



2010 PROMAXBDA DESIGN WORLD GOLD AWARDS FINALISTS

■ INTEGRATED MEDIA

TOTAL PACKAGE DESIGN - NETWORK/CHANNEL: IMAGE ON-AIR ONLY

NAT GEO WILD Global Network Package Design
medialuna.tv for National Geographic Channels International

13TH STREET Image Spots
NBC UNIVERSAL Global Networks Germany

Cartoon Network Duplicators
Cartoon Network

ERTU - Channel 1
Luxlotusliner

Discovery Turbo
Discovery UK

MTV1 International Rebrand/July 2009: Station Id's
MTV Networks International - WDS World Design Studio

CAMPAIGN DESIGN: TOPICAL ON-AIR ONLY

Monstruitos Topical
ONCE TV MÉXICO

MTV World Stage
MTV Networks International - WDS World Design Studio

Halloween
NBC UNIVERSAL GLOBAL NETWORKS ITALY

MTV Europe Music Awards 2009
MTV Networks International - WDS World Design Studio

ProSieben "Germanys next Topmodel"
Creative Solutions - German Free TV

Glutton For Punishment 3
Discovery Networks Asia-Pacific

CAMPAIGN DESIGN: IMAGE ON-AIR AND PRINT COMBINATION

Live Curious
National Geographic Channel

ProSieben 3.0
Creative Solutions - German Free TV

FOX RETRO Campaign Designs
FOX INTERNATIONAL CHANNELS

it's fun. Image Campaign
RTL II

Animax Channel Design
ORIJIN

NAT GEO WILD
medialuna.tv for National Geographic Channels International

CAMPAIGN DESIGN: TOPICAL ON-AIR AND PRINT COMBINATION

Stars For A Cause
MediaCorp TV Singapore Pte Ltd

Destroyed In Seconds
Discovery UK

MONSTRUITOS AIR
ONCE TV MÉXICO

MTV Europe Music Awards 2009
MTV Networks International - WDS World Design Studio

Sci Fi Star Trek Marathon
NBC UNIVERSAL Global Networks Germany

Disney Pixar Special Programming Stunt
Walt Disney Television International (Japan)

NETWORK/CHANNEL PACKAGE DESIGN: IMAGE ALL MEDIA

Bloody Cool [v]
Star India Pvt. Ltd.

13TH STREET Reload – The Art of Frightening
NBC UNIVERSAL Global Networks Germany

it's fun. Image Campaign
RTL II

CULT Network Package Design
Fox Channels Italy

LifeStyle YOU
Ink Project

FOX RETRO Network Package Design
FOX INTERNATIONAL CHANNELS

CAMPAIGN DESIGN: TOPICAL ALL MEDIA

Moon Week - BBC Knowledge
BBC Worldwide Channels Australasia

True Blood Campaign
Orange cinema series

Stitch! launch promotion
Walt Disney Television International Japan

Channel 8 Together
MediaCorp Pte Ltd

CBeebies - Animal Funtime
BBC WW Australasia

MTV Europe Music Awards 2009
MTV Networks International - WDS World Design Studio

LOGO DESIGN: NETWORK / CHANNEL ALL MEDIA

SUPER 3
TV3 - Televisio de Catalunya

ABC3 logo design
ABC3 by TACTIC

13TH STREET Redesign
NBC UNIVERSAL Global Networks Germany

Discovery Turbo
Discovery UK

ONE LOGO
ONE AUSTRALIA

MBC MAX
Creative Solutions - German Free TV

■ **TELEVISION / VIDEO PRESENTATION: GENERAL ENTERTAINMENT**

ART DIRECTION & DESIGN: TOPICAL PROMO

Leverage - Swiss Knife
SPE NETWORKS - ASIA PTE LTD (AXN)

Super Swank
Discovery Networks Asia-Pacific

FOX8 The Contender Australia Launch Promo
FOX8 | FOXTEL Management Pty Ltd

ProSieben "The Lipstick"
Creative Solutions - German Free Tv

Ashita no Joe
Animax Broadcast Japan

SF zwei Movie Opening
SF Swiss Television

ART DIRECTION & DESIGN: TOPICAL CAMPAIGN

M-NET "SUPERHEROES" FESTIVAL CAMPAIGN
Clearwater for M-Net

MTV Video Music Awards Japan 2009
MTV JAPAN INC.

Flash Forward GFX Campaign
Fox Channels Italy

13TH STREET Shocking Shorts Redesign
NBC UNIVERSAL Global Networks Germany

CLARIN Awards
CHANNEL 13 - ARTEAR

Prices. Meat. The history of nationwide fraud.
NTV

ART DIRECTION & DESIGN: IMAGE PROMO

MK - Adagio
ORIJIN

ProSieben "Robbie 3.0"
Creative Solutions - German Free TV

MNET - Magic Studio
ORIJIN

FOXCRIME HD PROMO
Fox Channels Italy

AXN Moment in Time
SPT Networks Italy – AXN

Discover the world with NICK Jr
NICK Germany

ART DIRECTION & DESIGN: IMAGE CAMPAIGN

Raise the Voice
PLUG RTL

MTV1 International Rebrand/July 2009
MTV Networks International - WDS World Design Studio

Live Curious
National Geographic Channel

Art Direction & Design: TNT, INF, HTV, CN
TBS TURNER INTERNATIONAL

13TH STREET Image Spots
NBC UNIVERSAL Global Networks Germany

ADV Bumper And Idents FOXcrime
Fox Channels Italy

ART DIRECTION & DESIGN: SPECIAL EVENTS PROMO

Cult Christmas Ident
Fox Channels Italy

NatGeo Darwin ID
Fox Latin American Channels

SEA15th Anniversary Spot - 15 yo 29 July
Discovery Networks Asia-Pacific

MTV Video Music Awards Japan 2009 Category Spot
MTV JAPAN INC.

Foxtel Winter Olympic Games
Ink Project

13TH Street - Shocking Shorts Award
NBC UNIVERSAL Global Networks Germany

ART DIRECTION & DESIGN: INTERSTITIAL

RTL II: Lady Gaga Image Spot
OPIUM effect GmbH

ABC Kids "Goodnight"
ABC with Conceptual Design and Art Direction by Zspace

ID FOXCRIME - CHOQUE
Fox Channels Italy

Eye Opener Filler
Discovery Networks Asia-Pacific

Giggle and Hoot Lullaby
ABC with Conceptual Design and Art Direction by Zspace

Test Your Monster Personality
NBC Universal Global Networks Italy

ART DIRECTION & DESIGN: INTERSTITIAL CAMPAIGN

Cartoon Network Duplicators
Cartoon Network

AP Logo Form Fillers
Discovery Networks Asia-Pacific

FOXCRIME "The Beautiful Death"
Fox Channels Italy

WW2 Remembered
Discovery UK

RTL II - It's Fun Kids
RTL II

MTV1 International Rebrand/July 2009: Station Id's
MTV Networks International - WDS World Design Studio

ART DIRECTION & DESIGN: ID

SBS - Brain Ident 'War Zone'
SBS

MTV1 International Rebrand/July 2009: Station Id - MAD DRUMMERS
MTV Networks International - WDS World Design Studio

BT Vision Release the Magic - Christmas 09
BT Vision

ProSieben 3.0
Creative Solutions - German Free TV

ERTU - Channel 1 Idents
Luxlotusliner

MTV1 International Rebrand/July 2009: Station Id - MR FURRY
MTV Networks International - WDS World Design Studio

13th Street InterFEARence
UMBRUCH Gestaltung

ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS

Menu
Star India Pvt Ltd

Channel O Music Video Awards "Cards" Call-To-Vote
Clearwater

W Channel menu "fish out of water"
W CHANNEL by TACTIC

MTV Africa Music Awards "Road To Mama 2009"
Clearwater

Foxtel Winter Olympic Games
Ink Project

Face Of Africa "Canvas of Beauty" Call-To-Entry
Clearwater for M-Net

ART DIRECTION & DESIGN: ON-AIR ILLUSTRATION 19

ABC3 ID 'Ben Superpower'
ABC3 by TACTIC

SBS - Brain Ident 'First Australians'
SBS

BWF Sudirman Cup
StarHub Cable Vision Limited

ABC3 ID "pet shop"
ABC3 by TACTIC

SBS - Brain Ident 'Love Story'
SBS

ABC3 ID "Sasha Superpower"
ABC3 by TACTIC

ART DIRECTION & DESIGN: PROGRAM SPECIFIC LOGO

Art in the wild
RT

MTV World Stage
MTV Networks International - WDS World Design Studio

Channel O Music Video Awards "CARDS" Opening Sequence
Clearwater

KARASTORIA - History Channel
Fox Channels Italy

Glutton For Punishment 3 - Teaser
Discovery Networks Asia-Pacific

MTV Europe Music Awards 2009
MTV Networks International - WDS World Design Studio

GENERAL ENTERTAINMENT - OPEN/TITLES

IL MOSTRO OPEN TITLE
Fox Channels Italy

Der große Coup
FEEDMEE Design GmbH

MTV Catch Up OPEN
MTV JAPAN INC.

General Entertainment Funday Boomerang
TBS TURNER INTERNATIONAL

Spotlight
Star India Pvt Ltd

Aujourd'hui je cuisine – « Today I'm cooking »
Dream On

GENERAL ENTERTAINMENT - BUMPER

I WANNA DIE DANCING SKA
ONCE TV MÉXICO

MBC MAX
Creative Solutions - German Free TV

Late talk. Bumper.
NTV

NAT GEO MUSIC - MUSIC STORM'S BUMPER
Fox Channels Italy

GENERAL ENTERTAINMENT BOOMERANG
TBS TURNER INTERNATIONAL

Prices. The history of nationwide fraud. Bumper.
NTV

■ TELEVISION / VIDEO PRESENTATION: NEWS

ART DIRECTION & DESIGN: TOPICAL PROMO

CNNI Witness to War
CNN

Uniquely Japan/Japan Now
CNN

Extreme Universe: Explosive Force
National Geographic Channel UK

Eco - Solutions
CNN

Darwin At 200
National Geographic Channel UK

CNNI Going Green
CNN

ART DIRECTION & DESIGN: TOPICAL CAMPAIGN

CNN International: World View
CNN International

American Hate Campaign
National Geographic Channel UK

Made in Germany
DW-TV DEUTSCHE WELLE

Euro Elections 2009
BBC NEWS

CNN International: Road to Recovery
CNN International

20 Years Fall of the Wall
DW-TV DEUTSCHE WELLE

ART DIRECTION & DESIGN: IMAGE CAMPAIGN

Go Idents
Zspace

SF 1 Idents
SF Swiss Television

CNN International Network News Package
CNN International

Al Jazeera Channel 09' Rebranding
JL Design

CNN en Español: Chile Branding
CNN en Español

ONCE NEWS
ONCE TV MÉXICO

NEWS - OPEN/TITLES

CNN en Español: Cancha Abierta
CNN en Español

20 YEARS FALL OF THE WALL
DW-TV DEUTSCHE WELLE

ITV NEWS
BDA CREATIVE

Al Jazeera Channel News Opener
JL Design

CNN International: Amanpour.
CNN International

Emergency Weekly.
NTV

■ TELEVISION / VIDEO PRESENTATION: *SPORTS*

ART DIRECTION & DESIGN: TOPICAL PROMO

FOX8 The Contender Australia Launch Promo
FOX8 | FOXTEL Management Pty Ltd

MLB All-Star Game "Magnet"
FOX Sports Marketing

The RBS 6 Nations Rugby Tournament
redhead

French Open 2009
StarHub Cable Vision Limited

BWF Sudirman Cup
StarHub Cable Vision Limited

SBS ONE "The Ashes"
SBS ONE by TACTIC

ART DIRECTION & DESIGN: TOPICAL CAMPAIGN

ESPN Sportscenter
Troika Design Group

French Open 2009
StarHub Cable Vision Limited

The Bacchus Starleague 2009
ongamenet, ONMEDIA

XXI Olympic Winter Games
NINE Network Australia

MSG Rangers Game Package
Troika Design Group

Formula 1 Campaign 2009
Sky Creative Services GmbH

ART DIRECTION & DESIGN: IMAGE CAMPAIGN

Fox Sports Chatterballs
Steinbranding

ESPN Rebrand
ESPN STAR Sports

XXI Olympic Winter Games
NINE Network Australia

ESPN AMERICA
BDA Creative

Canal+ Sport Idents
devilfish

STAR Rebrand
ESPN STAR Sports

ART DIRECTION & DESIGN: ID

Das Erste, Vancouver 2010
UnitedSenses Munich

Fox Sports Id Vuelve a jugar
Steinbranding

XXI Olympic Winter Games - Nine's Image Spot
NINE Network Australia

Sport Signation
Sky Creative Services GmbH

DIRECTV SPORTS ID
DIRECTV Latin America

SPORTS - OPEN/TITLES

IndyCar Series Open
Versus

Kick Off!
DW-TV DEUTSCHE WELLE

The Lions Tour
BSkyB

ESPN Sportscenter
Troika Design Group

MSG Rangers Game Package
Troika Design Group

Foxtel Winter Olympic Games
Ink Project

 **PRINT**

CONSUMER IMAGE PUBLICATION ADVERTISING

Antidepressant
TNT-Broadcasting Network

FMC, Family Movie Channel print ad
MOVIE NETWORK CHANNELS by TACTIC

Schindler's List
NBC Universal Global Networks Italy

ABC3 ad 'It's AKid's World'
ABC3 by TACTIC

Studio Universal - Return
NBC Universal Global Networks Italy

CONSUMER IMAGE PUBLICATION ADVERTISING CAMPAIGN

Steel - Comedy/Romance
NBC Universal Global Networks Italy

N24 "Why?"
Creative Solutions - German Free TV

13TH STREET Reload – The Art of Frightening
NBC UNIVERSAL Global Networks Germany

Sci Fi - Humans are among us
NBC Universal Global Networks Italy

ProSieben 3.0
Creative Solutions - German Free TV

The Wall
TNT-Broadcasting Network

TOPICAL PUBLICATION ADVERTISING – COLOR

TSN-NBA AD
CTV Creative Agency

Caprica
bpg

"Jockeys" Season Two - print ad
Animal Planet

National Geographic Channel 'My Space'
TACTIC for National Geographic Channel

CTV-CSI Trilogy
CTV Creative Agency

ProSieben "Transformers"
Creative Solutions - German Free TV

TOPICAL PUBLICATION ADVERTISING CAMPAIGN – COLOR

Together Print Campaign
MediaCorp Channel 8

"V" Screen International Covers
WARNER BROS. Worldwide Television Marketing-Creative Services

Don't Forget The Lyrics
MediaCorp Channel 8

BARVIHA
TNT_Broadcasting Network

C21 Six-Page Insert For Human Target, V, The Forgotten, Eastwick and the Vampire Diaries
WARNER BROS. Worldwide Television Marketing-Creative Services

TSN-Tradecentre 09 Metro Wrap
CTV Creative Agency

STYLE GUIDE

FX UK Off-air style guide
FX UK Off-air

ABC3 Style Guide
ABC3 by TACTIC

The CW - Network Refresh Style Guide
Troika Design Group

MTV1 International Rebrand/July 2009
MTV Networks International - WDS World Design Studio

MSG Varsity
Troika Design Group

RTL II:Styleguide Kids
OPIUM effect GmbH

INVITATION OR CARD

Discovery Canada-The Great Sperm Race Scening Invitation
CTV Creative Agency

Invitation to Our Russia
TNT-Broadcasting Network

ABC3 launch invitation
ABC3 by TACTIC

Invitation Shocking Shorts Award 2010
NBC UNIVERSAL Global Networks Germany

"Whale Wars" Season Two - Huffington Post premiere party invitation
Animal Planet

New Year Greeting Card
AXN Japan

BOUND PIECE

Movie Network Channels The Kill Point booklet
Movie Network Channels by TACTIC

TV1's 2010 Wonderland Calendar
TV1 Australia

Cannes Lions International Advertising Festival 2009 Book
MediaCorp Pte Ltd

LA Screenings Catalogue
NBC Universal International Television Distribution

Movie Extra: Mad Men Book for Season 3
Movie Network Channels by TACTIC

FOX Classics Calendar
TACTIC for Fox Classics

PRESS KIT

CTV-Playing For Keeps
CTV Creative Agency

"THE TUDORS" Press Kit
AXN Mystery

Singapore Flavours
MediaCorp TV Singapore Pte Ltd

BARVIKHA Press-Kit (Booklet)
TNT-Broadcasting Network

ABC3 Press Kit
ABC3 by TACTIC

Channel Press Kit "AXN sales Kit"
AXN Japan

3-D PROMOTIONAL OR SALES KIT

Total Solar Eclipse Press Kit
Mediacorp TV Singapore Pte Ltd

AXN: Breaking Bad Campaign
OPIUM effect GmbH

Tour de France - Epic Tour Promotion
Versus

Stars For A Cause
MediaCorp TV Singapore Pte Ltd

2009 Stanley Cup Playoffs - Every Second Counts Promotion
Versus

Boys Over Flowers Cooling Aid
MediaCorp TV Singapore Pte Ltd

POSTER

MTV Video Music Awards Japan 2009
MTV Japan Inc.

Caprica
bpg

Torchwood: Children of Earth - Gwen
BBC America

Stitch! launch poster
Walt Disney Television International Japan

"Whale Wars" Season Two - poster
Animal Planet

"Jockeys" Season Two - poster
Animal Planet

POSTER CAMPAIGN

World Refugee Day
CNN

MTV - Peak Season Poster Campaign
CTV Creative Agency

Greeting NTV posters.
NTV

Diminishing Horizons
MediaCorp TV Singapore Pte Ltd

BARVIHA
TNT-Broadcasting Network

Together Poster Campaign
MediaCorp Channel 8

OUTDOOR – STATIC

Singapore Flavours (Carpark Barriers)
MediaCorp TV Singapore Pte Ltd

Torchwood: Children of Earth - Gwen Horizontal
BBC America

History Vans SKY NZ
The History Channel - FOXTEL Pty Ltd with TACTIC

MTV EUROPE MUSIC AWARDS 2009
MTV Networks International - WDS World Design Studio

OUR RUSSIA
TNT-Broadcasting Network

CTV-Olympics Vancouver Building Wrap
CTV Creative Agency

TOTAL PACKAGE – PRINT

Miss Hong Kong Pageant 2009
Television Broadcasts Limited

LA Screenings Campaign
NBC Universal International Television Distribution

OUR RUSSIA
TNT-Broadcasting Network

CTV-Juno Awards Campaign
CTV Creative Agency

ILLUSTRATION FOR PRINT

ABC3 'Its A Kid's World'
ABC3 by TACTIC

Torchwood: Children of Earth - Gwen
BBC America

The Diary of Anne Frank
Sky Cinema

The Wall
TNT-Broadcasting Network

Print Moana
Sky Cinema

 **SCENIC**

SET DESIGN

Channel 4 News
BDA CREATIVE

Program Maximum.
NTV

Giggle and Hoot
Australian Broadcasting Corporation

ANIMA
TV3 - Televisio de Catalunya

ITV News
BDA CREATIVE

Ntvshniki (NTVsquad).
NTV

ONE TIME ONLY SET DESIGN

Miss Hong Kong Pageant 2009
Television Broadcasts Limited

Discovery Shed Launch
Discovery UK

TVB Most Popular TV Commercial Awards 2009
Television Broadcasts Limited

Nickelodeon Kids' Choice Awards 2009
Nickelodeon Australia

Mr. Hong Kong Contest 2009
Television Broadcasts Limited

INTERACTIVE MEDIA

WEBSITE – NETWORK / STATION or CHANNEL

Sci Fi Website
NBC UNIVERSAL Global Networks Germany

Club Super3's Portal
CCRTV Interactiva

13TH STREET Website
NBC UNIVERSAL Global Networks Germany

TNT_Online
TNT Broadcasting Network

The Nick Shack
Nickelodeon Australia

WEBSITE –TOPICAL ENTERTAINMENT/ PROGRAMMING/ SPECIAL EVENT/ NEWS

Sci Fi Monster Contest
NBC UNIVERSAL Global Networks Germany

Tati Website
Orange cinema series

BBC Knowledge- Moon Week
BBC Worldwide Channels Australia

True Blood Website
Orange cinema series

ProSieben "Homerpage"
Creative Solutions - German Free TV

Sky News - Fallen Heroes
BSkyB

ONLINE ADVERTISING – BANNERS/SKYSCRAPERS

Barviha
TNT_Broadcasting Network

Car Jump
Creative Solutions - German Free TV
The Wall
TNT-Broadcasting Network

Interactive Lipstick
Creative Solutions - German Free TV

7Games
Creative Solutions - German Free TV

TNT_Online
TNT-Broadcasting Network

WEBSITE PROMOTION - VIDEO BASED

RT Site Promo (rtarabic.com)
RT

ProSieben.de
Creative Solutions - German Free TV

SCI FI twitter
SCI FI Australia

Pro Sieben "The Lipstick"
Creative Solutions - German Free TV

Space Shower TV Official Web Promo
SPACE SHOWER TV

Go Vote!
Creative Solutions - German Free TV

PROMOTIONAL ITEM

NBC XMAS PACK 2009
NBC Universal Global Networks Italy

USB
AXN Japan

AXN Asia - CSI Lanyards
SPE Networks - Asia Pte Ltd
NGC Calendar 2009
National Geographic Channel

Stitch Happi
Walt Disney Television International Japan

NBC PACK
NBC Universal Global Networks Italy

ART DIRECTION & DESIGN: PSA (Public Service Announcement)

Nuke - Vote Ya Vaat
Star India Pvt Ltd

Go Vote!
Creative Solutions - German Free TV

Habitat for Humanity
Astro Entertainment Sdn Bhd

Good For The Hood
MTV UK

CSA – Child-Protection Spot
Dream On

Vote Ya Vaat With Juhi
Star India Pvt Ltd

ON-AIR COMMERCIAL ADVERTISEMENT

SONY - World Cafe Asia Host Bobby Chinn
Discovery Networks Asia-Pacific

MOULINEX
TNT-Broadcasting Network

The Contender Australia Launch Promo
FOX8 | FOXTEL Management Pty Ltd

KIA
TNT-Broadcasting Network

Lemonman "Big Lemon Tree"
Animax Broadcast Japan

ION Singapore - Fun Taiwan Host Janet Hsieh
Discovery Networks Asia-Pacific

SELF PROMOTION/SHOW REEL/COMPANY IMAGE

Pavel Mollin Reel
MVS TELEVISION

MTV European Music Awards
Clearwater

MVS Television Reel
MVS TELEVISION

OPIUM: Showreel
OPIUM effect GmbH

Clearwater Show Reel
Clearwater

MUSIC VIDEO OR SHORT SUBJECT

Macaco Earth Day Music Video For National Geographic Channels
FOX International Channels

Giggle and Hoot Lullaby
ABC with Conceptual Design and Art Direction by Zspace

Akademi Fantasia 8 - Music Video
Astro Entertainment Sdn Bhd

NEA MTV
MediaCorp Pte Ltd

Random House e-book
Hatch Ltd

ANIMAX MUSIX -FALL 2009- EVENT OPENING
Animax Broadcast Japan

TYPOGRAPHY/ON-AIR

M-Net Californication "Get Head" Teaser
Clearwater for M-Net

10th Anniversary Bumper
NBC Universal Global Networks España

FX - IL FILMONE RE-LOADED
Fox Channels Italy

Channel O Music Video Awards "CARDS" Call-To-Vote
Clearwater

M-Net Mad Men Season 3 "Mad-vertising"
Clearwater for M-Net

Really Big things With Matt Rogers
Discovery Networks Asia-Pacific

SALES OR INTERNAL MARKETING PRESENTATION

SET Sales Reel - Hazardous Materials
SPE Networks - Asia Pte Ltd

Sky Cinema Rocks You
Sky Cinema

LA Screenings Sizzle Reel
NBC Universal International Television Distribution

The Future of TV
BT Vision

DNAP CASBAA 15th Anniversary Sizzle 2009
Discovery Networks Asia-Pacific

Ernst & Young: Young Entrepreneur of the Year Awards 2009
pictureDRIFT

■ SPECIAL CATEGORIES

BEST COLLABORATIVE EFFORT

MTV1 International Rebrand/July 2009 (SoundSystem)
MTV Networks International - WDS World Design Studio

M-NET "Tooth Fairy" Campaign
Clearwater for M-Net

MLB All-Star Game "Magnet"
FOX Sports Marketing

NASCAR on FOX "Gas Station"
FOX Sports Marketing

13TH STREET Reload Design
NBC UNIVERSAL Global Networks Germany

MTV1 International Rebrand/July 2009 (MrFURRY)
MTV Networks International - WDS World Design Studio

****PLEASE NOTE****

Due to select categories being judged at a later date, the finalists/winners in those categories will be announced at the awards show.