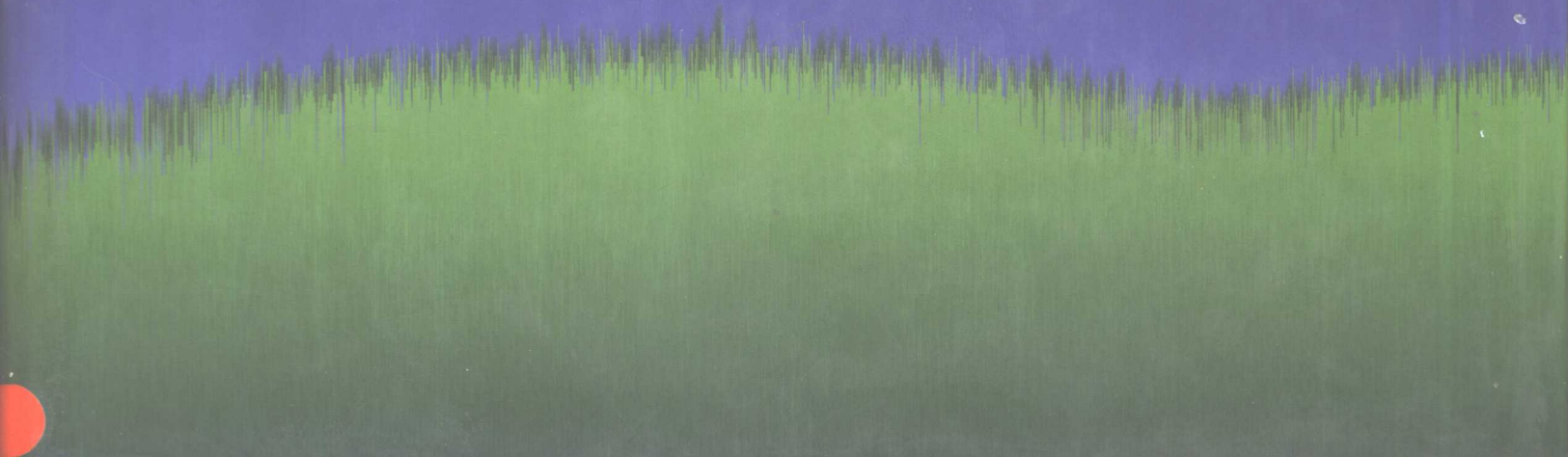




# Creativity 31

*Bright Ideas in Advertising and Design  
from 31 Countries Around the World*

David E. Carter



# Creativity 31

edited by  
David E. Carter

art direction  
Designs on You!

photography & additional layout  
Tania Lambert

video capture  
Jarrod M. Moore

original jacket art  
Frank L. Yates

## **Creativity 31**

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The most creative people see the world a lot differently.

For 31 years, the *Creativity Annual* has shown the best work from creative people from around the world.

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*Creativity 31* celebrates the achievement of people whose work is head and shoulders above the rest.

That was the purpose of *Creativity 1*. That's still our mission 30 years later.

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Creativity 31 celebrates achievements of people whose work is head and shoulders above the rest.

That was the purpose of Creativity 1. That's still our mission 30 years later.

Diane

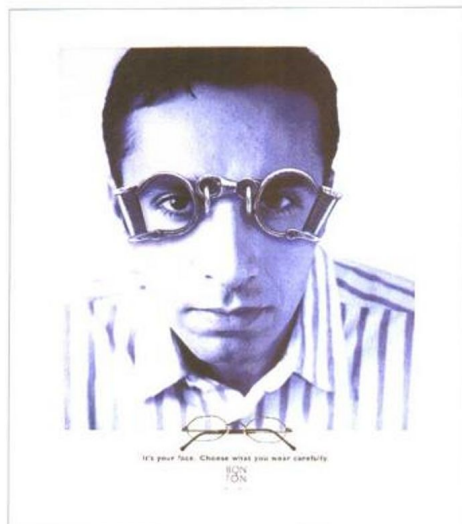
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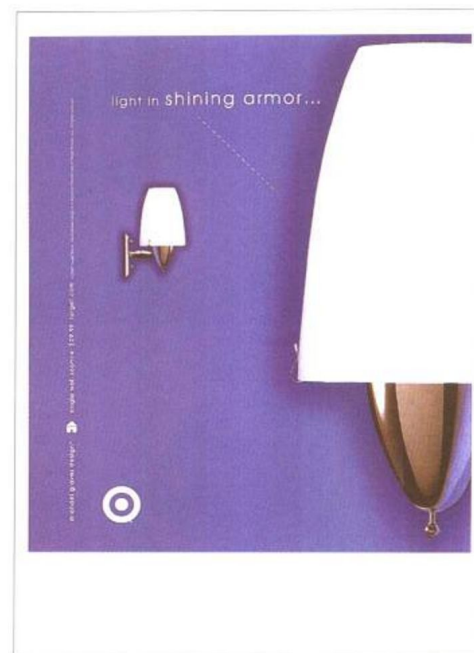
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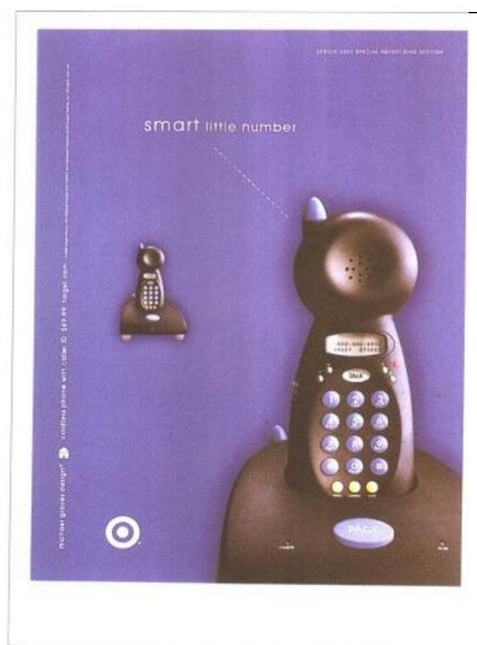
# CONSUMER ADS, FULL



creative firm  
**TBWA Anthem—India**  
Delhi, India  
creative people  
Probir Dutt, Arnab Chatterjee,  
Nandu Narsimhan  
client  
**Bon-Ton Opticals**



creative firm  
**Design Guys**  
Minneapolis, (Minnesota) USA  
creative people  
Steven Sikora, John Moes,  
Jay Theige, Anne Peterson  
client  
**Target Stores**



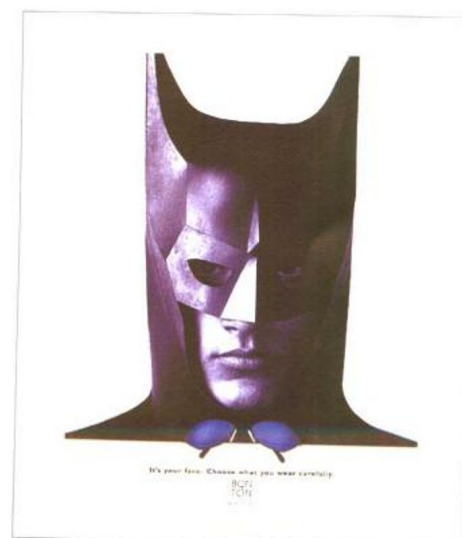
creative firm  
**Design Guys**  
Minneapolis, (Minnesota) USA  
creative people  
Steven Sikora, John Moes,  
Jay Theige, Anne Peterson  
client  
**Target Stores**

creative firm  
**Advico Young & Rubicam, Zurich**  
Zurich-Gockhausen, Switzerland  
creative directors  
Martin Spillmann, Peter Broennimann  
art director  
Dana Wirz

creative firm  
**TBWA Anthem—India**  
Delhi, India  
creative people  
Probir Dutt, Arnab Chatterjee,  
Nandu Narsimhan  
client  
**Bon-Ton Opticals**



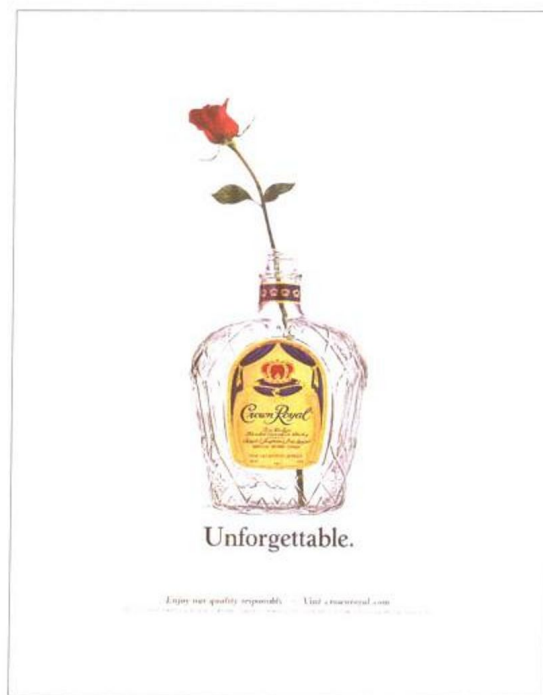
photographer  
Julien Vonier  
copywriter  
Peter  
Broennimann  
client  
**Alpenarea.ch/  
Flims Laax  
Falera**





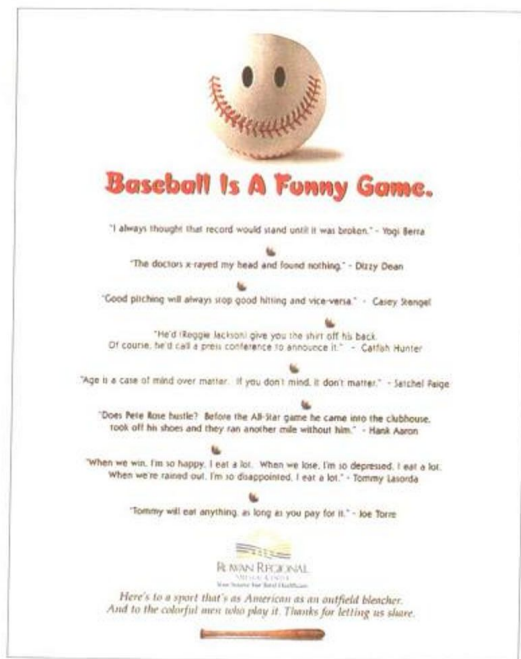


creative firm  
**Austin Kelley Advertising**  
 Atlanta, (Georgia) USA  
 art director  
 Dave Galligos  
 copywriter  
 David Cohen  
 client  
**Barn Fly**

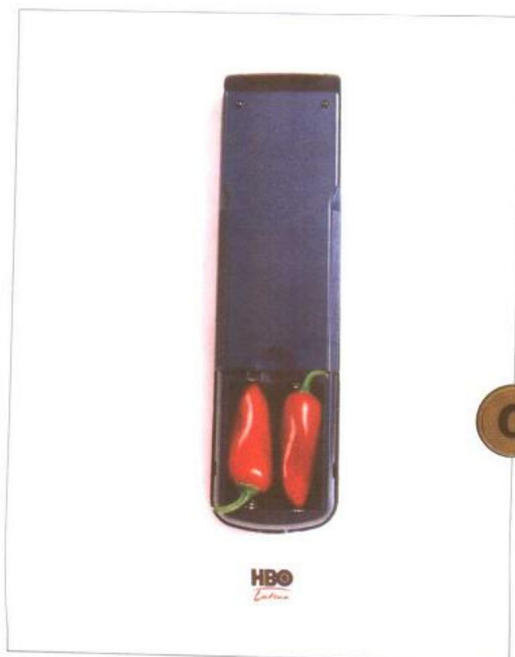


creative firm  
**The Chisholm Mingo Group**  
 New York, (New York) USA  
 creative director, art director, copywriter  
 Lawrence Aarons  
 client  
**Seagram-Crown Royal**

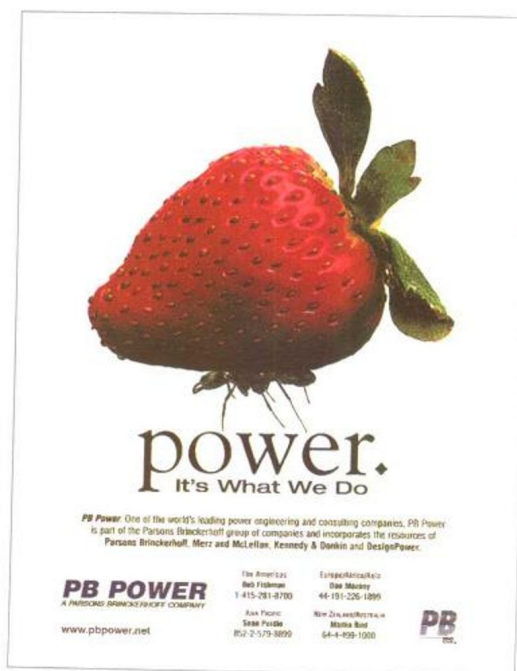
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creative firm  
**Sterrett Dymond**  
**Stewart Advertising**  
 Charlotte, (North Carolina) USA  
 creative director  
 Russ Dymond  
 art director  
 Lee Stewart  
 client  
**Rowan Regional Medical Center**



creative firm  
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 Christian Hoyle, Juan Daniel Navas,  
 Alex Duplán, Jaime Andrade  
 client  
**HBO**



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Ricardo Caillet-Bois

copywriter

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client

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art director

Paolo Coppola

client

Barilla

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**Top Design Studio**  
Los Angeles, (California)  
USA

creative people

Peleg Top

client

Polaroid



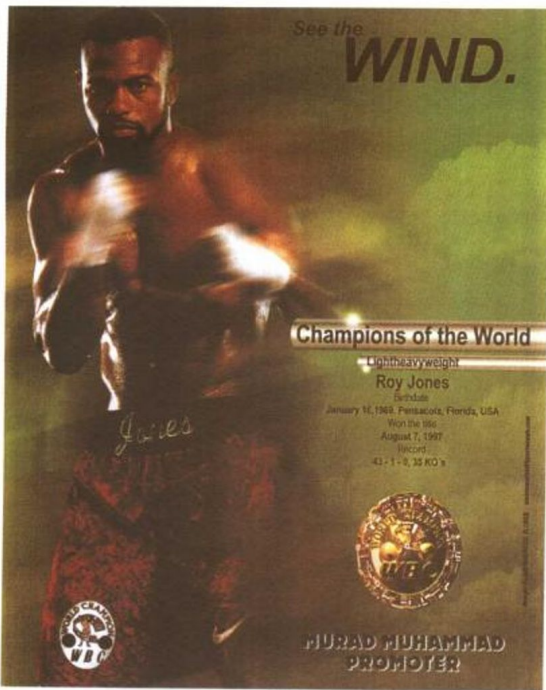
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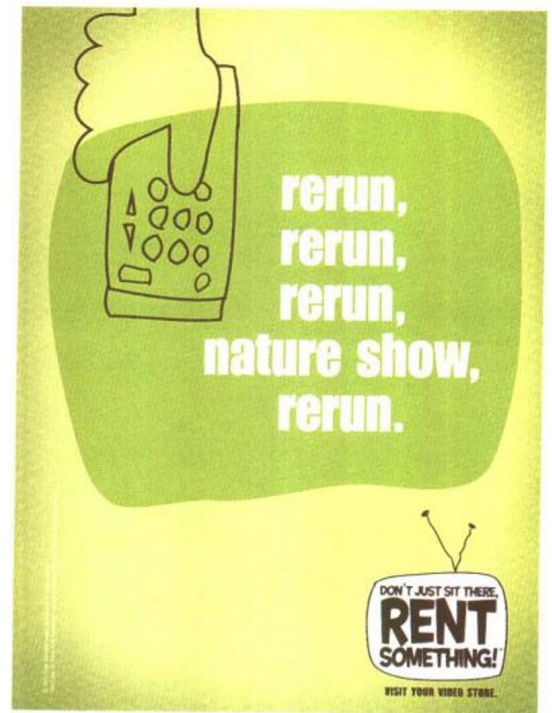


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 Ecatepec, Estado de Mexico, Mexico  
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**Alain Mauricio Flores**  
 client  
**World Boxing Council**

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 (California) USA  
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 (New York) USA  
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 photo effect  
**Howard Lau**  
 copywriter  
**Julie Au**  
 client  
**United Orient Bank**

translation  
*An unexpected extra  
 happiness. United  
 Orient Bank lets you  
 enjoy both Wealth and  
 Health!*

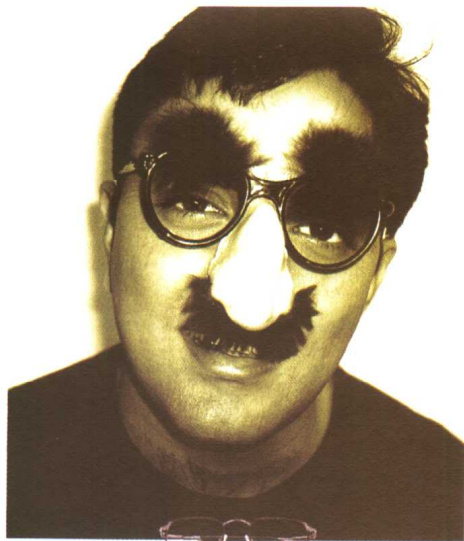
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**Hitchcock Fleming  
 & Associates Inc.**  
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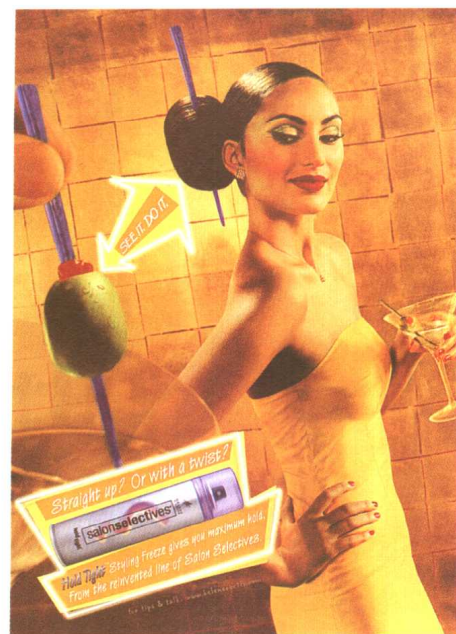
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client  
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art directors  
Mauricio Castillo, Emiliano Vega  
client  
**Finsat**

creative firm  
**DVC Group**  
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Scott Cocchiere  
copywriter  
Laura Buoncuore  
client  
**Labatt USA**

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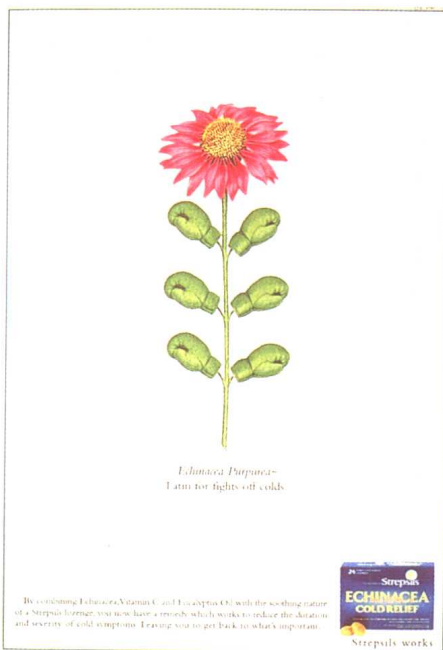
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**Karishma Advertising Limited**  
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photographer  
Pramod Purnik  
copywriter  
Rimona Ganapathy  
client  
**Aero Club**



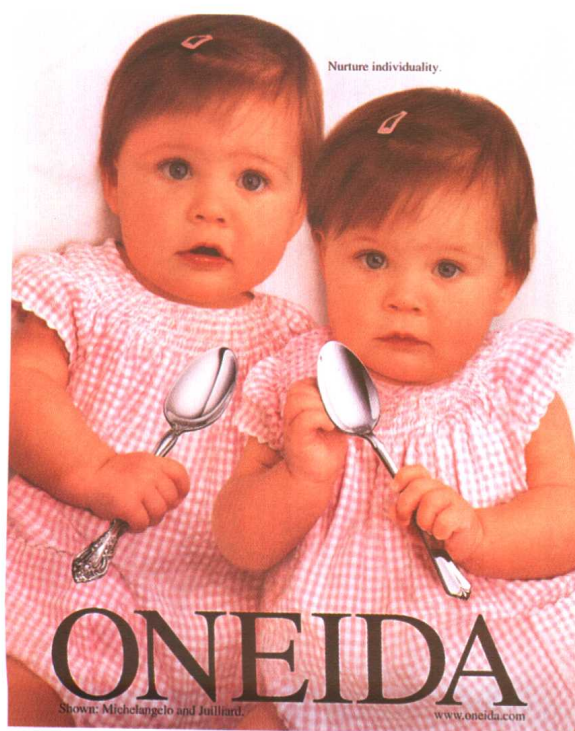




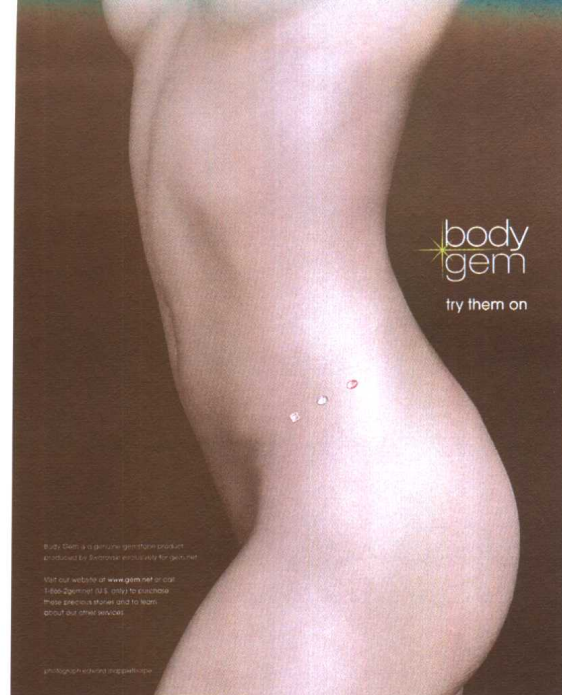
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 creative directors  
 Ann Pearson, Dennis Ryan  
 art director  
 Monica Klasa  
 copywriters  
 Michele Salmon, Ann Pearson  
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**Unilever/Salon Selectives**



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 Sydney, Australia  
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 Cathryn Charleston  
 client  
**Strepsils Echinacea**

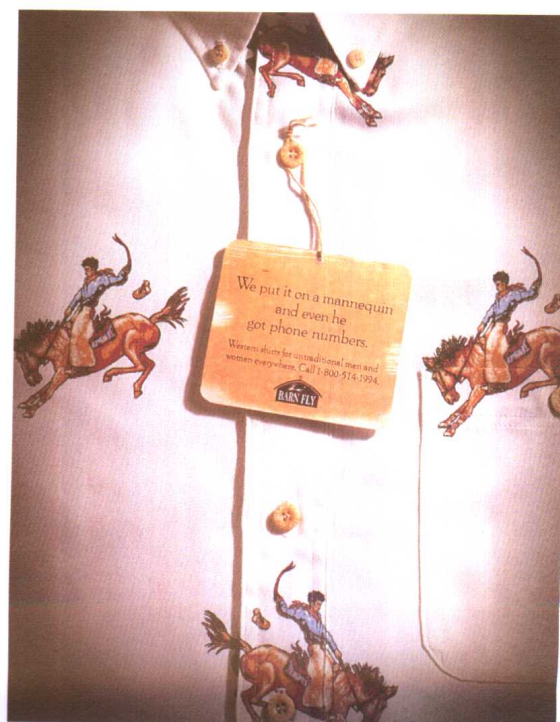


creative firm  
**Robin Gara Advertising**  
 Cazenovia, (New York) USA  
 creative director, art director, copywriter  
 Robin Gara  
 production manager  
 John Raynsford  
 photographer  
 Chris Collins  
 client  
**Oneida Ltd.**



creative firm  
**Dente & Cristina**  
 New York, (New York) USA

creative firm  
**Austin Kelley Advertising**  
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 art director  
 Peggy Redfern  
 copywriter  
 John Spalding  
 client  
**Barn Fly**

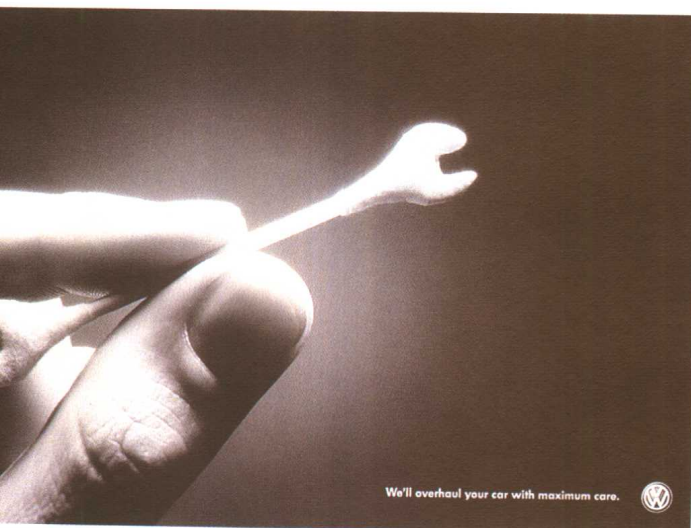




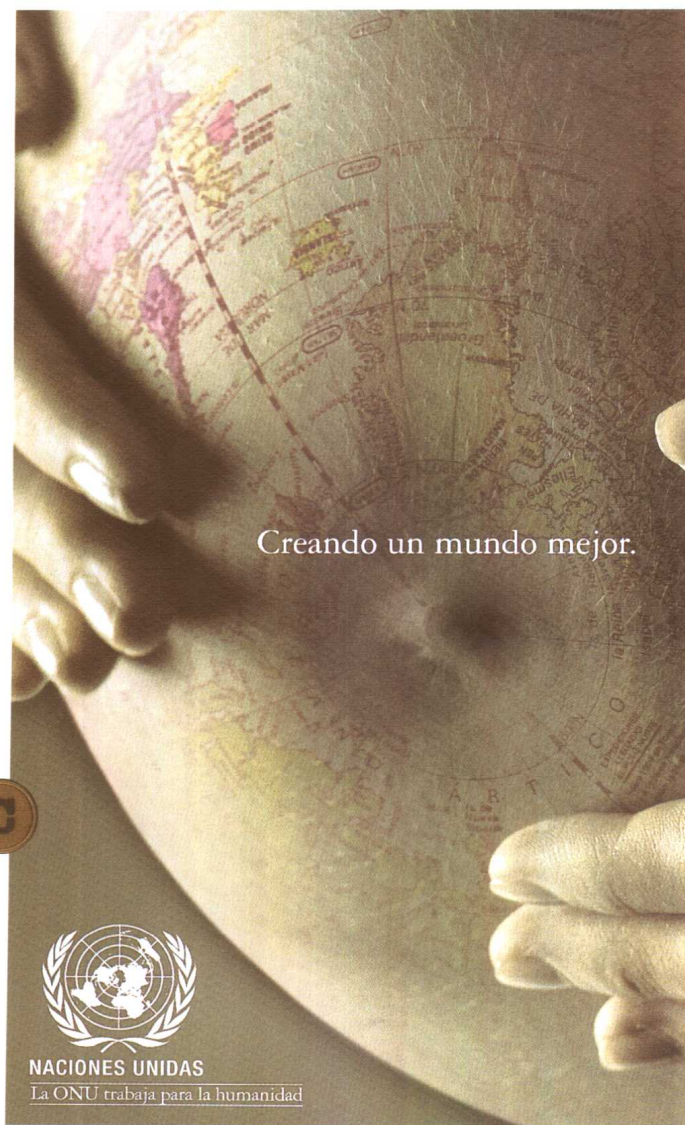


creative firm  
**McCann-Erickson Korea**  
 Seoul, Korea  
 creative director  
 Hae-Jung Park  
 art director  
 Yoon-Chun Kim  
 copywriter  
 Min-Woo Lee  
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 art director  
 Francesco Fallisi  
 copywriter  
 Stefania Siani  
 client  
**Autogermana—  
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creative firm  
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 Rubicam  
 Mexico**  
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 Mexico  
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 copywriter  
 Ignacio Zeleny  
 art director  
 Walter Sendra  
 client  
**United Nations**

creative firm  
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 Chicago, (Illinois) USA  
 creative directors  
 Ann Pearson,  
 Dennis Ryan  
 art director  
 Monica Klasa  
 copywriters  
 Michele Salmon,  
 Ann Pearson  
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