2008 4A創意獎 得獎名單

**專業組**

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| **最佳平面廣告獎** |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 我是大衛 | 白蘭氏 | [車窗篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=3&f=1813322420&p=2) |
| 銀 | 我是大衛 | 反蘇花高青年行動聯盟 | [舉手篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=3&f=1813322421&p=3) |
| 銅 | 達彼思 | 哇齊 青豆酥 | [施主篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=3&f=1813322422&p=4) |
| 佳作 | 達彼思 | 公仔與冰主題系列 | [酷薩克篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=3&f=1813322419&p=1) |
| 佳作 | 智威湯遜 | 北市交警大隊喝酒不開車宣導 | [冥紙杯墊篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=3&f=1813322418&p=0) |

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| **最佳立體廣告獎**  |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 華威葛瑞 | 味全廚易料理醬 | [數學篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=24&f=1094893259&p=1) |
| 銀 | 奧美廣告 | 全聯福利中心 | [洗髮精篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=15&f=1464838014&p=2) |
| 銅 | 奧美廣告 | 全民大問答 | [熱吻篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=15&f=1464838015&p=3) |
| 佳作 | 我是大衛 | 白蘭氏蜆精 | [肝臟人篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=15&f=1464838016&p=4) |
| 佳作 | 智威湯遜 | FOCUS TDCI | [旅程篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=15&f=1464838012&p=0) |

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| **最佳廣播廣告獎** |   |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 智威湯遜 | MAZDA 全車系SP | [萬斤油篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=16&f=1096456006&p=2) |
| 銀 | 我是大衛 | 白蘭氏雞精 | [肖耶篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=16&f=1096456007&p=3) |
| 銅 | ＪＷＴ | MAZDA | [謝謝篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=16&f=1096456008&p=4) |
| 佳作 | 達彼思 | IKEA 冬特賣 | [家庭倫理劇篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=16&f=1096456005&p=1) |
| 佳作 | 聯廣 | TutorABC | [阿扁篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=16&f=1096456004&p=0) |

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| **最佳海報獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | BBDO 黃禾 | Jeep Grand Cherokee 3.7 | [大浪篇/中浪篇/小浪篇/上市篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268025&p=12) |
| 銀 | 達彼思 | 公仔與冰主題系列 | [雙雙篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268031&p=18)/[艾蜜莉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268028&p=15)/[酷薩克篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268029&p=16)/[小雪奈奈篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268027&p=14)/[阿芒篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268030&p=17) |
| 銅 | 奧美廣告 | Mercedes-Benz | [油畫篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268033&p=20)/[書法篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268032&p=19)/[馬克筆篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268034&p=21) |
| 佳作 | 奧美廣告 | 全聯福利中心 | [牛奶篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268015&p=2)/[衛生棉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268017&p=4)/[冰淇淋篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268013&p=0)/[雞蛋篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268018&p=5)/[口香糖篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268014&p=1)/[茶包篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268016&p=3) |
| 佳作 | 達彼思 | 公仔前導個性系列－ | [酷薩克篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268024&p=11)/[艾蜜莉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268020&p=7)/[雙雙篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268021&p=8)/[阿芒篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268022&p=9)/[小雪奈奈篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=17&f=1227268023&p=10) |

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| **最佳戶外看板獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 奧美廣告 | 伏冒加強錠 | 藥袋篇 |
| 銀 | 電通國華 | 思樂冰 | 大樓篇 |
| 銅 | 奧美廣告 | 雀巢檸檬茶 | 熱感應篇 |
| 佳作 | 智威湯遜 | FOCUS TDCI | 路標篇 |
| 佳作 | 台灣電通 | 2007世界盃棒球錦標賽 | 核能篇 |

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| **最佳環境媒體創新獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 奧美廣告 | 普拿疼肌立 | [轉體運動篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=18&f=1711218274&p=2) |
| 銀 | 陽獅 | VARTA電池 | [門卡篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=18&f=1711218275&p=3) |
| 銅 | 達彼思 | NOKIA E65手機 | [一堆公事篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=18&f=1711218276&p=4) |
| 佳作 | 達彼思 | NOKIA E65手機 | [即時新聞篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=18&f=1711218272&p=0) |
| 佳作 | 智威湯遜 | 關渡自然公園/香港上海匯豐銀行 | [紙杯設計－樹木篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=18&f=1711218273&p=1) |

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| **最佳上市廣告獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 奧美廣告 | 多喝水角色交流協會 | [奔跑篇/旋轉篇/翻滾篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=21&f=1842157594&p=3) |
| 銀 | 我是大衛 | 維力張君雅小妹妹休閒零食系列 |   |
| 銅 | 智威湯遜 | 自然美　fonperi | [聽見篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=21&f=1842157598&p=7)/[看見篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=21&f=1842157597&p=6)/[大聲說篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=21&f=1842157595&p=4)/[燈篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=21&f=1842157596&p=5) |
| 佳作 | BBDO黃禾 | 國泰世華尊榮白金卡 | [蝸牛篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=21&f=1842157592&p=1)/[樹懶篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=21&f=1842157591&p=0) |
| 佳作 | 智威湯遜 | Mazda/Mazda 6 | [新6感篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=19&f=1142849525&p=2) |

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| **最佳促銷創意獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 台灣電通 | 好神公仔六六大集 | [拜請篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909213&p=8) |
| 銀 | 智威湯遜 | MAZDA 全車系SP | [油桶車篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909212&p=7) |
| 銅 | 我是大衛 | 波蜜果菜汁 | [恐龍系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909214&p=9) |
| 佳作 | 我是大衛 | 維力張君雅小妹妹零食系列 | [撿到篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909205&p=0) |
| 佳作 | 達彼思 | 公仔前導個性系列 | [酷薩克篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909207&p=2)/[艾蜜莉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909208&p=3)/[雙雙篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909209&p=4)/[阿芒篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909210&p=5)/[小雪奈奈篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909211&p=6) |

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| **最佳平面廣告文案獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 奧美廣告 | 天下文化 | [我害怕閱讀的人篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=22&f=1319594518&p=7) |
| 銀 | 奧美廣告 | 天下文化 | [假裝讀過書篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=22&f=1319594520&p=9)/[看出程度篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=22&f=1319594522&p=11)/[無知篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=22&f=1319594521&p=10)/[祈禱篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=22&f=1319594523&p=12) |
| 銅 | 我是大衛 | 我是大衛廣告 | [富爸爸篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=22&f=1319594519&p=8) |
| 佳作 | 智威湯遜 | 山崎單一麥芽威士忌 | [椅子篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=22&f=1319594517&p=6) |
| 佳作 | 我是大衛 | 反蘇花高青年行動聯盟 | [掏空篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=22&f=1319594516&p=5) |

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| **最佳平面廣告藝術指導獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 達彼思 | 公仔與冰主題系列 | [雙雙篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673152&p=11)/[艾蜜莉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673153&p=12)/[酷薩克篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673154&p=13)/[小雪奈奈篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673155&p=14)/[阿芒篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673156&p=15) |
| 銀 | BBDO 黃禾 | Jeep Grand Cherokee 3.7 | [大浪篇/中浪篇/小浪篇/上市篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673157&p=16) |
| 銅 | 達彼思 | 公仔前導個性系列 | 酷薩克篇/艾蜜莉篇/雙雙篇/阿芒篇/小雪奈奈篇 |
| 佳作 | 奧美廣告 | 全聯福利中心 | [牛奶篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673146&p=5)/[衛生棉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673148&p=7)/[冰淇淋篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673144&p=3)/[雞蛋篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673149&p=8)/[口香糖篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673145&p=4)/[茶包篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673147&p=6) |
| 佳作 | 奧美廣告 | Mercedes-Benz | [油畫篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673142&p=1)/[書法篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673141&p=0)/[馬克筆篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673143&p=2) |
| 佳作 | 靈智廣 | MSN Messenger | [鍵盤篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673150&p=9) |

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| **最佳立體廣告文案獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 華威葛瑞 | 味全廚易料理醬 | [數學篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=24&f=1094893259&p=1) |
| 銀 | 華威葛瑞 | 味全廚易料理醬 | [鍋子鍋鏟篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=24&f=1094893260&p=2) |
| 銅 | 奧美廣告 | Nike | [相信篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=24&f=1094893261&p=3) |
| 佳作 | 聯眾 | 伊甸文教基金會 | [距離篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=24&f=1094893258&p=0) |
| 佳作 | 華威葛瑞 | 味全廚易料理醬 | 小黑篇 |

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| **最佳平面系列廣告獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 奧美廣告 | 全聯福利中心 | [牛奶篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673146&p=5)/[衛生棉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673148&p=7)/[冰淇淋篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673144&p=3)/[雞蛋篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673149&p=8)/[口香糖篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673145&p=4)/[茶包篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673147&p=6) |
| 銀 | 達彼思 | 公仔與冰主題系列 | [雙雙篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673152&p=11)/[艾蜜莉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673153&p=12)/[酷薩克篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673154&p=13)/[小雪奈奈篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673155&p=14)/[阿芒篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673156&p=15) |
| 銅 | BBDO 黃禾 | Jeep Grand Cherokee 3.7 | [大浪篇/中浪篇/小浪篇/上市篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673157&p=16) |
| 佳作 | 奧美廣告 | 天下文化 | 假裝讀過書篇/看出程度篇/無知篇/祈禱篇 |
| 佳作 | 奧美廣告 | Mercedes-Benz | [油畫篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673142&p=1)/[書法篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673141&p=0)/[馬克筆篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=23&f=1757673143&p=2) |
| 佳作 | 智威湯遜 | 山崎單一麥芽威士忌 | 竹林篇/椅子篇/雪地篇/窗櫺篇/影子篇 |

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| **最佳立體系列廣告獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 奧美廣告 | 全聯福利中心 | [米果篇/洗髮精篇/面紙篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=26&f=1713352648&p=3) |
| 金 | 奧美廣告 | 全民大問答 | [搶匪篇/熱吻篇/電梯篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=26&f=1713352647&p=2) |
| 銀 | 華威葛瑞 | 味全廚易料理醬 | 錯字/[數學篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=24&f=1094893259&p=1)/小黑/飯桶篇 |
| 銅 | 奧美廣告 | 唯舞獨尊 | [尖叫篇/撞柱篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=26&f=1713352649&p=4) |
| 佳作 | 達彼思 | Nokia解放運動 | [嘻哈篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=26&f=1713352646&p=1)/[乒乓篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=26&f=1713352646&p=1) |
| 佳作 | 奧美廣告 | 明星三缺一 | [閒晃篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=26&f=1713352645&p=0)/[交友篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=26&f=1713352645&p=0) |

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| **最佳短秒數廣告獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 銅 | 博達華商 | 林內瓦斯器具 | [沒有假日篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=27&f=1622362801&p=0) |
| 佳作 | 我是大衛 | 3M螢幕專用魔布 | [刮臉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=27&f=1622362802&p=1) |
| 佳作 | 電通國華 | 新安東京海上產險關懷廣告 | [海報篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=27&f=1622362803&p=2) |

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| **最佳網路廣告獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 奧美互動 | 音樂達人鈴聲下載 | [特務J.接任務篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=28&f=1824062525&p=0) |
| 銀 | 奧美廣告 | 全聯福利中心 | [搶救全聯先生](http://tw.promo.yahoo.com/yahoo4a/web_2008/02/start.html) |
| 銅 | 奧美廣告 | Huggies Pants | [牛仔篇](http://tw.promo.yahoo.com/yahoo4a/web_2008/03/index.html) |
| 佳作 | 奧美廣告 | 多喝水角色交流協會 | [多喝水角色交流協會](http://tw.promo.yahoo.com/yahoo4a/web_2008/04/start.html) |
| 佳作 | 靈智廣告 | Microsoft 反盜版 | [警察篇](http://tw.promo.yahoo.com/yahoo4a/web_2008/05/index.html) |

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| **最佳通路行銷創意獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 銅 | 我是大衛 | 波蜜果菜汁 | [恐龍系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909214&p=9) |
| 佳作 | 達彼思 | NOKIA E65手機 | [地鐵篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=29&f=1407709623&p=0) |

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| **最佳整合行銷創意獎** |  |
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| **獎項** | **廣告公司** | **產品名稱** | **廣告篇名** |
| 金 | 奧美廣告 | 全聯福利中心 | [便宜一樣有好貨](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=30&f=1266829611&p=3) |
| 銀 | 奧美廣告 | 多喝水角色交流協會 | [奔跑篇/旋轉篇/翻滾篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=30&f=1266829609&p=1) |
| 銅 | 智威湯遜 | MAZDA全車系促銷 | [MAZDA滿載賞](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909212&p=7) |
| 銅 | 我是大衛 | 維力張君雅小妹妹休閒零食系列 | [撿到篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=20&f=1788909205&p=0) |
| 佳作 | 我是大衛 | 白蘭氏蜆精 | [肝臟人篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=15&f=1464838016&p=4) |
| 佳作 | 奧美廣告 | Nike金不讓亞錦賽 中華隊加油 | [中華隊加油](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=30&f=1266829611&p=3) |

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