



## ATTICUS AWARDS

### 2009 Results

#### GRAND PRIX



**Guillaume Pagnoux (top left) and Frederique Covington**  
*(from the Market Research and Insights category)*  
 Bates 141, Singapore  
*Bates 141 Dictionary of Change*  
 (cover shown right)



#### ADVERTISING

##### Winner

**Rory Sutherland**  
 Ogilvy, London  
*Rory Sutherland's Campaign Blog*

##### Highly Commended

**Frederique Covington and Desiree Lim, with David Meredith, Dheeraj Sinha, Fareeda Jia, Guillaume Pagnoux, Basheera Indorewala, Bernice Neo, Ian Velasco, Jimmy Lim, Roop Mukhopadhyay and Sharon Sarinas**

Bates 141, Hong Kong;  
 Bates 141, Mumbai;  
 Bates 141, Beijing

*From Fame Whores to Social Activists: The Fundamental Disconnect Between Marketers' Use of Co-creation and The Dreams and Aspirations of Asian Youth*

##### Merit

**William Charnock**  
 JWT, New York  
*We Can Be Rock Stars*

#### BRANDING AND IDENTITY

##### Winner

**Rohit Bhargava**  
 Ogilvy Public Relations Worldwide, Washington DC

*Personality Not Included: Why Companies Lose Their Authenticity – And How Great Brands Get it Back*

##### Highly Commended

**Nigel Hollis with Dominic Twose, Joanna Seddon and Matthew Angus**

Millward Brown, Fairfield;  
 Millward Brown, UK;  
 Millward Brown Optimor, New York;  
 Millward Brown, Nairobi  
*The Global Brand*

##### Merit

**Andrew Welch**  
 Landor Associates, London  
*Who is the Brand Daddy? Adding a Chief Brand Officer to Your C-Suite*

##### Terry Tyrrell

The Brand Union, London  
*What Doesn't Kill You...*

#### DIGITAL COMMUNICATIONS

##### Winner

**Allen Adamson**  
 Landor Associates, New York  
*BrandDigital: Simple Ways Top Brands Succeed in the Digital World*

##### Highly Commended

**Ann Mack**  
 JWT, New York  
*Privacy in the Digital Age*

##### Merit

**John Bell**  
 Ogilvy Public Relations Worldwide, Washington DC  
*Digital Influence Mapping Project*

#### MARKET RESEARCH AND INSIGHTS

##### Winner

**Guillaume Pagnoux and Frederique Covington**  
 Bates 141, Singapore  
*Bates 141 Dictionary of Change*

##### Highly Commended

**Simon Silvester**  
 Y&R EMEA, London  
*Day of the Clones*

**Fabrice Carrasco with Ralf Matthaes**  
 TNS, Ho Chi Minh City  
*The TNS Vietnam Marketing Book - Pink Pages*

**Giulio Brunini**  
 Brandamp, London  
*Bands and Brands: How Music Communicates With People*

#### Lee Ryan and Bernice Klaassen

TNS, Singapore  
*Mapping the Emerging Digital Frontier*

##### Ann Mack

JWT, New York  
*Enterprise 2.0*

#### MEDIA AND COMMUNICATIONS PLANNING

##### Winner

**Tim Jones and Tom Baxter**  
 Ogilvy Advertising, London  
*TV is Dead, Long Live TV: TV Advertising in the UK*

##### Highly Commended

**Jaydeep Chaudhuri**  
 GroupM, Jakarta  
*Talking to Slumdog Millionaires*

#### PUBLIC RELATIONS AND PUBLIC AFFAIRS

##### Winner

**Tim Broadbent, Kent Wertime, Christopher Graves, Jeff Froud, Jerry Smith, Soames Hines and David Young**

Ogilvy & Mather, Beijing;  
 OgilvyOne Worldwide, Bangkok;  
 Ogilvy Public Relations, Hong Kong;  
 OgilvyAction, New York;  
 OgilvyOne Worldwide, Hong Kong;  
 Ogilvy & Mather, Hong Kong;  
 OgilvyAction, Hong Kong  
*Ogilvy on Recession*

##### Highly Commended

**Kunal Sinha with Michael Darragh, Kim Wang and Sandeep Budhiraja**  
 Ogilvy & Mather Shanghai;  
 Ogilvy Public Relations Worldwide, Shanghai; Millward Brown ACSR, Shanghai

*Chinese Nationalism and its Impact on Brands*

#### STRATEGY

##### Winner

**John Gerzema with Edward Lebar**  
 Y&R, New York; BrandAsset Consulting Group, New York  
*The Brand Bubble: The Looming Crisis in Brand Value and How to Avoid It*

##### Highly Commended

**J. Walker Smith**  
 The Futures Company, Chapel Hill  
*Looking Up (The Yankelevich Economic Edge POV)*

##### Merit

**Martin Bishop**  
 Landor Associates, San Francisco  
*Join 'Em, Fight 'Em, or Move Away From 'Em: Three Approaches to Beating Low-price Competitors at Their Own Game*

**Alessandro Panella with Gordon Euchler and Richard Dolphin**  
 Grey Worldwide, Dusseldorf  
*How to Successfully Manoeuvre Your Brand out of the Recession*

**Yael Cesarkas and Joseph Rivas**  
 Young & Rubicam New York  
*Are You Irresistible? Understanding the Laws of Attraction and Putting Them to Work for Brands*

#### CORPORATE

##### Winner

**Landor Associates, San Francisco**  
*Perspectives 2008*

##### Highly Commended

**OgilvyOne Worldwide, New York**  
*Viewpoint #11: The Rebirth of Marketing*

#### UNDER-30 ESSAY

##### Winner

**Josey Duncan**  
 Landor Associates, San Francisco