

12th TIMES ASIA-PACIFIC ADVERTISING AWARDS ANNUAL

第十二屆時報亞太廣告獎專輯



The **12th** Times Asia-Pacific
Advertising Awards Annual

第十二屆時報亞太廣告獎得獎專輯

The 12th Times Asia-Pacific Advertising Awards Annual

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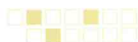
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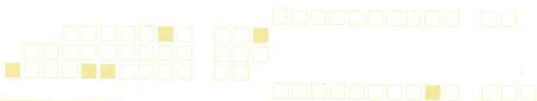


The 12th Times Asia-Pacific
Advertising Awards

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Foreword





A Competition Calling for Creativity, Proficiency and Sportsmanship »

Each year, the Times Asia-Pacific Awards congregates the most excellent works from all over Asia. This award resembles a competition of art and intelligence, not only calling for creativity and proficiency but sportsmanship, since for each category, only the entries that are good in every aspect will stand out to be the winners.

The China Times Group, one of the largest newspaper groups in Taiwan, has been devoting for years to promoting creative advertising, and encouraging exchanges of professional knowledge among Asia-Pacific region. This year, there are more than one thousand five hundred entries coming from Japan, Korea, Mainland China, Hong Kong, Singapore, Thailand, Vietnam, India, Indonesia, Malaysia, Philippines, Saudi Arabia, Israel, United Arab Emirates, Pakistan, Turkey, Australia, New Zealand and Taiwan. Each entry brings the fruit of its collective labor with a hope to reach the top, but it is for the judges to decide which is the most deserving. Undoubtedly, participating the competition itself has its significance, but there is still a bit of sportsmanship within.

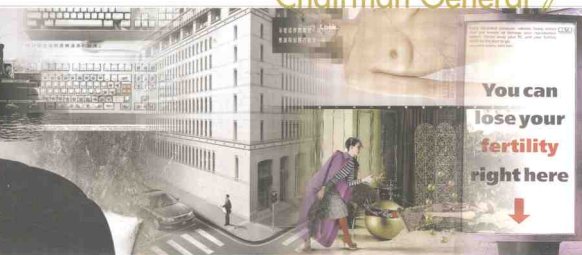
The 12th Times Asia-Pacific Awards, as usual, invites internationally acclaimed advertising professionals to join in the jury. Their participation highlights the standard of the award as well as the qualities of the entries. With them, the entries will be judged so impartially that each gold award will unquestionably be worthy of its prize.

Chairman of Times Asia-Pacific Advertising Awards

評審主席的話



Chairman General 》



Bob Brooks

Advertising awards are extremely important. As one of the founders of DADA in London, I know the value of these awards. At its very basic level, awards are recognition and recognition means rewards for the creatives involved. It's the chance for them to show the rest of the world what they have done, and to give credibility to these awards. It is necessary to have an informed, unbiased jury judging the entries.

This year's jury was such a group. They proved to be a very articulate and well-informed cross section of Asian advertising. Their awareness of current advertising trends and also historical perspectives made it easy for them to express very clearly why they voted for one entry and why they did not support another. As Chairman of the Jury I felt it necessary that each major award was fully discussed by all the members before and after the voting process. In the end the judging produced a remarkably high degree of agreement and the overall grand prize was almost a unanimous decision.

After the first round of judging and elimination, the true worth of this year's entries began to emerge. In the television category there were some amazing technical advances but I was really pleased to see that the overall winner in that group, Secom Home Security, was a commercial that relied on a minimum of technique and presented its persuasive advertising idea in the strongest, most original use of the media that I have seen in a long while. The idea was simple... your home is vulnerable and must be protected...but the execution was amazing. No dialogue, just a slow build-up of a terrifying situation viewed simultaneously from nine different cameras. The result is a stunning commercial that also shows what can be done on a very low budget with a great idea and imagination. It was no surprise that it went on to receive the overall Best of Show award.

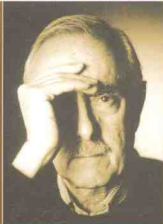
The Print Best of Show was very strong and quite unique. The advertisements for Converse shoes were aimed at a younger audience and featured illustrations that made the reader aware of environmental issues. The unique feature of the advertisements was the black outline drawings that just begged for coloring in by the readers. This supported the campaign idea "Change the world, Converse Shoes have 50 different colors", and resulted in a unique interactive print experience.

I would like to thank the members of the jury for making it such a rewarding chairmanship. And finally I would like to extend my thanks on behalf of myself and the jury to Mr. Chao-sung Huang, President, China Times and all the staff of the 12th Times Asia-Pacific Advertising Awards for their support and assistance.

Bob Brooks, Chairman of the Awards Jury

The Judging Panel

2001 Jury
TV & Print Ads



Bob Brooks

Film Director,
Capricorn Film (UK)



Sheung-Yan Lo

Executive Creative
Director,
JWT
(North East Asia)



Yukio Nakayama

Creative Director,
Dentsu
(Japan)



Piyush Pandey

Group President,
Ogilvy & Mather
(India)

Online Ads



Graham Kelly

Regional Creative
Director,
Ogilvy Interactive
(Singapore)



Vivian Lau

Interactive Advertising
Bureau Chairman
(Hong Kong)



Yasuaki Iwamoto

Creative Director,
Hakuhodo
Creative Vox
(Japan)



Shun-Ying Shu

Executive Creative
Director, Ideology
Advertising
Agency Ltd.
(Taiwan)



Wei-Wei Chen

General Manager,
United Advertising
(Taiwan)



Danny Searle

CD & Deputy
Chairman,
Clemenger BBDO
(Sydney)



Yasmin Ahmad

Executive Creative
Director, Leo Burnett
(Malaysia)



Mike Rogers

Manager Director
Taiwan,
Jarr Global
(Taiwan)



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平面類作品集



PRINT CATEGORIES



BEST OF SHOW 001

Converse — Brighten up the world -54
colors.Walk into the 21st century with
originality

Advertiser :

Moonstar Chemical Corporation,

Converse Sales Promotion Sec.

Agency : Dentsu Inc. Tokyo

Creative Director :

Masahisa Nakamura/Yoichi Komatsu

Copywriter : Ken Fukunishi

Photographer : Hiroshi Noguchi

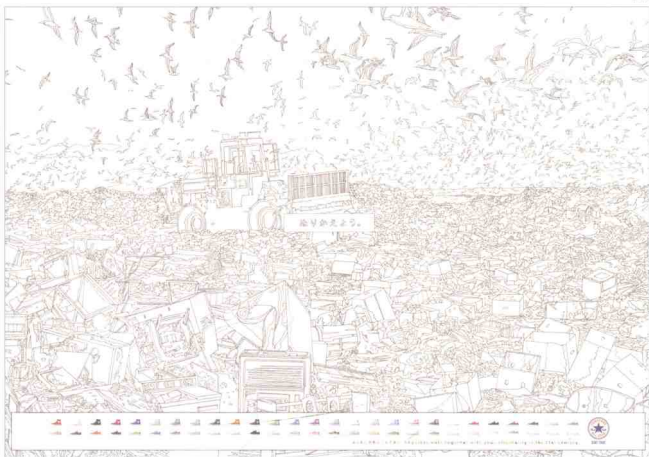
Art Director : Yoichi Komatsu

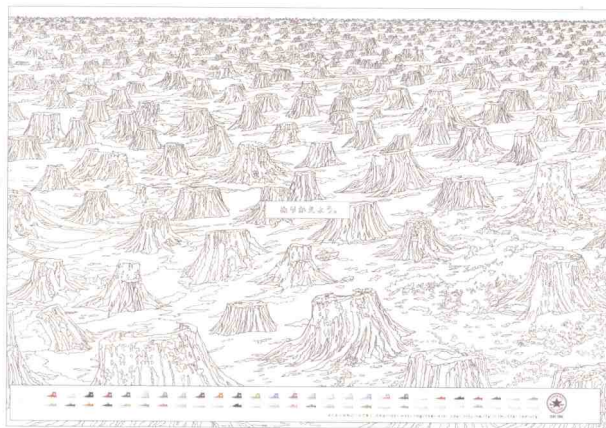
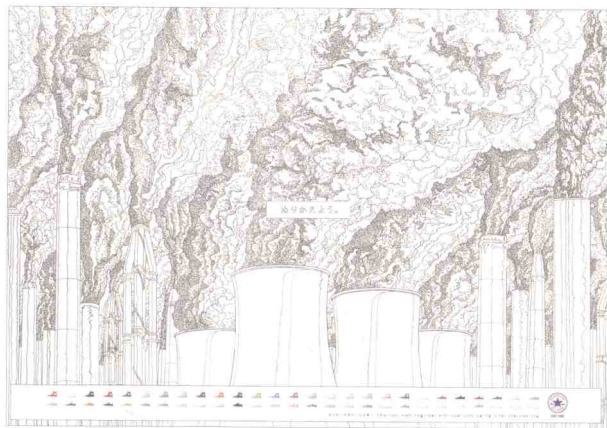
Designer :

Yoichi Komatsu/Kazuko Taku

Language : Japanese

001





BRONZE 002

Subaru's All Wheel Drive—If this wheel Begins to slip.....

Advertiser : Subaru Australia

Agency : Leo Burnett-Sydney

Creative Director : Nick Souter

Copywriter : David Westgate

Art Director : Micheal Miller

Production Manager :

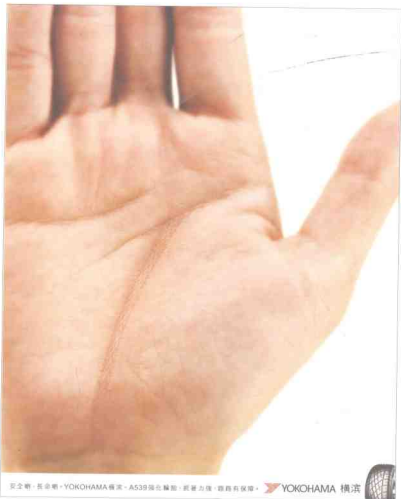
Marcella Sullivan

Language : English

002



SUBARU



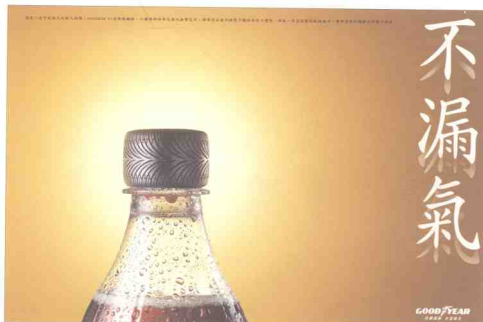
003

003 FINALIST

Yokohama - Lifeline
Advertiser : Dah Chong Hong (Motor Service Centre) Ltd.
Agency : Leo Burnett Ltd. (Hong Kong)
Creative Director :
Eddie Booth/Victor Mangunio
Copywriter : Chong Kin
Art Director : Ricky Wong
Production Manager : Gary Ng
Designer : Ming Chan
Language : Chinese

004 FINALIST

Good Year Tire - Cola
Advertiser : Good Year Taiwan Ltd.
Agency : McCann-Erickson Taiwan
Planner :
Jason Hsiung/Jerry Lee/Gary Liu
Creative Director : Kenneth Kuo
Copywriter : C.Y.Huang
Art Director : Kevin Yang/Apple Lai
Photographer Studio : Green-Field
Language : Chinese
Main Object :
Good Year Tire Will Never Let You
Down!



004

SILVER 005

Sponsor — Basketball

Advertiser : The Red Bull Beverage
Agency : Ogilvy & Mather (Thailand)
Copywriter : Saravuth Sadsanaund
Art Director : Gumporn Laksanajinda
Creative Director :
Wisit Lumsircharoenchoke
Language : English
Main Objective: none

FINALIST 006

Sponsor — Jogging

Advertiser : The Red Bull Beverage
Agency : Ogilvy & Mather (Thailand)
Creative Director :
Wisit Lumsircharoenchoke
Copywriter : Saravuth Sadsanaund
Photographer : Kiradee Ketakinta
Art Director : Gumporn Laksanajinda
Language : English



005



006