

CONGRATULATIONS—PROMAXIBDA NORTH AMERICA PROMOTION AND MARKETING AWARD WINNERS

**Entries are listed as entered*

INTEGRATED MEDIA CONTENT PROMOTION— CHILDREN'S PROGRAM CAMPAIGN

Silver

Cheetah Girls One World
Multimedia Campaign
Disney Channel

Silver

XD Launch Multimedia Campaign
Disney XD

Bronze (Certificate)

Hannah Montana New in
November Multimedia
Campaign
Disney Channel

INTEGRATED MEDIA CONTENT PROMOTION— COMEDY PROGRAM PROMOTION CAMPAIGN

Silver

Indecision 2008
Comedy Central

Bronze (Certificate)

Showcase: Weeds
Canwest Broadcasting

INTEGRATED MEDIA CONTENT PROMOTION— CONSUMER TIE-IN PROMOTION CAMPAIGN

Silver

NBC Lipstick Jungle/Maybelline
NBC Universal

Bronze (Certificate)

Samantha Brown Buick
The Travel Channel

INTEGRATED MEDIA CONTENT PROMOTION—DAY- PART/BLOCK OF PROGRAMS CAMPAIGN

Silver

CTV - So You Think You Can
Dance Canada
CTV Creative Agency

Bronze (Certificate)

Permissions Campaign
ABC Daytime/SOAPnet

INTEGRATED MEDIA CONTENT PROMOTION— DRAMATIC PROGRAM CAMPAIGN

Gold

Nip/Tuck
FX Networks

Silver

NIP/TUCK Timeless Beauties
FX Networks

Silver

Gossip Girl OMFG Campaign
Slideshow :15/Cexy :15/
Confession :15/Womanizer :42
The CW Television Network

Silver

HEROES Season 3
The NBC Agency

Bronze (Certificate)

The Mentalist Awareness Tests
CBS Television Network

Bronze (Certificate)

Fringe Launch Campaign
Fox Broadcasting Company

Bronze (Certificate)

Embrace Your Grace.com
Campaign
Turner Broadcasting- TNT

INTEGRATED MEDIA CONTENT PROMOTION— HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN

Bronze (Certificate)

Johnson & Johnson Spotlight
Presentation Gifted Hands: The
Ben Carson Story
Turner Broadcasting- TNT

INTEGRATED MEDIA CONTENT PROMOTION—NEWS/ INFORMATION PROGRAM PROMOTION CAMPAIGN

Silver

Make 'Em Laugh Campaign
PBS

Silver

Conversation Nation
WBZ

Bronze (Certificate)

The Hour Season Launch
Canadian Broadcasting Corporation

Bronze (Certificate)

CNN Presents: Black In America
CNN

Bronze (Certificate)

CTV Montreal - CTV News Image
Campaign 2008
CTV Creative Agency

INTEGRATED MEDIA CONTENT PROMOTION— NON-FICTION/REALITY PROGRAMMING CAMPAIGN

Silver

Secret Lives of Women
WE tv

Bronze (Certificate)

Meerkat Manor Season Four
Premiere: Integrated Media
Campaign
Animal Planet

Bronze (Certificate)

An Inconvenient Truth- Cityvibe
LAPTV LLC

INTEGRATED MEDIA CONTENT PROMOTION— PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN

Gold

Damages - New Season Launch
FX Networks

Silver

True Blood S1 Integrated Campaign
HBO

Bronze (Certificate)

Bizarre Foods
The Travel Channel

INTEGRATED MEDIA CONTENT PROMOTION— SPORTS PROGRAM PROMOTION CAMPAIGN

Gold

2008 AKC National
Championships: Integrated Media
Campaign

Animal Planet

Silver

Comcast SportsNet: I Don't Know
Comcast SportsNet Bay Area

Silver

I Am A Ranger
MSG Media

Silver

Sunday Night Football
NBC Sports

Bronze (Certificate)

Olympics Viral
Edge Creative

Bronze (Certificate)

2008 MLB All-Star
Game - Rafters
Fox Sports Marketing

INTEGRATED MEDIA CONTENT PROMOTION—STUNT PROMOTION OVERALL

Bronze (Certificate)

Rock Honors Weekend
VH1

INTEGRATED MEDIA NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION—GENERAL BRANDING/IMAGE CAMPAIGN

Gold

A&E Branding Campaign
A&E Television

Gold

Project Green
WFAA-TV

Silver

Permissions Campaign
ABC Daytime/SOAPnet

Silver

CNN T-Shirt Campaign
CNN

Silver

Moment
CNN

Silver

TFO's new branding promotion
TFO

Bronze (Certificate)

Levis Unbuttoned Saturday Nights
LOGO

Bronze (Certificate)

MSG Plus Launch Open Mic
MSG Media

INTEGRATED MEDIA

**NETWORK, CHANNEL, STATION,
PLATFORM BRANDING/IMAGE
PROMOTION—HOLIDAY/
SPECIAL EVENT CAMPAIGN****Silver**

25 Days of Christmas Campaign
ABC Family

Silver

PBR Unleashed
Versus

Bronze (Certificate)

Sadie Baseball Campaign
MountainWest Sports Network

INTEGRATED MEDIA

**RADIO STATION CATEGORIES—
PROMOTION CAMPAIGN****Bronze (Certificate)**

CBC Radio 2 Integrated
Campaign
Canadian Broadcasting Corporation

Bronze (Certificate)

Liberate Your Ears Promo
Campaign
NYCTV Media

INTERACTIVE

**CONTENT PROMOTION—
CHILDREN'S PROGRAM****Silver**

Ni Hao, Kai-Lan Online Game
Nickjr.com

Bronze (Certificate)

Imagination Movers
Playhouse Disney

INTERACTIVE

**CONTENT PROMOTION—
COMEDY PROGRAM****Silver**

Late Night with Jimmy Fallon
NBC.com

Bronze (Certificate)

Psych
USA Network

INTERACTIVE

**CONTENT PROMOTION—
DRAMATIC PROGRAM****Silver**

Showtime Original Series: Dexter
Season 3 Website
Showtime Networks Inc

Bronze (Certificate)

Sons of Anarchy
FX Networks

Bronze (Certificate)

Leverage HQ
TNT

INTERACTIVE

**CONTENT PROMOTION—NEWS
PROGRAM****Bronze (Certificate)**

The View
ABC Daytime

INTERACTIVE

**CONTENT PROMOTION—
WEBSITE: GENERAL
ENTERTAINMENT PROGRAM****Gold**

X-Play Relaunch Microsite
G4 Media

Gold

Leverage HQ
TNT

Silver

Camp Rock
Disney Channel
Bronze (Certificate)
CSI: NY Website
CBS Television Distribution

INTERACTIVE

**CONTENT PROMOTION—
WEBSITE: NON-FICTION/
REALITY PROGRAM****Gold**

Disney Channel Games 2008
Disney Channel

Silver

Real Housewives of Orange
County
Bravo Digital Media

Silver

Human Wrecking Balls Microsite
G4 Media

Silver

An Inconvenient Truth - Cityvibe
LAPTV LLC

Bronze (Certificate)

Top Chef Online
Bravo Digital Media

Bronze (Certificate)

Ruby Micro-Site
Comcast Entertainment Group /
Style

INTERACTIVE

**CRAFT CATEGORIES—ART
DIRECTION/DESIGN/ANIMATION****Silver**

Tudors Trivia: The True Facts
About Life In Tudor England
Showtime Networks Inc

Bronze (Certificate)

Sons of Anarchy
FX Networks

INTERACTIVE

**CRAFT CATEGORIES—
COPYWRITING****Silver**

The Real Housewives of Orange
County - Bravo

bpg

Bronze (Certificate)

SOAPnet.com
SOAPnet.com

Bronze (Certificate)

Christmas Carols By Committee
World Wide Wadio

INTERACTIVE

**CRAFT CATEGORIES—
TECHNICAL INNOVATIONS****Bronze (Certificate)**

Nip/Tuck Timeless Beauties

Bronze (Certificate)

Daily Climate Tips Widget by The
Weather Channel
The Weather Channel

Bronze (Certificate)

The Starter Wife - Life
USA Network

INTERACTIVE

**DVD, INTERACTIVETV, MOBILE/
IMMERGING PLATFORMS—
INTERACTIVE APPLICATIONS
PROMOTIONS****Gold**

Top Design 2 - Bravo
bpg

Silver

Famclub
Astral Television Networks - Family

Bronze (Certificate)

Holiday e-Card
Bravo

INTERACTIVE

**DVD, INTERACTIVETV, MOBILE/
IMMERGING PLATFORMS—
MARKETING/ADVERTISING****Gold**

Top Chef New York - Bravo
bpg

Gold

Everybody Loves Raymond
Widget - w/pong game (WPWR
Chicago Version)

CBS Television Distribution

Silver

Janice Dickinson Modeling
Agency - Oxygen
bpg

Silver

Top Chef 4
Bravo

Silver

Make Me A Supermodel 1
Bravo

Bronze (Certificate)

A&E Branding Cube
A&E Television

Bronze (Certificate)

Showcase: Weeds Floating Ad
Canwest Broadcasting

INTERACTIVE

DVD, INTERACTIVE TV, MOBILE/IMMERGING PLATFORMS—TAKE-OVER PROMOTION/ROAD BLOCKS

Gold

Gene Simmons Family Jewels 3 - Bra Roadblock
A&E Television

Silver

Criss Angel 4 NYPost.com Page 6 Takeover
A&E Television

Bronze (Certificate)

My Own Worst Enemy
The NBC Agency

INTERACTIVE

DVD, INTERACTIVE TV, MOBILE/IMMERGING PLATFORMS—VIRAL/WEB/USER GENERATED CONTENT

Gold

Sunny SuperPoke
FX Networks

Silver

Frosty The Inappropriate Snowman
CBS Television Network

Silver

Flight of the Conchords - Dave's Pawn Shop Video
HBO

Silver

whatyoursecret.WEtv.com - Secret Lives of Women on WEtv.com
WE tv

Bronze (Certificate)

What Happened In Piedmont?
A&E Television

Bronze (Certificate)

My School Musical
Disney Channel

Bronze (Certificate)

SOAPnet.com's Gossip Girl
Puppet Recaps
SOAPnet.com

Bronze (Certificate)

Family Guy Drop Your Pants
World Wide Wadio

INTERACTIVE

ON-LINE/INTERACTIVE GAMES/IMMERGING PLATFORMS—GENERAL ENTERTAINMENT/CHANNEL

Gold

The Tudors Restoration Project
Showtime Networks Inc

Silver

Pucca Sooga Mountain Race
Jetix

Silver

PBS KIDS Island
Primal Screen

Silver

Dexter Body Bag Toss Game
Showtime Networks Inc

Silver

Burn Notice - Covert Ops
USA Network

Silver

In Plain Sight - Witsec Confidential
USA Network

Bronze (Certificate)

LeverageHQ.com
Turner Broadcasting

Bronze (Certificate)

The Starter Wife - Life
USA Network

INTERACTIVE

NETWORK/CHANNEL/STATION/PLATFORM WEBSITE

Gold

CNN T-Shirt
CNN

Silver

It's Always Sunny In Philadelphia
FX Networks

Bronze (Certificate)

South Park Studios
Comedy Central

Bronze (Certificate)

FXNetworks.com Homepage,
Movies & Schedule
FX Networks

Bronze (Certificate)

PlayhouseDisney.com
Playhouse Disney

Bronze (Certificate)

TNT.tv Relaunch
TNT

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER

CRAFT CATEGORIES—ART DIRECTION/DESIGN

Gold

Fox Cable Networks HD Brochure
Fox Cable Networks

Silver

Camp Rock World Premiere Invite
Disney ABC Networks Group

Bronze (Certificate)

Top Design 2
Bravo

Bronze (Certificate)

IFC: Henry Rollins
Canwest Broadcasting

Bronze (Certificate)

The Locator-Launch Campaign
Filter

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER

CRAFT CATEGORIES—COPYWRITING

Silver

Showcase: "Mother. Hood."
Canwest Broadcasting

Bronze (Certificate)

Green with EMMY
Bravo

Bronze (Certificate)

No Ex on the First Date
Bravo

Bronze (Certificate)

2008 Movie Awards
MTV Off-Air Creative

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER

GENERAL AND CONTENT PROMOTION—CONSUMER PRINT AD

Gold

Life After People
Barker DZP

Gold

Dirty Jobs
Discovery Channel

Silver

Top Chef New York - Bravo
bpg

Silver

MLB All-Star Game - NYC
Fox Sports Marketing

Bronze (Certificate)

Showcase: Weeds
Canwest Broadcasting

Bronze (Certificate)

Chuck Season 2
The NBC Agency

Bronze (Certificate)

CNBC Squawk Box
The NBC Agency

Bronze (Certificate)

Burn Notice Key Art - Pool
USA Network

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER

GENERAL AND CONTENT PROMOTION—CONSUMER PRINT CAMPAIGN

Silver

A&E Branding Campaign
A&E Television

Silver

MSG Plus: High School Campaign
MSG Media

Bronze (Certificate)

Animal Planet Rebrand:
Print Campaign
Animal Planet

Bronze (Certificate)

2008 AKC National
Championships: Print Campaign
Animal Planet

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER

GENERAL AND CONTENT PROMOTION—HOLIDAY/SPECIAL EVENT

Gold

The CW Green Campaign
The CW Network

Silver

Moment
CNN

Bronze (Certificate)

Chiller Halloween Mailer
The NBC Agency

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER
**GENERAL AND CONTENT
PROMOTION—MARKETING
PRESENTATION: PRINT OR
SPECIALTY**

Silver

MLB Network Affiliate Launch Kit
MLB Network

Bronze (Certificate)

Fox Movie Channel Viewmaster
Mailing
Fox Cable Networks

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER
**GENERAL AND CONTENT
PROMOTION—OUTDOOR/
ENVIRONMENTAL/TRANSIT AD
CAMPAIGN**

Gold

History: Ax Men "Guy on Tree"
Billboard
Canwest Broadcasting

Silver

History Kiosk
Barker DZP

Silver

Raising The Bar Toll Booths
Turner Broadcasting

Bronze (Certificate)

VH1 Love Campaign
VH1

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER
**GENERAL AND CONTENT
PROMOTION OUTDOOR/
ENVIRONMENTAL/TRANSIT AD
CAMPAIGN**

Gold

When We Left Earth
Discovery Channel

Silver

Shark Week
Discovery Channel

Bronze (Certificate)

The Andromeda Strain
A&E Television

Bronze (Certificate)

TSN2: BCE Domination
CTV Creative Agency

Bronze (Certificate)

Star Wars Campaign
SPIKE

Bronze (Certificate)

Heroes Season 3
The NBC Agency

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER
**GENERAL AND CONTENT
PROMOTION—PROMOTIONAL
ITEMS**

Gold

CSI: NY 100th Episode Invitation
CBS

Gold

John Adams VIP Mailer
HBO

Silver

25 Days of Christmas Office
Decorating Kit
ABC Family

Silver

Warner Bros. 2009 Theatrical
Slate

Warner Bros. Television Distribution

Bronze (Certificate)

Versus Whitetail Shotgun Shell
Versus

Bronze (Certificate)

Cheerleader U Monthly Mailer
WE tv

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER
**GENERAL AND CONTENT
PROMOTION—SALES PROMO-
TION: COLLATERAL/SPECIALTY**

Silver

Go Green Collateral (Poster &
Canvas Bag)
Crew Creative Advertising

Silver

Branded Bathroom Signs
FEARnet

Bronze (Certificate)

Camp Rock Premiums
Disney ABC Networks Group

Bronze (Certificate)

Rock Honors Weekend
VH1

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER
**GENERAL AND CONTENT
PROMOTION—STUNT
PROMOTION**

Gold

Star Wars Light Sabers
SPIKE

Silver

The Ex List Have You Dated This
Woman?
CBS Television Network

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER
**GENERAL AND CONTENT
PROMOTION—TRADE PRINT AD**

Gold

PromaxIBDA Be More PBS Ad
PBS

Silver

Generation O - Oxygen
bpg

Silver

How I Met Your Mother Friends
With Benefits
Industrial Creative

Silver

Showtime Comedy Ad
MK Advertising

Silver

Warner Bros.: Every Program Has
A Voice
Warner Bros. Domestic Television
Dist.

Bronze (Certificate)

Guy Holding TV Ad
G4 Media

Bronze (Certificate)

NBC Universal Monk HD Ad
MK Advertising

Bronze (Certificate)

SOAPnet April 08 Trade Ad
SOAPnet

Bronze (Certificate)

CNN Upfront Ad Platform
SwartAd

OUTDOOR, OUT-OF-HOME,
PRINT AND POSTER
**GENERAL AND CONTENT
PROMOTION—TRADE PRINT
CAMPAIGN**

Gold

FX CTAM Trade Advertising
Fox Cable Networks

Silver

Comedy Central 2008 Emmy
Campaign
Comedy Central

Silver

Hunting With Lightsabers Facts
Campaign
G4 Media

Bronze (Certificate)

Fox Cable Networks HD
Campaign

Bronze (Certificate)

Nat Geo HD Affiliate Print
Campaign

National Geographic Channel

Bronze (Certificate)

Nick 2008 Trade Campaign
Nickelodeon

RADIO
**CONTENT MARKETING USING
RADIO—COMEDY PROGRAM
SPOT**

Silver

Two And A Half Men
World Wide Wadio
Bronze (Certificate)
Everybody Loves Raymond
Holy Crap!
World Wide Wadio

RADIO
**CONTENT MARKETING USING
RADIO—DRAMATIC PROGRAM
SPOT**

Silver

Andromeda Strain
World Wide Wadio

Silver

Dexter
World Wide Wadio
Bronze (Certificate)
The Riches Radio Spot
FX Networks

RADIO

CONTENT MARKETING USING RADIO—ENTERTAINMENT PROGRAM SPOT

Silver

Dexter
World Wide Wadio

Bronze (Certificate)

Showcase: Doobie, Doobie
Canwest Broadcasting

Bronze (Certificate)

Weeds/Secret Diary of a Call Girl
World Wide Wadio

Bronze (Certificate)

Two And A Half Men
World Wide Wadio

Bronze (Certificate)

Everybody Loves Raymond
Holy Crap!
World Wide Wadio

RADIO

CONTENT MARKETING USING RADIO—HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT

Silver

King
World Wide Wadio

RADIO

CONTENT MARKETING USING RADIO—NON-FICTION/REALITY PROGRAMMING SPOT

Silver

King
World Wide Wadio

Bronze (Certificate)

Black Gold
World Wide Wadio

Bronze (Certificate)

Charm School
World Wide Wadio

RADIO

CONTENT MARKETING USING RADIO—PROMOTION FOR PROGRAM/SERIES

Silver

Dexter
World Wide Wadio

Bronze (Certificate)

Parents
Oink Ink Radio

Bronze (Certificate)

Make 'Em Laugh Radio
PBS

RADIO

CRAFT CATEGORIES—COPYWRITING

Silver

Showcase: Doobie, Doobie
Canwest Broadcasting

Silver

Parents
Oink Ink Radio

Bronze (Certificate)

Herod's Tomb
World Wide Wadio

RADIO

CRAFT CATEGORIES—MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS

Silver

Dexter
World Wide Wadio

Bronze (Certificate)

Andromeda Strain
World Wide Wadio

RADIO

CRAFT CATEGORIES—SOUND DESIGN

Silver

Shark Week
World Wide Wadio

Bronze (Certificate)

Andromeda Strain
World Wide Wadio

RADIO

NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION USING RADIO—GENERAL BRANDING/IMAGE

Bronze (Certificate)

Shark Week
World Wide Wadio

TELEVISION-VIDEO PRESENTATION

SPECIAL NEWS REPORT OR EVENT PROGRAMMING (ENVIRONMENTAL, POLITICAL DEBATES, ETC.)

Silver

Planet in Peril: Battle Lines
Campaign
CNN

Silver

NY1 News Borough Weeks
NY1 News Creative Services

Bronze (Certificate)

Black In America Campaign
CNN

Bronze (Certificate)

How Now Cash Cow
KDFW FOX 4

TELEVISION-VIDEO PRESENTATION

CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS—BRANDING/IMAGE SPOT (MULTIPLE)

Gold

Discovery Awesome IDs
BIGSMACKtv

Silver

Network ID's
Si TV

Bronze (Certificate)

Mpix Bumpers
Astral Media - Mpix

TELEVISION-VIDEO PRESENTATION

CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS—BRANDING/IMAGE SPOT (SINGLE)

Gold

NFL Displaced Fan Syndrome
DIRECTV, Inc.

Silver

Comcast.net Sizzle Video
Comcast Spotlight HQ - NY

Bronze (Certificate)

World Congress of Sports
DIRECTV, Inc.

Bronze (Certificate)

Network ID - My Style
Si TV

TELEVISION-VIDEO PRESENTATION

CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS—CONSUMER PROMOTION

Silver

I-Report Film Festival
CNN

Silver

Handyman al Rescate
Univision Interactive Media

Bronze (Certificate)

Up to Speed with Robin Meade
CNN

Bronze (Certificate)

New qubo Channel Spot Friendly
Neighborhood
qubo

Bronze (Certificate)

Online Video Guide Commercial
TV Guide Network

TELEVISION-VIDEO PRESENTATION

CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS—ON-SCREEN SERVICES PROMOTION (VOD, PPV, ETC)

Gold

HBO On Demand Billion Dollar
Summer

HBO

Silver

HBO On Demand Category/Series
HBO

Bronze (Certificate)

HBO On Demand Core Series
Always
HBO

TELEVISION-VIDEO PRESENTATION

CONTENT PROMOTION—ADULT PROGRAMMING SPOT (MULTIPLE)

Silver

Adult Entertainment Expo
G4 Media

TELEVISION-VIDEO PRESENTATION

CONTENT PROMOTION—ADULT PROGRAMMING SPOT (SINGLE)

Silver

Encore Avenue - In Cold Blood
Corus Entertainment

Bronze (Certificate)

Criminal Minds/CSI NY: Wannabe
Wednesday
CBS Television Network

Bronze (Certificate)

Encore Avenue - Friday the 13th
Corus Entertainment

Bronze (Certificate)

Club Erotix
DIRECTV, Inc.

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
BEHIND THE SCENES
PROMOTION: LONG/SHORT
FORM****Gold**

Human Footprint - Behind the
Scenes
National Geographic Channel

Silver

Marcy's Waxing Salon
Showtime Networks, Inc.

Bronze (Certificate)

Generation Kill: Gearing Up
Featurette
HBO

Bronze (Certificate)

Leverage BTS - Meet Apollo
Robbins
TNT On-Air

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
CHILDREN'S PROGRAMMING
LIVE ACTION (SINGLE)****Gold**

Electric Company Cable Spot
PBS

Silver

Scooby Doo Movie Teaser
Cartoon Network On-Air

Silver

Melvin Behind the Scenes
TVO

Bronze (Certificate)

Aaron Stone Trailer :60
Disney XD

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
CHILDREN'S PROGRAMMING
LIVE ACTION (MULTIPLE)****Gold**

Goosebumps
Cartoon Network On-Air

Silver

New in November Campaign
Disney Channel

Bronze (Certificate)

YTV - The Next Star - Auditions,
YTV - The Next Star - Santa
Corus Entertainment

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
CHILDREN'S PROGRAMMING
SPOT ANIMATED/MIXED
(MULTIPLE)****Gold**

Star Wars
Cartoon Network On-Air

Silver

Flapjack Launch
Cartoon Network On-Air

Bronze (Certificate)

Yin Yang Yo! Season 2 Campaign
Jetix

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
CHILDREN'S PROGRAMMING
SPOT ANIMATED/MIXED
(SINGLE)****Gold**

Fusion Fall Cinematic Intro
Freestyle Collective

Silver

Whacked
4Kids Productions

Bronze (Certificate)

Yin Yang Yo! Season 2
Jetix

Bronze (Certificate)

Ooh & Aah/Handy Manny Banana
Phone
Playhouse Disney

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—COM-
EDY PROGRAM SPOT (MULTIPLE)****Gold**

Andy Griffith On-Air Campaign
World Wide Wadio

Silver

Flapjack Launch
Cartoon Network On-Air

Silver

South Park New Season
Comedy Central

Bronze (Certificate)

TDI Finale Campaign
Cartoon Network On-Air

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
COMEDY PROGRAM SPOT
(SINGLE)****Gold**

United States of Tara Trailer
Showtime Networks, Inc.

Silver

Californication Season 2 - Deep
Tease
Showtime Networks, Inc.

Silver

Psych - Ebony and Ivory
USA Network

Bronze (Certificate)

Off the Record: Ringo Starr
HBO

Bronze (Certificate)

Psych - Donut Shop
USA Network

Bronze (Certificate)

Andy Griffith Ballad of Barney
World Wide Wadio

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—DAY-
PART/BLOCK OF PROGRAMS
SPOT (MULTIPLE)****Gold**

Duty Free TV
G4 Media

Gold

Game Show Block on TV38
WSBK

Silver

Goosebumps Packaging
Cartoon Network On-Air

Silver

MTV2 The Drop
MTV On-Air Design

Silver

PBS Kids Pre-K Block
PBS

Bronze (Certificate)

Har Har Thursdays
Cartoon Network On-Air

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
DAYPART/BLOCK OF
PROGRAMS SPOT (SINGLE)****Gold**

CTV - eTalk/Access Hollywood
CTV Creative Agency

Gold

Scream Queens & Charm School
Combination
VH1

Silver

Weeds/Secret Diary of a Call Girl
Wicked Lil' Girls
Showtime Networks, Inc.

Bronze (Certificate)

Dexter/Californication Combo
Showtime Networks, Inc.

Bronze (Certificate)

NBC Thursday Welcome Back
The NBC Agency

Bronze (Certificate)

Difference For Difference - Docs
at 10
TVO

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
DAYTIME PROGRAM SPOT
(MULTIPLE)****Silver**

All My Children: Tornado Campaign
ABC Daytime

Bronze (Certificate)

Believe Campaign
ABC Daytime

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
DAYTIME PROGRAM SPOT
(SINGLE)****Silver**

Vengeance
CBS Television Network

Silver

Rachael Ray Love Is All Around
Studio City

Bronze (Certificate)

Election Critic
ABC Daytime

Bronze (Certificate)

The Tyra Banks Show Beyonce
Studio City

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
DRAMATIC PROGRAM SPOT
(MULTIPLE)****Gold**

Nip/Tuck
FX Networks

Silver

Big Love Campaign
HBO

Bronze (Certificate)

Damages - Stepping Stone; Case;
Cast Run; Critics
FX Networks

Bronze (Certificate)

Dexter Campaign: Time to Kill,
New Life, Spontaneous,
Secret, Funhouse
Showtime Networks, Inc.

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
DRAMATIC PROGRAM SPOT
(SINGLE)****Gold**

Dirty Sexy Money-Everything Darling
ABC Inc.

Gold

Dexter Secret
Showtime Networks, Inc.

Silver

AMC Mad Men Something to
Hide
danAppelcreative

Silver

House Ludo
Fox Broadcasting Company

Silver

Big Love S3 Lies Trailer
HBO

Silver

Star Trek: The Original Series
Flowchart
Studio City

Bronze (Certificate)

Whale Wars Season One:
Antarctica
Animal Planet

Bronze (Certificate)

Lie to Me Faces
Fox Broadcasting Company

Bronze (Certificate)

True Blood Trailer
HBO

Bronze (Certificate)

Saving Grace - Round Two
TNT On-Air

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—EN-
TERTAINMENT PROGRAM SPOT
(MULTIPLE)****Gold**

Star Wars Campaign
Cartoon Network On-Air

Gold

CTV - So You Think You Can
Dance Canada Campaign
CTV Creative Agency

Gold

Cinemax 300 Shoot Campaign
HBO

Silver

In Plain Sight Crossover
Campaign
USA Network

Bronze (Certificate)

Big Movie Thursdays - Sponsored
by UPS
Universal HD

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
ENTERTAINMENT PROGRAM
SPOT (SINGLE)****Gold**

In Plain Sight/WWE crossover
USA Network

Gold

In Plain Sight/Criminal Intent
Crossover
USA Network

Gold

Psych - Donut Shop
USA Network

Silver

Dexter Funhouse
Showtime Networks, Inc.

Bronze (Certificate)

Lakers 07 Playoff Tease
Fox Sports West

Bronze (Certificate)

In Plain Sight - Can You
USA Network

Bronze (Certificate)

Burn Notice - Everybody Wants
You

Bronze (Certificate)

Burn Notice - Higher Ground
USA Network

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
HOLIDAY/SEASONAL/SPECIAL
EVENT PROGRAM SPOT
(MULTIPLE)****Gold**

2008 Kids' Choice Awards
Campaign
Nickelodeon

Silver

Fox Superbowl Campaign
Fox Special Ops

Silver

Chris Rock: Kill The Messenger
Campaign
HBO

Silver

Cinemax Summer Movie Spots
HBO

Bronze (Certificate)

Black History Month: Black is...
VH1

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
HOLIDAY/SEASONAL/SPECIAL
EVENT PROGRAM SPOT
(SINGLE)****Gold**

HBO Best of 2008
HBO

Silver

Mpix Reel Sinful Cinema
Astral Media - Mpix

Silver

Movie Central - Bloodtoberfest
Corus Entertainment

Bronze (Certificate)

Family Victoria Day
Astral Media - Family Channel

Bronze (Certificate)

Bravo's A-List Awards - Phone
Bravo

Bronze (Certificate)

Live! with Regis and Kelly
Halloween
Studio City

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
INTERSTITIAL/ADVERTISER IN-
TEGRATION/PROGRAM WRAPS****Gold**

Acura Sunday Best
IFC

Silver

Dish Network
Comedy Central

Silver

NBC Knight Rider Movie/Ford
NBC Universal

Silver

Nikon Interstitial
Ovation TV

Bronze (Certificate)

ABC Family Premiere Party -
Bedtime
Stories

Bronze (Certificate)

ABC Family
Meet The Rockers
Nick at Nlte

Bronze (Certificate)

Planet Green Sponsored Did You
Know Vignettes?

Bronze (Certificate)

Planet Green
Jon & Kate Plus Horton Hears a

Bronze (Certificate)

Who DVD
TLC

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
INTERSTITIAL/
PROMO-TAINMENT/
MOVIE WRAPS****Gold**

Eagle Eye/MTV
MTV On-Air Promos

Silver

Saturday Mandate Interstitials -
Forgetting Sarah Marshall
Comedy Central

Bronze (Certificate)

Role Models Public Service
Announcements
Comedy Central

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
INTERSTITIAL/PROMO-TAIN-
MENT/ PROGRAM WRAPS****Gold**

Nature of Power - Acura/Discovery
bunker

Silver

Daily Show News Better Run
Comedy Central

Silver

Saving Grace-Gretchen Wilson
Embrace Your Grace music
video

TNT On-Air

Silver

The Closer/Saving Grace - Real
Women

TNT On-Air

Bronze (Certificate)

Expedition Africa
Team

Bronze (Certificate)

Psych Animated series
USA Network

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—LIVE
EVENT SPOT (MULTIPLE)****Gold**

PBR Unleashed
Versus

Silver

BCS on Fox - Maze
Fox Sports Marketing

Silver

MSG Plus Islanders/Devils Tuners
MSG Media

Silver

2008 Video Music Awards
MTV On-Air Promos

Silver

NFL Kickoff Weekend on NBC
NBC Sports

Silver

Westminster Dog Show
Campaign
USA Network

Bronze (Certificate)

UFC Campaign
DIRECTV, Inc.

Bronze (Certificate)

Rangers Euro-Trip
MSG Media

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—LIVE
EVENT SPOT (SINGLE)****Gold**

2008 MLB All-Star Game -
Rafters

Fox Sports Marketing

Silver

Magnetic Chargers
CBS 2

Silver

NFL Kickoff Weekend on NBC
NBC Sports

Silver

Westminster Dog Show - I'm Too
Sexy
USA Network

Silver

2008 NHL All-Star Game - Every
Vote Earned

Versus

Bronze (Certificate)

Lakers NBA Playoffs
KCAL 9 TV

Bronze (Certificate)

Westminster Dog Show - She's
Like the Wind
USA Network

Bronze (Certificate)

2008-09 NHL Regular Season -
Coburn
Versus

Bronze (Certificate)

World Extreme Cagefighting -
Faber v. Pulver
Versus

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
MADE-FOR-TELEVISION MOVIE
(MULTIPLE)****Gold**

Generation Kill Campaign
HBO

Silver

Andromeda Strain Launch
Campaign

A&E Television Networks

Bronze (Certificate)

John Adams Campaign
HBO

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
MADE-FOR-TELEVISION MOVIE
(SINGLE)****Silver**

Camp Rock Trailer
Disney Channel

Bronze (Certificate)

CTV - Mayerthorpe
CTV Creative Agency

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—NEWS/
INFORMATION PROGRAM SPOT
(MULTIPLE)****Gold**

BBC World News America -
Identity Campaign
BBC America

Silver

Anderson Cooper 360 Campaign
CNN

Silver

When Weather Changed History
Spots
The Weather Channel

Silver

Welcome to Curiosity
WBZ

Silver

Gets the City Started
WFAA-TV

Bronze (Certificate)

Global National - News
Understood
Canwest Broadcasting

Bronze (Certificate)

Global BC - TV for BC
Canwest Broadcasting

Bronze (Certificate)

Black Gold - A CNBC Original
CNBC

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—NEWS/
INFORMATION PROGRAM SPOT
(SINGLE)****Gold**

Real Time with Bill Maher Been
There Promo

HBO

Gold

HBO Documentary Films Image
2008

HBO

Silver

Johnny Mountain Conductor
CBS 2

Silver

This American Life Launch
Showtime Networks, Inc.

Bronze (Certificate)

1952 UFO Incident
Anderson Productions -
Freelancer
at Fox

Bronze (Certificate)

HBO Documentary Films Polanski:
Wanted and Desired
HBO

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
NON-FICTION/REALITY
PROGRAMMING SPOT
(MULTIPLE)****Gold**

Expedition Week
National Geographic Channel

Silver

I Survived Topicals
A&E Television Networks

Silver

High School Confidential
WE tv

Bronze (Certificate)

CTV - So You Think You Can
Dance Canada Campaign

CTV Creative Agency

Bronze (Certificate)

Secret Lives of Women
WE tv

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
NON-FICTION/REALITY
PROGRAMMING SPOT (SINGLE)****Gold**

American Idol Dream Begin
Fox Broadcasting Company

Gold

American Gladiators Giants
The NBC Agency

Silver

Meerkat Manor Season Four
Premiere: Rap
Animal Planet

Silver

IDOL Top 24 Music Video
Fox Special Ops

Silver

Miami Ink Season Launch Spot
mOcean/TLC

Silver

VH1 - Glam Gods
Northern Lights

Silver

Rachael Ray Love Is All Around
Studio City

Bronze (Certificate)

Battle 360 - Launch Spot
2C Media

Bronze (Certificate)

Neanderthal Code
National Geographic Channel

Bronze (Certificate)

The Tyra Banks Show Sex in
Schools
Studio City

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
ON-AIR CONSUMER TIE-IN
PROMO (MULTIPLE)****Gold**

NBC 30 Rock/Honda
NBC Universal

Silver

Wall-E - Discovery Channel Tie-In
!mpossible

Silver

Parking Wars / KFC Spot
A&E Television Networks

Silver

Hometown Heroes
Edge Creative

Silver

My Boys - Alltel
TBS On-Air

Bronze (Certificate)

Dunkin Donuts Funny
Beverages/Dunkin Donuts Matt
and Ben Coffee Break
TBS On-Air

Bronze (Certificate)

ABC 7/ComEd Green Energy Tips
WLS-TV

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
ON-AIR CONSUMER TIE-IN
PROMO (SINGLE)****Silver**

Denny's Allnighter
MTV On-Air Promos

Silver

Psych - Kia
USA Network

Silver

NHL/Dark Knight Promo
Versus

Silver

ABC 7: Be Fit. Stay Healthy.
WLS-TV

Bronze (Certificate)

HGTV - Fall Fix Up
Beehive

Bronze (Certificate)

Project Runway/Saturn - Kit
Bravo

Bronze (Certificate)

Global Calgary - Call Of The Tundra
Canwest Broadcasting Inc.

Bronze (Certificate)

Sony/Don't Mess With The Zohan
Turner Entertainment Networks

Bronze (Certificate)

Windex Birds/Character Uncovered
USA Network

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
PROGRAM PROMOTIONAL
SPOT-IN-HOUSE (MULTIPLE)****Gold**

Andromeda Strain Launch
Campaign
A&E Television Networks

Gold

CTV BC: Summercamp
CTV Creative Agency

Silver

Nerdcore
G4 Media

Silver

I Am A Ranger
MSG Media

Silver

Human Footprint
National Geographic Channel

Silver

Gossip Girl Anti-Quote
Campaign Girl Talk/55 MPH
Club/Honking/Mother Chucker
The CW Television Network

Silver

Animation Crossover
Vegas TV - Greenspun Media
Group

Silver

VH1 Hip Hop Honors
VH1

Bronze (Certificate)

Friday Night Lights Wonders
Multiple
DIRECTV, Inc.

Bronze (Certificate)

The Truth / The Blaze
MTV On-Air Promos

Bronze (Certificate)

Sinatra: The Man and His Movies
Turner Classic Movies

Bronze (Certificate)

Dale and Delkus
WFAA-TV

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
PROGRAM PROMOTIONAL
SPOT-IN-HOUSE (SINGLE)****Gold**

Solo: Lost At Sea
National Geographic Channel

Silver

J-Lo
KXAS-TV/NBC5

Silver

NFL Kickoff Weekend on NBC
NBC Sports

Silver

90210 Changes :30
The CW Television Network

Bronze (Certificate)

Eye on the Bay
KPIX

Bronze (Certificate)

True Dads In Uniform
SPIKE

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
PROGRAM PROMOTIONAL
SPOT-OUT-OF-HOUSE
(MULTIPLE)****Gold**

Star Wars Campaign
SPIKE

Gold

31 Days of Oscar
Turner Classic Movies

Silver

Star Wars
Cartoon Network On-Air

Silver

Nip/Tuck Busby; Karma;
Montage; Kaleidoscopic
FX Networks

Silver

MSG Plus: High School Slide
Show
MSG Media

Silver

Samantha Brown Great Weekends
The Travel Channel

Bronze (Certificate)

The Beast Launch Campaign
A&E Television Networks

Bronze (Certificate)

Dirt - Cheeky; Lights; Rumors;
Story; Photo Op
FX Networks

Bronze (Certificate)

The Shift
Investigation Discovery

Bronze (Certificate)

PBS Pre-K Package
PBS

Bronze (Certificate)

Bizarre Foods Campaign
The Travel Channel

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
PROGRAM PROMOTIONAL
SPOT-OUT-OF-HOUSE (SINGLE)****Gold**

High School Confidential - Launch Anthem

Filter**Gold**

Nip/Tuck Busby :60
FX Networks

Gold

Greensburg
Planet Green

Silver

Dexter Funhouse
Showtime Networks, Inc.

Silver

Star Trek: The Original Series
Flowchart
Studio City

Bronze (Certificate)

AMC Mad Men Something to Hide
danAppelcreative

Bronze (Certificate)

HBO Latino Viernes
HBO

Bronze (Certificate)

Yankeeography 2008
YES Network

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
PUBLIC SERVICE
ANNOUNCEMENT (MULTIPLE)****Gold**

Greek PSAs
ABC Family

Gold

Canal D Social Cause - Quebec
Environment Foundation
Canal D, a station of Astral Media

Silver

WE Vote '08
WE tv

Silver

ABC 7/DTV PSA Campaign:
The British Guy
WLS-TV

Bronze (Certificate)

The Recovery Project PSAs
A&E Television Networks

Bronze (Certificate)

CTV BC: Summercamp
CTV Creative Agency

Bronze (Certificate)

NYC Condoms Campaign
Magenta Creative Networks

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
PUBLIC SERVICE
ANNOUNCEMENT (SINGLE)****Gold**

Silent Scream
VH1

Silver

Global Calgary - Alberta Childrens
Hospital: Ten
Canwest Broadcasting Inc.

Silver

Healthy Start
CTV Creative Agency

Silver

Top 20 Under 20 (Turtle)
CTV Creative Agency

Silver

Monk Heart Health
USA Network

Bronze (Certificate)

Stand Up to Cancer
ABC Inc.

Bronze (Certificate)

CTV BC: Salvation Army
CTV Creative Agency

Bronze (Certificate)

Hope Floats
KDFW FOX 4

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
SPORTS PROGRAM SPOT (NOT
A LIVE EVENT/GAME)****Gold**

Sports Soup
Versus

Silver

NASCAR on Fox - Underground
Fox Sports Marketing

Silver

MLB Playoffs on Fox - Newsstand
Fox Sports Marketing

Silver

2008 New Jersey Nets
YES Network

Bronze (Certificate)

NASCAR HotPass Multiple
'Norm'

DIRECTV, Inc.**Bronze (Certificate)**

Liberty Stamp Image
MSG Media

Bronze (Certificate)

2008 New York Yankees
YES Network

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—STUNT
PROMOTION: ON-AIR ONLY****Gold**

Channel of the Apes multiple
Fox Movie Channel

Gold

T:SCC FoxBot Vs. Terminator
Fox Special Ops

Silver

NBCU Beijing Olympics/The
Mummy Partnership
NBC Universal

Silver

Grid Iron Greats
Starz

Bronze (Certificate)

Live! with Regis and Kelly
Halloween
Studio City

Bronze (Certificate)

Lives in Focus
Sundance Channel

TELEVISION-VIDEO PRESENTATION

**CONTENT PROMOTION—
THEATRICAL FILMS SHOWN
ON TELEVISION SPOT****Silver**

Fight Club
G4 Media

Silver

Rollerfest
MGM HD

Silver

TMC Mission: Impossible III
Showtime Networks, Inc.

Bronze (Certificate)

An American Crime Launch Spot
Showtime Networks, Inc.

Bronze (Certificate)

Bond Triple Feature
USA Network

TELEVISION-VIDEO PRESENTATION

**CRAFT CATEGORIES—
COPYWRITING****Gold**

Is it Real? 7PM
National Geographic Channel

Gold

Star Trek: The Original Series
Flowchart
Studio City

Gold

Andy Griffith Ballad of Barney
World Wide Wadio

Silver

CTV - Snow Support Group -
Intervention

CTV Creative Agency

Silver

Dexter Funhouse
Showtime Networks, Inc.

Bronze (Certificate)

Ocean's 12 Premiere
USA Network

TELEVISION-VIDEO PRESENTATION

CRAFT CATEGORIES—DESIGN**Gold**

NY1 News Web Promotion
NY1 News Creative Services

Gold

American Gladiators Giants
The NBC Agency

Silver

HGTV: Colin & Justin's Home
Heist - Have A Little Fun With

Home Decorating

Canwest Broadcasting

Silver

NY1 News Borough Weeks
NY1 News Creative Services

Bronze (Certificate)

CTV BC: Abbotsford Airshow
CTV Creative Agency

Bronze (Certificate)

NHL Center Ice
DIRECTV, Inc.

TELEVISION-VIDEO PRESENTATION

CRAFT CATEGORIES—DIRECTING**Gold**

Dexter Funhouse
Showtime Networks, Inc.

Silver

A&E Brand Campaign
A&E Television Networks

Silver

Weeds Boots
Showtime Networks, Inc.

Silver

FOX E Team - Junk Mail
WHBQ-TV Memphis

Bronze (Certificate)

Friday Night Lights Wonders
Launch
DIREC.TV, Inc.

Bronze (Certificate)

PB Superbowl Dig
Fox Special Ops

Bronze (Certificate)

5th Year Anniversary
NYCTV Media

Bronze (Certificate)

The Tudors Battle Dress
Showtime Networks, Inc.

Bronze (Certificate)

Paige Davis/Kodak: Frames
TLC

TELEVISION-VIDEO PRESENTATION

CRAFT CATEGORIES—EDITING**Gold**

MAX True HD Spot
HBO

Gold

31 Days of Oscar
Turner Classic Movies

Silver

Fight Club
G4 Media

Silver

MAX Yearender 2008
HBO

Bronze (Certificate)

CP24: Anywhere Anytime
CTV Creative Agency

Bronze (Certificate)

Ecopolis
Science Channel

Bronze (Certificate)

Dexter Funhouse
Showtime Networks, Inc.

TELEVISION-VIDEO PRESENTATION

CRAFT CATEGORIES—MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS**Gold**

It's Always Sunny In Philadelphia
Going Back To Philly
FX Networks

Silver

Investigation Discovery Network ID
Investigation Discovery

Silver

Indie Band News Package
Stephen Arnold Music

Bronze (Certificate)

Hot Pursuit Turn Around
truTV

Bronze (Certificate)

Andy Griffith Ballad of Barney
World Wide Wadio

TELEVISION-VIDEO PRESENTATION

CRAFT CATEGORIES—SOUND DESIGN**Gold**

Artoo
Cartoon Network

Silver

MSG Network Heart of New York
Anatomy Media

Silver

Star Trek: The Original Series
Flowchart
Studio City

Bronze (Certificate)

NASCAR on Fox - Underground
Fox Sports Marketing

Bronze (Certificate)

TCM Logo IDs
Turner Classic Movies

TELEVISION-VIDEO PRESENTATION

CRAFT CATEGORIES—USE OF AN ORIGINAL COMPOSITION IN A PROMO**Gold**

2008 MLB All-Star Game -
Rafters

Fox Sports Marketing

Silver

Andy Griffith: Ballad of Barney
CBS Television Distribution

Silver

CTV BC: Making A Difference
CTV Creative Agency

Silver

A Part of Me
Discovery Networks US Hispanic
Group

Silver

DTV
KXAS-TV/NBC5

Bronze (Certificate)

Cinemax Yearender 2008 (Sitar
Enlightenment)
HBO

TELEVISION-VIDEO PRESENTATION

HOME ENTERTAINMENT CATEGORIES—DVD CONTENT**Silver**

Bernard & Doris
HBO

Silver

Supper with the Sopranos Bonus
Feature
HBO

Bronze (Certificate)

When Weather Changed History
DVD
The Weather Channel

TELEVISION-VIDEO PRESENTATION

HOME ENTERTAINMENT CATEGORIES—MOVIE PROMOTION**Gold**

South Park: Imaginationland
MTVN Entertainment Group
Home Video

Silver

No Country For Old Men -
Best-Academy
Jump! Creative

Silver

Tinker Bell Nature Revised
Trailer
The Ant Farm

Bronze (Certificate)

Wall-E Connect Disneyfile
:30

Open Road Entertainment

Bronze (Certificate)

the Chronicles of Narnia: Prince
Caspian Beloved :30 TV
Open Road Entertainment

TELEVISION-VIDEO PRESENTATION

HOME ENTERTAINMENT CATEGORIES—MOVIE PROMOTION**Bronze (Certificate)**

Sweeney Todd- 3 x :20 TVs:
Prices Slashed / Competition /
One Slice
Mojo LLC

TELEVISION-VIDEO PRESENTATION

HOME ENTERTAINMENT CATEGORIES—TELEVISION SERIES PROMOTION**Gold**

Mad Men Season One
Big Boss Creative

Silver

Family Guys Presents Blue
Harvest - Breathing
Craig Murray Prods Home
Entertainment

Bronze (Certificate)

Torchwood s2 - DVD Promo
BBC America

Bronze (Certificate)

Cult of Cartman DVD
MTVN Entertainment Group
Home Video

TELEVISION-VIDEO PRESENTATION

NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION—GENERAL BRANDING/IMAGE**Gold**

Global National - News
Understood
Canwest Broadcasting

Gold

NBA on TNT Charles Barkley
Image Campaign
Turner Sports / CSSU

Silver

BBC America Channel Branding
Spots - Campaign
BBC America

Silver

Global BC - TV for BC
Canwest Broadcasting

Silver

Talent Vignettes/Awesome Moments/Discovery: The World is Just Awesome/Astro Sund
Discovery Channel

Silver

NBA Playoffs Terrence Howard
Image Campaign
Turner Sports / CSSU

Bronze (Certificate)

A&E Brand Campaign
A&E Television Networks

Bronze (Certificate)

Sounds of Sprout: Afternoon and Night
PBS KIDS Sprout

Bronze (Certificate)

Planet Green brand spots
Planet Green

Bronze (Certificate)

Brains of Science
Science Channel

Bronze (Certificate)

Slam Poet
SportsTime Ohio

TELEVISION-VIDEO PRESENTATION
**NETWORK, CHANNEL, STATION,
PLATFORM BRANDING/IMAGE
PROMOTION—GENERAL
BRANDING/IMAGE (SINGLE)**

Gold

Discovery: The World is Just Awesome
Discovery Channel

Silver

NOGGIN Goes 24 Hours
NOGGIN

Silver

Indians for Life
SportsTime Ohio

Bronze (Certificate)

Discover Canal D - Global Village
Canal D, a station of Astral Media

Bronze (Certificate)

In Plain Sight/Criminal Intent
Crossover
USA Network

Bronze (Certificate)

Rucker's Right - Waiting for the Sun
WAGT Television, Inc.

Bronze (Certificate)

This Was 2008
WBZ

TELEVISION-VIDEO PRESENTATION
**NETWORK, CHANNEL, STATION,
PLATFORM BRANDING/IMAGE
PROMOTION—HOLIDAY/
SPECIAL EVENT SPOT
(MULTIPLE/CAMPAIGN)**

Silver

MSG Magic Moments
MSG Media

Silver

Echoes of War
Starz

Bronze (Certificate)

Channel Of The Apes Campaign
Fox Movie Channel

Bronze (Certificate)

MSG March Marathons
MSG Media

Bronze (Certificate)

Planet Green Holiday Spots
and Net IDs
Planet Green

Bronze (Certificate)

Vrak.TV Summer Job
Vrak.TV, a station of Astral Media

TELEVISION-VIDEO PRESENTATION
**NETWORK, CHANNEL, STATION,
PLATFORM BRANDING/IMAGE
PROMOTION—HOLIDAY/SPE-
CIAL EVENT SPOT (SINGLE)**

Gold

WCB Image Spot w/ Common
HBO

Gold

HBO Boxing Yearender 2008
HBO

Silver

Great Pumpkin Charlie Brown
ABC Inc.

Silver

Fear Fest Image
Starz Entertainment

Bronze (Certificate)

SPACE Superhero Halloween
CTV Creative Agency - SPACE

Bronze (Certificate)

Shark Week
Discovery Channel

Bronze (Certificate)

Animation Domination Joy
Fox Broadcasting Company

Bronze (Certificate)

What's Up Ohio December 2008
SportsTime Ohio

TELEVISION-VIDEO PRESENTATION
**NETWORK, CHANNEL, STATION,
PLATFORM BRANDING/IMAGE
PROMOTION—LOWER THIRD
PROMOTION**

Silver

Sunday Night Football
NBC Sports

Silver

Principal's Office Bug
truTV

Silver

Operation Repo Bug
truTV

Bronze (Certificate)

Lemur Kingdom/ Honda
Odyssey: Lower Third
Animal Planet

TELEVISION-VIDEO PRESENTATION
**NETWORK, CHANNEL, STATION,
PLATFORM BRANDING/IMAGE
PROMOTION—ON-AIR
PROMOTION FOR WEBSITE**

Gold

League of First Time Voters
Campaign
CNN

Gold

NY1 News Website Relaunch
NY1 News Creative Services

Silver

CTV BC: Breaking News Anytime
CTV Creative Agency

Silver

Video of the Week
National Geographic Channel

Bronze (Certificate)

NY1 News Web Promo
CA Square

Bronze (Certificate)

Pirates of the Caribbean Online
Interstitial
M3 Television

Bronze (Certificate)

TCM Underground Website
Turner Classic Movies

TELEVISION-VIDEO PRESENTATION
**RADIO STATIONS
CATEGORIES—TV PROMOTION
OR PROMOTION CAMPAIGN**

Silver

Liberate Your Ears (TV spot)
NYCTV Media

Silver

Maisonneuve En Direct, Premiere
Chaine
Societe Radio-Canada

Bronze (Certificate)

CBC Radio 2 Launch
Canadian Broadcasting Corporation

Bronze (Certificate)

C'est Bien Meilleur Le Matin
Societe Radio-Canada

TELEVISION-VIDEO PRESENTATION
**SYNDICATOR/PROGRAM
DISTRIBUTOR CATEGORIES—
PROGRAM PROMOTION:
COMEDY**

Gold

Desperate Housewives
Syndication Launch
2C Media

Silver

Two and a Half Men: Keep
America Laughing
Warner Bros. Domestic Television
Dist.

Bronze (Certificate)

Family Guy Drop Your Pants
World Wide Wadio

Bronze (Certificate)

Family Guy Drop Your Pants
Campaign
World Wide Wadio

TELEVISION-VIDEO PRESENTATION
**SYNDICATOR/PROGRAM
DISTRIBUTOR CATEGORIES—
PROGRAM PROMOTION:
ENTERTAINMENT**

Gold

Star Trek: The Original Series:
Flowchart
CBS Television Distribution

Silver

Desperate Housewives
 Syndication Launch
 2C Media

Bronze (Certificate)

Jeopardy! My Proudest Moment
 Image Campaign
 CBS Television Distribution
Bronze (Certificate)
 Andy Griffith Ballad of Barney
 World Wide Wadio

TELEVISION-VIDEO PRESENTATION
**SYNDICATOR/PROGRAM
 DISTRIBUTOR CATEGORIES—
 PROGRAM/MOVIE PROMOTION:
 ENTERTAINMENT**

Silver

Desperate Housewives
 Syndication Launch
 2C Media

TELEVISION-VIDEO PRESENTATION
**TRADE OR INTERNAL
 MARKETING (INDUSTRY
 FOCUSED: SALES, MARKETING
 OR UPFRONT PRESENTATIONS
 ETC.—MARKETING VIDEO/
 PRESENTATION: EXTERNAL)**

Gold

tbs Upfront Sizzle
 TBS On-Air

Silver

TMN Riveting Launch Spot
 Astral Media - The Movie Network

Silver

2008 Upfront Sizzle
 Bravo

Silver

CBS Symphony
 CBS

Silver

Affiliate Insiders Reel Boxing
 Image

Bronze (Certificate)

League of First Time Voters -
 Daughtry Video
 CNN

Bronze (Certificate)

Digital Opportunities Reel
 USA Network

Bronze (Certificate)

YES National Roll-Out Tape
 YES Network

TELEVISION-VIDEO PRESENTATION
**TRADE OR INTERNAL MARKET-
 ING (INDUSTRY FOCUSED:
 SALES, MARKETING OR
 UPFRONT PRESENTATIONS
 ETC.—MARKETING VIDEO/
 PRESENTATION: INTERNAL)**

Gold

CBS Cube
 CBS

Gold

NBC Universal Presentation
 The NBC Agency

Gold

Life Surprises Anthem
 TLC

Silver

A&E Holiday Tape 2008
 A&E Television Networks

Silver

An Inconvenient Truth- Cityvibe
 LAPTV LLC

Silver

5th Year Anniversary Sizzle Reel
 NYCTV Media

Bronze (Certificate)

NBC/Universal Diversity
 Studio City

Bronze (Certificate)

Beyond
 WRC

TELEVISION-VIDEO PRESENTATION
**TRADE OR INTERNAL MARKET-
 ING (INDUSTRY FOCUSED:
 SALES, MARKETING OR
 UPFRONT PRESENTATIONS
 ETC.—SALES/DEMO REEL)**

Gold

Network 09 Upfront
 G4 Media

Silver

TV Guide Network Upfront 2008
 TV Guide Network

Bronze (Certificate)

Avid Sales Presentation
 Entertainment Tonight

Bronze (Certificate)

We Got It, You Get It, Good!
 Vegas TV-Greenspun Corporation

VOICE OVER—BEST FEMALE VO**Bronze (Certificate)**

Swingtown/CBS Premiere
 CESD TALENT

VOICE OVER—BEST MALE VO**Gold**

IFC: Infernal Affairs
 Canwest Broadcasting

Silver

Bill Lowery: Kath & Kim Argument
 The NBC Agency

Bronze (Certificate)

Space Superhero Halloween
 CTV Creative Agency - SPACE

SPECIAL CATEGORIES

**2008 SUMMER OLYMPICS—
 LIVE EVENT SPOT: OLYMPICS
 (MULTIPLE)**

Silver

The Beijing Olympic Games
 NBC Sports & Olympics

SPECIAL CATEGORIES

**2008 SUMMER OLYMPICS—LIVE
 EVENT SPOT: OLYMPICS
 (SINGLE)**

Silver

Olympics The World Comes
 Together
 The NBC Agency

SPECIAL CATEGORIES

**2008 SUMMER OLYMPICS—SPE-
 CIAL EVENT SPOT: OLYMPICS
 (MULTIPLE)**

Gold

Olympics In Our Own Words
 The NBC Agency

Silver

Pekin 2008
 Societe Radio Canada

Bronze (Certificate)

Athlete Close-ups
 Edge Creative

SPECIAL CATEGORIES

**2008 SUMMER OLYMPICS—SPE-
 CIAL EVENT SPOT (OLYMPICS)
 (SINGLE)**

Silver

NBCU Beijing Olympics/The
 Mummy
 NBC Universal

Bronze (Certificate)

Olympics Imagine
 The NBC Agency

SPECIAL CATEGORIES

**2008 SUMMER OLYMPICS—
 SPORTS PROGRAM SPOT
 (OLYMPICS) (MULTIPLE)**

Gold

Hometown Heroes
 Edge Creative

SPECIAL CATEGORIES

**2008 US PRESIDENTIAL
 ELECTION—LIVE EVENT SPOT
 (ELECTION) (MULTIPLE)**

Silver

Election Night 2008
 CNN

Silver

The Daily Show
 Comedy Central

Bronze (Certificate)

ABCNEWS Vote '08
 ABCNEWS Advertising & Promotion

SPECIAL CATEGORIES

**2008 US PRESIDENTIAL
 ELECTION—LIVE EVENT SPOT
 (ELECTION) (SINGLE)**

Silver

PINBALL
 ABCNEWS Advertising & Promotion

Bronze (Certificate)

Election Night Hatch
 CNN

SPECIAL CATEGORIES

**2008 US PRESIDENTIAL
 ELECTION—NEWS PROGRAM
 SPOT (ELECTION) (SINGLE)**

Gold

CBS 2 Election Coverage
 CBS 2

SPECIAL CATEGORIES

2008 US PRESIDENTIAL ELECTION—PUBLIC SERVICE ANNOUNCEMENT: DTV TRANSITION

Silver

Digital Transition
DIRECTV, Inc.

Silver

DTV Don
WCCO-TV

Bronze (Certificate)

NCTA Digital Transition Spot
Extinction
Starz

SPECIAL CATEGORIES

2008 US PRESIDENTIAL ELECTION—PUBLIC SERVICE ANNOUNCEMENT: DTV TRANSITION (PRINT)

Bronze (Certificate)

DIRECTV Digital Transition Ad
DIRECTV, Inc.

SPECIAL CATEGORIES

2008 US PRESIDENTIAL ELECTION—SPECIAL EVENT SPOT: ELECTION (MULTIPLE)

Gold

League of First Time Voters
CNN

Gold

Locksley
MTV On-Air Promos

Gold

Two and a Half Men: Keep America Laughing
Warner Bros. Domestic Television
Dist.

Silver

Election Night 2008
CNN

Bronze (Certificate)

One Vote, One World
MTV On-Air Promos

Bronze (Certificate)

PBS Vote 2008 Campaign
PBS

SPECIAL CATEGORIES

2008 US PRESIDENTIAL ELECTION—SPECIAL EVENT SPOT: ELECTION (SINGLE)

Silver

Independent Thinker - Hatch
CNN

Bronze (Certificate)

PBS Vote 2008 Image Spot
PBS

Bronze (Certificate)

You Decide 2008: Democratic National Convention
WTTG-TV / FOX 5

SPECIAL CATEGORIES

2008 US PRESIDENTIAL ELECTION—WEBSITE: SPECIAL NEWS REPORT OR EVENT PROGRAM (ELECTION)

Gold

INDECISION2008.COM
Comedy Central

SPECIAL CATEGORIES

BEST WORK NEVER SEEN

Gold

24 New Day
Fox Broadcasting Company

Silver

fuse Rock and Roll Acid Test
Show Open
BARK-BARK

Silver

MSM-HIV Hard-Hitting
Magenta Creative Networks

Bronze (Certificate)

Mysteries of the Bible 7PM
National Geographic Channel

Bronze (Certificate)

Vote with Your Remote for the WWE on MyNetworkTV
WHBQ-TV Memphis

SPECIAL CATEGORIES

FUNNIEST PROMO

Gold

Real Time with Bill Maher Been There Promo
HBO

Silver

Luxury Snail
Cartoon Network On-Air

Silver

CTV - Snow Support Group - Intervention
CTV Creative Agency

Bronze (Certificate)

Star Trek: The Original Series: Flowchart

CBS Television Distribution

Bronze (Certificate)

CTV BC: Store/Coffee
CTV Creative Agency

Bronze (Certificate)

MAX 300 Promo: Garbage Cans
HBO

SPECIAL CATEGORIES

SOMETHING FOR NOTHING

Gold

Red Bull
IFC

Silver

Paranormal State Image
A&E Television Networks

Silver

The First 48 Image
A&E Television Networks

Silver

Battle of the Nutcracker - Grudge Match
Ovation TV

Silver

The Banana Diet

WRC

Bronze (Certificate)

CTV - Snow is a 4-Letter Word
CTV Creative Agency

Bronze (Certificate)

Image Experiment Notebook Guitar
Nicktoons Network

Bronze (Certificate)

Charlie Kaufman Double Feature
Sundance Channel

SPECIAL CATEGORIES

SPECIAL PROJECT AWARD

Silver

Oprah's Big Give
ABC Inc.

Silver

CTV BC: Perry's Supercamp
CTV Creative Agency

Silver

The Mummy Olympics Multiple Property Stunt
NBC Universal

Bronze (Certificate)

CNN Gril
CNN

Bronze (Certificate)

CTV Montreal - CTV Spirit of Giving Campaign 2008
CTV Creative Agency

Bronze (Certificate)

Education is the Key: Nigeria
Discovery Channel Global Education
Partn

Bronze (Certificate)

Peter Roth/Brandon Tartikoff
Reel- Jan. 2008
Warner Bros. Worldwide TV Marketing

SPECIAL AWARDS

THE DON LAFONTAINE AWARD FOR VOICE OVER EXCELLENCE

Awarded to Mr. Don LaFontaine

SPECIAL AWARDS

JUDGES' CHOICE AWARD

A&E Branding Campaign
A&E Television
Damages - New Season Launch
FX Networks