

## Two Bronze Clios for Net#work BBDO

LAS VEGAS: Net#work BBDO scored two Bronze Clios out of its three Integrated Campaign finalists at the 50th anniversary Clio Awards last night, Wednesday, 13 May 2009. The Emerging Media Awards, which recognise Content & Contact, Innovative Media, Interactive and Integrated, were held at The New Joint in the Hard Rock Hotel & Casino, Las Vegas.



Medium	Award	Company	City	Product/Service	Campaign name	Title(s)	Category
Integrated Campaign	Bronze	Net#work BBDO	Cape Town	SABC - Good Hope FM		Kinky Afro Vol.1	Integrated Campaign
Integrated Campaign	Bronze	Net#work BBDO	Johannesburg	The Loerie Awards		Make Your Mom Proud	Integrated Campaign

In honour of its 50th anniversary, the three-day Clio festival has been featuring decade-themed award shows. The Emerging Media Awards celebrated the 1990s and 2000s with a video montage highlighting the emergence of the Internet and the impact it has had on the most powerful form of communication - advertising.

The show also featured a dance performance by Internet sensation Judson Laipply (whose "Evolution of Dance" video on YouTube has been viewed by 116 million people) and the presentation of an Honorary Clio Award to Mark Cuban, chairman and co-founder of HDNet, investor, Internet entrepreneur, and owner of the NBA's Dallas Mavericks. Cuban was recognised as a digital media thought leader who helped pave the way for the industry by launching and investing in many successful online ventures and cutting-edge technologies.

Additionally, Dan Wieden, co-founder and CEO of Wieden+Kennedy (W+K), was presented with the Lifetime Achievement Award during a luncheon at AGO, the legendary Vegas eatery owned by Hollywood icon Robert De Niro and restaurateur Agostino Sciandri. The Clio Lifetime Achievement Award, one of the highest, most prestigious honours in the industry, recognises the outstanding and ongoing contribution of an individual who leads the industry forward.

The evening's list of Grand and Gold Clio winners are as follows:

## **2009 CONTENT & CONTACT: 10 Clios Awarded (one Grand, three Gold, two Silver, four Bronze)**

Grand and Gold Clio Awards are as follows:

- Droga5, New York, Corporate/Institutional, “Million” for Million (Grand Clio Winner in Content & Contact)
- Bartle Bogle Hegarty, New York, Entertainment, “Oasis Dig Out Your Soul - In the Streets” for Oasis Dig Out Your Soul
- Crispin Porter + Bogusky, Miami & Boulder, Restaurants/Fast Food Outlets, “Sacrifice” for Burger King

## **2009 INNOVATIVE MEDIA: 26 Clios awarded (one Grand, eight Gold, nine Silver, eight Bronze)**

Grand and Gold Clio Awards are as follows:

- Scholz & Friends Hamburg GmbH, Hamburg, Pharmaceuticals, “The Doppelherz Poem Reading” for Doppelherz Health Care Products (Grand Clio Winner in Innovative Media)
- Cummins Nitro, West End, Travel/Tourism, “The Best Job In The World” for Tourism Queensland
- entsu Razorfish, Tokyo, Automotive Products/Services, “Melody Road” for Dunlop Tire - Safety Awareness
- Deutsch Inc, New York, Home Furnishings/Appliances, “DC Embrace Change” for IKEA
- Droga5, New York, Corporate/Institutional, “Million” for Million
- Leo Burnett Lisboa, Lisboa, Public Service, “The Hope Store+” for Red Cross Portugal
- Miami Ad School Europe (Student - Sandra Nicolas), Hamburg, Student, “World Vision Foodmail” for World Vision
- Saatchi & Saatchi, London, Telecommunications, “Dance” for T-Mobile

## **2009 INTERACTIVE: 31 Clios awarded (one Grand, nine Gold, five Silver, 16 Bronze)**

Grand and Gold Clio Awards are as follows:

- Crispin Porter + Bogusky, Miami & Boulder, Fresh Approach, “Whopper Sacrifice” for Burger King (Grand Clio Winner in Interactive)
- AKQA, London, Innovative Use of Technology, “eco:Drive” for Fiat
- Crispin Porter + Bogusky, Miami & Boulder, Online Application, “Whopper Sacrifice” for Burger King
- Dipdive LLC, San Jose, Video/Moving Image, “Yes We Can Song” for Barack Obama for President
- Goodby, Silverstein and Partners, San Francisco, Brand Building, “Now Widget” for Sprint
- Goodby, Silverstein and Partners, San Francisco, Viral, “Wario Land Shake It!” for Nintendo
- R/GA, New York, Online Application, “Nike Football Head2Head” for Nike
- Superfad, New York, Viral, “Get It On” for Durex
- Westerdals School of Communication (Students - Morten Halvorsen, Hallvard Fjeldbraaten), Oslo, Student, “Claim It!” for Element Skateboards

## **2009 INTEGRATED: 13 Clios awarded (one Grand, three Gold, five Silver, four Bronze)**

Grand and Gold Clio Awards are as follows:

- Obama for America, Washington, Integrated Campaign, “Obama for America” for Presidential Candidate (Grand Clio Winner in Integrated)
- Berghs School of Communication (Students - Erik Hogfeldt, Gustav Johansson), Stockholm, Student, “Fortum Active” for Energy
- Crispin Porter + Bogusky, Miami & Boulder, Integrated Campaign, “Routan Boom” for Volkswagen of America

To see a complete list of all Grand, Gold, Silver and Bronze Clio Award winners in all categories, go to

[www.clioawards.com](http://www.clioawards.com). Also, see microsite [www.clio50.com](http://www.clio50.com), follow [@ClioAwards](https://twitter.com/ClioAwards) on Twitter, become a fan on [Facebook](https://www.facebook.com/ClioAwards) or join the [LinkedIn group](https://www.linkedin.com/groups?trk=hp-feed).

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