



YoungGuns 2007 Professional Award Shortlist

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
A. TV / CINEMA							
A1_ TV less than 30 seconds							
Combos "Dinner"	Jeff Anderson	Isaac Silvergate			MARS	TBWA\CHIAT\DAY New York	USA
A2_ TV 30 seconds							
Birthday Girl	Adam Fine				Thrifty (Car & Truck Rental)	JWT Sydney	AUSTRALIA
Combos "Fever"	Jeff Anderson	Isaac Silvergate			MARS	TBWA\CHIAT\DAY New York	USA
Combos "Heart-to-heart"	Jeff Anderson	Isaac Silvergate			MARS	TBWA\CHIAT\DAY New York	USA
Combos "Videogame"	Jeff Anderson	Isaac Silvergate			MARS	TBWA\CHIAT\DAY New York	USA
Interview	Dan Lucey	Nathan Frank			Procter & Gamble	Saatchi & Saatchi New York	USA
Opera Wave	Brant Herzer				Anheuser Busch	DDB Chicago	USA
Skittles "Beard"	Craig Allen	Eric Kallman			MARS	TBWA\CHIAT\DAY New York	USA
Skittles "Stable"	Craig Allen	Eric Kallman			MARS	TBWA\CHIAT\DAY New York	USA
A3_ TV more than 30 seconds							
Bags	Graeme Hall				Volkswagen	DDB UK	UK
Close Encounters	Francisco Cassis				TCM. Turner Classic Movies	Vitruvio Leo Burnett	SPAIN
Moment of Doubt	Rick Brim				UK Government Department for Transport - Anti Drink Drive	Leo Burnett	UK
Music Pieces	Samuel Akesson	Tomas Mankovsky			SONY Walkman	Fallon London	UK
Reincarnation	Ariel Serkin				MTV Latinoamerica	Young & Rubicam	ARGENTINA
Smart - backseat	Florian Barthelmess	Jonathan Schupp	Szymon Rose		Daimler Chrysler	BBDO Duesseldorf	GERMANY
Surgery	Mariano Cassisi	Santiago Lucero			Nike Latin America	Madre	ARGENTINA
Toupee	Ariel Serkin				MTV Latinoamerica	Young & Rubicam	ARGENTINA
Trapped	Otavio Luis Amado Schiavon	Carlos Henrique Murad			Tracker	Leo Burnett Colombia	COLOMBIA



YoungGuns 2007
Professional Award Shortlist

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
A4_ Cinema commercials (any length)							
Facts	Brett Colliver				SKY Television	DDB New Zealand	NEW ZEALAND
Pulp Fiction	Francisco Cassis				TCM. Turner Classic Movies	Vitruvio Leo Burnett	SPAIN
Skittles "Beard"	Craig Allen	Eric Kallman			MARS	TBWA\CHIAT\DAY New York	USA
Smart - backseat	Florian Barthelmess	Jonathan Schupp	Szymon Rose		Daimler Chrysler	BBDO Duesseldorf	GERMANY
Toystory	Graeme Hall				Volkswagen	DDB UK	UK
A5_ Television commercials, community service & charity							
Singing Cowboy	Pete Harvey				American Legacy Foundation	Arnold and Crispin Porter + Bogusky	USA
Sodium Hydroxide	Pete Harvey				American Legacy Foundation	Arnold and Crispin Porter + Bogusky	USA
B. TV / CINEMA CAMPAIGNS							
B2_ TV campaigns 30 seconds (e.c)							
Baby Photos, Mom, Auditorium	Dave Arnold				Clearasil	Euro RSCG Worldwide	USA
Combos - Fever, Heart to Heart, Videogame	Jeff Anderson	Isaac Silverglate			MARS	TBWA\CHIAT\DAY New York	USA
B3_ TV campaigns more than 30 seconds, or of differing lengths (e.c)							
1882	Santiago Lucero	Sebastian Santana Bru	Mariano Cassisi	Nicolas Roberts	Porta Hnos	Madre	ARGENTINA
Get A Girlfriend: Goldfish, Magician, Bokdrol Spoeg	Adam Livesey				Unilever South Africa Home & Personal Care - AXE	Lowe Bull	SOUTH AFRICA
The best about being young - reincarnation, teeth, toupee	Ariel Serkin				MTV Latinoamerica	Young & Rubicam	ARGENTINA
The films you should have seen by now	Francisco Cassis				TCM. Turner Classic Movies	Vitruvio Leo Burnett	SPAIN
B4_ Cinema campaigns (any length)							
Ghostbusters, Toystory, Star Wars, Mary Poppins	Graeme Hall				Volkswagen	DDB UK	UK



YoungGuns 2007
Professional Award Shortlist

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
C. TV / CINEMA CRAFTS							
C3_ Animation							
Mother: Lemur	Paul Freeman	Glen Wilson			Coca Cola Amatil - Mother	Publicis Mojo	NEW ZEALAND
Mother: Monkey	Paul Freeman	Glen Wilson			Coca Cola Amatil - Mother	Publicis Mojo	NEW ZEALAND
Mother: Toad	Paul Freeman	Glen Wilson			Coca Cola Amatil - Mother	Publicis Mojo	NEW ZEALAND
T.O.M.	Tom Brown	Daniel Gray			T.O.M	Glossy Inc	CANADA
Tower of Grantville	Jeremy Sahlman	Thomas Schmid	Joe Mullen	Chris Lee	Scion	Attik	USA
D. RADIO							
D1_ Radio up to and including 30 seconds							
Combos "Doug"	Jeff Anderson	Isaac Silverglate			MARS	TBWA\CHIAT\DAY New York	USA
Combos "France"	Jeff Anderson	Isaac Silverglate			MARS	TBWA\CHIAT\DAY New York	USA
Combos "Growth Spurt"	Jeff Anderson	Isaac Silverglate			MARS	TBWA\CHIAT\DAY New York	USA
Combos "Wrestling"	Jeff Anderson	Isaac Silverglate			MARS	TBWA\CHIAT\DAY New York	USA
Starburst "Colors"	Jeff Anderson	Isaac Silverglate			MARS	TBWA\CHIAT\DAY New York	USA
E. RADIO CAMPAIGNS							
E1_ Radio campaigns (any length)							
Combos - Doug, Wrestling, Growth Spurt, France	Jeff Anderson	Isaac Silverglate			MARS	TBWA\CHIAT\DAY New York	USA
F. ART DIRECTION							
F1_ Individual							
Helicopter View	Adrian Chan				The Economist	Ogilvy Singapore	SINGAPORE
F2_ Campaigns							
FHM campaign - Bikini, Lingerie, Kinky	Adrian Chan				FHM Singapore	Ogilvy Singapore	SINGAPORE
Skittles 3D	Craig Allen	Ashley Davis			MARS	TBWA\CHIAT\DAY New York	USA



YoungGuns 2007
Professional Award Shortlist

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
Thai SPCA - Couch/ Walkies / Sticks	Ronojoy Ghosh				Thai SPCA	Saatchi & Saatchi Singapore	SINGAPORE
Words	Menno Kluin				Procter & Gamble	Saatchi & Saatchi New York	USA
G. COPYWRITING							
G1_ Individual							
NZ Army Specialist Ops Recruitment - psychologist	Kate Catalinac				NEW ZEALAND ARMY	SAATCHI & SAATCHI NEW ZEALAND	NEW ZEALAND
H. PRINT ADVERTISING							
H1_ Consumer magazines							
Bald	Christian Fontana	Henri Honda			Arcor	Leo Burnett Brasil	BRAZIL
Banana Leaf Ad	Carlos Henrique Murad	Otavio Luis Amado Schiavon			Toyota Sofasa	Leo Burnett Colombia	COLOMBIA
Barriercycle	Noranit Yasopa				Clima Co., Ltd.	Leo Burnett, Bangkok	THAILAND
Glasses	Tim Cairns	Tim Green			Clorox	DDB Sydney	AUSTRALIA
Polecycle	Noranit Yasopa				Clima Co., Ltd.	Leo Burnett, Bangkok	THAILAND
Rabbits - Rowing	Maximiliano Borrego	Diego Gueler			Kopelco S.A	Young & Rubicam	ARGENTINA
Railcycle	Noranit Yasopa				Clima Co., Ltd.	Leo Burnett, Bangkok	THAILAND
Risk - Bees	Martin Darfeuille				Volkswagen Utilitaires	DDB Paris	FRANCE
Risk of Explosion	Joao Caetano Brasil	Benjamin Yung Jr			Center for Language Studies (CLS)	Leo Burnett Brasil	BRAZIL
Spa - Woman	Felipe Massis				Fiat	Leo Burnett Brasil	BRAZIL
H2_ Newspapers							
Building Sandpit	Tim Cairns				Tonka	DDB Sydney	AUSTRALIA
Construction Sandpit	Tim Cairns	Tim Green			Tonka	DDB Sydney	AUSTRALIA
NZ Army Intel Ops	Kate Catalinac				NEW ZEALAND ARMY	SAATCHI & SAATCHI NEW ZEALAND	NEW ZEALAND
Open Cut Sandpit	Tim Cairns				Tonka	DDB Sydney	AUSTRALIA
H4_ Charities & public service							



YoungGuns 2007
Professional Award Shortlist

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
Right To Play	Justin Carew	Iggy Rodriguez			Right To Play	DDB Sydney	AUSTRALIA
Wave of Trees	Danny Chin				Regional Environmental Awareness (REACH)	Naga DDB Malaysia	MALAYSIA
J. PRINT CAMPAIGNS							
J1_ Consumer magazine campaigns							
Bottles	Mark Voehringer				Procter & Gamble	Saatchi & Saatchi New York	USA
Cheap Games	Maria Lishman	Anne Boothroyd			Monaco	Colenso BBDO	NEW ZEALAND
Clima Bicycle Lock	Noranit Yasopa				Clima Co., Ltd.	Leo Burnett, Bangkok	THAILAND
Comparisons	Alejandro Sibilla				MTV Latinoamerica	Young & Rubicam	ARGENTINA
FHM campaign - Bikini, Lingerie, Kinky	Adrian Chan				FHM Singapore	Ogilvy Singapore	SINGAPORE
Rabbits	Maximiliano Borrego	Diego Gueler			Kopelco S.A	Young & Rubicam	ARGENTINA
Snickers - It is what you would want	Nick Terzis	Matthew Woodhams-Roberts			MARS	TBWA\CHIAT\DAY New York	USA
The Reader's Book Shop	Manasi Kotian	Hemant Sharma	Pratap Manohar		The Reader's Book Shop	Ogilvy & Mather, Mumbai	INDIA



YoungGuns 2007
Professional Award Shortlist

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
J2_ Newspaper campaigns							
Hiroshima, 911, JFK, Soweto Uprising	Simon Lotze				Independent Newspaper, Cape	Lowe Bull (Cape)	SOUTH AFRICA
Idol	Stephane Kaczorowski	Sebastien Skrzypczak			MTV France	DDB Paris	FRANCE
Open Cut Sandpit, Building Sandpit, Construction Sandpit	Tim Cairns				Tonka	DDB Sydney	AUSTRALIA
Stains don't stand a chance	Mark Voehringer				Procter & Gamble	Saatchi & Saatchi New York	USA
Words	Icaro Doria	Menno Kluin			Procter & Gamble	Saatchi & Saatchi New York	USA
J4_ Charity & public service campaigns							
Thai SPCA - Couch / Walkies / Sticks	Ronojoy Ghosh				Thai SPCA	Saatchi & Saatchi	SINGAPORE
K. PRINT CRAFTS							
K1_ Illustration							
Helicopter View	Adrian Chan				The Economist	Ogilvy Singapore	SINGAPORE
Thai SPCA - Couch	Niharika Hukku				Thai SPCA	Saatchi & Saatchi Singapore	SINGAPORE
Wave of Trees	Saw Beng Hong (Felix)				Regional Environmental Awareness (REACH)	Naga DDB Malaysia	MALAYSIA
K3_ Typography							
Words	Menno Kluin				Procter & Gamble	Saatchi & Saatchi New York	USA
L. OUTDOOR/POSTERS							
L1_ Outdoor supersites & spectaculars							
Deadline Couriers	Josh Lancaster				Deadline Couriers	Colenso BBDO	NEW ZEALAND
Superspeed	Sarah Longworth	Christie Cooper			SKY	DDB	NEW ZEALAND
L2_ Street furniture including citilights & superlites							
Complan Shadows	Nikhil Waradkar	Vikram Pandey			HEINZ INDIA PVT LTD	LEO BURNETT	INDIA
TVNZ TV2 Ugly Betty	David Mygind	Debra Gerrard			TVNZ	Saatchi & Saatchi NZ	NEW ZEALAND



YoungGuns 2007
Professional Award Shortlist

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
L4_ Outdoor posters (any size)							
Builders of tomorrow	Szymon Rose	Daniel Schaefer			Lego GmbH	Jung von Matt AG	GERMANY
Superman Britomart	Mike Felix				SKY Television	DDB New Zealand	NEW ZEALAND
L7_ Promotional Posters (billposters, flyers)							
Lighthouse	Jacques Shalom	Wallace Seggie			Ramrod / Maglite	King James	SOUTH AFRICA
M. OUTDOOR/POSTER CAMPAIGNS							
M1_Outdoor Campaigns							
The Chronological Series	Icaro Doria	Menno Kluin			Smith Micro Software/StuffIt Deluxe	Saatchi & Saatchi New York	USA
O - CYBERACTIVE							
O2_ Online games							
Flingo	Chris Foulstan	Ronald Kurniawan	Ashley Ringrose		Miniclip	Soap Creative	AUSTRALIA
Ashes Clashes	Chris Foulstan	Ashley Ringrose			Village Roadshow	Soap Creative	AUSTRALIA
O3_ Micro sites							
Vote More	Benjamin Le Breton	Arnaud Assouline			CANAL+	BETC Euro RSCG	FRANCE
Mini Minimalism	Greg Buri	Mike Blanch			MINI Canada	TAXI 2	CANADA
O5_ Business-to-Business Websites							
Mouseless site	Francisco Cassis				DPSL/PEST CONTROL	Vitruvio Leo Burnett	SPAIN
O7_ Direct Response							
The Bet	Tom Paine				Soul Bar	Ogilvy New Zealand	NEW ZEALAND
O9_ Innovative Use of Technology							
Flameon Webcam	Shane McCartney	Christian Layugan	Ashley Ringrose		20th Century Fox	Soap Creative	AUSTRALIA
O10_ Mobile / Wireless							
Axe Vice Virtual Stalker	Shawn Loo	Douglas Hamilton			Unilever	Bartle Bogle & Hegarty Asia Pac	SINGAPORE



YoungGuns 2007
Professional Award Shortlist

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
Phone Legends	Mark Forgan	Jamie Standen	Annabelle Gazley		Land Transport NZ	Clemenger BBDO	NEW ZEALAND
O11_ Viral							
Aunty	Jonathan McMahon	Lisa Fedyszyn			Monaco	Colenso BBDO	NEW ZEALAND
Believe in Destiny	Jesse Richardson	Bree McDonald			rare wear limited edition clothing	Make	AUSTRALIA
Spoons	Derrick Kim				Lift Plus	Publicismojo Aucland	NEW ZEALAND
The Gingerbread Haka	Matthias May	Lil Cameron			BIANZ (Baking Industry Association of New Zealand)	Blackwood Communications Group	NEW ZEALAND
Tomo Tamaguchi & Nonburnable	Takeshi Tsunoda				Sony Marketing (Japan) Inc.	DENTSU INC.	JAPAN
Tomo Tamaguchi & Tin Can	Takeshi Tsunoda				Sony Marketing (Japan) Inc.	DENTSU INC.	JAPAN
Tucker & Alarm Clock	Takeshi Tsunoda				Sony Marketing (Japan) Inc.	DENTSU INC.	JAPAN
Tucker & Tin Can	Takeshi Tsunoda				Sony Marketing (Japan) Inc.	DENTSU INC.	JAPAN
O12_ Webspots							
Swear Jar	Galen Graham				Anheuser Busch	DDB Chicago	USA
O14_ Self promotional digital Media							
Dentsu CR&P School	Hiroki Nakamura	Aki Kimura	Tomoko Wada	Kazuomi Goto	Dentsu Inc.	Dentsu Inc. Tokyo	JAPAN
P1_ Cyberactive Campaigns (can be a mixture of different mediums)							
Steinlager "Win Nick's Life"	Scott Ginsberg	January Vernon			Lion's Nathan International	Droga5	USA
Q1_ Interactive							
Deadline Couriers	Josh Lancaster				Deadline Couriers	Colenso BBDO	NEW ZEALAND
Pago Bank Note Sticker	Karen Maurice- O'Leary	Verity Butt			PAGO for ASB Bank	TBWA\WHYBIN	NEW ZEALAND
Pago 'Post it note installation'	Karen Maurice- O'Leary	Verity Butt			PAGO for ASB Bank	TBWA\WHYBIN	NEW ZEALAND



YoungGuns 2007
Professional Award Shortlist

Category / Entry Name	Eligible Creative	Eligible Creative	Eligible Creative	Eligible Creative	Client Company	Agency	Country
R. CONTENT AND ENGAGEMENT							
The Pot Noodle Network	Per Nielsen	Matt Longstaff	Colin Byrne		Unilever	AKQA Ltd	UK
Nike Stadium	Loh Weicheng	Yvonne Chia			Nike Southeast Asia	Publicis / Fallon	SINGAPORE
The Shining	Neil McGuirk	Ben Smith			Fosters Australia	Lowe Hunt	AUSTRALIA
S. MUSIC VIDEOS							
S1_ Direction							
Kate Nash: Foundations	Kinga Burza				Kate Nash	Polydor Records UK	UK
T. INTEGRATED							
T1_ INTEGRATED CAMPAIGNS							
Diamond Shreddies	Hunter Somerville				Kraft Canada	Ogilvy and Mather, Toronto	CANADA
Lingerie 4 Men	Maria Lishman	Anne Boothroyd			Mars NZ	Colenso BBDO	NEW ZEALAND
Owners	Laura Visco	Mariano Sigal	Mariano Cassisi		Banco Hipotecario (Mortgage Bank)	Madre	ARGENTINA
Pago Campaign - 'Money goes digital'	Karen Maurice-O'Leary	Verity Butt			PAGO for ASB Bank	TBWA\WHYBIN	NEW ZEALAND
Steinlager "Win Nick's Life"	January Vernon	Scott Ginsberg			Lion's Nathan International	Droga5	USA
The Films you should have seen by now	Francisco Cassis				TCM.Turner Classic Movies	Vitruvio Leo Burnett	SPAIN
The World's Cheapest Billboards	James Dive	James Harvey			The Chaser's War on Everything	The Glue Society	AUSTRALIA
Virgin Broadband	James Dive	James Harvey			Virgin Broadband	The Glue Society/Host	AUSTRALIA
U. DIRECT MAIL							
U1_ Low volume mailings (niche market, up to 10,000 approx)							
Flags	Shirin Johari				DHL	Ogilvy & Mather, Mumbai	INDIA
Open Top	Tim Cairns	Tim Green			Volkswagen	DDB Sydney	AUSTRALIA
U5_ Field Marketing etc.							
Durex Pillowcases 1,2,3	James Tucker	Simon Vicars			SSL New Zealand	DDB New Zealand	NEW ZEALAND