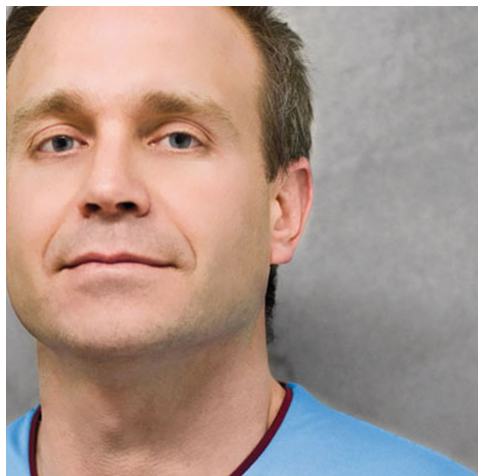


# Content & Contact Jury



**“There may not be a more important award in advertising right now than one that rewards brilliant content at the point of relevant contact.**

**It is what the great brands demand from their agencies today.**

**It will be what every brand demands tomorrow.**

**But forget all of that for a moment. This should be where we all have the most fun.**

**Creative, media, strategy, content, production and client - all working together to blow the public away with an explosive idea.”**

**Rob Reilly** [Chairman](#)

Partner/Co-Executive Creative Director  
Crispin Porter + Bogusky  
Boulder/Miami, UNITED STATES

**Johan Baettig**

Creative  
Mother London  
London, UNITED KINGDOM

**Mark D’Arcy**

Chief Creative Officer  
Time Warner  
New York, UNITED STATES

**Ted Royer**

Executive Creative Director  
Droga5  
New York, UNITED STATES

**Satoshi Takamatsu**

Founder & Chief Creative Officer  
Ground  
Tokyo, JAPAN

# Content & Contact Winners

## GRAND CLIO



Corporate/Institutional

**Million**

Million

**Droga5**, New York UNITED STATES

## SILVER



Apparel/Fashion/Footwear

**Nike+**

Nike+ Human Race

**R/GA**, New York UNITED STATES

## BRONZE



Apparel/Fashion/Footwear

**A Diamond is Forever**

Unbreakable Kiss

**JWT**, New York UNITED STATES

## GOLD



Entertainment

**Oasis Dig Out Your Soul**

Oasis Dig Out Your Soul - In the Streets

**Bartle Bogle Hegarty**, New York

UNITED STATES



Corporate/Institutional

**The Great Schlep**

The Great Schlep

**Droga5**, New York UNITED STATES



Public Service

**15 Below Project**

15 Below Project

**TAXI**, Toronto CANADA



Restaurants/Fast Food Outlets

**Burger King**

Sacrifice

**Crispin Porter + Bogusky**, Boulder

UNITED STATES



Retail Stores

**ELEMENTS Mall**

Flirting With Sound

**McCann Worldgroup (Hong Kong)**

HONG KONG



Travel/Tourism

**Zuji**

Zuji Beans

**The Hallway/Happy Soldiers**, Sydney

AUSTRALIA