ADC
95TH ANNUAL AWARDS
WINNERS
ADVERTISING

GOLD: 10 CUBES

PROMOTIONAL MATERIALS: SMALL SCALE
Doll
FCB Brasil

BRANDED CONTENT & ENTERTAINMENT: BRANDED CONTENT BROADCAST DIGITAL
Emily’s Oz
Goodby Silverstein & Partners

PRESS ADVERTISING: PUBLIC SERVICE / NON-PROFIT
It Happens Here
Ogilvy & Mather London

TV / FILM: TV COMMERCIAL
Justino
Leo Burnett Madrid

TV / FILM: NONBROADCAST COMMERCIAL
Look Who’s Driving
Forsman & Bodenfors

INNOVATION: ADVERTISING
Safety Truck
Leo Burnett Argentina

INNOVATION: ADVERTISING
The Fight of the Century
BBDO New York

TV / FILM: NONBROADCAST COMMERCIAL
Unskippable Family, Long Form
The Martin Agency
INNOVATION: ADVERTISING
Unskippable Family, Long Form
The Martin Agency

POSTER / BILLBOARD FOR ADVERTISING: OUTDOOR
World Gallery
TBWA\ Media Arts Lab

SILVER: 21 CUBES

POSTER / BILLBOARD FOR ADVERTISING: POINT OF PURCHASE
8:36
Marcel

CRAFT (PRESS & BROADCAST): CINEMATOGRAPHY
37 Days
Leo Burnett France

POP UP ADVERTISING: STUNTS / GUERRILLA
805 Million Names
Forsman & Bodenfors

COPYWRITING: COPYWRITING PRESS
Browser Stories
BBDO New York

INNOVATION: ADVERTISING
Doll
FCB Brasil

POP UP ADVERTISING: INSTALLATION
Dreams of Dali
Goodby Silverstein & Partners
ADVERTISING

CRAFT (PRESS & BROADCAST): CINEMATOGRAPHY
History of Sound
TBWA\ Media Arts Lab

PROMOTIONAL MATERIALS: SMALL SCALE
Intimate Words
Leo Burnett Mexico

CRAFT (PRESS & BROADCAST): ANIMATION
Justino
Leo Burnett Madrid

TV / FILM: TV COMMERCIAL
Last
Wieden+Kennedy

TV / FILM: CINEMA COMMERCIAL
Little Girl
Saatchi & Saatchi

POP UP ADVERTISING: INSTALLATION
Live Vines
BBDO New York

TV / FILM: PUBLIC SERVICE / NON-PROFIT
Love Has No Labels
R/GA

BRANDED CONTENT & ENTERTAINMENT: BRANDED CONTENT BROADCAST DIGITAL
Music vs Gun Violence
Leo Burnett Chicago

PROMOTIONAL MATERIALS: DIRECT MAIL
Printed by Somerset
Leo Burnett Toronto
POSTER / BILLBOARD FOR ADVERTISING: TRANSIT
Safety Truck
Leo Burnett Argentina

POP UP ADVERTISING: STUNTS / GUERRILLA
Safety Truck
Leo Burnett Argentina

POSTER / BILLBOARD FOR ADVERTISING: OUTDOOR
Sky Swatches
Sid Lee

TV / FILM: TV COMMERCIAL
Spare The Act - Laptop
O Positive, LLC

CRAFT (PRESS & BROADCAST): DIRECTION
Spare The Act - Laptop
O Positive, LLC

POP UP ADVERTISING: STUNTS / GUERRILLA
The Fairest Night of All
Del Campo Saatchi & Saatchi

BRONZE: 13 CUBES

TV / FILM: PUBLIC SERVICE / NON-PROFILE
Coming Soon
Leo Burnett Toronto

TV / FILM: TV COMMERCIAL
Dream On
Goodby Silverstein & Partners
ADVERTISING

TV / FILM: TV COMMERCIAL
Hagglers
Del Campo Saatchi & Saatchi

INNOVATION: ADVERTISING
Intimate Words
Leo Burnett Mexico

CRAFT (PRESS & BROADCAST): ART DIRECTION
It Happens Here
Ogilvy & Mather London

POSTER / BILLBOARD: PUBLIC SERVICE / NON-PROFIT
It Happens Here
Ogilvy & Mather London

POSTER / BILLBOARD FOR ADVERTISING: POINT OF PURCHASE
Just
Leo Burnett Sydney

POSTER / BILLBOARD: OUTDOOR
Never Stop Riding
The Community

CRAFT (PRESS & BROADCAST): CINEMATOGRAPHY
One Second
Leo Burnett Frankfurt

PRESS ADVERTISING: MAGAZINE ADVERTISEMENT
Refuel
Leo Burnett Tailor Made

TV / FILM: TV COMMERCIAL
Ripple
Wieden+Kennedy
ADVERTISING

CRAFT (PRESS & BROADCAST): DIRECTION
Spare The Act - Nespresso
O Positive, LLC

PROMOTIONAL MATERIALS: PROMOTIONAL
True Wetsuits
TBWA\ Hakuhodo Inc.

MERIT: 9 WINNERS

CRAFT (PRESS & BROADCAST): ART DIRECTION
37 Days
Leo Burnett France

RADIO: RADIO COMMERCIAL (COMMERCIAL ONLY USING AUDIO)
Chicken Risotto
Leo Burnett Indonesia/ PT Star Reachers Indonesia

RADIO: RADIO COMMERCIAL (COMMERCIAL ONLY USING AUDIO)
Dogs Don’t Judge
Colesno BBDO

CRAFT (PRESS & BROADCAST): SPECIAL EFFECTS
Dream Run
Leo Burnett Melbourne

TV / FILM: TV COMMERCIAL
Emily’s Oz
Goodby Silverstein & Partners

PRESS ADVERTISING: NEWSPAPER ADVERTISEMENT
Erase The Difference
Publicis Mexico
ADVERTISING

CRAFT (PRESS & BROADCAST): ART DIRECTION
Justino
Leo Burnett Madrid

CRAFT (PRESS & BROADCAST): DIRECTION
Northern Soul
Knucklehead

CRAFT (PRESS & BROADCAST): SPECIAL EFFECTS
The Stone
BETC

STUDENT GOLD: 1 CUBE

POSTER / BILLBOARD: OUTDOOR
The Container Store Organize Any Space
School of Visual Arts

STUDENT MERIT: 1 WINNER

PRESS ADVERTISING: NEWSPAPER ADVERTISEMENT
Fox Sports Nonstop
School of Visual Arts
DESIGN

GOLD: 4 CUBES

POSTER DESIGN: PROMOTIONAL
Pleats Please Animals
Taku Satoh Design Office Inc.

ENVIRONMENTAL DESIGN: MUSEUMS / GALLERY INSTALLATION
Takao 599 Museum
Daikoku Design Institute, The Nippon Design Center, Inc.

INNOVATION: DESIGN
Priceless Traps
Geometry Global

COMMERCIAL PHOTOGRAPHY: POSTER OR BILLBOARD
World Table Tennis Championships 2015
Dentsu Inc.

SILVER: 9 CUBES

POSTER DESIGN: PROMOTIONAL
MUJI Campsite
Shinmura Design Office

PRODUCT DESIGN: RECREATION
Nameless Paints
Dentsu Inc.

COMMERCIAL ILLUSTRATION: HEALTHCARE
Thorough Examination (Cat, Pig, Dog)
& Creative Lab

ENVIRONMENTAL DESIGN: RETAIL / RESTAURANT / OFFICE / OUTDOOR
Secret Num8rs
Kitchen Leo Burnett
DESIGN

POSTER DESIGN: PUBLIC SERVICE / NON-PROFIT
Seen•Smog
Chen Chun-Wei

POSTER DESIGN: ELECTRONIC BILLBOARD
Sounds of the City
Rosapark

EDITORIAL DESIGN: MAGAZINE FULL ISSUE
Elephant 25
Atlas

EDITORIAL DESIGN: MAGAZINE COVER
Sex in the Digital Age
WIRED

POSTER DESIGN: PROMOTIONAL
Loading
Emuni LLP

BRONZE: 13 CUBES

EDITORIAL DESIGN: LIMITED EDITION / PRIVATE PRESS OR SPECIAL FORMAT BOOK
Brand Guide: Singapore Edition
Foreign Policy Design Group

TYPOGRAPHY: TYPOGRAPHY SYSTEMS
I Am a Witness
Goodby Silverstein & Partners

POSTER DESIGN: PROMOTIONAL
Celebrating 50 years
F/Nazca Saatchi & Saatchi
COMMERCIAL PHOTOGRAPHY: MAGAZINE FEATURE STORY
Cosby: The Women
New York Magazine

PACKAGE DESIGN: FOOD / BEVERAGE
Packaging Design for Finnmark Rein
Uniform

COMMERCIAL ILLUSTRATION: PHOTO-ILLUSTRATION
Blooming Pins
Ntd Inc.

POSTER DESIGN: PROMOTIONAL
Japan Quality Eyeliner
Dentsu Inc.

EDITORIAL DESIGN: MAGAZINE COVER
Trump
The New York Times

EDITORIAL DESIGN: IMAGE DRIVEN BOOK
Reproducing Scholten & Baijings
Phaidon

COMMERCIAL ILLUSTRATION: NEWSPAPER FRONT PAGE
Political Party Meltdown
Selman Design

EDITORIAL DESIGN: BOOK JACKET
Finding Freedom
Leo Burnett Chicago

PACKAGE DESIGN: FOOD / BEVERAGE
Tea Time Stories
Hakuhodo Inc.
COMMERCIAL ILLUSTRATION: POSTER OR BILLBOARD

Never Stop Riding
The Community

MERIT: 14 WINNERS

POSTER DESIGN: PROMOTIONAL

Flower Lush in Roppongi Hills
AD&D

PACKAGE DESIGN: FOOD / BEVERAGE

Fortnum & Mason Luxury Biscuit Range
Together Design

CORPORATE / PROMOTIONAL DESIGN: CALENDAR

The Tailor Shop “Planque” Calendar
Ayrcreative Ltd

BRANDING CAMPAIGN

2015 UABB Exhibition Identity System
Another Design

INNOVATION: DESIGN

The Last Shot
AKQA

BRANDING CAMPAIGN

I Am My MTV
MTV World Design Studio

POSTER DESIGN: PROMOTIONAL

Open Up Your Imagination
Hakuhodo Inc.
TYPOGRAPHY: POSTER TYPOGRAPHY
Sushi Fonts
Hakuhodo Inc.

EDITORIAL DESIGN: MAGAZINE FULL ISSUE
Mondial
Rapha

COMMERCIAL PHOTOGRAPHY: MAGAZINE FEATURE STORY
Joy of Looking
The New York Times

ENVIRONMENTAL DESIGN: MUSEUMS / GALLERY INSTALLATION
Yoshiaki Irobe: Wall
Nippon Design Center, Inc.

EDITORIAL DESIGN: IMAGE DRIVEN BOOK
Benu
Phaidon

INNOVATION: DESIGN
Sony Music: The Bob Dylan Project
Havas Worldwide New York

ENVIRONMENTAL DESIGN: RETAIL / RESTAURANT / OFFICE / OUTDOOR
mt expo 2015
Iyamadesign Inc.

STUDENT GOLD: 1 CUBE

POSTER DESIGN: PROMOTIONAL
MORA (Monterey Ocean Research Aquarium)
Patrick Slack
Art Center College of Design
DESIGN

STUDENT BRONZE: 3 CUBES

EDITORIAL DESIGN: MAGAZINE STORY MULTI PAGE
Lemon Magazine
Sun Min Chung
School of Visual Arts

TYPOGRAPHY: POSTER TYPOGRAPHY
Tap Tap Tap
lee-re Song
Hannam University

CORPORATE / PROMOTIONAL DESIGN: WILDCARD
Pattern Maker
Yafei Wang
School of Visual Arts

DIGITAL

GOLD: 6 CUBES

DIGITAL EXPERIENCES: GUERRILLA
#OptOutside
Venables Bell & Partners

SOCIAL CONTENT: ADVERTISING THROUGH SOCIAL NETWORKS
Straight Outta Compton
R/GA

CRAFT IN DIGITAL: ART DIRECTION
Out There
CAA Marketing
DIGITAL

CRAFT IN DIGITAL: USE OF TECHNOLOGY

*Owlet Baby Care*
R/GA

CRAFT IN DIGITAL: USE OF TECHNOLOGY

*Rise 2.0 Greater China*
AKQA

BRANDED CONTENT & ENTERTAINMENT: BRANDED CONTENT DIGITAL WEB SERIES

*GE Podcast Theatre Presents the Message*
BBDO New York

SILVER: 10 CUBES

GAMES: ONLINE GAMES

*Lightsaber Escape: A Chrome Experiment*
72andSunny

SOCIAL CONTENT: PUBLIC SERVICE / NON-PROFIT

*Love Has No Labels*
R/GA

DIGITAL EXPERIENCES: INSTALLATION

*The Last Shot*
AKQA

DIGITAL EXPERIENCES: GUERRILLA

#HandsOff
Marcel

DIGITAL EXPERIENCES: EVENT

*Canon Gig App*
UncleGrey
DIGITAL

CRAFT IN DIGITAL: ART DIRECTION

Dream On
Goodby Silverstein & Partners

INNOVATION: DIGITAL

Focus Motion
R/GA

BRANDED CONTENT & ENTERTAINMENT: BRANDED CONTENT DIGITAL VIRAL VIDEO

Imagine the Possibilities
BBDO San Francisco

SOCIAL CONTENT: ADVERTISING THROUGH SOCIAL NETWORKS

Justino
Leo Burnett Madrid

WEB ADVERTISING: BANNERS

The Smudgy Screen Ad
Cheil Germany

BRONZE: 14 CUBES

MUSIC VIDEO: MUSIC VIDEO DIGITAL

Don’t Look Away
AKQA

CRAFT IN DIGITAL: ART DIRECTION

Endless Table
Havas Worldwide Chicago

BRANDED CONTENT & ENTERTAINMENT: BRANDED CONTENT DIGITAL VIRAL VIDEO

European Bike Stealing Championships 2015
Mustard
DIGITAL

WEBSITE: WEBSITE
Inside Abbey Road
Google Creative Lab

APPS: SERVICES / UTILITIES
Kinetic
R/GA

CRAFT IN DIGITAL: USE OF TECHNOLOGY
Print for Help
FCB Brasil

DIGITAL EXPERIENCES: GUERRILLA
Shell We Move?
Hakuhodo Kettle

WEBSITE: CAMPAIGN SITE
Weber BBQ Cultures
UncleGrey

BRANDED CONTENT & ENTERTAINMENT: BRANDED CONTENT INTERACTIVE FILM
Dreams of Dalí
Goodby Silverstein & Partners

BRANDED CONTENT & ENTERTAINMENT: BRANDED CONTENT INTERACTIVE FILM
Google Spotlight Stories ‘HELP’
The Mill

BRANDED CONTENT & ENTERTAINMENT: BRANDED CONTENT WEB COMMERCIAL
Hush Little Baby
Saatchi & Saatchi New York

SOCIAL CONTENT: SOCIAL NETWORK PLATFORM
I Am a Witness
Goodby Silverstein & Partners
DIGITAL

CRAFT IN DIGITAL: ART DIRECTION
Malak and The Boat
180LA

SOCIAL CONTENT: SOCIAL NETWORK PLATFORM
Saudi Women’s Online March
Leo Burnett Beirut

MERIT: 8 WINNERS

DIGITAL EXPERIENCES: INSTALLATION
Morgan Stanley Digital Signage
Bloomberg

SELF-PROMOTION: WILDCARD
Prana
B-Reel

CRAFT IN DIGITAL: USE OF TECHNOLOGY
Safety Truck
Leo Burnett Argentina

WEBSITE: WEBSITE
Sony Music: The Bob Dylan Project
Havas Worldwide New York

CRAFT IN DIGITAL: USE OF TECHNOLOGY
The Last Shot
AKQA

WEBSITE: CAMPAIGN SITE
The MSSNG Project
BBDO New York
DIGITAL

WEBSITE: CAMPAIGN SITE

Try on a Six
R/GA

BRANDED CONTENT & ENTERTAINMENT: BRANDED CONTENT WEB COMMERCIAL

Unskippable
The Martin Agency

STUDENT GOLD: 2 WINNERS

APPS: SERVICES / UTILITIES

Last Call
School of Visual Arts

APPS: SERVICES / UTILITIES

Lantern
Eugene Gao
Miami Ad School

STUDENT SILVER: 1 CUBE

WEBSITE: E-COMMERCE

Shop by Shape
Han Kim
School of Visual Arts

STUDENT BRONZE: 1 CUBE

APPS: LIFESTYLE

OmNom
Sun Min Chung
School of Visual Arts
DIGITAL

STUDENT MERIT: 2 WINNERS

APPS: LIFESTYLE

Stitch
Katie Cullinan
VCU Brandcenter

INNOVATION: DIGITAL

Watch for Nepal
Himanish Ashar
Miami Ad School Mumbai

INTEGRATED

GOLD: 1 CUBE

#OptOutside
Venables Bell & Partners

SILVER: 3 CUBES

Justino
Leo Burnett

House of Cards - FU 2016
BBH New York

Love Has No Labels
R/GA
**BRONZE: 1 CUBE**

*Emily’s Oz*
Goodby Silverstein & Partners

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**MOTION**

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**GOLD: 7 CUBES**

**ANIMATION**

*Doors*
Buck Design

**TYPOGRAPHY**

*FITC Tokyo 2015 Titles*
ALT Creative

**DIRECTION**

*Dream Run*
Leo Burnett Melbourne

**ANIMATION**

*Hypervenom*
Buck Design

**ANIMATION**

*Justino*
Leo Burnett Madrid

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**INNOVATION: MOTION**

*Perfume at SXSW*
Dentsu Inc.

**DIRECTION**

*Wild Horse Chase*
Leo Burnett Melbourne
MOTION

SILVER: 7 CUBES

ANIMATION
*The World of Autism*
BBDO New York

ART DIRECTION
*Wedding*
Deutsch

ART DIRECTION
*37 Days*
Leo Burnett France

CINEMATOGRAPHY
*37 Days*
Leo Burnett France

EDITING
*Taxi*
The Leo Burnett Group Thailand

SPECIAL EFFECTS
*Dream Run*
Leo Burnett Melbourne

CINEMATOGRAPHY
*Out There*
CAA Marketing

BRONZE: 8 CUBES

MOTION GRAPHICS
*#SportsAlphabet*
Gentleman Scholar
DIRECTION
Way Better Rich Person TV Campaign
McCann New York

EDITING
Way Better Rich Person TV Campaign
McCann New York

INNOVATION: MOTION
Gatorade ‘Bryce Harper Virtual Reality Experience’
The Mill

CINEMATOGRAPHY
Dream Run
Leo Burnett Melbourne

ART DIRECTION
Chex Magic Mix Campaign
McCann New York

CINEMATOGRAPHY
Craftsmanship Films for Apple Watch (Aluminum, Steel, Gold)
Apple Inc.

SPECIAL EFFECTS
Close to Home
BBDO New York

MERIT: 6 WINNERS

DIRECTION
Close to Home
BBDO New York
MOTION

ART DIRECTION
A Love Letter to The Internet
Edelman

MOTION GRAPHICS
HIAS: For The Refugee
Moth Collective

DIRECTION
Doctor
Leo Burnett Argentina

MOTION GRAPHICS
Discover What Makes Portland So Portland
Wieden + Kennedy Portland

ANIMATION
La Mer
Psyop

STUDENT GOLD: 2 CUBES

ANIMATION
Taking The Plunge
Thaddeus Andreades, Marie Raoult, Nicholas Manfredi and Elizabeth Ku-Herrero
School of Visual Arts

MOTION GRAPHICS
Cupidiculous
Panop Koonwat
School of Visual Arts
MOTION

STUDENT SILVER: 2 CUBES

ANIMATION
The Misadventures of Chubzilla
Elizabeth Lee and Dominik Koscinski
School of Visual Arts

TITLE DESIGN
There Will Be Blood
Miguel Lee/Felix Soletic
Art Center College of Design

STUDENT BRONZE: 4 CUBES

TYPOGRAPHY
SVA Motion Graphics Portfolio Screening
School of Visual Arts

ANIMATION
Pussy!
Anastasia Mouyis
Pratt Institute

ANIMATION
Deaf
Minhyung Chun
School of Visual Arts

ANIMATION
Let’s Go
Kevin Li
School of Visual Arts
MOTION

MERIT: 3 WINNERS

ANIMATION
Viva Lucha
Anne Fong and JD Gardner
School of Visual Arts

ANIMATION
In A Good Way
Yi Ju Tsai
School of Visual Arts

MOTION GRAPHICS
Longetivity
School of Visual Arts

TOP HONORS

DESIGNISM: 2 WINNERS

DESIGN
INNOVATION: DESIGN
Priceless Traps
Geometry Global

MOTION
ANIMATION
Doors
Buck Design
NETWORK OF THE YEAR
Leo Burnett Worldwide

ADVERTISING AGENCY OF THE YEAR
BBDO New York

DESIGN TEAM OF THE YEAR
Dentsu Inc.

DIGITAL AGENCY OF THE YEAR
R/GA

PRODUCTION COMPANY OF THE YEAR
Goodoil

CLIENT OF THE YEAR
Loterías y Apuestas Del Estado

SCHOOL OF THE YEAR
School of Visual Arts

BLACK CUBE: 1 WINNER

MOTION
ANIMATION
Taking The Plunge
School of Visual Arts

DESIGN TEAM OF THE YEAR
Dentsu Inc.

ADVERTISING AGENCY OF THE YEAR
BBDO New York