

2007 Jay Chiat Account Planning Awards

Grand Prix.

BBH London, Unilver (AXE\Lynx)

SERVICE BRAND

Best contribution of planning to a service brand that has been in the marketplace for more than two years.

Silver

Fallon, Bahamas Ministry of Tourism

Honorable Mention

Campbell-Ewald, Alltel (Wireless)
TAXI, Blue Shield of California

No Gold or Bronze was awarded in this category

PRODUCT BRAND

Best contribution of planning to a product brand that has been in the marketplace for more than two years.

Gold

BBH, Unilever (AXE, "The Gamekillers")

Silver

JWT, Kimberly Clark (Kleenex)

Bronze

RPA, Honda (Element)

Honorable Mention

The Richards Group, Thomasville

PRODUCT/SERVICE INTRODUCTION

Best contribution of planning to a brand that has been in the market for less than two years.

Gold

Cramer-Krasselt, Takeda Pharmaceuticals (Rozerem)

Silver

TBWA\Chiat\Day Los Angeles, Sony Computer Entertainment America (PlayStation 3)

Honorable Mention:

JWT, Dominos Pizza
JWT, Unilever (Sunsilk)

No bronze was awarded in this category.

PRO BONO

Best contribution of planning to a pro bono brand.

Bronze

The Buntin Group, Partnership for a Drug-Free America (Infected by Meth)

Honorable Mention

Fallon, Children's Defense Fund
Grey San Francisco, Youth Leadership Institute

No gold or silver was awarded in this category.

SMALL BUDGET

Best contribution of planning to a small budget brand (under \$5 million).

Silver

The Martin Agency, Hanesbrands Inc. (Barely There)

Honorable Mention

JWT, Tourism Ireland
SS&K, msnbc.com

No gold or bronze was awarded in this category.

GLOBAL

Best contribution of planning to a global campaign originating from North American and running in at least three other countries.

Honorable Mention

Euro RSCG, Novartis (Nicotinell)

No gold, silver or bronze was awarded in this category.



2007 Jay Chiat Account Planning Awards

INTERNATIONAL

Best contribution of planning for communications that ran in international markets (not originating in the United States).

Gold

BBH London, Unilver (AXE\Lynx)

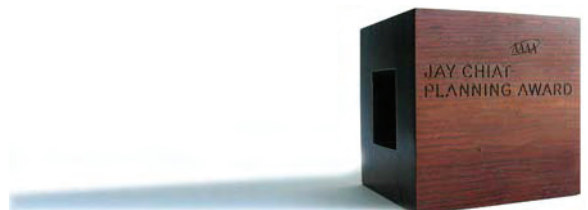
Silver

BBH London, Unilever (Becel)

Honorable Mention

JWT London, Bayer (CalciAid)

JWT Brazil, Diageo Brazil LTDA (Smirnoff)



2006 Jay Chiat Account Planning Awards

★ Grand Prix

Bartle Bogle Hegarty: Unilever (AXE Snake Peel)

SERVICE BRAND

Best contribution of planning to a service brand that has been in the marketplace for more than two years.

Silver

Modernista!: Napster

Honorable Mention

DDB Los Angeles: Ameriquest Mortgage Co.

Fallon: Vanguard Car Rental USA (National Car Rental)

TBWA\Chiat\Day Los Angeles: Principal Financial Group

No gold or bronze was awarded in this category.

PRODUCT BRAND

Best contribution of planning to a product brand that has been in the marketplace for more than two years.

Gold

Bartle Bogle Hegarty: Unilever (AXE Snake Peel)

The Martin Agency: The Learning Channel (TLC)

Silver

Bartle Bogle Hegarty: Unilever (AXE)

Bronze

DDB: Georgia-Pacific (Angel Soft)

Honorable Mention

Energy BBDO: Wm. Wrigley Jr. Company (Winterfresh)

Goodby, Silverstein & Partners: California Milk Processor Board

PRODUCT/SERVICE INTRODUCTION

Best contribution of planning to a brand that has been in the market for less than two years.

Gold

McKinney: Audi (A3)

Bronze

Grey San Francisco: Wellpoint (Tonik)

TBWA\Chiat\Day Los Angeles: Sony PlayStation (PlayStation Portable)

Honorable Mention

Publicis: Coca Cola (Vault)

Saatchi & Saatchi LA: Toyota Motor Sales USA

No silver was awarded in this category.

PRO BONO

Best contribution of planning to a pro bono brand.

Silver

Foote Cone & Belding: The National Youth Anti Drug Media Campaign

Bronze

Mullen: The Ad Council (Anti-Drunk Driving)

Mullen: The Ad Council (Project Safe Neighborhoods)

No gold or honorable mention was awarded in this category.

SMALL BUDGET

Best contribution of planning to a small budget brand (under \$5 million).

Honorable Mention

Moses Anshell: Arizona Dept. of Health Services (Teen Pregnancy Prevention)

No gold, silver or bronze was awarded in this category.

GLOBAL

Best contribution of planning to a global campaign originating from North American and running in at least three other countries.

Silver

Wieden + Kennedy: Electronic Arts (The Sims)

Honorable Mention

McCann Erickson: MasterCard International

No gold or bronze was awarded in this category.



2005 Jay Chiat Account Planning Awards

SERVICE BRAND

Best contribution of planning to a service brand that has been in the marketplace for more than two years.

Honorable Mention

DDB Chicago: OfficeMax

No gold, silver or bronze was awarded in this category.

PRODUCT BRAND

Best contribution of planning to a product brand that has been in the marketplace for more than two years.

Silver

Team One Advertising: Lexus Certified Pre-Owned Vehicles

Honorable Mention

Crispin Porter + Bogusky: Burger King

Deutsch Inc.: Tylenol

JWT: Domino's

Ogilvy & Mather: Barbie

No gold, or bronze was awarded in this category.

PRODUCT/SERVICE INTRODUCTION

Best contribution of planning to a brand that has been in the market for less than two years.

No awards were given in this category.

PRO BONO

Best contribution of planning to a pro bono brand.

Gold

kirshenbaum bond + partners: AdoptUSKids

No silver or bronze was awarded in this category.

SMALL BUDGET

Best contribution of planning to a small budget brand (under \$5 million).

Gold

Crispin Porter + Bogusky: Google

Honorable Mention

The Martin Agency: Spike TV

The Richards Group: Kiwi

No silver or bronze was awarded in this category

GLOBAL

Best contribution of planning to a global campaign originating from North American and running in at least three other countries.

No awards were given in this category.



2004 Jay Chiat Account Planning Awards

SERVICE BRAND

Best contribution of planning to a service brand that has been in the marketplace for more than two years.

Gold

TBWA\Chiat\Day: Nextel Communications

Bronze

Goodby, Silverstein & Partners: eBay Online Service

Fallon Worldwide: Citibank

No silver was awarded in this category.

PRODUCT BRAND

Best contribution of planning to a product brand that has been in the marketplace for more than two years.

Gold

Carmichael Lynch: Harley-Davidson Motor Company

Silver

Leo Burnett USA: The Procter & Gamble Company
(Tampax Compak)

Bronze

J. Walter Thompson: Unilever Bestfoods (Cup-A-Soup)

PRODUCT/SERVICE INTRODUCTION

Best contribution of planning to a brand that has been in the market for less than two years.

Gold

J. Walter Thompson: The Diamond Trading Company
(Right Hand Ring)

Bronze

Carmichael Lynch: American Standard (Champion Toilet)

No silver was awarded in this category.

PRO BONO

Best contribution of planning to a pro bono brand.

No awards were given in this category.

SMALL BUDGET

Best contribution of planning to a small budget brand (under \$5 million).

No awards were given in this category.



2003 Jay Chiat Account Planning Awards

★ Grand Prix

Crispin Porter + Bogusky: Molson USA

SERVICE BRAND

(in the marketplace for more than two years)

Silver

Bartle Bogle Hegarty: ING Direct

Leo Burnett USA: Toys “R” Us

Bronze

The Martin Agency: United Parcel Service

No gold award was given in this category

PRODUCT BRAND

(in the marketplace for more than two years)

Gold

Leo Burnett USA: Kellogg’s Nutri-Grain

Silver

Arnold Worldwide: Volkswagen

Bronze

J. Walter Thompson: Novell

BRAND, EITHER PRODUCT OR SERVICE

(in the marketplace for less than two years)

Gold

Crispin Porter + Bogusky: MINI USA

Silver

The Martin Agency: Vanilla Coke

BBDO Chicago: Wm. Wrigley Jr. Co.’s Orbit Sugar-Free Gum

No bronze award was given in this category

NONTRADITIONAL ADVERTISING COMMUNICATIONS

Gold

Crispin Porter + Bogusky: Molson USA

Silver

TBWA\Chiat\Day: Cadbury Canada’s Caramilk

No bronze award was given in this category

SMALL BUDGETS (less than \$5 million) or PRO-BONO BRAND

Gold

McKinney & Silver for First Citizen’s Bank

Bronze

DDB Chicago for After School Alliance

LBWorks for Heidelberg USA

No silver award was given in this category

