

16th Philippine Advertising Congress

1999 ARAW AWARDS WINNERS

PLATINUM

AWARD	TITLE	AGENCY
Craftsmanship POS Best Illustration	SCRIBE & BREWER "Traffic Jam"	BBDO Guerrero Ortega
Single Entry TV/ Cinema Promotions and Events	CU IN CEBU "Bai"	Ace Saatchi & Saatchi

GOLD

MULTIMEDIA CAMPAIGN

CATEGORY	PRODUCT	TITLE	AGENCY
Personal Care	Purigel	Germ Free	Ogilvy & Mather
Non-Alcoholic Beverages	Absolute Water	Absolutely Clear	Ogilvy & Mather
Consumer Durables	Union	Piano	J.Walter Thompson
Leisure Products	Glorietta 4	Butterfly	Ace Saatchi & Saatchi
Promotions and Events	CY in Cebu	Bai	Ace Saatchi & Saatchi
Fashion & Retail	Oxygen	Gecko	Ace Saatchi & Saatchi

SILVER

MULTIMEDIA CAMPAIGN

CATEGORY	PRODUCT	TITLE	AGENCY
Fastfood & Restaurants	Mandarin Oriental	Chopsticks	Basic Advertising
Non-Alcoholic Beverages	Sprite	Magpakatotoo Campaign	McCann Erickson
Medical & Chemical	Canesten Cream	Wardrobe	BBDO Guerrero Ortega
Public Service	PANA	Anti-Peeing	Ace Saatchi & Saatchi
Home Care	Bayfresh	Smell	BBDO Guerrero Ortega

BRONZE WINNERS

MULTIMEDIA CAMPAIGN

CATEGORY	PRODUCT	TITLE	AGENCY
Personal Care	Bench Alcolgel	Dirty Finger Countdown	Jimenez/ DMB & B

Fastfood & Restaurants	Bath 2 Basics McDonalds Jollibee	Soap Opera Eiffel Value Meal	BBDO Guerrero Ortega Hemisphere Leo Burnett Basic Advertising
Non-Alcoholic Beverages	Lipovitan	Hagad	J.Walter Thompson
Alcoholic Beverages	Ginebra	Barangay Ginebra	Image Dimensions
Consumer Durables	Sharp Audio-Video	Prisoner	Jimenez/ DMB & B
Corporate and Institutional	Johnson & Johnson	Father's Day	Lowe Lintas
Telecommunications	DFNN	Speed	Great Wall Advertising
Public Service	PAWS	RA8485	Image Dimensions
Promotions and Events	Adidas DeBeers PLDT	Streetball Mad About Diamonds Rollback	BBDO Guerrero Ortega J.Walter Thompson Publicis Philippines
Media Advertising	PRIMO	Read campaign	Santiago & PUNO FCB
Fashion & Retail	Music One	Pop Holy	Ace Saatchi & Saatchi
Home Care	Penshoppe Baygon Katol	Cargo Usok	Ace Saatchi & Saatchi BBDO Guerrero Ortega

GOLD WINNERS

SINGLE ENTRY TV/ CINEMA

CATEGORY	PRODUCT	TITLE	AGENCY
Personal Care	Purigel	Lift	Ogilvy & Mather
Fastfood & Restaurants	Mandarin Oriental	Chopsticks	Basic Advertising
Alcoholic Beverages	Chivas Regal	Party	Ogilvy & Mather
Non-Alcoholic Beverages	Absolute Water	Goldfish	Ogilvy & Mather
	Coca Cola	Heaven	McCann Erickson
	Coca Cola	Kiss	McCann Erickson
Fashion & Retail	Oxygen	Gecko	Ace Saatchi & Saatchi
	Penshoppe	Jap Resto	Ace Saatchi & Saatchi
	Video City	Copy Cat	BBDO Guerrero Ortega
Public Service	DSWD	Por Kilo	Ogilvy & Mather
	PANA	Bawal Umih	Ace Saatchi & Saatchi
Corporate and Institutional	Johnson & Johnson	Mumsie	Lintas
Home Care	Comfort	Shadow	Ogilvy & Mather
Promotions and Events	16th PAC	CU in Cenu-"Bai"	Ace Saatchi & Saatchi
Media Advertising	Vintage TV	Mobile	VTV
Medical & Chemical	Bayer Aspirin	Pera o Bayong	BBDO Guerrero Ortega
	Belo Medical	Russian Doll	BBDO Guerrero Ortega
	Flintstones	Dana	BBDO Guerrero Ortega

Consumer Durables	Sharp	Mosquito	Ace Saatchi & Saatchi
Telecommunications	Bayantel	Gigi	Jimenez/ DMB & B
	Bayantel	Ladder	Jimenez/ DMB & B
Low Budget TV Production	Absolute Water	Magnify	Ogilvy & Mather
	Bayantel	Gigi	Jimenez/ DMB & B
	Bench Alcolgel	Dirty Finger Countdown	Jimenez/ DMB & B
	De Beers	Mad About Diamonds	J.Walter Thompson
	DSWD	Por Kilo	Ogilvy & Mather
	Purigel	Socks	Ogilvy & Mather
	Softex	Class	Picture Works

SILVER

SINGLE ENTRY TV/ CINEMA

CATEGORY	PRODUCT	TITLE	AGENCY
Personal Care	Bench Alcolgel	Dirty Finger Countdown	Jimenez/ DMB & B
	Softex	Class	Ace Saatchi & Saatchi
Non-Alcoholic Beverages	Absolute Water	Snails	Ogilvy & Mather
	Sprite	Japorms	McCann Erickson
Consumer Durables	Sharp Audio-Video	Prisoner	Jimenez/ DMB & B
Automotive Products	BF Goodrich	Dwarf	Basic Advertising
Leisure Products	Glorietta 4	Butterfly	Ace Saatchi & Saatchi
	Glorietta 4	Countdown	Ace Saatchi & Saatchi
Low Budget TV Production	Chivas Regal	Party	Ogilvy & Mather
	Glorietta 4	Butterfly	Ace Saatchi & Saatchi
	Johnson & Johnson	Mommy Hold Me	Lintas
	Purigel	Lift	Ogilvy & Mather

BRONZE

SINGLE ENTRY TV/ CINEMA

CATEGORY	PRODUCT	TITLE	AGENCY
Personal Care	Astring-o-sol	Fly	Campaigns & Grey
	Bath 2 Basics	Fruits	BBDO Guerrero Ortega
	Kleenex	Sneeze	Basic Advertising
	Pond's	Wedding	Ogilvy & Mather
	Purigel	Socks	Ogilvy & Mather
Food	Filia	Museum	Lintas
	Monde Tini Wini	Wince	Jimenez/ DMB & B
	Quaker Cereal	Headcase	DYR-Alcantara

Fastfood & Restaurants	Quaker Cereal KFC Smarty Part Phone McDonalds Quickbites	Wishbone Party Chuck Animals	DYR-Alcantara Ace Saatchi & Saatchi Leo Burnett Image Dimensions
Non-Alcoholic Beverages	7Up Sprite	Devil & Angel Elevator	BBDO Guerrero Ortega McCann Erickson
Alcoholic Beverages	Blue Ice	Coil	J.Walter Thompson
Medical & Chemcial	Clusivol	Paperweight	Adformatix
Home Care	Comfort Tide	Tag Birth	Ogilvy & Mather Leo Burnett
Automotive Products	Ford Lynx	Move	J.Walter Thompson
Telecommunications	Bayantel Cellcard	Chismis Tweety	Jimenez/ DMB & B J.Walter Thompson
Fashion & Retail	Oxygen	Bone	Ace Saatchi & Saatchi
Public Service	AQAG Migrante PAWS	Parlor Dictionary Busog	BBDO Guerrero Ortega AMA-DDB Image Dimensions
Promotions and Events	Comfort Pepsi	Clothesline Fresh	Ogilvy & Mather BBDO Guerrero Ortega
Low Budget TV Production	Belo Clinic Comfort Express Telecom Eye-Mo Glorietta 4 Kleenex Monde Tini Wini Purigel	Russian Doll Clothesline Mo Hypnosis Countdown Sneeze Wince Movie	Unitel Ogilvy & Mather BBDO Guerrero Ortega Campaigns & Grey Ace Saatchi & Saatchi Unitel Jimenez/ DMB & B Ogilvy & Mather

GOLD

SINGLE ENTRY RADIO

CATEGORY	PRODUCT	TITLE	AGENCY
Personal Care	Purigel	Lift	Ogilvy & Mather
	Purigel	Phone banking	Ogilvy & Mather
Home Care	Baygon Katol	Lullaby	BBDO Guerrero Ortega
Consumer Durables	Union Electric Fan	Tibay	J.Walter Thompson
Public Service	PANA	Against the Wall	Ace Saatchi & Saatchi
Promotions and Events	16th PAC	CU in Cebu Party	Ace Saatchi & Saatchi

SILVER

SINGLE ENTRY RADIO

CATEGORY	PRODUCT	TITLE	AGENCY
Fastfood & Restaurants	Jollibee Delivery	Monks	Basic Advertising
Public Service	National Historical Institute	Anthem	Campaigns & Grey
	PAWS	Sack Me	Image Dimensions
Media Advertising	DZRH	Makinig	Ace Saatchi & Saatchi

BRONZE**SINGLE ENTRY RADIO**

CATEGORY	PRODUCT	TITLE	AGENCY
Food	Knor Hot Pot	Main Menu	BBDO Guerrero Ortega
Fastfood & Restaurants	Little Ceasars	Unpromo	Campaigns & Grey
	Max's	Attack	Lintas
Non-Alcoholic Beverages	Coca Cola	Heaven	McCann Erickson
	Sprite	AK	McCann Erickson
	Sprite	EX	McCann Erickson
Home Care	Bayfresh Aerosol	Tequilla	BBDO Guerrero Ortega
Telecommunications	Digitel	Gabriella	AB Communications
	Digitel	Taho	AB Communications
	Express Telecom	Arangkada	BBDO Guerrero Ortega
	Express Telecom	Bading	BBDO Guerrero Ortega
	Globelink	Mahal	McCann Erickson
	Pacific Internet	Sentence	Ace Saatchi & Saatchi
Fashion & Retail	Oxygen	Deprived	Ace Saatchi & Saatchi
Finance & Banking	Aetna Phils.	Bug	BBDO Guerrero Ortega
Public Service	PAWS	Eat Me Radio	Image Dimensions
Promotions and Events	Lipovitan	Negotiation	J.Walter Thompson

GOLD**SINGLE ENTRY PRINT**

CATEGORY	PRODUCT	TITLE	AGENCY
Food	Lucky Me Fastbreak	Pombrera	Basic Advertising
Medical & Chemical	Vicky Belo	Birthday Suit	BBDO Guerrero Ortega
Home Care	Mr. Clean	Kayang-kaya	Ace Saatchi & Saatchi
Consumer Durables	Ergonomics Chairs	Backbone	AMA-DDB
	Union Vacuum	Sipsip	Creative Partners
Leisure Products	Alabang Town Center	Bottle Caps	Leo Burnett
Fashion & Retail	Bench	Bend	Jimenez/ DMB & B

Public Service	Bench Underwear	Complaint Desk	Jimenez/ DMB & B
Promotions and Events	Music one	Their CDs and Ours	Ace Saatchi & Saatchi
Self-Promotions	Unicef	Homework	Ogilvy & Mather
	Greenbelt Coffee Festival	Eyes	Ace Saatchi & Saatchi
	McCann Erickson	4 Pieces of Silver	McCann Erickson

SILVER

SINGLE ENTRY PRINT

CATEGORY	PRODUCT	TITLE	AGENCY
Food	555 Sardines	Fish Eye	Basic Advertising
Fastfood & Restaurants	McDonalds	Basketbelle	Leo Burnett
Medical & Chemcial	Valda Pastilles	Orange	Ogilvy & Mather
Real Estate	Crown Asia	Bird	Ogilvy & Mather
Industrial Products	Hardiflex	Sama ng Loob	Ace Saatchi & Saatchi
Fashion & Retail	Music one	Boy's Room	Ace Saatchi & Saatchi
Public Service	HCS	Parking	Ogilvy & Mather

BRONZE

SINGLE ENTRY PRINT

CATEGORY	PRODUCT	TITLE	AGENCY
Personal Care	Bench	Dirty Finger	Jimenez/ DMB & B
	Huggies	Aircon	Ogilvy & Mather
	JB Powder	Bumper	Lintas
	Pampers	ABC	Ace Saatchi & Saatchi
	Pampers	Back To Back	Ace Saatchi & Saatchi
Food	Rejoice	Comb	Leo Burnett
	Cadbury Lite	Motels	Basic Advertising
	Equal	Up & Down 1	Ogilvy & Mather
	Equal	Up and Down2	Ogilvy & Mather
	Equal	Christmas Nothing	Ogilvy & Mather
Fastfood & Restaurants	Mandarin Oriental	Stars & Sticks	Creative Partners
Non-Alcoholic Beverages	Venezia	Girls Night Out	BBDO Guerrero Ortega
	Absolute	Magnify	Ogilvy & Mather
	Absolute	Rainbow	Ogilvy & Mather
	Absolute	Shadow	Ogilvy & Mather
	Lipovitan	Pulis	J.Walter Thompson
Alcoholic Beverages	Absolut Vodka	Do	Ogilvy & Mather
Home Care	Bayfresh Air Freshener	Fan	BBDO Guerrero Ortega

Consumer Durables	Baygon Katol	Gin	BBDO Guerrero Ortega
Telecommunications	Union airport	Ermat	Creative Partners
	Express Cellcard	Face	BBDO Guerrero Ortega
	Islacom GSM	Sheep	Leo Burnett
	Mobiline	Longer talk	Ogilvy & Mather
Automotive products	Volvo	Alive	Creative Partners
Leisure Products	Glorietta 4	Bra	Ace Saatchi & Saatchi
	Glorietta 4	Butterfly	Ace Saatchi & Saatchi
Real Estate	Crown Asia	Windows	Ogilvy & Mather
	Iloilo	Mansion	Ogilvy & Mather
Industrial Products	Federal Express	Moon	BBDO Guerrero Ortega
Fashion & Retail	Penshoppe Kids	Slinky	Ace Saatchi & Saatchi
	Powerbooks	Roof	AMA-DDB
Finance & Banking	DFNN	Mouse	Great Wall
	DFNN	Speed	Great Wall
	ING	Piggy	Ogilvy & Mather
Public Service	Anti-Hazing	Brotherhood	Ace Saatchi & Saatchi
	HCS	Sesame Seed Bun	Ogilvy & Mather
Corporate & Institutional	Kodak Centennial	Photo Album	Ogilvy & Mather
	McCormick	Christmas	Ogilvy & Mather
	Sharp	Silent night	Ace Saatchi & Saatchi
Promotions and Events	Ayala Center	Cut Corners	Ace Saatchi & Saatchi
	Ayala	Millenium Countdown	Ace Saatchi & Saatchi
	CU in Cebu	Ati-atihan	Ace Saatchi & Saatchi
	CU in Cebu	Danggit	Ace Saatchi & Saatchi
	Greenbelt Coffee Festival	British Film Festival	Ace Saatchi & Saatchi
	Powerbooks	Sale	AMA-DDB
Self-Promotions	BBDO Guerrero Ortega	Bembol	BBDO Guerrero Ortega
	Ogilvy & Mather	Made in the Phils.	Ogilvy & Mather

GOLD

SINGLE ENTRY COLLATERALS

CATEGORY	PRODUCT	TITLE	AGENCY
Direct Marketing	Canesten	Socks	BBDO Guerrero Ortega

SILVER

SINGLE ENTRY COLLATERALS

CATEGORY	PRODUCT	TITLE	AGENCY
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Fastfood & Restaurants
Fashion & Retail

Hemmingway's
Bench Cologne
Litto

Welcome Back
Bangong Bench
Millenium Line Book

McCann Erickson
Jimenez/ DMB & B
Mega Pacific Graphics

BRONZE

SINGLE ENTRY COLLATERALS

CATEGORY	PRODUCT	TITLE	AGENCY
Personal Care	Kleenex Expressions	Sunflower	Basic Advertising
Food	Equal	Coffee	Chromagraph
	Maximo	Peanuts	Chromagraph
	Nestle Thick Cream	Fruit Full Creations	AMA-DDB
	Regus	Noodles	Chromagraph
Fastfood & Restaurants	Max's	Sinigang	Lintas
Alcoholic Beverages	Chivas Regal	Closest	Ogilvy & Mather
	Cuervo	Elvis	Creative Partners
	Cuervo	Tequilla Art calendar	Ace Saatchi & Saatchi
Medical & Chemical Products	Lipitor	Evidence Bag	AB Communications
Corporate & Institutional	Basic Company Brochure		Basic Advertising
Consumer Durables	Ariston	Blinds Invitation	Ogilvy & Mather
Leisure PProducts	Ayala	Watch All You Can Logo	Ace Saatchi & Saatchi
	Ayala Center	Klosh	Ace Saatchi & Saatchi
	Glorietta 4	New Wing Invite	Ace Saatchi & Saatchi
Fashion & Retail	Levi's	Bad Girls Brochure	McCann Erickson
	Levi's Jeans	1998 Christmas card	McCann Erickson
Finance & Banking	Standard Chartered Bank	Rizal	Chromagraph
Real Estate	Jaka Tower		Bozell Worlwide
Self-Promotions	O&M House Ad	Balls	Ogilvy & Mather
Direct Marketing	Corporate Peninsula	Pen Society	Leo Burnett
	Corporate Peninsula	Pillow	Leo Burnett

GOLD

SINGLE ENTRY POS

CATEGORY	PRODUCT	TITLE	AGENCY
Fashion & Retail	Music One	Boy's Room	Ace Saatchi & Saatchi
Public Service	Gabriella	Purple Rose	Ace Saatchi & Saatchi

SILVER

SINGLE ENTRY POS

CATEGORY	PRODUCT	TITLE	AGENCY
Food	Kopiko	Stir	AMA-DDB

BRONZE

SINGLE ENTRY POS

CATEGORY	PRODUCT	TITLE	AGENCY
Personal Care	Lactacyd	Period	Campaigns & Grey
	Lactacyd	When You Have To	Campaigns & Grey
Fastfood & Restaurants	Hard Rock	Tuning Fork	BBDO Guerrero Ortega
	McDonald's	Jeans	Leo Burnett
Non-Alcoholic Beverages	Carnation Non-Fat	ABS	McCann Erickson
Alcoholic Beverages	Cerveza Negra	Empty	McCann Erickson
Home Care	Bayfresh	Fan	BBDO Guerrero Ortega
	Baygon Katol	Oil	BBDO Guerrero Ortega
Leisure Products	Ayala Center	Shopping Hours	Ace Saatchi & Saatchi
Fashion & Retail	Converse	Sari-sari	AMA-DDB
Public Service	Anti-Hazing UP Council	Brotherhood	Ace Saatchi & Saatchi
Promotions and Events	Adidas	Now Open	BBDO Guerrero Ortega

GOLD

SINGLE-MEDIUM TV

CATEGORY	PRODUCT	TITLE	AGENCY
Home Care	Comfort	Care	Ogilvy & Mather
	Surf	Wais	Lintas

GOLD

SINGLE-MEDIUM PRINT

CATEGORY	PRODUCT	TITLE	AGENCY
Food	Lucky Me	Fast Break	Basic Advertising
Fashion & Retail	Bench Underwear	Accidents	