

TV/CINEMA FINALISTS

DAIRY PRODUCTS

Entrant: Advico Young & Rubicam, Zurich
Swiss Milk - "Ski Jumper"
Client: Schweizer Milchproduzenten SMP-PSL
Agency: Advico Young & Rubicam, Zurich
Executive Creative Director: Martin Spillmann
Creative Director: Hansjoerg Zuercher
Copywriter: Peter Broennimann
Art Director: Mathias Babst
Agency Producer: Melanie Auerbach
Production Company: West End Central Productions
Producer: Greg Mills
Director: Bill Marshall
Cameraman: Peter James
Music Composer: Hans Brower

Entrant: Exxtra Kommunikation Retail AY&R, Zurich
Crème d'Or - "Ice Cream In The Park"
Client: MIGROS Genossenschafts-Bund
Agency: Exxtra Kommunikation Retail AY&R, Zurich
Executive Creative Director: Dieter Hofmann
Copywriter: Michael Rueegg
Art Director: Robin Strebel
Agency Producers: Silvia Rohner/Christoph Buerge
Production Company: Thefinktank, London
Producer: Deirdre Allen
Director: Graham Fink
Cameraman: Frank Budgen
Music Arranger: Leo Delibes

Entrant: Exxtra Kommunikation Retail AY&R, Zurich
Léger Cheese - "Mice"
Client: MIGROS Genossenschafts-Bund
Agency: Exxtra Kommunikation Retail AY&R, Zurich
Executive Creative Director: Dieter Hofmann
Copywriter: Michael Rueegg
Art Director: Robin Strebel
Agency Producer: Silvia Rohner
Production Company: West End Central Production, London
Producer: Greg Mills
Director: Bill Marshall
Music Composed By: Raphael Preston

Entrant: Far East DDB Public Company, Bangkok
PAO Detergent - "Caring"
Client: Lion Corporation
Agency: Far East DDB Public Company, Bangkok
Creative Directors: Sunee Chaijiraks/Phaholrat Nontawatit
Copywriter: Pennapa Chaitem
Art Director: Verapan Pontamma
Agency Producer: Wichit Jongnarangsin
Production Company: The Film Factory, Bangkok
Executive Producer: Rewat Vorarat
Producer: Suree Ittisurasing
Director: Siri Amnouybudhamate
Cameraman/Lighting Director: Chankit Chamnivikaipong
Editing Facility: Finito, Bangkok
Editor: Manop Boonvipas
Sound Design Company: Wild At Heart, Bangkok
Sound Design By: Amornpong Methakunvudh
Music Production Company: Lun Lun La, Bangkok
Music Lyricist: Piti Limcharoen
Performer: Siriluk Pongchot

Entrant: Grey Brasil, São Paulo
Milk With Iron - "Magnet"
Client: Coop. Central dos P.R. de MG
Agency: Grey Brasil, São Paulo
Creative Director/Copywriter: Fernando Luna
Art Director: Luciana Canil
Agency Producer: Gabriela Lemos
Production Company: 5.6, São Paulo
Director: Alex Miranda
Lighting Director: Arnaldo Mesquita
Editor: Ana Paula Lacerda
Music Production Company: YB, São Paulo
Music Arranger: Equipe YB

Entrant: Headquarters, New York
Milk - "Substitute Teacher"
Agency: Ogilvy & Mather, New York
Executive Creative Directors: Tony Granger/David Nobay
Copywriter: Rob Rooney
Art Director: David Lloyd
Agency Producer: Andrew Chinich
Production Company: Headquarters, New York/Los Angeles
Executive Producer: Tom Mooney
Producer: Justine Madero
Director: Lloyd Stein
Cameraman: Scott Bottfield
Editing Facility: Mackenize Cutler, New York

Entrant: Impact/BBDO, Jeddah
Nada Yogurt - "Mmm!"
Client: Nada Al-Othman
Agency: Impact/BBDO, Jeddah
Creative Director: David Redmond
Production Company: Signature Productions, Beirut

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Entrant: Leo Burnett Paris, Levallois-Perret
Le Rustique - "Massage"
Client: Fromageries Riches Monts
Agency: Leo Burnett Paris, Levallois-Perret
Executive Creative Directors: Christophe Coffre/Nicolas Taubes
Copywriters/Art Directors: Axel Orliac/Laurent Dravet
Agency Producer: Catherine Guiol
Production Company: Wanda, Saint Denis
Director: Anne-Marie Vandeputte
Lighting Director: Gordon Spooner

Entrant: McCann-Erickson Guangming, Hong Kong
Magnum - "Revenge"
Client: Unilever Hong Kong
Agency: McCann-Erickson Guangming, Hong Kong
Account Servicing: Thomas Chow/May Wong
Executive Creative Director: Geoff Naus
Creative Director: Albert Wong
Copywriter: Lesley Chan
Art Director: Jimmy Lee
Agency Producers: Wendy Ho/Winnie Kwan
Production Company: Tuckshop Films, Hong Kong
Director: Anthony Yip
Cameraman: Lee Wing Lok
Editor: Teddy Mak
Music Production Company: Drum Music, Hong Kong
Music Composer: Eddie Chung

Entrant: Ogilvy & Mather Advertising, Jakarta
Dancow Milk - "Cat & Dog"
Client: PT. Nestle Indonesia
Agency: Ogilvy & Mather Advertising, Jakarta
Creative Directors: Roy Wisnu H./Jed Donohoe
Copywriters: Jed Donohoe/Dyah Aryani/Enda Nasution
Art Directors: Roy Wisnu H/Pasha Yudadhibrata
Agency Producer: Hani Sumarsono
Production Company: Square Box Cinetech, Jakarta
Executive Producer: Stella Seow
Director: Leong Mun Yik
Cameraman: Kaka Tong
Music Production Company: Two Dees, Jakarta

Entrant: Ogilvy & Mather Argentina, Buenos Aires
Mimito - "Fart"
Client: Kimberly Clark
Agency: Ogilvy & Mather Argentina, Buenos Aires
Executive Creative Director: Gustavo Reyes
Copywriter/Art Director: Gonzalo Muruaga
Production Company: Andón Films, Buenos Aires
Director: Charly Mainardi

Entrant: Tamir-Cohen JWT, Tel-Aviv
Milky - "Billboards"
Client: Strauss
Agency: Tamir-Cohen JWT, Tel-Aviv
Creative Director: Guy Bar
Copywriters: Guy Bar/Noam Fathi/Gil Sheratzki
Art Director: Yaron Itzhakov
Agency Producer: Tammy Katz-Zara
Production Company: POV, Tel-Aviv
Producers: Gilad Shrider/Noa Levinson
Director: Shahar Segal
Editing Facility: Gravity Post Production, Tel-Aviv
Editor: Rony Klainer
Sound Design By: Philip Gozlan
Music Production Company: Shmulik Noifeld, Tel-Aviv
Performers: Bar Refaeli/Guy Arieli

Entrant: Young & Rubicam, Buenos Aires
Danone/Yogurisimo - "Beautiful Guy"
Agency: Young & Rubicam, Buenos Aires
Executive Creative Director: Damian Kepel
Copywriter: Mariela Simirgiotis
Art Director: Mercedes Tiagonce
Agency Producers: Luis Pompeo/Marcelo Fontao
Production Company: Landia Films, Buenos Aires
Executive Producer: Claudio Amodeo
Director/Lighting Director: Andy Fogwill
Editing Facility: Video Color, Buenos Aires
Music Production Company: CCCI, Buenos Aires