

CREATIVITY

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ADCRITIC TOP 20

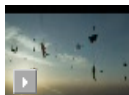
01



Washington Lottery: Birds
Whatever your wacky dream is...

Agency: **Publicis West, Seattle**
Director: **Jerry Brown**

02



Honda: Jump
Honda's aerial acrobats do their thing.

Agency: **Wieden + Kennedy**
Director: **Johnny Green**

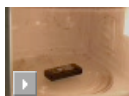
03



Volvo: Subliminal
The Swedish automaker mixes n' matches our daily routine.

Agency: **Forsman Bodenfors**

04



Net10: Microwave
Droga5 and Smuggler team up for another viral hit.

Agency: **Droga5**
Director: **David Frankham**

05



Rexona: Paperdoll Campaign
What's a doll to do?

Agency: **Vegaolmosponce**
Director: **Peter Thwaites**

06



TV2: Kill Bill Blood Splatter
A 'Kill Bill' TV premier spills blood on the streets.

Agency: **Saatchi & Saatchi, New Zealand**

07



Samsung: Spice Don't Rock
A pictorial crowd represents the good, the bad and the ugly of music on your phone.

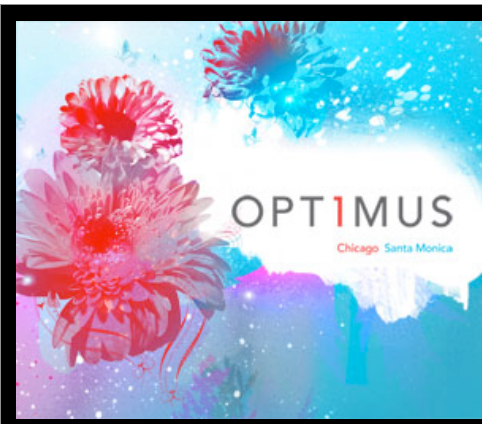
Agency: **Leo Burnett, Lisbon**

08



Orange: Rewind City
A community helps recapture a magic moment.

Agency: **Publicis Conseil**



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- 01 Samsung's Castaways: A Penguin, Maiden and Raft
- 02 Creativity Top 5: June 2
- 03 Toasting the Best of What's Next
- 04 MJZ dominates AICP Show with 16 honors
- 05 Rate the Ad: Marie Curie Actions: Chemical Party
- 06 Demons in your phone?
- 07 Tate Modern Takes to the Streets
- 08 Wii Win! Nintendo Takes Grand Effie
- 09 Say Hello! HKM and Rock Fight close doors to form a new production company.



Director: **Ringan Ledwidge**

09

**TV Twix: Get the Girl**

Here's how to both succeed and fail at courtship.

Agency: **Nitro**Director: **Rob Pearlstein**

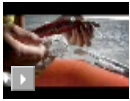
10

**PD Honda: FCX Clarity - H**

Honda spells out the environmental benefits of its hydrogen fuel cell vehicle.

Agency: **Wieden + Kennedy, London**

11

**TV Samsung: Crownfish**

A dream leads to a luxurious fishing expedition.

Agency: **Digitas**

12

**TV Marie Curie Actions: Chemical Party**

Elements get together around the jello mold.

Agency: **Media Consulta, Berlin**Director: **Roderick Fenske**

13

**TV Honda: Difficult is Worth Doing**

Honda's live skydive goes off without a hitch.

Agency: **4Creative**

14

**TV Slim Jim: Spicy Side**

Beware the spicy sidekick.

Agency: **Venables Bell & Partners**Director: **Jim Hosking**

15

**TV Creativity Top 5: June 2**

Last week's top work rears its surreal head.

16

**TV Gatorade: Ball Girl**

A young lady shows up the pros on the diamond.

Agency: **Element 79**Director: **Baker Smith**

17

**TV Jack Daniels: Welcome to Lynchburg**

Get to know Jack's hometown.

Agency: **Arnold**



Worldwide
Director: **Chris Palmer**

18



TV Nike: The Next Level
Bend the learning curve like a PK.

Agency: **72andSunny**
Director: **Guy Ritchie**

19



PD E*TRADE: Baby Mobile Coming Soon
The Krallman-voiced baby proves pimpin' is as easy as buying stock.

Agency: **Grey**
Director: **Randy Krallman**

20



PD Black Swan: Equation Corks - Wine
Bottle-cap quips emerge as math equations on wine corks.

