

**AD OF THE YEAR WINNERS CHRONOLOGY
1984 – 2008**

1984	Print	Astra “Superman” Ace-Saatchi & Saatchi
	TV	San Miguel Beer Pulutan PAC
	Radio	Rubie Blades “Harana” McCann Erickson
1985	Print	PAL “Lobster Visayas” Pacifica
	TV	Magnolia “60 Flavorful Years” Ace-Saatchi & Saatchi
	Radio	San Miguel Beer Packs PAC
1986	Print	Ivory “Purity” Ace-Saatchi & Saatchi
	TV	Shell “Metamorphosis” J. Walter Thompson
	Radio	Pepsodent “Opereta” J. Walter Thompson
1987	Print	Visine “Visibly Refreshing” Ace-Saatchi & Saatchi
	TV	Milo “Gymnast” AMA
	Radio	Pepsodent “Brush for Teeth” J. Walter Thompson
1988	Print	Lux “Star Care” J. Walter Thompson
	TV	Gold Eagle “Billiards” PAC/BBDO
	Radio	Royal Tru-Orange “Mantika” McCann Erickson

1989	Print	Ayala Land “Grass to Glass” Ace-Saatchi & Saatchi
	TV	Sarsi “Angat Sa Iba” Basic/FCB
	Radio	Colgate “Nguya” DYR-Alcantara Dequadin “Do-Re-Mi” Jimenez/DMB&B
1990	Print	Pampers “Wet Page” Ace-Saatchi & Saatchi
	TV	Del Monte “Novices” McCann Erickson
	Radio	BPI “Pinay” PAC/BBDO
1991	Print	British Airways “T-TH-S” Ace-Saatchi & Saatchi
	TV	Kaypee “Jaworski” J. Walter Thompson
	Radio	Pep 24 “Non-Stop” Jimenez DMB&B
1992	Print	Petro 2T “Primera, Segunda” Ace-Saatchi & Saatchi
	TV	Sime-Darby “Asal-Hayop” J. Walter Thompson
	Radio	Petron 2T “Palyado” Ace-Saatchi & Saatchi
1993	Print	PNB “Kisap-Mata” Ace-Saatchi & Saatchi
	TV	AntiSmut “Baboy” Basic/FCB
	Radio	Modess “Baliw” McCann Erickson

1994	Print	Michelin Lintas
	TV	Purefoods “KC” Lintas Ayala Center “Waters” Ace-Saatchi & Saatchi
	Radio	Cinderella “Parrot” Jimenez DMB&B Andok’s “Payday” Lintas
1995	Print	POCF “Langgam” Basic L.I.F.E “Endangered Species” Jimenez DMB&B
	TV	Gem Napkins “Launch Series” Ace-Saatchi & Saatchi
	Radio	PLDT “Takatak” Basic Petron 2T “Lagare” Ace Saatchi & Saatchi
1996	Print	Momento “Blazing Red” Jimenez DMB&B Anvil Publishing “Noli” Ogilvy & Mather Phils.
	TV	Oxygen “Side B” Ace-Saatchi & Saatchi Anti-Firecrackers “Resolution” Ace-Saatchi & Saatchi
	Radio	Softee “Rap” Ace-Saatchi & Saatchi
1997	Print	Union Airpot “Ermat” Creative Partners
	TV	Fort Bonifacio “Leaf” Ogilvy & Mather Phils.
	Radio	Softee “Pick” Ace-Saatchi & Saatchi

	DIWA Print	Toyota “Seatbelt” Ace-Saatchi & Saatchi
	DIWA TV	PANA “Anti-Public Pissing Aso” Ace-Saatchi & Saatchi
	DIWA Radio	PANA “Against The Law” Ace-Saatchi & Saatchi
1998	Print	Music One “Boys Room” Ace-Saatchi & Saatchi
	TV	J & J Mommy “Hold Me” Lintas
	Radio	Jollibee “Monks” Basic
	DIWA Print	UP Student Council “Anti-Hazing Brotherhood” Ace-Saatchi & Saatchi
	DIWA TV	Couples for Christ “Twinkle” AMA
	DIWA Radio	DZRH “Deadly Traffic” Ace-Saatchi & Saatchi
1999	Print	Ergonomics “Backbone” DDB Philippines
	TV	Purigel “Lift” Ogilvy & Mather Phils. Tide “Instinct” Hemisphere-Leo Burnett
	Radio	16th Philippine Advertising Congress “CU in Cebu Party” Ace-Saatchi & Saatchi
	DIWA Print	Heritage “Fastfood” Ogilvy & Mather Phils.
	DIWA TV	Gabriela “Package” Ace-Saatchi & Saatchi
	DIWA Radio	Independence Day Ammirati Puris Lintas
2000	Print	Canesten “Alipunga” BBDO/Guerrero Ortega
	TV	Sharp “Belly” Jimenez D Arcy
	Radio	Music One “Miscom” Jimenez D Arcy

	DIWA Print	Club 2000 Motorcycle Club "Helmet" J. Walter Thompson
	DIWA TV	CRC "Drum" Ace-Saatchi & Saatchi
	DIWA Radio	Audiopost "Filipino Time" J. Walter Thompson
2001	Print	Modess Ultra Thin "Filo" McCann Erickson Phils.
	Radio	Ad Congress "Miriam" TBWA/Santiago Mangada Puno
	TV/Film	McDonalds "Karen" Hemisphere-Leo Burnett
	DIWA Print	WWF "Bones" BBDO/Guerrero Ortega
	DIWA Radio	TEODORA "Konduktora" TBWA/Santiago Mangada Puno
	DIWA TV/Film	NAMFREL "Pera or Kahon" Basic Advertising
2002	Print	SMART "Lent" Ace-Saatchi & Saatchi
	Radio	7-11 "Gutom" Publicis-AMA
	TV/Film	McDonalds "Opening" Hemisphere-Leo Burnett
	DIWA Print	CARITAS "Stigmata" Ace-Saatchi & Saatchi
	DIWA Radio	PGH 911 "Count" TBWA/Santiago Mangada Puno
	DIWA TV/Film	D.O.L.E. "Bilis" Image Dimensions
2003	Print	Adidas "Bandage" TBWA/Santiago Mangada Puno
	Radio	ACLC "Boobs" Campaigns & Grey
	TV	Cinemanila "Opera-Da-Ext" TBWA/Santiago Mangada Puno Ad Congress "Katipunero" J. Walter Thompson

	DIWA Print	Bantay Usok “Killed” BBDO/Guerrero Ortega
	DIWA Radio	Linggo ng Wika “Mike” TBWA/Santiago Mangada Puno
	DIWA TV	Mothers For Peace TBWA/Santiago Mangada Puno
2004	Print	Biogesic “Graduation” McCann Erickson
	Radio	Shell Rimula “Trabaho” J. Walter Thompson
	TV	Fita “Diwata” LOWE
	DIWA Print	Childhope “Bed” BBDO/Guerrero Ortega
	DIWA Radio	PCPI “Name Calling” JimenezBasic
	DIWA TV	PCPI “Charades” JimenezBasic
	Campaign of the Year	
	PRINT	Fedex “Rain/Ledge/Forest” BBDO/Guerrero Ortega
	Radio	WSA “March Million” Hemisphere-Leo Burnett
	TV	COCA-COLA “Beatgame” McCann Erickson

2005

Print

GOLD

Perla “Lean On Me”

Leo Burnett Manila

SILVER

Orbit for Kids “MONKEY BARS”

BBDO/Guerrero Ortega

BRONZE

PDI Cannes “XEROX”

BBDO/Guerrero Ortega

Gatsby “BRIAN”

TBWA/SMP

Radio

GOLD

Ligo “Haller”

Campaigns & Grey

SILVER

Ligo “MANASH”

Campaigns & Grey

Perla “NEIGHBORS”

Leo Burnett Manila

BRONZE

Perla “DAUGHTER”

Leo Burnett Manila

TV

GOLD

Halls “Wrapper/Pera”

JimenezBasic

SILVER

Coke Sakto “COINS”

McCann Erickson

BRONZE

Boysen ‘HOME SWEET HOME’

TBWA/SMP

DIWA Print

GOLD

Green Peace “Trees”

JWT Philippines

SILVER

Childhope Asia “POOL”

BBDO/Guerrero Ortega

BRONZE

Childhope “GIFTS”

BBDO/Guerrero Ortega

DIWA Radio	GOLD	Hope Worldwide “BAHAY KU PO” Y&R Philippines
	SILVER	Eyebank “SEEN 1” TBWA/SMP
	BRONZE	Phil. Cancer Society “SMOKE SONG” BBDO/Guerrero Ortega
DIWA TV	GOLD	Childhope Asia Awards “CHALK” BBDO/Guerrero Ortega
	SILVER	Hands On Manila “I SEE GOD” TBWA/SMP
	BRONZE	Eyebank “BEAUTIFUL EYES” TBWA/SMP
		Phil. Cancer Society “HEARSE” BBDO/Guerrero Ortega
<u>Campaign of the Year</u>		
PRINT	GOLD	Gatsby Print Series “ROCIO/BRIAN/PAOLO” TBWA/SMP
	SILVER	Smart SMS “ERR../UR TYPE/GALLERY” BBDO/Guerrero Ortega
Radio	GOLD	Perla Touching Moments “DAUGHTER/MASSAGE/NEIGHBORS” Leo-Burnett Manila
	SILVER	Ligo Tagalog Series “HALLER/MANASH/CHUGS/DOM” Campaigns & Grey
TV	GOLD	Coke Sakto “OFFICE/KIKAY/BASKETBALL/JEEPNEY” McCann Erickson
		KFC Crunch Series “LAWNMOWER/FRAP/JEEP” TBWA/SMP

2006	Print	GOLD	FedEx "SUZHOU" BBDO/Guerrero Ortega
		SILVER	Firefly "MAP" TBWA/SMP
		BRONZE	FedEx "POPULATION" BBDO/Guerrero Ortega
	Radio	GOLD	FedEx "DELIVERY" BBDO/Guerrero Ortega
		SILVER	Domex "DR. CHUA" Lowe
		BRONZE	Caramba "BEEGEES" TBWA/SMP
	TV	GOLD	Max's 'DANCING LIGHTS' Ogilvy & Mather
		SILVER	Firefly 'DONNA' TBWA/SMP
		BRONZE	Ponstan "NINJA" JWT Manila
Conventional Outdoor	GOLD	Pond's "PORE" Ogilvy & Mather	
	SILVER	Pond's "HIDING" Ogilvy & Mather	
	BRONZE	Pond's HIDING 2" Ogilvy & Mather	

Non-Conventional Ambient Active/Interactive	GOLD	Bonamine “MOTION SICKNESS BUS” JWT Manila
	SILVER	Samsung “SLIM FLYER” TBWA/SMP
	BRONZE	Maxim “RADIO T-SHIRT” BBDO/Guerrero Ortega
Non-Conventional Ambient – Static	GOLD	PDI “Volcanic Ash” Ogilvy & Mather
	SILVER	Advil “RAILING” TBWA/SMP
	BRONZE	The Economist “PREDICTIVE TEXT” Ogilvy & Mather
DIWA Print	GOLD	Philippine Daily Inquirer “Shoeshine” Ogilvy & Mather
	SILVER	P.A.W.S. ‘SCOOBY DOO’ JWT Manila
DIWA Radio	GOLD	CARITAS “911” Ace Saatchi & Saatchi
DIWA TV	GOLD	UNICEF “Education” TBWA/SMP
	SILVER	ABC 5 “Speaker” TBWA/SMP
	BRONZE	ABC 5 “Guimaras Oil Spills” TBWA/SMP

Campaign of the Year

PRINT	GOLD	Philippine Daily Inquirer “SHOESHINE/BARBERSHOP/PEDICAB” Ogilvy & Mather
	SILVER	FedEx “SUZHOU/POPULATION/SKY CRAPERS” BBDO/Guerrero Ortega
CONVENTIONAL OUTDOOR	GOLD	Pond’s “PORE/CURTAIN/HIDING BOARD” Ogilvy & Mather
NON-CONVENTIONAL AMBIENT	GOLD	Samsung “SLIM SERIES” TBWA/SMP
	SILVER	Tower Records Pod “Red/Black&White/White” DM9 JaymeSyfu
	BRONZE	MIZUNO “Grid Red/Grip Orange/Grip Green’ JWT Manila
TV	GOLD	Ponstan No Escape “EJECT/WALL/NINJA” JWT Manila
	SILVER	Mr. Clean Washing Machine “LID/RATTLE/WHIRLPOOL” Leo Burnett

2007	Print	SILVER	Pizza Hut "PARAMEDICS" BBDO/Guerrero Ortega
			KBP "SALE" BBDO/Guerrero Ortega
		BRONZE	The Phil. Star "PALAWAN" TBWA/SMP
	Radio	GOLD	Lotus Spa "TRAFFIC THERAPY" JWT Manila
		SILVER	Lotus Spa "CORPORITUAL" JWT Manila
		BRONZE	Firefly "MERON" TBWA/SMP
	TV	GOLD	Cultural Center of the Phils. "SNAPSHOT" Blackpencil/Leo Burnett
		SILVER	FedEx "ZHANG" BBDO/Guerrero Ortega
		BRONZE	ABC 5 "DELIVERY ROOM" TBWA/SMP
	Outdoor	SILVER	DHL "GIANT BOX" BBDO/Guerrero Ortega
		BRONZE	Pizza Hut "10-ISH" BBDO/Guerrero Ortega
	Interactive	GOLD	Ford Group Phils. "BEYOND BOUNDARIES" JWT Manila
		BRONZE	Pineda Hair Transplant Clinic "HAIR GAME" TBWA/SMP
	Design	SILVER	Unilever "MEASURING T-SHIRT" JWT Manila
	Other Media	BRONZE	Ford Phils. "FAST" Y&R Phils.

DIWA Press	GOLD	Soroptomist Int'l. Phils. "BULLETS" Y&R Philippines
	BRONZE	WWF "NARRA" BBDO/Guerrero Ortega
DIWA TV	GOLD	Childhope Asia Phils. "GOOD KIDS" BBDO/Guerrero Ortega
	BRONZE	Pinoyvote.org 'INK' DDB Philippines
DIWA Outdoor	GOLD	WWF "GLOWING STICKER" BBDO/Guerrero Ortega

Campaign of the Year

PRESS GOLD	Mr. Quickie "ROBBER/RUNNER/FIREMAN" Lowe, Inc.
SILVER	Pizza Hut "BIKER SERIES-BRIDE/PARAMEDICS/SWAT" BBDO/Guerrero Ortega
BRONZE	The Phillipine Star "CORRUPTION-PALAWAN/SAGADA/BANAWE" TBWA/SMP
Radio GOLD	Lotus Spa SERENITY "CORPORITUAL/TRAFFIC THERAPY/NAHHGER" JWT Manila
SILVER	Pfizer "BRUTAL TRUTHS-COLLEGE RIVAL/MRS. X/ ANGELINA/WAISTLINE" JWT Manila
BRONZE	A1 Driving School "NURSERY RHYMES-JACK&JILL/MARY/TWO" McCann Worldgroup

TV	GOLD	FedEx CHINA "ZHANG/HARD ROAD TO CROSS/KEEP GUESSING" BBDO/Guerrero Ortega
	SILVER	Cinemalaya Independent Film "THE NEW BREED-PLAYTIME/BEDTIME/SHOT" Blackpencil/Leo Burnett
Outdoor	BRONZE	Mr. Quickie "ROBBER/RUNNER/FIREMAN" Lowe, Inc.

2008	Press	SILVER	BBDO “ASSYMETRICAL ART DIRECTOR” BBDO Guerrero
		BRONZE	Firefly “ATTIC” TBWA/SMP
			Mach 5 “CARAVAN” Creative Juice
	Radio	BRONZE	Chowking “ROCKABYE” Publicis JimenezBasic
			Smart “HANDSHAKE” DM9JaymeSyfu
			Shell “ARE WE THERE YET” JWT Manila
	TV	SILVER	FedEx “LADDIE” BBDO Guerrero
			Nestle All Purpose Cream “THE OFFERING” McCann Worldgroup
		BRONZE	McDonald’s “COOK” Leo Burnett
	Outdoor	SILVER	Video City “JOINT” Lowe, Inc.
		P&G Gillette “Escalator” BBDO Guerrero	
BRONZE		P&G Gillette “Socks (Falling Poster)” BBDO Guerrero	
What The?!	SILVER	Rejoice “SALON THE GO” Leo Burnett	
		SAN MIGUEL OKTOBERFEST “WORLD’S LONGEST BAR” Publicis JimenezBasic	

BRONZE

Victoria Court "VAN"

Lowe, Inc.

Interactive BRONZE

Nike "ANG MAMATAY NG DAHIL SA'YO"

Ogilvy & Mather

MB "INDEPENDENCE DAY"

Publicis JimenezBasic

John Robert Powers Int'l

"MISS PHILIPPINES"

DM9 JaymeSyfu

CREATIVE MEDIA

BRONZE

Gabriela "DUCT TAPE"

DM9 JaymeSyfu

Firefly "LIGHTED SIGNAGE"

TBWA/SMP

Kimberly Clark

"KOTEX COMFY BE YOU ACTIVATION"

Bates 141 Manila

Direct

Bronze

Amway "BACKWARDS CALENDAR"

Lowe, Inc.

BPI "OPEN/OPEN SIGN"

Lowe, Inc.

KBP "DM PACK"

BBDO Guerrero

Design

Bronze

TBWA "RECYCLE"

TBWA/SMP

Analog Soul "BOOKS"

Ogilvy & Mather

Yabang Pinoy T-Shirt "HEAR UP"

JWT Manila

DIWA Press	BRONZE	Summit Pub Marie Claire “MOUTH” BBDO Guerrero
DIWA Radio	GOLD	Pro-Life “AWAKE” DM9 JaymeSyfu
	BRONZE	Virlanie Foundation Inc. “CART” Leo Burnett
		I Can Serve “FORWARD” TBWA/SMP
DIWA TV	GOLD	UPAA “RILES” TBWA/SMP
	BRONZE	UNICEF “LIPAD” Dentsu Indio
DIWA Others	GOLD	Woman Today Asia “BREAST CANCER EMBOSS FLYER” Bates 141 Manila
	SILVER	WWF Phils. “STICKIES” Leo Burnett
	BRONZE	Childhope Asia Phils. “CANS” BBDO Guerrero

Campaign of the Year

Press	SILVER	Firefly “ATTIC/LIVING/BATH” TBWA/SMP
	BRONZE	P&G Gillette “VENUS-CLAMP/SOCKS/SUCTION” BBDO Guerrero
		Mach 5 “MORE POWER” Creative Juice
Radio	BRONZE	Nokia Supervona 7250 & 2680 Slide “ARUBA LIVE RADIO – OFFICE/GIMMICK/MUSH”

JWT Manila

Cebu Pacific "GO LITE"

Publicis JimenezBasic

Outdoor SILVER

**NU 107 20 YEARS
"ELEVATOR/GROUPIE/LADY/PANTS"**

BBDO Guerrero

BRONZE

Gillette "VENUS-CLAMP/SUCTION CAP/SOCKS"

BBDO Guerrero

Campaign Others

SILVER

Meralco

"IRON/TOASTER/CASSETTE/FAN/PAPER BAGS"

TBWA/SMP

BRONZE

Pineda "TRANSPLANT SERIES"

TBWA/SMP

TBWAWorldwide "CARBON NEUTRAL"

TBWA/SMP

Integrated Multimedia Campaign

GOLD

**I Am Ninoy "Project Yello-Glasses/Connections"
Tvc/Radio/Posters/Billboard"**

McCann Worldgroup

SILVER

Motillium "OBAMA IN MANILA"

TVC/Radio/Plugs/Events/Viral/On Line"

TBWA/SMP

BRONZE

Pizza Hut 'HATE LATE"

TVC/Outdoor/Print/Digital

BBDO Guerrero