

International AME Awards announces 2012 shortlist

NEW YORK, US: The International [AME Awards](#), now in its 18th year of honouring the world's best work in advertising and marketing effectiveness, has announced the shortlist for the 2012 competition.



The [Grand Jury](#), comprises interactive and multidisciplinary marketers, planners, and creatives, selected the shortlist from entries submitted from 27 countries worldwide.

Entries achieving shortlist status exhibited a trend toward social media marketing movements, with an increase in cause marketing, sustainability strategies, and community building. The shortlist was dominated by campaigns that focused on engaged participation, public responsibility, and community activism. Brands employed crowd sourcing, word-of-mouth advertising, and even anti-advertising in their efforts to gain traction for their clients.

The 2012 AME Grand Jury had this to say about this year's entries:

"Word of mouth advertising is gaining even more space. Creatives are trying to find the best way to make people talk and spread messages about their clients. Social Media became a pop star. Share and Like became powerful tools to spread ideas." - Ricardo Gandolfi, founder and creative director Terremoto, Brazil (North American/Latin American Grand Jury)

"Some of the best work is anti-advertising and flips traditional ad formats and celebrity endorsements around to create breakthrough," said Robert Mitchell, managing director, Zed Communications, Dubai, Abu Dhabi, Doha, Kuwait, Oman (Europe/Middle East & Africa Grand Jury)

"I saw a lot of campaigns linking themselves with current events, making themselves more relevant to the market," commented Brandie Tan, executive creative director, BBDO Guerrero Proximity, Philippines (Asia-Pacific Grand Jury)

Achieving stellar status

Strategic celebrity involvement helped achieve stellar results for the following shortlisted entries: Abbott Mead Vickers BBDO

England "Sandwich" for Pepsico; DDB New York "The Fabric of My Life" for Cotton Incorporated; Heimat Berlin, "Don't give up!" for McFit; DDB China Group, "36 Stratagems of Streetball" for Gatorade; and Tribal DDB Worldwide, "Brotherhood of the Grill" for Kingsford.

Shortlisted entries linked to current events include: TBWA HAKUHODO, Japan, "Ariel Cheers for You" Project; Lowe & Partners Columbia, "Operation Christmas" for Program for the Humanitarian Attention to the Demobilised; Grabarz & Partner Werbeagentur GmbH, "Trojan Shirt" for EXIT-Deutschland; and Jung von Matt, "Konzertmilch" for Dortmund Concert Hall.

Green-themed entries focusing on sustainability and conservation of natural resources also advanced to the next round: Jung von Matt, Germany, "Save as WWF" for WWF; DDB Canada / Vancouver, "BC Hydro" for Power Smart; and Critical Mass, USA, "The New Car" for Nissan LEAF.

Germany did exceptionally well in this year's competition with 26 entries achieving shortlist status. And social media once again played a major role, with multiple entries mobilising community support including: Kempertrautmann GmbH, Hamburg's entry Initiative Deutschland findet Euch ("The Missing Child") for Initiative Vermisste Kinder ("Missing Children's Initiative"). The campaign used Facebook, interactive maps, and community activism to initiate the largest-ever search party for missing children. Ogilvy Frankfurt's entry, "Frankfurt Builds the New Staedel" rallied the people of the city to act as ambassadors for the Museum's US\$5m expansion project. Jung von Matt, Hamburg created "Club der Töchter" for client Nike, reinterpreting the brand for young women by initiating a virtual Facebook running club that brought together over 6000 women in Germany, Austria, and Switzerland. Reinclassen GmbH & Co. KG, Hamburg's "I Push for You" for Hochbahn public transit system reinforced the public's overall feeling of safety and bolstered civic courage after recent attacks.

12 entries from the United States were selected for the shortlist, along with 11 from Canada, 6 from Japan, 4 from Australia, and 2 from England. China, Columbia, France, and The Netherlands were each recognised with a single shortlist entry.

A partial list of prominent agencies receiving shortlist status includes:

- Abbott Mead Vickers BBDO, England
- Leo Burnett, Australia
- DDB Canada/Vancouver
- DDB China Group
- DDB New York, USA
- EURO RSCG Worldwide, USA
- Fred & Farid Paris, France
- Grey Advertising, Australia
- Jung von Matt, Germany
- Kempertrautmann GmbH, Germany
- Lowe & Partners, Columbia
- Lukas Lindemann Rosinski GmbH, Germany
- Neue Digitale / Razorfish GmbH, Germany
- PALM+HAVAS, Canada
- Proximity Canada
- Serviceplan Group, Germany
- TBWA HAKUHODO, Japan
- Tribal DDB Amsterdam, The Netherlands
- Young and Rubicam, USA

To view the 2012 AME Awards shortlist go to www.ameawards.com/shortlist/

Since 1994, the AME Awards [Grand Jury](#) has recognised work that successfully demonstrates ground-breaking solutions to challenging marketing problems. Entries are judged in 3 rounds.

Round 1 results in the shortlist; all entries in this round are scored by jurors from their region, top industry professionals who have a clear understanding of the works' culture and markets, allowing for a more fair evaluation of each entry. Round 2 is also judged by region and determines which shortlisted entries deserve a Bronze, Silver, or Gold AME Medal, and which become finalists. In Round 3, all entries earning a Gold AME Medal in the previous round - regardless of region - are judged by the entire Grand Jury to declare the regional Platinum AME Awards

The 2012 International AME Awards regional competitions and juries include 3 regions: Asia-Pacific, Europe/Middle East & Africa, and North America/Latin America. The jury members' expertise within their markets allows AME Awards regional entries to be judged with cultural background and relevance

AME Awards employs an enhanced scoring process to improve the accuracy of each entry's score. The Grand Jury is asked to evaluate entries according to four principals, each with its own individual scoring weight:
Challenge/Strategy/Objective - 20%; Creativity - 25%; Execution - 25%; and Results/Effectiveness - 30%.

The 2012 International AME Award winners will be announced in March. For more information go to www.ameawards.com and for more information on International Awards Group go to www.internationalawardsgroup.com.

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