriter: Lassi Hakkarainen

Art Director: Juha Kerminen

Production Manager: Kotten Tallgren

**Entrant: grottera.com, São Paulo**

Diário De São Paulo Newspaper

Agency: grottera.com, São Paulo

Executive Creative Director: Cibara Ruiz

Creative Director: José Luiz Mendieta

Copywriter: Débora Tenca

Art Director: Cris Lucke

Production Managers: Elias Ramos/Cleuza Takemura

**Entrant: grottera.com, São Paulo**

Litokromia Pre-Press And Print - "Lucky You"

Agency: grottera.com, São Paulo

Executive Creative Director: Cibara Ruiz

Creative Director: José Luiz Mendieta

Copywriter: Débora Tenca

Art Director: Cris Lucke

Photographer: Maurício Nahas

Production Managers: Elias Ramos/Cleuza Kamemura

**Entrant: Grupo Interamericano de Comunicação, São Paulo**

Projeto Pra Sempre Brasil

Client: Grupo Interamericano de Comunicação

Agency/Design Company: Multicomm Ltda., São Paulo

Container Company: Idéia de Papel, São Paulo

Creative Directors/Designers: Marcelo "Lelo" Carbone/  
Agláe Seffrin Sá Menezes

Art Director: Marcelo "Lelo" Carbone

Client Supervisor: James Rubio Jr.

Account Supervisors: Aglaé Seffrin Sá Menezes/  
Susane Durães Rabelo

Graphic: Gilberto Silvestre

**Entrant: Impact/BBDO, Dubai**

Impact/BBDO New Year's Card - "Kite"

Agency: Impact/BBDO, Dubai

Creative Director: Ali Azarmi

Copywriter: Douglas Palau

Art Director: Paul Fayad

Production Manager: Jacqueline Semaan

**Entrant: Interbrand, London**

Guinness - "Guinness 'Good Thoughts' Notebook"

Agency: Interbrand, London

Executive Creative Director: Matt Whale

Creative Director: Becky Elliot

Copywriters: John Simmons/Mark Griffiths

Illustrator: Robin Heighway-Bury

Production Manager: Lucy Oliver

**Entrant: Jung von Matt / 1:1, Offenbach, Germany**

Quam (Mobile Telecommunication) - "Sonogram"

Client: Group 3G UMTS

Agency: Jung von Matt/1:1, Offenbach

**Entrant: Leo Burnett Venezuela, Caracas**

London Festival

Client: Ideas Stock

Agency: Leo Burnett Venezuela, Caracas

Executive Creative Directors: Horacio Maggi/German White

Copywriter: Virgilio Flores

Art Directors: Horacio Maggi/Norberto Da Silva

**Entrant: Like A River, Manchester, United Kingdom**

Like A River - "Thinking Of A White Christmas"

Creative Director/Copywriter: Robert Taylor

Typographer/Production Manager: Peter Rogers

Illustrator: Simon Henshaw

**Entrant: McCann-Erickson, Hong Kong**

Cathay Pacific Airways - "Cushion"

Agency: McCann-Erickson, Hong Kong

Executive Creative Director: Allan Crew

Creative Director: Bill Venn

Copywriters: Allan Crew/Fred Yeung

Art Directors: Allan Crew/Doris Lee

Client Supervisors: Olivia Wong/Angela Law

Account Supervisors: Nicci Gallo/Yoko Wu

Photographer: Michael Lee

**Entrant: McCann-Erickson Communications House, Berlin**

Microsoft Solution Network - "Delicious Doughnuts"

Client: Microsoft

Agency: McCann-Erickson Communications House, Berlin

Executive Creative Director: Kai-Uwe Ruemmler

Creative Director/Copywriter: Joerg Bewersdorff

Art Director: Marco Doerr

**Entrant: Ogilvy & Mather Frankfurt, Frankfurt**

Cognac Chantré - "Ego Book"

Client: Eckes, Germany

Agency: Ogilvy & Mather Frankfurt, Frankfurt

Creative Directors: Helmut Himmler/Dirk Galia

Copywriters: Dirka Galia/Jörg Petermann

Art Director: Minh Khai Doan

Typographer: Helmut Himmler

Illustrator: Patrick They

Art Buying: Christina Hufgard

## PRINT FINALISTS

**Entrant: OgilvyOne Middle East, Dubai**  
DHL - Import Express - "Hollywood"  
Client: DHL Worldwide  
Agency: OgilvyOne Middle East, Dubai  
Executive Creative Director/Copywriter: Eli Coelho  
Creative Director: Leon Orsmond  
Art Directors/Typographers: Talaat Sengab/Zaher Qaddourah  
Illustrators: Zaher Qaddourah/Rohan Pituwala  
Production Manager: Madhvi Vadgama

**Entrant: OgilvyOne worldwide, Frankfurt**  
IBM Servers - "The Ice Block Invitation"  
Client: IBM Germany  
Agency: OgilvyOne worldwide, Frankfurt/Main  
Executive Creative Director: Michael Koch  
Creative Director: Folker Wrage  
Copywriter: Jörg Bewersdorff  
Art Director: Eric Fricke

**Entrant: Publicis Dialog Group, London**  
NCM Direct - "Voodoo Doll Mailer"  
Client: NCM Direct  
Agency: Publicis Dialog Group, London  
Creative Director: Mike Cavers  
Copywriter: Hwyl Thomas  
Art Director: James Mountain  
Production Manager: Linda White

**Entrant: Rapp Collins Worldwide, Hong Kong**  
MSN - "Net"  
Client: MSN Microsoft  
Agency: Rapp Collins Worldwide, Hong Kong  
Executive Creative Director: Jon Pye  
Creative Director/Copywriter: Guy Thonard  
Art Directors: Jon Pye/Paul Lam  
Typographer: Paul Lam  
Production Manager: William Wu

**Entrant: Scholz & Friends, Berlin**  
Wirtschaftsfoerderung Sachsen - "Card-Carrying  
Members Of Saxony's Economy"  
Agency: Scholz & Friends, Berlin  
Copywriters: Michael Schmidt/Nigel Luhmann/  
Petra Rothbart  
Art Director: Claudia Driessler  
Account Supervisors: Michael Schmidt/Michael Schulze/  
Kathrin Diekmann

**Entrant: Springer & Jacoby UK, London**  
Springer & Jacoby - "Bin"  
Agency: Springer & Jacoby UK, London  
Creative Director: Robin Weeks  
Copywriter: Ben Carson  
Art Director: Elliot Harris  
Typographer: Tivy Davies

**Entrant: Tequila Manchester, Manchester, United Kingdom**  
IPOP - "Pet Carrier"  
Client: International Paper  
Executive Creative Director: Richard Sharp  
Copywriter: Julian Gratton  
Art Director: Paul Critchley

**Entrant: Tequila Manchester, Manchester, United Kingdom**  
IPOP - "Post-It Note"  
Client: International Paper  
Executive Creative Director: Richard Sharp

**Entrant: Tequila Singapore, Singapore**  
Virgin Colours - "Open Up For A New Sensation"  
Client: Virgin Drinks Asia Pacific  
Agency: Tequila Singapore, Singapore  
Creative Director: Ron Fielding  
Copywriter: Christine See  
Art Director: Claire Johnson

**Entrant: Warner Bros. Idea Place, Burbank**  
Warner Bros. Castle Rock Collection - Accordion Fold Brochure  
Client: Warner Bros. Domestic Cable Distribution  
Agency: Warner Bros. Idea Place, Burbank  
Executive Creative Directors: Ricky Mintz/Linda Abrams/  
Maury Leitner  
Creative Director: Jon Sparrman  
Art Directors: Jeff Wadley/Warren Toneman/Joshua Lam/  
Chad Hutchison  
Typographer: Jeff Wadley  
Production Manager: Harold Slagg

**Entrant: Wunderman Brazil, São Paulo**  
IBM Business Solutions - "There's No Use Crying Over  
Spilt Milk."  
Client: IBM  
Agency: Wunderman, São Paulo  
Executive Creative Director: Ligia Kempfer  
Copywriter: Lucia Alves  
Art Director: Beatriz Coutinho  
Production Manager: China

**Entrant: Wunderman, Frankfurt**  
Executive Search Consulting - "Tailor Made"  
Client: Ray & Berndston  
Agency: Wunderman, Frankfurt  
Executive Creative Director: Jörg Puphal  
Creative Directors: Michael Schuster/Markus Kraatz  
Copywriter: André Clever  
Art Directors: Simone Immel/Matthias Schneider  
Production Manager: Christiane Beckrath