



INTERNATIONAL ADVERTISING AWARDS • ANNUAL FOUR • THE WORLD'S BEST WORK®

THE
NEW YORK
FESTIVALS

The World's Best Work

ANNUAL FOUR

INTERNATIONAL
PRINT
RADIO
AND
TELEVISION
ADVERTISING
AWARDS

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INTERNATIONAL ADVERTISING AWARDS

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THE NEW YORK FESTIVALS

THE GRAND AWARD



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 1995 international competitions for print, television and radio advertising and design. 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 production 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 Trophy winners.

The New York Festivals, America's international awards show is one of only three such events with truly global coverage. The 1995 awards, which marked our thirty-eighth anniversary, attracted 9574 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. And special acknowledgment must be made to Frank DeVito who chairs The New York Festivals Board of Distinguished Judges & Advisors.

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

Gerald M. Goldberg
PRESIDENT
THE NEW YORK FESTIVALS

HISTORY OF THE NEW YORK FESTIVALS

For thirty-eight years, The New York Festivals has honored excellence in communications media which touched the hearts and minds 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 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 changing trends and technologies, an international interactive multimedia competition was added in 1992; and in 1994, The Globals, an awards competition for international healthcare communications. In 1995, The New York Festivals launched the AME International Awards, the first global forum for the recognition of the effectiveness of advertising and marketing campaigns.

The New York Festivals has experienced exponential expansion, from 1,000 entries in 1979 to more than 14,000 entries in all media in 1995. Industry acceptance and participation are symbolized by the Festivals prestigious Board of Distinguished Judges and Advisors, comprising a veritable "Who's Who" of world leaders in communications. In 1995, 9,574 print, radio and TV advertising entries from sixty-four countries competed for honors.

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Edmund Goldstink EDMUND GOLDSTINK FILMS NEW YORK, NY	John McDermott THE BUNTIN GROUP NASHVILLE, TN	Sergio Pollaccia DOWNTOWN AD BUENOS AIRES, ARGENTINA	Kevin Sutton THE RICHARDS GROUP DALLAS, TX
Nizan Guanaes Gomes DM9 PUBLICIDADE SAU PAULO, BRAZIL	Gordon McIntyre YOUNG & RUBICAM SANDTON, SOUTH AFRICA	Manolo Portabella VENIZIUS YOUNG & RUBICAM BARCELONA, SPAIN	Jackie Szymanski PYTKA VENICE, CA
Gaven J. Greenwood THE RICHARDS GROUP DALLAS, TX	Ricardo E. Mendez APCU J.W. THOMPSON PANAMA CITY, PANAMA	Nina Rappaport BLUE SKY PRODUCTIONS OSSINING, NY	Stan Szymanski METRO LIGHT STUDIOS, INC. LOS ANGELES, CA
Jenny Groenewala HUNT LASCARIS TBWA FMC SANDTON, SOUTH AFRICA	Matt Monroe TEMERLIN MCCLAIN D/FW AIRPORT, TX	Fabiana Renault ROUTES DE OEC/RENAULT BUENOS AIRES, ARGENTINA	Marshall Twinam THE RICHARDS GROUP DALLAS, TX
Danny Ilario TANDEM DDB CAPMANY GUASCA BARCELONA, SPAIN	Dale Moore BARBER MARTIN & ASSOCIATES RICHMOND, VA	Daniel Reynoso LINTAS ARGENTINA BUENOS AIRES, ARGENTINA	Mark Varder SONNENBERG MURPHY LEO BURNETT JOHANNESBURG, SOUTH AFRICA
Leisewitz Jochen LINTAS HAMBURG, GERMANY	Kritin Moore-Gantz LMFM NEW YORK, NY	Mike Ries OGILVY & MATHER FRANKFURT, GERMANY	Boby Ventura VERDINO BATES BUENOS AIRES, ARGENTINA
Peter Kanters PETER KANTERS PR HILVERSUM, THE NETHERLANDS	Bill Morden BOZELL WORLDWIDE SOUTHFIELD, MI	Alejandro Coavira De La Rosa GAVIRA PRODUCCIONES S.A. DE C.V. MEXICO D.F., MEXICO	Graham Warsaw THE JUPITER DRAWING ROOM JOHANNESBURG, SOUTH AFRICA
Andre Kemper SPRINGER & JACOBY HAMBURG, GERMANY	Aad Muntz CENTRAAL BEHEEN HOLDING APELDOORN, THE NETHERLANDS	Martin Manresa Rosa SLOGAN BARCELONA, SPAIN	Chris Wedge BLUE SKY PRODUCTIONS OSSINING, NY
Jose Abel Kropivka LAUTREC NAZCA SAATCHI & SAATCHI BUENOS AIRES, ARGENTINA	Joe Nagy THE MARTIN AGENCY RICHMOND, VA	Andreas Rosenlew LOWE BRINDFOZS STOCKHOLM, SWEDEN	Nils Welinder N.W. MARKETING STOCKHOLM, SWEDEN
Detlef Kruger KNSK/BBDO HAMBURG, GERMANY	Omar Di Nardo DE LUCA PUBLICIDAD BUENOS AIRES, ARGENTINA	Doug Rucker THE RICHARDS GROUP DALLAS, TX	Doris Wilhousky RABBIT EARS PRODUCTIONS ROWAYTON, CT
Bonnie Larner BARBER MARTIN & ASSOCIATES RICHMOND, VA	Brian O'Neill BRIAN O'NEILL DESIGN OFFICE NEW YORK, NY	Gustavo Scarpato LEO BURNETT ARGENTINA BUENOS AIRES, ARGENTINA	Margot Bobroff Wold MARGOT INC. NEW YORK, NY
Deana Leodas SANDBANK FILMS HAWTHORNE, NY	Lene Outzer MCCANN-ERICKSON DENMARK KOBENHAUM, DENMARK	JJ Sedelmayer JJ SEDELMAYER PRODUCTION INC. WHITE PLAINS, NY	James Buron Yockey THE BUNTIN GROUP NASHVILLE, TN
Oscar Liedgren RONNBERG MCCANN STOCKHOLM, SWEDEN	Jane Ovadia PROEZA PUBLICIDAD MEXICO D.F., MEXICO	Harry Shilling DRAFT DIRECT WORLDWIDE NEW YORK, NY	Stefan Zschaler JUNG VON MATT WERBEAGENTUR HAMBURG, GERMANY
Ake Lindberg RESUME STOCKHOLM, SWEDEN			

1995 UNITED NATIONS DEPARTMENT OF PUBLIC INFORMATION AWARDS

The United Nations Department of Public Information (UNDPI) Awards were established in 1990 to honor public-service advertising that best exemplifies the ideals and goals of the United Nations. Public Service entries in all of The New York Festivals advertising competitions are automatically eligible for these prestigious awards.

1995 was a busy year for the United Nations, involved as it was in peacekeeping around the globe. The United Nations, in its 50th Anniversary year was also focusing on other equally-critical global concerns — health, women's issues, human rights, literacy, the fight against poverty and preservation of the environment.

The 1995 PSA Finalists were judged by a blue-ribbon panel which convened in New York in December.

U N D P I 1995 JUDGES

Mike DeBartolo
DIRECTOR
READER'S DIGES

Ramona Bechtos
PRESIDENT
RAMONA BECHTOS INT'L, INC.

Bill Einreinhofer
PRESIDENT
PARADOX COMMUNICATIONS

Anthony Fouracre
CHIEF
UNITED NATIONS POSTAL ADMINISTRATION

Graciela Hall
SPECIAL PROGRAMMES OFFICER
UNITED NATIONS

John Isaac
PHOTOGRAPHER/PHOTO EDITOR
UNITED NATIONS

Tina Jorgensen
CHIEF PROGRAMMES
UNITED NATIONS

Ingrid Kasper
TELEVISION PRODUCER
UNITED NATIONS

Elspeth MacDougal
CHIEF VIDEO SECTION
UNITED NATIONS

Shyam Madiraju
ART DIRECTOR
LOWE & PARTNERS/SMS

Danny Schechter
GLOBALVISION

Richard Sydneham
EXECUTIVE PRODUCER
UNITED NATIONS

1995 UNDPF FINALISTS

SOUTH AFRICA

FINALIST

AM-C

JOHANNESBURG

"TRY ONE MORE LINE"

MEDIA: Television Campaign

SPONSOR: South African National Council on Alcohol & Drug Dependency

CREATIVE DIRECTOR: Louis Gavin/Adam Regan

COPYWRITER: Louis Gavin

ART DIRECTOR: Adam Regan

AGENCY PRODUCER: Guia Iacomini

PRODUCTION CO.: The Videolab/Johannesburg

DIRECTOR: Adam Regan

CINEMATOGRAPHER: Paul Michaelson

EDITOR: John Rouws

MUSIC PRODUCTION CO.: Library Music

USA

FINALIST

GREY MATTER PRODUCTIONS

NEW YORK

"SURVIVOR"

MEDIA: Television

SPONSOR: Hiroshima '95 Project

EXEC. PRODUCER: Victoria Leacock/Barbara Wolf

DIRECTOR: Joe Berlinger/Bruce Sinofsky

CINEMATOGRAPHER: Robert Richman

EDITOR: Yvette Pineyro/Wild Child/NY

PRIMARY PERFORMER: Kaz Tanaka

SOUND DESIGN: Scott Pittinsky/Compound/
New York

ARGENTINA

FINALIST

LAUTREC NAZCA S&S

BUENOS AIRES

"MASK/TO BE"

MEDIA: Television Campaign

SPONSOR: Consejo Publicitario Argentino

CREATIVE DIRECTOR: Abel Kropivka

COPYWRITER: G.Sagel/P.Buffagni

ART DIRECTOR: Rodrigo Perez Portillo
/Mariano Favetto

AGENCY PRODUCER: Carlos Volpe

PRODUCTION CO.: Contemporaneos/Buenos Aires

DIRECTOR: F.Savio/H.Meziat

CINEMATOGRAPHER: F.Savio/H.Meziat

EDITOR: Contemporaneos/Buenos Aires

SPECIAL EFFECTS: Metrovision/Buenos Aires

ANIMATOR: Metrovision/Buenos Aires

MUSIC PRODUCTION CO.: Musica Aplicada/
Contemporaneos/Buenos Aires

THE NETHERLANDS

FINALIST

PGH/JWT

AMSTERDAM

"DOG"

MEDIA: Television

SPONSOR: Ministry of Social Affairs

CREATIVE DIRECTOR: Harry Kramp

COPYWRITER: Barbara Tammes

ART DIRECTOR: Jacqueline Donker

PRODUCTION CO.: The Filmstones

DIRECTOR: Martijn van Hees

MUSIC PRODUCTION CO.: Donna Summer/
Love To Love You

PRODUCTION COORDINATOR: Sjoerd Hannema

USA

FINALIST

**SAATCHI & SAATCHI ADVERTISING,
NEW YORK**

AND

**SAATCHI & SAATCHI DFS/PACIFIC,
TORRANCE, CA**

"CELEBRITY ENDORSEMENT"

MEDIA: Television

SPONSOR: Partnership For A Drug Free America

CREATIVE DIRECTOR: Stanley Becker

COPYWRITER: David George

ART DIRECTOR: Matthew Schwartz

AGENCY PRODUCER: Jerry Boyle

PRODUCTION CO.: Horn/Eisenberg/NY

EDITOR: Alan Eisenberg

SINGAPORE

FINALIST

SAATCHI & SAATCHI ADVERTISING

SINGAPORE

"ENDANGERED ANIMALS"

MEDIA: Print

SPONSOR: Survival for Tribal Peoples

CREATIVE DIRECTOR: Francis Wee

COPYWRITER: Ng Khee Jin

ART DIRECTOR: Vincent Lee

PHOTOGRAPHER: Stock Trans

SOUTH AFRICA

FINALIST

SONNENBERG MURPHY LEO BURNETT

JOHANNESBURG

"BATTERED WOMAN"

MEDIA: Radio Commercial

SPONSOR: The Salvation Army

CREATIVE DIRECTOR: Mark Varder

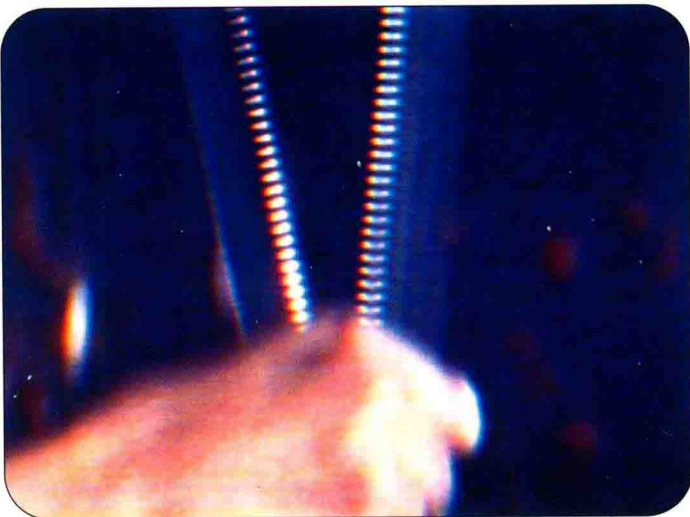
COPYWRITER: Suzy Davidson

AGENCY PRODUCER: Noeleen Burley

RECORDING STUDIO: Sonovision/Johannesburg

AUDIO ENGINEER: John Calverwell

1995 UNDPI AWARD WINNERS



PANAMA

GOLD AWARD

MARQUEZ BATES

PAITILLA

"ZIPPER"

MEDIA: Television

SPONSOR: APLAFA

CREATIVE DIRECTOR: Arturo Montenegro

COPYWRITER: Arturo Montenegro

ART DIRECTOR: Carlos Simonovic

AGENCY PRODUCER: Jimmy Jimenez

PRODUCTION CO.: 35mm Corp

DIRECTOR: Carlos Simonovic

CINEMATOGRAPHER: Gerhart Simonovic

ERL ANIMATIONEDITOR: Eral Animation

SPECIAL EFFECTS: 35mm Corp.

OTHER: Flavia Cozarelli



ITALY

SILVER AWARD

SANNNA & BIASI

MILAN

"WOMAN DAY"

MEDIA: Television

SPONSOR: Woman Day

CREATIVE DIRECTOR: Gavino Sanna/Aldo Biasi

COPYWRITER: Aldo Biasi

ART DIRECTOR: Gavino Sanna

AGENCY PRODUCER: Francesca Nussio

PRODUCTION CO.: Green Movie

MUSIC PRODUCTION CO.: Peperoncino Studio



SWITZERLAND

BRONZE AWARD

ADVICO YOUNG & RUBICAM

ZURICH

"RACIST"

MEDIA: Television

SPONSOR: Cash TV

CREATIVE DIRECTOR: Hansjorg Zurcher

COPYWRITER: Matthias Freuler

PRODUCTION CO.: Wirz + Fraefel Productions/Zurich

DIRECTOR: Ernst Wirz

PRODUCER: Stefan Fraefel

CAMERA: Pierrot Egger

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