



**WORLD
LUXURY
AWARD**
MONACO

WINNERS & FINALISTS 2011



WORLD LUXURY AWARD



CARS & YACHTS

WORLD LUXURY AWARD GOLD - PRINT CAMPAIGN

NAME OF CLIENT: AUDI
NAME OF PRODUCT: AUDI A7
TITLE OF ENTRY: BLANK
ADVERTISING AGENCY: FRED & FARID
CREATIVE DIRECTOR(S): FRED & FARID
COPYWRITER(S): FENG HUANG, THOMAS GUILHOT
ART DIRECTOR(S): FENG HUANG, THOMAS GUILHOT
ACCOUNT SUPERVISOR(S): DANIEL DORMEYER, EUDES
JOVER, FRANCOIS-XAVIER DE SÈZE
ARTIST CLEARANCE: THE ESTATE OF JEAN-MICHEL BAS-
QUIAT, ADAGP/PARIS 2010
ADVERTISER'S SUPERVISOR(S): DAVID DARGAUD

WORLD LUXURY FINALIST AWARD - WEBSITE

NAME OF CLIENT: MASERATI
NAME OF PRODUCT: MASERATI GRANCABRIO SPORT
TITLE OF ENTRY: MASERATI GRANCARIBIO SPORT
AGENCY: ARACHNO, MILANO

WORLD LUXURY FINALIST AWARD - FILM

NAME OF CLIENT: NISSAN
NAME OF PRODUCT: JUKE

TITLE OF ENTRY: STAY AWAKE
ADVERTISING AGENCY: TBWA
CREATIVE DIRECTOR(S): ERIC HOLDEN, ALASDHAIR MAC-
GREGOR, RÉMI NOEL
COPYWRITER(S): ADAM KENNEDY & BRANDON ROCHON
AGENCY PRODUCER(S): GUILLAUME FAUREL
PRODUCTION COMPANY: WANDA PRODUCTIONS
PRODUCER(S): PATRICK BARBIER
DIRECTOR(S): PHILIPPE ANDRÉ

PARFUM & COSMETICS

WORLD LUXURY AWARD GOLD - WEBSITE

NAME OF CLIENT: GIORGIO ARMANI FRAGRANCES
NAME OF PRODUCT: ACQUA DI GIO
TITLE OF ENTRY: ACQUA FOR LIFE FACEBOOK CHAL-
LENGE
ADVERTISING AGENCY: FURIOUS MONKEYS
CREATIVE DIRECTOR(S): VÉRONIQUE & ZOHRA
COPYWRITER(S): VÉRONIQUE & ZOHRA
ART DIRECTOR(S): JULIETTE LAVOIX
AGENCY PRODUCER(S): STÉPHANE LABROUCHE, HU-
GUES PLOUVIER
ACCOUNT SUPERVISOR(S): NATHALIE CHOPRA, ALEXAN-
DRA SERVANT-RONY, GWENAELLE ARGAT



WORLD LUXURY AWARD GOLD - FILM

NAME OF CLIENT: DIOR
NAME OF PRODUCT: J'ADORE
TITLE OF ENTRY: J'ADORE
ADVERTISING AGENCY: TBWA
CREATIVE DIRECTOR(S): ERIC HOLDEN & RÉMI NOEL & SOPHIE GUYON ASSISTED BY STÉPHANIE RAGOT
AGENCY PRODUCER(S): MAXIME BOIRON, HERVÉ DOMMANGE
ACCOUNT SUPERVISOR(S): GUILLAUME PANNAUD, VINCENT GAREL, LUC BOURGERY
PRODUCTION COMPANY: WANDA PRODUCTIONS
PRODUCER(S): PATRICK BARBIER
DIRECTOR(S): JEAN-JACQUES ANNAUD

WORLD LUXURY FINALIST AWARD - WEBSITE

NAME OF CLIENT: DIOR
NAME OF PRODUCT: MISS DIOR
TITLE OF ENTRY: MISS DIOR WEBSITE
ADVERTISING AGENCY: EXISTENZ
CREATIVE DIRECTOR(S): MARC FOUCHARD
AGENCY PRODUCER(S): MATTHIEU DEVILLERS
ACCOUNT SUPERVISOR(S): DOROTHÉE SEMEZIS
PRODUCTION COMPANY: EXISTENZ

WORLD LUXURY FINALIST AWARD - PRINT CAMPAIGN

NAME OF CLIENT: DIESEL FRAGRANCES
NAME OF PRODUCT: DIESEL FUEL FOR LIFE - DENIM
TITLE OF ENTRY: DENIM
ADVERTISING AGENCY: FRED & FARID

CREATIVE DIRECTOR(S): FRED & FARID
COPYWRITER(S): FRÉDÉRIC RAILLARD, FARID MOKART, JULIETTE LAVOIX
ART DIRECTOR(S): FRÉDÉRIC RAILLARD, FARID MOKART, JULIETTE LAVOIX
ACCOUNT SUPERVISOR(S): NATHALIE CHOPRA
DIRECTOR(S): TERRY RICHARDSON (PHOTOGRAPHER)
ADVERTISER'S SUPERVISOR(S): STEEVE HAGEGE

WORLD LUXURY FINALIST AWARD - WEBSITE

NAME OF CLIENT: LANCOME
NAME OF PRODUCT: LANCOME
TITLE OF ENTRY: VISIONS OF BEAUTIES
ADVERTISING AGENCY: DIGITAS FRANCE
ART DIRECTOR(S): JEAN FRANCOIS ZIEGLEMAYER
ACCOUNT SUPERVISOR(S): MATTHIEU GUERIN

WORLD LUXURY FINALIST AWARD - FILM

NAME OF CLIENT: YVES SAINT LAURENT PARFUMS
NAME OF PRODUCT: L'HOMME LIBRE
TITLE OF ENTRY: L'HOMME LIBRE
ADVERTISING AGENCY: FRED & FARID
CREATIVE DIRECTOR(S): FRED & FARID
COPYWRITER(S): FRÉDÉRIC RAILLARD, FARID MOKART
ART DIRECTOR(S): FRÉDÉRIC RAILLARD, FARID MOKART, JULIETTE LAVOIX
AGENCY PRODUCER(S): SOPHIE MAS
ACCOUNT SUPERVISOR(S): NATHALIE CHOPRA
PRODUCTION COMPANY: ANONYMOUS CONTENT
DIRECTOR(S): ALEJANDRO GONZALES INARRITU

FASHION & STYLE

WORLD LUXURY AWARD GOLD - OUTDOOR

NAME OF CLIENT: WRANGLER

NAME OF PRODUCT: WRANGLER

TITLE OF ENTRY: STUNT

ADVERTISING AGENCY: FRED & FARID

CREATIVE DIRECTOR(S): FRED & FARID

COPYWRITER(S): FRÉDÉRIC RAILLARD, FARID MOKART

ART DIRECTOR(S): FRÉDÉRIC RAILLARD, FARID MOKART, JULIETTE LAVOIX,

CÉLINE MOEUR

ACCOUNT SUPERVISOR(S): EMMANUEL FERRY, NATHALIE CHOPRA, JOHANNA NAJAR

DIRECTOR(S): CASS BIRD (PHOTOGRAPHER)

ADVERTISER'S SUPERVISOR(S): ADAM KAKEMBO, YASEMIN AKKAYA

WORLD LUXURY FINALIST AWARD - CALENDAR / BROCHURE / ANNUAL REPORT

NAME OF CLIENT: WITCHERY / WITCHERYMAN

NAME OF PRODUCT: WITCHERY SS11 CAMPAIGN

TITLE OF ENTRY: SUMMER PART 1 & SUMMER PART 2 – "THE POWER OF INDIVIDUAL INTERPRETATION"

ADVERTISING AGENCY: ESKIMO

CREATIVE DIRECTOR(S): CLARE STEPHENS

COPYWRITER(S): SOPHIE NOBLE

ART DIRECTOR(S): CLARE STEPHENS

AGENCY PRODUCER(S): LINDSAY CHEEK, SKYE CAMPBELL

ACCOUNT SUPERVISOR(S): NATASHA HASEMER

WORLD LUXURY FINALIST AWARD - PRINT CAMPAIGN

NAME OF CLIENT: PLEASURE STATE

NAME OF PRODUCT: PLEASURE STATE AUTUMN – WINTER 2011 COLLECTION

TITLE OF ENTRY: LUMINESCENT TREASURES

CREATIVE DIRECTOR(S): DOMINIC MORENCY

WORLD LUXURY FINALIST AWARD - WEBSITE

NAME OF CLIENT: LORO PIANA

NAME OF PRODUCT: LOROPIANA.COM

TITLE OF ENTRY: LOROPIANA.COM

ADVERTISING AGENCY: JACQUES VANZO

CREATIVE DIRECTOR(S): MARCUS PUNTER-BRADSHAW & STEVE PRICE

COPYWRITER(S): MIKE REED

ACCOUNT SUPERVISOR(S): PIERO FRESCOBALDI

PRODUCTION COMPANY: UNIT 9

PRODUCER(S): VALENTINA CULATTI, ULLA WINKLER, STEVE PRICE, DAVIDE DE SANTIS, EMILY BELL, MICHELLE CRAIG

JEWELLERY & WATCHES

WORLD LUXURY AWARD GOLD - WEBSITE

NAME OF CLIENT: MONTBLANC INTERNATIONAL

NAME OF PRODUCT: MONTBLANC WRITING INSTRUMENT

TITLE OF ENTRY: TRIBUTE TO THE MONT BLANC

ADVERTISING AGENCY: SCHOLZ & VOLKMER

CREATIVE DIRECTOR(S): KATJA RICKERT, ANNE WICHMANN

COPYWRITER(S): STEFAN ULFERT

ART DIRECTOR(S): NIKOLAS WESTROEM, TAI LÜCKERATH, NICOLE DERSCHIED



PROJECT LEAD: JUDITH SCHÜTZ
CONCEPT/ IA: JUDITH SCHÜTZ, OLIVER KUNZMANN
ACCOUNT MANAGEMENT: SEBASTIAN NELL
TECHNICAL DIRECTION: PHILIPPE JUST
FLASH PROGRAMMING: MATTHIAS VOLLAND
PROGRAMMING: THOMAS GIETZEN
SOUND DESIGN: MARCUS LOEBER
PRODUCTION COMPANY: 360°
VIDEOPRODUKTION: YELLOWBIRD

BEVERAGES & FOOD

WORLD LUXURY AWARD GOLD - WEBSITE

NAME OF CLIENT: BACARDI GLOBAL BRANDS - MARTINI
NAME OF PRODUCT: MARTINI
TITLE OF ENTRY: KISSER CASTING
ADVERTISING AGENCY: FURIOUS MONKEYS
CREATIVE DIRECTOR(S): VÉRONIQUE & ZOHRA
COPYWRITER(S): VÉRONIQUE & ZOHRA
ART DIRECTOR(S): FENG HUANG, JULIETTE LAVOIX, PIERRE JOUFFRAY
AGENCY PRODUCER(S): STÉPHANE LABROUCHE, CARMELA GUIRAGOSSIAN
(ART BUYING)
ACCOUNT SUPERVISOR(S): RASJIDA BOUHARRAK
DIRECTOR(S): PHIL POYNTER (PHOTOGRAPHER)
ADVERTISER'S SUPERVISOR(S): ARNAUD MEYSSELLE

WORLD LUXURY FINALIST AWARD - BRANDING & VISUAL IDENTITY

NAME OF CLIENT: B
NAME OF PRODUCT: B
TITLE OF ENTRY: "B" THE HONEY-CACHACA STINGER
ADVERTISING AGENCY: PEREIRA & O'DELL, SAN FRANCISCO
ART DIRECTOR(S): RAIMUNDO FAVACHO, PATRICIA EBNER

WORLD LUXURY FINALIST AWARD - FILM

NAME OF CLIENT: EVIAN
NAME OF PRODUCT: EVIAN
TITLE OF ENTRY: BABY INSIDE
ADVERTISING AGENCY: BETC EURO RSCG
CREATIVE DIRECTOR(S): RÉMI BABINET
COPYWRITER(S): VALÉRIE CHIDLOVSKY
ART DIRECTOR(S): AGNES CAVARD
AGENCY PRODUCER(S): FABRICE BROVELLI & COUMBA FALL
ACCOUNT SUPERVISOR(S): MARIELLE DURANDET, DOMINIQUE VEROT, GAILLE GICQUEAU, ISABELLE PICOT, ANTOINE CLEMENCEAU
PRODUCTION COMPANY: WANDA PRODUCTIONS
PRODUCER(S): HELENE SEGOL
DIRECTOR(S): LEGS

WORLD LUXURY FINALIST AWARD - PRINT CAMPAIGN

NAME OF CLIENT: BACARDI GLOBAL BRANDS - MARTINI
NAME OF PRODUCT: MARTINI
TITLE OF ENTRY: LUCK IS AN ATTITUDE

ADVERTISING AGENCY: FRED & FARID
CREATIVE DIRECTOR(S): FRED & FARID
COPYWRITER(S): FRÉDÉRIC RAILLARD, FARID MOKART
ART DIRECTOR(S): FENG HUANG, JULIETTE LAVOIX, PIERRE JOUFFRAY, CÉ-
LINE MOEUR
AGENCY PRODUCER(S): CARMELA GUIRAGOSSIAN (ART BUYING)
ACCOUNT SUPERVISOR(S): RASJIDA BOUHARRAK
DIRECTOR(S): PHIL POYNTER (PHOTOGRAPHER)
ADVERTISER'S SUPERVISOR(S): ARNAUD MEYSSELLE

MONEY & SAFETY

WORLD LUXURY FINALIST AWARD - FILM

NAME OF CLIENT: FIANCIÈRE DE L'ÈCHIQUIER
NAME OF PRODUCT: FIANCIÈRE DE L'ÈCHIQUIER
TITLE OF ENTRY: FIANCIÈRE DE L'ÈCHIQUIER
ADVERTISING AGENCY: MARCEL
CREATIVE DIRECTOR(S): VÉRONIQUE & VACHEROT
COPYWRITER(S): ERIC JANNON
ART DIRECTOR(S): DIMITRI GUERASSIMOV
AGENCY PRODUCER(S): ROSENBERG & LEVINCENT & MARCUS
ACCOUNT SUPERVISOR(S): ARTHUR SADOON
PRODUCTION COMPANY: WANDA PRODUCTIONS
PRODUCER(S): CLAUDE FAYOL & PATRICK BARBIER
DIRECTOR(S): XAVIER MAIRESSE

ELECTRONICS & COMMUNICATION

WORLD LUXURY FINALIST AWARD - FILM

NAME OF CLIENT: PROCTER & GAMBLE
NAME OF PRODUCT: BRAUN SHAVER SERIES 7
TITLE OF ENTRY: WEAR YOUR FACE
ADVERTISING AGENCY: BBDO PROXIMITY GMBH
CREATIVE DIRECTOR(S): OLAF REYS
AGENCY PRODUCER(S): SABINE BOENIGK
PRODUCTION COMPANY: IDENTICAL PICTURES LTD
DIRECTOR(S): DARREN LEW

HOTELS & HOLIDAYS

WORLD LUXURY AWARD GOLD - CALENDAR / BROCHURE / ANNUAL REPORT

NAME OF CLIENT: HOTEL EMILIANO
NAME OF PRODUCT: HOTEL EMILIANO
TITLE OF ENTRY: THE UNBELIEVABLE IS FOUND AT EMILIANO
ADVERTISING AGENCY: JWT BRASIL
CREATIVE DIRECTOR(S): MARIO D'ANDREA, ROBERO FERNANDEZ
COPYWRITER(S): LUIZ FILIPIN
ART DIRECTOR(S): STHEFAN KO, ROBERTO FERNANDEZ
AGENCY PRODUCER(S): FABIO SATO, FLAVIO COLELLA, MAIRA CHINAGLIA
ACCOUNT SUPERVISOR(S): RENATA MAXIMO, ISABEL CASTRO, CAMILA DU-
ARTE



WORLD LUXURY FINALIST AWARD – BRANDING & VISUAL IDENTITY

NAME OF CLIENT: SANKARA HOTELS & RESORTS
NAME OF PRODUCT: SANKARA NAIROBI
TITLE OF ENTRY: SANKARA HOTEL NAIROBI
ADVERTISING AGENCY: GLAZER
CREATIVE DIRECTOR(S): JONATHAN WYBROW, IAN GLAZER

HOME & LIVING

WORLD LUXURY AWARD GOLD – FILM CAMPAIGN

NAME OF CLIENT: HAYMAN ISLAND
NAME OF PRODUCT: PROMO FILMS
TITLE OF ENTRY: HAYMAN
ADVERTISING AGENCY: DDI
CREATIVE DIRECTOR(S): BERND WINTER
MUSIC WRITER: TIM HALL
ART DIRECTOR(S): SARAH DOWNTON
AGENCY PRODUCER(S): NATASHA ABATISTA
ACCOUNT SUPERVISOR(S): JOHN SPEERS
PRODUCTION COMPANY: DDI
MUSIC PRODUCER: TIM HALL
DIRECTOR(S): BERND WINTER

ART DIRECTION

WORLD LUXURY FINALIST AWARD – PRINT CAMPAIGN

NAME OF CLIENT: ORANGINA-SCHWEPPE
NAME OF PRODUCT: SCHWEPPE

TITLE OF ENTRY: UMA
ADVERTISING AGENCY: FRED & FARID
CREATIVE DIRECTOR(S): FRED & FARID
COPYWRITER(S): FRÉDÉRIC RAILLARD, FARID MOKART
ART DIRECTOR(S): FRÉDÉRIC RAILLARD, FARID MOKART, FENG HUANG
DIRECTOR(S): DAVID LACHAPELLE
CLIENT ACCOUNT DIRECTOR: HUGUES PIETRINI, STANISLAS DE PARCEVAUX
ADVERTISER'S SUPERVISOR(S): HUGUES PIETRINI, STANISLAS DE PARCEVAUX
AGENCY ACCOUNT MANAGEMENT: NATHALIE CHOPRA
AGENCY'S ART BUYING: CARMELA GUIRAGOSSIAN

PHOTOGRAPHY

WORLD LUXURY FINALIST AWARD – PRINT CAMPAIGN

NAME OF CLIENT: WRANGLER
NAME OF PRODUCT: WRANGLER
TITLE OF ENTRY: STUNT
ADVERTISING AGENCY: FRED & FARID
CREATIVE DIRECTOR(S): FRED & FARID
COPYWRITER(S): FRÉDÉRIC RAILLARD, FARID MOKART
ART DIRECTOR(S): FRÉDÉRIC RAILLARD, FARID MOKART, JULIETTE LAVOIX, CÉLINE MOEUR
ACCOUNT SUPERVISOR(S): EMMANUEL FERRY, NATHALIE CHOPRA, JOHANNA NAJAR
DIRECTOR(S): CASS BIRD (PHOTOGRAPHER)
ADVERTISER'S SUPERVISOR(S): ADAM KAKEMBO, YASEMIN AKKAYA



USE OF MEDIA

WORLD LUXURY AWARD GOLD - USE OF MEDIA

NAME OF CLIENT: SHISEIDO

NAME OF PRODUCT: NARS COSMETICS

TITLE OF ENTRY: NARS COSMETICS SOCIAL MEDIA CAMPAIGN

ADVERTISING AGENCY: CEFT AND COMPANY

CREATIVE DIRECTOR(S): UCEF HANJANI

COPYWRITER(S): CHOPIN RABIN

ART DIRECTOR(S): JOHN JENSEN

AGENCY PRODUCER(S): D.D. ELLIOT

ACCOUNT SUPERVISOR(S): ADELA CASTILLO

PRODUCTION COMPANY: CEFT AND COMPANY