

EPICA BOOK 5

EUROPE'S
BEST ADVERTISING

FEATURING THE KODAK PRO PRIZE

0051672

EPICA BOOK

EUROPE'S BEST ADVERTISING



INTRODUCTION
7



KODAK PRO PRIZE
19

FOOD & DRINK
45



SERVICES
109

THE HOME
175



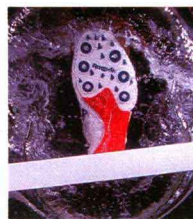
HEALTH & BEAUTY
199

AUTOMOTIVE
215



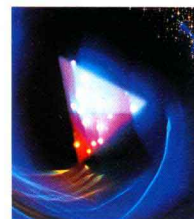
BUSINESS TO BUSINESS
233

FASHION
265



MISCELLANEOUS
285

TECHNIQUES
315



INDEX
339



ROTOVISION

ART DIRECTOR: Frédéric ANSERMET

DESIGN: Sophie VERRECHIA

EXECUTIVE EDITOR:

Danielle BENITO-GARCIA

EDITORIAL ASSISTANT:

Monique ALLAIN-HEAD

COVER PHOTOGRAPH:

Hans WENDLER / THE IMAGE BANK

TYPESETTING:

EQUATION GRAPHIC (France)

MANUFACTURED IN HONG KONG BY
REGENT PUBLISHING SERVICES LIMITED

PRINTED IN HONG KONG

PUBLISHED AND DISTRIBUTED BY

ROTOVISION SA

Route Suisse 9, CH-1295 MIES Switzerland

Tel: (41 22) 755 30 55

Telex: 419 246 rovi ch

Fax: (41 22) 755 40 72

COPYRIGHT 1992 BY EPICA S.A.

All rights reserved

EPICA,

5 rue Talma, 75016 PARIS, France

Tel: (33 1) 45 20 45 00

Fax: (33 1) 45 20 97 71

EPICA S.A. has made every effort to publish full and correct credits for each work included in this volume based on the information provided on the EPICA AWARDS entry forms. EPICA S.A. and ROTOVISION S.A. regret any errors or omissions that may occur, but hereby disclaim any liability.

0051672

EPICA BOOK

EUROPE'S BEST ADVERTISING



*The EPICA organisers wish to thank
all those who contributed to the success
of the 5th annual EPICA AWARDS.*

AUSTRIA

EXTRA DIENST

Christian W. MUCHA
(Herausgeber / Chefredakteur)
Gerhard HANDLER (Redakteur)

BELGIUM

EUROPEAN ASSOCIATION OF ADVERTISING AGENCIES

Ronald BEATSON (Director General)

PUB

Mark DE BLOCK (Directeur)
Bernard LEFEVRE
(Editeur Responsable)
Jean-Michel STICHELBAUT
(Rédacteur en chef)

DENMARK

MARKEDSFØRING

Svend Erik PEDERSEN (Chief editor)
Mia LUTHJE (Redaktionen)
Morten PEETZ-SCHOU (Freelance)

FINLAND

MARK

Marja-Liisa KINTURI (Paatoimittaja)

FRANCE

ALAIN WEILL

President of EPICA jury

BAT

Michelle GOLDSTEIN
(Rédactrice en Chef)

COMMUNICATION CB NEWS

Christian BLACHAS (Directeur)
Isabelle MUSNIK
(Directrice Internationale)
Sophie VARILLON
(Creation & Business)

GERMANY

WERBEN UND VERKAUFEN

Peter REICHARD
(Objetleiter / Chefredakteur)
Peter GROSSKLAUS (Chefredakteur)
Gaby NEUYAHR (Redakteur)
Sonia FELDMEIER (Freelance)

GREAT BRITAIN

COMMERCIALS

Meg CARTER (Editor)

CREATIVE REVIEW

Annie SWIFT (Publisher)
Lewis BLACKWELL (Editor)

EASTMAN KODAK COMPANY

Jean FRANCHETEAU
(Marketing Coordinator Professional
Imaging Europe)

MARKETING WEEK

Stuart SMITH (Editor)

SUPER CHANNEL

Paul EGGINTON
(Head of Programming)

GREECE

ADVERTISING TODAY

George BARBEROPOULOS
(Publisher & Editor)
Kiki BARBOUNI (Redactor)

IRELAND

IMJ

Norman BARRY (Editor)

ITALY

COMUNICARE

Massimiliana BAUMANN (Caporedattore)

PUBBLICITÀ DOMANI

Gabriele DI MATTEO
(Direttore)

STRATEGIA

Carlo PASINI (Presidente)
Gian Paolo CESERANI
(Direttore Responsabile)
Tommaso RIDOLFI (Redattore)

NETHERLANDS

ADFORMATIE

Henne PAULI (Hoofredacteur)
Michael VAN OS
(Adjunct-Hoofredacteur)
Toon VAN SEVEREN (Redacteur)

MKM AMSTERDAM

Maurice KEIZER (President)

NIEUWS TRIBUNE

Wim LAVERMAN (Algemeen Directur)
Tineke VERMEER (Redacteur)

NORWAY

KAMPANJE

Jan AMUNDSEN (Ansvarlig Redakter)
Johnny GIMMESTAD
(Redaksjonssekretær)

PORTUGAL

MARKETING & PUBLICIDADE

James LANHAM (Editor)

RUSSIA

REKLAMA

Alla LEIKINA (Editor in Chief)

SLOVENIA

MEDIA MARKETING

Meta DOBNIKAR
(Odgovorna Urednika in Oblikovalka)
Jure APIH (Glavni Urednik)

SPAIN

CAMPAÑA

Antonio VILLEGAS (Dirección)
Daniel CAMPO (Redactor Jefe)
Mayte ZABALETA (Redacción)

SWEDEN

RESUME

Peppe ENGBERG (Redaktionchef)
Anders OLOW (Utlandsredaktor)
Ake LINDBERG (Nyhetschef)
Henri PAGOT (Reporter)

SWITZERLAND

IDEE

Romaine MARTI (President)
Erwin SOMMER (Chefredaktion)
Bernhard WENGER (VFW)

INTRODUCTION
7



KODAK PRO PRIZE
19

FOOD & DRINK
45



SERVICES
109

THE HOME
175



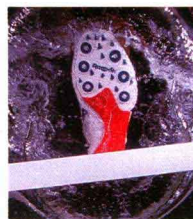
HEALTH & BEAUTY
199

AUTOMOTIVE
215



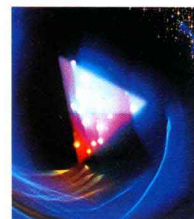
BUSINESS TO BUSINESS
233

FASHION
265

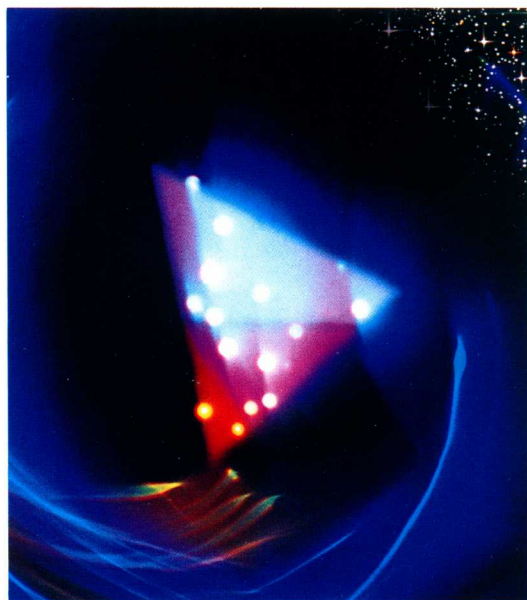


MISCELLANEOUS
285

TECHNIQUES
315



INDEX
339



Advertising festivals and the national and international prizes are to-

day's Colosseums, where the stars of the advertising world assemble. As if the competition for new business isn't enough, they face off once more in the awards arena. Whether they compete to reassure themselves (and their clients) of their creative dominance, or simply to flaunt their fighting spirit, these modern-day gladiators all battle for prizes and certificates of distinction which pile up in their corporate offices like so many championship cups.

However illusory these media triumphs might be (and it must be said that for the most part, the awards themselves are hideous), these distinctions permit some evaluations to be made in the advertising world. Awarded by juries of admen where grim battles are waged between the Anglo-Saxon and the Latin styles, and between the big corporate firms themselves, in the end the prizes express the opinion of the big names of



the industry on their own productions. Over the years, very few major campaigns have been left out of the game.

Unique among all these competitions, the EPICA AWARDS have the distinction of being the only ones judged by observers instead of participants: the journalists of the European advertising magazines. The privileged position of these professionals as year-long monitors of developments in the field gives their judgement a special weight in the advertising world. I can attest to the fact that the debates I have presided over as non-voting chairman in the past three years have been so intense as to leave no room for doubt that these dedicated journalists are as passionately involved with advertising as the admen themselves.

For the first time to my knowledge, a print campaign beat out film projects in a competition open to all media, winning the 1991 EPICA D'OR. In no better way could the EPICA jury have demonstrated its difference : the acuity and originality of its vision.

Alain WEILL

The EPICA AWARDS jury is made up of representatives from Europe's leading advertising magazines.



AUSTRIA	EXTRA DIENST
BELGIUM	PUB
DENMARK	MARKEDSFØRING
FINLAND	MARK
FRANCE	COMMUNICATION CB NEWS BAT
GERMANY	WERBEN UND VERKAUFEN
GREAT BRITAIN	COMMERCIALS CREATIVE REVIEW MARKETING WEEK
GREECE	ADVERTISING TODAY
HOLLAND	ADFORMATIE NIEUWS TRIBUNE
IRELAND	IMJ
ITALY	COMUNICARE PUBBLICITÀ DOMANI STRATEGIA
NORWAY	KAMPANJE
PORTUGAL	MARKETING & PUBLICIDADE
RUSSIA	REKLAMA
SLOVENIA	MEDIA MARKETING
SPAIN	CAMPAÑA
SWEDEN	RESUME
SWITZERLAND	IDEE...



Διαφήμιση



ΠΑΙΔΙ ΚΑΙ ΔΙΑΦΗΜΙΣΗ
Η τροπολογία για τα
παιδικά παιχνίδια.
Δύο χρόνια New Channel.

W&V
Die Wirtschaftswissenschaften
Das Journal für Wirtschaftswissenschaftler
Das Journal für Wirtschaftswissenschaftler
Das Journal für Wirtschaftswissenschaftler

Meffert: Marketing muß zurück zur Kundennähe

Anzeigen des Jahres

Halb so bunt, aber doppelt so erfolgreich

Die Besse

COMUNICARE



65

100.000
L. 10.000
L. 10.000
L. 10.000

SALES PROMOTION, SERVIZIO STRATEGICO PER L'AZIENDA
CON LA NUOVA IMAGINE DEL LAVORO
CONVEGNO AL CML SULLA COMUNICAZIONE PUBBLICA IN ITALIA

EXTRA DIENST

SALES PROMOTION, SERVIZIO STRATEGICO PER L'AZIENDA

CONVEGNO AL CML SULLA COMUNICAZIONE PUBBLICA IN ITALIA

IMJ
1/92

Dublin Tribune future in balance

Why pick on Public Servants for the SQUEEZE

Monitor the PESF: it's only fair

PESP campaign puts on the squeeze

Direct marketing awards at I.D.M.A. conference

ICADS on March 26th

pubblicità
domani

QUOTIDIANI, SCOMMESSA SUL COLORE

GLI EDITORE PRONTI PER ANNUNCI, TVU SPETTACOLARI

I MEDIA-NEW: VIGILANDO 'PDI' QUALITÀ

L'INDIPENDENTE: RUBRICHE E CERCHE

LE PAGINE GIALLE DEI GRUPPI EDITORIALI

PUB
2

Henkel integral naar TMP

Auto, doe me een plezier

Verhuist s'offre Lada

Des biscuits pour Lowe Troost

MARK
MARKKINOINNIN AMMATILEHTI 10.1992

EPICA 1991: BRITTI-IMPERIUM KESTÄÄ

SEA 92: PORMAALLA PARAS

MAMMILA MAILVAILE

MINA OLEN MARKKINTA

Adformatie
6

Elsevier overweegt verkoop belang in zender RTL 4

Smeekes aan in het kamp van de vijand

Een sportjaar barst los

AIRLINE TRIBUNE
48

TRAVEL: CROCIERE & STRATEGIE

CREATIEVE: MARKETING

MARKETING: MARKETING

MARKETING: MARKETING

KAMPANJE
NR. 4 - MARS 1991 - PRIS KR. 39,00

SELGER PÅ GOLF-KRIGEN

VÅPENINDUSTRIEN

Reklame-reis til Aktiv Forsikring

Lokal-TV for småannonser

campana

En este número

Jurado en Cannes

Cuentas de Rente

Diario 16 baja en OJD

COMMUNICATION
CB NEWS

BERLU
A-T-IL VRAIMENT LES BONS ATOUTS?

Secondo 1991

ASF: 7 MF pour un grand show glorieux

IDE
TUNE

IDE

MARKETING WEEK
NOVEMBRE 10, 1991

CLIENT RATINGS: WPP BRANDS PUT SAATCHI IN THE SHADE

Redundancies at Ford

Search shock - Philip Morris shifts \$65m coffee brands into J&J

Will a white knight lead to an attack of the blues at Minor Group?

Advertising and media: The Himalayas trek to sustained recovery

How Martin Bowley sold himself to Carlton

CREATIVE REVIEW

CREATIVE REVIEW

PARTICIPANTS

417 European advertising agencies and production houses participated in the 5th annual EPICA AWARDS.



AUSTRIA

AD WORK/REITER-DURRSCHMID ■ Graz
ADCOM WERBEAGENTUR ■ Innsbruck
ART & DESIGN CHRISTIAN NEUHAUSER ■ Tamsweg
AUSTRIA 3 / TBWA WERBEAGENTUR ■ Vienna
BARCI & PARTNER WERBEAGENTUR ■ Vienna
BERAN, ZIEHAUS & WALTER ■ Vienna
BOTTGER, MEISTER & PARTNER ■ Salzburg
C.S. WERBEAGENTUR ■ Vienna
CAA WERBEAGENTURGES ■ Vienna
CREATEAM WERBEAGENTUR ■ Linz
CZERNY, CELAND, PLAKOLM WERBEGES ■ Vienna
DDB NEEDHAM HEYE & PARTNER ■ Vienna
DEMNER & MERLICEK ■ Vienna
DR. PUTTNER & BSB ■ Vienna
EGGERT ■ Vienna
ENDER WERBUNG ■ Lustenau
GGK SALZBURG ■ Salzburg
GGK VIENNA ■ Vienna
HASLINGER, KECK WERBEAGENTUR ■ Linz
HASLINGER, KECK WERBEAGENTUR ■ Vienna
IMAGEN, EDER & ERDEM ■ Vienna
KLOSS ZECHNER ADVERTISING AGENCY ■ Vienna
LEBISCH, ADVERTISING AGENCY ■ Vienna
McCANN - ERICKSON ■ Vienna
OGILVY & MATHER ■ Vienna
OGILVY & MATHER MEDICAL ■ Vienna
OSTERREICH WERBUNG ■ Vienna
PREISS & PREISS ■ Vienna
ROBERT LA ROCHE ■ Vienna
SAATCHI & SAATCHI ADVERTISING ■ Vienna
SAATCHI & SAATCHI BUSINESS COMMUNICATIONS ■ Linz
VOGEL AUDIOVISION ■ Linz
WACHTEL & PARTNERS ■ Vienna
WERKSTUDIO ■ Vienna
YOUNG & RUBICAM ■ Vienna



BELGIUM

BSB BRUSSELS ■ Brussels
C.A.T. ■ Antwerp
CONQUEST EUROPE FAST ■ Brussels
DDB NEEDHAM WORLDWIDE ■ Brussels
DESIGN BOARD / BEHAEGHEL PARTNERS ■ Brussels
DMB&B BRUSSELS ■ Brussels
EUROCOM ADVERTISING ■ Brussels
EUROCOM INTERNATIONAL BRUSSELS ■ Brussels
GARBARSKI-V-RSCG ■ Brussels
GREY ■ Brussels
HHD OGILVY & MATHER ■ Brussels
J. WALTER THOMPSON ■ Brussels
LOWE TROOST ■ Brussels
MOORS & BRONSELAER ■ Brussels
McCANN - ERICKSON ■ Brussels
OGILVY & MATHER DIRECT ■ Brussels
SAATCHI & SAATCHI/FDBP ■ Zaventem
TBWA ■ Brussels
ZEST DESIGN ■ Brussels



DENMARK

ADVANCE ■ Copenhagen
CATO JOHNSON ■ Copenhagen
CREATEAM ■ Frederiksberg
DDB NEEDHAM ■ Copenhagen
DMB&B ■ Frederiksberg
DMM / IPSEN & PARMO ■ Copenhagen
EUROTEAM ■ Arhus
KUNDE & CO ■ Copenhagen
LEO BURNETT ■ Copenhagen
MADISON REKLAME & MARKETING ■ Copenhagen
NORGARD MIKKELSEN REKLAMEBUREAU ■ Odense
NP / GREY ■ Arhus
OGILVY & MATHER ■ Arhus
SEVEN PICTURES ■ Lyngby
TEAM / BBDO ■ Copenhagen
WUNDERMAN WORLDWIDE ■ Copenhagen
YOUNG & RUBICAM ■ Copenhagen



FINLAND

AKT / BBDO BUSINESS COMMUNICATIONS ■ Helsinki
CREATOR ■ Helsinki
FUNZI CREATIVE NETWORK ■ Helsinki
MAINOSTOIMISTO FMK ■ Helsinki
MAINOSTOIMISTO VEGA ■ Helsinki
SEK & GREY ■ Helsinki
TURKAMA & CO ■ Helsinki
USP TURKU ■ Turku



FRANCE

AGENCE 154 ■ Paris
ALICE ■ Paris
ALLIANCE ■ Paris
AUDIENCE ■ Paris
AUDOUR, SOUM, LARUE/SMS ■ Paris
B.C.R.C. ■ Paris
BELIER ■ Puteaux
BELIER ENTREPRISES ■ Boulogne
BORDELAIS LEMEUNIER / LEO BURNETT ■ Clichy
CAUSE PREMIERE ■ Paris
CCB ■ Paris
CLM / BBDO ■ Boulogne
COLLETTE & FLIMON ■ Levallois
DELAFOSSÉ & COMPAGNIE ■ Paris
DESLEGAN / BBDO ■ Puteaux
FAURE VADON FOREST ■ Paris
FCAI ■ Suresnes
GREY FRANCE ■ Boulogne
HDM / RESSOURCES ■ Paris
ICEBERG BOZELL ■ Paris
JEAN & MONTMARIN ■ Neuilly
LEUTHE ET ASSOCIES ■ Paris
LINTAS PARIS ■ Paris
MDC ■ Paris
MGTB AYER ■ Paris
NELSON & NELSON ■ Paris
OGILVY & MATHER ■ Paris
PUBLICIS CONSEIL ■ Paris

PUBLICIS ETOILES ■ Paris
SAATCHI & SAATCHI ADVERTISING ■ Neuilly
SIQUIER COURCELLE & ASSOCIES ■ Neuilly
SUCCESS / SLAD ■ Paris
WOLKOFF ET ARNODIN ■ Paris
YVES SAINT LAURENT PARFUMS ■ Neuilly



GERMANY

AGENTUR DAMM ■ Frankfurt
BBDO BUSINESS COMMUNICATIONS ■ Dusseldorf
BOZELL WERBEAGENTUR ■ Frankfurt
DEBIS MARKETING SERVICES ■ Frankfurt
DMB&B ■ Frankfurt
DMB&B ■ Hamburg
EUROCOM ADVERTISING ■ Dusseldorf
GREY ■ Dusseldorf
HAGER MOSS FILM ■ Munich
HEAD'S COMMUNICATION ■ Frankfurt
HEYER + PARTNER ■ Unterhaching
HILDMANN & SCHNEIDER ■ Dusseldorf
IDEENSERVICE WERBEAGENTUR ■ Meerbusch
J. WALTER THOMPSON ■ Frankfurt
LINTAS: FRANKFURT ■ Frankfurt
LINTAS: HAMBURG ■ Hamburg
LOWE, LURZER ■ Frankfurt
M. L. & S. ADVERTISING AGENCY ■ Dusseldorf
MICHAEL CONRAD & LEO BURNETT ■ Frankfurt
McCANN-ERICKSON ■ Frankfurt
OGILVY & MATHER ■ Frankfurt
OGILVY & MATHER PARTNER ■ Dusseldorf
PAPIERFABRIK SCHEUFELN ■ Lenningen
R / T / G / M ■ Berlin
RG WIESMEIER WERBEAGENTUR ■ Munich
SCHOLZ & FRIENDS ■ Hamburg
SELECT ■ Koblenz
SPRINGER & JACOBY ■ Hamburg
STAWICKI, AGENTUR FÜR WERBUNG UND MARKETING ■ Munich
TBWA ■ Frankfurt
TBWA ■ Hamburg
VON MANNSTEIN WERBEAGENTUR ■ Solingen
W.A.F. WERBEGESELLSCHAFT ■ Berlin
WERBEAGENTUR SCHMITTGALL ■ Stuttgart
WILKENS AYER ■ Hamburg
WUSCHNER UND ROHWER, WERBEAGENTUR ■ Munich
YOUNG & RUBICAM ■ Frankfurt
ZANDERS FEINPAPIERE ■ Bergisch Gladbach



GREAT BRITAIN

ALLIANCE INTERNATIONAL ■ London
ANDERSON & LEMBKE ■ London
ANDERSON ADVERTISING ■ Belfast
BAKER & BATTEN ■ Tunbridge Wells
BARRINGTON JOHNSON LORAINS & PARTNERS ■ Manchester
BMP DDB NEEDHAM ■ London
BOWDEN DYBLE HAYES & PARTNERS ■ Manchester
BROADBENT CHEETHAM VEAZEY ■ Manchester
BROOKES & VERNONS ■ Birmingham
BSB DORLAND ■ London
BUNGEY MEDICAL ADVERTISING ■ London

BURKITT WEINREICH BRYANT CLIENT & CO ■ London
COLLETT DICKENSON PEARCE & PARTNERS ■ London
DMB&B DIRECT ■ London
FAULDS ADVERTISING ■ Edinburgh
FIRST CITY BBDO ■ London
G.G.T. ■ London
GGK LONDON ■ London
HAWKINS DIRECT ■ London
HORNOR COLLIS & KIRVAN ■ London
HOWELL HENRY CHALDECOTT LURY ■ London
HYNES TRIMBLE DAVIDSON STARK ■ Bangor
KHBB ■ London
LEO BURNETT ■ London
LIMELIGHT ■ London
LOWE HOWARD-SPINK ■ London
McCANN - ERICKSON CENTRAL ■ Solihull
McCANN - ERICKSON MANCHESTER ■ Manchester
NICKLIN ADVERTISING ADVERTISING ■ London
OGILVY & MATHER DIRECT ■ London
PRIMARY CONTACT LIMITED ■ London
REAY KEATING HAMER ■ London
ROOSE AND PARTNERS ■ London
SAATCHI & SAATCHI ■ London
SAATCHI & SAATCHI BUSINESS COMMUNICATIONS ■ London
SIMONS PALMER DENTON CLEMMOW & JOHNSON ■ London
SKETT / PEEL DESIGN ■ Exeter
TBWA HOLMES KNIGHT RITCHIE ■ London
THE CREATIVE COMMUNICATIONS COMPANY ■ London
THE FILM GARAGE ■ London
THE LEITH AGENCY ■ Edinburgh
THE RAPP COLLINS PARTNERSHIP ■ London
TONY KAYE FILMS ■ London
TURNER LANE BOYLE PRODUCTIONS ■ London
YELLOWHAMMER ■ London



GREECE

BOLD / OGILVY & MATHER WORLDWIDE ■ Athens
BSB ATHENS ADVERTISING ■ Athens
DOT & DASH ■ Athens
GNOMI / FCB ■ Athens
GRAFIS ADVERTISING ■ Athens
INDEPENDENT ADVERTISING ■ Athens
J.N. LEOUSSIS ■ Athens
MAGNET ADVERTISING ■ Athens
POINT ZERO ADVERTISING ■ Thessaloniki
SPOT / THOMPSON ADVERTISING ■ Athens



HUNGARY

D.O.P.P. ■ Kecskemet
POSTER'V LTD. GRAPHIC STUDIO ■ Kecskemet



ICELAND

AUKHf KRISTIN ADVERTISING ■ Reykjavik
HVITA HUSID ■ Reykjavik
YDDA ADVERTISING ■ Reykjavik



IRELAND

ARKS ■ Dublin
BANAHAN McMANUS ADVERTISING & DESIGN ■ Dublin
DIMENSION ADVERTISING ■ Dublin
PETER OWENS ■ Dublin
WILSON HARTNELL ADVERTISING ■ Dublin



ITALY

A & V ITALIA ■ Milan
ARMANDO TESTA ■ Turin
BARBELLA GAGLIARDI SAFFIRIO ■ Milan
BARBELLA GAGLIARDI SAFFIRIO ■ Turin
BENETTON ■ Milan
BLU BIRD PRODUCTIONS ■ Milan
BOZELL TESTA PELLA ROSSETTI ■ Milan
BRAND X ■ Milan
BRW & PARTNERS ■ Milan
CANARD ADVERTISING ■ Milan
CENTRAL PRODUCTIONS ■ Milan
DMB & B ■ Milan
EURO ADVERTISING ■ Bologna
FILM MASTER ■ Rome
FILM'77 ■ Milan
G & R PUBBLICITA SUDLER & HENNESSEY ■ Milan
HDM / WE ■ Milan
IMAGE + COMMUNICATIONS ■ Turin
ITALIA / BBDO ■ Milan
LEADER PUBBLICITA & MARKETING ■ Florence
LINTAS: MILANO ■ Milan
LIVRAGHI, OGILVY & MATHER ■ Milan
McCANN - ERICKSON ITALIANA ■ Milan
PIRELLA GOTTSCHE LOWE ■ Milan
POLITECNE CINEMATOGRAFICA ■ Milan
PUBLICIS.FCB / MAC ■ Milan
RSCG MEZZANO COSTANTINI MIGNANI ■ Milan
SAATCHI & SAATCHI ADVERTISING ■ Milan
SAATCHI & SAATCHI ADVERTISING ■ Rome
STZ ■ Milan
VERBA DDB NEEDHAM ■ Milan



NETHERLANDS

ACT ■ Amstelveen
AM+D (ADVERTISING MARKETING + DESIGN) ■ Rotterdam
ARA / BDDP ■ Rotterdam
BBDO BUSINESS COMMUNICATIONS ■ Amsterdam
BOZELL ADVERTISING ■ Amstelveen
BRINKERINK & PARTNERS ■ Zaandam
BRAHLER RECLAME & MARKETING ■ Utrecht
BSB ■ Amsterdam
BVH COMMUNICATIE ADVIES BUREAU ■ Rotterdam
CAMPAIGN COMPANY ■ Amsterdam
CATCHLINE COMMUNICATIONS ■ Amsterdam
DDB NEEDHAM WORLDWIDE ■ Amsterdam
DMB&B ADVERTISING ■ Amsterdam
FHV / BBDO ■ Amstelveen
GEUDEKER OERLEMANS / RSCG ■ Amstelveen

PARTICIPANTS

GGK AMSTERDAM ■ Amsterdam
 HAKUHODO NEDERLAND ■ Amsterdam
 HVR ALLIANCE ■ The Hague
 KKBR / SMS ■ Amsterdam
 LINTAS: AMSTERDAM ■ Amsterdam
 LOWE KUIPER & SCHOUTEN ■ Amsterdam
 McCANN - ERICKSON ■ Amsterdam
 NAVAR ■ Rotterdam
 NOORDERVLIT & WINNINGHOFF / LEO
 BURNETT ■ Amsterdam
 PMSvW / Y&R ■ Amsterdam
 PRAE / MOTION ■ Amsterdam
 PROMOTIONAL CAMPAIGNS ■ Amsterdam
 PUBLICIS FCB / PRAD ■ Amsterdam
 RESULT ■ Amstelveen
 RIECHELMANN, LOPES CARDOZO & VAN
 BERCUM ■ Amsterdam
 SAATCHI & SAATCHI ADVERTISING ■ Amstelveen
 STEMPELS & OSTER COMMUNICATIEVE DESIGN ■
 Amsterdam
 STUD COMMUNICATIE ■ Amsterdam
 TBWA AMSTERDAM ■ Amsterdam
 TOONDER STUDIO'S ■ Nederhorst
 VIEGEN, VERGOUW & TEN HOOPEN / FCA! ■
 Amsterdam
 WUNDERMAN WORLDWIDE ■ Amsterdam



NORWAY

AVANTI DDB NEEDHAM ■ Oslo
 BUSINESS ADVERTISING ■ Oslo
 DMB&B RESPONS ■ Oslo
 EGE & HEINING ■ Oslo
 GOODWILL REKLAMEBYRA ■ Oslo
 I&M REKLAMEBYRA ■ Alesund
 NEW DEAL ■ Oslo
 NORDSKAR & THORKILDSEN LEO BURNETT ■
 Oslo
 SAATCHI & SAATCHI ADVERTISING ■ Oslo
 STRAND & LUND ■ Oslo
 TOGETHER ■ Oslo



PORTUGAL

EPG - EXECUTIVOS DE PUBLICIDADE GERAL ■
 Lisbon
 McCANN DIRECT ■ Lisbon
 McCANN-ERICKSON / CANAL 1 ■ Lisbon
 McCANN-ERICKSON / HORA ■ Lisbon
 PUBLICIS / CIESA ■ Lisbon
 RSCG - PORTUGAL ■ Lisbon
 YOUNG & RUBICAM PORTUGAL ■ Lisbon



SLOVENIA

FUTURA ■ Ljubljana
 IMELDA 8000 ■ Ljubljana
 MASSA ■ Ljubljana
 STUDIO MARKETING ■ Ljubljana
 TV SLOVENIA ■ Ljubljana



RUSSIA

AGENCY IMA-PRESS ■ Moscow

AVIAREKLAMA ■ Moscow
 CAC ■ Moscow
 MOSCOW RESEARCH & PRODUCTION
 ASSOCIATION ■ Moscow
 PROMGRAPHICA ■ Moscow
 REKLAMFILM ■ Moscow
 SEMENIKHIN ADVERTISING STUDIO ■ Moscow
 THE INT'L FEDERATION OF ARTISTS OF UNESCO ■
 Moscow
 VJ PRODUCERS ■ Moscow
 VNESHNORTGIZAT ■ Moscow



SPAIN

AD. ALTA DEFINICION ■ Barcelona
 ALFEIZAR PUBLICIDAD ■ Madrid
 ALMEIDA VAQUERO Y ASOCIADOS ■ Madrid
 AM & ASOCIADOS ■ Madrid
 BARRO CDP EUROPE ■ Madrid
 BASSAT, OGILVY & MATHER ■ Barcelona
 BASSAT, OGILVY & MATHER ■ Madrid
 BORRON Y CUENTA NUEVA ■ Madrid
 CID FCA! ■ Madrid
 CONTRAPUNTO ■ Madrid
 CONTRAPUNTO SELLARES ■ Barcelona
 DELVICO BATES ■ Madrid
 DELVICO BATES ■ Valencia
 DMB&B ■ Madrid
 GUIOS DE EUROPA ■ Madrid
 GUSTAVO SANCHEZ LLORENTE ■ Madrid
 J. WALTER THOMPSON ■ Barcelona
 J. WALTER THOMPSON ■ Madrid
 LINTAS MADRID ■ Madrid
 LLEO - MARQUES ■ Madrid
 McCANN - ERICKSON ■ Barcelona
 OVIDEO TV ■ Barcelona
 PONGILUPPI & GUIMARAES ■ Barcelona
 PUBLINSA ■ Madrid
 R.C.P. - SAATCHI & SAATCHI ADVERTISING ■
 Barcelona
 RAPP & COLLINS ■ Madrid
 RZR / SCALI McCABE SLOVES ■ Madrid
 SAATCHI & SAATCHI ADVERTISING ■ Madrid
 SLOGAN ■ Madrid
 SOLUCION / BBDO ■ Madrid
 TANDEM DDB NEEDHAM CAMPANY GUASCH ■
 Barcelona
 TIEMPO / BBDO ■ Madrid
 TOOL-KIT PRODUCCIONES ■ Madrid
 VALMORISCO ASOCIADOS ■ Madrid
 VINIZIUS YOUNG & RUBICAM ■ Barcelona
 VITRUVIO LEO BURNETT ■ Madrid
 WHYNOT ■ Barcelona
 YELLOWHAMMER BALADES ■ Madrid

BRINDFORS ANNONSBYRA ■ Stockholm
 COLLIN ANNONSBYRA ■ Goteborg
 DRAKFILM PRODUCTION ■ Stockholm
 EKSTRAND & BLENNOW ■ Goteborg
 ERICSON & EMBRINK ■ Stockholm
 FGH ANNONSBYRA ■ Stockholm
 FORSMAN & BODENFORS ■ Goteborg
 GARBERGS ANNONSBYRA ■ Stockholm
 HDM / MK (EUROCOM) ■ Stockholm
 HERA, OGILVY & MATHER ■ Stockholm
 HLR & CO / BBDO ■ Stockholm
 HAWI RSCG ANNONSBYRA ■ Stockholm
 INFORM REKLAMBYRA ■ Goteborg
 JACK WAHL AB ■ Stockholm
 KORBERG & CEDERHOLM ■ Stockholm
 KREATORERNA REKLAM ■ Goteborg
 LADS PRODUCTION ■ Stockholm
 LINTAS: STOCKHOLM ■ Stockholm
 LYBERG ANNONSBYRA ■ Stockholm
 LOHR & DB REKLAMBYRA ■ Stockholm
 MENTOR MARKNADSFORINGSBYRAN ■
 Stockholm
 OBSERVERA GREY ■ Stockholm
 OH-LA-LA FILMPRODUKTION ■ Stockholm
 OLSSONS ANNONSBYRA ■ Stockholm
 ORV FILMPRODUKTION ■ Stockholm
 RALLY TV ■ Stockholm
 RIFIFI ■ Stockholm
 SAATCHI & SAATCHI ADVERTISING ■ Stockholm
 SAATCHI & SAATCHI BUSINESS
 COMMUNICATIONS ■ Stockholm
 SCANPARTNER ■ Goteborg
 STORM & CO ■ Stockholm
 SOREN BLANKING ■ Malmoe
 THE E COMPANY ■ Stockholm
 WELINDER ■ Stockholm
 WERNE / McCANN ■ Stockholm



SWITZERLAND

ADVICO YOUNG & RUBICAM ■ Zurich
 ASGS / BBDO ■ Basel
 ASGS / BBDO ■ Zurich
 DUBACH ■ Zurich
 F+W COMMUNICATIONS WERBUNG ■ Ittigen
 FARNER PUBLICIS FCB ■ Zurich
 FAVO - WERBUNG ■ Basel
 FREITAG & PARTNER ■ Zurich
 GGK BASEL ■ Basel
 GGK ZURICH ■ Zurich
 HARTMANN, SIEGWART, GRENDENE & LANZ ■
 Zollikon
 HEINZ HEIMANN ■ Geneva
 M-S-B+K WERBEAGENTUR ■ Zurich
 McCANN - ERICKSON ■ Geneva
 McCANN - ERICKSON ■ Zurich
 TBWA ■ Zurich
 TRIMEDIA PUBLICITE ■ Geneva
 WIRZ WERBERATUNG ■ Zurich
 WYDLER & MAEDER WERBEAGENTUR ■ Zurich



SWEDEN

ALF MORK PRODUCTIONS ■ Stockholm
 ALINDER & CO ■ Stockholm
 ALLANSSON & NILSSON ■ Goteborg
 ALM & CO ■ Stockholm
 B.R.O. ANNONSBYRA ■ Stockholm
 BO LILJEDAL REKLAMBYRA ■ Orebro
 BOXER FILMPRODUKTION ■ Stockholm



TURKEY

TARA PRODUCTIONS ■ Istanbul

1991 EPICA AWARDS : THE WINNERS



EPICA D'OR
McCANN-ERICKSON ■ Milan
LEVI'S 501 JEANS



KODAK PRO PRIZE
RINEKE DIJKSTRA ■ Amsterdam
DR ADAM'S SHOES

PRINT WINNERS

FOOD
DAIRY PRODUCTS
ALCOHOLIC DRINKS (A)
ALCOHOLIC DRINKS (B)
NON-ALCOHOLIC DRINKS
PETFOOD
FINANCIAL SERVICES
PUBLIC INTEREST
TRANSPORT & COMMUNICATION
HOMES, FURNISHINGS & APPLIANCES
HOUSEHOLD MAINTENANCE
AUDIO VISUAL EQUIPMENT & ACCESSORIES
TOILETRIES
PHARMACY & OTC
AUTOMOBILES
AUTOMOTIVE & ACCESSORIES
OFFICE EQUIPMENT & SERVICES
INDUSTRIAL & AGRICULTURAL EQUIPMENT
RETAIL TRADE PRESS
CLOTHING & FABRICS
FOOTWEAR & PERSONAL ACCESSORIES
TOBACCO & ACCESSORIES
MEDIA & ENTERTAINMENT
PAN-EUROPEAN CAMPAIGNS
DIRECT MARKETING
PACKAGING & DESIGN

BSB DORLAND ■ London
G.G.T. ■ London
RG WIESMEIER WERBEAGENTUR ■ Munich
G.G.T. ■ London
FARNER PUBLICIS FCB ■ Zürich
DMB&B ■ Hamburg
DDB NEEDHAM WORLDWIDE ■ Amsterdam
TBWA HOLMES KNIGHT RITCHIE ■ London
SAATCHI & SAATCHI ■ London
STZ ■ Milan
EGGERT ■ Vienna
WIRZ WERBERATUNG ■ Zürich
ADVICO YOUNG & RUBICAM ■ Zürich
G.G.T. ■ London
KKBR / SMS ■ Amsterdam
SAATCHI & SAATCHI ■ London
WIRZ WERBERATUNG ■ Zürich
BBDO BUSINESS COMMUNICATIONS ■ Dusseldorf
DMB&B ■ Hamburg
McCANN-ERICKSON ■ Milan
LOWE TROOST ■ Brussels
McCANN-ERICKSON ■ Frankfurt
POSTER'V LTD. GRAPHIC STUDIO ■ Kecskemet
BENETTON ■ Milan
ASGS / BBDO ■ Zürich
TBWA ■ Zürich

H J HEINZ
LURPAK BUTTER
J & B WHISKY
HOLSTEN PILS
SCHWEPPES
WHISKAS
CENTRAAL BEHEER INSURANCE
RAINFOREST APPEAL
BRITISH RAIL/ INTERCITY
SISAL CARPETS
VANDAL INSECTICIDES
REVOX HI FI SYSTEMS
COLGATE PALMOLIVE
CROOKES NUROFEN
JAGUAR
GOODMANS IN-CAR STEREO
ROBERT KRAUSE RING BOOKS
HERBERTS STANDOX CAR PAINTS
LEGO
LEVI'S 501 JEANS
BIC PENS
CAMEL CIGARETTES
JOSEF KATONA THEATRE
BENETTON
WEST CIGARETTES
BIANCHI SHOPPING BAG

FILM WINNERS

FOOD
DAIRY PRODUCTS
ALCOHOLIC DRINKS (A)
ALCOHOLIC DRINKS (B)
NON-ALCOHOLIC DRINKS
PETFOOD
RETAIL DISTRIBUTION
FINANCIAL SERVICES

PUBLIC INTEREST
TRANSPORT & COMMUNICATION
HOMES, FURNISHINGS & APPLIANCES
HOUSEHOLD MAINTENANCE
AUDIO VISUAL EQUIPMENT & ACCESSORIES
TOILETRIES
AUTOMOBILES
AUTOMOTIVE & ACCESSORIES
OFFICE EQUIPMENT & SERVICES
CLOTHING & FABRICS
FOOTWEAR & PERSONAL ACCESSORIES
TOBACCO & ACCESSORIES

MEDIA & ENTERTAINMENT
RECREATION & TOURISM

ILLUSTRATION & GRAPHICS

LOWE HOWARD-SPINK ■ London
G.G.T. ■ London
YOUNG & RUBICAM ■ Frankfurt
LOWE HOWARD-SPINK ■ London
OGILVY & MATHER ■ Paris
CLM / BBDO ■ Boulogne
LOWE HOWARD-SPINK ■ London
BMP / DDB NEEDHAM ■ London
LIMELIGHT ■ London
CONTRAPUNTO ■ Madrid
TOGETHER ■ Oslo
GGK ■ London
FILM'77 ■ Milan
PMSvW / Y&R ■ Amsterdam
LINTAS MADRID ■ Madrid
LOWE HOWARD-SPINK ■ London
NORDSKAR & THORKILDSEN / LEO BURNETT ■ Oslo
VINIZIUS YOUNG & RUBICAM ■ Barcelona
FILM MASTER ■ Rome
LOWE HOWARD-SPINK ■ London
McCANN-ERICKSON ■ Frankfurt
LIMELIGHT ■ London
CENTRAL PRODUCTIONS ■ Milan
COLLETT DICKENSON PEARCE ■ London
TONY KAYE FILMS ■ London
YELLOWHAMMER ■ London

WEETABIX
LURPAK BUTTER
NORDHAUSER
HEINEKEN BEER
PERRIER
MIAOU MIX
TESCO SUPERMARKETS

BARCLAYCARD
CONDOMS
TELE-MOBIL CAR PHONES
COOK ELECTRIC
DOMOPAK OVENPAPER
SONY HI FI
JOHNSON & JOHNSON
VAUXHALL NOVA
STATOIL PETROL
TOSHIBA PHOTOCOPIER
JOHNNY LAMBS BOXER SHORTS
REEBOK

CAMEL CIGARETTES
ANEC CINEMA PROMOTION

TOWER OF LONDON
BARCLAYS BANK

LEVI'S: FIT FOR SUMOS AND STALLIONS

by DEBBIE SEAMAN

Stylist Nancy Fowler laughs uproariously when asked if there was anything particularly difficult or challenging about the photo for the Levi's 501 jeans campaign by McCann-Erickson in Milan.

"Yes!" Fowler exclaims. "He had balls!"

The man in question was the pseudo Sumo wrestler that London photographer Graham Ford had snapped, in Sumo stance, with his muscular lower regions draped in a pair of Levi's. Anyone looking at the results, which certainly must qualify as one of the most striking squats in advertising history, can get a feel for the problems Fowler had when she painstakingly had to mold the jeans to this hefty frame.

So bold and graphically clean are the three ads, which garnered the

Italian agency the 1991 EPICA D'OR, that it's hard to imagine the sweat that went into producing them until one talks to Fowler, Ford and others who were on the set. Indeed, the creative team that came up with the campaign concept, "Fit for Whatever," had no way of knowing at the outset just how "fitting" that theme would turn out to be!

McCann art director Stefano Colombo and copywriter Alessandro Canale wanted to develop a campaign for Levi's that not only would be visually arresting but would keep consumers watching for the next execution, rather like Benetton's more controversial "United Colors" campaign, also made in Italy.

Explains McCann creative director Milka Pogliani, Levi's uses TV in Italy for mass-market purposes, running the ultra-cool films produced by Bartle Bogle Hegarty in London. McCann/Milan's task was to use print to target a more specific audience of trend-setting Italian teens, while maintaining a tone consistent with that of a brand leader. "In terms of image, if you're wearing a pair of 501s, you're not wearing a pair of blue jeans," Pogliani explains. "You're wearing a myth, you're wearing a legend."

