



"Every advertisement must contribute to the complex symbol which is the brand image."
Ogilvy

2009 David Ogilvy Awards Finalists

The ARF congratulates the 2009 category finalists for The ARF David Ogilvy awards sponsored by Microsoft Advertising. Join us on March 31 to see who wins the Industry level awards for Research Achievement, Research Innovation and the prestigious Grand Ogilvy Award.

AUTOMOTIVE

"Putting Old Luxury on Notice" Audi

ADVERTISER: Audi of America
AGENCY: Venables Bell & Partners
MEDIA: MediaCom
RESEARCH: GfK, TNS, Nielsen Buzz Metrics

"If Looks Could Kill" Toyota Motor Sales, U.S.A., Inc.

ADVERTISER: Toyota Motor Sales, U.S.A., Inc.
AGENCY: Burrell Communications
MEDIA: Burrell Communications
RESEARCH: Research Explorers, Icrossing, Hall & Partners

BEVERAGES+ALCOHOL

"Damn Right" Canadian Club Whisky

ADVERTISER: Beam Global Spirits & Wine, Inc.
AGENCY: Energy BBDO
MEDIA: Zenith Media
RESEARCH:

"Postcards" Nabob

ADVERTISER: Kraft Canada
AGENCY: DDB
MEDIA: Media Vest
RESEARCH: Nielsen BASES, GfK Arbor, Dine Associates, The Hartman Group, Ipsos ASI

BUSINESS-TO-BUSINESS

"Meet the Affluencers" Bravo

ADVERTISER: Bravo
RESEARCH: Liberman Research Worldwide, Sterling Brands, Mediamark Research, Millward Brown/Greenfield Consulting Group, Bravo Research Group, The Diamond Group

"New Day New Office" Microsoft Office 2007

ADVERTISER: Microsoft Corporation
AGENCY: McCann-Erickson
MEDIA: Universal McCann
RESEARCH: Hall & Partners, Atlas, Market-Bridge, MetrixLab, comScore

FINANCIAL SERVICES

“Opportunities for All” Bank of America

ADVERTISER: Bank of America

AGENCY: BBDO, Organic, TPN,

MEDIA: Starcom Worldwide

RESEARCH: Harris Interactive, GfK Brand and Communications, Luntz Maslansky Strategic Research, Ipsos Understanding Unlimited, Ninah Consulting

“Visa CSI 4” Visa

ADVERTISER: Visa

AGENCY: AKQA

MEDIA: OMD

RESEARCH: Nielsen Media Research (sample, hosting, data collection) and OMD Custom Research & Insights (questionnaire design, analysis, and insight)

GOVERNMENT+NON-PROFIT

“Another Reason, I LOVE NEW YORK” I Love New York

ADVERTISER: I Love New York

AGENCY: Saatchi & Saatchi

MEDIA: Saatchi & Saatchi

RESEARCH: Hall & Partners, PlannerZone, Goldmine Research

“Obama for President” Obama for America

ADVERTISER: Obama for America

MEDIA: Obama Media Team-AKPO Messey & Media; GMM B

RESEARCH: Benenson Strategy Group, Harstead Research, David Binder Research, Brilliant Corners

HEALTH CARE

”Fashionable Fiber” Benefiber

ADVERTISER: Novartis OTC

AGENCY: Euro RSCG

MEDIA: Mindshare

RESEARCH: Cotton Consulting LLC, MSW Research

¿Cómo Estás? Evercare

ADVERTISER: Ovations/Evercare

AGENCY: Bromley Communications

MEDIA: Bromley Communications

RESEARCH: Bromley Communications/Culturati Research

HEALTH+PUBLIC SERVICE

“EX®: Re-Learn Life Without Cigarettes” Ex®

ADVERTISER: American Legacy Foundation®

AGENCY: GSD&M Idea City

MEDIA: PHD

RESEARCH: Pursuit, Egg Strategy, Millward Brown

“Spike TV True Dads”

ADVERTISER: Spike TV

RESEARCH: Insight Research Group, Greenfield Consulting Group

INTERNATIONAL

“Dove Campaign for Real Beauty” Dove

ADVERTISER: Unilever
AGENCY: Ogilvy Advertising
MEDIA: Mindshare
RESEARCH: Millward Brown

“The Longer Term Effects of Seatbelts’ Advertising 2001-2007” Road Safety - Seatbelts

ADVERTISER: Department of Environment (NI), Road Safety Authority (ROI)
AGENCY: Lyle Bailie International Limited
RESEARCH: Millward Brown Ulster

MULTICULTURAL: BANKING+INSURANCE

“MiAllstate.com” Allstate Insurance Company

ADVERTISER: Allstate Insurance Company
AGENCY: Captura Group

“Hacia Adelante” Bank of America

ADVERTISER: Bank of America
AGENCY: Lopez Negrete Communications
MEDIA: Tapestry
RESEARCH: TNS (2006/2007), Harris Interactive

MULTICULTURAL: CONSUMER+HEALTH

“Toma Leche/California Milk Processor Board” Bruja

ADVERTISER: California Milk Processor Board
AGENCY: Grupo Gallegos
MEDIA: Grupo Gallegos
RESEARCH: MOLA Market Research, New American Dimensions, NovaQuant

“Best of Both Worlds” Honey Nut Cheerios

ADVERTISER: General Mills, Inc.
AGENCY: Bromley Communications
MEDIA: Bromley Communications
RESEARCH: IFC Research Ltd.

PACKAGED GOODS

”The Orange Underground” Cheetos

ADVERTISER: Frito-Lay
AGENCY: Goodby, Silverstein & Partners
MEDIA: OMD
RESEARCH: OZA, NeuroFocus, Christopher Noxon, Ipsos ASI, Sensory Logic

“Open for Fun” RITZ CRACKERS

ADVERTISER: Kraft Foods
AGENCY: Euro RSCG Worldwide
MEDIA: MediaVest, Digitas
DIGITAL: Razorfish
RESEARCH: Razorfish

PERSONAL CARE

“Next BIG Thing – Lashblast Mascara” CoverGirl Cosmetics

ADVERTISER: Procter & Gamble
AGENCY: Grey Worldwide
MEDIA: Starcom MediaVest Group
RESEARCH: TNS Global, IPSOS ASI

“Couples Campaign” K-Y® YOURS+MINE™

ADVERTISER: Johnson & Johnson
AGENCY: Mother New York
MEDIA: Universal McCann J3
RESEARCH: Ipsos-ASI, VS Research, TNS, PRS, New Solutions

RETAIL+E-TAIL

“Continental Airlines Strategic Online Optimization” Continental Airlines

ADVERTISER: Continental Airlines
AGENCY: Kaplan Thaler Group
MEDIA: MediaVest
RESEARCH: MediaVest

“Walmart’s Earth Month 2008” Walmart

ADVERTISER: Walmart
AGENCY: The Martin Agency
MEDIA: MediaVest
RESEARCH: Dr. David Whitlark of Brigham Young University, Knowledge Networks, the ARS Group

SPORTS+ENTERTAINMENT+MEDIA

“Where Amazing Happens” National Basketball Association (NBA)

ADVERTISER: National Basketball Association (NBA)
AGENCY: Goodby, Silverstein & Partners
RESEARCH: MotiveQuest, MarketTools, VisionCritical

“In Plain Sight” USA Network

ADVERTISER: USA Network
AGENCY: USA Network
MEDIA: Fallon
Research Firms: USA Network, Research Results, OTX