

**ADC<sup>★</sup>E**

**Winners**



**2014**

ADC<sup>★</sup>E

Grand Prix



2014

ADCE Winners 2014 – Grand Prix

Category	Title	Client	Agency/Studio	Country
IAI 6.2 Content Ideas	The Hornbach Hammer	Hornbach Baumarkt AG	Heimat, Berlin	Germany

**ADC<sup>★</sup>E**

**Gold**



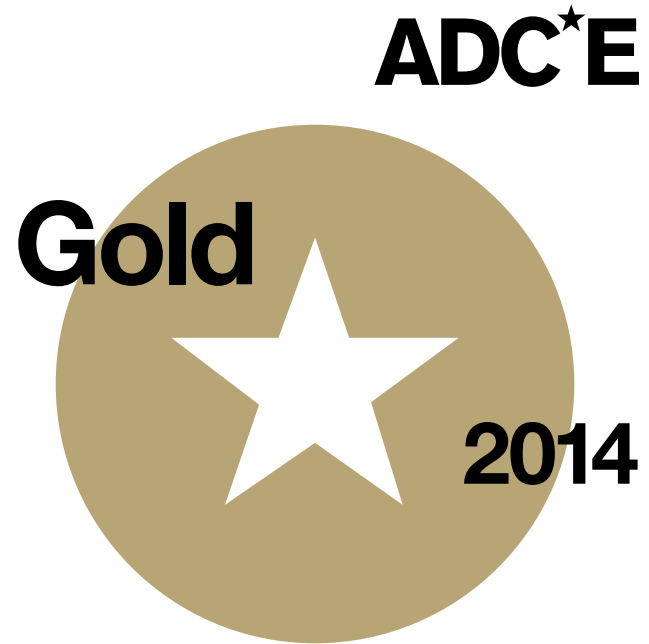
**2014**

ADCE Winners 2014 – Gold

Category	Title	Client	Agency/Studio	Country
FIL 1.1 TV Commercials	Chicken	Daimler AG	Jung von Matt AG	Germany
FIL 1.2 Cinema Commercials	The world needs better technology - Sportsbar	Media-Saturn-Holding GmbH	Scholz & Friends	Germany
FIL 1.3 Public Service & Charity	Dear Future Mom	CoorDown Onlus	Saatchi & Saatchi Italy	Italy
FIL 1.4 Corporate Video/TV	Supergeil	Edeka Zentrale AG & Co KG	Jung von Matt AG	Germany
FIL 1.5 Radio Commercials	Warnhinweis	AUDI AG	AnyEver	Germany
FIL 1.7 Any other	Tramuntana	Bullett	Story: We produce	Spain
AD 2.1 Poster Advertising	Morning Mood	DDB Wien	Mc Donald's	Austria
AD 2.1 Poster Advertising	Renovated Billboards	OBI GmbH & Co. Deutschland KG	Jung von Matt AG	Germany
AD 2.3 Magazine & Trade Advertising	Morning Mood	Mc Donald's	DDB Wien	Austria
INT 3.2 Online advertising	Second Chance	Business in the Community	Leo Burnett London	United Kingdom

ADCE Winners 2014 – Gold

Category	Title	Client	Agency/Studio	Country
INT 3.3 Mobile applications	Get Well Kit	Sanofi-aventis group	Geometry Global Moscow	Russia
INT 3.4 Any other	ZUGSPITZE	REED EXHIBITIONS VIENNA	OGILVY & MATHER GMBH.	Austria
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	Masks of Life	Caritas	Jung von Matt AG	Austria
PR 5.1 Promotions	The Hornbach Hammer	Hornbach	Heimat	Germany
PR 5.1 Promotions	All eyes on S4	Swisscom (Schweiz) AG	Heimat	Germany
PR 5.3 New use of media	SKY Livespots	Sky Deutschland Fernsehen GmbH & Co. KG	serviceplan	Germany
IAI 6.1 Integrated Campaigns	SAMSUNG MAESTROS ACADEMY	Samsung Electronics Italy	Leo Burnett Co. Milan Italy	Italy
IAI 6.2 Content Ideas	The Hornbach Hammer	Hornbach Baumarkt AG	Heimat, Berlin	Germany
IAI 6.4 Best use of Technology	The Social Swipe	Bischöfliches Hilfswerk MISEREOR e.V.	Kolle Rebbe GmbH	Germany
IAI 6.5 Creative Strategy	The Opel Sky Surprise	Opel General Motors Austria GmbH	WIEN NORD Werbeagentur	Austria



**European Student &  
Young European Creative**

## ADCE Winners 2014 – Gold

Category	Title	Client	Agency/Studio	Country
ESYC 7.1 European Student	VIENNA GHOST HUNT	–	Daniela Stenzenberger / University of Applied Art Vienna	Austria
ESYC 7.2 Young European Creative	THE PRICE FOR NOT VOTING	Kleine Zeitung	Ines Salzer / Ogilvy & Mather	Austria



**ADC<sup>★</sup>E**

**Silver**



**2014**

ADCE Winners 2014 – Silver

Category	Title	Client	Agency/Studio	Country
FIL 1.1 TV Commercials	The Hornbach Hammer	Hornbach	Heimat, Berlin	Germany
FIL 1.1 TV Commercials	Signor Valmano - Dentist	EPIC Companies GmbH	Scholz & Friends	Germany
FIL 1.2 Cinema Commercials	The fake Trailer	Theatre de la Bastille	Leo Burnett France	France
FIL 1.3 Public Service & Charity	Storie Zero Like Magic Wand	Conferenza Episcopale Italiana	Another Place	Italy
FIL 1.4 Corporate Video/TV	Science	Science Channel	Dvein	Spain
FIL 1.5 Radio Commercials	BMW Text-to-Speech Function	BMW Austria GmbH	Demner, Merlicek & Bergmann	Austria
FIL 1.7 Any other	The Vein 'Magma'	Adobe	Dvein	Spain
AD 2.1 Poster Advertising	The Social Swipe	Bischöfliches Hilfswerk MISEREOR e.V.	Kolle Rebbe GmbH	Germany
AD 2.1 Poster Advertising	Give warmth	Caritas	DDB Wien	Austria
AD 2.2 Newspaper Advertising	Six lucky numbers	Westdeutsche Lotterie GmbH & Co. OHG	BBDO Duesseldorf GmbH	Germany

ADCE Winners 2014 – Silver

Category	Title	Client	Agency/Studio	Country
AD 2.2 Newspaper Advertising	Rear View	Mercedes-Benz	Jung von Matt AG	Germany
AD 2.2 Newspaper Advertising	Get a Raise	Kommunal	Volontaire	Sweden
AD 2.3 Magazine & Trade Advertising	Animal Pills	Slow Food	Leo Burnett Schweiz AG	Switzerland
AD 2.3 Magazine & Trade Advertising	Eyeclash	Volkswagen AG	DDB Group	Germany
AD 2.4 Mailings	Audi Test Drive Cube	AUDI AG	Philipp und Keuntje	Germany
INT 3.1 Websites	Put Tibet Back on the Map	Tibetan Youth Association	Jung von Matt / Limmat	Switzerland
INT 3.1 Websites	No Empty Chairs at Christmas	IKEA	Wirz / BBDO	Switzerland
INT 3.2 Online advertising	Mannequins	Pro Infirmis	Jung von Matt / Limmat	Switzerland
INT 3.2 Online advertising	The Hornbach Hammer	Hornbach Baumarkt AG	Heimat	Germany
INT 3.2 Online advertising	if only for a second	Mimi Foundation	Leo Burnett France	France

Category	Title	Client	Agency/Studio	Country
INT 3.3 Mobile applications	GT RIDE - Viral Gaming for Kia	Kia Motors Europe GmbH	LA RED GmbH / Artificial Rome GmbH	Germany
INT 3.4 Any other	The Digital Newspaper Holder	Neue Zuercher Zeitung	Jung von Matt / Limmat	Switzerland
INT 3.4 Any other	Audi Test Drive Cube	AUDI AG	Philipp und Keuntje	Germany
DE 4.1 Graphic Design	Activity holiday on the lake	Hotel Villa Verdin	WIEN NORD Werbeagentur	Austria
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	100 black and white posters	Kunsthalle Lucerne	BRUMNJAK, Studio for Design	Germany
DE 4.3 Corporate Identity Branding	Knit You	Associacao Link	Uma	Portugal
DE 4.3 Corporate Identity Branding	University of the Arts Helsinki	University of the Arts Helsinki	BOND	Finland
DE 4.3 Corporate Identity Branding	Fazer Café Branding	Fazer Café	Kokoro & Moi	Finland
DE 4.4 Illustration and Photography	The 2014 AXA Insured Loss Calendar	AXA Winterthur	Publicis / Red Lion	Switzerland

ADCE Winners 2014 – Silver

Category	Title	Client	Agency/Studio	Country
DE 4.4 Illustration and Photography	verschwundene Mädchen	UNICEF	JWT / FABRIKANT	Switzerland
DE 4.4 Illustration and Photography	Castor Polux Fashion Accessories	Castor/Polux (Fashion Complements).	Roberto Treviño & Pedro C. Alonso	Spain (CdeC)
DE 4.5 Packaging	Swiss Wrestling Emmentaler	Emmentaler Switzerland	Leo Burnett Schweiz AG	Switzerland
DE 4.7 Any other	Hospital Sant Joan de Déu	Hospital Sant Joan de Déu (Barcelona)	Dani Rubio Arauna / Rai Pinto	Spain
DE 4.7 Any other	The Selfscan Report	Auchan S.p.A.	serviceplan	Germany
DE 4.7 Any other	Get Well Kit	Sanofi-aventis group	Geometry Global Moscow	Russia
PR 5.1 Promotions	if only for a second	Mimi Foundation	Leo Burnett France	France
PR 5.2 Ambient Media	Mannequins	Pro Infirmis	Jung von Matt / Limmat	Switzerland
PR 5.2 Ambient Media	All eyes on S4	Swisscom (Schweiz) AG	Heimat	Germany
PR 5.2 Ambient Media	Renovated Billboards	OBI GmbH & Co. Deutschland KG	Jung von Matt AG	Germany

Category	Title	Client	Agency/Studio	Country
PR 5.3 New use of media	The Social Swipe	Bischöfliches Hilfswerk MISEREOR e.V.	Kolle Rebbe GmbH	Germany
PR 5.3 New use of media	Dacia Sponsor Day	Renault Italia	Publicis Italy	Italy
PR 5.4 Events (Corporate, Public, Consumer, Social/Cultural)	iDemo	Die PARTEI	Scholz & Friends / KKLD*	Germany
IAI 6.1 Integrated Campaigns	The Hornbach Hammer	Hornbach Baumarkt AG	Heimat, Berlin	Germany
IAI 6.1 Integrated Campaigns	Do not frighten President Putin	Amnesty International The Netherlands	BVH Identity Driven Advertising	Netherlands
IAI 6.1 Integrated Campaigns	if only for a second	Mimi Foundation	Leo Burnett France	France
IAI 6.2 Content Ideas	Ropa Comprometida	Amnesty International	La Despensa Ingredientes Creativos S.L	Spain (CdeC)
IAI 6.3 Product Ideas	The Hornbach Hammer	Hornbach Baumarkt AG	Heimat, Berlin	Germany
IAI 6.3 Product Ideas	Get Well Kit	Sanofi-aventis group	Geometry Global Moscow	Russia
IAI 6.4 Best use of Technology	Audi Test Drive Cube	AUDI AG	Philipp und Keuntje	Germany

## ADCE Winners 2014 – Silver

Category	Title	Client	Agency/Studio	Country
IAI 6.4 Best use of Technology	Second Chance	Business in the Community	Leo Burnett London	United Kingdom
IAI 6.4 Best use of Technology	FREE WIFI	McDonald's Sistemas de España	TBWA ESPAÑA	Spain
IAI 6.5 Creative Strategy	The Trashcam Project	Stadtreinigung Hamburg	Scholz & Friends	Germany
IAI 6.5 Creative Strategy	Dear Future Mom.	CoorDown Onlus	Saatchi & Saatchi Italy	Italy
FIL 1.1 TV Commercials	Pixels of Histroy	ARD / Das Erste	thjnk ag	Germany

**ADC<sup>★</sup>E**

**Nomination**



**2014**



## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
FIL 1.1 TV Commercials	Found on Otto.de	Otto (GmbH & Co. KG)	Heimat, Berlin	Germany
FIL 1.1 TV Commercials	The world needs better technology - Sportsbar	Media-Saturn-Holding GmbH	Scholz & Friends	Germany
FIL 1.2 Cinema Commercials	Supergeil	Edeka Zentrale AG & Co KG	Jung von Matt AG	Germany
FIL 1.3 Public Service & Charity	First Time	Associação Mulheres Contra a Violência	MSTF Partners	Portugal
FIL 1.3 Public Service & Charity	Mannequins	Pro Infirmis	Jung von Matt / Limmat	Switzerland
FIL 1.3 Public Service & Charity	Storie Zero Like Ten Steps	Conferenza Episcopale Italiana	Another Place	Italy
FIL 1.4 Corporate Video/TV	Odiseo by Canada	Folch	Canada	Spain
FIL 1.5 Radio Commercials	News delivered briefly	Ekonomika Communication Hub	Leo Burnett Ukraine	Ukraine
FIL 1.5 Radio Commercials	Funeral	Simply You Pharmaceuticals	Ogilvy & Mather	Czech Republic
AD 2.1 Poster Advertising	IKAE Assemblby Srevice	IKEA	thjnk ag	Germany

## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
AD 2.1 Poster Advertising	The IKEA RGB Billboard	IKEA	thjnk ag	Germany
AD 2.1 Poster Advertising	Morning Mood	Mc Donald's	DDB Wien	Austria
AD 2.1 Poster Advertising	The Billboard Trap	Tavola	Publicis Italy	Italy
AD 2.2 Newspaper Advertising	Sabado's Seed Cover	Cofina	MSTF Partners	Portugal
AD 2.2 Newspaper Advertising	Wrinkles	Beiersdorf AG	Jung von Matt AG	Germany
AD 2.2 Newspaper Advertising	Missed / Party / Children	Wirz / BBDO	RoadCross Schweiz	Switzerland
AD 2.2 Newspaper Advertising	Passive Smoke Campaign	Deutsche Kinderkrebsstiftung/ German Childhood Cancer	Jung von Matt AG	Germany
AD 2.3 Magazine & Trade Advertising	World of Waves	Greenpeace e.V.	Scholz & Friends	Germany
AD 2.3 Magazine & Trade Advertising	Demanding Assholes Campaign - Motivs "Hates / Complaints / Details / Smashed"	Nik Huber Guitars	Ogilvy Germany	Germany
AD 2.3 Magazine & Trade Advertising	Fantastic Orchestra	Zurich Chamber Orchestra	Havas Worldwide Zürich	Switzerland

## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
AD 2.3 Magazine & Trade Advertising	Don't cross the line 1	Renault Nissan Slovenia	PUBLICIS SLOVENIA	Slovenia
AD 2.3 Magazine & Trade Advertising	Odyssey	Renault Nissan Slovenia	PUBLICIS SLOVENIA	Slovenia
AD 2.3 Magazine & Trade Advertising	THE CITÉ DE L'ARCHITECTURE MUSEUM	CITÉ DE L'ARCHITECTURE ET DU PATRIMOINE	HAVAS PARIS	France
AD 2.3 Magazine & Trade Advertising	Upside Down	Jeep	Leo Burnett France	France
AD 2.3 Magazine & Trade Advertising	Breath	Cloetta Italia	Young & Rubicam Group Italia	Italy
AD 2.4 Mailings	Quick Post for Swiss Ski Clubs	Pitsch Sport GmbH	Agentur am Flughafen AG	Switzerland
INT 3.2 Online advertising	Cow Marathon	Bio Suisse	Leo Burnett Schweiz AG	Switzerland
INT 3.2 Online advertising	The Ultimatum	WOZ Die Wochenzeitung	Leo Burnett Schweiz AG	Switzerland
INT 3.2 Online advertising	Names App.	Micasa	Leo Burnett Schweiz AG	Switzerland

## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
INT 3.2 Online advertising	Like Attack	Laut gegen Nazis/Loud against Nazis	Jung von Matt AG	Germany
INT 3.2 Online advertising	Arctic	Greenpeace	McCann Madrid	Spain
INT 3.3 Mobile applications	Qixxit - Mobility for a new Generation	Deutsche Bahn Vertrieb GmbH	Cheil Germany GmbH	Germany
INT 3.3 Mobile applications	Back to Vinyl	Kontor Records GmbH	Ogilvy Germany	Germany
INT 3.4 Any other	LX Type	Lisbon City Council	Leo Burnett Lisboa	Portugal
INT 3.4 Any other	The Alternative Commentary	nc+	Havas Worldwide Warsaw	Poland
INT 3.4 Any other	GT RIDE - Viral Gaming for Kia	Kia Motors Europe GmbH	LA RED GmbH / Artificial Rome GmbH	Germany
INT 3.4 Any other	Samsung Caso Doca 21	Samsung	Fullsix Portugal	Portugal
INT 3.4 Any other	Dear Future Mom.	CoorDown Onlus	Saatchi & Saatchi Italy	Italy
DE 4.1 Graphic Design	TYPE HYPE - poster "Hauptstadt"	TYPE HYPE GmbH & Co. KG	Strichpunkt GmbH	Germany

## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
DE 4.1 Graphic Design	Coke and Meal	Coca-Cola Slovakia and Coca-Cola Czech republic	Mayer/McCann Erickson	Slovakia
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	Hä? Magazine	Rotpunkt Pharma AG	Studio Marcus Kraft	Switzerland
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	Odiseo	Folch	Folch	Spain
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	The Selfscan Report	Auchan S.p.A.	serviceplan	Germany
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	Smakbyn Times	Smakbyn Åland	Agency Leroy	Finland
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	The Spanish Protectorate in Morocco	Iberdrola	Ena Cardenal de la Nuez	Spain
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	„Fountains and Essences of Inspiration“ – A publication of Projekttriangle Design Studio	Projekttriangle Design Studio	Projekttriangle Design Studio	Germany

## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	Castellers de Vilafranca Vol.1	Castellers de Vilafranca	Bildi Grafiks	Spain
DE 4.2 Editorial/Books/ Corporate Publishing/ Catalogues	Arts Libris 2013	Arts Libris	Bildi Grafiks	Spain
DE 4.3 Corporate Identity Branding	Kastelo	Associacao Nomeiodonada / Associacao Link	Uma	Portugal
DE 4.3 Corporate Identity Branding	Logo Dental Clinic Blanco Ramos	Dental Clinic Blanco Ramos	xose teiga, studio.	Spain
DE 4.4 Illustration and Photography	Animal Pills	Slow Food	Leo Burnett Schweiz AG	Switzerland
DE 4.4 Illustration and Photography	Die Hölle daheim/ Hell Home	Stern	Stern	Germany
DE 4.4 Illustration and Photography	Psyko Store, Welcome to de dark side	Heiko Muus	Y&R Group Switzerland	Switzerland
DE 4.4 Illustration and Photography	Fantastic Orchestra	Zurich Chamber Orchestra	Havas Worldwide Zürich	Switzerland

## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
DE 4.4 Illustration and Photography	MINNA PARIKKA SS14	MINNA PARIKKA	Janine Rewell	Finland
DE 4.4 Illustration and Photography	THE CITÉ DE L'ARCHITECTURE MUSEUM	CITÉ DE L'ARCHITECTURE ET DU PATRIMOINE	HAVAS PARIS	France
DE 4.4 Illustration and Photography	Upside Down	Jeep	Leo Burnett France	France
DE 4.4 Illustration and Photography	Fat No More	FOZZY FOOD	Geometry Global Moscow	Russia
DE 4.5 Packaging	GOSZER WEIN	Groszer Wein GmbH	Alessandri Design	Austria
DE 4.5 Packaging	Sikkim Gin	Sikkim Gin	Insignia MK	Spain
DE 4.6 Motion Graphics	Canal+ Cine	Canal+ Spain	Cómodo Screen	Spain
DE 4.7 Any other	Labyrinth by Mark Wallinger	Art On The Underground	Rose	United Kingdom
DE 4.7 Any other	Noe Display Type Family	Schick Toikka	Schick Toikka	Finland
PR 5.1 Promotions	Flashback	Berlin Tourismus & Kongress GmbH	BBDO Berlin GmbH	Germany

## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
PR 5.1 Promotions	Audi Test Drive Cube	AUDI AG	Philipp und Keuntje	Germany
PR 5.1 Promotions	Free the Forced	United Nations Association of Germany	Cheil Germany GmbH	Germany
PR 5.1 Promotions	The Social Swipe	Bischöfliches Hilfswerk MISEREOR e.V.	Kolle Rebbe GmbH	Germany
PR 5.1 Promotions	ZUGSPITZE	REED EXHIBITIONS VIENNA	OGILVY & MATHER GMBH.	Austria
PR 5.1 Promotions	Back to Vinyl	Kontor Records GmbH	Ogilvy Germany	Germany
PR 5.1 Promotions	Trojan Mailing	DHL	Jung von Matt AG	Germany
PR 5.1 Promotions	#BalconyExpress	Leroy Merlin	M&C Saatchi	Italy
PR 5.2 Ambient Media	The IKEA RGB Billboard	IKEA	thjnk ag	Germany
PR 5.2 Ambient Media	iDemo	Die PARTEI	Scholz & Friends / KKLD*	Germany
PR 5.2 Ambient Media	The Opel Sky Surprise	Opel General Motors Austria GmbH	WIEN NORD Werbeagentur	Austria



## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
PR 5.2 Ambient Media	Give warmth	Caritas	DDB Wien	Austria
PR 5.2 Ambient Media	Protect Your #L1F3	Genertel/Europ Assistance	M&C Saatchi	Italy
PR 5.3 New use of media	The Digital Newspaper Holder	Neue Zuercher Zeitung	Jung von Matt / Limmat	Switzerland
PR 5.3 New use of media	The Alternative Commentary	nc+	Havas Worldwide Warsaw	Poland
PR 5.3 New use of media	The 2-in-1-Commercial	Daimler AG	Jung von Matt AG	Germany
PR 5.3 New use of media	Give warmth	Caritas	DDB Wien	Austria
PR 5.3 New use of media	Rubberband-ad	Henkel	DDB Wien	Austria
PR 5.3 New use of media	Renovated Billboards	OBI GmbH & Co. Deutschland KG	Jung von Matt AG	Germany
PR 5.4 Events (Corporate, Public, Consumer, Social/Cultural)	All eyes on S4	Swisscom (Schweiz) AG	Heimat	Germany
PR 5.5 Environmental Design (Trade Booths, Concept Stores, Brandscapes)	BruumRuum!	Ajuntament de Barcelona	David Torrents Studio	Spain

## ADCE Winners 2014 – Nomination

Category	Title	Client	Agency/Studio	Country
PR 5.5 Environmental Design (Trade Booths, Concept Stores, Brandscapes)	Hospital Sant Joan de Déu	Hospital Sant Joan de Déu (Barcelona)	Dani Rubio Arauna / Rai Pinto	Spain
IAI 6.1 Integrated Campaigns	All eyes on S4	Swisscom (Schweiz) AG	Heimat	Germany
IAI 6.1 Integrated Campaigns	Raised on concrete   The story of the Boateng brothers	Nike	VCCP	Germany
IAI 6.1 Integrated Campaigns	IKEA's Little Changes	IKEA Portugal	TBWA Lisboa	Portugal
IAI 6.2 Content Ideas	The Opel Sky Surprise	Opel General Motors Austria GmbH	WIEN NORD Werbeagentur	Austria
IAI 6.5 Creative Strategy	Mannequins	Pro Infirmis	Jung von Matt / Limmat	Switzerland
IAI 6.5 Creative Strategy	Dacia Sponsor Day	Renault Italia	Publicis Italy	Italy

**Thank you all!**