

SHORTLIST ADCI AWARD 2014

STAMPA

WATERWORLD - YOUNG & RUBICAM GROUP ITALIA - ARENA ITALIA

ADDIO FAGIANO - DLVBBDO - BAYER

INSTANT RELAX - DLVBBDO - STAR

DON'T DRINK AND DRIVE - DLVBBDO - STAR

ROBOT - BCUBE - AREXONS

BREATH - YOUNG & RUBICAM GROUP - CLOETTA ITALIA

GROW UP - DLVBBDO - CAM

BETTER PERSON - PUBLICIS ITALIA - SIGMA TAU

SHORTLIST ADCI AWARD 2014

OUTDOOR TABELLARE

APRI NUOVE STRADE AL FUTURO - DLVBBDO - WALL STREET INSTITUTE

TOAST ART - BCUBE - EMMI

THE WALL OF OPPORTUNITIES - PUBLICIS ITALIA - HEINEKEN ITALIA

THE BILLBOARD TRAP - PUBLICIS ITALIA - TAVOLA

CYCLOCRAZY - MASTER IED IN ART DIRECTION E COPYWRITING - COMUNE DI MILANO,
ASSESSORATO AI TRASPORTI

NEWS ON WEB - MARIMO - RAI

CARREFOUR APRE A SANREMO - ESSENSE - CARREFOUR

PIETANZE - YOUNG & RUBICAM ROMA - BIOSLINE

BACK TO SCHOOL - DIAFRAMMA ADV - PIAZZA ITALIA KIDS

ETERNAL DUREX - HAVAS WW MILAN - RECKITT BENCKISER

SHORTLIST ADCI AWARD 2014

OUTDOOR: OUT OF HOME

TRACE YOUR ROAD - SAATCHI & SAATCHI - LEXUS

#BALCONY EXPRESS UN TERRAZZO A DOMICILIO - M&CSAATCHI - LEROY MERLIN

PROTECT YOUR #L1F3 - M&C SAATCHI - GENERTEL/EUROPE ASSISTANCE

YOVIS VIAGGIO - PUBLICIS MODEM - SIGMA TAU

THE SUB LIVING ROOM - PUBLICIS ITALIA - HEINEKEN ITALIA

THE EXPERIMENT - PUBLICIS ITALIA - HEINEKEN INTERNATIONAL

THE WALL OF OPPORTUNITIES - PUBLICIS ITALIA - HEINEKEN ITALIA

SHORTLIST ADCI AWARD 2014

TV E CINEMA

PER IL GUSTO DI - OGILVY & MATHER ADVERTISING - MONDELEZ ITALIA SERVICES SRL
THE CURIOUS MAN - SAATCHI & SAATCHI ITALIA - TOYOTA
INFINITI MODI - LEO BURNETT - INFINITY/MEDIASET GROUP
SOTTOMARINO - JWT ITALIA - SARA ASSICURAZIONI
RAPIMENTO - JWT ITALIA - SARA ASSICURAZIONI
NAMES - PROVIDENCE ITALY SRL - FERRERO
DON'T DRINK AND DRIVE - DLVBBDO - STAR
FIAT 500 CULT - LEO BURNETT TORINO - FIAT GROUP
SAMMONTANA LA MIA ESTATE ITALIANA - AUGE HEADQUARTER - SAMMONTANA
ARE YOU DODGE? - LEO BURNETT - CHRYSLER GROUP
INCREDIBILE MA VERO - LEO BURNETT - UNIPOL SAI ASSICURAZIONI
IKEA LIVING WITH CHILDREN - AUGE HEADQUARTER - IKEA

SHORTLIST ADCI AWARD 2014

ALTRI SCHERMI

NON ESAGERARE - BCUBE - MINI

THE CITY IS WHAT WE MAKE OF IT - DUDE - DIADORA

L'OFFERTA - LOWE PIRELLA - INPS

TRACE YOUR ROAD - SAATCHI & SAATCHI - LEXUS

ROCKER VS DJ - DLVBBDO - EDITRICE QUADRATUM

IKEA GROWING UP - AUGE HEADQUARTER - IKEA

KA MAKE IT EASY - WUNDERMAN (COME PARTE DI BLUEHIVE - OGILVY, WUNDERMAN,
MINDSHARE) - FORD ITALIA

SHORTLIST ADCI AWARD 2014

RADIO

ADDIO - YOUNG & RUBICAM GROUP ROMA - BIOSLINE

SHOUTS (STORIA) - DLVBBDO - STAEDTLER

SHOUTS (GEOGRAFIA) - DLVBBDO - STAEDTLER

TRUMAN SHOW - M&CSAATCHI - LEROY MERLIN

RADIO NOT NORMAL - BCUBE - MINI

ANIMALS - JWT ITALIA - BAYER ITALIA

THE CUT PRICE RADIO CAMPAIGN - YOUNG & RUBICAM GROUP ITALIA - BAVARIA

(SOGGETTI: SUPERMARKET, CANE, ONOMATOPEICO)

TEST D'INGLESE - DLVBBDO - WALL STREET ENGLISH

SHORTLIST ADCI AWARD 2014

BRAND IDENTITY

IMMAGINE COORDINATA DI GIUSEPPE GIUSSANI - 45 GRADI - GIUSEPPE GIUSSANI
WSE - DLVBBDO - WALL STREET ENGLISH

SHORTLIST ADCI AWARD 2014

PACKAGING

SAPONI APOTHECARY - THE SIXTH - APOTHECARY

SHORTLIST ADCI AWARD 2014

BTL E GRAFICA EDITORIALE

POSTE E CALENDARIO - MCCANN - GRUPPO POSTE ITALIANE

MENU ZOE - THE F TEAM - CAPOMONDO SAS

PIRELLI 2013 ANNUAL REPORT - CACAO DESIGN - PIRELLI

ALECOM BROCHURE - CACAO DESIGN - ALECOM

MENU CAPOCACCIA - THE F TEAM - CAPOMONDO SAS

GOODBYE PELLICOLA - MARIMO - STUDIO UNIVERSAL

SHORTLIST ADCI AWARD 2014

TIPOGRAFIA

18 DESIGN COMMANDMENTS - H-57 SRL - H-57

COMPLESSO DEL PRIMO MAGGIO - H-57 SRL - SONY MUSIC ENTERTAINMENT ITALY

SHORTLIST ADCI AWARD 2014

RETAIL E ENVIRONMENTAL DESIGN

OPENING - MARIMO - BARILLA

PROTECT YOUR #L1F3 - M&CSAATCHI - GENERTEL/EUROPE ASSISTANCE

SAMSUNG SMART BIKE - LEO BURNETT - SAMSUNG ITALIA

THE WALL OF OPPORTUNITIES - PUBLICIS ITALIA - HEINEKEN ITALIA

SHORTLIST ADCI AWARD 2014

PROMO E ACTIVATION: CLASSIC MEDIA

SFIDA IN DIALETTO - OGILVY & MATHER ADVERTISING - GALBANI

SHORTLIST ADCI AWARD 2014

PROMO E ACTIVATION: DIGITAL MEDIA

FATTELA PERDONARE - SAATCHI & SAATCHI - TOYOTA

SAMSUNG MAESTROS ACADEMY - LEO BURNETT - SAMSUNG ITALIA

A BUDGET LIFE - PUBLICIS ITALIA - RENAULT ITALIA

VERO COME TE - PROVIDENCE ITALIA SRL - FERRERO

1930.SH THE FIRST SPEAKEASY WEBSITE - ALKEMY DIGITAL ENABLER - 1930 MILAN

SHORTLIST ADCI AWARD 2014

PROMO E ACTIVATION: OTHER MEDIA

LIFEFAMES - INTEGER ITALY - SONY MOBILE COMMUNICATION

DETAILS - JWT ITALIA - NOKIA ITALIA

PROTECT YOUR #L1F3 - M&CSAATCHI - GENERTEL/EUROPE ASSISTANCE

THE EXPERIMENT - PUBLICIS ITALIA - HEINEKEN INTERNATIONAL

DACIA SPONSOR DAY - PUBLICIS ITALIA - RENAULT ITALIA

TRACE YOUR ROAS - SAATCHI & SAATCHI - LEXUS

CLEANER FOOTBALL MACHINE - JWT ITALIA - INDESIT COMPANY

#BALCONY EXPRESS UN TERRAZZO A DOMICILIO - M&CSAATCHI - LEROY MERLIN

THE GREAT ESCAPE - PUBLICIS MODEM - SIGMA TAU

SHORTLIST ADCI AWARD 2014

DIGITAL INTEGRATED CAMPAIGN

LIFEFAMES - INTEGER ITALY - SONY MOBILE COMMUNICATION

#WEHAVEADREAM - DLVBBDO - TELECOM ITALIA GROUP

FULMINA I TUOI LIMITI - DLVBBDO - PEPSICO

SAMSUNG MAESTROS ACADEMY - LEO BURNETT - SAMSUNG ITALIA

SOS PMS - PUBLICIS ITALIA - SANOFI

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DISPLAY ADVERTISING, BANNER, CAMPAGNE WEB

SPENDERE MENO - SAATCHI & SAATCHI - ENEL COMMERCIALE

SAI KE BON - DLVBBDO - STAR

WEDEFENDER - WUNDERMAN ITALY - LAND ROVER ITALIA

THE FIRST - YOUNG & RUBICAM GROUP ITALIA - SAMSUNG ITALIA

SHORTLIST ADCI AWARD 2014

SITI WEB

SITO ISTITUZIONALE VAN GOGH - AGENZIA VAN GOGH - VAN GOGH
CLEAN IT UP - SAATCHI & SAATCHI - REGINA
SAMSUNG MAESTROS ACADEMY - LEO BURNETT - SAMSUNG ITALIA

SHORTLIST ADCI AWARD 2014

INTERFACE DESIGN

SEE NOTHING VOLUME 3 - JEKILL & HYDE
LAEFFE APP - DGTMEDIA - EFFETV

SHORTLIST ADCI AWARD 2014

APPS, GAME E MOBILE

GALBANI IN CUCINA GUIDI TU - OGILVY ONE - GALBANI
TRACE YOUR ROAD - SAATCHI & SAATCHI - LEXUS
PAMPERS APP - DGTMEDIA - FATER SPA
EXTRAESPACE - PUBLICIS ITALIA - RENAULT ITALIA

SHORTLIST ADCI AWARD 2014

SOCIAL MEDIA

#LOVEJU THE WORLD'S FIRST EVER SOCIAL MEDIA CHOREOGRAPHY - WE ARE SOCIAL -
JUVENTUS FOOTBALL CLUB
CI PENSA ROCCO - M&CSAATCHI - CIELO
FAIRY FOOD TOUR - SAATCHI & SAATCHI - P&G
REEBOK FIT CLUB - WE ARE SOCIAL - REEBOK

SHORTLIST ADCI AWARD 2014

VIRAL

ETERNAL BED - HAVAS WW MILAN - RECKITT BENCKISER ITALIA
THE GREAT ESCAPE - PUBLICIS MODEM - SIGMA TAU
BLOOPERS - PROVIDENCE ITALY SRL - FERRERO

SHORTLIST ADCI AWARD 2014

SOCIALE: CLASSIC MEDIA

VIVERE - ASSOCIAZIONE LUCA COSCIONI

DEAR FUTURE MOM - SAATCHI & SAATCHI ITALIA - COOR DOWN ONLUS

CONDOM SAVE LIFE - DLVBBDO - ASA ASSOCIAZIONE SOLIDARIETÀ AIDS

SHORTLIST ADCI AWARD 2014

SOCIALE: OTHER MEDIA

DAMMI PIU VOCE - SAATCHI & SAATCHI ITALIA - COOR DOWN ONLUS

SMOKE INK - TBWA ITALIA - HUMANITAS CANCER CENTER

THE WRONG NUMBER - YOUNG & RUBICAM GROUP ITALIA - CAF ONLUS

DONA IL TUO PROFILO - DLVBBDO - ACTIONAID INTERNATIONAL ITALIA ONLUS

DEAR FUTURE MOM - SAATCHI & SAATCHI ITALIA - COOR DOWN ONLUS

OPERAZIONE FAME - OGILVY & MATHER ADVERTISING - ACTIONAID

SHORTLIST ADCI AWARD 2014

SOCIALE: DIGITAL MEDIA

#DAMMI PIU VOCE - SAATCHI & SAATCHI ITALIA - COOR DOWN ONLUS
DONA IL TUO PROFILO - DLVBBDO - ACTIONAID INTERNATIONAL ITALIA ONLUS
DEAR FUTURE MOM - SAATCHI & SAATCHI ITALIA - COOR DOWN ONLUS
ALTPHABET - SAATCHI & SAATCHI - ALTERNATIVE EUROPEE

SHORTLIST ADCI AWARD 2014

SOCIALE: COMUNICAZIONE INTEGRATA E PROGETTI MIXED MEDIA

PETS 4 PET PROJECT - LEO BURNETT - WWF ITALIA

PUNTO SU DI TE - YOUNG & RUBICAM GROUP ITALIA - FONDAZIONE PUBBLICITA
PROGRESSO

SHORTLIST ADCI AWARD 2014

STUDENTI

VECCHIAIA - MASTER IED IN ART DIRECTION E COPYWRITING - LA REPUBBLICA

DIETA - MASTER IED IN ART DIRECTION E COPYWRITING - MONDADORI

LOVE BUS - FONDAZIONE ACCADEMIA DI COMUNICAZIONE

APISTIA - IED ISTITUTO EUROPEO DI DESIGN - MEDICI SENZA FRONTIERE

PADRE E FIGLIO - ACCADEMIA DELLE ARTI E NUOVE TECNOLOGIE - LEGA AMBIENTE

SHORTLIST ADCI AWARD 2014

FOTOGRAFIA

ETERNAL BED - HAVAS WW MILANO - RECKITT BENCKISER

WATERWORLD - YOUNG & RUBICAM GROUP ITALIA - ARENA

CAPO NORD - BCUBE - BMW ITALIA

BREATH - YOUNG & RUBICAM ITALIA - CLOETTA ITALIA (SOGG: PESCE)

GROW UP - DLVBBDO - CAM

STING - AUGÉ HEADQUARTER - DERIGO VISION

LOZZA - AUGÉ HEADQUARTER - DERIGO VISION

SHORTLIST ADCI AWARD 2014

ILLUSTRAZIONE

ADDIO FAGIANO - DLVBBDO - BAYER

500 WORLD TOUR - M&CSAATCHI - FIAT

MC DONALD'S FESTE DI COMPLEANNO - TBWA ITALIA - MC DONALD'S ITALIA

ADDIO MAL DI TESTA - YOUNG & RUBICAM GROUP ROMA - NATURAL BEAUTY

CONDOM SAVE LIFE - DLVBBDO - ASA ASSOCIAZIONE SOLIDARIETA AIDS

SMOKE INK - TBWA ITALIA - HUMANITAS CANCER CENTER

SHORTLIST ADCI AWARD 2014

REGIA E ANIMAZIONE

FREE TO BE ME - DUDE - DIADORA

THE CURIOUS MAN - SAATCHI & SAATCHI ITALIA - TOYOTA MOTOR EUROPE

LA STORIA DI UN SORRISO - ARMANDO TESTA - SAMMONTANA

EMPORIO ARMANI SWISS MADE - ARMANDO TESTA - GIORGIO ARMANI

GUERRIERI - SAATCHI & SAATCHI - ENEL

BACK TO ROCK - DLVBBDO - EDITRICE QUADRATUM

DEAR FUTURE MOM - SAATCHI & SAATCHI ITALIA - COOR DOWN ONLUS

WHY NOT - PUBLICIS ITALIA - HEINEKEN INTERNATIONAL

STORIE ZERO LIKE - ANOTHER PLACE - CEI CONFERENZA EPISCOPALE ITALIANA

SHORTLIST ADCI AWARD 2014

COPYWRITING

RENZI - BCUBE - ROYAL UNIBREW

CARREFOUR APRE A SANREMO - ESSENSE - CARREFOUR

LOVEVILLE - HAVAS WW MILANO - RECKITT BENCKISER ITALIA

TEMPERATURA PERFETTA - DLVBBDO - ARISTON THERMO GROUP

ROCKER VS DJ - DLVBBDO - EDITRICE QUADRATUM

THE CUT PRICE RADIO CAMPAIGN - YOUNG & RUBICAM GROUP ITALIA - BAVARIA ITALIA

LA MIA ESTATE ITALIANA - AUGÉ HEADQUARTER - SAMMONTANA

STORIE ZERO LIKE - ANOTHER PLACE - CEI CONFERENZA EPISCOPALE ITALIANA

INTELLIGENT DRIVE - RONCAGLIA&WLIJKANDER - MERCEDES-BENZ ITALIA

SHORTLIST ADCI AWARD 2014

ART DIRECTION

THE FORCE OF IMAGINATION - RANCHO OBI-ONE - H-57
LE PARTITE INDIMENTICABILI DELLA NAZIONALE - THE INTEGER GROUP/TBWA - LA
GAZZETTA DELLO SPORT
SMOKE INK - TBWA ITALIA - HUMANITAS CANCER CENTER
ROCKER VS DJ - DLVBBDO - ROLLING STONE MAGAZINE
CALEIDOSCOPIO - DLVBBDO - FREDDY

SHORTLIST ADCI AWARD 2014

DIRECT: DIGITAL MEDIA

LIFEFAMES - INTEGER ITALY - SONY MOBILE COMMUNICATION
ALPHABET - SAATCHI & SAATCHI - ALTERNATIVE EUROPEE
SAMSUNG MAESTROS ACADEMY - LEO BURNETT - SAMSUNG ITALIA
EXTRAESPACE - PUBLICIS ITALIA - RENAULT ITALIA
IL BRIEF DI NATALE - LOWE PIRELLA SRL - LOWE PIRELLA SRL
ENERGY TRACKS - JWT ROMA - ACEA
BMW 500K - BCUBE - BMW ITALIA
THE NAME DELIVERY - PROVIDENCE ITALY SRL - FERRERO SPA
LA PROMO DECIDILA TU - DIGITASLBI - NTV
SOS PMS - PUBLICIS ITALIA - SIGMA TAU

SHORTLIST ADCI AWARD 2014

DIRECT: OTHER MEDIA

TRACE YOUR ROAD - SAATCHI & SAATCHI - LEXUS

CLEANER FOOTBALL MACHINE - JWT ITALIA - INDESIT COMPANY

UNICREDIT CHANGING DOORS - JWT ITALIA - UNICREDIT SPA

SHORTLIST ADCI AWARD 2014

PR: CAMPAGNA

LIFEFAMES - INTEGER SRL - SONY MOBILE COMMUNICATION

LOVEVILLE - HAVAS WW MILAN - RECKITT BENCKISER

RENZI - BCUBE - ROYAL UNIBREW

PROTECT YOUR #L1F3 - M&CSAATCHI - GENERTEL/EUROPE ASSISTANCE

#BALCONY EXPRESS UN TERRAZZO A DOMICILIO - M&CSAATCHI - LEROY MERLIN

SAMSUNG MAESTROS ACADEMY - LEO BURNETT - SAMSUNG ITALIA

THE EXPERIMENT - PUBLICIS ITALIA - HEINEKEN INTERNATIONAL

DACIA SPONSOR DAY - PUBLICIS ITALIA - RENAULT ITALIA

SHORTLIST ADCI AWARD 2014

BRANDED CONTENT

UN MENU CON LIETO FINE - BERLIN 1948 - MAIO SRL

GUERRIERI - SAATCHI & SAATCHI - ENEL

SAMSUNG MAESTROS ACADEMY - LEO BURNETT - SAMSUNG ITALIA

THE EXPERIMENT - PUBLICIS ITALIA - HEINEKEN INTERNATIONAL

DACIA SPONSOR DAY - PUBLICIS ITALIA - RENAULT ITALIA

SHORTLIST ADCI AWARD 2014

INTEGRATED & TITANIUM

LOVEVILLE - HAVAS WW MILAN - RECKITT BENCKISER ITALIA SPA
#WEHAVEADREAM - DLVBBDO - TELECOM ITALIA GROUP
SAMSUNG MAESTROS ACADEMY - LEO BURNETT - SAMSUNG ITALIA
DACIA SPONSOR DAY - PUBLICIS ITALIA - RENAULT ITALIA
THE EXPERIMENT - PUBLICIS ITALIA - HEINEKEN INTERNATIONAL