



WORLD LUXURY AWARD



Cars & Yachts

World Luxury Award Gold – Print Campaign

NAME OF CLIENT: Automobili Lamborghini S.p.A.
NAME OF PRODUCT: Lamborghini
TITLE OF ENTRY: Feels Italian
ADVERTISING AGENCY: Philipp und Keuntje, Germany
CREATIVE DIRECTOR(S): Diether Kerner, Oliver Ramm
COPYWRITER(S): Daniel Hoffmann
ART DIRECTOR(S): Sönke Schmidt
AGENCY PRODUCER(S): Florian Ritter
ACCOUNT SUPERVISOR: Susi Schulz

World Luxury Finalist Award – Print Campaign

NAME OF CLIENT: Benetti
NAME OF PRODUCT: Benetti Yachts
TITLE OF ENTRY: Essence of Excellence
ADVERTISING AGENCY: Lindbergh Srl, Italy
CREATIVE DIRECTOR(S): Luca Giorgi
COPYWRITER(S): Luca Giorgi
ART DIRECTOR(S): Caroline Georget
AGENCY PRODUCER(S): Lindbergh SRL
ACCOUNT SUPERVISOR: Paola Ferraris

World Luxury Finalist Award – Film

NAME OF CLIENT: Automobili Lamborghini S.p.A.
NAME OF PRODUCT: Lamborghini
TITLE OF ENTRY: Features like no other
ADVERTISING AGENCY: Philipp und Keuntje, Germany
CREATIVE DIRECTOR(S): Diether Kerner, Oliver Ramm

COPYWRITER(S): René Ewert
ART DIRECTOR(S): Kaloyan Yanev, Rouven Steiman, Alexander Norvilas
AGENCY PRODUCER(S): Axel Leyck
ACCOUNT SUPERVISOR: Susi Schulz
PRODUCTION COMPANY: Runup LLC
PRODUCER(S): Claudia Fosthoevel, Rene Kock
DIRECTOR(S): Peter Refle

World Luxury Finalist Award – Print Campaign

NAME OF CLIENT: ACI
NAME OF PRODUCT: Ferretti Luxury Yachts
TITLE OF ENTRY: Sharks
ADVERTISING AGENCY: Tonnit Design, United Arab Emirates
CREATIVE DIRECTOR(S): Tonnit Thomas
COPYWRITER(S): Jovan John
ART DIRECTOR(S): Sreejith N

Fashion & Style

World Luxury Award Gold – Outdoor

NAME OF CLIENT: Eram-Bocage
NAME OF PRODUCT: Bocage Shoes
TITLE OF ENTRY: Snow
ADVERTISING AGENCY: H
CREATIVE DIRECTOR(S): Galmard Eric
ART DIRECTOR(S): Rachel Philippe
ACCOUNT SUPERVISOR: Biotteau Luc
ILLUSTRATOR: Zouravliov Vania

World Luxury Finalist Award – Brochure / Annual Report

NAME OF CLIENT: Herringbone
NAME OF PRODUCT: Herringbone SS07 Catalogue
TITLE OF ENTRY: Herringbone SS07 Catalogue
ADVERTISING AGENCY: Eskimo, Australia
CREATIVE DIRECTOR(S): Natasha Hasemer
COPYWRITER(S): Sophie Noble
ART DIRECTOR(S): Lyndal Harris
AGENCY PRODUCER(S): Sophie Noble
PRODUCTION COMPANY: Eskimo

World Luxury Finalist Award – Film

NAME OF CLIENT: Westfield Sydney
NAME OF PRODUCT: Westfield Sydney Brand Movie
TITLE OF ENTRY: Westfield 'Leasing Light'
ADVERTISING AGENCY: Eskimo, Australia
CREATIVE DIRECTOR(S): Zoe Pollitt, Natasha Hasemer
COPYWRITER(S): Sophie Noble
ART DIRECTOR(S): Clare Stephens, Lyndal Harris
AGENCY PRODUCER(S): Sophie Noble
ACCOUNT SUPERVISOR: Andrea Nixon
PRODUCTION COMPANY: @radical.media
PRODUCER(S): Michael Hilliard
DIRECTOR(S): hristopher Riggert

World Luxury Finalist Award – Print Campaign

NAME OF CLIENT: Aquascutum
NAME OF PRODUCT: AW08 Collection
TITLE OF ENTRY: Power play in the City
ADVERTISING AGENCY: View Creative London, United Kingdom

CREATIVE DIRECTOR(S): Valerie Wickes
ART DIRECTOR(S): Scott Wittman
ACCOUNT SUPERVISOR: Melissa Ramos
PRODUCTION COMPANY: Jo Matthews
PRODUCER(S): Jo Matthews

World Luxury Finalist Award – Outdoor

NAME OF CLIENT: Eram-Bocage
NAME OF PRODUCT: Bocage Shoes
TITLE OF ENTRY: Rain
ADVERTISING AGENCY: H, France
CREATIVE DIRECTOR(S): Galmard Eric
ART DIRECTOR(S): Rachel Philippe
ACCOUNT SUPERVISOR: Biotteau Luc
ILLUSTRATOR: Zouravliov Vania

Jewellery & Watches

World Luxury Award Gold – Film

NAME OF CLIENT: IWC Schaffhausen
NAME OF PRODUCT: IWC - Book of Dreams
TITLE OF ENTRY: IWC- Book of Dreams
CREATIVE DIRECTOR(S): Olivier Egli
COPYWRITER(S): Olivier Egli
ART DIRECTOR(S): Bart Wasem
AGENCY PRODUCER(S): Condor Films AG
PRODUCTION COMPANY: Condor Films, Switzerland
PRODUCER(S): Olivier Egli / Dominik Stibal
DIRECTOR(S): Olivier Egli

World Luxury Finalist Award – Film

NAME OF CLIENT: De Grisogono
NAME OF PRODUCT: Otturatore
TITLE OF ENTRY: Otturatore
ENTRANT: Le Truc, Switzerland
ART DIRECTOR(S): Fabrice Rabhi

World Luxury Finalist Award – Print

NAME OF CLIENT: PADANI
NAME OF PRODUCT: Jazz Collection
TITLE OF ENTRY: Natural Attraction
ADVERTISING AGENCY: Glickman Nettler Samsonov Advertising Ltd., Israel
CREATIVE DIRECTOR(S): Dudi Ben-Simon
COPYWRITER(S): Noam Fathi
ART DIRECTOR(S): Michal Mangut
AGENCY PRODUCER(S): Miri Salhov-Modai
ACCOUNT SUPERVISOR: Tami Moore

World Luxury Finalist Award – Film

NAME OF CLIENT: Gerhard D. Wempe KG
NAME OF PRODUCT: Jeweller
TITLE OF ENTRY: Christmas
ADVERTISING AGENCY: Leagas Delaney Werbeagentur, Germany
CREATIVE DIRECTOR(S): Hermann Waterkamp, Helen Kötter, Heiko Schmidt
COPYWRITER(S): Klaus Huber
ART DIRECTOR: Klaus Witzig
AGENCY PRODUCER(S): Nina Nendza
ACCOUNT SUPERVISOR: Diana Perez, Heinke Kraack
PRODUCTION COMPANY: Markenfilm
PRODUCER(S): Nicolas Mirbach

World Luxury Finalist Award – Film

NAME OF CLIENT: Morellato
NAME OF PRODUCT: Collezione Maree
TITLE OF ENTRY: Wave
ADVERTISING AGENCY: Grey Milan
CREATIVE DIRECTOR(S): Francesco Emiliani (Executive Creative Director)
COPYWRITER(S): Simona Angioni
ART DIRECTOR(S): Letizia Bozzolini / Bruno Miotto
AGENCY PRODUCER(S): Angela Ferrante
ACCOUNT SUPERVISOR: Diana Ambanelli (Account Director)
PRODUCTION COMPANY: Movie Magic
PRODUCER(S): Cristina Nardi / Barbara Salmoni
DIRECTOR(S): Alberto Colombo

World Luxury Finalist Award – Print

NAME OF CLIENT: Blancpain S.A.
NAME OF PRODUCT: Lettres du Brassus
TITLE OF ENTRY: Lettres du Brassus
ADVERTISING AGENCY: thema communications, Germany
ART DIRECTOR(S): Frank Dillmann
PRODUCTION COMPANY: Volkhardt Caruna Medien GmbH & CO. KG

Beverages & Food

World Luxury Finalist Award – Website

NAME OF CLIENT: Fauchon
NAME OF PRODUCT: Fauchon
TITLE OF ENTRY: Fauchon International Website
AGENCY: Megalo(s), France

World Luxury Award Gold – Print

NAME OF CLIENT - Imperial Company
NAME OF PRODUCT - Imperial Beer
TITLE OF ENTRY - Don't Drink and Drive
ADVERTISING AGENCY – Giovanni + DraftFCB, Brazil
CREATIVE DIRECTOR(S) – Adilson Xavier, Ricardo John and Sidney Araújo
ART DIRECTOR(S) – Sidney Araújo

World Luxury Finalist Award – Print Campaign

NAME OF CLIENT: XRS / Martini Poland
NAME OF PRODUCT: Martini Asti
TITLE OF ENTRY: Martini Asti - Elements
ADVERTISING AGENCY: Ars Thanea, Poland
CREATIVE DIRECTOR(S): Peter Jaworowski
ART DIRECTOR(S): Peter Jaworowski

Jet Services & Airlines

Online Advertising

NAME OF CLIENT: Emirates
NAME OF PRODUCT: Emirates Airline
TITLE OF ENTRY: Emirates Online Advertising “Wine Takeover”
ADVERTISING AGENCY: Atmosphere BBDO, USA
CREATIVE DIRECTOR(S): Warren Kemp, Cyrus Vantoch-Wood
COPYWRITER(S): Tim Hutchinson, Jake Wallace
ART DIRECTOR(S): Yogi Naraine
AGENCY PRODUCER(S): Mary Smith, Mike Prieto, Katrina Cass
ACCOUNT SUPERVISOR: Jay Wells

World Luxury Finalist Award – Film

NAME OF CLIENT: United Airlines
NAME OF PRODUCT: Sea Orchestra
TITLE OF ENTRY: UnitedAirlines_SeaOrchestra
ADVERTISING AGENCY: Barrie D'Rozario Murphy, USA
CREATIVE DIRECTOR(S): Stuart D'Rozario, Bob Barrie
COPYWRITER(S): Phil Calvit
ART DIRECTOR(S): James Zucco
AGENCY PRODUCER(S): Holly Stone, Jack Steinmann
PRODUCTION COMPANY: DUCK Studios
PRODUCER(S): Mark Medernach, Nina Pfeiffer
DIRECTOR(S): Jannes Hendrikz, Ree Treweek

Real Estate & Property

World Luxury Award Gold – Brochure / Annual Report

NAME OF CLIENT: Christie's Realty International Inc.
NAME OF PRODUCT: Richard Neutra The Kaufmann House
TITLE OF ENTRY: Kaufmann House brochure
ADVERTISING AGENCY: Christie's Creative Services, USA
CREATIVE DIRECTOR(S): Martin Schott, Marissa Wilcox
ART DIRECTOR(S): Tim Balboni
PRODUCTION COMPANY: Romanella Shearer Inc., George Palumbo, Zone Fabricators, Circle Visual, Graytor Printing Company Inc.

World Luxury Finalist Award – Direct Mail

NAME OF CLIENT: Hines
NAME OF PRODUCT: One Jackson Square
TITLE OF ENTRY: One Jackson Square Penthouse Brochure
ADVERTISING AGENCY: Brdar; USA
CREATIVE DIRECTOR(S): Visnja Brdar
COPYWRITER(S): Stephanie Putter, Meredith Muegge

World Luxury Finalist Award – Brochure / Annual Report

NAME OF CLIENT: Tyrol Tower, Roadpark Verwaltung GmbH
NAME OF PRODUCT: Tyrol Tower
TITLE OF ENTRY: Tradition of modern Art
ADVERTISING AGENCY: sma - Standort Marketing Agentur GmbH, Austria
CREATIVE DIRECTOR(S): Ligia Fonseca, Simon Alber
COPYWRITER(S): Sonja Knotek
ART DIRECTOR(S): Simon Alber
AGENCY PRODUCER(S): Heidi Fiala
ACCOUNT SUPERVISOR: Ariane Pitzer

World Luxury Finalist Award – Direct Mail

NAME OF CLIENT: EDWARD J. MINSKOFF EQUITIES
NAME OF PRODUCT: SKYHOME 3460
TITLE OF ENTRY: SKYHOME 3460 BROCHURE
ADVERTISING AGENCY: BRDAR, USA
CREATIVE DIRECTOR(S): VISNJA BRDAR
COPYWRITER(S): STEPHANIE PUTTER, MEREDITH MUEGGE
ACCOUNT SUPERVISOR: VASI PAPADOPOULOS

Hotels & Holidays

World Luxury Award Gold – Print Campaign

NAME OF CLIENT: Jumeirah
NAME OF PRODUCT: Jumeirah Hotels
TITLE OF ENTRY: Jumeirah Brand Ad Campaign
ADVERTISING AGENCY: Dave, United Kingdom
CREATIVE DIRECTOR(S): Dan Rowe
COPYWRITER(S): Chas Bayfield
ART DIRECTOR(S): Russell Holmes
AGENCY PRODUCER(S): Jo Courtney
PRODUCTION COMPANY: One Production
PRODUCER(S): Sam Turpin

World Luxury Finalist Award – Website

NAME OF CLIENT: Starwood Hotels and Resorts
NAME OF PRODUCT: Starwood Luxury Collection
TITLE OF ENTRY: luxurycollection.com
ADVERTISING AGENCY: Atmosphere BBDO, USA
CREATIVE DIRECTOR(S): Warren Kemp, Arturo Aranda
COPYWRITER(S): Tim Hutchinson
ART DIRECTOR(S): Seth Weisfeld
AGENCY PRODUCER(S): Carrie Sampson, Patricia Lutz

World Luxury Finalist Award – Website

NAME OF CLIENT: Legend Hotels
NAME OF PRODUCT: Hotel Telegraaf Website
TITLE OF ENTRY: Hotel Telegraaf Website
ADVERTISING AGENCY: Loovvool, Estonia
CREATIVE DIRECTOR(S): Hannes Unt
COPYWRITER(S):
ART DIRECTOR(S): Kert Pilman

Home & Living

World Luxury Award Gold – CD-Rom

NAME OF CLIENT: Fritz Hansen A/S

NAME OF PRODUCT: Decision

TITLE OF ENTRY: Decision Configurator 2008

PRODUCTION COMPANY: Animage Infotainment, Sweden

PRODUCER(S): Thomas Olsson

World Luxury Finalist Award – Print

NAME OF CLIENT: flou

NAME OF PRODUCT: beds

TITLE OF ENTRY: dreamt on a flou bed

AGENCY: Publicis, Italy

Photography

World Luxury Award Gold – Print Campaign

NAME OF CLIENT: Automobili Lamborghini S.p.A.

NAME OF PRODUCT: Lamborghini

TITLE OF ENTRY: Product Range

ADVERTISING AGENCY: Philipp und Keuntje Germany

CREATIVE DIRECTOR(S): Diether Kerner, Oliver Ramm

COPYWRITER(S): Daniel Hoffmann

ART DIRECTOR(S): Sönke Schmidt

AGENCY PRODUCER(S): Jörg Nagel

ACCOUNT SUPERVISOR: Susi Schulz, Steffen Schwab

World Luxury Finalist Award – Website

NAME OF CLIENT: Renato Zacchia

TITLE OF ENTRY: SuperCars & fashion

COPYWRITER(S): Renato Zacchia

PRODUCTION COMPANY: Insigno, Italy

PRODUCER(S): Insigno

DIRECTOR(S): Adriano Belfiore

Websites

World Luxury Award Gold – Design & Accessories

NAME OF CLIENT: Daum

NAME OF PRODUCT: Daum

TITLE OF ENTRY: Daum International Website

AGENCY: Megalo(s), France

ART DIRECTOR(S): Raphaël Capodanno

ACCOUNT SUPERVISOR: Damien Cuillery and Diane Attar

World Luxury Finalist Award

NAME OF CLIENT: Swarovski

NAME OF PRODUCT: Swarovski

TITLE OF ENTRY: Swarovski.TV

ADVERTISING AGENCY: Scholz & Volkmer, Germany

CREATIVE DIRECTOR(S): Dominik Lammer

CONCEPT: Eva Kümml, Peter Post, Jasper Schelling, David Gilbert

ART DIRECTOR(S): Christoph Grünberger, Constanze Fries, Monika Schneider

AGENCY PRODUCER(S): Technical Direction: Christian Auth

PROGRAMMING: Barbara Heine, Sebastian Ludwig

PRODUCTION COMPANY COMPANY: Scholz & Volkmer

PROJECT DIRECTION: Timo Hainmüller



World Luxury Finalist Award

NAME OF CLIENT: Emirates

NAME OF PRODUCT: Emirates Airline

TITLE OF ENTRY: emirates.com

ADVERTISING AGENCY: Atmosphere BBDO; USA

CREATIVE DIRECTOR(S): Warren Kemp, Cyrus Vantoch-Wood

COPYWRITER(S): Tim Hutchinson, Jake Wallace

ART DIRECTOR(S): Yogi Naraine

AGENCY PRODUCER(S): Mary Smith, Mike Prieto, Katrina Cass

ACCOUNT SUPERVISOR: Jay Wells