



“Radio is the medium where a creative person’s mind can flourish.

Whether an idea for radio is hilarious or heartbreaking, it can be taken anywhere in the universe and include a cast of thousands if you want to. What an audience can imagine will always be more powerful than what they can actually see.

Radio provides a creative paradise enjoyed by those who have the ability to create magic, using only sounds and words. Along with posters, radio is the purest and yet most challenging medium we work in.

Clio’s 50th year of awarding outstanding creativity is a tremendous achievement in itself and I’m sure this year’s winners will feel all the more special because of it.”

Warren Brown *Chairman*
Executive Creative Director
BMF
Sydney, AUSTRALIA

Mike Barnwell
Executive Creative Director
Grey
Johannesburg, SOUTH AFRICA
(Zuid Afrika)

Tim Craig
Managing Director
Radioville
London, UNITED KINGDOM

Sal DeVito
Executive Creative Director
DeVito Verdi
New York, UNITED STATES

Dave Ferrer
Executive Creative Director
JWT
Manila, PHILIPPINES

Oliver Handlos
Creative Director
Scholz & Friends
Berlin, GERMANY (Deutschland)

Tony Hertz
President/Creative Director
Hertz:Radio
London, UNITED KINGDOM

Christina Knight
Creative Director
OgilvyOne
Stockholm, SWEDEN

Senthil Kumar
Executive Creative Director
JWT India
Chennai, INDIA

Steve McKenzie
Executive Creative Director
Publicis Mojo
Auckland, NEW ZEALAND

Terry O’Reilly
Writer/Director
Pirate
Toronto, CANADA

Chuck Rachford
Vice President/Creative Director
DDB Chicago
Chicago, UNITED STATES

Paul Reardon
Senior Copywriter
ClemengerBBDO
Melbourne, AUSTRALIA

Rodrigo Ruiz
Creative Director
Y&R Argentina
Buenos Aires, ARGENTINA

Radio Winners

GOLD

Public Service

Shark Life

Shark Attack

Grey South Africa, Sandton
SOUTH AFRICA (Zuid Afrika)

GOLD CAMPAIGN

Beverages/Alcoholic

Anheuser-Busch

Mr. Rain Delay Tarp Roller Outer
Mr. Golf Quiet Sign Holder
Mr. Football End Zone Painter
Mr. Football First Down Marker
DDB Chicago UNITED STATES

Business Equipment/Services

Stufft Deluxe

Soap Opera Romance
Eating Candy
Calling Tech Support
Saatchi & Saatchi, New York
UNITED STATES

Media

Comcast CableLatino

Epic, Robinson, Horror
Grupo Gallegos, Long Beach
UNITED STATES

Public Service

Anti-Speed Message

Anne, George, Martin
Grey, Melbourne AUSTRALIA

Travel/Tourism

Virgin Atlantic Airlines - Upper Class

Suites, Ferret, Dancer, Dog
Network BBDO, Johannesburg
SOUTH AFRICA (Zuid Afrika)

SILVER

Business Equipment/Services

Stufft Deluxe

Economy

Saatchi & Saatchi, New York
UNITED STATES

Entertainment

New Zealand

International Comedy Festival

Offensive

Colenso BBDO, Auckland NEW ZEALAND

Media

Comcast CableLatino

Epic

Grupo Gallegos, Long Beach
UNITED STATES

Online/Web Services

Google

Google Search Tips

Grey Istanbul TURKEY

Public Service

Royal Life Saving Association

Kid s Perspective

303 Advertising, Perth AUSTRALIA

SILVER CAMPAIGN

Toiletries

Cuddlers Nappies

Jack and the Beanstalk

Hansel and Gretel

Little Red Riding Hood

Grey South Africa, Sandton
SOUTH AFRICA (Zuid Afrika)

BRONZE CAMPAIGN

Business Equipment/Services

Stufft Deluxe

Calling Tech Support

Eating Candy

Saatchi & Saatchi, New York
UNITED STATES

Automotive

Volkswagen Passat R36

Plug, Golf, Piercing

Grabarz & Partner Werbeagentur GmbH, Hamburg GERMANY (Deutschland)

Confections/Snacks

M&M's

Onster, Ission to Ars

BBDO Germany GmbH, Duesseldorf
GERMANY (Deutschland)

Electronic Equipment

Samsung NV10

Lettuce, Rice Grain, Rip, Drop,
Bird's Dropping, Blood Vessel

Leo Burnett Brussels BELGIUM

Home Furnishings/Appliances

IKEA Furniture

Surprise, Text Message, Late

DDB Berlin GmbH, Berlin
GERMANY (Deutschland)

Public Service

UK Government - Department for Transport - Anti Drink Drive Campaign

Cell, Custody, Search

Leo Burnett, London UNITED KINGDOM

Public Service

Adults Surviving Child Abuse

Rugby, 21st, Birthday

Whybin TBWA, Sydney AUSTRALIA

Retail Services

Orkin

Hug, Like No Other Man,
Orkin Man Can, Wily

The Richards Group, Dallas
UNITED STATES

Telecommunications

AT&T

Be Ready for Sheila

Be Ready for John

Be Ready for Brittany

BBDO New York UNITED STATES

Travel/Tourism

Perth Zoo

Black Capped Capuchin

Little Penguin

Small Clawed Otter

Eardrum, Sydney AUSTRALIA