2010 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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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 |   |   |
| 銀獎 | 智威湯遜 | [收費篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594337&p=1) | 福特 |
| 銅獎 | 智威湯遜 | [臨檢篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594338&p=2) | 福特 |
| 銅獎 | 達彼思 | [Sonal Dabral篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594340&p=4) | 4A Yahoo! 創意獎 |
| 佳作 | 智威湯遜 | [手篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594336&p=0) | 嬌生 |
| 佳作 | 達彼思 | [Polly Chu篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594339&p=3) | 4A Yahoo! 創意獎 |

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| **最佳立體廣告獎**  |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 奧美 | [國民省錢運動篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594346&p=10) | 全聯福利中心 |
| 銀獎 | 奧美 | [母親篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594342&p=6) | 大眾銀行 |
| 銀獎 | 奧美 | [地球保衛隊篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594345&p=9) | 燦坤 |
| 銀獎 | 達彼思 | [雙子座](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594349&p=13) | 伊莎貝爾 |
| 銅獎 | 博上 | [關心健康篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594341&p=5) | 耐斯企業集團 |
| 佳作 | 奧美 | [老婆婆篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594343&p=7) | Yahoo!奇摩 |
| 佳作 | 奧美 | [老夫妻篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594344&p=8) | 法藍瓷 |
| 佳作 | 達彼思 | [處女座](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594347&p=11) | 伊莎貝爾 |
| 佳作 | 達彼思 | [射手座](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594348&p=12) | 伊莎貝爾 |

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| **最佳廣播廣告獎**  |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 |   |   |
| 銀獎 | 從缺 |   |   |
| 銅獎 | 智威湯遜 | [開示篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594353&p=17) | 美商勁量舒適台灣分公司 |
| 佳作 | 智威湯遜 | [求情篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594352&p=16) | 波蜜一日蔬果 |
| 佳作 | 智威湯遜 | [威脅篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594351&p=15) | 波蜜一日蔬果 |
| 佳作 | 聯廣 | [人話篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594350&p=14) | 台北市流浪貓保護協會 |

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| **最佳海報獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 |   |   |
| 銀獎 | 達彼思 | ECD 不在辦公室系列 - [Tian It Ng篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594357&p=21" \t "_blank)/ [Nick Lim篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594358&p=22) /[Sonal Dabral 篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594359&p=23) / [Polly Chu 篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594360&p=24) | 4A Yahoo! 創意獎 |
| 銅獎 | 靈智精實 | 退休系列-[輪椅篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594354&p=18)/[助歩器篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594356&p=20)/[點滴篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594355&p=19) | 保德信證券投資信託 |
| 佳作 | 奧美 | [難纏篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594361&p=25)/[速度篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594362&p=26) | ESPN StarsSport |

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| **最佳戶外看板獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 從缺 | 　 | 　 |
| 銅獎 | 智威湯遜 | [88水災篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594366&p=30) | 聯合勸募 |
| 銅獎 | 智威湯遜 | [蒙娜麗莎篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594368&p=32) | 奧比斯基金會 |
| 佳作 | 偉太 | [蛇篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594363&p=27)/[鯊魚篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594364&p=28)/[變色龍篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594365&p=29) | 尚立國際 |
| 佳作 | 智威湯遜 | [鲨魚篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594367&p=31) | ACAP |
| 佳作 | 奧美 | [北極熊篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594369&p=33)/[企鵝篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594370&p=34)/[紅毛猩猩篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594371&p=35)/[信天翁篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594372&p=36) | 台灣高鐵 |

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| **最佳網路廣告獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 從缺 | 　 | 　 |
| 銅獎 | 靈智精實 | 微軟Bing 搜尋系列-[聖誕老公公篇](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/f/F001_bing_1.htm)/[魯賓遜篇](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/f/F001_bing_2.htm)/[賓拉登篇](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/f/F001_bing_3.htm) | 台灣微軟 |
| 銅獎 | 奧美互動 | [Mercedes-Benz---動力篇](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/f/F007_banner.html) | Mercedes-Benz |
| 佳作 | 麥肯 | 未來這一家系列(作畫篇、口紅篇、地震篇、蒼蠅篇、關燈篇、拍廣告篇、約會篇) | Intel |

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| **最佳豐富多媒體網路廣告獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **s廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 麥肯 | [未來這一家系列(作畫篇、口紅篇、地震篇、蒼蠅篇、關燈篇、拍廣告篇)](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/g/G007/banner.html) | Intel |
| 銀獎 | 奧美 | [Yahoo!奇摩 搜尋新關係](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599906&p=89) | Yahoo!奇摩 |
| 銅獎 | 麥肯 | [看誰在欠Core](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/g/G008/banner.html) | Intel |
| 銅獎 | 奧美 | [法藍瓷-See The Love篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599905&p=88) | 法藍瓷 |
| 佳作 | 奧美 | 全聯500店慶國民省錢運動大會篇 | 全聯福利中心 |
| 佳作 | 奧美互動 | 西森購物之ASUS NB 超級比一"筆"系列 | ASUS |

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| **最佳互動網路廣告獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 奧美 | [法藍瓷-See The Love篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599898&p=81) | 法藍瓷 |
| 銅獎 | 智威湯遜 | [比手畫腳祝福你](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599899&p=82) | 智威湯遜 |
| 銅獎 | 達彼思 | [你可以下手再重一點](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/h/H034/H034.exe) | 達彼思 |
| 佳作 | 麥肯 | 未來這一家系列(作畫篇、口紅篇、地震篇、蒼蠅篇、關燈篇、拍廣告篇) | Intel |
| 佳作 | 麥肯 | 看誰在欠Core | Intel |

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| **最佳環境媒體創新獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 智威湯遜 | [蒙娜麗莎篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599895&p=78) | 奧比斯基金會 |
| 銅獎 | 奧美 | [砸車篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599897&p=80) | 明台產物保險 |
| 佳作 | 智威湯遜 | [倒下的骨骼篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599894&p=77) | 台灣拜耳集團 |
| 佳作 | 智威湯遜 | [電影院篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599896&p=79) | 聯合利華 |

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| **最佳上市廣告獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 智威湯遜 | [做你的乖乖系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599904&p=87) | 乖乖 |
| 銅獎 | 奧美 | [夫妻篇/男朋友篇/姑嫂篇/父子篇/同事篇/老夫妻篇/爺爺篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599900&p=83) | 青島啤酒 |
| 銅獎 | 我是大衛 | [花太郎系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599902&p=85) | 黑松 |
| 佳作 | BBDO黃禾 | [新G5進化篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599901&p=84) | 光陽機車 |
| 佳作 | 我是大衛 | [裝潢家篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599903&p=86) | 永慶房仲 |

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| **最佳促銷創意獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 從缺 | 　 | 　 |
| 銅獎 | 奧美 | [脫口秀篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599908&p=91) | 全聯福利中心 |
| 佳作 | 博上 | [關心健康篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599907&p=90) | 耐斯企業集團 |
| 佳作 | 我是大衛 | [裝潢家篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599909&p=92) | 永慶房仲 |
| 佳作 | 我是大衛 | [貪玩計畫](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599910&p=93) | 老牛皮國際 |
| 佳作 | 智威湯遜 | [水槍篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599911&p=94) | LISTERINE李施德霖 |

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| **最佳平面廣告文案獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 從缺 | 　 | 　 |
| 銅獎 | 我是大衛 | [海豚篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599917&p=100) | 我是大衛 |
| 佳作 | 聯廣 | [閱讀身體篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599912&p=95)、[劍道篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599913&p=96)、[背影篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599914&p=97) | 媚登峯 |
| 佳作 | BBDO黃禾 | [菱角與水雉篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599915&p=98) | 光陽機車 |
| 佳作 | 我是大衛 | [門徒篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599916&p=99) | 我是大衛 |
| 佳作 | 奧美 | [念念不忘篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599918&p=101) | 復華投信 |

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| **最佳平面廣告藝術指導獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 達彼思 | ECD 不在辦公室系列- [Tian It Ng篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599922&p=105" \t "_blank)/[Nick Lim篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599923&p=106)/[Sonal Dabral篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599924&p=107" \t "_blank)/[Polly Chu篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599925&p=108) | 4A Yahoo! 創意獎 |
| 銀獎 | 智威湯遜 | [心跳加速篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599921&p=104) | 松崗科技 |
| 銅獎 | 智威湯遜 | [蒙娜麗莎篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599919&p=102) | 奧比斯基金會 |
| 佳作 | 智威湯遜 | [大開眼界篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599920&p=103) | 松崗科技 |

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| **最佳立體廣告文案獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 達彼思 | [處女座](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594376&p=40) | 伊莎貝爾 |
| 銀獎 | 我是大衛 | [聽媽媽的話系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594375&p=39) | 久津實業 |
| 銀獎 | 達彼思 | 12星座系列：[1.水瓶座/2.雙魚座/3.牡羊座/4.金牛座/5.雙子座/6.巨蟹座/7.獅子座/8.處女座/9.天坪座/10.天蠍座/11.射手座/12.魔羯座](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599891&p=74) | 伊莎貝爾 |
| 銅獎 | 從缺 | 　 | 　 |
| 佳作 | 奧美 | [老夫妻篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594373&p=37) | 法藍瓷 |
| 佳作 | 奧美 | [聽障父親與女兒篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594374&p=38) | 法藍瓷 |

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| **最佳平面系列廣告獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 達彼思 | ECD 不在辦公室系列- [Tian It Ng篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594385&p=49" \t "_blank)/[Nick Lim篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594386&p=50)/[Sonal Dabral篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594387&p=51" \t "_blank)/[Polly Chu篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594388&p=52) | 4A Yahoo! 創意獎 |
| 銅獎 | 智威湯遜 | [手篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594383&p=47)、[腳篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594384&p=48) | 嬌生 |
| 佳作 | 靈智精實 | Bing搜尋系列-[聖誕老公公篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594377&p=41)/[魯賓遜篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594378&p=42)/[賓拉登篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594379&p=43) | 台灣微軟 |
| 佳作 | 聯廣 | [【閱讀身體篇】](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594380&p=44)、[【劍道篇】](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594381&p=45)、[【背影篇】](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594382&p=46) | 媚登峯 |
| 佳作 | 達彼思 | 蜘蛛網系列-[1 復古地磚篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594389&p=53)/ [2 馬賽克地磚篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594390&p=54)/ [3 板岩地磚篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594391&p=55) | 毛寶 |

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| **最佳立體系列廣告獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 達彼思 | 12星座系列：[1.水瓶座/2.雙魚座/3.牡羊座/4.金牛座/5.雙子座/6.巨蟹座/7.獅子座/8.處女座/9.天秤座/10.天蠍座/11.射手座/12.魔羯座](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599891&p=74) | 伊莎貝爾 |
| 銀獎 | 我是大衛 | [一口氣暢快系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594396&p=60) | 香港商遠東可口可樂台灣分公司 |
| 銅獎 | 奧美 | [老夫妻篇/聽障父親與女兒篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594373&p=37) | 法藍瓷 |
| 銅獎 | 我是大衛 | [聽媽媽的話系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594395&p=59) | 久津實業 |
| 佳作 | 奧美 | [機車篇/老車篇/拜拜篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594392&p=56) | 明台產物保險 |
| 佳作 | 奧美 | [老婆婆篇/看板篇/熱吻篇/灑錢篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594393&p=57) | Yahoo!奇摩 |
| 佳作 | 我是大衛 | [花太郎系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594394&p=58) | 黑松 |

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| **最佳短秒數立體廣告獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 我是大衛 | [霜淇淋篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594399&p=63) | 香港商遠東可口可樂台灣分公司 |
| 銀獎 | 智威湯遜 | [做你的乖乖系列 女生篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594401&p=65) | 乖乖 |
| 銅獎 | 奧美 | [颱風篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594398&p=62) | 全聯福利中心 |
| 佳作 | 奧美 | [防颱篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594397&p=61) | 明台產物保險 |
| 佳作 | 我是大衛 | [老闆篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594400&p=64) | 香港商遠東可口可樂台灣分公司 |

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| **最佳通路行銷創意獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 智威湯遜 | [做你的乖乖系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594403&p=67) | 乖乖 |
| 銀獎 | 從缺 | 　 | 　 |
| 銅獎 | 從缺 | 　 | 　 |
| 佳作 | 達彼思 | [磁鐵提袋篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594404&p=68) | 統一企業 |
| 佳作 | 達彼思 | [墨水篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594405&p=69) | 聯華食品 |

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| **最佳網路行銷創意獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 從缺 | 　 | 　 |
| 銀獎 | 從缺 | 　 | 　 |
| 銅獎 | 麥肯 | [未來這一家系列(作畫篇、口紅篇、地震篇、蒼蠅篇、關燈篇、拍廣告篇)](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/g/G007/banner.html) | Intel |
| 佳作 | 麥肯 | 看誰在欠Core | Intel |
| 佳作 | Yahoo!奇摩 | 腰瘦18招篇 | 黑松 |

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| **最佳整合行銷創意獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金獎 | 奧美 | [See The Love](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594407&p=71) | 法藍瓷 |
| 銀獎 | 智威湯遜 | [做你的乖乖系列](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594409&p=73) | 乖乖 |
| 銅獎 | 奧美 | [Waterman 首張同名專輯](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594406&p=70) | 味丹 |
| 佳作 | 我是大衛 | [裝潢篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385599890&p=73) | 永慶房仲 |

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| **評審團特別獎** |  |
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| **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 奧美 | [See The Love](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=67&f=1385594407&p=71) | 法藍瓷 |

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| **學生組** |
| **最佳學生平面廣告獎** |  |
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| **作品編號** | **名次** | **學校** | **科系** | **指導老師** | **製作小組成員** | **篇名** |
| U061 | 金獎 | 國立台北科技大學 | 工業設計系 | 邱臻娟 | 黃正嘉 | [冤家路窄篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050047215&p=35)/[弱肉強食篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050047216&p=36) |
| U096 | 銀獎 | 復興商工 | 美工 | 林艾米 | 賴紀甫、曾珮詒、黃巧妮、吾頌萱、任檥 | [掉髮篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041598&p=8)/[黑眼圈](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041599&p=9) |
| U505 | 銅獎 | 樹德科技大學 | 視覺傳達設計系 | 陳政昌、張建豐、楊正華、楊裕隆 | 陳咸碩 | [蘿蔔篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041616&p=26) |
| U065 | 佳作 | 政治大學 | 廣告學系/廣播電視學系 | 田若雯 | 王瑋/陳輝泰/韓穎/吳芳德/邱繼揚 | [刺青篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041590&p=0)/[桌面篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041591&p=1) |
| U077 | 佳作 | 台灣藝術大學 | 視覺傳達系二年制 | 周鴻祥 | 康鼎盛 | 面試 穿什麼獎[西裝篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041593&p=3)/[套裝篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041592&p=2) |
| U087 | 佳作 | 復興商工 | 廣告設計科 | 林艾米，邱榛娟 | 傅竫珣 | [創意新兵篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041594&p=4) |
| U090 | 佳作 | 復興商工 | 廣告設計科 | 林艾米，邱榛娟，林君昱 | 傅竫珣/鄭品妤/曹佑銘/郭冠君/范懋宸/林恩如/洪萱容/柳雁 | [長江篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041595&p=5) |
| U095 | 佳作 | 復興商工 | 廣告設計科 | 林艾米，邱榛娟，林君昱 | 傅竫珣/鄭品妤/曹佑銘/郭冠君/范懋宸/林恩如 | [魚仔篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041597&p=7)/[菜鳥篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041596&p=6) |
| U097 | 佳作 | 中國文化大學 | 廣告學系 | 鄭司維/楊勝雄/邱臻娟 | 林爾軒/黃馨誼 | [草莓族篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041601&p=11)/[水蜜桃族篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041600&p=10) |
| U106 | 佳作 | 環球技術學院 | 視覺傳達設計系 | 胡文淵 | 蘇曉倫 | [玻璃鞋篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041602&p=12) |
| U387 | 佳作 | 台灣藝術大學 | 廣播電視學系 | 周鴻祥 | 陳書正 | [連結篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041603&p=13) |
| U395 | 佳作 | 銘傳大學 | 商業設計系 | 余淑吟/呂秉齡 | 王韻捷/董琬靈/盧欣儀 | [初試啼聲篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041604&p=14)/[嶄露頭角篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041605&p=15)/[蓄勢待發篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041606&p=16) |
| U397 | 佳作 | 銘傳大學 | 商業設計系 | 呂秉齡/吳珮涵 | 沈鈺珊/溫庭瑜/郭行毅/陳馥蓉 | 創作是如此美好的事[棉花糖篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041607&p=17)/[爆米花篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041608&p=18) |
| U402 | 佳作 | 銘傳大學 | 商業設計系 | 余淑吟/呂秉齡 | 黃亭蓉/楊文瑄/徐佩筠 | 飛向寬闊的天空[氣球篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041609&p=19)/[蒲公英篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041610&p=20) |
| U404 | 佳作 | 銘傳大學 | 商業設計系 | 呂秉齡/吳珮涵 | 劉君韻/陳彥如/成其勳/溫容賢 | 證明自己[跳高篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041612&p=22)/[游泳篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041611&p=21) |
| U501 | 佳作 | 銘傳大學 | 商業設計系 | 方菁容/卓展正 | 陳芝穎/何怡欣/張惟婷/黃銘廷 | Turn on the lights[一鳴驚人篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041613&p=23)/[君臨天下篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041614&p=24)/[眾星拱月篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041615&p=25) |
| U740 | 佳作 | 泰北高中 | 美工科 | 吳佳芬 | 藍翊/連信傑 | [插座篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041617&p=27)、[燈泡篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041618&p=28) |
| U914 | 佳作 | 臺灣師範大學 | 美術學系 | 李新富 | 洪芷寧 | [最剝離的邊界篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041619&p=29)/[最神經的皺褶篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041621&p=31)/[最多情的頻率篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041620&p=30) |
| U1055 | 佳作 | 朝陽科技大學 | 視覺傳達設計系 | 邱順應 | 尹澄詩/莊文豪/陳孜平 | [過癮篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041623&p=33)/[解饞篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041622&p=32) |
| U1065 | 佳作 | 復興商工 | 美工科 | 陳俊安/鄭統政/胡發祥/江耀順 | 林庭悅/黃寶慧/盧琬婷/吳岱晏 | [好稿，不好搞！](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=47&f=1050041627&p=37) |

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| **最佳學生電視廣告獎** |  |
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| **作品編號** | **名次** | **學校** | **科系** | **指導老師** | **製作小組成員** | **篇名** |
| V009 | 金獎 | 崑山科技大學 | 視訊傳播設計系 | 簡皓琦 | 蔡銘洋、陳殿昇、黃姿樺、劉彥孜、蕭天心、楊崇旻 | [秀出你的拿手好See](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155050&p=3) |
| V003 | 銀獎 | 崑山科技大學 | 視訊傳播設計系 | 簡皓琦 | 陳虹瑾、葉彤澤 | [喂！你看到了嗎？](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155048&p=1) |
| V142 | 銅獎 | 雲林科技大學 | 視覺傳達設計系 | 林芳穗、郭世謀 | 林威均 | [一起來4A 找你要的](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155065&p=17) |
| V001 | 佳作 | 世新大學 | 廣播電視學系 | 楊曉雯 | 林依榕、邱智辰 | [追殺艾迪爾](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155047&p=0) |
| V006 | 佳作 | 台灣藝術大學 | 廣播電視學系 | 許北斗 | 陳芳薇、江佳樺、周賢晏、陳怡君、張 鈺 | 4A Yahoo 徵件廣告[蚊子篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155049&p=2) |
| V013 | 佳作 | 崑山科技大學 | 公共關係暨廣告系 | 沈由言 | 廖文祥、黃明暘、吳佳諭、林宜漩 | [4A徵才之最棒的我](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155051&p=4) |
| V016 | 佳作 | 世新大學 | 新聞學系 | 　 | 王敏旭、劉祐廷、蔡銘修、高志豪、陳祐誠、符瑀晟 | 讓天生的能力被看見[品牌力篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155052&p=5)/[說服力篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155052&p=5) |
| V017 | 佳作 | 樹德科技大學 | 視覺傳達設計系 | 練維鵬 | 吳宛育、徐培峰、洪嘉絃、莊亞棋、劉瓊微 | [告白篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155053&p=6) |
| V022 | 佳作 | 環球技術學院 | 視覺傳達設計系 | 黃明正 | 張啟輝、張啟鋒、廖瑋中、蔡旭展、周威全、陳柏村 | 4A徵才廣告[角度不同，創意無窮](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155054&p=7) |
| V024 | 佳作 | 環球技術學院 | 視覺傳達設計系 | 黃明正 | 張啟輝、張啟鋒、廖瑋中、蔡旭展、周威全、陳柏村 | 4A徵才廣告[理想要展現，4A看得見](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155055&p=8) |
| V027 | 佳作 | 逢甲大學 | 社會傳播學程 | 林承宇 | 陳怡穎、賴家霖、林欣儀、陳祺諺、彭志璿、李宗學、王偉、黃耀陞 | 4A - 徵件[有梗有點](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155056&p=9) |
| V030 | 佳作 | 南台科技大學 | 多媒體與電腦娛樂科學系 | 林彥銘 | 黃彥蒼、朱以中、林 杰、曾佑運 | [搞怪](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155057&p=10) |
| V060 | 佳作 | 南台科技大學 | 資訊傳播系 | 葉禾田 | 王才華、黃雅琦、許家粵、陳玫姿、顏彤瑋 | 4A Yahoo!創意獎[尋找創意人才篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155058&p=11) |
| V073 | 佳作 | 樹德科技大學 | 視覺傳達設計系 | 練維鵬 | 邱耀民、陳逸翔、朱孝庭、安語婕、黃冠理、蔡明瀚、陳咸碩 | [上課篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155059&p=12) |
| V091 | 佳作 | 台灣藝術大學 | 廣播電視學系 | 許北斗 | 洪崧容、陳柏霖、童心儀、古曜華、周姿瑜、徐可欣 | 4A學生獎徵件系列廣告[作文篇、哼歌篇、拍照篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155060&p=13) |
| V092 | 佳作 | 台灣藝術大學 | 廣播電視學系 | 許北斗 | 洪崧容、陳柏霖、童心儀、古曜華、周姿瑜、徐可欣 | 4A學生獎徵件系列廣告[填空篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155061&p=14) |
| V128 | 佳作 | 亞洲大學 | 視覺傳達設計系 | 伍小玲 | 余蒨雯、王佳琪、梁詣梅 | [A4→4A](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455163393&p=19) |
| V140 | 佳作 | 雲林科技大學 | 視覺傳達設計系 | 廖志忠 | 林耕平、張凱強、韓梅婷 | [你給A4玩玩4A，A4玩玩4A給你](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155063&p=15) |
| V141 | 佳作 | 雲林科技大學 | 視覺傳達設計系 | 廖志忠、林芳穗 | 黃舒琪、林耕平、韓梅婷、張凱強、鄭祐祥 | [【SORRY啦!老師篇】【SORRY啦!老闆篇】【SORRY啦!郵差篇】](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155064&p=16) |
| V153 | 佳作 | 樹德科技大學 | 視覺傳達設計系 | 張建豐 | 吳致寬、邱伊緒、劉不畏 | [志氣篇](http://www.wretch.cc/album/show.php?i=Yahoo4A&b=51&f=1455155066&p=18) |

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| **最佳學生網路廣告獎** |  |
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| **作品編號** | **名次** | **學校** | **科系** | **指導老師** | **製作小組成員** | **篇名** |
| W148 | 金獎 | 樹德科技大學 | 視覺傳達設計系 | 陳政昌 | 吳宛菁、楊蕙菁 | [好點子篇](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/W/W148.htm) |
| W128 | 銀獎 | 政治大學 | 廣告學系 | 賴建都 | 田博昇/簡雯華/高嘉駿 | 話都給你講－[電視廣告篇 平面廣告篇 網路廣告篇](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/W/W128.htm) |
| W172 | 銅獎 | 景文科技大學 | 視覺傳達設計系 | 郭雅秀 | 吳軒宇 | [瞄準就有機會中件](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/W/W172.htm) |
| W026 | 佳作 | 景文科技大學 | 視覺傳達設計系 | 郭雅秀 | 江彥賢 | 亮出你的王牌 |
| W031 | 佳作 | 崑山科技大學 | 公共關係暨廣告系 | 郭靖邦 | 閻立縈 / 吳貞綾 / 黃國維 | 4A Yahoo!創意獎 正式起飛 |
| W033 | 佳作 | 景文科技大學 | 視覺傳達設計系 | 郭雅秀 | 陳柔萱/梁德懿 | 就是「指」要你 (ONLY YOU) |
| W034 | 佳作 | 景文科技大學 | 視覺傳達設計系 | 郭雅秀 | 王睿鴻 | 4A Yahoo蜘蛛人篇 |
| W044 | 佳作 | 景文科技大學 | 視覺傳達設計系 | 郭雅秀 | 郭筱葳 | 最佳人選 |
| W047 | 佳作 | 景文科技大學 | 視覺傳達設計系 | 郭雅秀 | 張雅婷 | 萬中取一 |
| W060 | 佳作 | 景文科技大學 | 視覺傳達設計系 | 郭雅秀 | 吳孟倫 | 無所不A |
| W078 | 佳作 | 景文科技大學 | 視覺傳達設計系 | 郭雅秀 | 張文應 | 秀出來 |
| W079 | 佳作 | 台中技術學院 | 商業設計系 | 劉俐華 | 呂岱柔 | 我想紅 |
| W103 | 佳作 | 淡江大學 | 資訊傳播學系 | 孫蒨鈺 | 任偉強/陳盈惠 | 【4A運動大會】系列作品 《跳高篇》/《舉重篇》 |
| W104 | 佳作 | 台北敎育大學 | 藝文產業設計與經營研究所 | 卜小蝶 | 顏琬芸/古莉璟 | 拔你的創意毛 |
| W105 | 佳作 | 台北敎育大學 | 藝文產業設計與經營研究所 | 卜小蝶 | 顏琬芸/古莉璟 | 手癢系列-愛因斯孔篇 / 釣蝦篇 / 晒書篇 |
| W126 | 佳作 | 樹德科技大學 | 視覺傳達設計系 | 陳慶鴻 | 傅士源 / 朱致宏 | 4A戰隊 |
| W137 | 佳作 | 崇右技術學院 | 數位媒體設計系 | 張敏捷 | 邱欣怡/李連穠/戴維貞/劉馨蔓/蕭羽涵 | 別讓你的創意被埋沒 |
| W147 | 佳作 | 樹德科技大學 | 視覺傳達設計系 | 陳慶鴻 | 林宜秀 | 鉛筆篇/凡布篇 |

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| **最佳學生網路行銷創意獎** |  |
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| **作品編號** | **名次** | **學校** | **科系** | **指導老師** | **製作小組成員** | **篇名** |
| X053 | 金獎 | 政治大學 | 廣告學系 | 賴建都 | 田博昇/簡雯華/高嘉駿 | [4A老總換你當!](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/X/X053.pdf) |
| X002 | 銀獎 | 崑山科技大學 | 公共關係暨廣告系 | 徐玉瓊/王全裕/鄭鼎寶 | 邱怡萍/李怡瑩/施曉玫/周怡杉/王嬿婷 | [Wake Up !!!](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/X/X002.doc) |
| X051 | 銅獎 | 台灣師範大學 | 科技應用與人力資源發展學系/公民教育與活動領導學系/美術學系 | 卜小蝶 | 于治中/馮鈺婷/吳姵儀/陳奕充 | [Legend of the Ace 王者傳奇](http://tw.emarketing.yahoo.com/ems2/creative/online/2010Yahoo4a/student_banner/X/X051.pdf) |
| X004 | 佳作 | 台灣師範大學 | 社會教育學系 | 卜小蝶 | 丁秋子/周瑋煖/林沂葶 | 4A Life ：生活樣樣都4A 創意隨你A |
| X005 | 佳作 | 台灣師範大學 | 數位內容與創新教學學程 | 卜小蝶 | 徐翊倫/羅文伶/王若馨 | 想像力的舞台，創造力的殿堂 - 一起玩創意 |
| X021 | 佳作 | 台灣師範大學 | 科技應用與人力資源發展學系 | 卜小蝶 | 張耀穗/吳品樺 | d-gallery創意平台 |
| X022 | 佳作 | 台灣師範大學 | 圖文傳播研究所 | 卜小蝶 | 楊宗育/陳旭婠/陸霆剛/郭冀銘/鄭培浩/吳亞倫/黃資閔 | MAAAAP出你的創意! |
| X023 | 佳作 | 台灣師範大學 | 圖文傳播研究所 | 王燕超/卜小蝶 | 古哲毓/林盈志/黃子芸/黃皓偉/廖詠年/呂坤原/王勁文 | 創意缺Young，要你想像 |
| X034 | 佳作 | 崑山科技大學 | 視覺傳達設計系 | 黃淑英 | 李靜宜/胡絲盈/邱詠証 | 別光說你有夢-做個夢想天行者 |
| X037 | 佳作 | 崑山科技大學 | 公共關係暨廣告系 | 徐玉瓊/王全裕 | 謝欣窈/邱映慈/陳詩雅/陳冠維/許永宗/趙崇光 | AAAA 人力銀行 |
| X052 | 佳作 | 台灣師範大學 | 圖書資訊學研究所/社會教育學系 | 卜小蝶 | 林詣筑/蕭潔/廖婉竹/范辰瑄/楊偲傑/李婕瑜 | pop idea/4A新意義 |

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