

1 Pepe Jeans London showroom

"Recently Pepe Jeans London received, from the Andy Warhol Foundation for the Visual Arts, Inc., the license for the Andy Warhol by Pepe Jeans London' apparel and accessories collection," said art director Marino Casas. "This project in Barcelona, Spain, is the wholesale showroom. We were asked to design this space, as we did for all the rest of the brands of Pepe Jeans London. The concept for the Andy Warhol showroom was based on the artist's Silver Factory in New York. In the same building, we also designed the showrooms for 'Tommy Hilfiger Denim,' 'Karl Lagerfeld,' 'TwentySTwelve by Sienna Miller' and, of course, 'Pepe Jeans London.' The response has been very positive, especially with the solution we came up with to integrate all the different collections (in particular the Andy Warhol by Pepe Jeans London Collection) in this old and beautiful building of the well-known 'El Born' neighborhood in Barcelona."

Marino Casas/Will Erens, art directors; PureSang (Barcelona, Spain), design; Pepe Jeans London, client.

2 World Science Festival opening titles

"They say ignorance is bliss, but the more we understand of the scientific forces that run our planet and the whole universe, the more beautiful and fantastic it gets," said Jakob Trollback, creative director. "For the opening of the annual World Science Festival, we wanted to celebrate the forces that create rifts in time and space, spin objects in lyrical orbits, produce water and oxygen that give life to organisms, and started the evolution that has made us the curious explorers and storytellers who marvel at the sheer majesty of it. Maybe we could humbly call it The Beauty of Knowledge, or perhaps just A Tribute to the Stars. Michael Montes created the music that made the piece take off."

Whitney Green, broadcast producer; Peter Alfano/Emre Veryeri/Tolga Yildiz, design; Emre Veryeri, animator; Peter Alfano, 3-D animator; Michael Montes, Sacred Noise, music; Marisa Fiechter, executive producer; Trollback + Company (New York, NY), design firm; World Science Festival, client.

We're looking for new, outstanding collateral, packaging, print ads, television commercials, direct mail, shopping bags, CD covers, books and exhibits. For submission details, visit www.commart.com/submissions.

1 Famima!! out-of-home ads

"Famima!! is an upscale, 24/7 convenience store with a distinct edge. Along with batteries and tissues, you can pick up freshly baked sticky buns, sushi and gourmet food. With 15,000 stores in Asia, Famima!! is introducing itself to the U.S. through 17 stores in Los Angeles, 7 of which are downtown. Our campaign focuses on the downtown area, with its around-the-clock diet of commuters, hotel hipsters and club-hoppers," said chief creative director Mike Wilson. "The message expresses the idea that you'll go into Famima!! looking for one thing, but you're bound to come out with something else you want, too."

Sean Miller, art director; Jesse Nicely, writer; Brad Gantt/Ian Macdonald, associate creative directors; Sandep Rahi, creative director; Dentsu America (New York, NY), ad agency; Famima!! client.



2 Sour Marbels newspaper ad

One from a campaign to communicate the point of Sour Marbels vis-a-vis other candy brands, is its really sour taste. "The minute we got the idea of the animals spitting out their prey, we knew that the execution had to be very different," said co-writer Saurabh Kulkarni. "After mulling over and trying out many styles, we decided to let the illustrator do his own version. With some changes, the illustrator's original style worked out the best."

Ashish Naik, art director; Nasrullah Husami/Saurabh Kulkarni, writers; Anurag Agnihotri, creative director; Abhijit Avasthi/Rajiv Rao, executive creative directors; Piyush Pandey, chief creative officer; Deelip Komane, illustrator; Ogilvy & Mather Mumbai (Mumbai, India), ad agency; Rohit Kapoor, Perfetti Van Melle, client.



3 ADP print ad

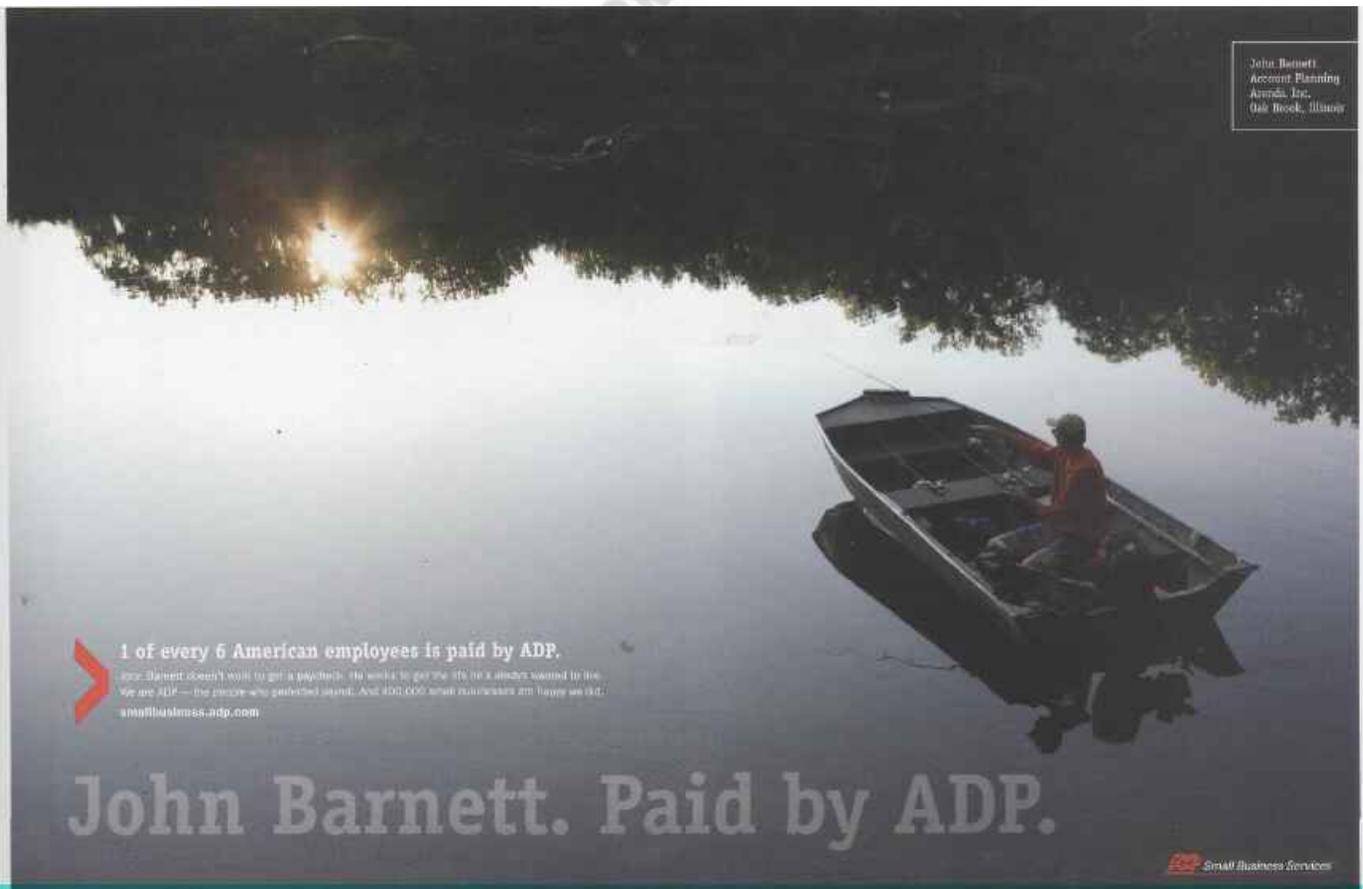
"Traditional messaging in the financial services category has focused almost exclusively on product features. Our solution was to try and capture the emotional benefit of using ADP'S products and services," said creative director Jane Kramer. "The creative concept drilled down to the one key insight we thought would resonate universally with the audience—people work to live. And by highlighting the small business employee we illustrated the impact that small business owners have on their employees' lives. The photography captures actual employees of ADP'S customers engaged in their passions, made possible by the fact that they get paid accurately and on-time."

Jane Kramer, art director; John Alley, writer; Rick Lagan, associate creative director; Chris Wimpey, photographer; Nelson Schmidt (Milwaukee, WI), ad agency; Automatic Data Processing, Inc. (ADP), client.

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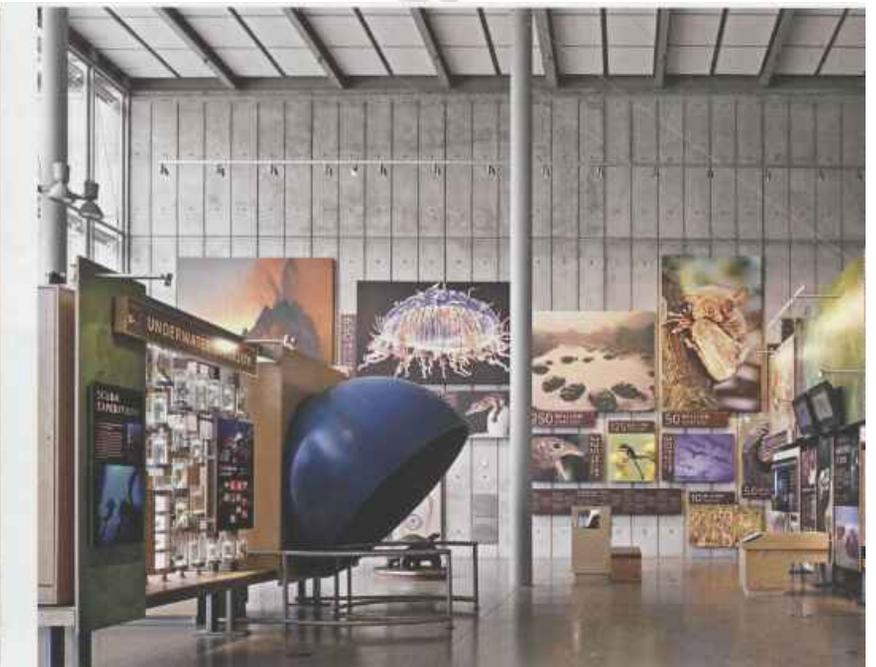
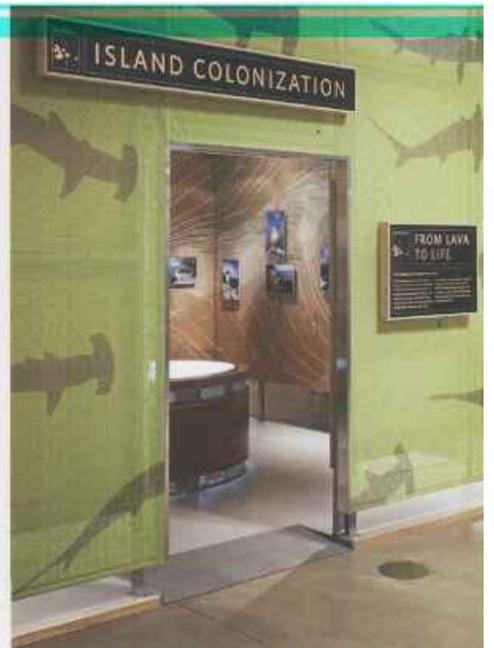
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John Barnett
Account Planning
Aurora, Ill.
Oak Brook, Illinois

> 1 of every 6 American employees is paid by ADP.
 John Barnett doesn't want to get a paycheck. He wants to get the life he's always wanted in life.
 We are ADP — the people who get the job done. And 450,000 small businesses are happy we did.
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exhibit

1 Islands of Evolution exhibition design

"The Islands of Evolution exhibit examines the Academy's various expeditions and research in the Galapagos and Madagascar with a focus on evolution. The design co-opts the scientific specimen box as a method of organizing content with a contemporary spin," said co-creative director Eric Heiman. "It allows for the different kinds of information to be arranged in varied and compelling ways. The exhibit modules were developed from a standardized kit of parts—including direct-to-plate prints, low-energy LED lightboxes, A/V and specimens. Transparent materials and openings between the exhibits encourage human interaction."

Carolyn Collins Petersen/Michael Rigsby, writers; Iran Narges/Margot Piper/Talin Wadsworth, designers; Amber Reed, senior designer; Adam Brodsley, co-creative director; Jonathan Katz, Cinnabar Inc., executive producer; Volume Inc. (San Francisco, CA), design firm; California Academy of Sciences, client.

2 Best Golf Cars print ad

"This campaign focused on the observation that one will see more golf cars on neighborhood streets than on golf courses along the Grand Strand area, which is considered a golf mecca on the East Coast," art director Jon Leon said. "That insight revealed that people are using golf cars as a family social tool. Cruising the neighborhood, stopping to chat with neighbors, enjoying cocktails and, most importantly, making a status statement based on the amount of customization on the car."

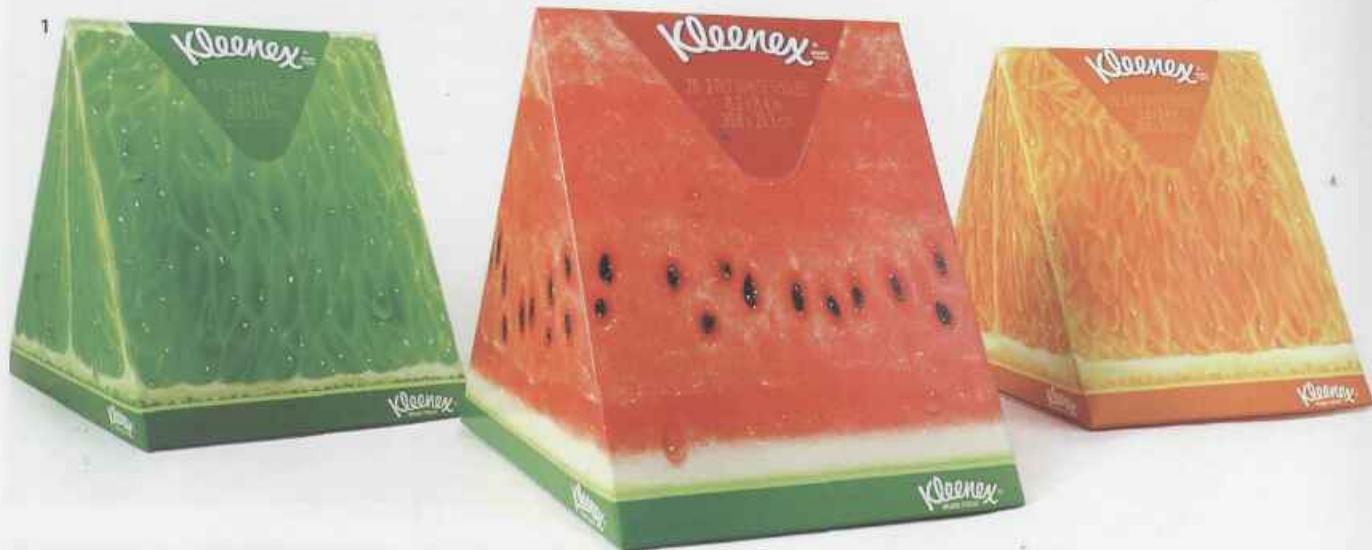
Jay Arre, writer; Chris Vestal, creative director; Whitney Messervy, project director; Matt Silk, photographer; Hacjob, illustrator; Andy Kovan, senior brand strategist; The Brandon Agency (Myrtle Beach, SC), ad agency.



3 Smuin Ballet poster, print ad and transit

"To expand local interest in Smuin Ballet during its fifteenth anniversary season, we created a fresh image for the ballet company," said Stephen Goldblatt, executive creative director. "The campaign represents Smuin's unique performance approach that merges classical ballet with contemporary dance. The campaign features iconic imagery and artistic photography of Smuin dancers mashed-up to illustrate the company's progressive approach to ballet. 'Ballet But...' is bold and edgy to make ballet more accessible and connect with modern audiences." Six photographic mash-ups titled Entertaining, Sexy, Bold, Broadway, Spicy and Different were developed into out-of-home posters and print ads.

Enrique Camacho/Jeremy Stewart, art directors; James Beikmohamadi/Will Zschau, writers; Steve Knodel, designer; Rebecca Reid, project director; Scott Harben, SEE Pictures, photographer/retoucher; Andrew Walter, manager of media services; DMAX, production designer; Alicia Conner, SEE Pictures/Jamie Tompetrini, agency producers; Donna Baker, SEE Pictures, executive producer; Kim Kline, senior brand strategist; Oak Loakwansathitaya/Randi Rogers, stylists; Evolution Bureau (San Francisco, CA), ad agency.



exhibit

1 Kleenex Perfect Slice of Summer packaging

Los Angeles-based illustrator Hiroko Sanders created the illustrations for the new Kleenex brand "Perfect Slice of Summer" tissue box series. "Since the illustrations are the primary part of each carton, the challenge was to create artwork utilizing a style that embodies the spirit of summer, and that works with the carton shape," Sanders said. "The three boxes are images of different fruit rendered with a stylized realism that unifies the design of the package with the brand and the product. The key to success was leveraging the graphic design/illustration against the unique structure to create an unexpected surprise."

Jennifer Brock, Kimberly Clark Corp., senior designer; Jane Kelly, Kimberly Clark Corp., design director; Christine Mau, Kimberly Clark Corp., creative director; Hiroko Sanders (Los Angeles, CA), illustrator; Kimberly Clark Corp., client.

2 52 Aces deck of cards

Zeixs—a portal for interactive books for designers—founded by the Germany-based publishing house Feierabend Unique Books and design agency izender, recently released this deck of cards by 52 international designers and illustrators. The unique deck was published in a limited edition of 999.

Marco Wnuck, creative director; 12ender agency (Mannheim, Germany), design; Fine Kohl (King of Spades)/Daniel Kratzke (King of Diamonds)/Britta Manger (Nine of Diamonds)/Maximilian Pfisterer (Jack of Hearts)/Marie Schiffler Viktoria (Ace of Diamonds)/Oliver Toman (Jack of Diamonds)/Hylton Warburton (Four of Hearts)/Ingrid Wenger (Queen of Diamonds)/Katrin Wienie (Queen of Spades), illustrators; Feierabend Unique Books, publisher.

3 Benadryl TV spot

The million unseen enemies of the allergy sufferer are at the heart of the new spot for Benadryl. It shows how innocent pollen, flowers and bees are transformed into agents of attack. For hay fever sufferers, every day is a battle. What for others is a scene of beauty and peace is a battleground for sufferers. Plants explode, sending pollen flying. Sycamore seeds spin toward the ground like helicopters.

"War" :40

(Open on blue sky and white puffy clouds. Focus on flowers and plants)

SFX: Helicopters. Machine guns. Dive bombers. Howitzers. Artillery.

(Plants and bees go ballistic. Pollen and seeds fill the air as the bombardment continues)

Super: Win the war against allergies with Benadryl allergy relief.

(Benadryl package comes zooming into the scene. The war has been won. The scene changes quickly to ultimate serenity. Calm descends)

SFX: Bird song.

Super: The fastest acting allergy relief capsule without prescription. Always read the label. Contains Acrivastine.

Andy Smith, JWT London, art director; Ryan Lawson, JWT London, writer; Russell Ramsey, JWT London, creative director; Gary Drive, The Mill, Flame artist; Tim Hardy, Cut + Run, editor; Cut + Run (London, United Kingdom), editorial company; Munzi Thind, Grand Central, sound designer; Steve Cope, Rattling Stick, director; Aidan Gibbons, The Mill, visual effects artist; Anna Church, JWT London, agency producer; Kate Martin, Rattling Stick, production company producer; Johnson & Johnson, client.

