

THE CREATIVE EDGE IN COMMERCIAL PRODUCTION

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MANIC MAGIC:

# ANIMATION + VISUAL EFFECTS

+ ABSOLUT'S SOUTH AMERICAN PILLOW FIGHT  
+ THE SPOT SCENE IN SPAIN

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# FESTIVAL

## REPORT CARD

### "Happiness Factory" and TBWA's Skittles campaign top 2006-2007 awards season

While those classic ads would have you believe that two out of three dentists recommend Crest to their patients to combat the effects of sweets, it seems that roughly the same ratio of awards judges preferred sugar-addled ads as Coca-Cola's "Happiness Factory" and Skittles' "Beard" and "Leak" topped our annual festival report card.

**>** Derived from a compendium of film category awards results from the last season – starting with the One Show in May, culminating with Cannes in June and including the AICP, Art Directors Club, Clio, Andys and D&AD shows – these lists represent the most award-winning ads, creatives, companies, directors and editors of 2006-2007. To arrive at these lists, weighted points were given for each award show as well as each level of award, with a slight premium given to Cannes Lions.

While "Happiness Factory" bested Skittles to claim Top Spot honors, TBWA\Chiat\Day's oddities for the candy brand vaulted the agency and creative directors Gerry Graf, Scott Vitrone and Ian Reichenthal, creatives Craig Allen and Eric Kallman, and director Tom Kuntz of MJZ to the top position of their respective lists. The campaign ("Trade", "Beard", "Leak") also nabbed the Top Campaign spot, while the agency's Combos campaign ("Heart to Heart", "Fever", "Videogame") also led by Graf, Reichenthal and Vitrone, landed creatives Jeff Anderson and Isaac Silvergate on the Top 10 Art Directors and Copywriters lists respectively. Gavin Cutler cut his way to the top of the Editor's list for his contribution to the Skittles campaign.

Wieden + Kennedy had a strong year, placing second on the Global Agency list on the strength of "Happiness Factory" from Amsterdam; Coke "Videogame" and Nike "Pretty" from Portland; and Honda "Choir" from London, a holdover from last year's report card. The work secured creative directors Al Moseley, Hal Curtis, John Norman, Hunter Hindman and Rick Condos places in the Top 10, as well as creatives Sheena Brady, Michael Rusoff and Shannon McGlothlin.

Sony "Paint" from Fallon's London branch and a host of work from its Minneapolis office (Traveler's, Brawny, Holiday Inn) secured it the third spot on the Global Agency list and a position on both the Copywriter and Art Director lists for Juan Cabral. Bartle Bogle Hegarty, New York followed in fourth position on the strength of Vaseline "Sea of Skin". The spot also provided a Top 10 berth for creative director Kevin Roddy and creatives Amir Farhang, Jordan Kramer, Jon Randazzo and Andre Massis.

On the production front, MJZ once again ran away with the top Global Production Company honors on the merits of Skittles, directed by Top Director Kuntz, as well as numerous other

awards favorites such as Sears "Arboretum" from Y&R, Chicago, Travelers "Snowball" from Fallon, MN and Coke "Parade" from W+K, Portland – all directed by number two director Dante Ariola. Smuggler and Ivan Zacharias won a second and third place spot respectively via Vaseline, while Moxie Pictures and Martin Granger made the list due to their collaboration on Combos. Psyop's gorgeous animation for "Happiness Factory" landed them fourth on the Global Production Company list.

Finally, Cannes Film Grand Prix winner Dove "Evolution" brought Ogilvy & Mather, Toronto, creatives Tim Piper and Mike Kirkland and co-directors Yael Staav and Piper to the party.

In the following pages, you'll find the full Top 10 lists for the most award-winning spots, campaigns, creative directors, copywriters, art directors, agency producers, global and regional agencies and production companies, directors and editors. If you think reading them is fun, you should see our spreadsheets!

#### TOP 10 DIRECTORS

1. TOM KUNTZ, MJZ
2. DANTE ARIOLA, MJZ
3. IVAN ZACHARIAS, Smuggler/Stink
4. MARTIN GRANGER, Moxie Pictures
5. TODD MUELLER, KYLIE MATULICK, Psyop
6. TIM GODSALL, Biscuit Filmworks/Untitled
7. Yael STAAB, TIM PIPER, Reginald Pike (Staav)
8. ANTOINE BARDOU-JACQUET, Partizan
8. DARIO PIANA, Filmmaster
10. (Tied) JONATHAN GLAZER, Academy Films
10. (Tied) HAPPY, Smuggler



# FESTIVAL REPORT CARD

## TOP 10 SPOTS

### COCA-COLA

#### "HAPPINESS FACTORY"

**Agency:** Wieden + Kennedy, Amsterdam  
**ECDs:** Al Moseley, John Norman  
**CDs:** Hunter Hindman, Rick Condos  
**Agency Producers:** Darryl Hagans, Tom Dunlap  
**Production Company:** Psyp, New York  
**Directors:** Todd Mueller, Kylie Matulick  
**Executive Producer:** Justin Booth-Clibborn  
**Producer:** Boo Wong  
**Editor:** Cass Vinini  
**Music:** Human Worldwide, NY  
**Sound Design:** Bill Chesley, Amber Music



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### AQUALTIS

#### "UNDERWATER WORLD"

**Agency:** Leo Burnett, Milan  
**ECDs:** Enrico Dorizza, Sergio Rodriguez  
**Art Director:** Antonio Cortesi  
**Copywriter:** Francesco Simonetti  
**Agency Producer:** Renato Lamberti Sagliano  
**Production Company:** Filmmaster, Milan  
**Director:** Dario Piana  
**Producer:** Barbara Klein  
**DP:** Stefano Morcaldo  
**Editor:** Michele Mortara  
**Post-Production/Animation:** Buf, Paris



### SKITTLES

#### "BEARD"

**Agency:** TBWA\Chiat\Day, New York  
**ECD:** Gerry Graf  
**GCDs:** Scott Vitrone, Ian Reichenthal  
**Art Director:** Scott Vitrone  
**Copywriter:** Ian Reichenthal  
**Senior Agency Producer:** Lora Schulson  
**Production Company:** MJZ, Los Angeles  
**Director:** Tom Kuntz  
**Producer:** Scott Kaplan  
**DP:** Joaquin Baca-Asay  
**Editor:** Gavin Cutler, Mackenzie Cutler, NY  
**Visual Effects:** Asylum, Los Angeles



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### SKITTLES

#### "LEAK"

**Agency:** TBWA\Chiat\Day, New York  
**ECD:** Gerry Graf  
**GCDs:** Scott Vitrone, Ian Reichenthal  
**Art Director:** Scott Vitrone  
**Copywriter:** Ian Reichenthal  
**Senior Agency Producer:** Lora Schulson  
**Production Company:** MJZ, Los Angeles  
**Director:** Tom Kuntz  
**Producer:** Scott Kaplan  
**DP:** Joaquin Baca-Asay  
**Editor:** Gavin Cutler, Mackenzie Cutler, NY  
**Visual Effects:** Asylum, Los Angeles



### SKITTLES

#### "TRADE"

**Agency:** TBWA\Chiat\Day, New York  
**ECD:** Gerry Graf  
**GCDs:** Scott Vitrone, Ian Reichenthal  
**Art Director:** Scott Vitrone  
**Copywriter:** Ian Reichenthal  
**Senior Agency Producer:** Lora Schulson  
**Production Company:** MJZ, Los Angeles  
**Director:** Tom Kuntz  
**Producer:** Scott Kaplan  
**DP:** Joaquin Baca-Asay  
**Editor:** Gavin Cutler, Mackenzie Cutler, NY  
**Visual Effects:** Asylum, Los Angeles

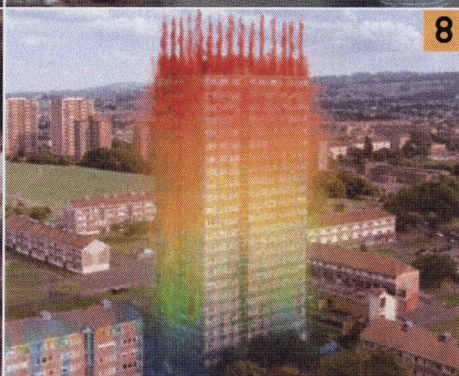


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### SONY

#### "PAINT"

**Agency:** Fallon, London  
**Executive Creative Director:** Richard Flintham  
**Creative Director:** Juan Cabral  
**Agency Producers:** Nicky Barnes, Charlie Orr  
**Production Company:** Academy, London  
**Director:** Jonathan Glazer  
**Producer:** Simon Cooper  
**DP:** Dan Landin  
**Editor:** Paul Watts, The Quarry, London  
**Post-Production:** MPC, London



### VASELINE

#### "SEA OF SKIN"

**Agency:** Bartle Bogle Hegarty, New York  
**CDs:** Craig Smith, Kevin Roddy, Kash Sree  
**ADs:** Jon Randazzo, Andre Massis  
**CWs:** Jordan Kramer, Amir Farhang  
**Senior Agency Producer:** Julian Katz  
**Production Company:** Smuggler, New York;  
 Stink, London  
**Director:** Ivan Zacharias  
**Producer:** Nick Landon  
**DP:** Jan Velicky  
**Editor:** Filip Malasek, Robota, London  
**Post-Production:** The Mill, London

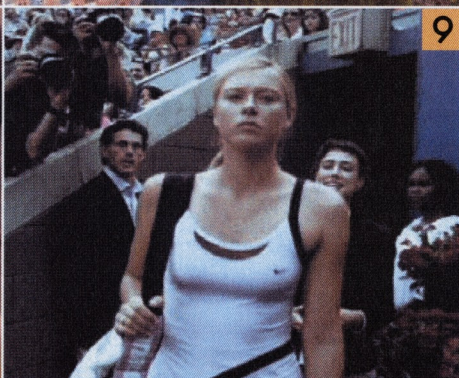


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### NIKE

#### "PRETTY"

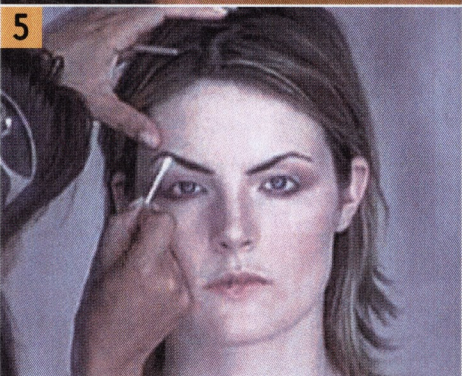
**Agency:** Wieden + Kennedy, Portland  
**Creative Director:** Steve Luker  
**Art Directors:** Mira Kaddoura  
**Copywriters:** Alberto Ponte, Sheena Brady  
**Agency Producer:** Robyn Boardman  
**Production Company:** Smuggler, New York;  
 Los Angeles  
**Director:** Ivan Zacharias  
**DP:** Bob Raggzone  
**EP:** Nick Landon  
**Editor:** Filip Malasek, Robota, London  
**Post/EFX:** The Mill, New York



### DOVE

#### "EVOLUTION"

**Agency:** Ogilvy & Mather, Toronto  
**CDs:** Janet Kestin, Nancy Vank  
**Art Director:** Mike Kirkland, Tim Piper  
**Copywriter:** Tim Piper  
**Agency Producer:** Brenda Surminski  
**ProdCo:** Reginald Pike, Toronto  
**Directors:** Yael Staav, Tim Piper  
**Producer:** Jennifer Walker  
**DP:** Tico Poulakakis  
**EPs:** James Davis, Josefina Nadurata  
**Editor:** Paul Gowan, Rogue, Toronto  
**Music:** Vapor, Toronto



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### HONDA

#### "CHOIR"

**Agency:** Wieden + Kennedy, London  
**Creative Team:** Kim Papworth, Michael Russoff,  
 Ben Walker, Matt Gooden  
**Agency Producer:** Helen Whitely  
**Production Company:** Partizan, London  
**Director:** Antoine Bardou-Jacquet  
**Producer:** David Stewart  
**Editor:** Bill Smedley, The Quarry, London  
**Post-Production:** The Mill, London



# FESTIVAL REPORT CARD

## TOP 10 CREATIVE DIRECTORS

1. (Tied) GERRY GRAF, TBWA\Chiat\Day, New York
1. (Tied) IAN REICHENTHAL, TBWA\Chiat\Day, New York
1. (Tied) SCOTT VITRONE, TBWA\Chiat\Day, New York
4. (Tied) AL MOSELEY, Wieden + Kennedy, Amsterdam
4. (Tied) JOHN NORMAN, Wieden + Kennedy, Amsterdam
6. HAL CURTIS, Wieden + Kennedy, Portland
7. (Tied) HUNTER HINDMAN, Wieden + Kennedy, Amsterdam
7. (Tied) KEVIN RODDY, Bartle Bogle Hegarty, New York
7. (Tied) RICK CONDOS, Wieden + Kennedy, Amsterdam
10. (Tied) ERIC SILVER, BBDO, New York
10. (Tied) MARK FIGLIULO, Young & Rubicam, Chicago

## TOP 10 COPYWRITERS

1. IAN REICHENTHAL, TBWA\Chiat\Day, New York
2. ERIC KALLMAN, TBWA\Chiat\Day, New York
3. ISAAC SILVERGATE, TBWA\Chiat\Day, New York
4. SHEENA BRADY, Wieden + Kennedy, Portland
5. AMIR FARHANG, Bartle Bogle Hegarty, New York
6. (Tied) JORDAN KRAMER, Bartle Bogle Hegarty, New York
6. (Tied) JUAN CABRAL, Fallon, London
6. (Tied) MICHAEL RUSSOFF, Wieden + Kennedy, London
9. TIM PIPER, Ogilvy & Mather, Toronto
10. FRANCESCO SIMONETTI, Leo Burnett, Milan

## TOP 10 ART DIRECTORS

1. SCOTT VITRONE, TBWA\Chiat\Day, New York
2. CRAIG ALLEN, TBWA\Chiat\Day, New York
3. JON RANDAZZO, Bartle Bogle Hegarty, New York
4. JEFF ANDERSON, TBWA\Chiat\Day, New York
5. (Tied) ANDRE MASSIS, Bartle Bogle Hegarty, New York
5. (Tied) JORDAN KRAMER, Bartle Bogle Hegarty, New York
5. (Tied) JUAN CABRAL, Fallon, London
5. (Tied) SHANNON MCGLOTHLIN, Wieden + Kennedy, Portland
9. (Tied) MIKE KIRKLAND, Ogilvy & Mather, Toronto
9. (Tied) TIM PIPER, Ogilvy & Mather, Toronto

## TOP 10 AGENCY PRODUCERS

1. LORA SCHULSON, TBWA\Chiat\Day, New York
2. JULIAN KATZ, Bartle Bogle Hegarty, New York
3. (Tied) TOM DUNLAP, Wieden + Kennedy, Amsterdam
3. (Tied) DARRYL HAGANS, Wieden + Kennedy, Amsterdam
5. SCOTT KAPLAN, TBWA\Chiat\Day, New York
6. BRENDA SURMINSKI, Ogilvy & Mather, Toronto
7. RENATO LAMBERTI, Leo Burnett, Milan
8. (Tied) HELEN WHITELEY, Wieden + Kennedy, London
8. (Tied) KIRSTY BURNS, Fallon, London
8. (Tied) NICKY BARNES, Fallon, London
8. (Tied) ROBYN BOARDMAN, Wieden + Kennedy, Portland

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