

2003 ARAW AWARDS
SUMMARY RESULT OF THE FINAL ROUND

Entry No.	Product Name	Ad Title	Client
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PLATINUM AWARDEES

DESIGN - SINGLE ENTRY

8024	Listerene PocketPaks	Truth and Dare	Pfizer, Inc.
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RADIO - SINGLE ENTRY

Home Care

2125	Surf	Drama	Unilever Phils.
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Promotions and Events

2063	AMA Computer University	Boobs	AMA
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RADIO CAMPAIGNS

14016	PGH 911 Series	PGH 911 Series	Phil. General Hospital Wards 9& 11
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TV CRAFTSMANSHIP

Best Editing

20039	Visa	Dining Out	Visa
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Best Sound

20106	Visa	Dining Out	Visa
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Best Casting

20154	Globe Handyphone	Punk	Globe Telecommunications
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Entry No.	Product Name	Ad Title	Client
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BEST OF MEDIUM AWARDEES

DIRECT MAIL - SINGLE ENTRY

9022	Straightjacket	Straightjacket	Salt and Light Ventures Inc.
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INTERACTIVE - SINGLE ENTRY

11005	Gawad Kalinga	Nino	Gawad Kalinga
11041	Healthway	Breasts	Healthway Medical Clinics
11058	Ponds Facial Wash Microsite	Ponds Facial Wash Microsite	Unilever- Philippines

TV - SINGLE ENTRY

Fastfood, Restaurants & Hotel Outlets

253	McDonald's	Lolo	Golden Arches Development Corp
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Telecommunications

169	Globe Handyphone	Punk	Globe Telecom
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GOLD AWARDEES

RADIO - SINGLE ENTRY

Personal Care

2075	Rexona	Gasgas	Unilever Phils.
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Telecommunications

2189	Edsamail	Cheap	Edsamail
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Public Service

2180	Phil. Cerebral palsy Inc.	Translator	PCPI
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Self-promotions

2195	AdBoard	Anak	Advertising Board of the Phils.
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DESIGN CAMPAIGNS

16002	Adidas Anti Fake Series Poster	Adidas Anti fake Series Poster	Adidas Philippines
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PRINT CRAFTSMANSHIP

Best Art Direction

24070	Magnet	Field	Unilever Phils.
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Entry No.	Product Name	Ad Title	Client
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TV CRAFTSMANSHIP

Best Direction

20357	Mc Donald's	Lolo	Golden Arches Development Corp.
20000	Visa	Dining Out	Visa

Best Editing

20365	Mc Donald's	Opening	Golden Arches Development Corp.
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Best Sound

20439	Mc Donald's	Opening	Golden Arches Development Corp.
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Best Casting

20151	Fita	Best Friend	MY San Monde
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Best Special Effects

20194	Visa	Dining Out	Visa
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Best Copy

20546	Fita	Best Friend	MY San Monde
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Best Art Direction

20307	Mc Donald's	Opening	Golden Arches Development Corp.
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SILVER AWARDEES

DESIGN - SINGLE ENTRY

8037	Carefree Trade Kit	Origami	Johnson & Johnson Phils.
8043	ENFA Contortion Invitation	Contortion Invitation	Bench
8045	Clean & Clear	Candy Diary	Johnson & Johnson
8071	KISH	Ernest	KISH International
8083	Designer Depot	Invitation	Designer Depot

DIRECT MAIL - SINGLE ENTRY

9023	Dos por Dos	Dos por Dos	Phil. Animal Welfare Society
9016	Ogilvy Healthcare	Needles	Ogilvy & Mather Phils.

INTERACTIVE - SINGLE ENTRY

11012	Digiprint	Roach	WNEtworks
11030	Phil. Star	Laban	Philippine Star
11051	Sound Design	Ultrasound	Sound Design

LOW BUDGET

10026	Commando	Break-Up	Phimco
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Entry No.	Product Name	Ad Title	Client
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OUTDOOR - SINGLE ENTRY

6050	The Economist	Blade	The Economist
6234	Safeguard APDO	Bag	P&G
6095	Adidas	Bandage	Hi-Flyer Inc.
6235	Safeguard APDO	Newspaper	P&G
6353	ADIDAS	Labor Day	Adidas Phils.

PRINTED PUBLICATION - SINGLE ENTRY

Medical and Chemical Products

4361	Salonpas	Pedicab	Getz Bros. Phils.
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Home Care

4075	Phonefresh	Ashtray	Bayer Philippines
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Telecommunications

4440	Smart	Lent	Smart Communications
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Fashion and Retail

4449	Adidas	Band-Aid	Adidas Philippines
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Public Service

4204	Bantay Usok	Killed	ABS CBN Bantay Usok Foundation
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Corporate & Institutional Advertising

4206	Adidas	Labor Day	Adidas Philippines
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RADIO - SINGLE ENTRY

Personal Care

2003	Sensodyne	Chalk	GSK
2078	Pampers	Babytalk	Procter & Gamble Phils.

Fastfood, Restaurants & Hotel Outlets

2085	Max's	Kanta	Max's Restaurant
2099	7-Eleven	Gutom	Phil. Seven Corp.

Home Care

2131	Perla	J&J Spoof	Procter & Gamble
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Corporate & Institutional Advertising

2059	AMA Computer University	Boobs 2	AMA
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TV - SINGLE ENTRY

Food

212	Fita	Best Friend	My San Mode
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Non-alcoholic Beverages

213	Alaska	Elena	Alaska
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Entry No.	Product Name	Ad Title	Client
Finance and Banking			
178	Visa	Dining Out	Visa International
Corporate & Institutional Advertising			
114	Fedex	Run Jenny Run	Federal Express
Promotions and Events			
194	Cinemanila	Opera-da	Cinemanila
DESIGN CAMPAIGNS			
16000	Pepsi Blue	Pepsi Blue Launch Flyers	Pepsi-Cola Products Philippines Inc.
OUTDOOR CAMPAIGNS			
15001	Adidas Anti- Fake Campaign	Adidas Anti- Fake Campaign	Adidas Philippines
15092	Bantay Usok	Bus Campaign	ABS CBN Bantay Usok Foundation
PRINT CAMPAIGNS			
13011	Bantay Usok	Bus Campaign	ABS CBN Bantay Usok Foundation
PRINT CRAFTSMANSHIP			
Best Art Direction			
24298	Shangri-La	Boat	Shangri-La Mactan Island Resort
RADIO CRAFTSMANSHIP			
Best Voice			
22010	AMA Computer University	Boobs	AMA
TV CRAFTSMANSHIP			
Best Direction			
20004	Ligo Carne Norte	Bulldozer	A. Tung Chingco Trading
Best Cinematography			
20411	Mc Donald's	Family Portrait	Golden Arches Development Corp.
Best Production Design			
20110	Visa	Dining Out	Visa
Best Casting			
20277	McDonalds	Lolo	Mc George Foods Inc.
Best Animation			
20169	Spuds	Salt & Pepa	URC
Best Copy			
20551	McDonald's Lolo	Lolo	Golden Arches Development Corp.

Entry No.	Product Name	Ad Title	Client
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BRONZE AWARDEES

DESIGN - SINGLE ENTRY

8008	Old Asia	Ok, ok	Old Asia
8049	McDonald's	Missing	Golden Arches Development Corp.

DIRECT MAIL - SINGLE ENTRY

9013	ActNow Program	Bone	Aventis Pharma. Inc.
9029	Absolut Vodka	Pull Invite	Maxxium Philippines, Inc.
9010	Globe Solutions Mobile Mail	Golf	Globe Telecom

INTERACTIVE - SINGLE ENTRY

11004	Araw Awards	Virus	Adcongress
11007	Nike	Battlegrounds	Nike Phils.

LOW BUDGET

10070	Shakey's	Hunger Strike	International Family Food Inc.
10052	Kitkat	Shadow 1	Nestle Phils.

OUTDOOR - SINGLE ENTRY

6078	Bantay Usok	Choke	ABS CBN Bantay Usok Foundation
6194	Ford Escape	Parking Lot	Ford Motor Phils.
6331	Magnet	Field	Magnet Plus
6067	DotPh	Starbucks	DotPh

PRINTED PUBLICATION - SINGLE ENTRY

Industrial Products

4135	DotPh	Starbucks	DotPh
4140	LBC Express	Hero	LBC Development Corporation

Fashion and Retail

4462	Music One	Speakers	Music One
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RADIO - SINGLE ENTRY

Food

2084	Skyflakes	Biyenan	MY San Monde
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Telecommunications

2165	Pacific Internet	Goobledycook	Pacific Internet
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Entry No.	Product Name	Ad Title	Client
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TV - SINGLE ENTRY

Personal Care

12	Bench Response	Beauty Pageant	Suyen Corporation
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Consumer Durables, Parts & Accessories

153	Commando	Break-Up	PHIMCO
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Public Service

133	Mother's for Peace	Mothers	Mother's for Peace
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Self-promotions

399	Ad Congress	Katipunero	18th Philippine Advertising Congress
400	Ad Congress	Lunar Rover	18th Philippine Advertising Congress

OUTDOOR CAMPAIGNS

15046	Peninsula Manila Conservatory	Peninsula Manila Conservatory	The Peninsula Manila
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PRINT CAMPAIGNS

13082	Ad Congress	18th PAC Thematic	AdBoard/18th PAC
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PRINT CRAFTSMANSHIP

Best Copy

24137	Smart	Lent	Smart Communications
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Best Art Direction

24221	Safeguard APDO	Safeguard APDO	Procter & Gamble
24224	Peninsula Manila Conservatory	Peninsula Manila Conservatory	The Peninsula Manila
24076	The Economist	Blade	The Economist
24299	Shangri-La	Filo	Shangri-La Mactan Island Resort

RADIO CRAFTSMANSHIP

Best Voice

22047	Linggo ng Wika	Mike	TBWA/SMP
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TV CAMPAIGNS

12053	Ad Con 18th PAC	What's the Big Idea	Adboard 18th PAC
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Entry No.	Product Name	Ad Title	Client
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TV CRAFTSMANSHIP

Best Editing

20259	Chowking	Chef	Chowking Food Corp.
20370	Granny Goose Tortillos	Trail	General Milling Corp.

Best Cinematography

20403	Mc Donald's	Opening	Golden Arches Development Corp.
20062	Visa	Dining Out	Visa

Best Sound

20459	Chowking	Chef	Chowking Foods Corp.
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Best Casting

20150	Bestfoods	Edward	CMC
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Best Special Effects

20532	Coca-Cola	Pulse-gut	TCCEC
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Best Art Direction

20234	Coca-Cola	Pulse Gut	The Coca-Cola Export Corp.
20215	Chowking	Sangkap	Chowking Foods Corp.



Entrant

Leo Burnett/FirstDirect

Lowe

Campaigns & Grey

TBWA/Santiago Mangada Puno

BBDO/Guerrero Ortega

BBDO/Guerrero Ortega

McCann-Erickson Phils.

Entrant

BCD Pnpoint

Ogilvy & Mather Phils.
Ogilvy & Mather Phils.
ABS-CBN Interactive

Leo Burnett

McCann-Erickson Phils.

Lowe

BBDO Guerrero Ortega

JimenezBasic

TBWA\Santiago Mangada Puno

TBWA\Santiago Mangada Puno

Ogilvy & Mather

Entrant

Leo Burnett/Production Village
BBDO/Guerrero Ortega

Filmex

Leo Burnett/SoundDesign

Lowe

BBDO/Guerrero Ortega

Lowe

Leo Burnett/Filmex

Lowe
JimenezBasic
DDB Philippines
TBWA\Santiago Mangada Puno
JimenezBasic

BCD Pnpoint
Ogilvy & Mather

ASPAC Advertising
TBWA\Santiago Mangada Puno
Sound Design/TBWA\Santiago Mangada Puno

Campaigns and Grey

Entrant

Ogilvy & Mather Phils.
Ace Saatchi & Saatchi
TBWA/Santiago Mangada Puno
Ace Saatchi & Saatchi
TBWA\Santiago Mangada Puno

Publicis-AMA

BBDO/Guerrero Ortega

Ace Saatchi & Saatchi

TBWA\Santiago Mangada Puno

BBDO/Guerrero Ortega

TBWA\Santiago Mangada Puno

Campaigns & Grey
Ace Saatchi & Saatchi

Lowe
Publicis-AMA

Leo Burnett

Campaigns & Grey

Lowe

Lowe

Entrant

BBDO/Guerrero Ortega

BBDO/Guerrero Ortega

TBWA\Santiago Mangada Puno

Pepsi-Cola Products Philippines Inc.

TBWA\Santiago Mangada Puno
BBDO/Guerrero Ortega

BBDO/Guerrero Ortega

TBWA/Santiago Mangada Puno

Campaigns/Adfarm

Production Village Corp.

Leo Burnett

BBDO/Guerrero Ortega

Production Village Corp./Leo Burnett

Holy Cow Animation

Leo Burnett

Entrant

Leo Burnett/FirstDirect
Leo Burnett

Ogilvy & Mather
TBWA\Santiago Mangada Puno
McCann-Erickson

Ogilvy & Mather Phils.
Ogilvy & Mather Phils.

J.Walter Thompson
Lowe

BBDO/Guerrero Ortega
J.Walter Thompson
Ogilvy & Mather Phils.
BBDO/Guerrero Ortega

BBDO/Guerrero Ortega
ASPAC Advertising

Ace Saatchi & Saatchi

Lowe

Leo Burnett Manila

Entrant

JimenezBasic

Campaigns & Grey

TBWA\Santiago Mangada Puno

J. Walter Thompson

J. Walter Thompson

Ace Saatchi & Saatchi

J. Walter Thompson

Ace Saatchi & Saatchi

Ace Saatchi & Saatchi

Ace Saatchi & Saatchi

Ogilvy & Mather

TBWA/Santiago Mangada Puno

TBWA\Santiago Mangada Puno

J. Walter Thompson

Entrant

Industria

Filmex

Filmex

BBDO/Guerrero Ortega

HIT Productions

Lowe

Filmex/Optima Digital

McCann-Erickson Phils./Filmex

Industria