



## Festival of Media Valencia 2009 Winners

### **Best Communications/Entertainment platform**

Title: Miracle of love

Brand: Ponds

Entering Company: Mindshare

Country: Indonesia

### **Best Communications Strategy**

Title: Condoms

Brand: BBC World Service Trust

Entering Company: Madison Media

Country: India

### **The Consumer Benefit/Advertising as Service Award**

Title: Simple gift of time

Brand: Philips

Entering Company: Carat

Country: China

Other credits: DDB

### **Best Event/Activation**

Title: Guru.sol.no

Brand: Sol Guru, Dist

Entering Company: Carat

Country: Norway

### **Best Use of Content**

Title: Dove meets Ugly Betty

Brand: Dove

Entering Company: Mindshare

Country: China

Other credits: OgilvyAction, Tribal DDB

### **Best Youth Campaign**

Title: White gold

Brand: California Milk Processors Board

Entering Company: Goodby Silverstein & Partners

Country: US

**The Media Responsibility Award**

Title: Haagen Dazs loves honey bees  
Brand: Haagen Dazs  
Entering Company: Goodby Silverstein & Partners  
Country: North America  
Other credits: Ketchum

**Best Targeted Campaign**

Title: Dove sleepover for self esteem  
Brand: Dove self esteem fund  
Entering Company: PHD  
Country: Canada  
Other credits: Capital C, Harbinger

**The Award for Branding Bravery**

Title: Finding body and soul  
Brand: Dove pro-age  
Entering Company: PHD  
Country: Canada  
Other credits: Ogilvy & Mather

**Best Long-Term Strategy**

Title: Galaxy reading  
Brand: Galaxy  
Entering Company: MediaCom  
Country: UK

**Best Consumer-Driven/Community Campaign**

Title: Euro2008: Coca-Cola fanpartner generator at Studio VZ  
Brand: Coca-Cola  
Entering Company: MediaCom Interaction  
Country: Germany  
Other credits: Argonauten G2, GWP, Studio VZ

**Best Localisation Campaign**

Title: Dark temptation  
Brand: Axe  
Entering Company: Mindshare  
Country: EMEA  
Other credits Vegaolmosponce, BBH

**Best Use of Digital Landscape**

Title: Norges kreativ fagskole recruitment Campaign  
Brand: NKF  
Entering Company: Starcom  
Country: Norway

**The Communication Futures Award**

Title: Smeg retro: Pioneers semantic targeting

Brand: Smeg

Entering Company: Ad Pepper Media

Country: UK

Other credits: TCS Media, Cogent Elliot

**Best Use of Search**

Title: FY08 Windows OneCare accolades

Brand: Microsoft OneCare

Entering Company: Universal McCann

Country: North America

**Best Use of Gaming and Gaming Platforms**

Title: NBA 2K

Brand: Gatorade

Entering Company: OMD

Country: US

Other credits: Double Fusion, 2K Sports

**Best Use of Performance or Affiliate Marketing**

Title: The high value long-tail

Brand: HMV

Entering Company: OMD

Country: UK

**Best Use of Mobile**

Title: You got rondo'd

Brand: Reebok International

Entering Company: Inside Mobile

Country: US