

THE VIRAL AWARDS Feb 15

The Winners

“Most Infectious North American Viral”

Gold

Subservient Chicken

Client	Burger King
Product	Burger King
Agency	Crispin Porter + Bogusky
Executive Creative Director:	Alex Bogusky
Creative Director:	Andrew Keller
Interactive Creative Director:	Jeff Benjamin
Associate Creative Director:	Rob Reilly
Copywriter:	Rob Strasberg
Art Director:	James Dawson-Hollis, Mike Ferrare
Illustrator:	Mike Koelsch
Art Producer:	Jessica Hoffman
Agency Producers:	Paul Sutton, Rupert Samuel
Development Partner:	WDDG
Photographer:	Kyla Kuhner
Interactive Designer:	Rahul Panchal

Silver

Instructoart

Client name	MTV
Product	MTV
Creative director	Matt Vescovo Kevin Mackall
Art Director	Matt Vescovo
Producer	Michael Belino
Director	Mathew Vescovo
Animator	Aaron Stewart/David Viau

Bronze

Napster

Client name	Napster
Product	Napster
Agency name	Venables Bell
Creative director	Greg Bell, Paul Venables
Copywriter	Quentin Shuldiner, Matt Rivitz
Art Director	Crystal English
Account Director	John Kiladis
Production Company	Mekanism
Producer	Tommy Means, Pete Caban
Director	Ian Kovalik

Hall of Fame

Blair Witch Project – campaign

Copywriter, Director, Producer - Haxan

Mastercard – Priceless campaign

Client name	Mastercard International
Product	Mastercard
Agency name	McCann Erikson US
Creative director	Joyce King Thomas
Account Director	Amy Fuller

Budweiser - Wassup

Director

campaign

DDB/Chicago
Charles Stone III

More Winners:

Best Art Direction & Design

Where did the time go?

Client name BT
Product BT Broadband

Agency name AGENCY.COM
Creative director Paul Banham
Copywriter Paul Banham
Art Director Paul Banham
Account Director Bill Brock
Production Company AGENCY.COM
Producer Ayahs Ayub
Animator Karl Reynold

Best Campaign

Trojan Games

Client name Carter Products
Product Trojan Condoms

Agency name Media Therapy / The Viral Factory
Creative director Ed Robinson
Copywriter The Viral Factory
Art Director The Viral Factory
Account Director Neale Hunt

Director James Rouse with The Viral Factory

Best Charity Viral

Global Rich List

Client name CARE International UK
Creative director Iain Tait / Nik Roope
Copywriter Iain Tait / Peter Beech
Art Director Nicky Gibson
Production Company POKE
Producer Iain Tait
Designer Nicky Gibson / Simon Kallgard

Best Direction / Design

Precious

Client name: Test Film

Product: Pot Noodle
Copywriter: Jack O'Melli
Director: Jack O'Melli

Best Interactive Viral

Virtual Bartender

Client name: Beer.com
Product name: Virtual Bartender

Agency name: D3
Creative Director: Rick Brown
Copywriter: Jason McCann
Art Director: Rick Brown
Account Director: Paul MacLaren

Production company: D3
Producer: Rick Brown
Director: Rick Brown
Designer: Chris Rezner
Animator: Shaun Larkin

Best Writing

Angus Interventions

Client: Burger King
Product: Burger King

Agency: Crispin Porter + Bogusky
Executive Creative Director: Alex Bogusky
Creative Director: Andrew Keller
Interactive Creative Director: Jeff Benjamin
Associate Creative Director: Rob Reilly
Art Director: Kevin Koller
Copywriter: Ryan Kutcher
Programmer: Juan-Carlos Morales, Rob Tripas
Development Partner: Oddcast

Best Use of Humour

Insrtuctoart

Client name: MTV
Product: MTV

Creative director	Matt Vescovo Kevin Mackall
Art Director	Matt Vescovo
Producer	Michael Belino
Director	Mathew Vescovo
Animator	Aaron Stewart/David Viau

Creative use of Media

The Fight

Client:	Burger King
Title:	Chicken Fight Website
Agency	Crispin Porter & Bogusky
Executive Creative Director:	Alex Bogusky
Creative Director:	Andrew Keller
Interactive Creative Director:	Jeff Benjamin
Associate Creative Director:	Rob Reilly
Copywriter:	Rob Strasberg
Art Director:	James Dawson-Hollis, Mike Ferrare
Illustrator:	Mike Koelsch
Art Producer:	Jessica Hoffman
Agency Producers:	Paul Sutton, Rupert Samuel
Development Partner:	WDDG
Photographer:	Kyla Kuhner
Interactive Designer:	Rahul Panchal

Most Creative Use of Resources

<i>Make Love not Terror</i>	Keta Keta
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Self branded peace Promotion

Client name	Self-promotional viral clip
Product	public Awareness anti-terror message
Agency name	Keta Keta LTD.
Creative director	Gil Lavie
Copywriter	Gil Lavie
Production Company	Keta Keta
Producer	Shiri Bachar
Director	Robert Neuman
Animator	Elan Weintrop

Most Creative Use of Technology

Subservient Chicken

Client	Burger King
Product	Burger King
Agency	Crispin Porter + Bogusky

Executive Creative Director:	Alex Bogusky
Creative Director:	Andrew Keller
Interactive Creative Director:	Jeff Benjamin
Associate Creative Director	: Rob Reilly
Copywriter:	Rob Strasberg
Art Director:	James Dawson-Hollis, Mike Ferrare
Illustrator:	Mike Koelsch
Art Producer:	Jessica Hoffman
Agency Producers:	Paul Sutton, Rupert Samuel
Development Partner:	WDDG
Photographer:	Kyla Kuhner
Interactive Designer:	Rahul Panchal

Open Brief

www.xmas bash.com

Client name	Self Promo
Product	XmasBash
Creative director	Catherine Winckler
Copywriter	Catherine Winckler
Art Director	Shane Fleming/Chris Waind

Production Company	Switch Interactive
Director	Mike Schimanowsky

Word of Mouth

Priceless Campaign

Client name	Mastercard International
Product	Mastercard

Agency name	McCann Erikson US
Creative director	Joyce King Thomas

Account Director	Amy Fuller
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Lycos Award

Appeal Now

Client name	Barry Segal
Product name	appealnow.com

Agency name	Nitro
Creative Director	Paul Shearer
Copywriter	mister & missus
Art Director	Paul Shearer

Production company	Great Guns
Director	Eden Diebel
Producer	Polly du Plessis