

The New York Festivals

International Advertising Awards

The World's Best Work®

THE
NEW YORK
FESTIVALS

The World's Best Work

ANNUAL NINE

INTERNATIONAL
ADVERTISING
AWARDS

For additional information,
or to learn how your work may be submitted to
THE NEW YORK FESTIVALS
INTERNATIONAL ADVERTISING AWARDS
for possible inclusion in subsequent Annuals,
please address inquiries to:

THE NEW YORK FESTIVALS
780 King Street
Chappaqua, NY 10514 USA
Phone: 914-238-4481
Fax: 914-238-5040

Visit us on the World Wide Web at
<http://www.nyfests.com>

Copyright © 2001 by The New York Festivals

All rights reserved. No part of this book, in part or in whole, may be reproduced, transmitted, or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher, except for brief quotations embodied in critical reviews, books, and articles.

ISBN 0-9655403-5-9

DISTRIBUTED TO THE TRADE IN NORTH AMERICA BY
Watson-Guptill Publications
1515 Broadway
New York, NY 10036

DISTRIBUTED THROUGHOUT THE REST OF THE WORLD BY
Harper Collins Publishers
10 East 53rd Street
New York, NY 10022-5299

THIS YEAR'S JACKET

CREATIVE TEAM

Terri Barrett-Vaden, Barrett Design, Richmond, VA
Bruce Goldman, Picture Radio, Richmond, VA

STOCK PHOTOGRAPH (CHRYSLER BUILDING)
AP Wide World

ORIGINAL PHOTOGRAPH (WORLD MEDALS) AND RETOUCHING
The Bowyer Studio, Richmond, VA

BOOK DESIGN AND PRODUCTION
James Wasserman, Studio 31, P.O. Box 293116, Davie, FL 33329-3116

Manufactured by Phoenix Offset
Printed in China

THE NEW YORK FESTIVALS

OFFICIAL REPRESENTATIVES OF THE NEW YORK FESTIVALS

ARGENTINA & URUGUAY

Eduardo Flehner

Exhibition International Co.-
Atomic Films
Castillo 1366
Buenos Aires 1414
Phone 541-14-771-0400
Fax 541-14-771-6003

AUSTRALIA & NEW ZEALAND

Jenny Bates

Bates & Partners
Level 1, 121 Alexander Street
Crows Nest NSW 2065
Phone 612-9966-9599
Fax 612-9966-9626

BRAZIL

Armando Ferrentini

Editora Referencia Ltda.
Rua Francois Coty 228
Cambuci 10524-03
Sao Paulo SP
Phone 5511-6914-5186/274-0766
Fax 5511-272-8445

CHILE, COLOMBIA, ECUADOR & PARAGUAY

Edgardo Mermet Ovalle

Val Morgan FilmSuez
2736 Roger de Flor St.
Las Condes, Santiago de Chile
Phone 56-2-233-8223
Fax 56-2-233-8216

CHINA

Gao Jun

Shangai Meikao Creative &
Consulting Co., Ltd.
Fl. 25 Shanghai Kerry Center
1515 Nanjing West Road
Shanghai 200040
Phone 86-21-5298-6622
Fax 86-21-5298-6633/3222-0220

CHINESE TAIPEI

Tomming Lai

United Advertising Company
10/F No. 83, Sec. 1,
Chungking S. Road
Taipei
Phone 886-2-2314-3366
Fax 886-2-2314-3314

EASTERN EUROPE & RUSSIA

Dragan Sakan

New Moment Magazine
Bezigrad 10
Ljubljana 1000
Slovena
Phone: 386-61-136-2533
Fax: 386-61-136-2521

FINLAND

Sinikka Virkkunen

Markkinointiviestinnän
Toimistojen Liitto MTL
Vuorikatu 22A
Helsinki 00100
Phone: 358-9-625-300
Fax: 358-9-625-305

FRANCE

Dominique Boischot

Les Films de la Perrine
6, Cite Paradis
Paris 75010
Phone 33-1-56-0390-30
Fax 33-1-56-0390-20

GERMANY, AUSTRIA & SWITZERLAND

Peter Strahlendorf

Kattjahren 8
Hamburg D-22359
Phone 49-40-609-00910
Fax 49-40-609-00955

GUATEMALA/COSTA RICA/ HONDURAS/NICARAGUA/ EL SALVADOR

Jorge Porras

Arima
12 Calle 6-40, Zona 9 Edif
Plazuela Oficina 405
Guatemala 01009
Phone: 502-339-4727
Fax: 502-331-5929

HONG KONG & MACAU

Jimmy Lam

Longyin Review
Shun Feng International Centre,
Rm. 1205
182 Queen's Road East
Wanchai
Phone 85-2-2824-9999
Fax 85-2-2824-9998

INDIA

Anil Thakraney

The Brief
Steelmade Industrial Estate
Marol Maroshi Rd
Andheri (East), Mumbai 400 059
Phone 91-22-850-4895
Fax 91-22-850-3164

INDONESIA

Ken Sudarto

PT Dutamedia Internusa
Jalan H.R. Rsuna Said Kav. H 1-2
Jakarta 12920
Phone: 62-21-525-5160
Fax: 62-21-525-6440

ISRAEL

Billi Laniado

Laniado Marketing
Communications Ltd.
29 Hamered St.
Tel Aviv 68125
Phone 972-3-517-7977
Fax 972-3-517-0258

ITALY

Gruppo Pubblicità Italia

Via Stradella 3
Milano 20129
Phone 39-02-29-400-554
Fax 39-02-29-520-533/401-816

JAPAN

Soji George Tanaka

TanakaPlus
1-7, Mure 3-Chome, Mitaka-shi
Tokyo 181
Phone 81-422-45-1774
Fax 81-422-44-5634

KOREA

In Sup Shin

C/O KCU
6F Yimbo Bldg
195-11 Yeongun-ding,
Chongro-ku
Seoul 110-460
Phone 82-2-3675-4561
Fax 82-2-546-7435

THE NETHERLANDS & BELGIUM

Peter Kanters

PKPR
Honingstraat 14b
Hilversum 1211 AW
Phone 31-35-62381-85
Fax 31-35-62382-08

PERU

Teresa Barrenechea Q.

Asociacion Peruana de Agencias
de Publicidad
Avenida 2 de Mayo
655 Miraflores
Lima 18
Phone/Fax 51-1-445-4903

SCANDINAVIA

Lars Grunberger

L. Grunberger Marketing AB
Skogsovgagen 99
S-133-33 Saltjsobaden
Sweden
Phone 468-5562-6420
Fax 468-5562-6421

SINGAPORE, MALAYSIA, PHILIPPINES & THAILAND

Jenny Wee

Block 110, Lorong 1
Toa Payoh, #03-336
Singapore 310110
Phone 65-9764-2457
Fax 65-352-2389

SOUTH AFRICA

Tracey Brits

Etcetera Active
PO Box 4916
Rivonia 2128, Johannesburg
Phone: 27-11-233-8911
or 233-8862
Fax: 27-11-233-8804

SPAIN & PORTUGAL

Pedro Solana

CLOUSEAU
Carabela La Nina, 24, Local 8
Barcelona 08017
Phone 34-93-499-0505
Fax 34-93-499-0505/206-5802

TURKEY

G.A. Ogud, Jr.

AVC Marketing Services Group
Eski Buyukdere Cad. Ozcan Sok
No. 18
IV Levent
Istanbul 80650
Phone 90-212-280-9112
Fax 90-212-270-9155/282-6927

UNITED KINGDOM

Charles Sciberras

International Agency
Facilities Ltd.
The Long Barn - Funges Farm
Bassetsbury Lane - High Wycombe
Bucks HP11 1QZ
Phone 44-1494-452-018
Fax 44-1494-550-332

VENEZUELA

Thais Hernandez

A.N.D.A
Urb. Santa Eduvigis, 1ra. Av. de
Santa Eduvigis
Residencias Primavera
P.B. Oficina B. Apdo 61762
Caracas
Phone 582-284-1163/285-6841
Fax 582-283-6553

THE GRAND AWARD



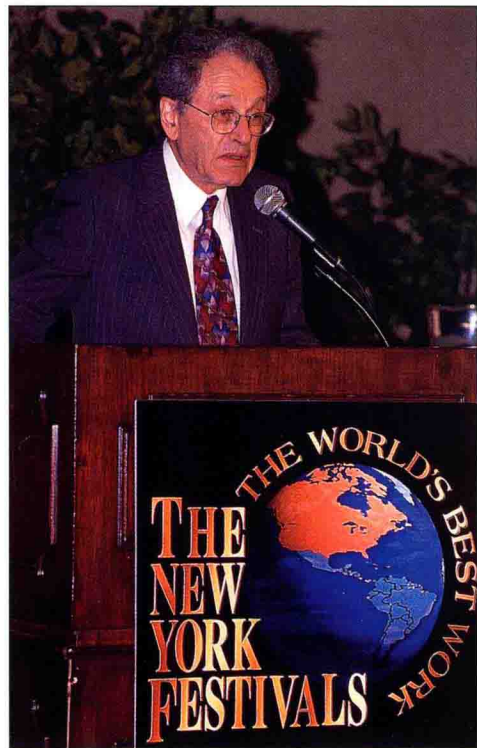
HISTORY OF THE NEW YORK FESTIVALS

For forty-three years, THE NEW YORK FESTIVALS has honored excellence in communications media which touch the hearts and mind of readers, listeners and viewers worldwide. Founded in 1957 as an international awards competition designed primarily to reward outstanding achievements in non-broadcast media, the Festival achieved pre-eminence in the industrial/educational area in the course of its first twenty years.

During the 1970's, two other international competitions were added which would experience unrivaled growth in prestige and importance — TV and cinema advertising and TV programming and promotion. Competitions for international radio advertising, programming and promotion were launched in 1982, and for print advertising, collateral materials, design, photography and illustration in 1984. In keeping pace with the changing trends and technologies, an international New Media competition was added in 1992. The Global Awards for international healthcare communications was added to the roster in 1994. In 1995 another new competition was launched for Advertising/Marketing Effectiveness (AME). And in 2001, The International Midas Awards was launched to recognize the world's best work in financial services communications.

THE NEW YORK FESTIVALS experienced exponential expansion, from 1,000 entries in 1979, to more than 16,000 entries in all media in 2000. Industry acceptance and participation are symbolized by the Festival's prestigious Board of Distinguished Judges and Advisors, comprising a veritable "Who's Who" of the world leaders in communications. In 2000, more than 12,000 print, radio and TV advertising entries from sixty-four countries competed for honors.

A SALUTE TO THE WORLD'S BEST WORK



This book is dedicated proudly and respectfully, to the creative men and women everywhere in the world who produced the great work in these pages. THE NEW YORK FESTIVALS is pleased to showcase the winners of its 2000 international print & design competition. The Grand Award winners, WorldMedalists and Finalists featured in these pages rose to the top in the most multinational of all awards competitions.

The best was chosen by the best. Entries were evaluated by panels of judges comprised of hundreds of agency creatives and design professionals convened in New York and in major advertising centers throughout the world. This comprehensive process determined the Finalists — the highest scoring of which went on to achieve Gold, Silver and Bronze WorldMedals in their respective categories. Members of the Festivals International Board of Distinguished Judges & Advisors chose the Grand Award winners.

THE NEW YORK FESTIVALS, America's international awards show is one of only three such events with truly global coverage. The 2000 awards, which marked our 43rd anniversary, attracted more than 12,000 advertising entries from sixty-four countries. Submissions from outside the USA exceeded sixty percent of the total. Global, as well, is our continuing relationship with the United Nations, whose Department of Public Information sponsors our prestigious awards for public service advertising which best exemplifies the ideals and goals of the UN.

Not to be forgotten — our judges — the world's most creative and experienced advertising professionals. We are grateful for their commitment and discernment. Special thanks to the worldwide chair of THE NEW YORK FESTIVALS Board of Distinguished Judges & Advisors, Phil Dusenberry of BBDO Worldwide.

Can your work survive in a tough global market? This ninth edition of The World's Best Work provides copious answers.


Gerald M. Goldberg, President
THE NEW YORK FESTIVALS

BOARD OF DISTINGUISHED JUDGES & ADVISORS

CHAIRMAN

Philip Dusenberry

BBDO WORLDWIDE

Jim Aitchison

SINGAPORE

Douglas L. Alligood

BBDO INC.

David Altschiller

HILL, HOLLIDAY/ALTSCHILLER

Allan Beaver

BEAVER, REITZFELD

Mike Becker

BÉCKER COMMUNICATIONS

Andy Berlin

BERLIN CAMERON

Robert Bloom

PUBLICIS/BLOOM

Franchellie Cadwell

CADWELL DAVIS PARTNERS

Charlie Claggett

Tom Cooke

PEDONE & PARTNERS

Barry Day

THE INTERPUBLIC GROUP OF COMPANIES

Frank DeVito

DEVITO FITTERMAN ADVERTISING

Lawrence Dobrow

John Doig

HILL, HOLLIDAY, CONNORS, COSMOPULOS

Lou Dorfsman

Arthur Einstein Jr.

ARTHUR EINSTEIN ADVERTISING

William N. Farlie Jr.

GILBERT, FARLIE INC.

John Follis

FOLLIS/NY

Clifford Freeman

CLIFF FREEMAN & PARTNERS

Michael Fromowitz

BBDO NEW YORK

Phil Gant

BBDO CHICAGO

Lynn Giordano

GOTHAM INC.

Roy Grace

GRACE AND ROTHSCHILD ADVERTISING

Shigeo Ihori

TAIYO KIKAKU CO., LTD. TOKYO

Munetaka Inami

ACC TOKYO

Fredrik Jerlov

JERLOV & COMPANY GÖTEBORG

Caroline Jones

CAROLINE JONES INC.

Gao Jun

SHANGHAI MEIKAO CREATIVE & CONSULTING CO., LTD. SHANGHAI

Yoshihiko Kurosu

HAKUHODO INC. TOKYO

Tomming Lai

UNITED ADVERTISING COMPANY TAIPEI

Jochen Leisewitz

ECONOMIA/BBDO HAMBURG

Linda Locke

LEO BURNETT PTE LTD. SINGAPORE

Richard Lord

Patrick Low

DENTSU YOUNG & RUBICAM PTE. LTD. SINGAPORE

Joan McArthur

COLE MCARTHUR RADIO & TELEVISION TORONTO

Lynne Meena

LYNNE MEENA & COMPANY

Julian Michalski

AMMIRATI PURIS LINTAS FRANKFURT

Jeff Millman

GRAY KIRK/VANSANT

Tomaz Mok

MCCANN-ERICKSON/CHINA

Marcio M. Moreira

MCCANN-ERICKSON WORLDWIDE

Sigward M. Moser

COMMUNICATION HOUSE INTERNATIONAL, INC.

Charlie Moss

MOSS/DRAHOTI

John Nieman

Takehiko Miura

DENTSU INC.

Steve Petchina

DCA ADVERTISING, INC.

Anders Pihlstrom

PCG PIHLSTROM COMMUNICATIONS GROUP AB STOCKHOLM

Stan Richards

THE RICHARDS GROUP

Bo Ronnberg

RONNBURG MCCANN STOCKHOLM

Koh Sakata

MCCANN-ERICKSON INC. TOKYO

Jane Talcott

YOUNG & RUBICAM

Soji George Tanaka

GDI TOKYO

George Tenne

BBDO CHICAGO

Dave Tutin

GREY WORLDWIDE

Gregory Wilson

RED BALL TIGER

Henry Wong

SAATCHI & SAATCHI ADVERTISING TORONTO

ARGENTINA

CHAIRMAN

Fernando Vega Olmos

VEGA OLMOS - PONCE

Ramiro Aguila

AGUILA & BACCETTI

Carlos Baccetti

AGUILA & BACCETTI

Pablo Del Campo

SAATCHI & SAATCHI

Gabriel Dreyfus

DREYFUS COMUNICACIONES

Jorge Heymann

HEYMANN/BENGOA/BERBARI

Hernan Ponce

VEGA OLMOS - PONCE

Ernesto Savaglio

SAVAGLIO/TBWA

Jorge Vazquez

BOZELL VAZQUEZ

Bobby Ventura

LEO BURNETT ARGENTINA

Jorge Villegas

GRAFFITI D'ARCY

AUSTRALIA

CHAIRMAN

David Blackley

CLEMINGER AUSTRALIA

George Betsis

VCD

Warren Brown

BROWN MELHUIH FISHLOCK

Mike Clarke

MCCANN-ERICKSON SYDNEY

Jeff Clulow

J. WALTER THOMPSON SYDNEY

Luke Dunkerley

SAATCHI & SAATCHI

John Finkleson

BLOOD SWEAT & TEARS

Garry Horner

DDB SYDNEY

Fiona Leeming

DDB MELBOURNE

Marc Schattner

AMMIRATI PURIS LINTAS

David Westgate

LEO BURNETT CONNAGHAN & MAY

Scott Whybin

WHYBIN TBWA

BRAZIL

CHAIRMAN

Nizan Guanaes

Roberto Duailibi

DPZ PROPAGANDA SA

Fabio Fernandez

F/NAZCA SAATCHI & SAATCHI

Jose Fontoura da Costa

MIX 21

BOARD OF DISTINGUISHED JUDGES & ADVISORS

Alexandre Gama
YOUNG & RUBICAM BRASIL

Ana Carmen Longobardi
TALENT COMUNICACAO LTDA.

Alex Periscinoto
ALMAP/BBDO

Christina Carvalho Pinto
FULL JAZZ COMUNICACAO E
PROPAGANDA LTDA.

Paulo Pretti
FISCHER AMERICA COMUNICACO
TOTAL

Marcello Serpa
ALMAP/BBDO

Fabio Siqueira
COMUNICACAO FAM

Joao Daniel Tikhomiroff
JODAF FILMES

CHILE

CHAIRMAN
Juan I. Oto L.
PUBLIMARK MAGAZINE

HONORARY CHAIRMAN & ADVISOR
Alberto Israel
IDB/FCB

EXECUTIVE VICE CHAIRMAN
Edgardo Mermet O.
FILMSUEZ

Jaime Atria
LEO BURNETT CHILE

Alvaro Azocar
AZOCAR & LUCO

Juan C. Fabres D.
GREY CHILE

Henry Northcote
NORTHCOTE OGILVY & MATHER

Antonio Sarroca
J. WALTER THOMPSON CHILENA

Martin Subercasseaux
BBDO CHILE

Gelly Walker
AZOCAR, MORRISON, WALKER

FRANCE

Antoine Barthuel
GREY PARIS

Pierre Berville
CALLEGARI BERVILLE

Bernard Bureau
OGILVY & MATHER

Marie Catherine Dupuy
BDDP

Daniel Fohr
GREY PARIS

Jacques Seguela
EURO RSCG

Thomas Stern
McCANN-ERICKSON

ITALY

CHAIRMAN
Dino Betti Van Der Noot
B COMMUNICATIONS/GGK

Pasquale Barbella
BGS/D'ARCY

Ezio Maria Ciuti
MEDIAFORCE

Andrea Concato
DI PACE, CONCATO & PARTNERS

Mauro Mortaroli
ARMANDO TESTA

Milka Pogliani
McCANN-ERICKSON ITALIANA SPA

Gavino Sanna
SANNA & ASSOCIATI

MEXICO

CHAIRMAN
Clemente Camara Rojas
CLEMENTE CAMARA Y ASOCIADOS
S.A. DE C.V.

Yuri Alvarado
YOUNG & RUBICAM MEXICO

Jose Beker
PUBLICIS/ROMERO

Simon Bross
GARCIA BROSS Y ASOCIADOS

Rodolfo Cavalcanti Bezerra
BBDO MEXICO, S.A. DE C.V.

Eduardo Contreras
CLEMENTE CAMARA Y ASOCIADOS

Santiago Pando
LOWE & PARTNERS MEXICO

Pedro Torres
PEDRO TORRES Y ASOCIADOS

PAN CARRIBEAN

CHAIRMAN
Roberto R. Coimbra A.
J. WALTER THOMPSON
DE VENEZUELA C.A.

Damaris Defillo de Pena
YOUNG & RUBICAM/DAMARIS
DOMINICAN REPUBLIC

Alejandro Fernandez
FERGO/SAATCHI & SAATCHI
PANAMA

Ricardo E. Mendez
MENDEZ & DIEZ INTEGRATED
COMMUNICATION
PANAMA

Alberto Quiroz
JBQ/GREY
COSTA RICA

Hugo Vazquez
MARCA-LINTAS
COLOMBIA

SOUTH AFRICA

Cal Bruns
SONNENBURG MURPHY
LEO BURNETT

Matthew Bull
LOWE BULL CALVERT PACE

Stephen Burke
BESTER BURKE

Louis Gavin
GAVIN REDDY HAWN

John Hunt
TBWA HUNT LASCARIS

Stefania Ianigro Johnson
FCB BOSMAN JOHNSON

Alistair King
KINGJAMES

Robyn Putter
OGILVY & MATHER RIGHTFORD
SEARLE-TRIPP & MAKIN

Mike Schalit
NET=WORK

Graham Warsop
THE JUPITER DRAWING ROOM

SPAIN

Ferran Blanch
TIEMPO/BBDO

Diego Borbolan
EURO RSCG BARCELONA

Agustin Elbaile
McCANN-ERICKSON

Juan Finger
VINIZIUS YOUNG & RUBICAM

Arcadi Moradell
INSTITUTO INTERNACIONAL
DISENO IMAGEN

Ernest Moradell
INSTITUTO INTERNACIONAL
DISENO IMAGEN

Manuel Salcedo
PHINEAS TAYLOR BARNUM

UNITED KINGDOM

CHAIRMAN
David Lyle
McCANN-ERICKSON BELFAST

Trevor Beattie
TBWA

Greg Delaney
DELANEY LUND KNOX WARREN
& PARTNERS

David Droga
SAATCHI & SAATCHI

Simon Frank
CONQUEST LONDON

Sam Hurford
YOUNG & RUBICAM

Kate Stunners
ST. LUKES

Luke White
McCANN-ERICKSON

2000 ADVERTISING JUDGES

Donna Aldridge
SIBLEY PETEET
DALLAS, TX

Ileana Aleman-Richenbach
BVK/MEKA
MIAMI, FL

Adrienne Allen
NOVO
SAN FRANCISCO, CA

David Allen
PGC ADVERTISING
DALLAS, TX

Marie-Louise Alvaer
ZENITH MEDIA
OSLO, NORWAY

Danilo Alvarez
BATES USA SOUTH
MIAMI, FL

Allan Anopol
PRODUCTION SERVICES
SOUTH JORDAN, UT

Amin Azau Goni
BATES MEXICO
MEXICO CITY, MEXICO

Kevin Barclay
YOUNG & RUBICAM
VANCOUVER, CANADA

Peter Barossi
IMC
NEW YORK, NY

Martin Beauvais
PNMD
MONTREAL, CANADA

John Becker
JOHN BAKER PR
SALT LAKE CITY, UT

Andy Blood
SAATCHI & SAATCHI
AUCKLAND, NEW ZEALAND

Pablo Bonino
CORPORACION/THOMPSON
MONTEVIDEO, URUGUAY

Eddie Booth
LEO BURNETT HONG KONG
HONG KONG

Greg Braun
DEVITO/VERDI
NEW YORK, NY

Jane Brooks
DESIGN EDGE
AUSTIN, TX

Penny Buck
COLENZO BBDO
AUCKLAND, NEW ZEALAND

Sean Burns
GREY WORLDWIDE
NEW YORK, NY

Lee Byung Ho
ORICOM
SEOUL, KOREA

Pablo Calonge Foez
BATES USA SOUTH
MIAMI, FL

John Campbell
AD- SUCCESS ADVERTISING
LEXINGTON, KY

Juan Carlos Rodriguez
Pizzorno
GINGKO LOWE & PARTNERS
MONTEVIDEO, URUGUAY

Julio Castillo-Quiroga
SLOGAN DDB
MONTEVIDEO, URUGUAY

Brent Chapman
TEDDY BEAR PRODUCTION
VANCOUVER, CANADA

Patrick Chaubet
COSSETTE COMMUNICATIONS
MONTREAL, CANADA

Jacy Chen
66 COMMUNICATION INC.
NEW YORK, NY

Karl Cheney
BLAIN OLSEN WHITE GURR
SALT LAKE CITY, UT

Michael Cheung
HONG KONG DESIGNERS
ASSOCIATION
HONG KONG

David Chien-Shun Liu
CHINESE CULTURE UNIVERSITY
TAIPEI, TAIWAN

Glade Christensen
BONNEVILLE COMMUNICATIONS
SALT LAKE CITY, UT

Polly Chu
D'ARCY
HONG KONG

Michaelangelo Cicerone
J. WALTER THOMPSON
DETROIT, MI

Gordon Clark
T & R AUCKLAND
AUCKLAND, NEW ZEALAND

Kai Clemen
OGILVY & MATHER
VANCOUVER, CANADA

Mouricio Condela
BATES USA SOUTH
MIAMI, FL

Perez Contreras
CLEMENTE CAMARA & ASSOCIATES
MEXICO CITY, MEXICO

Jeanne Coon
DKB & PARTNERS, INC.
MORRISTOWN, NJ

Gustavo Cortabarría
VICEVERSA EURO RSCG
MONTEVIDEO, URUGUAY

Louis Cuoco
LOUIS COMMUNICATIONS INC.
QUEENS, NY

Curt Dahl
BONNEVILLE COMMUNICATIONS
SALT LAKE CITY, UT

Britt Datz
AVISATUR OSLO ASSOCIATES
OSLO, NORWAY

Wilhelm Carlos Camacho
Del Angel
CLEMENTE CAMARA & ASSOCIATES
MEXICO CITY, MEXICO

Tim Doot
BONNEVILLE COMMUNICATIONS
SALT LAKE CITY, UT

Gustavo Duenas
GILBERT DDB
MEXICO CITY, MEXICO

Lucrecia Escalon
BATES USA SOUTH
MIAMI, FL

Alan Eskew
THE LOOMIS AGENCY
DALLAS, TX

John Farquhar
YOUNG & RUBICAM
TORONTO, CANADA

Nina Firestone
GREY WORLDWIDE
NEW YORK, NY

Alison Ford
2 DAY FM
SYDNEY, AUSTRALIA

Daniel Fortin
EPOXY
MONTREAL, CANADA

John Foryuhar
YOUNG AND RUBICAM
TORONTO, CANADA

Lisa Franailia
BRYANT FULTON & SHEE
VANCOUVER CANADA

George Fugate
EDELMAHN SCOTT
RICHMOND, VA

Conchita Funcia
THE BRAVO GROUP
NEW YORK, NY

Jay Furby
SAATCHI & SAATCHI
SYDNEY, AUSTRALIA

Alfred Geschidt
NEW YORK, NY

Larry Giasi
LARRY GIASI PHOTOGRAPHER
NEW YORK, NY

Juan Carlos Montes Godinez
CLEMENTE CAMARA & ASSOCIATES
MEXICO CITY, MEXICO

Bruce Goldman
PICTURE RADIO
RICHMOND, VA

Leandro Gomez Guerrero
GINGKO LOWE & PARTNERS
MONTEVIDEO, URUGUAY

Paul Goodwin
HENS TESTING
GOONENGERY, AUSTRALIA

Allan Gorman
AGCO
MONTCLAIR, NJ

Tim Goudie
AMMIRATI PURIS
TORONTO, CANADA

Lars Grunberger
AVISATOR & ATTRACT AB
STOCKHOLM, SWEDEN

Eric Gutierrez
FJC&N
SALT LAKE CITY, UT

Glade H. Christensen
BONNEVILLE COMMUNICATIONS
SALT LAKE CITY, UT

Tom Hamling
LOWE
NEW YORK, NY

Steven Hankinson
AG WORLDWIDE
NEW YORK, NY

Lee Hester
POWER CREATIVE
LOUISVILLE, KY

Jim Hiesener
PUSHPIN
NEW YORK, NY

Linda Holiday
MEDICAL BROADCASTING COMPANY
PHILADELPHIA, PA

2000 ADVERTISING JUDGES

Tony Hon
OGILVY & MATHER
HONG KONG

Rae Ella House
HOUSE GRAPHICS
LEXINGTON, KY

Park Hye Ran
LG AD
SEOUL, KOREA

Jennifer Jacorsky
IMC
NEW YORK, NY

Barbara Jacques
NOLIN LAROSSE
MONTREAL CANADA

Connan James
COLENSO BBDO
AUCKLAND, NEW ZEALAND

Chris Jones
EURO RSCG INTERACTION
HONG KONG

Yoo Jong Sang
LEE & DDB
SEOUL KOREA

Paul Kaiser
J. WALTER THOMPSON
DETROIT, MI

Dave Kelso
MACLAREN McCANN
TORONTO, CANADA

Rick Kemp
J. WALTER THOMPSON
TORONTO, CANADA

David King
THE KING AGENCY
RICHMOND, VA

Leon Kislowski
IMPIRIC
NEW YORK, NY

Kerri Komik
MEDICAL BROADCASTING COMPANY
PHILADELPHIA, PA

Nelson Kunkel
DIGITAS
BOSTON, MA

Victor Kwan
GREY HONG KONG
HONG KONG

IP Kwon
KORAD
SEOUL, KOREA

Andy Lau
HILL HOLIDAY INC.
NEW YORK, NY

Brian Lefkowitz
GREY WORLDWIDE
NEW YORK, NY

Tommy Li
TOMMY LI DESIGN WORKSHOP
HONG KONG

Rita Lindsay- Sonatone
DKB & PARTNERS
MORRISTOWN, NJ

Leslie List
PAISLEY ENTERPRISES, INC.
CALDWELL, NJ

Graham Livingstone
WASSERMAN & PARTNERS
VANCOUVER, CANADA

Jeff Logan
TLP (OMNICOM)
DALLAS, TX

John Lonczak
DESKEY
NEW YORK, NY

Gonzalo Lopez Querentes
GINKGO LOWE & PARTNERS
MONTEVIDEO, URUGUAY

Cristina Lopez-Palao
BATES USA SOUTH
MIAMI, FL

Ian MacKellar
BBDO CANADA
TORONTO, CANADA

Francisco Marco
BETANCOURT BARBA EURO RSCG
MEXICO CITY, MEXICO

Brent Marshall
METROPOLIS INTEGRATED MEDIA
SALT LAKE CITY, UT

Lori McDaniel
SETFOCUS
PARSIPPANY, NJ

Bill McDonald
MERIDIAN COMMUNICATIONS
LEXINGTON, KY

Jim McKinnis
TLP
DALLAS, TX

Michael McLaughlin
BBDO CANADA
TORONTO, CANADA

Deyancia Ohega Melisio
CLEMENTE CAMARA
AND ASSOCIATES
MEXICO CITY, MEXICO

Oliver Meneses
BETANCOURT BARBA EURO RSCG
MEXICO CITY, MEXICO

Craig Mengel
MULTIMEDIA WORKS GROUP
WEST PORT, CT

John Merson
VIETNAM SOFTWARE
NEW YORK, NY

Susan Molumby
METROPOLIS
SALT LAKE CITY, UT

Melody Moore
MERIDIAN COMMUNICATIONS
LEXINGTON, KY

Joe Nagy
MARTIN AGENCY
RICHMOND, VA

Monty Noble
LEO BURNETT CONNAGHAN & MAY
SYDNEY, AUSTRALIA

Metin Oner
NEW YORK, NY

Rafael Ordonez
ORDONEZGATTAS
MONTEVIDEO, URUGUAY

Salvador Mejia Osollo
CLEMENTE CAMARA ASSOCIATES
MEXICO CITY, MEXICO

Liza Pagano
CONCRETE MEDIA
NEW YORK, NY

Jackie Park
IMC
NEW YORK, NY

Jana Peck
AVION FILMS
TORONTO, CANADA

Marcelo Pereira
McCANN ERICKSON URUGUAY
MONTEVIDEO, URUGUAY

Mike Petro
CAMERAPLANET.COM
NEW YORK, NY

Wesley Porter
THE MARKETING ARM
DALLAS, TX

Stan Poulos
GREY DIRECT
NEW YORK, NY

Laurent Prud'Homme
COSSETTE COMMUNICATIONS
MONTREAL, CANADA

Elwayn Pugsley
MERCATO
AUCKLAND, NEW ZEALAND

Dan Renaud
RENAUD CREATIVE
LEXINGTON, KY

David Resenberg
OGILVY & MATHER
TORONTO, CANADA

Doug Rice
LUMINANT WORLDWIDE
NEW YORK, NY

Kenneth Ritvo
NEW YORK, NY

Mark Rivett
SONG 2U SYDNEY
SYDNEY, AUSTRALIA

Peter Robertson
BAKES PALACE

David Rosenberg
OGILVY & MATHER
TORONTO, CANADA

Client Runge
ARCHIVAL
LINCOLN, NE

Barbara Sallee
JORDAN-CHILES ADVERTISING
LEXINGTON, KY

Dreux Sawyer
DKB & PARTNERS
MORRISTOWN, NJ

Patti Scheck
BARBER MARTIN ADVERTISING
RICHMOND, VA

Scott Schneider
COSSETTE COMMUNICATIONS
VANCOUVER, CANADA

Won Seok Hee
CM SPACE
SEOUL, KOREA

Ronnie Shapiro
HARVEST COMMUNICATIONS
NEW YORK, NY

Alejandro Vazquez Silva
GIBERT DDB
MEXICO CITY, MEXICO

Charles Slavens
WINTERSCREEN
NEW YORK, NY

2000 ADVERTISING JUDGES

Daniel Solana
DOUBLE YOU
BARCELONA, SPAIN

Eivind Solberg
JBR McCANN
OSLO, NORWAY

Sylvester Song
BATES HONG KONG
HONG KONG

Mr. Soho
UNITED ADVERTISING COMPANY
TAIPEI, TAIWAN

Len Stein
VISIBILITY
NEW YORK, NY

Gail Stone
PAISLEY ENTERPRISES, INC.
CALDWELL, NJ

Tom Sugard
DINAMO
OSLO, NORWAY

Song Sung Gak
CHEIL COMMUNICATIONS
SEOUL, KOREA

Marla Supnick
UNIFIED FIELD, INC.
NEW YORK, NY

Bob Tacy
CAMPBELL EWALD ADVERTISING
WARREN, MI

Jeremy Taine
MEARES TAINE
AUCKLAND, NEW ZEALAND

Victor Tanara
IRVINGTON, NY

Maureen Thomas
IMC
NEW YORK, NY

Brian Thompson
JUST PARTNERS
RICHMOND, VA

Tommy Thompson
SMC
RICHMOND, VA

Joel Tractenberg
DEVITO/VERDI
NEW YORK, NY

Anh Tuan Pham
CONCRETE MEDIA
NEW YORK, NY

Simon Van Wyr
HOTHOUSE
SYDNEY, AUSTRALIA

Peter VanBloem
McCANN-ERICKSON- NY
NEW YORK, NY

Donna Veidel
BURGEN COMMUNICATIONS
CONCORDVILLE, PA

Don Veinish
YOUNG AND RUBICAM
VANCOUVER, CANADA

Franco Vogt
FRANCO VOGT PHOTOGRAPHY
NEW YORK, NY

Huang Wen-Do
SIMPLY ADS
TAIPEI, TAIWAN

V Wild
LA ADS INC
TORONTO, CANADA

Sebastian Wilcox
RETHINK
VANCOUVER, CANADA

Vickie Wild
LA ADS
TORONTO, CANADA

Martha Wiswall
TLP
DALLAS, TX

Christine Wolter
ADDISON
NEW YORK, NY

Cristina Lopez-Palao
BATES USA SOUTH
MIAMI, FL

Galen Young
AXIS STUDIES, INC.
SEATTLE, WA

Lee Young Hee
DIAMOND AD
SEOUL, KOREA

Kim Young Ho
DAEHONG COMMUNICATIONS
SEOUL, KOREA

Jacqueline Zegray
PNMD
MONTREAL, CANADA

Mat Zucker
OGILVY INTERACTIVE
NEW YORK, NY

1999 UNITED NATIONS DEPARTMENT OF PUBLIC INFORMATION AWARDS

The United Nations Awards were established in 1990 and are presented annually to honor public service advertising that best exemplifies the ideals and goals of the United Nations. Public Service entries which achieve Finalist status in all three of THE NEW YORK FESTIVALS international print, radio and television advertising competitions are automatically eligible for these prestigious awards.

The 1999 Gold, Silver and Bronze United Nations Awards were selected by a blue ribbon panel of judges (see below) convened by the United Nations Department of Public Information (UNDPI) and THE NEW YORK FESTIVALS on December 13, 1999 in New York. The awards were presented by Mr. Kensaku Hogen, Under Secretary General for Communications of the UNDP, at THE NEW YORK FESTIVALS gala Television Advertising Awards Show on January 28, 2000 held at The New York Marriott Marquis. The winning ads spots reflect issues of concern to the United Nations such as health, human rights (exploitation of children, racial discrimination), women's issues, literacy, the fight against poverty, sustainable development and the environment.

1999 JUDGES

Geraldine Adams
RADIO PRODUCER
UNITED NATIONS

Diane Bailey
UNITED NATIONS

Graciela Hall
INFORMATION OFFICER,
SPECIAL PROGRAMMES
UNITED NATIONS

Chaim Litewski
EXECUTIVE TV PRODUCER
UNITED NATIONS

Derrick Mbatha
RADIO PRODUCER
UNITED NATIONS

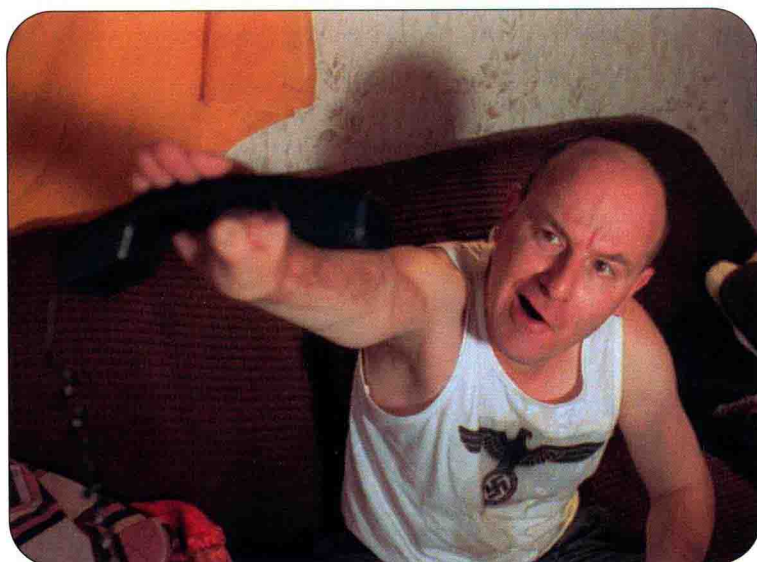
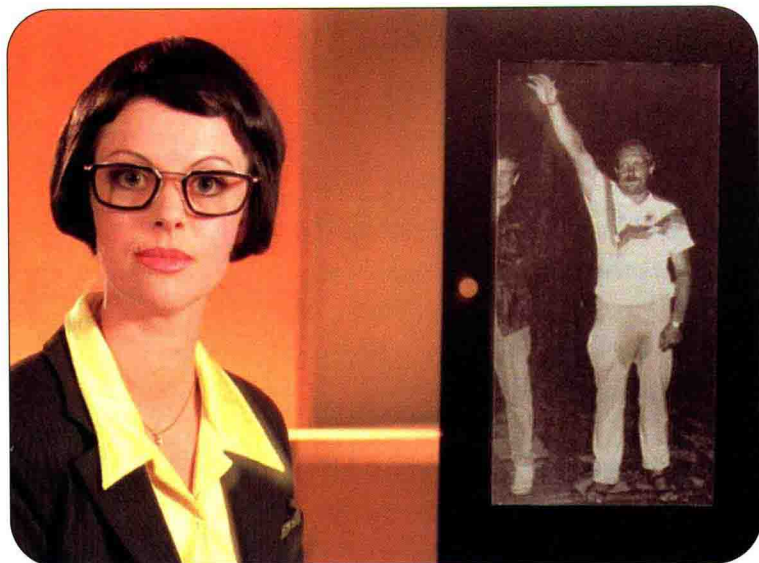
Joanna Piucci
INFORMATION OFFICER
UNITED NATIONS

Richard Sydenham
EXECUTIVE PRODUCER
UNITED NATIONS

Barbara Sue-Ting-Len
CHIEF/AVPD-OIC/MRV
UNITED NATIONS

Carolyn Uluc
OFFICER-IN-CHARGE/
PUBLIC SERVICES SECTION
UNITED NATIONS

1999 UNITED NATIONS AWARD WINNERS



GERMANY

UNITED NATIONS GOLD PLAQUE

THIS TV COMMERCIAL ALSO WON A SILVER WORLD MEDAL
IN THE NEW YORK FESTIVALS TV ADVERTISING COMPETITION

HOPE & GLORY COMMERCIALS

BERLIN

CLIENT Filme Gegen/Rechte Gewalt
(Initiative Against Right-Wing Violence)
COPYWRITER Benjamin Schiffner/Martin Sonneborn
DIRECTOR Caspar/Jan Hoyerzeil
CINEMATOGRAPHER Eva Fleig

MEDIUM: Television

1999 UNITED NATIONS AWARD WINNERS

CHILD STARTS TO CRY

This child has contracted cholera. Listen, carefully.

Can you tell whether the child is male or female, is it black or white?

Can you tell from it's cries whether it is Christian, Muslim, Hindu or Buddhist, or work out which tribe or race that it belongs to?

Are the child's parents Communist or Capitalist, is it rich or poor?

By now you may or may not think that you have found some of the answers.

CHILD STOPS CRYING

Unfortunately in the time it has taken you to think about it you have also lost the child.

War natural and human disasters don't discriminate. Neither do we,

Medecins Sans Frontieres
Immediate care without question.

UAE

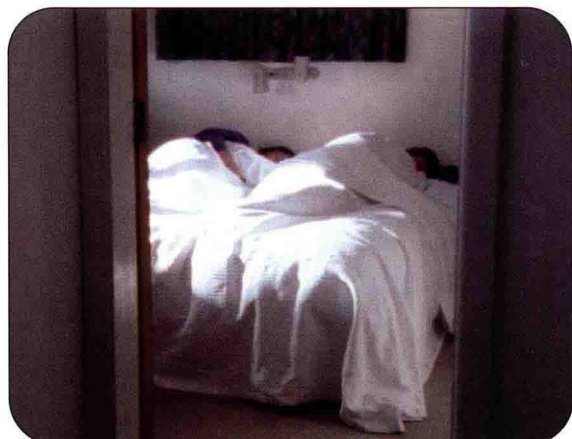
UNITED NATIONS SILVER PLAQUE
THIS RADIO COMMERCIAL ALSO WON
A SILVER WORLD MEDAL IN THE NEW YORK FESTIVALS
RADIO ADVERTISING COMPETITION

SAATCHI & SAATCHI DUBAI

CLIENT Medecins Sans Frontieres
CREATIVE DIRECTOR Philip Rhoades
COPYWRITER Philip Rhoades/David Taylor
AGENCY PRODUCER Caroline Donnelly
PRODUCTION CO. Creative Force/Dubai
RECORDING STUDIO Creative Force/Dubai
AUDIO ENGINEER Richie Birkett

MEDIUM: Radio

1999 UNITED NATIONS AWARD WINNERS



NEW ZEALAND

UNITED NATIONS BRONZE PLAQUE
THIS TV CAMPAIGN ALSO WON A GOLD
WORLD MEDAL IN THE NEW YORK FESTIVALS
TV ADVERTISING COMPETITION

SAATCHI & SAATCHI WELLINGTON

CLIENT Children, Young Persons
and Their Families Agency
CREATIVE DIRECTOR Gavin Bradley
COPYWRITER John Plimmer
ART DIRECTOR John Fisher
AGENCY PRODUCER Juliet Dreaver
PRODUCTION CO. Silver Screen/
Auckland
DIRECTOR Chris Dudman
CINEMATOGRAPHER John Blick/
Neil Cervin
EDITOR David Coulson/
Mike Horton
POST PRODUCTION Digital Post/
Auckland

MEDIUM: TV

FINALISTS

AUSTRALIA

UNDPI FINALIST
RACHEL HARRINGTON &
HELEN SHORTIS
EAST SYDNEY
MEDIUM Print
CLIENT World Wide Fund For Nature

VENEZUELA

UNDPI FINALIST
ETNIA MULTIMEDIA CORPORATION
CARACAS
MEDIUM TV
CLIENT Etnia Services

PHILIPPINES

UNDPI FINALIST
OGILVY & MATHER PHILIPPINES
MAKATI
MEDIUM Print
CLIENT UNICEF

USA

UNDPI FINALIST
McCANN-ERICKSON
TROY, MI
MEDIUM Radio
CLIENT AIDS Partnership Michigan

JAPAN

UNDPI FINALIST
TAKASHI AKIYAMA
TOKYO
MEDIUM Print
CLIENT Posters Against Nuclear Tests

USA

UNDPI FINALIST
McCANN-ERICKSON
TROY, MI
MEDIUM Radio
CLIENT AIDS Partnership Michigan

SPAIN

UNDPI FINALIST
SAATCHI & SAATCHI
MADRID
MEDIUM Print
CLIENT Manos Unidas