



S H O W

2011 AICP SHOW SHORTLIST

Category: Visual Style	Title	Production Company	Agency
AT&T	Birthday	Gorgeous	BBDO New York
AT&T	Entertainment	Gorgeous	BBDO New York
Call of Duty	There's a Soldier In All of Us	MJZ	TBWA\Chiat\Day
DirectTV	Robots	MJZ	Grey, NY
Google	Google Chrome Extensions	1st Avenue Machine	BBH New York
Jameson	Fire	Biscuit Filmworks	TBWA\Chiat\Day
Jim Beam	Parallels	MJZ	Strawberry Frog
Nike	The Ripple Effect	Anonymous Content / Independent Films	Wieden+Kennedy, Amsterdam
Puma	After Hours	Smuggler	Droga5
Stella Artois	Le Apartomatic	Moxie Pictures	Mother London

Category: Production	Title	Production Company	Agency
AT&T	Entertainment	Gorgeous	BBDO New York
Call of Duty	There's a Soldier In All of Us	MJZ	TBWA\Chiat\Day
DirectTV	Robots	MJZ	Grey, NY
Google	Google Chrome Extensions	1st Avenue Machine	BBH New York
Jameson	Fire	Biscuit Filmworks	TBWA\Chiat\Day, New York
Jim Beam	Parallels	MJZ	Strawberry Frog
Nike	The Ripple Effect	Anonymous Content / Independent Films	Wieden+Kennedy, Amsterdam
Nike Jordan	Dominate Another Day - The Mission	Biscuit Filmworks	Wieden+Kennedy, New York
Nissan	Polar Bear	Epoch Films	TBWA\Chiat\Day
Old Spice	Questions	MJZ	Wieden+Kennedy
Samsung	Epic	Believe Media	Leo Burnett

Category: Direction	Title	Production Company	Agency
Call of Duty	There's a Soldier In All of Us	MJZ	TBWA\Chiat\Day
DirectTV	Robots	MJZ	Grey, NY
Jim Beam	Parallels	MJZ	Strawberry Frog
Logitech	Ivan Cobenk	Smuggler	Goodby Silverstein & Partners
McDonalds	Baby	MJZ	TBWA\Chiat\Day
Nike	The Ripple Effect	Anonymous Content / Independent Films	Wieden+Kennedy, Amsterdam
Old Spice	Questions	MJZ	Wieden+Kennedy
VH1	Anti-Rock Star	Hungry Man	Y&R New York
Volkswagen	The Force	Park Pictures	Deutsch LA
Xbox	Deliver Hope	Biscuit Filmworks	agencytwofifteen

Category: Production Design	Title	Production Company	Agency
AT&T	Entertainment	Gorgeous	BBDO New York
Audi	Release the Hounds	Hungry Man, Inc.	Venables Bell & Partners
Call of Duty	There's a Soldier In All of Us	MJZ	TBWA\Chiat\Day
CANAL+	iPhone La Bascule	Moonwalk Films, Park Pictures	BETC Euro RSCG, Paris
DirectTV	Opulence	Biscuit Filmworks	Grey
Google	Google Chrome Extensions	1st Avenue Machine	BBH New York
Jameson	Fire	Biscuit Filmworks	TBWA\Chiat\Day
Jim Beam	Parallels	MJZ	Strawberry Frog
Stella Artois	Le Apartomatic	Moxie Pictures	Mother London
Xbox	Birth Of A Spartan	Biscuit Filmworks	agencytwofifteen

Category: Cinematography	Title	Production Company	Agency
Allstate	Delete Text Driving	Skunk	Leo Burnett Chicago
AT&T	Entertainment	Gorgeous	BBDO New York
Chrysler	Arrive In Style	Supply&Demand	Doner
DirectTV	Submarine	MJZ	Grey, NY
Jameson	Fire	Biscuit Filmworks	TBWA\Chiat\Day
Jim Beam	Parallels	MJZ	Strawberry Frog
Mercedes	Welcome	Gorgeous	Merkley and Partners
Puma	After Hours	Smuggler	Droga5
VW Touareg	Origin	Boxer	AKQA
Xbox	Birth Of A Spartan	Biscuit Filmworks	agencytwofifteen

Category: Editorial	Title	Production Company	Agency
American Express	Conan - India	Hungry Man	Ogilvy New York
Audi	Release the Hounds	Hungry Man	Venables, Bell & Partners
Chrysler Brand	Born of Fire	Serial Pictures	Wieden+Kennedy
Coca-Cola	Mythology	Joint Editorial	Wieden+Kennedy
ESPN	Monday Action	MJZ	Wieden+Kennedy
Jim Beam	Parallels	MJZ	Strawberry Frog
Kraft Foods	Hunger Bowl	Untitled	McGarryBowen
Microsoft	Really	Imperial Woodpecker	Crispin Porter + Bogusky
Nike	Smash	Pretty Bird	Wieden+Kennedy
Proctor & Gamble	What I See	Anonymous Content	Wieden+Kennedy
Volkswagen	The Force	Park Pictures	Deutsch LA

Category: Animation	Title	Production Company	Agency
AT&T	Birthday	Gorgeous	BBDO New York
AT&T	Whole New World	Psyop	BBDO New York
Coca Cola	Siege	Nexus Productions	Wieden+Kennedy Portland
LG Electronics	Something's Lurking	Smuggler & Psyop	Y&R New York
Lipton Brisk Ice Tea	Brisk Machete	Mekanism	Mekanism
McDonald's	Spaceman Stu	DUCK/Kompost	Leo Burnett
Nokia N8	Worlds Smallest Stopmotion Character	Aardman Animations/Wieden & Kennedy London	Wieden+Kennedy London/Aardman Animations
Planters	Holiday Party	LAIKA/house	Being
Sherwin-Williams	Bees	BUCK	McKinney
Sherwin-Williams	Paint Chips	BUCK	McKinney

Category: Design	Title	Production Company	Agency
AT&T	Birthday	Gorgeous	BBDO New York
AT&T	Whole New World	Psyop	BBDO New York
Audi	Audi A7 Sportback	Blind, Inc.	BBH London
Fanta	Bounce	Psyop	Ogilvy NY
Ford	True Beauty	RSA	Ogilvy London
GEL	GEL Conference 2010	Thornberg & Forester	N/A
Honda	Forecast	Brand New School	RPA
IBM	Data Baby	Motion Theory	Ogilvy & Mather
JP Morgan Chase	Change	Psyop/ Smuggler	McGarryBowen
Schweppes Spring Valley	Spring Fever	Psyop	George Patterson Y&R Melbourne
Syfy	House of Imagination 2	Syfy	4 Creative
XBOX Fable III	Revolution	Psyop/ Smuggler	agencytwoifteen

Category: Visual Effects	Title	Production Company	Agency
AT&T	Birthday	Gorgeous	BBDO New York
AT&T	Whole New World	Psyop	BBDO New York
DIRECTV	Ice Cream	MJZ	Grey New York
Jameson	Fire	Biscuit Filmworks	TBWA\Chiat\Day
LG	Something's Lurking	Psyop/ Smuggler	Young & Rubicam NY
Microsoft XBOX Halo Reach	Halo Reach: Deliver Hope	Biscuit Filmworks	agencytwoifteen
Smirnoff	Smirnoff Purified	Collider	JWT Sydney
Travelers Insurance	Watering Hole	MJZ	Fallon/MN
Verizon	Towers	MJZ	McGarryBowen
Wrigley's 5 Gum	React	MJZ	Energy BBDO

Category: Humor	Title	Production Company	Agency
American Express	Conan - India	Hungry Man	Ogilvy New York
Carmax	Kid In A Candy Store	MJZ	Amalgamated
Geico	Piggy	Moxie Pictures	The Martin Agency
Geico	Bird In Hand	Moxie Pictures	The Martin Agency
Geico	Honest Abe	Moxie Pictures	The Martin Agency
Kia Soul	This or That	Partizan	David and Goliath
Logitech	Ivan Cobenk	Smuggler	Goodby Silverstein & Partners
Old Spice	Scent Vacation	MJZ	Wieden+Kennedy, NY
Old Spice	Questions	MJZ	Wieden+Kennedy
Volkswagen	The Force	Park Pictures	Deutsch LA
Wrigley/Skittles	Door	Smith and Jones Films	TBWA\Chiat\Day New York

Category: Performance/Dialogue	Title	Production Company	Agency
Allstate	Rich Executive	Epoch Films	Leo Burnett Chicago
Allstate	Flag	Epoch Films	Leo Burnett Chicago
Allstate	Teen Driver	Epoch Films	Leo Burnett Chicago
American Express	Conan - India	Hungry Man	Ogilvy New York
FedEx	Exchange Student	O Positive	BBDO New York
Geico	Honest Abe	Moxie Pictures	The Martin Agency
Logitech	Ivan Cobenk	Smuggler	Goodby Silverstein & Partners
Old Spice	Questions	MJZ	Wieden+Kennedy
Old Spice	Scent Vacation	MJZ	Wieden+Kennedy, NY
Volkswagen	The Force	Park Pictures	Deutsch LA

Category: Copywriting	Title	Production Company	Agency
American Express	Conan - India	Hungry Man	Ogilvy & Mather
Carmax	Kid In A Candy Store	MJZ	Amalgamated
E*Trade	Solitary	Smuggler/Click 3X	Grey NY
ESPN - This is SportsCenter	This is SportsCenter - Spy - Ovechkin	O Positive	Wieden+Kennedy New York
Logitech	Ivan Cobenk	Smuggler	Goodby, Silverstein & Partners
MTV	Baby	MTV on-air promos	MTV on-air promos
Old Spice	Scent Vacation	MJZ	Wieden+Kennedy, NY
Pernod Ricard/ Jameson	Fire	Biscuit Filmworks	TBWA\Chiat\Day New York
VH1	Anti-Rock Star	Hungry Man	Young & Rubicam
Volkswagen	The Force	Park Pictures	Deutsch LA

Category: Agency Art Direction	Title	Production Company	Agency
AT&T	Birthday	Gorgeous	BBDO New York
AT&T	Entertainment	Gorgeous	BBDO New York
DirectTV	Robots	MJZ	Grey NY
ESPN - Monday Night Football	Is It Monday Yet? - Monday Action	MJZ	Wieden+Kennedy New York
Google	Chrome Speed Tests	1st Avenue Machine	BBH New York/Google Creative Lab
Google	Google Chrome Extensions	1st Avenue Machine	BBH New York
Heineken	The Entrance	Sonny	Wieden+Kennedy
Levi's	To Work	SKUNK	Wieden+Kennedy
Logitech	Ivan Cobenk	Smuggler	Goodby, Silverstein & Partners
Pernod Ricard/ Jameson	Fire	Biscuit Filmworks	TBWA/ChiatDay New York
The Cosmopolitan of Las Vegas	Just the Right Amount of Wrong	@radical.media	Fallon
Volkswagen	The Force	Park Pictures	Deutsch LA

Category: Original Music	Title	Production Company	Agency
Amazon Kindle	Stole Your Heart	Workhorse Media	Inhouse
American Express	ZYNC - Passion Pit	Digital Kitchen	Ogilvy New York
American Express	ZYNC - Andrew Bird	Digital Kitchen	Ogilvy New York
American Express	ZYNC - The Antlers	Digital Kitchen	Ogilvy New York
Coca Cola	Mythology	Joint Editorial	Wieden + Kennedy
Gatorade	Gatorade has Evolved	PYTKA	TBWA/ChiatDay
LG Electronics	Something's Lurking	Smuggler & Psyop	Y&R New York
MTV	Planet Better	Paranoid	Y&R New York
truth	Unsweetened truth	Harvest Films	Arnold Worldwide
VH1	Anti-Rock Star	Hungry Man	Y&R

Category: Sound Design	Title	Production Company	Agency
Audi	Footsteps of Progress	Motion Theory	Venables, Bell & Partners
Craftsman Music Experiment	Craftsman Music Experiment	Capgun Collective	Y&R Chicago
DirectTV	Submarine	MJZ	Grey, NY
DirectTV	Robots	MJZ	Grey, NY
Federal Voting Assistance Program	Your Greatest Weapon	Imaginary Forces	Mullen
Microsoft Xbox	Birth Of A Spartan	Biscuit Filmworks	agencytwofifteen
Microsoft Xbox	Deliver Hope	Biscuit Filmworks	agencytwofifteen
STOPTHETRAFFIK.ORG	Hide and Seek	Rabbit	STOPTHETRAFFIK.ORG
Vena Cava/ Viva Vena	Viva Vena!	Gretel & LT & Co	Client Direct
Wrigleys	Ink Cloud	MJZ	Energy BBDO

Category: Musical Arrangement	Title	Production Company	Agency
American Express	Conan - India	Hungry Man	Ogilvy New York
American Express Open	Reveille	PRETTYBIRD	Crispin, Porter + Bogusky
Chevrolet	Chevrolet - Cruze - Glee - See the USA	Collaboration Factory	Goodby, Silverstein & Partners
Coca Cola	Siege	Nexus	Wieden+Kennedy Portland
DieHard	DieHard Battery vs. Gary Numan	Zoo Film	Y&R Chicago
DieHard	DieHard Battery vs. Gary Numan	Zoo Film	Y&R Chicago
Domestic Violence	Domestic Violence Hotline PSA	Radical Media	Y&R Chicago
Levi's	To Work	MJZ	Wieden+Kennedy Portland
McDonald's	Big Mac World Chant	Biscuit Filmworks	DDB Chicago
Nokia	Don't Fence Me In	Anonymous Content	Wieden+Kennedy New York
Rust-Oleum	Anthem	A White Label Product	McGarryBowen

Category: Public Service Announcement	Title	Production Company	Agency
American Cancer Society	The Magic of Movies	Moxie Pictures	Goodness Mfg
DOC2DOCK	SOS	Shilo	Modemista!
Fairtrade	Join our Fair Story	The Sweet Shop & The Rumpus Room	Generation Alliance, Sydney
Save the Children	Can't Act	RSA Films	TBA
Stop The Traffik	Hide and Seek	Rabbit	Stop the Traffik
truth	Okay	Smuggler	Arnold Worldwide
truth	Stop Me	Smuggler	Arnold Worldwide
truth	Offer	Smuggler	Arnold Worldwide
truth	Unsweetened truth	Harvest Films	Arnold Worldwide
truth	Gruen / Denial	Harvest Films	Arnold Worldwide

Category: Low Budget	Title	Production Company	Agency
DOC2DOCK	SOS	Shilo	Modemista!
Doritos	House Sitting	Hybrid	Goodby, Silverstein & Partners
HP	Shawn	Tool of North America	Goodby, Silverstein & Partners
Newport Beach Film Festival	Drama	Tool of North America	Rubin Postaer and Associates
PGI	Guys, Guys, Guys	Epoch Films	MUH-TAY-ZIK HOF-FER
Showtime	The Deep	Anonymous Content	N/A
Slim Jim	Trucker	Rehab	Venables Bell & Partners
Slim Jim	Athlete	Rehab	Venables Bell & Partners
Tango	Praiserama	Hungry Man	BBH/ London
YMCA	Butter	Drive Thru TV	Preston Kelly

Category: Spec Spot	Title	Production Company	Agency
Adidas	Impossible is Nothing	Three (One) O	OTIN and Associates
Adidas	Dream	Site4View Productions	
Amazon	Tree	N/A	
Call of Duty	Call of Duty: Answer the Call	MAKE + MODEL	
Chase	Modern Motion	Sticks + Stones	
Coke Zero	Frankencouch	Station Film	
Gold Bond	Working Girl	incubator	
Nike E6	Half Pipe Proposal	NA	
Verizon	First Date	Collective	
VH1 Save the Music	My Mother	Anonymous Content	

Category: Student Commercial	Title	Entrant	School
Adidas	ADIDAS - Impossible is Nothing	Gevorg Karensky	Art Center College of Design
Band-Aid Brand Adhesive Bandages	Band-Aid Beginnings	Paul Linkogle	Art Center College of Design
California Water Conservation	Thirst	Lapo Melzi	NYU
Gatorade	Director	Y.C Tom Lee	ACCD
Laphroaig Scotch Whisky	Winter Revel	Ted Marcus	TradeMarked
loveLife	Substitute	william nicholson	Velocity Films
N/A	Anti-Smoking	Ben Rodriguez	NYU
RED BULL - ONE SHOT	Small Can of Big Whoop Ass	Erik Anderson	Art Center College of Design
Roaring Lion	Energy Drink	Michael Lutter	Art Center College of Design
The North Face	Hibernation	Ian Kammer	Art Center College of Design

Category: Advertising Excellence/International	Title	Production Company	Agency
Association against violence towards women	Routine	Cosa	BETC Euro RSCG
British Films Institute	Dialogue	Gorgeous	Leo Burnett London
CANAL+	Tick	Wanda	BETC Euro RSCG
CANAL+	iPhone La Bascule	Moonwalk	BETC Euro RSCG
Citroën	DOG	wanda production	H and EURO RSCG MILANO
Coke	Burn	Anonymous @ Exit Films	Publicis Mojo, Sydney
Match.com	Piano	Academy Films	Mother, London
New Zealand Lotteries - Lotto	Lucky Dog	The Sweetshop	DDB Group New Zealand
Optus	Secret Training Camp	The Feds Australia/Paranoid US	M&C Saatchi, Sydney
Speights Summit	Man Like Natural	The Sweet Shop	Publicis Mojo, Sydney

Category: Advertising Excellence/Single Commercial	Title	Production Company	Agency
Call of Duty	There's a Soldier In All of Us	MJZ	TBWA\Chiat\Day
Chrysler	Born of Fire	Serial Pictures	Wieden+Kennedy
Jim Beam	Parallels	MJZ	StrawberryFrog
Logitech	Ivan Cobenk	Smuggler	Goodby, Silverstein & Partners
MINI	Flow	Smuggler	BSUR
Nike	The Ripple Effect	Anonymous Content / Independent Films	Wieden+Kennedy, Amsterdam
Nike	Rise	Imperial Woodpecker	Wieden+Kennedy
Pernod Ricard/ Jameson	Fire	Biscuit Filmworks	TBWA\Chiat\Day New York
Puma	After Hours	Smuggler	DROGA5
Volkswagen	The Force	Park Pictures	Deutsch LA

Category: Advertising Excellence/Campaign	Title	Production Company	Agency
Allstate	Mayhem Campaign	Epoch Films	Leo Burnett Chicago
AT&T	Torch TV Campaign	Gorgeous	BBDO New York
AT&T	Don't Get Left Behind TV Campaign	Smuggler	BBDO New York
DirecTV	Robots & Submarine	MJZ	Grey NY
ESPN	Is It Monday Yet Campaign	MJZ	Wieden+Kennedy
ESPN - 2010 FIFA World Cup	One Game Changes Everything Campaign	Park Pictures	Wieden+Kennedy New York
Geico	Shocking News	Moxie Pictures	The Martin Agency
NBA	NBA - 2011 Season - Encouragement	Park Pictures	Goodby, Silverstein & Partners
Old Spice	Smell Like A Man, Man	MJZ	Wieden+Kennedy
Sprint	Sprint - Value	O'Positive	Goodby, Silverstein & Partners
VH1	The Wonderful World of VH1	Hungry Man	Y&R New York