

## **WPP agencies triumph at London International Advertising Awards 8 November 2005**

WPP agencies collectively topped the 2005 London International Advertising Awards, with Ogilvy winning more awards than any other agency, JWT coming third, Grey Global Group seventh and Young & Rubicam Brands eighth, ensuring that WPP was the top agency group. WPP agencies were seen to perform particularly strongly in Latin America (Ogilvy 1<sup>st</sup> and JWT 2nd) and Asia Pacific (Ogilvy 1st, JWT 2nd, Y&R 3rd, Grey 4th).

### **Grand Prizes**

- Poster & Outdoor: Ogilvy & Mather Santiago
- Print: Ogilvy & Mather London

### **Category Prize Winners**

- Interactive / Email Advertising: Ogilvy Interactive, Buenos Aires
- Interactive - Link Only Banner : OgilvyOne Worldwide Sao Paulo
- Poster & Outdoor / Event Poster Campaign : JWT Bogota
- Poster & Outdoor / Poster Campaign: Ogilvy & Mather Mumbai
- Poster & Outdoor / Transport : PPGH/JWT Group, Amsterdam
- Print / Banking/Financial/Insurance : JWT, Sao Paulo
- Print / Cosmetics & Toiletries : Ogilvy & Mather London
- Print / Home Entertainment Equipment : JWT, Mexico City
- Print / Office Equipment : JWT Tokyo
- Print / Personal Items & Gift Items : Grey & Trace, Barcelona
- Print / Pharmaceuticals : Y&R Wundeman, Beijing
- Radio / Public Service/Social Welfare : Grey Worldwide, Melbourne
- Radio / Recreation Equipment : Bates, Kuala Lumpur
- Radio / Retail Services : OgilvyOne, Sao Paulo
- Radio / Sound Design : Ogilvy & Mather Santiago
- TV & Cinema / Banking/Financial/Insurance : Ogilvy & Mather New York
- TV & Cinema / Beverages – Alcoholic : Y&R Chicago
- TV & Cinema / Corporate Video : Ogilvy & Mather, New York
- TV & Cinema / Retail Stores : Uncle Grey, Arhus
- TV & Cinema / Cinematography : Ogilvy & Mather New York
- TV & Cinema / Sound Design : Y&R Frankfurt
- TV & Cinema / Campaign : Uncle Grey, Arhus

Established in 1995, the London International Advertising Awards honour Below the Line/Collateral, Interactive Media, Package Design, Poster & Outdoor, Print, Radio and Television/Cinema and, new for 2005, Integrated Media categories.