



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