

CREATIVITY

CREATIVE SOLUTIONS

GOLD

Client

Art Fund

Agency

Partners Andrews

Aldridge

Agency team

Paul Walton

Shaun Moran

Emma Chambers

Mike Sims

SILVER

Client

United Nations

Children's Fund

(UNICEF)

Agency

TBWA\GGT Direct

Agency team

Nick Moore

Tony Clewett

Mandy Duffy

Andy Male

BRONZE

Client

Campbell Grocery

Products

Agency

Proximity London

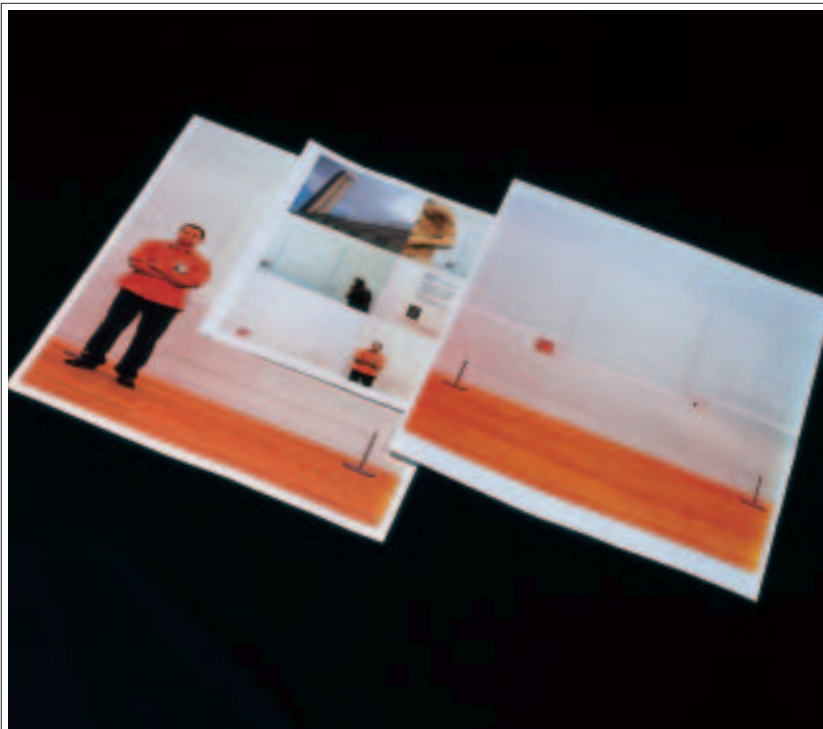
Agency team

Reuben Turner

Sarah Morris

Ian Thomas

Kathryn Scanlan



GOLD

The Art Fund provides financial help to art galleries to enable them to buy paintings and other works. By definition, its supporters are likely to be art lovers. Where do they congregate? In art galleries.

Tate Modern provided wall space, and Partners Andrews Aldridge created an illusion that a painting had been removed, leaving behind dusty marks and drill holes. Alongside was a caption in the gallery's house style, titled 'Missing Picture', and a leaflet dispenser encouraging visitors to support the charity. The link was obvious.

To emphasise the point, the display was mounted opposite Auguste Rodin's 'The Kiss', a work saved for public display by the Art Fund. It was staged to coincide with the Andy Warhol exhibition, one of the art world's biggest blockbusters of the year.

Creative Solutions was the biggest category in this year's competition, attracting 92 entries. In the judges' words, however, the agency's work for the Art Fund was "very smart – a very, very lateral solution to a problem, and it worked". The cost per response was effectively zero, not least because the space had been donated by Tate Modern.

SILVER

With virtually no budget available, UNICEF needed to raise awareness of the plight facing 400,000 Afghan child refugees at the onset of winter. The solution was to create a dramatic idea that generated news coverage in its own right. Five thousand autumn leaves, printed with the message 'Winter is coming, help Afghan children now, www.unicef.org.uk' were distributed in London.



BRONZE

Campbell's Condensed Soup is a concentrated product that lends itself to use in a number of different ways. For example, it can be used as a cooking sauce, or can be diluted with milk or water to make a soup. A mailing was built around exciting, achievable recipes. And to prove the product can be eaten with anything, a pair of chopsticks was provided.

