



NEWYORKFESTIVALS
ADVERTISING AWARDS
WORLD'S BEST ADVERTISING AND CREATIVE COMMUNICATIONS
紐約廣告獎賞析會

驚艷創意 撼動改變



得獎作品檢索

作品名稱/公司/品牌	得獎類別-子類別	獎項
BLACK SUPERMARKET /Marcel /Carrefour	ACTIVATION & ENGAGEMENT-Retail Stores & eCommerce	Best of Show
	ACTIVATION & ENGAGEMENT-Retail Stores & eCommerce	Grand Prize Award
	ACTIVATION & ENGAGEMENT-Brave Work/Brave Client	Second Prize Award
	ACTIVATION & ENGAGEMENT-Retail Stores & eCommerce	First Prize Award
	ACTIVATION & ENGAGEMENT -Social/Environmental Good: Brand	Second Prize Award
	AVANT-GARDE/INNOVATIVE-Social/Environmental Good: Brand	Second Prize Award
	DIRECT & COLLATERAL-Brave Work/Brave Client	Second Prize Award
	DIRECT & COLLATERAL-Retail Stores & eCommerce	First Prize Award
	DIRECT & COLLATERAL-Social/Environmental Good: Brand	Second Prize Award
	POSITIVE WORLD IMPACT-Environment & Sustainability: Brand	Second Prize Award
	PUBLIC RELATIONS-CorporateImage	First Prize Award
	PUBLIC RELATIONS-Retail Stores & eCommerce	Second Prize Award
	PUBLIC RELATIONS-Social/Environmental Good: Brand	Second Prize Award
Part 1 當 Influencer 出現,Followers 就蜂擁而至		
	ACTIVATION & ENGAGEMENT-Brave Work/Brave Client	Third Prize

HA(U)TE COUTURE /Publicis Italy /Diesel		Award
	FILM-Made for Online	Second Prize Award
	FILM CRAFT-Best Use of Music	Second Prize Award
	SOCIAL MEDIA & INFLUENCER-Best Use of Influencer	First Prize Award
THE DAY WOMEN LEFT THE SET/Pages BBDO/La Sirena	COLLABORATIONS & PARTNERSHIPS-Celebrity/Influencer	Grand Prize Award
	COLLABORATIONS & PARTNERSHIPS-Celebrity/Influencer	First Prize Award
	SOCIAL MEDIA & INFLUENCER-Best Use of Influencer	Second Prize Award
GET READY /Dollar Shave Club /Dollar Shave Club	BRANDED CONTENT/ENTERTAINMENT-Film - Online	Second Prize Award
	FILM-Brave Work/Brave Client	Second Prize Award
	FILM CRAFT-Best Overall Production	Grand Prize Award
	FILM CRAFT-Best Overall Production	First Prize Award
	FILM CRAFT-Casting	First Prize Award
	FILM CRAFT-Direction	First Prize Award
POLOUNFAIL /DDB Sydney /Volkswagen Passenger Vehicles	FILM-Viral	Second Prize Award
	SOCIAL MEDIA & INFLUENCER-Viral	Third Prize Award
ALEXA LOSES HER VOICE /Lucky Generals & Amazon D1 /Amazon	FILM-Best Product & Service Advertising	First Prize Award
	FILM-Best Product & Service Advertising	Third Prize Award
	FILM-Made for TV & Cinema	First Prize Award
	FILM-Viral	Third Prize Award
NO MORE EMPTY DESKS/ DLVBBDO/Fare x Bene Onlus.	FILM-Social/Environmental Good: Charity/Non-Profit	Third Prize Award
	FILM CRAFT-Script/Copywriting	First Prize

		Award
Part 2 當視覺有創意,世界就會投降		
FOODPORN/ POL Oslo/ Kondomeriet	FILM CRAFT-Art Direction/Production Design	First Prize Award
HONDA "ORIGAMI"/ CyberAgent, Inc./ Honda Motor Co.,Ltd. /Honda	FILM CRAFT-Animation	First Prize Award
FIRST CHRISTMAS /Jung von Matt/Donau /Erste Group Bank AG	ARTISTRY & CRAFT IN ADVERTISING-Animation	Third Prize Award
	FILM CRAFT-Animation	First Prize Award
VIVA LA VULVA /AMVBBDO /Essity	BRANDED CONTENT/ENTERTAINMENT-Health & Wellness	Third Prize Award
	FILM-Brave Work/Brave Client	Third Prize Award
	FILM-Health & Wellness	Second Prize Award
	FILM-Made for Online	Third Prize Award
	FILM CRAFT-Best Use of Music	First Prize Award
	FILM CRAFT-Direction	First Prize Award
THE BOX/ Ogilvy Group Thailand/ Monde Nissin (Thailand) Co., Ltd. /Voiz Cracker	FILM-Made for Online	First Prize Award
AREPORT OF CONNECTED EVENTS/ PostPanic/ Liberty Global	ARTISTRY & CRAFT IN ADVERTISING-Direction	First Prize Award
AT&T CINEMA /BBDO New York /AT&T	FILM-Made for TV & Cinema	First Prize Award
	FILM CRAFT-Cinematography	Second Prize Award
DEISEL - GO WITH THE FAKE /Publicis Italy and Publicis New York /Diesel	ACTIVATION & ENGAGEMENT-Events & Stunts	First Prize Award
	DIRECT & COLLATERAL-Brave Work/Brave Client	First Prize Award
	OUTDOOR-Cross-Platform	Second Prize Award

NO NEED TO FLY - AROUND THE WORLD IN GERMANY /Ogilvy Germany /Deutsche Bahn (German Rail)	CREATIVE MARKETING STRATEGY/EFFECTIVENESS-Creative Use of Data	First Prize Award
	DIGITAL/MOBILE-Innovation: Technology	Third Prize Award
	SOCIAL MEDIA & INFLUENCER-Innovation	Third Prize Award
ENDLESS STORIES /AlmapBBDO /Getty Images	ARTISTRY & CRAFT IN ADVERTISING-Editing	First Prize Award
	ARTISTRY & CRAFT IN ADVERTISING-Script/Copywriting	Second Prize Award
	BRANDED CONTENT/ENTERTAINMENT-Film - Online	Second Prize Award
	DESIGN-Digital/Mobile	Third Prize Award
	DIGITAL/MOBILE-eCommerce	Third Prize Award
	DIGITAL/MOBILE-Interface & Navigation (UX/UI)	Third Prize Award
	FILM CRAFT-Editing	Second Prize Award
	FILM CRAFT-Script/Copywriting	Second Prize Award
	FILM-Interactive	First Prize Award
	FILM-Made for Online	Second Prize Award
SAVE OUR SPECIES /BETC /Lacoste	ACTIVATION & ENGAGEMENT-Social/Environmental Good: Brand	Second Prize Award
	COLLABORATIONS & PARTNERSHIPS-Social/Environmental Good: Brand	First Prize Award
	DESIGN-Promotional Items	Grand Prize Award
	DESIGN-Promotional Items	First Prize Award
	DIRECT & COLLATERAL-Social/Environmental Good: Brand	Second Prize Award
	PUBLIC RELATIONS Social/Environmental-Good: Brand	Second Prize Award
	PUBLIC RELATIONS-Retail Stores & eCommerce	First Prize Award

STORIES TO INHALE /NBS/Clin Kids	PACKAGE & PRODUCT DESIGN-Health & Wellness	First Prize Award
WINE IS NORMAL /TBWA KOREA /emart / emart	FILM CRAFT-Best Overall Production	First Prize Award
FLY LIKE A PRESIDENT /McCann San José /Agencia Destinos Viajes	DIGITAL/MOBILE-Mobile Website	Third Prize Award
Part 3 當創意遇到技術,就變成 Big Idea		
SIP SAFE /VMLY&R Melbourne /Monash University	ACTIVATION & ENGAGEMENT-Health & Wellness	Second Prize Award
	AVANT-GARDE/INNOVATIVE-Social/Environmental Good: Brand	Second Prize Award
	DIRECT & COLLATERAL-Health & Wellness	First Prize Award
	PACKAGE & PRODUCT DESIGN-Health & Wellness	First Prize Award
	POSITIVE WORLD IMPACT-Women	Second Prize Award
CHIVAS REGAL ETERNITY /The Electric Factory /Chivas Regal	ARTISTRY & CRAFT IN ADVERTISING-Art Direction	Third Prize Award
	PACKAGE & PRODUCT DESIGN-Food/Drink/Restaurants	First Prize Award
CORRUPTION DETECTOR /Grey Brasil /Reclame Aqui / Corruption Detector	DIGITAL/MOBILE-Products & Services	First Prize Award
	DIGITAL/MOBILE Social/Environmental Good: Brand	Second Prize Award
DOTMINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED. / SERVICEPLAN GERMANY / SERVICEPLAN KOREA /Dot Mini	AVANT-GARDE/INNOVATIVE-Product Innovation	Second Prize Award
	AVANT-GARDE/INNOVATIVE-Technology	Second Prize Award
	DIGITAL/MOBILE-Innovation: Technology	Second Prize Award
	DIGITAL/MOBILE-Products & Services	Second Prize Award
	PACKAGE & PRODUCT DESIGN-Innovation	First Prize Award
ONE FOR TWO /BBDO New York /Mars Chocolate North	DIGITAL/MOBILE-Products & Services	First Prize Award

America/ Snickers		
FOOTBALL DECODED /McCann London /Microsoft / Xbox/FIFA18	ACTIVATION & ENGAGEMENT-Cross-Platform	Third Prize Award
	AVANT-GARDE/INNOVATIVE-Audience Connection	Second Prize Award
	BRANDED CONTENT/ENTERTAINMENT-Cross-Platform	Second Prize Award
	COLLABORATIONS & PARTNERSHIPS Media/Entertainment/Events	Third Prize Award
	OUTDOOR-Digital Displays	Third Prize Award
	SPORTS-Digital Displays	First Prize Award
FRESH PRINTS /McCann Spain /Aldi	ACTIVATION & ENGAGEMENT-Print/Outdoor	Second Prize Award
	PRINT-Newspaper/Magazine	First Prize Award
	PRINT-Newspaper/Magazine	Grand Prize Award
PROJECT REVOICE /BWM Dentsu /The ALS Association	AVANT-GARDE/INNOVATIVE Social/Environmental-Good: Charity/Non-Profit	Second Prize Award
	AVANT-GARDE/INNOVATIVE-Technology	Grand Prize Award
	AVANT-GARDE/INNOVATIVE-Technology	First Prize Award
	AVANT-GARDE/INNOVATIVE-Use of Data	First Prize Award
	DIGITAL/MOBILE Social/Environmental-Good: Charity/Non-Profit	Second Prize Award
	DIGITAL/MOBILE-Innovation: Technology	Grand Prize Award
	DIGITAL/MOBILE-Innovation: Technology	First Prize Award
	POSITIVE WORLD IMPACT-Unique Partnership: Charity/Non-Profit	Second Prize Award
FIREVASE /Cheil Worldwide /Samsung Fire & Marine Insurance	AVANT-GARDE/INNOVATIVE-Product Innovation	Third Prize Award
	DIRECT & COLLATERAL-Ambient	Third Prize Award
	PUBLIC RELATIONS Social/Environmental Good: Brand	Third Prize

		Award
FOOTBALLPEN /Havas Germany / Düsseldorf /radio.de / radio.net	ACTIVATION & ENGAGEMENT-Technology	Second Prize Award
	AUDIO/RADIO-Technology	Second Prize Award
	AVANT-GARDE/INNOVATIVE-Technology	Third Prize Award
	DIRECT & COLLATERAL-Technology	Second Prize Award
	PACKAGE & PRODUCT DESIGN-Media/Entertainment/Events	Third Prize Award
	PACKAGE & PRODUCT DESIGN-Technology	Second Prize Award
	SPORTS-Technology	Second Prize Award
THE QUIET TAXI /Innocean Worldwide /Hyundai Motor Group/ Group PR	AVANT-GARDE/INNOVATIVE-Social/Environmental Good: Brand	Third Prize Award
	FILM Social/Environmental Good: Brand	Third Prize Award
	PUBLIC RELATIONS-Automotive	Third Prize Award
	PUBLIC RELATIONS Social/Environmental Good: Brand	Third Prize Award
PERSPECTIVES/Wunderman Buenos Aires/Movistar	DIGITAL/MOBILE-Mobile Website	Third Prize Award
INSTA NOVELS /Mother New York /The New York Public Library	AVANT-GARDE/INNOVATIVE-Social Media	First Prize Award
	DIGITAL/MOBILE-Best Use of Medium	Second Prize Award
	SOCIAL MEDIA & INFLUENCER-Innovation	Second Prize Award
	NEW YORK CITY AWARDS-New York City Award	Second Prize Award
Part 4 當我們同在一起,我們就得獎了		
CALVIN KLEIN – LOVE /Filmakademie Baden-Württemberg GmbH /Calvin Klein Underwear	STUDENT-Cinematography	First Prize Award
	STUDENT-Direction	Third Prize Award
	STUDENT-Original Music	Second Prize Award

MARTIN'S REGRET/Energy BBDO/Mars, Inc., 5 Gum	POSITIVE WORLD IMPACT-LGBTQ	First Prize Award
UNIVERSAL LOVE /McCann New York /MGM Grand Resort	AVANT-GARDE/INNOVATIVE Social/Environmental Good: Brand	Third Prize Award
	BRANDED CONTENT/ENTERTAINMENT-Travel/Leisure	Second Prize Award
	POSITIVE WORLD IMPACT-LGBTQ	First Prize Award
	PUBLIC RELATIONS-Travel/Leisure	Third Prize Award
WE NEED TO TALK /Lopito Ilena & Howie /Puerto Rico International Queer Filmfest	FILM CRAFT-Script/Copywriting	First Prize Award
	And more...	