



## WEBBYAWARDS 2008 ADVERTISING WEBBYAWARDS 2008 REKLAM ÖDÜLLERİ

### Special Achievement Awards

Webby Lifetime Achievement: David Byrne

Webby Artist of the Year: will.i.am

Webby Person of the Year: Stephen Colbert

Webby Film & Video Lifetime Achievement: Lorne Michaels

Webby Film & Video Awards Person of the Year: Michel Gondry

Webby Film & Video Awards Best Actor: Tim and Eric

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### BANNER CAMPAIGNS

Webby Award Winner Agency/Credited Organization

Emirates - Keep Discovering

<http://www.leanmeanfightingmachin...> Lean Mean Fighting Machine

People's Voice Winner

Energy Saving Trust - Commit to save your 20%

<http://www.thegrandunion.com/webb...> Grand Union

Nominees

Department of Health - Sexual Health Summer Campaign

<http://www.thegrandunion.com/webb...> Grand Union

Emirates - Keep Discovering

<http://www.leanmeanfightingmachin...> Lean Mean Fighting Machine

Energy Saving Trust - Commit to save your 20%

<http://www.thegrandunion.com/webb...> Grand Union

SOL Comments

<http://www.mediafront.no/projects...> MediaFront

WAGs Boutique

<http://www.playwithus.co.uk/award...> Play

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### BANNER SINGLES

Webby Award Winner Agency/Credited Organization

impossible is nothing

<http://62.151.22.210/festivales/e...> netthink

People's Voice Winner

Lightbulb

<http://awards08.tribalddb.ca/bchy...> Tribal DDB

Nominees

Do you have what it takes

<http://forsvar.fileflat.com/engli...> DDB Stockholm

Homepage Frog

[http://82.196.225.47/awards\\_2007/...](http://82.196.225.47/awards_2007/...) RMG Connect London

impossible is nothing

<http://62.151.22.210/festivales/e...> netthink

Lightbulb

<http://awards08.tribalddb.ca/bchy...> Tribal DDB

Sue a Friend

<http://www.cpbgroup.com/awards/WB...> Crispin Porter + Bogusky

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**BRANDED CONTENT**

Webby Award Winner Agency/Credited Organization

Coca Cola Happiness Factory II - the virtual premiere

<http://www.youtube.com/watch?v=19...> Rivers Run Red

People's Voice Winner

Year Zero

<http://www.42entertainment.com/Ye...> 42 Entertainment

Nominees

2nd Puberty

<http://66.245.160.26/2ndpuberty/i...> Tribal DDB NY

Coca Cola Happiness Factory II - the virtual premiere

<http://www.youtube.com/watch?v=19...> Rivers Run Red

Flash On

<http://www.adobe.com/flashon/> Adobe / Big Spaceship

Petmoustache

<http://www.cpbgroup.com/awards/WB...> Crispin Porter + Bogusky

Year Zero

<http://www.42entertainment.com/Ye...> 42 Entertainment

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**EMAIL MARKETING**

Webby Award Winner Agency/Credited Organization

CareerBuilder.com Age-o-Matic

<http://www.age-o-matic.com> CareerBuilder.com

People's Voice Winner

McDonald's Monopoly 2007

[http://bigbluebag.com/monopoly07\\_...](http://bigbluebag.com/monopoly07_...) The Marketing Store

Nominees

Betty Crocker Dinner Made Easy Email Campaign

<http://www.ideapark.com/awards/we...> ideapark

CareerBuilder.com Age-o-Matic

<http://www.age-o-matic.com> CareerBuilder.com

COMPUTER BILD - SPAM

<http://award.jvm.de/webby/totenko...> Jung von Matt AG

McDonald's Monopoly 2007

[http://bigbluebag.com/monopoly07\\_...](http://bigbluebag.com/monopoly07_...) The Marketing Store

YoRoto Campaign

<http://yoroto.com/cicispizza> Deutsch LA

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**GAME OR APPLICATION**

Webby Award Winner Agency/Credited Organization

Coca-Cola Happiness Factory

<http://www.coca-cola.com/HF/index...> Shift Control Media

People's Voice Winner

Coca-Cola Happiness Factory

<http://www.coca-cola.com/HF/index...> Shift Control Media

Nominees

AXE Dirty Rolling Game

<http://www.dirtyrolling.com> BBH New York

Coca-Cola Happiness Factory

<http://www.coca-cola.com/HF/index...> Shift Control Media

NBC's Bionic Woman - Bionic Assessment Test

<http://www.bat-test.com/> Fanscape

Nike Plus Miles

<http://www.entry-hamburg-hafen.de...> Tribal DDB GmbH, member of DDB Germany

Orange 'Spot The Bull'

<http://awards.spotthebull.com/> POKE



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#### INTEGRATED CAMPAIGNS

Webby Award Winner Agency/Credited Organization

A Fuller Spectrum of News | msnbc.com

<http://ssk.com/awards08/webbys/ms...> SS+K

People's Voice Winner

Year Zero

<http://www.42entertainment.com/Ye...> 42 Entertainment

Nominees

A Fuller Spectrum of News | msnbc.com

<http://ssk.com/awards08/webbys/ms...> SS+K

Halo 3 "Iris" Alternate Reality Game

<http://awards.sf.akqa.com/creativ...> AKQA

Nike Zoom Integrated Campaign

<http://wkilab.com/awards/work/nik...> Wieden + Kennedy

STELLA ARTOIS TRAPS CAMPAIGN

<http://www.loweroche.com/webby/st...> Lowe Roche Advertising

Year Zero

<http://www.42entertainment.com/Ye...> 42 Entertainment

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#### MOBILE ADVERTISING

Webby Award Winner Agency/Credited Organization

Motorola Say Goodbye

<http://210.48.79.8/awards/hkia/in...> The HyperFactory / Ogilvy HK

People's Voice Winner

Motorola Say Goodbye

<http://210.48.79.8/awards/hkia/in...> The HyperFactory / Ogilvy HK

Nominees

Motorola Say Goodbye

<http://210.48.79.8/awards/hkia/in...> The HyperFactory / Ogilvy HK

Nike Zoom Mobile

[http://www.rga.com/award/zoom\\_mob...](http://www.rga.com/award/zoom_mob...) R/GA

Say Much More

<http://ssk.com/webbys/credo.html> SS+K

Wellington Zoo

<http://oursites.co.nz/cannes07/We...> The HyperFactory / Saatchi NZ

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#### ONLINE CAMPAIGNS

Webby Award Winner Agency/Credited Organization

Let's Save Fermin

<http://www.grupowprojects.com/rex...> GrupoW

People's Voice Winner

Audi R8

<http://www.awardentryaudi.com/web...> GT

Nominees

Audi R8

<http://www.awardentryaudi.com/web...> GT

Let's Save Fermin

<http://www.grupowprojects.com/rex...> GrupoW

Nike Women's World Cup Interactive

<http://wkilab.com/awards/work/nik...> Wieden + Kennedy

Nokia Jealous Computers

<http://www.thesedays.com/awards20...> These Days

See More Side Effects - Integrated Campaign

<http://www.neverinneutral.com/rev...> TAXI Montreal





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#### ONLINE COMMERCIALS

Webby Award Winner Agency/Credited Organization

Don't Give Up on Vista

<http://tbwamal.com/webbys/giveup...> TBWA\Media Arts Lab

People's Voice Winner

Tacoma Truck Summoner

[http://youtube.com/watch?v=V2\\_ueo...](http://youtube.com/watch?v=V2_ueo...) Saatchi & Saatchi LA

Nominees

Brotherhood:Champion cardstacker building capitol with 22,000 cards

<http://www.youtube.com/watch?v=Yv...> Showtime Networks

Don't Give Up on Vista

<http://tbwamal.com/webbys/giveup...> TBWA\Media Arts Lab

Lawyer Films Campaign

<http://www.cpbgroup.com/awards/WB...> Crispin Porter + Bogusky

Swear Jar

<http://swearjar.ddbchicago.net> DDB Chicago

Tacoma Truck Summoner

[http://youtube.com/watch?v=V2\\_ueo...](http://youtube.com/watch?v=V2_ueo...) Saatchi & Saatchi LA

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#### ONLINE GUERILLA MARKETING

Webby Award Winner Agency/Credited Organization

Heidies 15 MB of fame

<http://www.farfar.se/awards/webby...> Farfar

People's Voice Winner

Trevor the Mentos Intern

<http://www.bbhgraze.com/awards/me...> BBH New York

Nominees

Caraoke

<http://www.cpbgroup.com/awards/WB...> Crispin Porter + Bogusky

COLOR TOKYO!

<http://www.777interactive.jp/awar...> 777interactive

Erickson Sports 1st annual Wii Bowling Championship

<http://www.youtube.com/watch?v=Pz...> Erickson

Heidies 15 MB of fame

<http://www.farfar.se/awards/webby...> Farfar

Trevor the Mentos Intern

<http://www.bbhgraze.com/awards/me...> BBH New York

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#### RICH MEDIA ADVERTISING: BUSINESS-TO-BUSINESS

Webby Award Winner Agency/Credited Organization

One Minute Live Analysis

<http://www.mediafront.no/projects...> Mediafront

People's Voice Winner

One Minute Live Analysis

<http://www.mediafront.no/projects...> Mediafront

Nominees

Avaya Snapshots

<http://www.rga.com/award/snapshot...> R/GA

Corporate Warming

<http://www.inzending-award.nl/wby...> Tribal DDB

HP Z - Series Printers

<http://awards.previewidea.com/web...> Idea Integration

One Minute Live Analysis

<http://www.mediafront.no/projects...> Mediafront



**Wellpoint Productivity**

<http://www.interactivehrp.com/awa...> Publicis & Hal Riney

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**RICH MEDIA ADVERTISING: BUSINESS-TO-CONSUMER**

Webby Award Winner Agency/Credited Organization

Flash On

<http://www.adobe.com/flashon/> Adobe / Big Spaceship

People's Voice Winner

I Need To Go

<http://www.i-needtogo.com> Emakina

Nominees

Flash On

<http://www.adobe.com/flashon/> Adobe / Big Spaceship

HP Print Studio

<http://awards.resource.com/studio08> Resource Interactive

I Need To Go

<http://www.i-needtogo.com> Emakina

Nike iD Team Elite II Shoe Configurator

<http://wkilab.com/awards/work/nik...> Wieden + Kennedy

See My Dress

<http://www.seemydress.com> Mediafront

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**RICH MEDIA ADVERTISING: NON-PROFIT/EDUCATIONAL**

Webby Award Winner Agency/Credited Organization

Try Drugs

<http://www.trydrugs.net> Mediafront

People's Voice Winner

G.I. Jonny HIV Awareness Campaign

<http://www.gijonny.co.uk> BBC

Nominees

Ad Council--Think Before You Post

<http://www.aolmedianetworks.com/3...> AOL | 360 Creative

Department of Health - Private dick

<http://www.thegrandunion.com/webb...> Grand Union

G.I. Jonny HIV Awareness Campaign

<http://www.gijonny.co.uk> BBC

Homicide

<http://www.avealook.com/rc/hom> CHI&Partners

Try Drugs

<http://www.trydrugs.net> Mediafront

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**RICH MEDIA ADVERTISING: PROMOTIONAL**

Webby Award Winner Agency/Credited Organization

Great Pockets

<http://www.farfar.se/awards/webby...> Farfar

People's Voice Winner

Canon EOS 400D

<http://www.canon-europe.com/eos400d/> Media Catalyst

Nominees

Canon EOS 400D

<http://www.canon-europe.com/eos400d/> Media Catalyst

Great Pockets

<http://www.farfar.se/awards/webby...> Farfar

HP and the Environment

<http://awards.previewidea.com/web...> Idea Integration





Indescribable

[http://216.18.74.180/concours\\_200...](http://216.18.74.180/concours_200...) PalmArnold Communication

Sound Test Drive

<http://www.awardsentries.com/2008...> DDB Brasil

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VIRAL MARKETING

Webby Award Winner Agency/Credited Organization

HEMA Rube Goldberg Viral

<http://www.cccp.nl/hema> CCCP

People's Voice Winner

'LG Viewty' : Flipbook animation

<http://www.youtube.com/watch?v=Uo...> Sugarcube

Nominees

'LG Viewty' : Flipbook animation

<http://www.youtube.com/watch?v=Uo...> Sugarcube

Brotherhood: Champion cardstacker builds capital with 22,000 cards

<http://www.youtube.com/watch?v=Yv...> Showtime Networks

HEMA Rube Goldberg Viral

<http://www.cccp.nl/hema> CCCP

How we met

<http://www.viralfactory.com/webby08/> The Viral Factory

Ray-Ban "Sunglass Catch" Viral Film

<http://www.youtube.com/watch?v=-p...> CUTWATER

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