

Epica

Book Twenty Two

Europe's Best Advertising



30805913



Epica Book 22
Europe's
Best Advertising

1260800

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Foreword

by Amir Kassaei

At present we are living through one of the most radical but exciting periods in recent history.

It is not only the financial and economical crisis that is keeping the world in suspense. It is the speed with which it is undermining old structures and forcing new thinking.

We have reached the end of an era that has been driven by a policy of short-term gain and profit maximization. Now we are experiencing the beginning of a new era that spotlights innovation, creativity and sustainability.

Therefore, it is more important than ever to reward ideas that set standards beyond media and categories – standards for new thinking, for intelligent problem solving and for refreshing insights that affect people and markets.

The Epica Awards recognise exactly these sorts of ideas. And you can get an impression of their power and potential by leafing through this book.

Enjoy!

*Amir Kassaei,
Chief Creative Officer, DDB Group, Germany*

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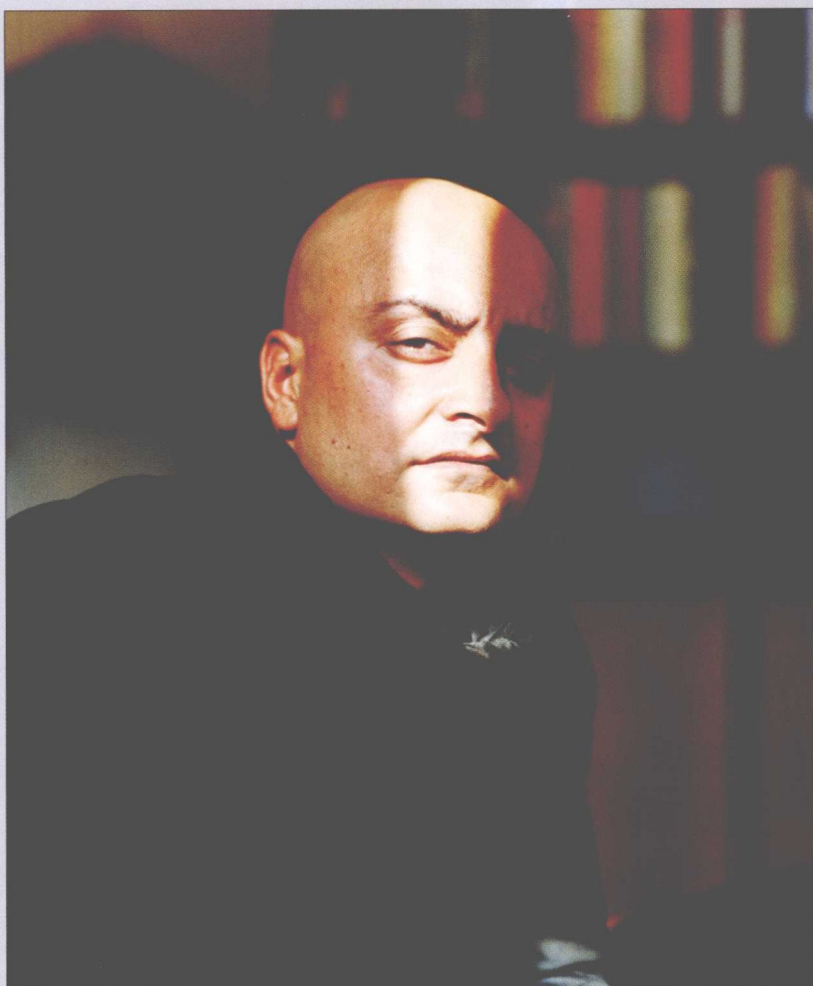
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Amir Kassaei (Photographer: Oliver Helbig)

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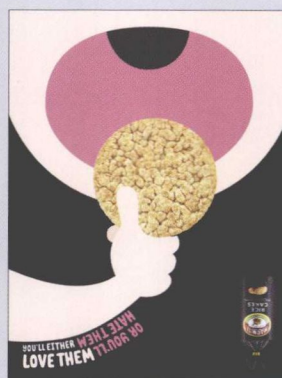
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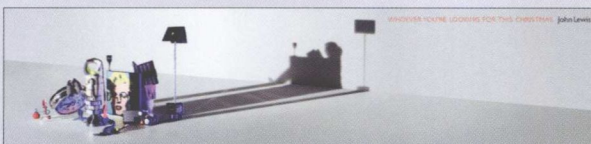
*Amir Kassaei,
Chief Creative Officer, DDB Group, Germany*



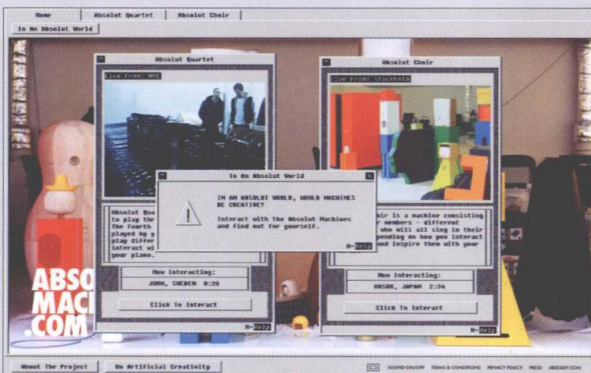
Epica d'Or (Film)



Epica d'Or (Press)



Epica d'Or (Outdoor)



Epica d'Or (Interactive)

EPICA D'OR (FILM)
EPICA D'OR (PRESS)
EPICA D'OR (OUTDOOR)
EPICA D'OR (INTERACTIVE)

FILM WINNERS

FOOD
CONFECTIONARY & SNACKS
DAIRY PRODUCTS
ALCOHOLIC DRINKS
NON-ALCOHOLIC DRINKS
COMMUNICATION SERVICES
TRANSPORT & TOURISM
RETAIL SERVICES
FINANCIAL SERVICES
PUBLIC INTEREST
AUDIOVISUAL EQUIPMENT & ACCESSORIES
HOMES, FURNISHINGS & APPLIANCES
HOUSEHOLD MAINTENANCE
BEAUTY PRODUCTS & SERVICES
TOILETRIES & HEALTH CARE
CLOTHING & FABRICS
FOOTWEAR & PERSONAL ACCESSORIES
AUTOMOBILES
AUTOMOTIVE & ACCESSORIES
MEDIA (2 WINNERS)

RECREATION & LEISURE
INDUSTRIAL & AGRICULTURAL PRODUCTS
PROFESSIONAL EQUIPMENT & SERVICES

PRINT WINNERS

FOOD
CONFECTIONARY & SNACKS
DAIRY PRODUCTS
ALCOHOLIC DRINKS
NON-ALCOHOLIC DRINKS
COMMUNICATION SERVICES
TRANSPORT & TOURISM
RETAIL SERVICES
FINANCIAL SERVICES
PUBLIC INTEREST
AUDIOVISUAL EQUIPMENT & ACCESSORIES
HOMES, FURNISHINGS & APPLIANCES
HOUSEHOLD MAINTENANCE
BEAUTY PRODUCTS & SERVICES
TOILETRIES & HEALTH CARE
CLOTHING & FABRICS
FOOTWEAR & PERSONAL ACCESSORIES
AUTOMOBILES
AUTOMOTIVE & ACCESSORIES
MEDIA
RECREATION & LEISURE
INDUSTRIAL & AGRICULTURAL PRODUCTS
PROFESSIONAL EQUIPMENT & SERVICES
PRESCRIPTION PRODUCTS

TECHNIQUE WINNERS

CONSUMER DIRECT
BUSINESS TO BUSINESS DIRECT
MEDIA INNOVATION - TRADITIONAL MEDIA
MEDIA INNOVATION - ALTERNATIVE MEDIA
PROMOTIONS & INCENTIVES
RADIO ADVERTISING
ADVERTISING PHOTOGRAPHY
ILLUSTRATION & GRAPHICS
PUBLICATION DESIGN
PACKAGING DESIGN

INTERACTIVE WINNERS

CONSUMER WEBSITES - DURABLES
CONSUMER WEBSITES - NON-DURABLES
BUSINESS TO BUSINESS WEBSITES
ONLINE ADS
ONLINE FILMS
INTEGRATED CAMPAIGNS

DDB LONDON
DDB LONDON
LOWE LONDON
GREAT WORKS, STOCKHOLM

LEO BURNETT, MILAN
JWT, PARIS
TRY ADVERTISING AGENCY, OSLO
SELMORE, AMSTERDAM
WIEDEN+KENNEDY, AMSTERDAM
PUBLICIS CONSEIL, PARIS
UPSET, ATHENS
DEMNER, MERLICEK & BERGMANN, VIENNA
VELOCITY FILMS, CAPE TOWN
MEDIA CONSULTA TV FILMPRODUKTION, BERLIN
FALLON LONDON
LA CHOSE, PARIS
SERVICEPLAN GROUP, MUNICH & HAMBURG
DDB LONDON
SPECSAVERS CREATIVE, GUERNSEY
WIEDEN+KENNEDY, AMSTERDAM
NEXUS PRODUCTIONS, LONDON
DDB LONDON
DDB LONDON
LEO BURNETT, CAIRO
DDB PARIS
PUBLICIS YORUM, ISTANBUL
VELOCITY FILMS, CAPE TOWN
JWT, MOSCOW

DDB LONDON
FHV BBDO, AMSTELVEEN
THE SYNDICATE, ATHENS
McCANN ERICKSON, TEL-AVIV
EURO RSCG, LONDON
GREY WORLDWIDE, DUBAI
LEG, PARIS
LOWE LONDON
FORSMAN & BODENFORS, GOTHENBURG
UNCLE GREY, AARHUS
ADVICO YOUNG & RUBICAM, ZURICH
JUNG VON MATT, HAMBURG
GREY, ISTANBUL
SAATCHI & SAATCHI, MOSCOW
SAATCHI & SAATCHI, GENEVA & MILAN
PUBLICIS CONSEIL, PARIS
NEW MOMENT NEW IDEAS CO. Y&R, BELGRADE
BBDO, DÜSSELDORF
DDB GERMANY, BERLIN
DDB GERMANY, DÜSSELDORF
LEAGAS DELANEY, ROME
WÄCHTER & WÄCHTER, BREMEN
RUF LANZ WERBEAGENTUR, ZURICH
SENTRIX GLOBAL HEALTH COM., MILAN

JUNG VON MATT, HAMBURG
DUVAL GUILLAUME, ANTWERP
BETC EURO RSCG, PARIS
MORTIERBRIGADE, BRUSSELS
UNCLE GREY, AARHUS
DDB GERMANY, BERLIN
OGILVY & MATHER, PARIS
YOUNG & RUBICAM, PARIS
YURKO GUTSULYAK GRAPHIC DESIGN, KIEV
LOVE, MANCHESTER

FORSMAN & BODENFORS, GOTHENBURG
GREAT WORKS, STOCKHOLM
BLACKBELTMONKEY, HAMBURG
SERVICEPLAN GROUP, MUNICH & HAMBURG
ABSTRACT GROOVE, MILAN
TBWA/GERMANY, BERLIN

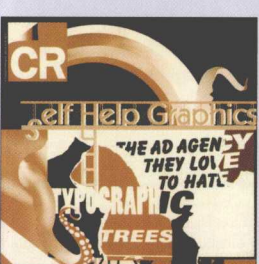
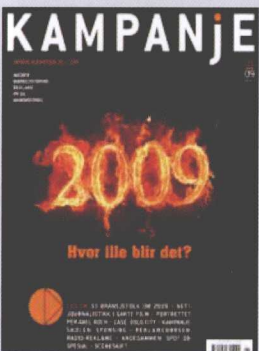
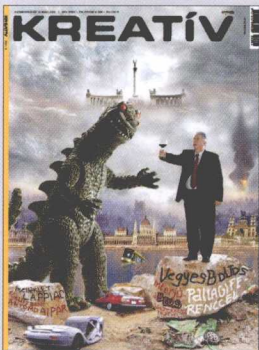
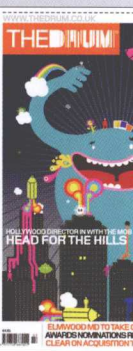
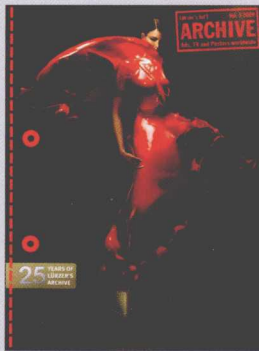
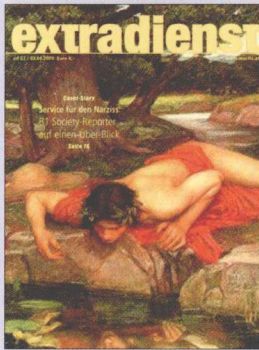
VOLKSWAGEN POLO "DOG"
MARMITE SNACKS "LOVEHATE" CAMPAIGN
JOHN LEWIS "SHADOWS" CAMPAIGN
ABSOLUT VODKA "ABSOLUT MACHINES"

KELLOGG'S COCO POPS "ANY GIVEN BREAKFAST"
KITKAT "ULTIMATE BREAK"
TINE MILK "NO MILK TODAY"
BAVARIA BEER "LIFE"
COCA COLA ZERO "TONGUES & EYEBALL LIAR"
ORANGE "REWIND TV"
AEGEAN AIRLINES "MORE GREEKS IN LONDON"
MÖMAX "THROW THE SWEDES OUT"
ALLAN GRAY FINANCIAL SERVICES "BEAUTIFUL"
EU & MARIE CURIE ACTIONS "CHEMICAL PARTY"
SONY BRAVIA "PLAY DOH"
IKEA "THE PENCIL"
UHU "ONE-SECOND COMMERCIALS" CAMPAIGN
PHILIPS SATINELLE ICE EPILATOR "KARIS"
SPECSAVERS OPTICIANS "COLLIE WOBBLE"
NIKE WOMEN "SANDERS"
NOMIS FOOTBALL BOOTS "DAMN BOOTS"
VOLKSWAGEN POLO "DOG"
KWIK FIT GARAGES "BOY"
MELODY TUNES CHANNEL "MADONNA" & "PUSSYCAT DOLLS"
GQ MAGAZINE "THE IDEAL MAN"
AKBANK JAZZ FESTIVAL "THE JAZZ OF THE CITY"
SASOL CHEMICALS "QUESTIONS"
SALVADOR-D PUBLIC RELATIONS "MICE vs HAMSTERS"

MARMITE SNACKS "LOVEHATE" CAMPAIGN
M&Ms "KEYBOARD"
DODONI ICE CREAM "DELICIOUS FLAGS" CAMPAIGN
GOLDSTAR BEER "FLOW CHART"
EVIAN "THE OTHER WATER" CAMPAIGN
YELLOW PAGES CAMPAIGN
EUROSTAR "LONDON AT A HALLUCINATING PRICE"
JOHN LEWIS "SHADOWS" CAMPAIGN
AMF PENSION "MMS" CAMPAIGN
WWF "TARZAN"
ROWEN SPEAKERS "MUSICAL INSTRUMENTS" CAMPAIGN
BOSCH CORDLESS SCREWDRIVER "FLY"
ACE HOUSEHOLD BLEACH "WHITE WINS"
OLAY CREAM "CORRECT YOUR AGE" CAMPAIGN
OTRIVIN NASAL SPRAY "HOUNDS" CAMPAIGN
WONDERBRA "FATHERS & SONS" CAMPAIGN
STRADA SHOES "LITTLE BLACK DRESS"
MERCEDES-BENZ "READ THE STREET" CAMPAIGN
VOLKSWAGEN NAVIGATION SYSTEM "THAT WAY" CAMPAIGN
PREMIERE PAY TV "MOVIE QUOTES" CAMPAIGN
BLOODBUSTER MOVIE STORE CAMPAIGN
HEINEN FREEZING SYSTEMS "LIGHTER" & "MATCH"
McKINSEY & COMPANY "RECRUITING ENGINEERS"
NYCOMED INSTANYL "CANCER PAIN" CAMPAIGN

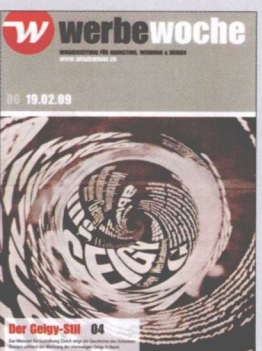
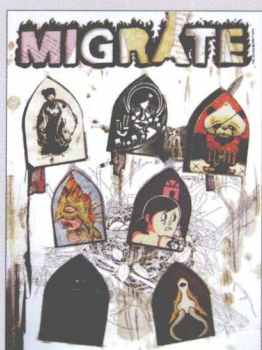
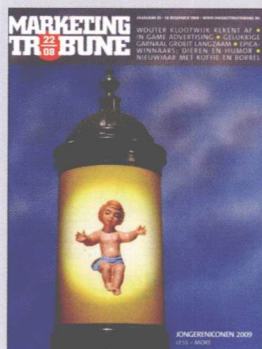
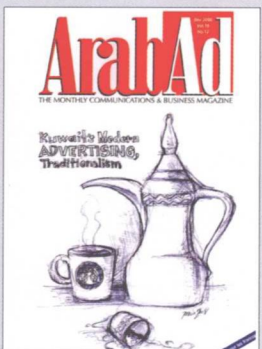
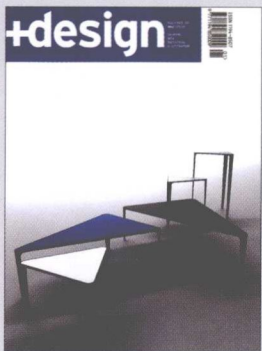
IKEA "3D COVER"
SCOTTEX "THE STRENGTH OF SCOTTEX" MAILING
E-BAY "THE AD AUCTION"
STUDIO BRUSSEL MUSIC FOR LIFE "THIRSTY BLACK BOY"
FAKTA "STAY LONGER" IN-STORE OPERATIONS
IKEA "PRICES" CAMPAIGN
LOUIS VUITTON "VOYAGE" CAMPAIGN
RADIO NOVA "LE GRAND MIX" CAMPAIGN
VS ENERGY INTERNATIONAL "ENERGY CALENDAR"
SILVER CROSS PACKAGING "BIG BOXES, SMALL KIDS"

IKEA "COME INTO THE CLOSET. LET'S DANCE"
ABSOLUT VODKA "ABSOLUT MACHINES"
BLACKBELTMONKEY WEBSITE
YAQU PACHA NGO "SAVE THE OCEAN" SCREENSAVER
DIESEL KID "EXPLORERS OF THE PAST AND FUTURE"
ABSOLUT VODKA "IN AN ABSOLUT WORLD 08" CAMPAIGN



The jury

The Epica jury is made up of journalists from leading advertising magazines in Europe and the EMEA region. A total of 34 publications from 27 countries were represented on the jury in 2008.



AUSTRIA
Extra Dienst

BELGIUM
Pub

CZECH REPUBLIC
Strategie

DENMARK
Markedsføring

ESTONIA
Best Marketing

FINLAND
Markkinointi & Mainonta

FRANCE
CB News

GERMANY
Lürzer's International Archive
Werben und Verkaufen

GREAT BRITAIN
Creative Review
Marketing Week
The Drum

GREECE
+ Design
Marketing Week

HUNGARY
Kreatív

IRELAND
IMJ

ITALY
ADV Strategie di Comunicazione
Pubblicità Italia
Pubblico

LEBANON
ArabAd

THE NETHERLANDS
Marketing Tribune

NORWAY
Kampanje

POLAND
Media & Marketing Polska

PORTUGAL
Briefing

RUSSIA
Advertising Ideas

SERBIA
New Moment

SLOVAKIA
Stratégie

SLOVENIA
MM

SOUTH AFRICA
Migrate

SPAIN
El Publicista

SWEDEN
Resumé

SWITZERLAND
Persönlich
Werbe Woche

TURKEY
Marketing Türkiye



Photos: +design/Epica

Annual report

The awards ceremony took place in the Megaron Concert Hall, Athens, on January 23rd, 2009. The event was hosted by +design, Greece's leading bimonthly magazine devoted to advertising, graphic, web and industrial design.



In 2008 Epica received 4,945 entries from 664 companies in 51 countries.

DDB London won the film Epica d'Or with their Volkswagen Polo 'Dog' commercial, produced by Independent and directed by Noam Murro.

DDB London also won the press Epica d'Or with the Marmite Snacks 'LoveHate' campaign. This marked the first time that the same agency won two of Epica's top awards.

The outdoor Epica d'Or went to Lowe London for the John Lewis 'Shadows' campaign, shot by Nadav Kander.

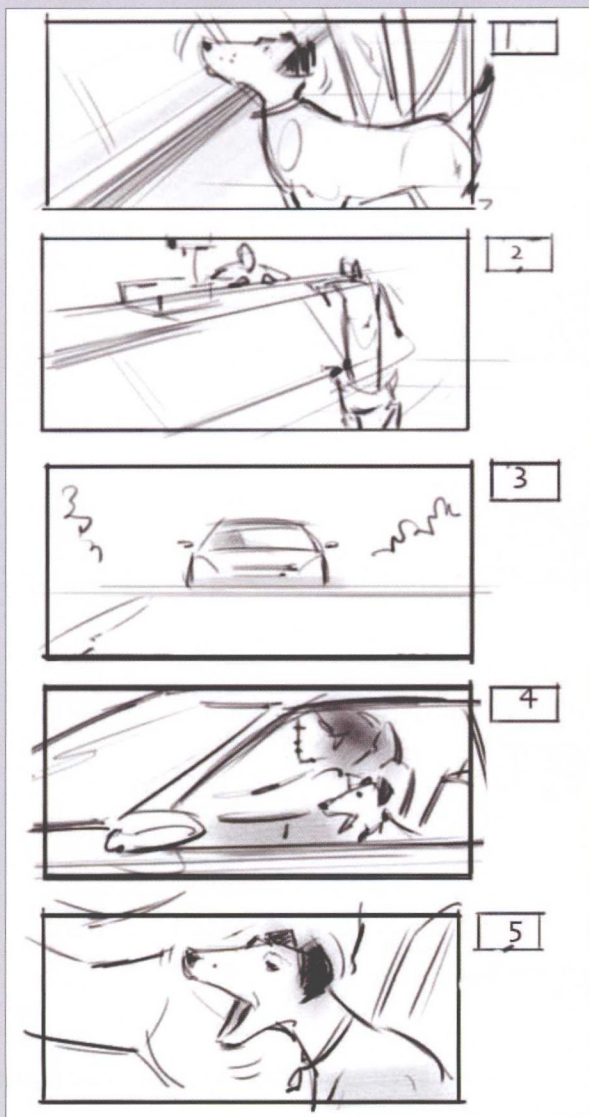
Great Works, Stockholm, took the interactive grand prix with the Absolut vodka 'Absolut Machines' website.

The new Turkcell Mobile Award went to Forsman & Bodenfors, Gothenburg, for their AMF Pension campaign.

Germany was the most successful country in 2008, as it was the in the two previous years, with 12 winners. The UK moved back into second position, ahead of Sweden and France, while Ukraine and Egypt were both first-time winners.

DDB London was the only agency with 4 winners, 2 of which also won grand prix. DDB Germany had 3 winners, 7 silver and 3 bronze, making it the most successful agency in terms of total awards. These results, and a winner from France, helped DDB to remain the most successful network in the awards for the fourth year in a row with a total of 8 winners, ahead of Y&R and Grey with 4 each.

	Entrants	Entries	Winners	Silver	Bronze
Austria	16	102	1	1	1
Azerbaijan	1	2	-	-	-
Belgium	18	97	2	3	6
Bosnia-Herzegovina	1	1	-	-	-
Bulgaria	8	34	-	-	2
Croatia	9	27	-	-	1
Cyprus	1	4	-	-	-
Czech Republic	7	62	-	1	1
Denmark	17	78	2	4	5
Egypt	2	15	1	-	-
Estonia	1	1	-	-	-
Finland	20	153	-	-	4
France	33	491	9	20	17
Germany	98	1230	12	49	36
Greece	22	80	2	1	2
Hungary	10	33	-	-	-
Iceland	4	6	-	-	-
Ireland	9	31	-	2	2
Israel	10	86	1	1	2
Italy	40	212	5	2	6
Kazakhstan	1	6	-	-	-
Kosovo	1	2	-	-	-
Kuwait	1	3	-	-	-
Latvia	1	1	-	-	-
Lebanon	4	29	-	2	1
Lithuania	2	3	-	-	1
Luxembourg	1	4	-	-	-
Macedonia	2	10	-	1	-
Morocco	1	8	-	-	-
Netherlands	26	171	4	8	10
Norway	12	63	1	3	2
Oman	2	6	-	-	-
Poland	8	40	-	1	-
Portugal	9	67	-	1	2
Qatar	1	30	-	2	-
Romania	16	84	-	1	-
Russia	31	113	2	1	1
Saudi Arabia	1	3	-	-	-
Serbia	6	23	1	1	-
Slovakia	6	32	-	3	-
Slovenia	7	12	-	-	-
South Africa	9	35	2	2	2
Spain	24	134	-	6	10
Sweden	72	589	3	21	24
Switzerland	14	122	3	5	6
Tunisia	1	1	-	1	-
Turkey	17	98	2	-	1
Ukraine	12	40	1	2	1
United Arab Emirates	9	111	1	3	2
United Kingdom	39	358	10	22	23
USA	1	2	-	-	1
Total	664	4945	65	170	172



It's a dog's life

by Lewis Blackwell

We all know that it is the emotional connection that makes for great – and successful – advertising. An ad has to make you feel inclined to believe it's message, it cannot wrestle you into submission with logical argument. And belief is not entirely, or even at all, rational. Yet most of the ads out there all too literally try to tell us things, persuade us with logic even though we are not so logical, but highly emotional.

And then along comes an ad like 'Dog' for VW Polo out of DDB London. It wins the Epica d'Or for film because it entirely gets the need to connect at an emotional level. It does this so brilliantly that I for one could not even see the brief, but could only feel the force of its appeal. I was won over, ready to buy, by the sheer charm of the film.

So what is it about a small dog sitting in a small car alongside his owner, driving through Los Angeles, seeming to sing along to the classic song 'I'm a Man' (think Spencer Davis Group and Steve Winwood, 1960s), that makes this commercial so appealing? And just what is it saying about the product?

These questions were quickly answered by Dylan Harrison, the copywriter at DDB London who dreamt up the spot with art director Feargal Balance. "We wanted to move the Polo message on having previously established the association with the car being small and well-made, giving you protection. Now the agency knew that we needed to dig into that to get across the benefits of protection. We realized that the benefit is that it gives you confidence."