



**WORLD
LUXURY
AWARD**
MONACO

WINNERS & FINALISTS 2009



WORLD LUXURY AWARD



Cars & Yachts

World Luxury Award Gold – Website

NAME OF CLIENT: Daimler AG
NAME OF PRODUCT: E-Class Coupé
TITLE OF ENTRY: Mercedes-Benz E-Class Coupé
ADVERTISING AGENCY: Scholz & Volkmer
EXECUTIVE CREATIVE DIRECTION: Michael Volkmer
CREATIVE DIRECTOR(S): Katja Rickert
COPYWRITER(S): Tim Sobczak
ART DIRECTION: Sebastian Zirfaß
JUNIOR ART DIRECTION:
Kirsten Becken, Vatsala Murthy, Tai Lückerrath
TECHNICAL DIRECTION: Peter Reichard
SENIOR DEVELOPMENT: Philippe Just
FLASH PROGRAMMING:
Mario Dold, Andreas Lutz (Assistance);
PROGRAMMING: Markus-Oliver Morgenstern
SENIOR ACCOUNT MANAGEMENT: Eva Dyck
PROJECT MANAGEMENT: Irmgard Weigl
PRODUCTION COMPANY: Claas Cropp Creative Productions
PHOTOGRAPHER: Ulrich Heckmann; Sound Design: Jörg Remy
SOUND DESIGN: Jörg Remy

World Luxury Finalist Award – Print

NAME OF CLIENT: YAMAHA MARINE
NAME OF PRODUCT: F40 MARINE MOTOR
TITLE OF ENTRY: LIGHTHOUSE
ADVERTISING AGENCY: 1861UNITED

CREATIVE DIRECTOR(S): Francesco Poletti/Serena Di Bruno
COPYWRITER(S): Mattia Perego
ART DIRECTOR(S): Daria Paraboni
ART BUYER: Maria Benenati
ACCOUNT SUPERVISOR: Tiziana Perotti
PHOTOGRAPHER: Alessandro Bavari

Parfum & Cosmetics

World Luxury Award Gold – Film Campaign

NAME OF CLIENT: L'OREAL LUXURY PRODUCTS / DIESEL
NAME OF PRODUCT: DIESEL
TITLE OF ENTRY: ONLY THE BRAVE
ADVERTISING AGENCY: FRED & FARID PARIS
CREATIVE DIRECTOR(S): Fred & Farid
COPYWRITER(S): Frédéric Raillard, Farid Mokart
ART DIRECTOR(S): Alphée Ballester, Laurent Leccia, Thomas Raillard, Alexandra R

World Luxury Finalist Award – Use of Media

NAME OF CLIENT: Diplomat Distributors (1968) LTD
NAME OF PRODUCT: Christina Aguilera, the fragrance
TITLE OF ENTRY: Sometimes, it's all you need to wear
ADVERTISING AGENCY: Mizbala
CREATIVE DIRECTOR(S): Guy Dayan
COPYWRITER(S): Dori Ben Israel
ART DIRECTOR(S): Liat Abadi
AGENCY PRODUCER(S): Tal Meir, Eliav Mendelsohn

World Luxury Finalist Award – Film

NAME OF CLIENT: Cartier
NAME OF PRODUCT: Cartier Roadster
TITLE OF ENTRY: Cartier Roadster
ADVERTISING AGENCY: Mazarine
CREATIVE DIRECTOR(S): Stéphane Revel
PRODUCTION COMPANY: Frame.dk
PRODUCER(S): Thomas Bay
DIRECTOR(S): Emil Kahr Nilsson

World Luxury Finalist Award – Website

NAME OF CLIENT: LANCÔME INTERNATIONAL
NAME OF PRODUCT: Hypnôse Senses
TITLE OF ENTRY: Explore the Senses
ADVERTISING AGENCY: Digitas France
CREATIVE DIRECTOR(S): Olivier Delas
COPYWRITER(S): Lucie Sarfati
ART DIRECTOR(S): Thomas Dudon
ACCOUNT SUPERVISOR: Amandine Bretignière

World Luxury Finalist Award – Website

NAME OF CLIENT: La Prairie Group - JUVENA (INTERNATIONAL) AG
NAME OF PRODUCT: MasterCream
TITLE OF ENTRY: Create your own skin
ADVERTISING AGENCY: argonauten G2 GmbH - a member of Grey | G2 Group
CREATIVE DIRECTOR(S): Andrea Goebel
COPYWRITER(S): Martin Steinhausen
ART DIRECTOR(S): Larissa Honsek
ACCOUNT SUPERVISOR: Marc-Peter Rathsack
BRAND DIRECTOR INTERNATIONAL: Inge-Maren Risop
INTERNATIONAL E-COMMUNICATION MANAGER : Ina Glasbrenner)

Fashion & Style

World Luxury Award Gold – Website

NAME OF CLIENT: GIORGIO ARMANI S.p.A.
NAME OF PRODUCT: ARMANI JEANS - COLLECTION 2009
TITLE OF ENTRY: TAKE CONTROL OF YOUR STYLE
ADVERTISING AGENCY: SAATCHI & SAATCHI
CREATIVE DIRECTOR(S): AGOSTINO TOSCANA - ALESSANDRO ORLANDI
COPYWRITER(S): ANTONIO DI BATTISTA
ART DIRECTOR(S): ALESSANDRO ORLANDI
AGENCY PRODUCER(S): JESSICA FERGUSON
ACCOUNT SUPERVISOR: CARLO NOSEDA - SILVIO MEAZZA
PRODUCTION COMPANY: IMMERSIVE MEDIA
DIRECTOR(S): ALESSANDRO CATTANEO

World Luxury Finalist Award – Website

NAME OF CLIENT: 19 Entertainment
NAME OF PRODUCT: Victoria Beckham Dress Collection
TITLE OF ENTRY: Victoria Beckham Collection
AGENCY: 999 Design London
CREATIVE DIRECTOR(S): John Speight, Aileen Geraghty

World Luxury Finalist Award – Website

NAME OF CLIENT: LONGCHAMP
NAME OF PRODUCT: LONGCHAMP's collection
TITLE OF ENTRY: A tailor made shopping experience
ADVERTISING AGENCY: Digitas France
CREATIVE DIRECTOR(S): Olivier Delas
COPYWRITER(S): Lucie Sarfati
ACCOUNT SUPERVISOR: Julien Devaureix

World Luxury Finalist Award – Film

NAME OF CLIENT: BSB
NAME OF PRODUCT: 2008 WINTER COLLECTION
TITLE OF ENTRY: THE BECOMING
ADVERTISING AGENCY: YOU AND I
CREATIVE DIRECTOR(S): THEODOR LALAGAS/IOANNA TSINIVIDI
COPYWRITER(S): LOUKAS KARNIS
ART DIRECTOR(S): THEODOR LALAGAS
PRODUCTION COMPANY: TSINIVIDEO
PRODUCER(S): IOANNA TSINIVIDI
DIRECTOR(S): IOANNA TSINIVIDI

World Luxury Finalist Award – Brochure/Annual Report

NAME OF CLIENT: Pleasure State.
NAME OF PRODUCT: Pleasure State SS2010 catalogues
TITLE OF ENTRY: The essence of honoured Japanese customs
CREATIVE DIRECTOR(S): Dominic Morency

World Luxury Finalist Award – Print Campaign

NAME OF CLIENT: Darmon Cashmere
NAME OF PRODUCT: CASHMERE
TITLE OF ENTRY: ADORE Soften Yourself
ADVERTISING AGENCY: 1861UNITED
CREATIVE DIRECTOR(S): Pino Rozzi/Roberto Battaglia
COPYWRITER(S): Luca Beato
ART DIRECTOR(S): Aureliano Fontana
AGENCY PRODUCER(S): Art Buyer: Maria Benenati
ACCOUNT SUPERVISOR: Marianna Tognini
PHOTOGRAPHER: Achim Lippoth

Jewellery & Watches

World Luxury Award Gold – Website

NAME OF CLIENT: Cartier
NAME OF PRODUCT: Cartier Centennial Campaign
TITLE OF ENTRY: Cartier Centennial Website
ADVERTISING AGENCY: Publicis Modem New York
CREATIVE DIRECTOR(S): Roald Van Wyk
COPYWRITER(S): Kate Lummus
ART DIRECTOR(S): Steve Leardi
AGENCY PRODUCER(S): Publicis Modem New York
ACCOUNT SUPERVISOR: Nathalie Sokoloff-Schaffer

World Luxury Award Gold – Online Advertising

NAME OF CLIENT: Montblanc International GmbH
NAME OF PRODUCT: Collection Villeret
TITLE OF ENTRY: Collection Villeret 1858
ADVERTISING AGENCY: Elephant Seven Hamburg GmbH
CREATIVE DIRECTOR(S): Joniel da Silva
COPYWRITER(S): Manfred Heider
ART DIRECTOR(S): Enrique Muros, Koi Isogai
AGENCY PRODUCER(S): Bastian Zapf, Sten Friedrich, Christian Beyer (Programmer), David Aufdembrinke (Motion Design), Astrid Borgmann, Arne Lentfer, Simone Eißrich (Screendesigner)

World Luxury Award Gold – Website

NAME OF CLIENT: IWC Schaffhausen
NAME OF PRODUCT: Aquatimer
TITLE OF ENTRY: Aquatimer Flipbook
ADVERTISING AGENCY: Futurecom interactive AG
CREATIVE DIRECTOR(S): Roger Ruegger



COPYWRITER(S): Patrick Erni
ART DIRECTOR(S): Michael Gallmann
AGENCY PRODUCER(S): Christos Margaris, Marcel Berberich
ACCOUNT SUPERVISOR: Dario Bernardi, Marc Maresch

World Luxury Finalist Award – Film

NAME OF CLIENT: BINDA ITALIA
NAME OF PRODUCT: BREIL WATCHES
TITLE OF ENTRY: LEAVING
ADVERTISING AGENCY: 1861UNITED
CREATIVE DIRECTOR(S): Francesco Poletti/Serena Di Bruno
COPYWRITER(S): Serena Toppeta
ART DIRECTOR(S): Alice Marrollo
AGENCY PRODUCER(S): Carla Beltrami
ACCOUNT SUPERVISOR: Tiziana Perotti
PRODUCTION COMPANY: AKITA FILM
PRODUCER(S): Sonia Sassella
DIRECTOR(S): Luca Maroni

Beverages & Food

World Luxury Finalist Gold – Print Campaign

NAME OF CLIENT: Moet Hennessy (LVMH)
NAME OF PRODUCT: Krug Champagne
TITLE OF ENTRY: Le Cabinet de Curiosités
ADVERTISING AGENCY: ceft and company
CREATIVE DIRECTOR(S): Ucef Hanjani
COPYWRITER(S): James Brown
ART DIRECTOR(S): Kim Norcott and Pierre Jeand'heur
AGENCY PRODUCER(S): Lauren Wolff

PRODUCTION COMPANY: Total management
PHOTOGRAPHER: Thomas Lagrange

World Luxury Finalist Award – Visual Merchandising

NAME OF CLIENT: ZwyerCaviar SAS (France)
NAME OF PRODUCT: ZwyerCaviar
TITLE OF ENTRY: Merchandising Concept for La Grande Epicerie à Paris
ADVERTISING AGENCY: L'Esprit de Luxe
CREATIVE DIRECTOR(S): Yann Collardelle
COPYWRITER(S): Yann Collardelle
ART DIRECTOR(S): Alexander C. Zwyer
AGENCY PRODUCER(S): ZwyerCaviar SAS (France)
ACCOUNT SUPERVISOR: Simone Zwyer
PRODUCTION COMPANY: ZwyerCaviar SAS (France)
PRODUCER(S): Alexander C. Zwyer

World Luxury Finalist Award – Website

NAME OF CLIENT: HEROES FACTORY.
NAME OF PRODUCT: NEW ZOOGAMI BEER
TITLE OF ENTRY: CONTEMPORARY BEER
ADVERTISING AGENCY: SAATCHI & SAATCHI
CREATIVE DIRECTOR(S): AGOSTINO TOSCANA - ALESSANDRO ORLANDI
COPYWRITER(S): ANTONIO DI BATTISTA
ART DIRECTOR(S): MANUEL MUSILLI
PRODUCER(S): FRANCESCO PANDOLFI

World Luxury Finalist Award – Use of Media

NAME OF CLIENT: OKKO
NAME OF PRODUCT: GOURMET SUPERMARKET
TITLE OF ENTRY: BLING BLING MARKET CART
ADVERTISING AGENCY: ÇÖZÜM, ISTANBUL

CREATIVE DIRECTOR(S): GOKHAN YUCEL
COPYWRITER(S): GOKHAN YUCEL
ART DIRECTOR(S): BANU USTUNDAG
AGENCY PRODUCER(S): CEYLAN AKDUR
ACCOUNT SUPERVISOR: CAN AKSUYEK
PRODUCTION COMPANY: CABINET

Money & Safety

World Luxury Finalist Award – Website

NAME OF CLIENT: Deutsche Bank
NAME OF PRODUCT: Elite Private Banking
TITLE OF ENTRY: Deutsche Bank - Elite Private Banking
ADVERTISING AGENCY: Ars Thanea
CREATIVE DIRECTOR(S): Bartłomiej Rozbicki
COPYWRITER(S): Iwona Burzyńska
ART DIRECTOR(S): Karol Kołodziński, Bartłomiej Rozbicki
ACCOUNT SUPERVISOR: Pawel Piotrkowski
PRODUCTION COMPANY: Ars Thanea

World Luxury Finalist Award – Website

NAME OF CLIENT: THE STANDARD CHARTERED PRIVATE BANK
NAME OF PRODUCT: STANDARD CHARTERED PRIVATE BANKING SERVICES
TITLE OF ENTRY: "THE STANDARD CHARTERED PRIVATE BANK WEBSITE"
ADVERTISING AGENCY: TBWA\ TEQUILA\ HONG KONG
EXECUTIVE CREATIVE DIRECTOR: MARK RINGER; HEAD OF DIGITAL CREATIVE:
BETTY HO
COPYWRITER(S): JEAN NG
SENIOR FLASH DESIGNER: JOE AU LEONG
WEB DESIGNER: MICHHY TANG
DIGITAL BUSINESS DIRECTOR: LOUISE KRISTENSEN

INTERACTIVE BUSINESS DIRECTOR: NATHALIE GAVEAU
ACCOUNT DIRECTOR: ROMAIN NAEGELEN

Electronics & Communication

World Luxury Finalist Award – Online Advertising

NAME OF CLIENT: NIKE
NAME OF PRODUCT: NIKEiD
TITLE OF ENTRY: NIKEiD
ADVERTISING AGENCY: ACR-NYC.COM
CREATIVE DIRECTOR(S): ANDERS SCHRODER
COPYWRITER(S): JON HURWITZ / ANDERS SCHRODER
ART DIRECTOR(S): EMIL KAHR NILSSON
AGENCY PRODUCER(S): MICHAEL ZARO
ACCOUNT SUPERVISOR: DAN RAVINE
PRODUCTION COMPANY: FRAME.DK
PRODUCER(S): THOMAS BAY
DIRECTOR(S): EMIL KAHR NILSSON

Hotels & Holidays

World Luxury Award Gold – Direct Mail

NAME OF CLIENT: SHANGRI-LA HOTELS & RESORTS
NAME OF PRODUCT: SHANGRI-LA HOTEL, PARIS
TITLE OF ENTRY: BONAPARTE
ADVERTISING AGENCY: TBWA\ TEQUILA\ HONG KONG
CREATIVE DIRECTOR(S): MALCOLM COSTAIN; EXECUTIVE CREATIVE DIRECTORS: JAMES CHEUNG, MARK RINGER
COPYWRITER(S): CAROL SUNG, SEAN OKIHIRO
AGENCY PRODUCER(S): PAT MAK, HANG WONG
ACCOUNT SUPERVISOR: RICK MULTARI, JILL ONG, CHRIS LEUNG, TWEETY LI



World Luxury Finalist Award - Print

NAME OF CLIENT: SWIRE HOTELS
NAME OF PRODUCT: THE UPPER HOUSE
TITLE OF ENTRY: WHEN
ADVERTISING AGENCY: TBWA\ TEQUILA\ HONG KONG
CREATIVE DIRECTOR(S): MARK RINGER
COPYWRITER(S): MARK RINGER
ART DIRECTOR(S): CAROL SUNG
AGENCY PRODUCER(S): PAT MAK, JOEY YEUNG, HANG WONG
ACCOUNT SUPERVISOR: IAN THUBRON, MATT WEST, CHRIS LEUNG

Home & Living

World Luxury Award Gold - Print

NAME OF CLIENT: Christie's
NAME OF PRODUCT: Warhol Painting catalogue
TITLE OF ENTRY: Andy Warhol Double Marlon
ADVERTISING AGENCY: Christie's Creative Services
CREATIVE DIRECTOR(S): Martin Schott
COPYWRITER(S): William Paton
PRODUCTION COMPANY: Christie, Manson & Woods Ltd., Schott NYC

World Luxury Finalist Award - Website

NAME OF CLIENT: Crest Communities
NAME OF PRODUCT: Crest of Dubai
TITLE OF ENTRY: Crest of Dubai - the premium living community of Dubai
CREATIVE DIRECTOR(S): Magnus Norberg
AGENCY PRODUCER(S): The Tailored
PRODUCTION COMPANY: The Tailored

World Luxury Finalist Award - Direct Mail

NAME OF CLIENT: Christie's
NAME OF PRODUCT: Impressionist/Modern Art Brochure
TITLE OF ENTRY: Impressionist/Modern Art
ADVERTISING AGENCY: Christie's Creative Services
CREATIVE DIRECTOR(S): Martin Schott
COPYWRITER(S): Jill Safinski
PRODUCTION COMPANY: Graytor Printing

Website

World Luxury Award Gold - Website

NAME OF CLIENT: GUERLAIN
NAME OF PRODUCT: Idylle
TITLE OF ENTRY: Idylle, the new Guerlain Fragrance
ADVERTISING AGENCY: megalos
CREATIVE DIRECTOR(S): Delphine Lacroix and Marianne Beal
ART DIRECTOR(S): Raphaël Capodanno
ACCOUNT SUPERVISOR: Marianne Beal, Nicole Hay, Marion Favier