



Winners ADPRINT FESTIVAL 2012

ADVERTISING ANGELS

PRINT COMPETITION

PRINT

Art, Culture, Media & Entertainment

Top-drawer Books

Agency: Graffiti BBDO Bucharest

Client: Carturesti

Brand: Carturesti

Team:

Art Director: Gelu Florea

Copywriter: Eugen Suman

Creative Director: Mihai Gongu

Illustrator: Dan Munteanu

Miracles

Agency: 1861united

Client: SKY ITALIA SATELLITE TV

Brand: SKY SPORT

Team:

Art Director: Giorgio Cignoni

Copywriter: Federico Ghiso

Creative Director: Federico Ghiso and Giorgio Cignoni

Executive Creative Directors: Pino Rozzi, Roberto Battaglia

Fast Moving Consumer Goods

See you later

Agency: JWT / FABRIKANT

Client: Kimberly-Clark GmbH

Brand: Hakle Naturals

Team:

Art Director: Roger Dobmann

Copywriter: Mathias Bart

Creative Director: Andreas Maedler, Grischa Rubinik

CEO: Remy Fabrikant



Services

Fine-tune your company

Agency: Saatchi & Saatchi Praga

Client: Software 602

Brand: Software 602

Team:

Art Director: Michal Felgr

Copywriter: Tomas Vapenik

Creative Director: Jakub Hanzlicek

Automotive and Automotive Products

F1

Agency: Publicis Conseil - Paris

Client: Renault F1

Brand: Renault F1

Team:

Art Director: Yves-Eric Deboey

Copywriter: Degryse Mathieu

Creative Director: Altmann Olivier

Assisting Art Director: Weessa Jean

Photographer: David Gill

Durables and Other Consumer Goods

Wetsuit

Agency: Publicis Conseil - Paris

Client: Sooruz

Brand: Sooruz

Team:

Art Director: Charles Morand

Copywriter: Roland Martin

Creative Director: Olivier Altmann, Frédéric Royer

Photographers: Cesar, Jacques Ancelle-Hansen, Demarcillac

Social services, Public Awareness

You'd better!

Agency: SCHNEIDERS Kommunikation für Lebensart

Client: AIDS-Hilfe Hamburg e. V.

Brand: AIDS-Hilfe Hamburg

Team:

Art Director: Günter Bitter

Copywriter: Manfred Schneider

Creative Director: Manfred Schneider

Client Supervisor: Michaela Schneider-Mestrom



The shadow

Agency: Mercury360

Client: Help Malin Association & Direct Therapy Association

Brand: helpautism.ro

Team:

Art Director: Emanuel Borcescu

Copywriter: Ciprian Banica

Creative Director: Liviu Turcanu

Illustrator: Emanuel Borcescu

Others

Tuxedo Confessions Retail Store - Get noticed

Agency: JANDL Bratislava

Client: Big Issues SRL

Brand: Tuxedo Confessions

Team:

Art Director: Alexis Blanco, Pavel Fuksa

Copywriter: Eugen Suman

Creative Director: Pavel Fuksa

Illustrator: Ryohei Hase

OOH COMPETITION

BILLBOARD

Fast Moving Consumer Goods

HOLIDAYS

Agency: JWT Rome

Client: Johnson&Johnson

Brand: imodium

Team:

Art Director: Massimiliano Trascitti

Copywriter: Antonio Codina

Creative Director: Flavio Mainoli, Paolo Cesano

Post production: h-57 creative station

Automotive and automotive products

4 Horses for 4MATIC

Agency: Jung von Matt / Limmat

Client: Mercedes-Benz

Brand: Mercedes-Benz

Team:

Art Director: Adrian Merz

Copywriter: David Hugentobler



Creative Director: Lukas Frei
Composing, retouching: Carioca Studio
Graphics: Lukas Frischknecht

Durables and Other Consumer Goods

Neander Boy and Girl

Agency: Graffiti BBDO Bucharest

Client: Axxon Group Romania

Brand: XL Lighters

Team:

Art Director: Cosmin Simionescu

Copywriter: Alex Strimbeanu

Creative Director: Mihai Gongu

Photography and Retouching: Macri Studio, Raluca Bararu

Social services, Public Awareness

Incivilities

Agency: Publicis Conseil - Paris

Client: RATP

Brand: RATP

Team:

Art Director: Mathieu Vinciguerra

Copywriter: Olivier Dermaux

Creative Director: Herve Riffault

Assisting Art Director: Melanie Pennec

Photographer: Benoit Mauduech

POSTER

Art, Culture, Media & Entertainment

CAMERA JAPAN Festival Posters

Agency: Stichting Tamago

Client: CAMERA JAPAN Festival

Brand: Japanese Film/Culture/Art Festival

Team:

Art Director & Copywriter: Yasuo Kishibe

Creative Director: Yasuo Kishibe, Dirk Zschunke

Services

Family Tree

Agency: Demner, Merlicek & Bergmann Austria

Client: Bankhaus Carl Spängler & Co. AG

Brand: Asset Management Service

Team:



Art Director: Roman Steiner
Copywriter: Arno Reisenbuechler
Creative Director: Franz Merlicek
Jr. AD & Graphic: Stefan Oehner

Automotive and automotive products

Equalizer

Agency: Bold Ogilvy & Mather
Client: Ford Motor Hellas
Brand: Ford
Team:

Art Director: Vangelis Tolia
Copywriter: Lazaros Nikiforidis
Creative Director: Lazaros Nikiforidis
Illustrator: Tereza Ferentinou
3D Artist: George Kazakos

Social services, Public Awareness

The shadow

Agency: Mercury360
Client: Help Malin Association & Direct Therapy Association
Brand: helpautism.ro
Team:

Art Director: Emanuel Borcescu
Copywriter: Ciprian Banica
Creative Director: Liviu Turcanu
Emanuel Borcescu: Emanuel Borcescu

AMBIENT

A smoking and smelling citylight

Agency: Demner, Merlicek & Bergmann Austria
Client: XXXLutz KG/ moemax furniture store
Brand: moemax furniture store
Team:
Art Director: Rene Pichler
Copywriter: Alistair Thompson
Creative Director: Alistair Thompson, Rene Pichler
Graphic: Lukas Hueter

Free Media

Pimp My P

Agency: Bcube
Client: MINI
Brand: MINI
Team:



Art Director: Andrea Marzagalli
Copywriter: Andrea Bomentre
Creative Director: Francesco Bozza
Associate Creative Director: Sergio Spaccavento
Illustrator: Pietro Carretta

PRINT & OOH CRAFTS COMPETITION

Art Direction

Club Clasher

Agency: Mccann-Erickson Milan

Client: Durex

Brand: SSL

Team:

Art Director: Gaetano Del Pizzo

Copywriter: Marco Cremona

Creative Director: Alex Brunori

Photography

World Vision 1000 Children

Agency: Tempo Advertising

Client: World Visionw

Brand: World Vision

Team:

Art Director: Viorel Holovaci

Copywriter: Alexandru Vicol

Creative Director: Alexandru Pomana

Account Supervisor: Monica Gheorghiu

Graphic Designer: Felix Starcea (Carioca)

Photographer: Dragos Coman (Carioca)

Illustration

Kiss Radio - For those who...

Agency: JANDL Bratislava

Client: Kiss Radio Prague

Brand: Kiss Radio

Team:

Art Director: Matus Nemcik

Copywriter: Adam Rovny

Creative Director: Pavel Fuksa

Photographer: Miro Minarovych



PRINT & OOH BEST INDIVIDUALS COMPETITION

Best Illustrator

The Bed

Credits: Noper

Client: Momentum

Brand: Burn

DESIGN ANGELS

GRAPHIC DESIGN Competition

Branding Schemes - Corporate Identity

Hungry Hungarian

Agency: AIDA Pioneer

Client: Hungry Hungarian

Brand: Hungry Hungarian

Team:

Art Director: Alexey Shklyanko

Copywriter: Alexey Schklyanko

Creative Director: Dmitry Apolenis

Designer: Julia Kanygina

inStore

Agency: AIDA Pioneer

Client: inStore

Brand: inStore

Team:

Art Director: Alexey Shklyanko

Copywriter: Sergey Laputs

Creative Director: Dmitry Apolenis

Logos

Strategy

Agency: Communication Agency

Client: New Press

Brand: Strategy

Team:

Art Director: Dragana Girizovski

Copywriter: Surko Palko

Creative Director: Pavel Surovy



Packaging

New Year Wine 2012

Agency: Branding studio "StudioIN"

Client: StudioIN

Brand: New Year Wine 2012

Team:

Art Director: Arthur Schreiber

Copywriter: Ekaterina Teterkina

Creative Director: Arthur Schreiber

Designer: Ekaterina Teterkina

Visualisation: Anastasia Chamkina

The Luxury Honey

Agency: Friends Advertising

Client: Honey Plaza

Brand: Honey Plaza

Team:

Art director: Adrian Iota

Copywriter: Vladi Paunescu

Creative director: Sorin Tranca

Poiana Negri Water Re-design

Agency: Cocoon Bucharest

Client: Coca Cola Romania

Brand: Poiana Negri

Team:

Art Director: Emanuela Greco

Copywriter / Project Manager: Dana Pandelescu

Creative Director: Martin Zouhar

Managing Director: Simona Straut

Collaterals – Direct Mail

Advent Calendar

Agency: Bcube

Client: BMW Italia

Brand: BMW

Team:

Art Director: Domenico Montemurro, Maria Piccinini

Copywriter: Martino Lapini

Creative Director: Francesco Bozza

Copywriter Supervisor: Bruno Vohwinkel



Collaterals – Others

SABBATICAL YEAR - 2012 Calendar

Agency: LEO BURNETT CO. Srl

Client: FONTEGRAFICA

Brand: FONTEGRAFICA

Team:

Art Director: Azzurra Bacchetta(Art director*)

Copywriter: Giulia Barili(Copywriter*)

Creative Director: Paolo Dematteis, Riccardo Robiglio

Publishing Design & Movie Poster

Magazine Cover

Zeppelin cover #100

Agency: Zeppelin Magazine

Client: zeppelin association

Brand: zeppelin magazine

Team:

Art Director: Radu Manelici

Copywriter: Constantin Goagea

Creative Director: Radu Manelici

Publishing Design & Movie Poster

Movie Poster

Digging for Life

Agency:HBO Romania

Client:HBO

Brand:HBO

Team:

Art Director: Razvan Muraru

Copywriter: Razvan Muraru

Creative Director: Razvan Muraru

Illustrator: Bogdan Diaconu

DESIGN CRAFTS

Photography

Decat o Revista #6, Family Issue

Agency:Media DoR

Client:Media DoR

Brand:Decât o Revistă

Team:

Art Director: Carmen Gociu



Copywriter: Gabriel Dobre
Creative Director: Cristian Lupşa
Copywriter: Lavinia Gliga
Designer: David Stroe

Illustration

Seat – QR

Agency: JANDL Bratislava
Client: Skoda Auto Slovensko - Seat Import Division
Brand: Seat
Team:
Art Director: Matus Nemcik
Copywriter: Adam Rovny
Creative Director: Pavel Fuksa
Photographer: Miro Minarovych

Tuxedo Confessions Retail Store - Get noticed

Agency: JANDL Bratislava
Client: Big Issues SRL
Brand: Tuxedo Confessions
Team:
Art Director: Alexis Blanco, Pavel Fuksa
Copywriter: Eugen Suman
Creative Director: Pavel Fuksa
Illustrator: Ryohei Hase

Typography

Ad Quotes

Agency: Piko
Client: 15 Minute
Brand: 15 Minute
Team:
Art Director: Eugen Catruc
Copywriter: Constantin Sarcov
Creative Director: Constantin Sarcov, Eugen Catruc