



S H O W

2010 AICP SHOW SHORTLIST

<b>Category: Visual Style</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
ABSOLUT Vodka	Anthem	MJZ	TBWACHiatDay
ABSOLUT Vodka	I'm Here Trailer	MJZ	TBWACHiatDay
Activision	Captivity	MJZ	Toy New York
Barclays	Fake	MJZ	Venables, Bell & Partners
ITV	Brighter Side	MJZ	BBH
Jameson Irish Whiskey	Lost Barrel	Biscuit Filmworks	TBWA\Chiat\Day, New York
Levis	America	Anonymous Content	Wieden + Kennedy
Nike	Human Chain	Smuggler	Wieden+Kennedy, Portland
Sony	Jessica Sanders	Innocuous Media	180LA
U.S. Cellular	Shadow Puppets	Anonymous Content	Publicis & Hal Riney
X BOX Halo 3:ODST	The Life	MJZ	T.A.G. San Francisco.
<b>Category: Performance Dialogue or Monologue</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Bud Light	Clothing Drive	Tool	DDB
FedEx	Presentation Guy	O Positive	BBDO New York
Old Spice	The Man Your Man Can Smell Like	MJZ	Wieden + Kennedy
Skittles	Plant	Smuggler	TBWA\Chiat\Day, New York
Skittles	Transplant	Smuggler	TBWA\Chiat\Day, New York
Snickers	Game	MJZ	BBDO New York
Snickers	Road Trip	MJZ	BBDO New York
Starburst	Kilt	MJZ	TBWA Chiat Day
Tribeca Film Festival	Flasher	Station Film	Ogilvy & Mather
Virgin Atlantic	Becoming	O Positive	Y&R New York
<b>Category: Humor</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Brand Jordan	Get Your Basketball On	MJZ	Wieden + Kennedy NY
Bud Light	Clothing Drive	Tool	DDB
Comcast	Infomercial	Biscuit Filmworks	Goodby Silverstein & Partners
ESPN - Monday Night Football	Brady's Back	Epoch Films	Wieden+Kennedy New York
Fruit by the Foot	Replacements	MJZ	Saatchi & Saatchi NY
Hardee's	A vs. B	Station Film	Mendelsohn Zien
MTV	Slaughter Shack	Backyard	MTV In House
MTV	Pommel: The Bobby Brooks Story	Backyard	MTV In House
My Sky HDi	Que Sera	O Positive Films	DDB NZ Ltd
Old Spice	The Man Your Man Can Smell Like	MJZ	Wieden + Kennedy
Skittles	Plant	Smuggler	TBWA\Chiat\Day, New York
Snickers	Road Trip	MJZ	BBDO New York
<b>Category: Cinematography</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
ABSOLUT Vodka	Anthem	MJZ	TBWA Chiat Day, New York
ABSOLUT Vodka	I'm Here Trailer	MJZ	TBWACHiatDay New York
Adidas	F-150 Ignite	MJZ	180/Amsterdam
ITV	Brighter Side	MJZ, UK	BBH
Jameson Irish Whiskey	Lost Barrel	Biscuit Filmworks / Cherokee Films	TBWA / Chiat Day / New York
Levis	America	Anonymous Content	Wieden + Kennedy
Nike	Trail of Destruction	Anonymous Content	Wieden + Kennedy
Nike	Human Chain	Smuggler	Wieden+Kennedy, Portland
U.S. Cellular	Shadow Puppets	Anonymous Content	Publicis & Hal Riney
X BOX Halo 3:ODST	The Life	MJZ	T.A.G. San Francisco
<b>Category: Animation</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
AMF	The Caterpillar	Camp David Film	Forsman Bodenfors
Boost Mobile	Mrs. Claus	Curious Pictures	180LA
California Milk Processing Board	Medusa	PSYOP	Grupo Gallegos
California Milk Processing Board	Sad Princess	PSYOP	Grupo Gallegos
EA	From The Inside Out	Paranoid US	Wieden + Kennedy Amsterdam
Jack Daniel's	Old No. 7	Brand New School	Arnold Worldwide
Michelin	Evil Gas Pump	PSYOP	TBWA Chiat Day
Orbit	Clean it Up	Partizan	Evolution Bureau
Target	Art Unfolds	EyeBall	Target
The UPS Store	Gladiator	PSYOP	Doner

<b>Category: Editorial</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Activision	Captivity	MJZ	Toy New York
American Express	Yvon Chouinard	Independent Media	Ogilvy
American Express	Geoffrey Canada	Independent Media	Ogilvy
Axe	Destiny	Pretty Bird	Ponce, Buenos Aires
Barclays	Fake	MJZ	Venables, Bell & Partners
Jordan Brand	Slap	MJZ	Wieden+Kennedy New York
Levi's	America	Anonymous Content	Wieden + Kennedy
Nike	Human Chain	Smuggler	Wieden + Kennedy
Philips	Interruption	SKUNK	Dentsu America
U.S. Cellular	Shadow Puppets	Anonymous Content	Publicis Hal Riney
Xbox Halo 3: ODST	The Life	MJZ	T.A.G. San Francisco
<b>Category: Graphic Design</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Bored To Death	"Bored To Death" Show Open	Curious Pictures	Dakota Films/HBO
Electronic Arts	Dante's Inferno	PSYOP	G-Net
GM/Buick	Behind The Beauty	Motion Theory	MacLaren McCann
Google	Chrome	Motion Theory	Google Creative Lab
Jack Daniel's	Old No. 7	Brand New School	Arnold Boston
Nurofen	Core	PSYOP	Mother London
Sprint	What's Happening Now: Anthem	Supply & Demand	Goodby Silverstein & Partners SF
Tanqueray	3 Glasses	Motion Theory	Wieden Kennedy Amsterdam
Target	Art Unfolds	EyeBall	Target
Voila	Nou Se	Superfad	Garrigan Lyman Group
<b>Category: Visual Effects</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
AMF	The Caterpillar	Camp David Film	Forsman Bodenfors
Audi	Intelligently Combined	Markenfilm GmbH & Co. KG	kempertrautmann GmbH
Barclaycard	Rollercoaster	MJZ	BBH London
Barclays Bank	Fake	MJZ	Venables, Bell & Partners
Coca Cola	Finals	Rattling Stick	Wieden + Kennedy Portland
Jameson Irish Whiskey	Lost Barrel	Biscuit Filmworks	TBWA / Chiat Day / New York
Nike	Human Chain	Smuggler	Wieden & Kennedy
Pepsi International	The Flight of the Penguin	Partizan US	BBDO New York
Syfy	House on the Hill	4Creative	4Creative
Toyota	Harmony	The Sweet Shop	Saatchi & Saatchi LA
Verizon	Stealth	MJZ	McGarry Bowen
Xbox Halo 3: ODST	The Life	MJZ	T.A.G. San Francisco
<b>Category: Original Music</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
ABSOLUT Vodka	I'm Here Trailer	MJZ	TBWACHiatDay New York
Google	Parisian Love	1st Ave Machine	Google
Lego	CLICK	BlueSource	Pereira & O'Dell
Lexus	Act Naturally	Park Pictures	Team One
Nike	Blitzen Rap	Imperial Woodpecker	Wieden + Kennedy
Nike	Santa Rap	Imperial Woodpecker	Wieden + Kennedy
Orbit	Dropin' 35	PRETTYBIRD	Energy BBDO
State Street	Buried Treasure :60	Smuggler	The Gate Worldwide
Stella Artois	Stella Pirate Paper Boat	Hungry Man	Mother London
X BOX Halo 3:ODST	The Life	MJZ	T.A.G. San Francisco.
<b>Category: Sound Design</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Amp	Tune Out	RSA FILMS	BBDO
Jose Cuervo Tequila	Road Trip	Gorgeous	JWT New York
Jose Cuervo Tequila	Men's Business	Gorgeous	JWT New York
Google	Parisian Love	1st Ave Machine	Google
James Boag's Pure	The Island	Revolver/Biscuit Filmworks	Publicis Mojo Sydney
Jordan Brand	Nightmare	Smuggler	Wieden+Kennedy New York
Montana Meth Project	Jessica	Independent Media	Venables Bell & Partners
Montana Meth Project	Kevin	Independent Media	Venables Bell & Partners
Pepsi	Sound	Stilking Films	BBDO/Moscow
UPS	Gladiator	PSYOP	Doner
<b>Category: Musical Arrangement</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Cotton, Inc.	The Fabric of Miranda's Life	Moxie Pictures	DDB Worldwide/NY
Cricket	City Orchestra	Gartner Films	Element 79
Garmin International	Nutcracker	Bueno Films	Tierney, Minneapolis
Garmin International	Squirrel	Bueno Films	Tierney, Minneapolis
GE	Say Ahh	Partizan US	BBDO New York
HBO	Big Love	Digital Kitchen	Digital Kitchen
Nike	Dunkin' on Reindeer	Imperial Woodpecker	Wieden + Kennedy
Prius	Harmony	The Sweet Shop	Saatchi & Saatchi LA
U.S. Cellular	Shadow Puppets	Anonymous Content	Publicis & Hal Riney (SF)
Volkswagen Passat	Positive Thinking	Biscuit Filmworks / Independent	DDB UK

<b>Category: Production</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Cadillac	Cadillac	Anonymous Content / Gorgeous	Modernista!
Coke	Sleepwalker	Anonymous Content	Wieden + Kennedy
Discovery Channel	I Love The World Reprise	Outsider	72andSunny
Nike	Trail of Destruction	Anonymous Content	Wieden + Kennedy
Nike	Human Chain	Smuggler	Wieden + Kennedy
Syfy	House on the Hill	4Creative	4Creative
Toyota	Harmony	The Sweet Shop	Saatchi & Saatchi LA
U.S. Cellular	Shadow Puppets	Anonymous Content	Publicis & Hal Riney
Vaseline Sheer Infusion	Amazing Moisture	Revolver/Biscuit Filmworks	BBH NY
X BOX Halo 3:ODST	The Life	MJZ	T.A.G. San Francisco.
<b>Category: Production Design</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
ABSOLUT Vodka	Anthem	MJZ	TBWA Chiat Day, New York
ABSOLUT Vodka	I'm Here Trailer	MJZ	TBWACHiatDay New York
American Express	Faces	Thomas and Thomas	Ogilvy New York
Barclays	Fake	MJZ	Venable, Bell & Partners
Nintendo	Working Mom	Smuggler	Goodby Silverstein & Partners
O2 Communications	Path	Park Pictures/ Soup Films	VCCP GmbH
Smirnoff	Woods	Park Pictures/ Soup Films	VCCP GmbH
Toyota	Harmony	The Sweet Shop	Saatchi & Saatchi LA
X BOX Halo 3:ODST	The Life	MJZ	T.A.G. San Francisco
<b>Category: Agency Art Direction</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Comcast	Future Hopping	Nexus Productions	Goodby Silverstein & Partners
Dos Equis	Jai Alai	@radical.media	Euro RSCG New York
Dos Equis	Treasure Chest	@radical.media	Euro RSCG New York
McDonald's	No Fry Left Behind	Biscuit Filmworks	DDB
MOMA	Transform	KNOWMORE	Taxi, NY
NY Lottery Sweet Million	Sleepy Time	Smuggler	DDB New York
Orbit	Clean it Up	Partizan	Evolution Bureau
Prius	Harmony	The Sweet Shop	Saatchi & Saatchi LA
Travelers	Drifters	Gorgeous	Fallon
U.S. Cellular	Shadow Puppets	Anonymous Content	Publicis & Hal Riney
<b>Category: Copywriting</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Dos Equis	Jai Alai	@radical.media	Euro RSCG New York
Dos Equis	Treasure Chest	@radical.media	Euro RSCG New York
E*Trade Financial	First Class	Click 3x/Sparks Productions	Grey New York
E*Trade Financial	Girlfriend	Click 3x/Sparks Productions	Grey New York
FedEx	Luck	O Positive	BBDO New York
Luvs	New Kid	Station Film	Saatchi & Saatchi NY
Sony Playstation	Grandma	Moxie Pictures	Deutsch
Sprint	Wedding	O Positive	Goodby Silverstein & Partners
Virgin Atlantic	Beauty Sleep	O Positive	Y&R New York
Virgin Atlantic	Becoming	O Positive	Y&R New York
<b>Category: Public Service Announcement</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
American Heart Association/Ad Council/Hands-Only CPR	Sign Language	Furlined	Gotham
Amnesty International	Words	Curious Pictures	N/A
Hopenhagen	The Journey	N/A	Ogilvy New York
Montana Meth Project	Jessica	Independent Media	Venables Bell & Partners
NCAA	Ambidextrous	Motion Theory	Young & Rubicam SF
NMDOT	Breaking Glass	Smoke & Mirrors NY / Black Sheep Productions	VWK
ONDCP	Stage Hands	Park Pictures	McGarry Bowen
Partnership For a Drug-Free America	Birth	GARTNER	Martin Williams
PETA	Grace	Über Content	Matter
The Advertising Council	World Upside Down	@radical.media	Cramer-Krasselt
The Surfrider Foundation	Rise Above Plastics	LAIKA/house	Borders, Perrin, Norrander, Inc.
Why Hunger	Desperate	Boxer Films, LA	Duncan/Channon
Yoplait	Know Your Girls	Blacklist	Publicis Modem
<b>Category: Low Budget</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Boost Mobile	Mrs Claus	Curious Pictures	180 LA
Nike	Pro Combat-Prep for Battle	Bob Industries	Nike
Nike	The Light	Smuggler	Wieden + Kennedy
Orbit	Clean it Up	Partizan	Evolution Bureau
Oregon Lottery	Matress	Bob Industries	Borders Perrin Norrander
Skittles	Plant	Smuggler	TBWA\Chiat\Day, New York
SkyTV	West Bank	Über Content	DDB New Zealand
Sony	Jessica Sanders	Curious Pictures	180LA
Sony	GT5	Bob Industries	180 LA
Tribeca Film Festival	Flasher	Station Film	Ogilvy

<b>Category: Spec Spot</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Altoids	Man Conditioner	Wild Plum	
Audi	Beauty in Engineering	Radium/Reel FX	
Clearasil	Slap		Euro RSCG New York
Doritos	Dave	Nola Pictures	
Effective Parenting	Effective Parenting		
IBM	Amail	Deek	
Laura Ashley	Sasha	Radical	
Levi's	Fool's Gold	Bueno Films	
Murphy's Irish Stout	Turning Irish		
Nike	Game Changers	Rabbit Content	
Tribeca Film Festival	Red Eye	Paradise Square	
<b>Category: Student Commercial</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Adidas Athletic Apparel	Aerialist	Mollye Asher	Tisch School of the Arts
Centric	Black Rose	Lapo Melzi	NYU
ChapStick	Lipless	Ian Kammer	Art Center College of Design
Columbia University Film Festival	Columbia University Film Festival 22 Promo	Morgan Faust	Columbia University
Doritos	Doritos Guardian	Nathan Wigglesworth	Brigham Young University
Fifa World Cup	The Dream is Coming	Josef Wladyka	Kubotafilms/NYU
Kenneth Cole 925 Technology	THE RACE	Thomas (Hyungkyun) Kim	NYU Tisch Grad Film
Nasulvin	The Robbery	Anna Honerlagen	non
The 47th New York Film Festival	Steenbeckstory	Marie Dvorakova	Tisch School of the Arts, NYU
<b>Category: Advertising Excellence/ Single Commercial</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
CareerBuilder.com	Boss	MJZ	Wieden + Kennedy
Fruit by the Foot	Replacements	MJZ	Saatchi & Saatchi NY
Jameson Irish Whiskey	Lost Barrel	Biscuit Filmworks	TBWA / Chiat Day / New York
Levis	America	Anonymous Content	Wieden + Kennedy
Nike	Human Chain	Smuggler	Wieden + Kennedy
Old Spice	Scents for Gents	MJZ	Wieden + Kennedy
Old Spice	The Man Your Man Can Smell Like	MJZ	Wieden + Kennedy
Old Spice	Different Scents for Different Gents	MJZ	Wieden + Kennedy
Snickers	Game	MJZ	BBDO New York
Snickers	Road Trip	MJZ	BBDO New York
Starburst	Kilt	MJZ	TBWA Chiat Day
<b>Category: Advertising Excellence/ Campaign</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
Coca-Cola	Campaign 2010	Anonymous Content/ Gracie Films/Film Roman/ Epoch/Rattling Stick	Wieden + Kennedy
FedEx	FedEx TV Campaign	O Positive	BBDO New York
GE	Healthymagination	Partizan Entertainment	BBDO New York
Honda	Honda Insight	Park Pictures	Rubin Postaer and Associates
Honda Insight	Honda Insight	Park Pictures	Rubin Postaer and Associates
MINI Cabrio	MINI Cabrio	Biscuit Filmworks	PLANTAGE Berlin
Progresso	Can Phone	O Positive	Saatchi & Saatchi NY
Sprint	Sprint: What's Happening Now	Supply & Demand/ Anonymous	Goodby Silverstein & Partners SF
Target	Target	Station Film	Wieden + Kennedy
Toyota	Toyota Prius	The Sweet Shop	Saatchi & Saatchi LA
<b>Category: Advertising Excellence/ International</b>	<b>Title</b>	<b>Production Company</b>	<b>Agency</b>
CANAL+	Closet	Soixante Quinze	BETC Euro RSCG
Evian	Rollerbabies	Partizan	Saatchi & Saatchi / London
Guinness	To Arthur	Partizan Entertainment	Euro RSCG BETC / Paris
MIFF	Astronauts	@radical.media	Badjar Ogilvy
MTV	MTV - "Bird"	Tool of North America	La Comunidad
Samsung	Impatience is a Virtue	Moxie Pictures	Grey London
SEAT	Cherub	@radical.media	Atletico International Advertising S.L.
Stella	Pirate Paper Boat	Hungry Man	Mother London
TAC	The Ride	Curious Film	GREY MELBOURNE
VW	Dudeism	Moxie Pictures	DDB London