

CREATIVITY

30



CREATIVITY

Annual Awards

CREATIVITY

35

CREATIVITY 35

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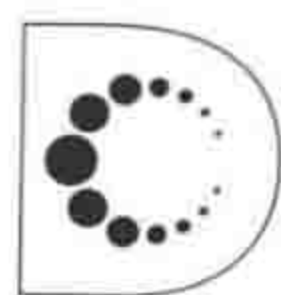
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Editor
David E. Carter



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Creativity 35.

It seems like years with numbers divisible by 5 are a good excuse to look back, to reflect on “how things were.”

The first Creativity Annual was published in 1972. Things were very different then—in so many ways. Graphic design was mostly a black-and-white world. (Full color printing was very expensive, as well as very time consuming.)

In 1972, the term “great creative work” was usually attached to a big city address such as New York, Chicago, or San Francisco. (It’s hard to imagine that LA wasn’t considered to be much of an “ad center” 35 years ago.) London had outstanding work then, but globalization hadn’t come along so the rest of Europe basically had “local” ads. And Asia was still considered to be “third world,” especially for creative work.

In 1972, nobody would have imagined that Portland, Minneapolis, Boston, and Atlanta would someday be highly regarded ad centers. Not to mention Rome, Hong Kong, Seoul, and a lot of other places.

Back then, typography was either: a) bad, or b) very expensive, and time consuming, taking as much as two weeks to get type set at a big-city “type house.” THEN have it mailed back to you. (FedEx? It wouldn’t appear for a long time.)

Somewhere along the way, the Mac arrived and changed the creative world. Doing great creative work was no longer connected to a postal code.

For 35 years, the Creativity Annual has been at the forefront of these changes.

We were among the first to produce a 400-page annual, with every page in process color.

We were among the first to recognize the work of creative people from all over the world, not just a few select cities.

What will the future hold for the creative world? Who knows? But one thing is certain: the Creativity Annual will continue to be at the forefront of recognizing change, and we will continue to focus on the new tools, and the people who produce great creative work with those new tools.

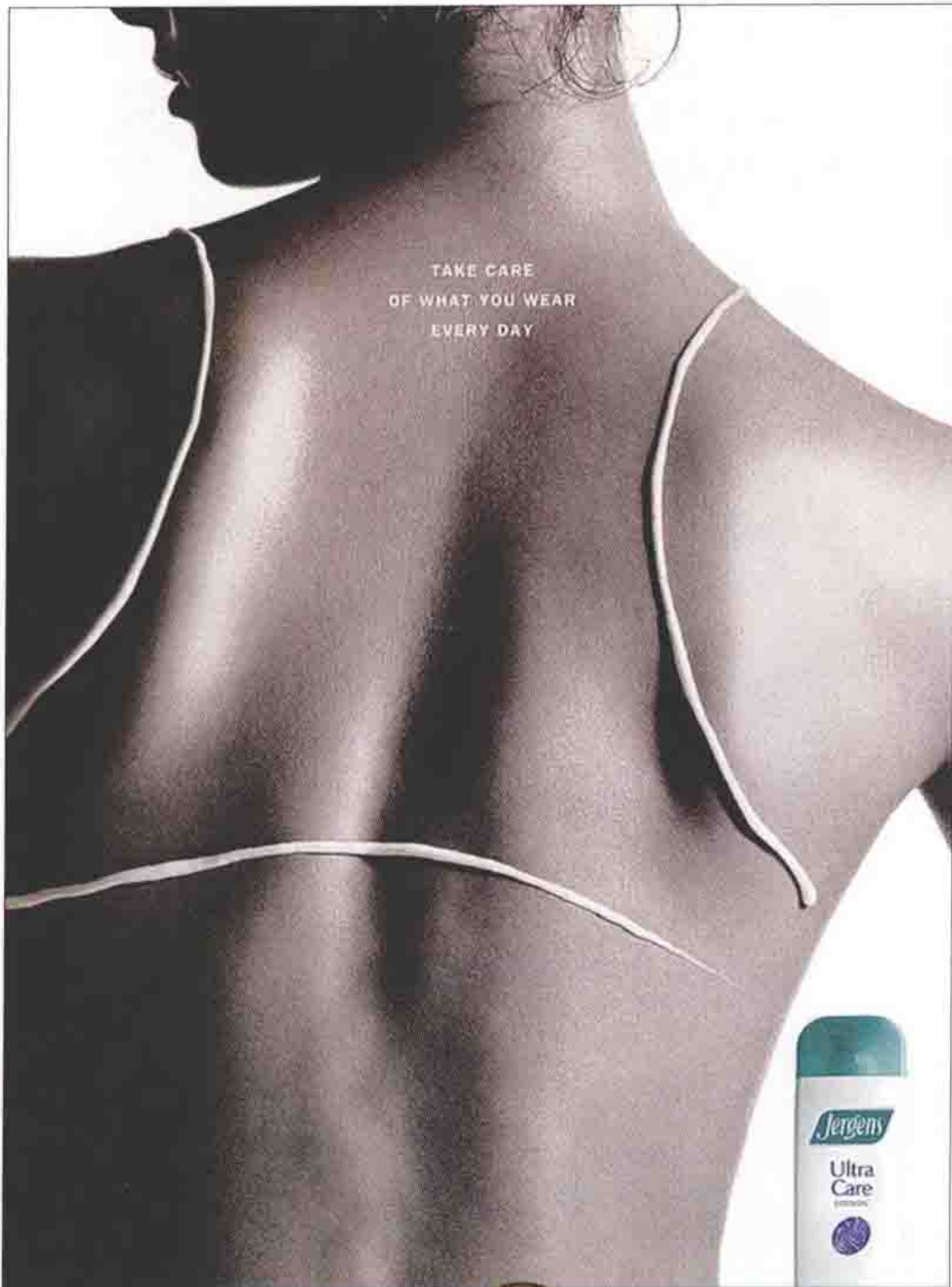


The Creativity Awards

Register online.

www.creativityawards.com





TAKE CARE
OF WHAT YOU WEAR
EVERY DAY



creative firm
Taxi Canada Inc.
Montréal, (Québec) Canada

creatives
Stephane Charier, Patrick Chaubet,
Maxime Patenaude

client
KAO Brands Canada (Jergens)

creative firm
D'Adda Lorenzini Vigorelli, BBDO
Rome, Italy

creatives
Giampietro Vigorelli

client
Universal Studios Networks Italy



UN OMAGGIO AGLI ITALOAMERICANI CHE HANNO FATTO LA STORIA DI HOLLYWOOD.

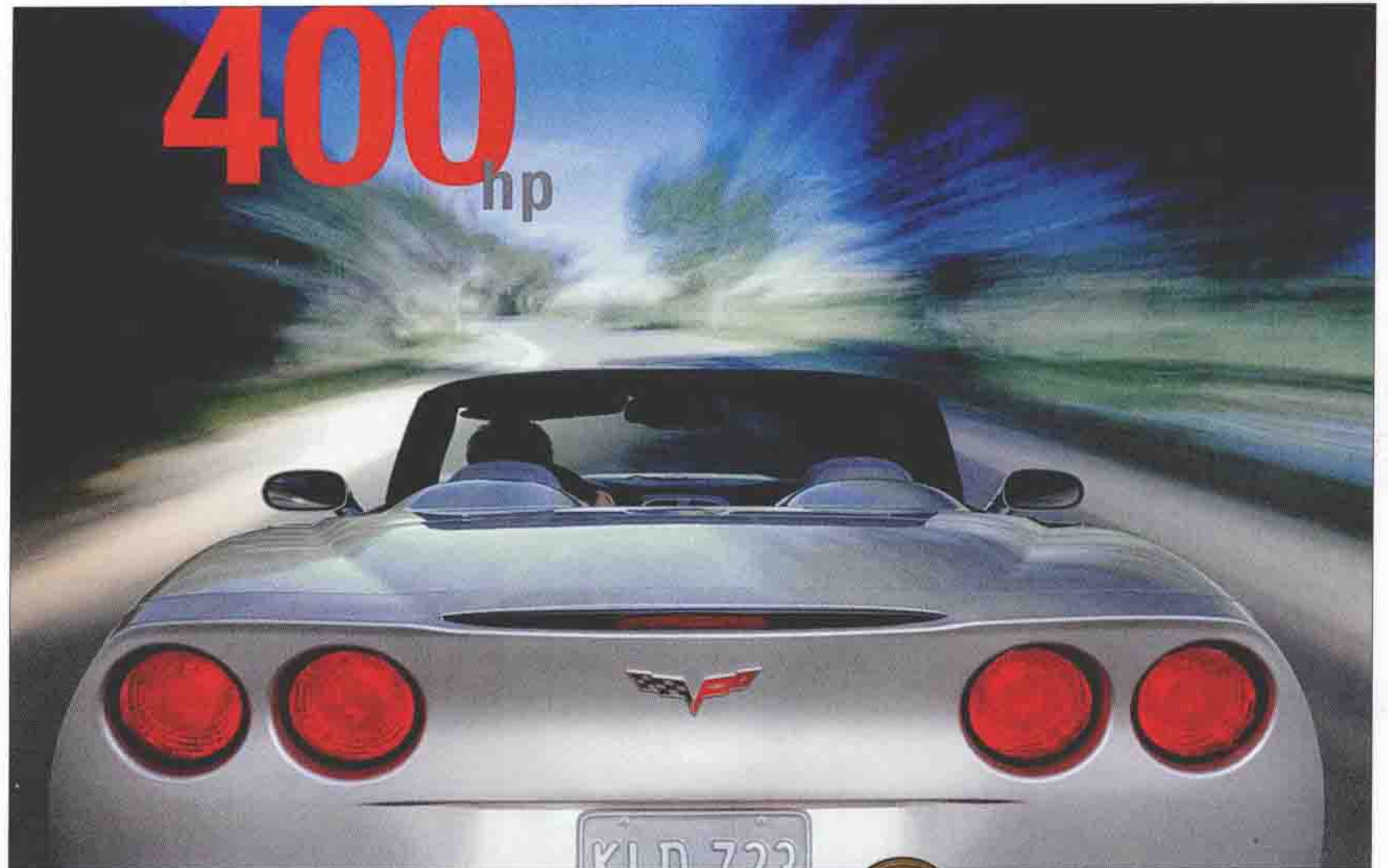
DA AL PACINO A MARTIN SCORSESE, DA MARLON BRANDO A ROCCO VALENTINO, DA ROBERT DE NIRO A SUSAN SARANDON. A NOVEMBRE, OGNI SERA, UN APPUNTAMENTO CON GLI ATTORI E I REGISTI FILM. LE INTERVISTE E LO SPECIALE INEDITO "ITALYWOOD". PER SCOPRIRE LA RICETTA CHE HA SECCO GRANDE IL CINEMA AMERICANO, PERCHÉ SENZA GLI ITALOAMERICANI AVREBBE AVUTO UN ALTRO SAPORE.

IN ONDA SU

www.studiouniversal.it

La TV del cinema da chi fa cinema

**Studio
UNIVERSAL**



creative firm
Campbell-Ewald Advertising
Warren, (Michigan) USA

creatives
Bill Ludwig, Brent Bouchez,
Robin Todd, Gerald Burton

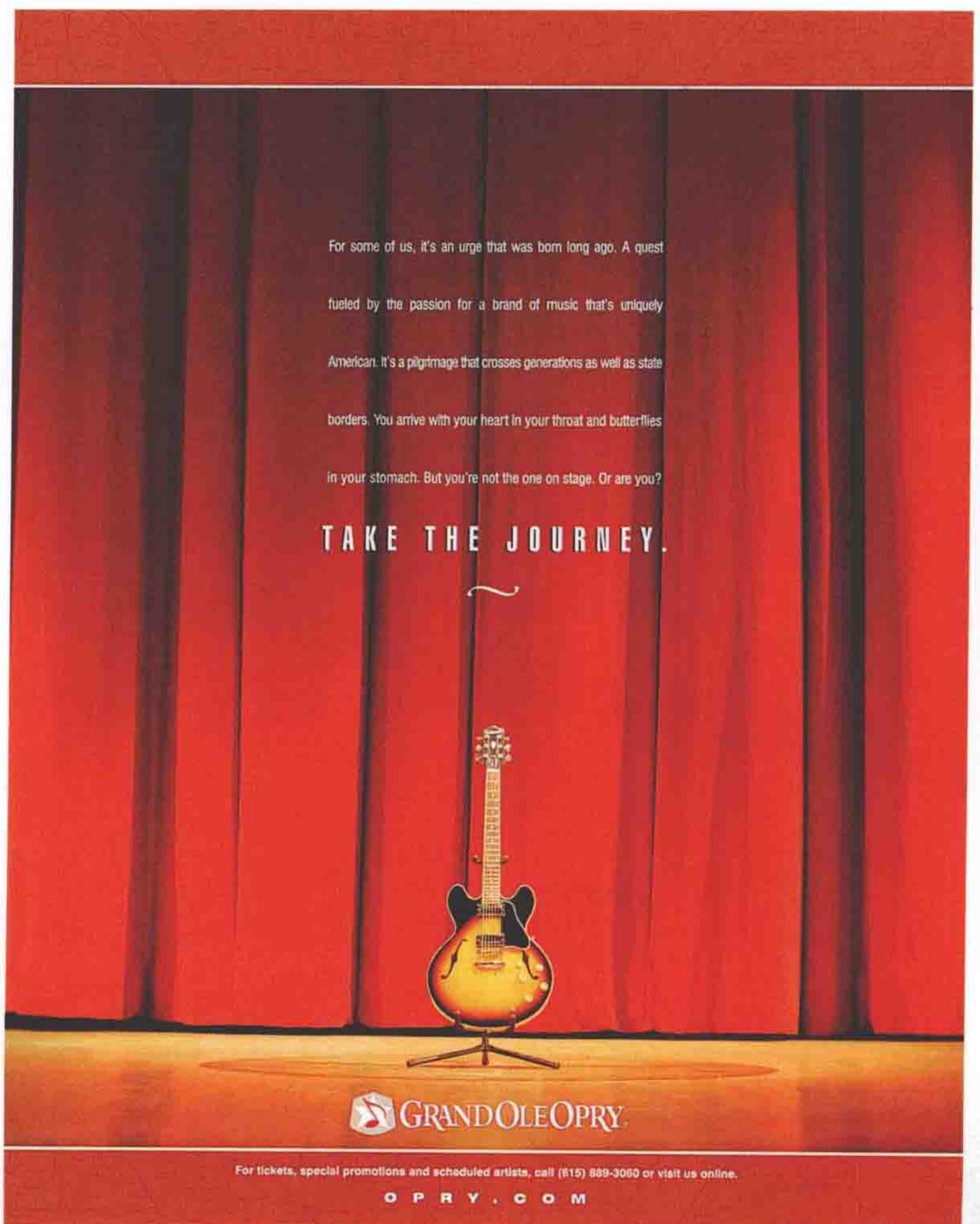
client
Chevrolet

creative firm
Bohan Advertising/Marketing
Nashville, (Tennessee) USA

creatives
Kerry Oliver, Kevin Hinson,
David Bailey

client
Grande Ole Opry

9



For some of us, it's an urge that was born long ago. A quest
fueled by the passion for a brand of music that's uniquely
American. It's a pilgrimage that crosses generations as well as state
borders. You arrive with your heart in your throat and butterflies
in your stomach. But you're not the one on stage. Or are you?

TAKE THE JOURNEY.

GRAND OLE OPRY

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OPRY.COM



creative firm
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 Warren, (Michigan) USA
 creatives
 Bill Ludwig, Mark Simon, Debbie Kamowsky,
 Marni Burns, Mike Conboy, Neville Anderson,
 John Dolab
 client
Kaiser Permanente



creative firm
Portfolio Center
 Atlanta, (Georgia) USA
 creatives
 Josh Dimarcantonto, Shannon Kaiser
 client
Healthy Choice

10



creative firm
Rodgers Townsend
 St. Louis, (Missouri) USA
 creatives
 Tom Hudder, Mike McCormick,
 Evan Willnow
 client
Joe Rocket

creative firm
Futura DDB
 Ljubljana, Slovenia
 creatives
 Žare Derin, Zoran Gabrijan,
 Miha Grobler
 client
Printing House Petrič

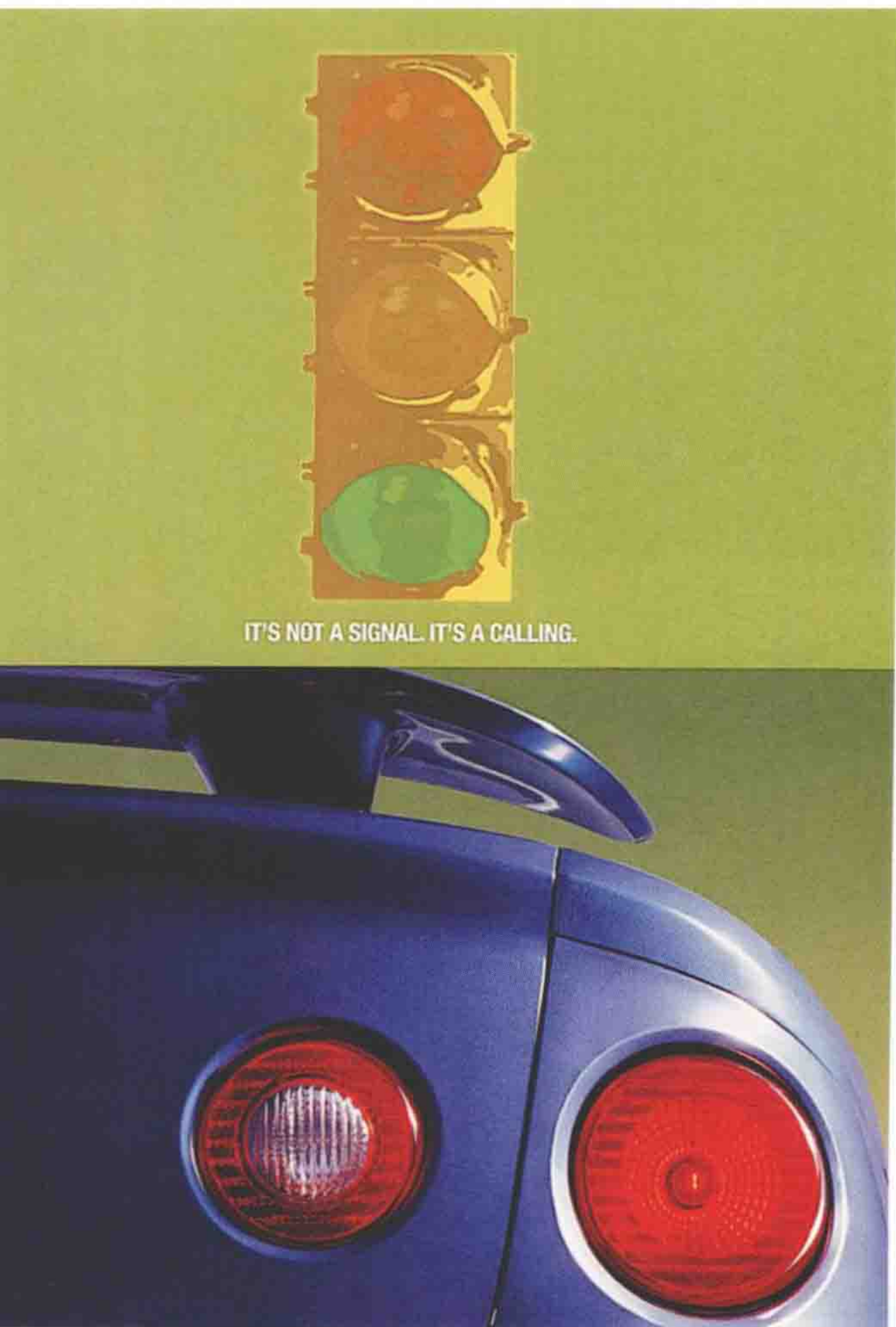


petrič
 PrintingHouse



creative firm
Dieste Harmel & Partners
Dallas, (Texas) USA
creatives
Dieste Harmel & Partners
Creative Team
client
Tropicana Dole

creative firm
Campbell-Ewald Advertising
Warren, (Michigan) USA
creatives
Bill Ludwig, Brent Bouchez,
Tom Cerroni, Joe Godard
client
Chevrolet



IT'S NOT A SIGNAL. IT'S A CALLING.



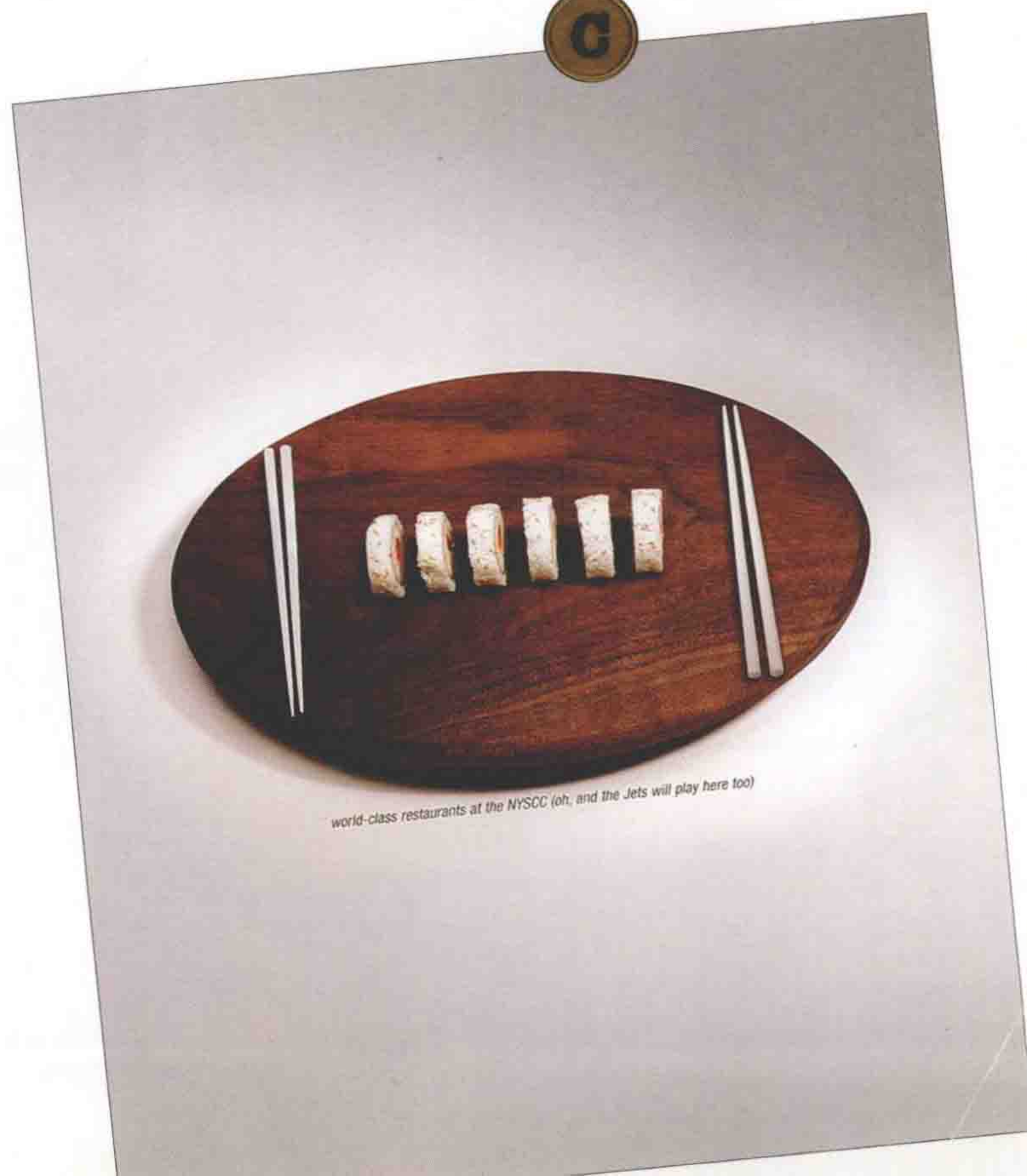
"I love what you've done with yourself."



CARPET • HARDWOOD • CERAMIC • LAMINATE • RUGS • 1-800-2-MOHAWK • MOHAWKFLORING.COM

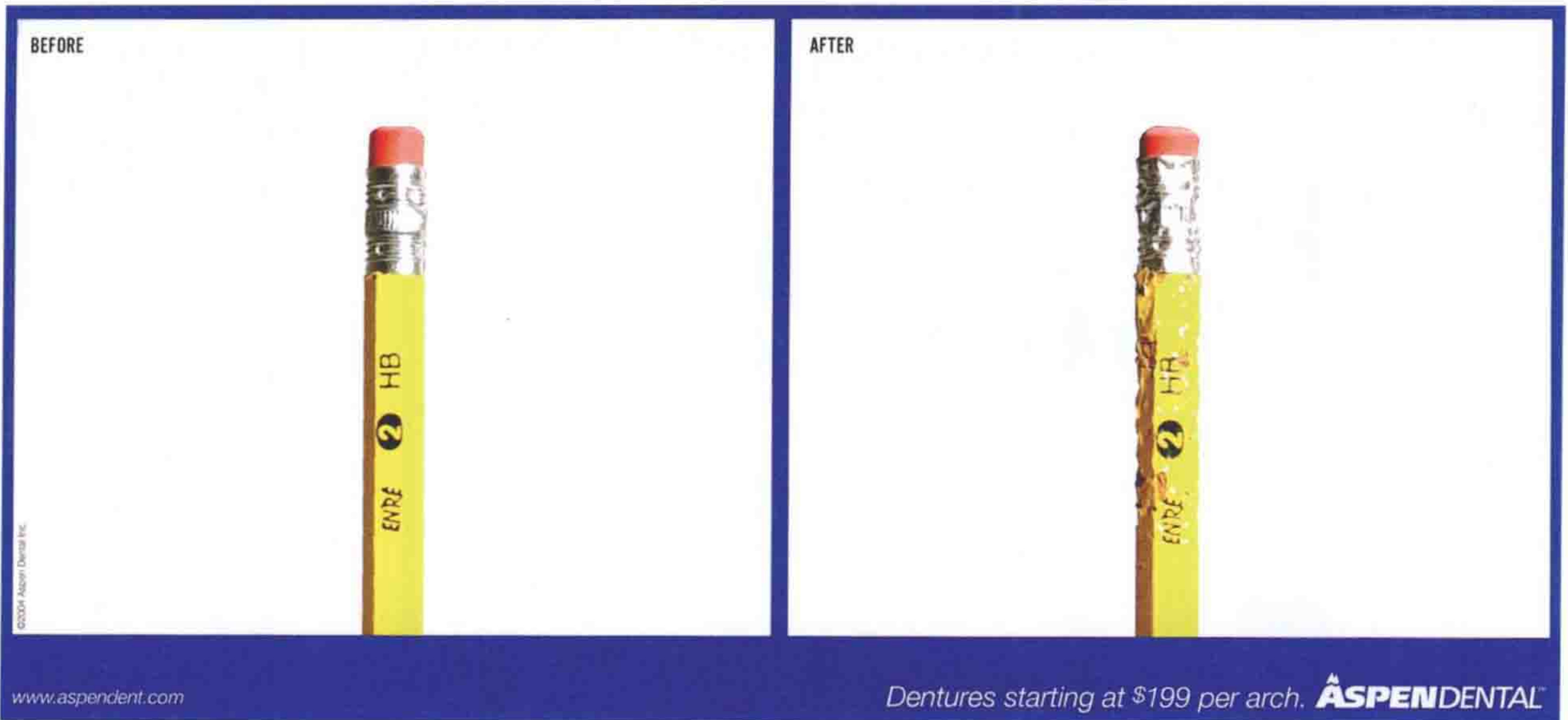
creative firm
MARC USA
Pittsburgh, (Pennsylvania) USA
creatives
Ron Sullivan, Laurie Habeeb,
Danielle Caruso
client
Mohawk Flooring

creative firm
Grey Worldwide
New York, (New York) USA
creatives
Tim Mellors, Mike Ryniec,
Mark Catalina, Jonathan Klein
client
New York Jets



world-class restaurants at the NYSOC (oh, and the Jets will play here too)

creative firm
Bald & Beautiful
 Venice, (California) USA
 creatives
 Luis Camano,
 Cameron Young
 client
Aspen Dental



www.aspendent.com

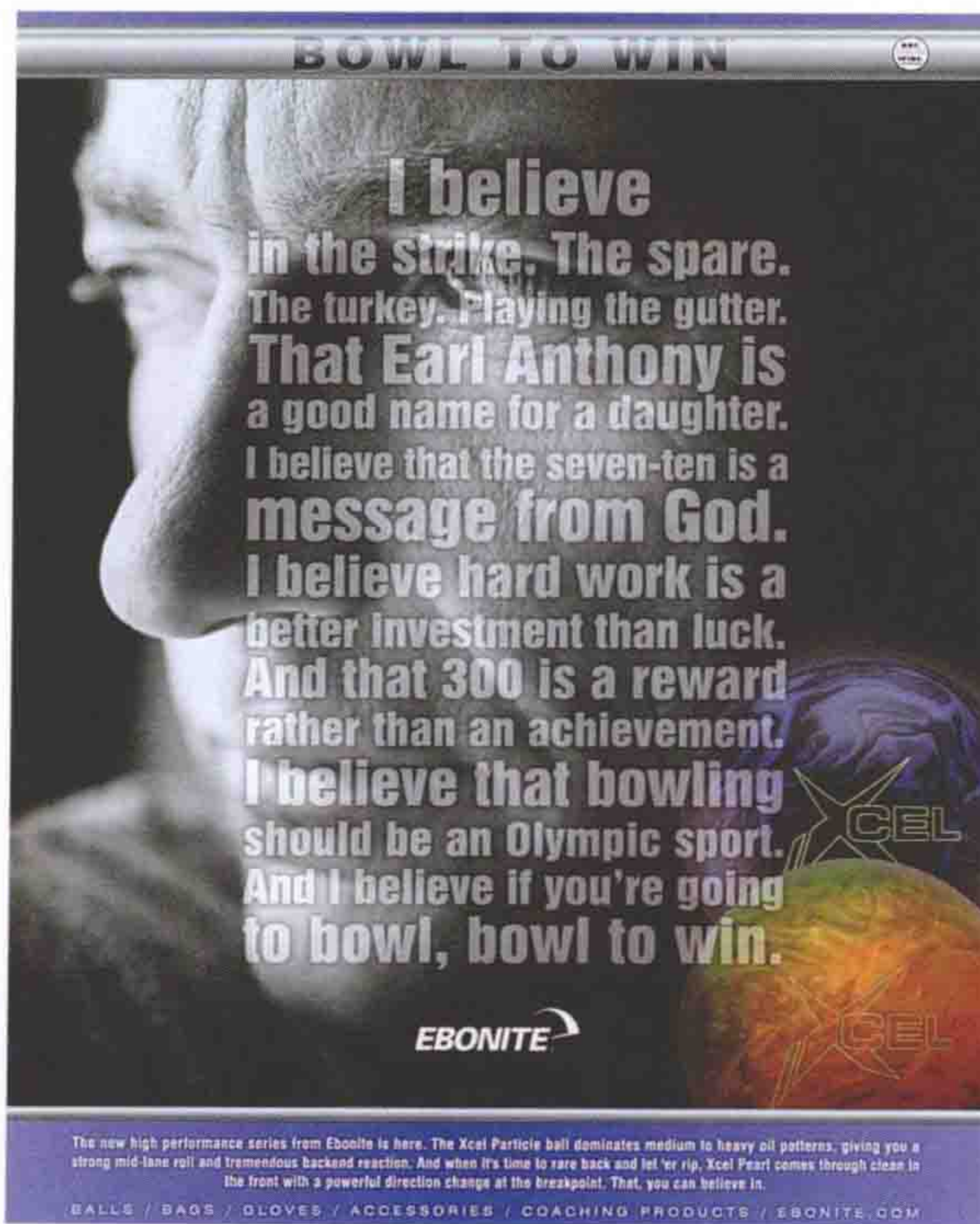
Dentures starting at \$199 per arch. **ASPENDENTAL**

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creative firm
Hampel Stefanides
 New York, (New York) USA
 creatives
 Tom Kane, Chris Collins,
 Daniel Smith
 client
Georges Dubœuf Climbing

creative firm
Campbell-Ewald Advertising
 Warren, (Michigan) USA
 creatives
 Bill Ludwig, Brent Bouchez,
 Robin Todd, Gerald Burton
 client
Chevrolet



creative firm
Bohan Advertising/Marketing
 Nashville, (Tennessee) USA
 creatives
 Kerry Oliver, Kevin Hinson,
 Ray Otterson, David Bailey
 client
Ebonite Bowling

