2011 PROMAXBDA PROMOTION & MARKETING
WORLD GOLD AWARDS
WINNERS LIST

THE GOLD AWARDS

MARKETING TEAM OF THE YEAR

GOLD

FOX SPORTS MARKETING

CREATIVE AGENCY OF THE YEAR

GOLD

TELEVISA S.A. DE C.V.

PR CAMPAIGN OF THE YEAR

GOLD

GREAT MIGRATIONS
NATIONAL GEOGRAPHIC CHANNEL - AUSTRALIA

CINEMATIC SPECIFIC

PROMOS AT THE MOVIES

GOLD

GREAT MIGRATIONS
NATIONAL GEOGRAPHIC CHANNEL - AUSTRALIA

SILVER

BEAR GRYLLS - CINEMA SPOT
DISCOVERY UK CREATIVE

SILVER

VIASAT GOLD
VIASAT CREATIVE LONDON

BRONZE

SHOWTIME FILM FESTIVAL 2010
SHOWTIME AUSTRALIA

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER: GENERAL AND CONTENT PROMOTION

CONSUMER PRINT AD

GOLD

SYFY PRINT AD: TORNADO
UNIVERSAL NETWORKS INTERNATIONAL GERMANY

SILVER

PLANETS - NATIONAL GEOGRAPHIC CHANNEL
FOX CHANNELS ITALY

BRONZE

DANCING WITH THE STARS FPC MAGAZINE PRINT
SEVEN NETWORK

CONSUMER PRINT CAMPAIGN

GOLD

WIPEOUT - SOON TESTING ON HUMANS
KANAL 5 SWEDEN

SILVER

THE X FACTOR PRINT CAMPAIGN
SEVEN NETWORK LIMITED

BRONZE

DANCING WITH THE STARS PRINT CAMPAIGN
SEVEN NETWORK

TRADE PRINT AD

GOLD

ICELAND VOLCANO - DEPARTURES
NATIONAL GEOGRAPHIC ABU DHABI

SILVER

SIX PACK
NATIONAL GEOGRAPHIC CHANNEL - AUSTRALIA

BRONZE

IGNORANCE IS BORING AD
NATIONAL GEOGRAPHIC CHANNELS INTERNATIONAL

OUTDOOR/ENVIRONMENTAL/TRANSIT AD

GOLD

THE X FACTOR OUTDOOR SINGLE AD
SEVEN NETWORK LIMITED

SILVER

DISCOVERY WORLD HD – OUTDOOR CAMPAIGN
CTV CREATIVE AGENCY

BRONZE

GREAT MIGRATIONS NAT GEO WILD FOX CHANNELS ITALY
FOX CHANNELS ITALY

OUTDOOR/ENVIRONMENTAL/TRANSIT AD CAMPAIGN

GOLD

THE X FACTOR OUTDOOR CAMPAIGN
SEVEN NETWORK LIMITED

SILVER

2010-11 NHL REGULAR SEASON TRANSIT
VERSUS

BRONZE

DISCOVERY WORLD HD – OUTDOOR CAMPAIGN
CTV CREATIVE AGENCY

MARKETING PRESENTATION - PRINT OR SPECIALTY

GOLD

THE KENNEDYS - MUSE
BPG

SILVER

THE PACIFIC - MEDIA KIT AXN
SPTI NETWORKS IBERIA - AXN

BRONZE

RAD PRINT
TACTIC CREATIVE SERVICES

SALES PROMOTION - COLLATERAL/SPECIALTY

GOLD

APOCALYPSE - PAINT BRUSH
NATIONAL GEOGRAPHIC ABU DHABI

SILVER

CHANNEL 5 POINT OF ENTRY – OUT-OF-OFFICE POST-IT SIGNS
MEDIACORP PTE LTD

BRONZE

ANIMAX X ORGANISATION OF ILLUSTRATORS COUNCIL (OIC) SINGAPORE T-SHIRTS
SPE NETWORKS - ASIA PTE LTD

PROMOTIONAL ITEMS

GOLD

FOX RETRO CD COLLECTION
FOX CHANNELS ITALY

SILVER

XMAS PACK 2010
NBC UNIVERSAL GLOBAL NETWORKS ITALIA

BRONZE

NAT GEO WILD UK CALENDAR 2011
FIC UK

PROMOTIONAL ITEMS CAMPAIGN

GOLD

CH U "FANN WITH U" T-SHIRT & RECYCLE BAG
MEDIACORP TV SINGAPORE PTE LTD

SILVER

ANIMAX TOTE BAGS
SPE NETWORKS - ASIA PTE LTD

BRONZE

ANIMAX X ORGANISATION OF ILLUSTRATORS COUNCIL (OIC) SINGAPORE T-SHIRTS
SPE NETWORKS - ASIA PTE LTD

HOLIDAY/SPECIAL EVENT - PRINT

GOLD

EARTH DAY OCEAN 10
NATIONAL GEOGRAPHIC CHANNELS INTERNATIONAL

SILVER

DISCOVERY - 'LAST DAY OF THE DINOSAURS' STANDEE
CTV CREATIVE AGENCY

BRONZE

CLIENT HOLIDAY TRAVEL ADAPTER GIFT
NBCUNIVERSAL INTERNATIONAL TELEVISION DISTRIBUTION

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER: CRAFT CATEGORIES

ART DIRECTION/DESIGN - PRINT

GOLD

THE KENNEDYS - MUSE
BPG

SILVER

IMPOSTOR
ABS-CBN CORPORATION

BRONZE

LET'S DANCE
BROKENDOLL & TV4

RADIO: NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

GENERAL BRANDING/IMAGE - RADIO

GOLD

SYFY RELAUNCH GERMANY RADIO SPOT
UNIVERSAL NETWORKS INTERNATIONAL GERMANY

SILVER

STUDIO UNIVERSAL RADIO 2010
NBC UNIVERSAL GLOBAL NETWORKS ITALIA

BRONZE

7MATE RADIO CAMPAIGN - VERSION 2 (SINGLE SPOT)
SEVEN NETWORK LIMITED

RADIO: CONTENT PROMOTION

PROGRAM PROMOTION: RADIO

GOLD

MNC - MAD MEN SEASON 4 RADIO PROMO
MOVIE NETWORK CHANNELS AUSTRALIA

SILVER

PICK AXE
ABS-CBN CORPORATION

BRONZE

FRESH MEAT
ABS-CBN CORPORATION

PROGRAM PROMOTION: ENTERTAINMENT - RADIO

GOLD

THE X FACTOR RADIO VERSION 2
SEVEN NETWORK

SILVER

THE X FACTOR 30 SEC RADIO VERSION 1
SEVEN NETWORK

BRONZE

BEAUTY & THE GEEK PROGRAM PROMOTION
SEVEN NETWORK LIMITED

TELEVISION/VIDEO PRESENTATION: NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

GENERAL BRANDING/IMAGE - TELEVISION

GOLD

MAX BRAND IMAGE
XYZ NETWORKS

SILVER

WOWOW FRAME
WOWOW

BRONZE

FSC "LONDON"
FOX SPORTS MARKETING

BRONZE

GET INTO UKTV
BBC WORLDWIDE CHANNELS AUSTRALIA

GENERAL BRANDING/IMAGE - LONG FORMAT

GOLD

IMAGINANTES TELETON
TELEVISA S.A DE CV

SILVER

ONE MORE YEAR
TELEVISA S.A DE CV

BRONZE

ANIMAX MUSICAL IMAGE ID(GIRL VER.)
ANIMAX BROADCAST JAPAN INC.

GENERAL BRANDING/IMAGE CAMPAIGN - TELEVISION

GOLD

IMAGINANTES BICENTENARIO
TELEVISA S.A DE CV

SILVER

SPACE INSTITUTIONAL CAMPAIGN
TURNER INTERNATIONAL ARGENTINA INJAUS ADS

BRONZE

A&E BRAND CAMPAIGN 2010
AETN NETWORKS

LOWER THIRD PROMOTION

GOLD

DESPICABLE ME - RELEASE IN THEATRES BUG
TNTLA

SILVER

POSEIDON MEGAFILM BUG
TNTLA

BRONZE

LOWER THIRD "DOCTORS" SERIES
1+1 BROADCASTING COMPANY

HOLIDAY/SPECIAL EVENT SPOT - TELEVISION

GOLD

HALLOWEEN 'AINEE'
BDA CREATIVE SINGAPORE

SILVER

SAVIANO RACCONTA SAVIANO (SAVIANO ON SAVIANO)
CURRENT TV

BRONZE

MOTHER'S DAY BY CANDANCE OF PHINEAS & FERB - DISNEY CHANNEL
THE WALT DISNEY COMPANY LATIN AMERICA

HOLIDAY/SPECIAL EVENT CAMPAIGN - TELEVISION

GOLD

TRUMPETTHINGIES - WORLD CUP 2010
NICKELODEON NORTH EUROPE

SILVER

BLOOD RED CHRISTMAS DEXTER
VIASAT CREATIVE LONDON

BRONZE

CAMPAIGN PERSPIRE SOUTH AFRICA (SUDA SUDAFRICA 2010)
TELEVISA NETWORKS

ON-AIR PROMOTION FOR WEBSITE

GOLD

VIAPLAY, THE FINAL LEAP
VIASAT CREATIVE LONDON

SILVER

VIAPLAY
VIASAT CREATIVE LONDON

BRONZE

PROSIEBEN IPAD APP
CREATIVE SOLUTIONS (CD AND IDEA)/ STERLY TV (EXECUTION)

TELEVISION-VIDEO PRESENTATION: CONTENT PROMOTION

PROGRAM PROMOTION SPOT - IN-HOUSE

GOLD

NCIS LOS ANGELES "WATCHING YOU"
SPE NETWORKS - ASIA PTE LTD

SILVER

WIPEOUT - SOON TESTING ON HUMANS
KANAL 5 SWEDEN

BRONZE

TOUGH NUTS-AUSTRALIA'S HARDEST CRIMINALS - COMING SOON
FOXTEL MANAGEMENT PTY LTD

PROGRAM PROMOTION CAMPAIGN: IN-HOUSE

GOLD

CAMPAÑA CÁNCER TELETON
TELEVISA S.A DE CV

SILVER

SHARK ATTACK 3 MOTIVES
UNIVERSAL NETWORKS INTERNATIONAL GERMANY

SILVER

TRUE BLOOD FIRST SEASON LAUNCHING CAMPAIGN ANIMAX
SPTI NETWORKS IBERIA - ANIMAX

BRONZE

YES MOVIES, FOR PEOPLE WHO LOVE MOVIES
PROMOTHEUS

PROGRAM PROMOTION SPOT: OUT-OF-HOUSE

GOLD

TRAILER "WIMBLEDON"
BRANDSOME GMBH

SILVER

TRAILER "BASKETBALL"
BRANDSOME GMBH

BRONZE

SPIRITED LAUNCH
FOXTEL - W CHANNEL WITH TACTIC

PROGRAM PROMOTION CAMPAIGN: OUT-OF-HOUSE

GOLD

KAUN BANEGA CROREPATI
MULTI SCREEN MEDIA PVT. LTD.

SILVER

NO ORDINARY FAMILY LAUNCHING CAMPAIGN
SPTI NETWORKS IBERIA - SONY

BRONZE

GUESS WHO'S BEEN WATCHING DSTV - CAMPAIGN
STUDIO ZOO FOR DSTV

NEWS/INFORMATION PROGRAM SPOT

GOLD

FRONTLINE BATTLE MACHINES
DISCOVERY UK CREATIVE

SILVER

INSTRUMENTO
ABS-CBN CORPORATION

BRONZE

BUONGIORNO AFGHANISTAN LAUNCH
SKY ITALIA

NEWS/INFORMATION PROGRAM CAMPAIGN

GOLD

CTV BC - WORKING FOR YOU FALL CAMPAIGN
CTV CREATIVE AGENCY

SILVER

FACT
KESHET BROADCASTING LTD

BRONZE

ORIENT NEWS
ORIENT TELEVISION

SPECIAL NEWS REPORT OR EVENT PROGRAMMING

GOLD

AUSTRALIAN FEDERAL ELECTION
NINE NETWORK AUSTRALIA

SILVER

NTVERS.
NTV

BRONZE

JEAN CHARLES
GLOBO NEWS

SPORTS PROGRAM SPOT (NOT A LIVE EVENT)

GOLD

NBL - LIVE AT YOUR PLACE
ONE HD

SILVER

SCORECAST "PACK-UP"
ESPN STAR SPORTS

BRONZE

STATE OF ORIGIN 2010
NINE NETWORK AUSTRALIA

SPORTS PROGRAM CAMPAIGN (NOT A LIVE EVENT)

GOLD

HOME OF SPORT
SKY ITALIA

SILVER

GOLF FOCUS 2011
ESPN STAR SPORTS

BRONZE

WORLD CUP LAUNCH
ITV CREATIVE

LIVE EVENT SPOT

GOLD

2011 NHL ALL-STAR
VERSUS

SILVER

2010 MLB ALL-STAR GAME "SAND"
FOX SPORTS MARKETING

BRONZE

ASIAN GAMES
ASTRO MBNS

LIVE EVENT CAMPAIGN

GOLD

DON'T MESS WITH GOLF
ONE HD

SILVER

30 ROCK LIVE CAMPAIGN
NBC ENTERTAINMENT MARKETING

BRONZE

TRAILERS "WIMBLEDON" & "BASKETBALL"
BRANDSOME GMBH

COMEDY PROGRAM SPOT

GOLD

WIPEOUT - SOON TESTING ON HUMANS
KANAL 5 SWEDEN

SILVER

LENO "CURLING"
NBC ENTERTAINMENT MARKETING

SILVER

TWO AND A HALF MEN
PROMOTHEUS

BRONZE

TV AT ITS BEST
KESHET BROADCASTING LTD

COMEDY PROGRAM CAMPAIGN

GOLD

PIRATES OF THE CARIBBEAN 3: AT WORLD'S END - DISNEY CHANNEL
THE WALT DISNEY COMPANY LATIN AMERICA

SILVER

FX - BORIS 3
FOX CHANNELS ITALY

BRONZE

THE CHASERS WAR ON EVERYTHING - ''NOT RECOMMENDED''
FOXTEL MANAGEMENT - THE COMEDY CHANNEL

ENTERTAINMENT PROGRAM SPOT

GOLD

WIPEOUT - SOON TESTING ON HUMANS
KANAL 5 SWEDEN

SILVER

ARRESTED DEVELOPMENT SHOOT
FOX CREATIVE

BRONZE

POPSTAR TO OPERASTAR
ITV CREATIVE

ENTERTAINMENT PROGRAM CAMPAIGN

GOLD

LATE NIGHT WITH JIMMY FALLON - THE JIMMY CHANNEL
FOXTEL MANAGEMENT PTY - THE COMEDY CHANNEL

SILVER

CAMPAÑA LOS CABALLEROS LAS PREFIEREN BRUTAS
SONY ENTERTAINMENT TELEVISION LATIN AMERICA

BRONZE

X FACTOR CAMPAIGN
SEVEN NETWORK

HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT

GOLD

CANAL+ HD "OPTICIANS"
BOND STREET FILM STOCKHOLM / CANAL+ SCANDINAVIA

SILVER

KUNG FU SALOON
ZAO TV DARYAL

BRONZE

OSCAR NIGHT – ROLL OUT THE RED CARPET
CHELLO CREATIVE

HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN

GOLD

50 MOVIES YOU SHOULD SEE BEFORE YOU DIE
TURNER ARGENTINA

SILVER

CHRISTMAS ON TV1000
VIASAT CREATIVE LONDON

BRONZE

STAR WARS SPECIAL
SPACE - TBSLA

DRAMATIC PROGRAM SPOT

GOLD

MAD WORLD OF MAD MEN
KANAL 9

SILVER

HBO CAPADOCIA
HBO LAG

BRONZE

BLOOD RED XMAS DEXTER
VIASAT CREATIVE LONDON

DRAMATIC PROGRAM CAMPAIGN

GOLD

THE EVENT "WHAT IS THE EVENT?" LAUNCH CAMPAIGN
NBC ENTERTAINMENT MARKETING

SILVER

BLOOD RED CHRISTMAS DEXTER
VIASAT CREATIVE LONDON

BRONZE

TRUE BLOOD "TYPE V" BLOOD DONATION DRIVE
SPE NETWORKS - ASIA

CHILDREN'S PROGRAM SPOT - LIVE ACTION

GOLD

MY NEW FAMILY - MEINE NEUE FAMILIE
MDR FERNSEHEN

SILVER

SPLIT
HOT

BRONZE

FOX8 ULTIMATE SCHOOL MUSICAL LAUNCH
FOX8 | FOXTEL PTY LTD

CHILDREN'S PROGRAM CAMPAIGN - LIVE ACTION

GOLD

MY NEW FAMILY - MEINE NEUE FAMILIE
MDR FERNSEHEN

SILVER

FOX8 ULTIMATE SCHOOL MUSICAL CAMPAIGN LAUNCH
FOX8 | FOXTEL PTY LTD

BRONZE

I'M IN THE BAND WEEKENDS' STUNT
WALT DISNEY TELEVISION INTERNATIONAL (JAPAN)

CHILDREN'S PROGRAM SPOT - ANIMATED/MIXED

GOLD

KIDS SESSION
TELECINE PIPOCA

SILVER

M-NET DISNEY PIXAR INVASION
CLEARWATER FOR M-NET

BRONZE

CBEEBIES IMAGE SPOT
BBC WORLDWIDE CHANNELS ASIA

CHILDREN'S PROGRAM CAMPAIGN - ANIMATED/MIXED

GOLD

SERIES OF MR. OCTOPUS'S PREDICTIONS
BEIJING KAKU CARTOON SATELLITE TV

SILVER

STITCH! FIND HIDDEN MICKEYS!
WALT DISNEY TELEVISION INTERNATIONAL (JAPAN)

BRONZE

ADOPT A MONSTER
MVS TELEVISION

NON-FICTION/REALITY PROGRAMMING SPOT

GOLD

MARCO'S KITCHEN BURNOUT
ITV CREATIVE

SILVER

WORLD'S TOUGHEST TOOLS
DISCOVERY NETWORKS NORDIC

BRONZE

JAZZ
TURNER

NON-FICTION/REALITY PROGRAMMING CAMPAIGN

GOLD

TOUGH NUTS-AUSTRALIA'S HARDEST CRIMINALS - CAMPAIGN
FOXTEL MANAGEMENT PTY LTD

SILVER

LIFE ON THE EDGE MONTH
DISCOVERY NETWORKS CEEMEA

BRONZE

COME DINE WITH ME AUSTRALIA - LIFESTYLE
XYZ NETWORKS

ADULT PROGRAMMING SPOT

GOLD

VIAGRA
TURNER

SILVER

SECRET SEX LIVES OF AUSTRALIAN MEN AND WOMEN - LIFESTYLE YOU
XYZ NETWORKS

BRONZE

STRANGE SEX
DISCOVERY NETWORKS CEEMEA

DAYTIME PROGRAM SPOT

GOLD

THE LITTLE NYONYA
MEDIACORP CHANNEL 8

SILVER

MORNING COOKING
DISCOVERY CHANNEL SE - ITALY

BRONZE

DAYTIME
NBC UNIVERSAL GLOBAL NETWORKS ITALY

THEATRICAL FILMS SHOWN ON TELEVISION PROMOTION

GOLD

TVN TRANSFORMERS 2010
TVN POLAND

SILVER

SHARK ATTACK MEAT
UNIVERSAL NETWORKS INTERNATIONAL GERMANY

BRONZE

M-NET MOVIES 1 HD - MM1HD LAUNCH PROMO
MONARCHY

DAYPART/BLOCK OF PROGRAMS SPOT

GOLD

JOCK BLOCK TUNE IN
VIACOM18 MEDIA PVT. LTD. - VH1 INDIA

SILVER

THURSDAY "ALL NIGHT"
NBC ENTERTAINMENT MARKETING

BRONZE

THE FAMILY
RESHET

DAYPART/BLOCK OF PROGRAMS CAMPAIGN

GOLD

BIG STUFF MONTH
DISCOVERY NETWORKS CEEMEA

SILVER

CAMPAÑA JUEVES DE HUMORES
SONY ENTERTAINMENT TELEVISION LATIN AMERICA

BRONZE

LIFE ON THE EDGE MONTH
DISCOVERY NETWORKS CEEMEA

"BEHIND THE SCENE" PROMOTION - LONG/SHORT FORM

GOLD

THE EVENT "IN THEATER"
NBC ENTERTAINMENT MARKETING

SILVER

TENDENCIAS
TELEVISA S.A DE CV

BRONZE

SPLIT
BOOMERANG

STUNT PROMOTION - ON-AIR ONLY

GOLD

AFTER THE TENNIS
SEVEN NETWORK

GOLD

WORLD MOVIES-THE WALL
TACTIC CREATIVE SERVICES

SILVER

LIKE HOUSE. HOUSE'S FANS.
DOMASHNIY CHANNEL

BRONZE

TERMINATOR
BDA CREATIVE

INTERSTITIAL/"PROMO-TAINMENT"/PROGRAM WRAPS CAMPAIGN

GOLD

NAT GEO WILD ANIMAL ENCOUNTERS
NATIONAL GEOGRAPHIC CHANNEL - AUSTRALIA

SILVER

COMMUNITY "FANFEST"
NBC ENTERTAINMENT MARKETING

BRONZE

13TH STREET TEASERS
BDA CREATIVE

INTERSTITIAL/" PROMO-TAINMENT" /MOVIE WRAPS CAMPAIGN

GOLD

WALKING WITH DINOSAURS JUNKET INTERSTITIAL
MEDIACORP TV SINGAPORE PTE LTD

SILVER

ROMERO HALLOWEEN
NBC UNIVERSAL GLOBAL NETWORKS ITALY

BRONZE

THE TWILIGHT SAGA: ECLIPSE JUNKET INTERSTITIAL
MEDIACORP TV SINGAPORE PTE LTD

INTERSTITIAL/ADVERTISER INTEGRATION/PROGRAM WRAPS CAMPAIGN

GOLD

TOY STORY 2 SPOTS
VIASAT CREATIVE LONDON

SILVER

MUCHMUSIC - SUN DOWN WITH WEBSTER
CTV CREATIVE AGENCY

BRONZE

MY KITCHEN RULES/SUBARU
SEVEN NETWORK

ON-AIR CONSUMER TIE-IN PROMOTION

GOLD

PREDATOR
ONE HD

SILVER

SHREK
SEVEN NETWORK

BRONZE

NESTEA LEON
SCI FI

ON-AIR CONSUMER TIE-IN PROMOTION CAMPAIGN

GOLD

AXN TRON
SPTI NETWORKS IBERIA - AXN

SILVER

MOVIE LINE UPS (AVATAR, A-TEAM, SKYLINE & PREDATOR)
ONE HD

BRONZE

MUCHMUSIC - SUN DOWN WITH WEBSTER CAMPAIGN
CTV CREATIVE AGENCY

PUBLIC SERVICE ANNOUNCEMENT

GOLD

999 BEDTIME STORIES
SKY CREATIVE

SILVER

EARTH DAY OCEAN 10 JELLYBAG
NATIONAL GEOGRAPHIC CHANNELS INTERNATIONAL

SILVER

WELTBESCHÜTZER
NICKELODEON NORTH EUROPE

BRONZE

ALACANTARILLA
CONSEJO DE LA COMUNICACIÓN, A.C

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

GOLD

THE OGRE AND THE CHICKEN (EL OGRO Y EL POLLO)
TVN MARKETING MANAGEMENT

SILVER

CAMPAÑA CÁNCER TELETON
TELEVISA S.A DE CV

BRONZE

EARTH'S DAY - PLAYHOUSE DISNEY CHANNEL
THE WALT DISNEY COMPANY LATIN AMERICA

TELEVISION-VIDEO PRESENTATION: SYNDICATOR/PROGRAM DISTRIBUTOR CATEGORIES

PROGRAM PROMOTION - ENTERTAINMENT

GOLD

THE FARMER WANTS A WIFE SEASON 5
NINE NETWORK AUSTRALIA

SILVER

M-NET (AFRICA) JACOBS CROSS 'POWER' CAMPAIGN
CLEARWATER FOR M-NET

BRONZE

K-ON!! CAMPAIGN
SPE NETWORKS - ASIA PTE LTD

PROGRAM/MOVIE PROMOTION - ENTERTAINMENT USING INTEGRATED MEDIA

GOLD

THE UNTOLD HISTORY OF THE UNITED STATES
FREMANTLEMEDIA ENTERPRISES

SILVER

LET'S DANCE
BROKENDOLL & TV4

BRONZE

MY BABYSITTER'S A VAMPIRE
FREMANTLEMEDIA ENTERPRISES

TELEVISION-VIDEO PRESENTATION: HOME ENTERTAINMENT CATEGORIES

MOVIE PROMOTION

GOLD

KFC
TELECINE FUN

SILVER

ACCELERATED TEASER
TELECINE

BRONZE

THE DARK KNIGHT
NINE NETWORK AUSTRALIA

TELEVISION-VIDEO PRESENTATION: RADIO STATION CATEGORIES

TV PROMOTION OR PROMOTION CAMPAIGN

GOLD

RADIO-CANADA, PREMIÈRE CHAÎNE RADIO, INFO À LA RADIO, 2 X 15-SEC. TV PROMO
SOCIÉTÉ RADIO-CANADA

SILVER

RADIO-CANADA, ESPACE MUSIQUE, TV PROMO, 4 X 15 SEC.
SOCIÉTÉ RADIO-CANADA

BRONZE

GLEE FM
SHAW MEDIA/ GLOBAL TELEVISION

TELEVISION-VIDEO PRESENTATION: CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS

BRANDING/IMAGE SPOT

GOLD

CHINESE NEW YEAR IN AN ANCIENT CHINA CITY
I-CABLE ENTERTAINMENT LIMITED

SILVER

EVERYDAY MAGIC
DISNEY CHANNEL TAIWAN

BRONZE

NICK ID - CANTEEN
VIACOM18 MEDIA PVT LTD. (NICK-INDIA)

BRANDING IMAGE CAMPAIGN

GOLD

VIAPLAY
VIASAT CREATIVE LONDON

SILVER

A&E BRAND CAMPAIGN 2010
AETN NETWORKS

BRONZE

NICK ID - MARRIAGE, CANTEEN, & SPACE
VIACOM18 MEDIA PVT LTD. (NICK-INDIA)

ON-SCREEN SERVICES PROMOTION

GOLD

VIAPLAY
VIASAT CREATIVE LONDON

SILVER

SCI FI PLUS 2
SCI FI

BRONZE

VIAPLAY, THE FINAL LEAP
VIASAT CREATIVE LONDON

CONSUMER PROMOTION USING INTEGRATED MEDIA

GOLD

TLC AND CATHERINE'S PARTNERSHIP
TLC

SILVER

TLC AND DAVID'S BRIDAL ENGAGEMENT STORY
TLC

BRONZE

AXN ASIA - NCIS LOS ANGELES - CLANSI TEASER CAMPAIGN
SPE NETWORKS - ASIA

TELEVISION-VIDEO PRESENTATION: TRADE OR INTERNAL MARKETING

MARKETING VIDEO/PRESENTATION - INTERNAL

GOLD

FOX CHANNELS ITALY – CREATIVE GRAPHIC CREW REEL
FOX CHANNELS ITALY

SILVER

THE WALKING DEAD CASE STUDY REEL
FOX INTERNATIONAL CHANNELS IBERIA

BRONZE

ENTERTAINMENT IS GOOD FOR YOU
CHANNEL FOUR FINLAND

MARKETING VIDEO/PRESENTATION - EXTERNAL

GOLD

KABEL EINS: SUMMERSCREENING 2010 OPENING
PROSIEBENSAT.1 TV DEUTSCHLAND - CREATIVE SOLUTIONS

SILVER

THE COMEDY CHANNEL - GREAT CONTENT, S#!T OFFICE
FOXTEL MANAGEMENT PTY LTD

BRONZE

VIASAT ICONS SHOWREEL
VIASA CREATIVE LONDON

SALES/DEMO REEL

GOLD

DEMO REEL - DESIGN AND ANIMATION TEAM
TELEVISA S.A DE CV

SILVER

TLC - TLC CASBAA SIZZLE
DISCOVERY NETWORKS ASIA-PACIFIC

BRONZE

UNITEDSENSES SHOWREEL
UNITEDSENSES

TELEVISION-VIDEO PRESENTATION: SPECIAL CATEGORIES

SOMETHING FOR NOTHING

GOLD

CANAL+ HD "OPTICIANS"
BOND STREET FILM STOCKHOLM / CANAL+ SCANDINAVIA

SILVER

THE GREAT RACE - NATIONAL GEOGRAPHIC CHANNEL
FOX CHANNELS ITALY

BRONZE

DISCOVERY TURBO - BEETLE CRISIS
DISCOVERY NETWORKS ASIA-PACIFIC

BEST WORK NEVER SEEN

GOLD

TRIPLE XMAS MOVIES DRIVING HOME
AXN GERMANY

SILVER

BEGANI ZAMEEN (THE ORPHANED LAND)
TURNER GENERAL ENTERTAINMENT NETWORKS INDIA PVT. LTD.

BRONZE

VERSUS COUNTRY: CHARLIE MOORE
VERSUS

FUNNIEST PROMOTION

GOLD

COMEDY FESTIVAL
BBC WORLDWIDE

SILVER

LIVE FOOTBALL: FATHER & SON
SKY CREATIVE SERVICES GMBH

BRONZE

KFC
TELECINE FUN

TELEVISION-VIDEO PRESENTATION: CRAFT CATEGORIES

EDITING

GOLD

TOUGH NUTS-AUSTRALIA'S HARDEST CRIMINALS - COMING SOON
FOXTEL MANAGEMENT PTY LTD

SILVER

BEAR GRYLLS
DISCOVERY UK CREATIVE

BRONZE

SCREEN RHYTHMS
VIASAT CREATIVE LONDON

COPYWRITING - TELEVISION

GOLD

CONNECTED
HOT

SILVER

JANUARY CHANNEL GENERIC
E.TV

BRONZE

CSI "CSI IN SIXTY SECONDS"
CBS TELEVISION NETWORK

DIRECTING

GOLD

CHASE "HEAD START"
NBC ENTERTAINMENT MARKETING

SILVER

KAUN BANEGA CROREPATI
MULTI SCREEN MEDIA

BRONZE

GET INTO UKTV
BBC WORLDWIDE CHANNELS AUSTRALIA

DESIGN

GOLD

DISCOVERY SCIENCE - THE HUMAN ELEMENT
DISCOVERY NETWORKS ASIA-PACIFIC

SILVER

2010 NFL ON FOX SUPER BOWL XLV PREGAME
FOX SPORTS MARKETING

BRONZE

KIDS SESSION
TELECINE PIPOCA

USE OF AN ORIGINAL COMPOSITION IN A PROMOTION

GOLD

EVERYDAY MAGIC
DISNEY CHANNEL TAIWAN

SILVER

HISTORY CONTINUES - HISTORY
FOX CHANNELS ITALY

BRONZE

WORLD CUP
SBS CORPORATION

MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS

GOLD

KUNG FU SALOON
ZAO TV DARYAL

SILVER

2010 MLB ALL-STAR GAME "SAND" - THE DICTATORS "CALIFORNIA SUN"
FOX SPORTS MARKETING

BRONZE

TYRANNOSAURUS SEX
DISCOVERY UK CREATIVE

SOUND DESIGN

GOLD

NCIS HEAD NUTS
UNIVERSAL NETWORKS INTERNATIONAL GERMANY

SILVER

DSTV - MUSIC TO YOUR EARS
STUDIO ZOO FOR DSTV

BRONZE

SNAPPED
AETN UK

ANIMATION

GOLD

IMMIGRATION NATION
SBS

GOLD

MAD WORLD OF MAD MEN
KANAL 9

SILVER

FILM
SBS

BRONZE

MNET FESTIVE SEASON
ORIJIN

INTERACTIVE MEDIA:
NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

NETWORK/CHANNEL STATION/PLATFORM WEBSITE

GOLD

CBEEBIES WEBSITE
BBC WORLDWIDE

SILVER

SYFY GERMANY WEBSITE
UNIVERSAL NETWORKS INTERNATIONAL GERMANY

BRONZE

THE NICK SHACK NICKELODEON.COM.AU
NICKELODEON AUSTRALIA

INTERACTIVE MEDIA:
CONTENT PROMOTION - WEBSITE

ENTERTAINMENT PROGRAM PROMOTION - INTERACTIVE

GOLD

CTV - THE BIG BANG THEORY
CTV CREATIVE AGENCY

SILVER

YOUR FLASH FORWARD
PROSIEBENSAT1.TV DEUTSCHLAND - CREATIVE SOLUTIONS

BRONZE

BOARDWALK EMPIRE WEBSITE
ORANGE CINEMA SERIES

SPORTS PROGRAM PROMOTION - INTERACTIVE

GOLD

WORLD CUP 2010
MEDIACORP PTE LTD

SILVER

SINGAPORE NIGHT RACE - F1 MICROSITE
MEDIACORP PTE LTD

BRONZE

FIFA WORLD CUP 2010 - TURN FACEBOOK RED AND WHITE
TV 2 DENMARK

HOLIDAY/SEASONAL/ENTERTAINMENT/SPECIAL EVENT PROGRAM PROMOTION

GOLD

PIECES OF KATY
PROSIEBENSAT1.TV DEUTSCHLAND - CREATIVE SOLUTIONS

SILVER

CHINESE NEW YEAR IN AN ANCIENT CHINA CITY
I-CABLE ENTERTAINMENT LIMITED

BRONZE

MAGICAL ARTISTIC TOUR: CABLE TV 17TH ANNIVERSARY
I-CABLE ENTERTAINMENT LIMITED

INTERACTIVE MEDIA:
ONLINE/INTERACTIVE GAMES/ IMMERGING PLATFORMS

GENERAL ENTERTAINMENT/CHANNEL

GOLD

HASHUALIM, A FACEBOOK GAME
PROMOTHEUS

SILVER

NO GAME BUT PAIN / WWW.SOLITARY-THE-GAME.DE
PROSIEBENSAT1.TV DEUTSCHLAND - CREATIVE SOLUTIONS

BRONZE

SYFY MYSTERY CHALLENGE
UNIVERSAL NETWORKS INTERNATIONAL GERMANY

INTERACTIVE MEDIA:
DVD, INTERACTIVE TV, MOBILE, IMMERGING PLATFORMS

MARKETING/ADVERTISING - INTERACTIVE

GOLD

DOG WHISPERER UK - NAT GEO WILD
FIC UK

SILVER

PROMOTION CAMPAIGN "MALIGNIGHT ON MTV"
K2 INTERNET

BRONZE

SMALL CHANGES EARTH DAY BANNERS
NATIONAL GEOGRAPHIC ABU DHABI

VIRAL/WEB/USER GENERATED CONTENT

GOLD

TVN TRANSFORMERS
TVN POLAND

SILVER

K-ON! VIRAL IMAGE PIECE "IMAGINATION"
SPE NETWORKS - ASIA PTE LTD

BRONZE

WATCH THE FUTURE "FLASH FORWARD" BLOG PART
AXN JAPAN, SPTI

INTERACTIVE APPLICATIONS PROMOTION

GOLD

POSTCARDS
NATIONAL GEOGRAPHIC CHANNELS INTERNATIONAL

SILVER

FIFA WORLD CUP 2010 - TURN FACEBOOK RED AND WHITE
TV 2 DENMARK

BRONZE

THE FAMILY COURT QR CODE
MEDIACORP CHANNEL 8

INTERACTIVE MEDIA:
CRAFT CATEGORIES

TECHNICAL INNOVATIONS

GOLD

THE NATE BERKUS SHOW-SPONSORED VIGNETTES
SEAMBI, INC.

SILVER

SWOOSCHH – AND IT´S GONE / WWW.K-KUBE.DE
PROSIEBENSAT1.TV DEUTSCHLAND - CREATIVE SOLUTIONS

BRONZE

ASIA TONIGHT ON CNN
CNN

INTEGRATED MEDIA PROMOTION:
NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

GENERAL BRANDING/IMAGE CAMPAIGN USING INTEGRATED MEDIA

GOLD

UKTV - GET INTO UKTV NZ
BBC WORLDWIDE CHANNELS AUSTRALIA

SILVER

DISCOVERY NETWORKS ASIA-PACIFIC - TLC ASIA PACIFIC LAUNCH
DISCOVERY NETWORKS ASIA-PACIFIC

BRONZE

BBC KNOWLEDGE AUSTRALIA - A LITTLE KNOWLEDGE GOES A LONG WAY
BBC WORLDWIDE CHANNELS AUSTRALIA

HOLIDAY/SPECIAL EVENT CAMPAIGN USING INTEGRATED MEDIA

GOLD

WORLD CUP
SBS

SILVER

XMAS STEEL
NBC UNIVERSAL GLOBAL NETWORKS ITALY

BRONZE

SAVIANO RACCONTA SAVIANO (SAVIANO ON SAVIANO)
CURRENT TV

INTEGRATED MEDIA PROMOTION: CONTENT PROMOTION

PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA

GOLD

"THE WALKING DEAD" MARKETING CAMPAIGN
FOX INTERNATIONAL CHANNELS

SILVER

GOING POSTAL
SKY CREATIVE

BRONZE

K-ON! INTEGRATED MEDIA CAMPAIGN
SPE NETWORKS - ASIA PTE LTD

NEWS/INFORMATION PROGRAM PROMOTION CAMPAIGN USING INTEGRATED MEDIA

GOLD

IMMIGRATION NATION
SBS

SILVER

SAVIANO RACCONTA SAVIANO (SAVIANO ON SAVIANO)
CURRENT TV

BRONZE

ASIA TONIGHT ON CNN
CNN

COMEDY PROGRAM PROMOTION CAMPAGIN USING INTEGRATED MEDIA

GOLD

ANYTHING GOES
MEDIACORP TV SINGAPORE PTE LTD

SILVER

NOOSE 3D
MEDIACORP TV SINGAPORE PTE LTD

BRONZE

THE BIG BANG THEORY "BIG BANG MOVES TO THURSDAYS"
CBS TELEVISION NETWORK

HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN USING INTEGRATED MEDIA

GOLD

SAVIANO RACCONTA SAVIANO (SAVIANO ON SAVIANO)
CURRENT TV

SILVER

SAT1: EASTER 2010
PROSIEBENSAT.1 TV DEUTSCHLAND - CREATIVE SOLUTIONS

BRONZE

CHRISTMAS BONANZA 2010
MEDIACORP TV SINGAPORE PTE LTD

DRAMATIC PROGRAM CAMPAGIN USING INTEGRATED MEDIA

GOLD

THE FAMILY COURT
MEDIACORP CHANNEL 8

SILVER

DAMAGES CAMPAIGN
DIRECTV, INC.

BRONZE

PARENTHOOD LAUNCH CAMPAIGN – PARENTHOOD IS. . .
NBC ENTERTAINMENT MARKETING

CHILDREN'S PROGRAM CAMPAIGN USING INTEGRATED MEDIA

GOLD

K-ON! INTEGRATED MEDIA CAMPAIGN
SPE NETWORKS - ASIA PTE LTD

SILVER

LET'S JUST PLAY
VIACOM18 MEDIA PVT LTD. (NICK-INDIA)

BRONZE

BROADCASTING OF "STITCH!" SPECIAL TOKYO DISNEY LAND EPISODE
WALT DISNEY TELEVISION INTERNATIONAL JAPAN

NON-FICTION/REALITY PROGRAMMING CAMPAIGN USING INTEGRATED MEDIA

GOLD

STARS FOR CAUSE CAMPAIGN
MEDIACORP TV SINGAPORE PTE LTD

SILVER

"WHALE WARS" SEASON THREE
ANIMAL PLANET

BRONZE

DEFEAT YOURSELF. WWW.SOLITARY-THE-GAME.DE
PROSIEBENSAT.1 TV DEUTSCHLAND - CREATIVE SOLUTIONS

CONSUMER TIE-IN PROMOTION CAMPAIGN USING INTEGRATED MEDIA

GOLD

DISCOVERY CHANNEL - MAN VS. WILD SEASON 4 LAUNCH
DISCOVERY NETWORKS ASIA-PACIFIC

SILVER

PARENTHOOD LAUNCH CAMPAIGN – PARENTHOOD IS. . .
NBC ENTERTAINMENT MARKETING

BRONZE

“FLASHFORWARD” TIE-IN PROMOTION WITH FUJI TV AND WITH MAGAZINE
AXN JAPAN, SPTI

STUNT PROMOTION OVERALL USING INTEGRATED MEDIA

GOLD

DISCOVERY CHANNEL - MAN VS WILD CAMEL SEASON 4 LAUNCH
DISCOVERY NETWORKS ASIA-PACIFIC

SILVER

CTV - THE BIG BANG THEORY
CTV CREATIVE AGENCY

BRONZE

DISNEY CHANNEL ROCK ON STARS STUNT
WALT DISNEY TELEVISION INTERNATIONAL JAPAN

SPECIAL CATEGORIES

SPECIAL PROJECT AWARD

GOLD

GUERRIGLIA THE WALKING DEAD STADIUM
FOX CHANNELS ITALY

SILVER

2010 NBC UPFRONT OPEN
NBC ENTERTAINMENT MARKETING

BRONZE

AL KASS "SANDMAN VS. WATERMAN" 2011 ASIAN CUP PROMO
METAPHRENIE

ROCKET AWARD

GOLD

PENNY LITTLE