2011 4A創意獎 得獎名單

**專業組**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |
| --- |
| **最佳平面廣告獎** |
|

|  |  |  |  |
| --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 銅獎 | BBDO黃禾 | [桌面：PC篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=7&f=1633583366&p=2) | 美最時旅行社 |
| 佳作 | BBDO黃禾 | [肌肉快樂篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=7&f=1633583367&p=3) | 東發生物 科技製藥股份有限公司 |
| 佳作 | ADKi整合溝通 | [Yahoo!奇摩形象-不賣的麵包篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=7&f=1633583365&p=1) | Yahoo!奇摩 |

 |
| **最佳平面系列廣告獎** |   |
|

|  |  |  |  |
| --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 銅獎 | BBDO黃禾 | 桌面系列：[PC篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=5&f=1356714183&p=4)/[MAC篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=5&f=1356714182&p=3) | 美最時旅行社 |
| 佳作 | ADKi整合溝通 | Yahoo!奇摩形象-幸福的入口系列 [魔法師的包裹篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=5&f=1356714181&p=2)/ [不賣的麵包篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=5&f=1356714179&p=0) /[會說話的符篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=5&f=1356714180&p=1) | Yahoo!奇摩 |
| 佳作 | 智威湯遜 | [烤雞篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=5&f=1356714185&p=6)、[漢堡篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=5&f=1356714184&p=5)、[葡萄篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=5&f=1356714186&p=7) | 金百利克拉克 |

 |
|   |   |
| **最佳海報獎** |  |
|

|  |  |  |  |
| --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 金、銀、銅、佳作全部從缺 |

 |
|   |   |
| **最佳戶外看板獎** |  |
|

|  |  |  |  |
| --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 佳作 | 靈智 | [ie9高鐵篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=18&f=1276257313&p=1) | 台灣微軟 |
| 佳作 | 智威湯遜 | [透氣孔篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=18&f=1276257312&p=0) | 蘇菲 |

 |
|   |   |
| **最佳平面廣告文案獎** |  |
|

|  |  |  |  |
| --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 佳作 | ADKi整合溝通 | [Yahoo!奇摩形象-幸福100明信片](http://www.wretch.cc/album/show.php?i=YYEEMM&b=6&f=1776638350&p=1) | Yahoo!奇摩 |
| 佳作 | ADK聯旭 | [腦袋開花篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=6&f=1776638349&p=0) | ADK聯旭廣告 |

 |
|   |   |
| **最佳平面廣告藝術指導獎** |  |
|

|  |  |  |  |
| --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** |
| 佳作 | 博達華商 | [岡本衛生套-世事難料系列-牛生羊篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=8&f=1575914124&p=0) | 岡本 |
| 佳作 | ADKi整合溝通 | Yahoo!奇摩形象-幸福的入口系列 [魔法師的包裹篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=8&f=1575914127&p=3)/ [不賣的麵包篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=8&f=1575914125&p=1) /[會說話的符篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=8&f=1575914126&p=2) | Yahoo!奇摩 |
| 佳作 | 智威湯遜 | [葡萄篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=8&f=1575914128&p=4) | 金百利克拉克 |

 |
|   |   |
| **最佳立體廣告獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金獎 | 奧美 | [夢騎士篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=11&f=1842819370&p=4) | 大眾銀行 | Phoenomena (泰國) |
| 金獎 | 達彼思 | No. 596 | 哈根達斯 | 引力 |
| 銀獎 | 智威湯遜 | [咖啡杯上的唇印](http://www.wretch.cc/album/show.php?i=YYEEMM&b=11&f=1842819368&p=2) | 全家便利商店 | 引力 |
| 銅獎 | 智威湯遜 | [11秒的愛情](http://www.wretch.cc/album/show.php?i=YYEEMM&b=11&f=1842819367&p=1) | 全家便利商店 | 引力 |
| 銅獎 | 智威湯遜 | [謝謝你不認識我](http://www.wretch.cc/album/show.php?i=YYEEMM&b=11&f=1842819369&p=3) | 全家便利商店 | 引力 |
| 佳作 | 達彼思 | [女殺手篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=11&f=1842819371&p=5) | 維他露 | 引力 |
| 佳作 | 博上 | [信仰篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=11&f=1842819366&p=0) | 太古標達汽車 | 核心 |

 |
|   |   |
| **最佳立體系列廣告獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金獎 | 智威湯遜 | [咖啡杯上的唇印 / 媽媽的五個難題 /11秒的愛情](http://www.wretch.cc/album/show.php?i=YYEEMM&b=9&f=1285071773&p=0) | 全家便利商店 | 引力 |
| 金獎 | 達彼思 | 愛要趁熱系列: No. 596, The Summer | 哈根達斯 | 引力 |
| 佳作 | 奧美 | 牙膏篇/蛋捲篇/洗髮精篇 | 全聯福利中心 | 藍月 |
| 佳作 | 雪芃 | 104分篇/無畏篇 | 104人力銀行 | 圓圓 |

 |
|   |   |
| **最佳長秒數立體廣告獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金獎 | 奧美 | [夢騎士篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=12&f=1102782753&p=3) | 大眾銀行 | Phoenomena (泰國) |
| 銀獎 | 達彼思 | No. 596 | 哈根達斯 | 引力 |
| 銀獎 | 智威湯遜 | [咖啡杯上的唇印 / 媽媽的五個難題 / 11秒的愛情](http://www.wretch.cc/album/show.php?i=YYEEMM&b=12&f=1102782751&p=1) | 全家便利商店 | 引力 |
| 佳作 | 智威湯遜 | [謝謝你不認識我](http://www.wretch.cc/album/show.php?i=YYEEMM&b=12&f=1102782752&p=2) | 全家便利商店 | 引力 |
| 佳作 | 博上 | [信仰篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=12&f=1102782750&p=0) | 太古標達汽車 | 核心 |

 |
|   |
| **最佳短秒數立體廣告獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 銅獎 | 博達華商 | 長效系列－[旅遊篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=14&f=1259450433&p=1)／[回家篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=14&f=1259450432&p=0) | 3M | 圓圓 |

 |
|   |  |
| **最佳立體廣告文案獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 佳作 | 博上 | [信仰篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=10&f=1847758069&p=0) | 太古標達汽車 | 核心 |
| 佳作 | 智威湯遜 | [謝謝你不認識我](http://www.wretch.cc/album/show.php?i=YYEEMM&b=10&f=1847758070&p=1) | 全家便利商店 | 引力 |

 |
|   |  |
| **最佳廣播廣告獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 佳作 | ADKi整合溝通 | [新優植水潤美肌飲 -專屬讚美](http://www.wretch.cc/album/show.php?i=YYEEMM&b=15&f=1462987474&p=0) | 順寶國際 | 稽古創意 / 柒號錄音室 |

 |
|   |  |
| **最佳環境媒體創新獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 佳作 | 電通國華 | [虐童就在你身邊系列](http://www.wretch.cc/album/show.php?i=YYEEMM&b=17&f=1479507714&p=0) | 旭海親子關懷文化協會 | \* |

 |
|   |  |
| **最佳上市廣告獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 佳作 | ADKi整合溝通 | [新優植水潤美肌飲 -專屬讚美](http://www.wretch.cc/album/album.php?id=YYEEMM&book=2) | 順寶國際 | 稽古創意 / 柒號錄音室 |

 |
|   |  |
| **最佳促銷創意獎** |  |
|  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 佳作 | 奧美 | [養豬篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=13&f=1451236750&p=1) | 全聯福利中心 | 藍月 |
| 佳作 | 達彼思 | [「迎頭痛擊」賀歲遊戲](http://www.wretch.cc/album/show.php?i=YYEEMM&b=13&f=1451236749&p=0) | Bates141 | 創異數位 |
| 佳作 | 智威湯遜 | [空吧小聯盟](http://www.wretch.cc/album/show.php?i=YYEEMM&b=13&f=1451236751&p=2) | 乖乖 | 引力 |

 |
|   |  |
| **最佳通路行銷創意獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金、銀、銅、佳作從缺 |

 |
|   |  |
| **最佳整合行銷創意獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 銀獎 | 智威湯遜 | [咖啡時光](http://www.wretch.cc/album/show.php?i=YYEEMM&b=16&f=1639332700&p=9) | 全家便利商店 | 引力 |
| 銅獎 | ADKi整合溝通 | [Yahoo!奇摩民國100年形象 幸福100專案](http://www.wretch.cc/album/show.php?i=YYEEMM&b=16&f=1639332697&p=6) | Yahoo!奇摩 | \* |
| 銅獎 | 奧美 | [愛很大](http://www.wretch.cc/album/show.php?i=YYEEMM&b=16&f=1639332701&p=10) | 味丹 | 白手片子 |

 |
|   |  |
| **最佳互動行銷創意獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 銅獎 | ADKi整合溝通 | [Dr.Milker - 24小時內,把你的照片創作成動畫作品](http://www.wretch.cc/album/show.php?i=YYEEMM&b=3&f=1675647345&p=0) | 統一企業 | 稽古 |

 |
|   |  |
| **最佳網路行銷創意獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金獎 | 奧美廣告 | 愛˙上Yahoo! | Yahoo!奇摩 | 藍月 |
| 銀獎 | 奧美廣告 | [Handycam愛影展](http://www.wretch.cc/album/show.php?i=YYEEMM&b=27&f=1272843805&p=3) | Sony | 兩兩映畫 |
| 銅獎 | 達彼思 | 愛要趁熱系列: [No. 596](http://www.wretch.cc/album/show.php?i=YYEEMM&b=27&f=1272843803&p=1), [The Summer](http://www.wretch.cc/album/show.php?i=YYEEMM&b=27&f=1272843804&p=2) | 哈根達斯 | 引力 |
| 佳作 | 米蘭數位 | [Medialand米蘭數位‧Old! Oh! Oh! Project](http://www.wretch.cc/album/show.php?i=YYEEMM&b=27&f=1272843802&p=0) | 米蘭數位 | 浮力影像工作室 |

 |
|   |
| **最佳豐富多媒體網路廣告獎(Rich Media網路廣告)** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 銅獎 | 電通國華 | [十秒實驗in展篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=29&f=1777067141&p=2) | 台灣森永 | 葛納蘭 |
| 佳作 | 博達華商 | [看不到篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=29&f=1777067139&p=0)/[黏緊緊篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=29&f=1777067140&p=1) | 3M | 大於 |
| 佳作 | 星傳媒體 | 3點防空警報 [上班族篇](http://tw.marketing.campaign.yahoo.net/emarketing/4a/download/swf_01.swf)＼[OL篇](http://tw.marketing.campaign.yahoo.net/emarketing/4a/download/swf_02.swf)＼[學生篇](http://tw.marketing.campaign.yahoo.net/emarketing/4a/download/swf_03.swf) | 可口可樂 | \* |

 |
|   |
| **最佳互動網路廣告獎(網路廣告)** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 佳作 | 聯樂數位行銷 | [ASUS N謎團](http://www.wretch.cc/album/show.php?i=YYEEMM&b=25&f=1192488755&p=0) | ASUS | \* |
| 佳作 | 創異數位 | [來真的篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=25&f=1192488757&p=2) | 台灣樂金 | \* |
| 佳作 | 電通國華 | [電通國華的一天 Dentsu Kuohua Online](http://www.wretch.cc/album/show.php?i=YYEEMM&b=25&f=1192488756&p=1) | 電通國華 | 電通國華 |

 |
|   |
| **最佳豐富多媒體網站獎(Rich Media網站)** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金獎 | 奧美廣告 | [愛很大](http://www.wretch.cc/album/show.php?i=YYEEMM&b=28&f=1930130102&p=1) | 味丹 | 奧美 |
| 銀獎 | 奧美廣告 | 愛˙上Yahoo! | Yahoo!奇摩 | 藍月 |
| 銅獎 | 奧美廣告 | [Handycam愛影展](http://www.wretch.cc/album/show.php?i=YYEEMM&b=28&f=1930130103&p=2) | Sony | 兩兩映畫 |
| 佳作 | 電通國華 | [電通國華的一天 Dentsu Kuohua Online](http://www.wretch.cc/album/show.php?i=YYEEMM&b=28&f=1930130101&p=0) | 電通國華 | 電通國華 |
| 佳作 | 達彼思 | [「迎頭痛擊」賀歲遊戲](http://www.wretch.cc/album/show.php?i=YYEEMM&b=28&f=1930130104&p=3) | Bates141 | 創異數位 |

 |
|   |
| **最佳互動網路活動獎(網路活動)** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金獎 | ADKi整合溝通 | [Dr.Milker - 24小時內,把你的照片創作成動畫作品](http://www.wretch.cc/album/show.php?i=YYEEMM&b=24&f=1104241947&p=0) | 統一企業 | 稽古 |
| 銀獎 | ADKi整合溝通 | [微笑台灣319鄉-快樂創造家](http://www.wretch.cc/album/show.php?i=YYEEMM&b=24&f=1104249793&p=3) | 天下雜誌 | \* |
| 銅獎 | 奇禾互動行銷 | [13個好朋友．Love Share愛分享](http://www.ilovefamily.com.tw/2010/) | 雲門舞集舞蹈教室 | 奇禾互動行銷 |
| 佳作 | ADKi整合溝通 | [博客來-說你生活的故事](http://story.books.com.tw/) | 博客來 | \* |
| 佳作 | 奧美廣告 | [搜台灣的深](http://www.wretch.cc/album/show.php?i=YYEEMM&b=24&f=1104249791&p=1) | Yahoo!奇摩 | 奧美 |
| 佳作 | 智威湯遜 | [咖啡時光](http://www.wretch.cc/album/show.php?i=YYEEMM&b=24&f=1104249792&p=2) | 全家便利商店 | 引力 |
| 佳作 | ADKi整合溝通 | [Yahoo!奇摩形象 100年幸福預測機](http://www.wretch.cc/album/album.php?id=YYEEMM&book=26) | Yahoo!奇摩 | \* |
| 佳作 | ADKi整合溝通 | [DORETTA 卸妝水-LIVE贈獎秀](http://www.doretta-live-event.com/) | 遠碩實業 | \* |

 |
|   |
| **最佳網路病毒行銷創意獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金獎 | 達彼思 | 愛要趁熱系列: [No. 596](http://www.wretch.cc/album/show.php?i=YYEEMM&b=21&f=1412928585&p=1), [The Summer](http://www.wretch.cc/album/show.php?i=YYEEMM&b=21&f=1412928586&p=2) | 哈根達斯 | 引力 |
| 銀獎 | 智威湯遜 | 咖啡時光 | 全家便利商店 | 引力 |
| 銅獎 | 達彼思 | [圍捕篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=21&f=1412928588&p=4) | 滾石唱片 | 菩羅 |
| 銅獎 | 智威湯遜 | [SAKURA 刺青篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=21&f=1412928584&p=0) | SAKURA TAIWAN | 璽而 |
| 佳作 | 達彼思 | [女殺手篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=21&f=1412928587&p=3) | 維他露 | 引力 |
| 佳作 | 達彼思 | [安全帽篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=21&f=1412928589&p=5) | 滾石唱片 | 菩羅 |
| 佳作 | 奧美廣告 | 夢騎士篇 | 大眾銀行 | Phoenomena (泰國) |
| 佳作 | 達彼思 | 永遠在一起系列：分開篇/消失篇 | 伊莎貝爾 | 合力 |

 |
|   |
| **最佳網路創新運用形式獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 銀獎 | ADKi整合溝通 | [Dr.Milker - 24小時內,把你的照片創作成動畫作品](http://www.wretch.cc/album/show.php?i=YYEEMM&b=22&f=1158159486&p=0) | 統一企業 | 稽古 |
| 銅獎 | 電通國華 | [電通國華的一天Dentsu Kuohua Online](http://www.wretch.cc/album/show.php?i=YYEEMM&b=22&f=1158159487&p=1) | 電通國華 | 電通國華 |
| 佳作 | 不來梅 | Levi's color ID-My Color My Sound | 美商利惠 | \* |

 |
|   |
| **最佳手機創新運用形式獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 佳作 | 米蘭數位 | [海尼根 Fun Share iPhone APP](http://www.wretch.cc/album/show.php?i=YYEEMM&b=20&f=1562352633&p=0) | 海尼根 | \* |
| 佳作 | 摩奇創意 | 7-ELEVEN 手機應用程式 | 統一超商 | 摩奇創意/益科 |

 |
|  |
| **評審團特別獎** |  |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| \* | ADKi整合溝通 | [Dr.Milker - 24小時內,把你的照片創作成動畫作品](http://www.wretch.cc/album/show.php?i=YYEEMM&b=23&f=1465018875&p=0) | 統一企業 | 稽古 |

 |
|   |
| **學生組** |
| **最佳學生平面廣告獎** |  |
|

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **名次** | **學校** | **科系** | **指導老師** | **製作小組成員** | **作品名稱-篇名** |
| 金獎 | 中國文化大學 | 廣告學系 | 鄭司維 | 陸俐安、林可薇、黃子玲、郭蕙慈、張庭婕、李宛蓉 | 改變歷史系列 [名勝篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137583&p=18)、[歷史人物篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137582&p=17) |
| 銀獎 | 環球科技大學 | 視覺傳達設計系 | 胡文淵 | 高欣宇、吳沛蒨、鄭怡青、周溥恩、宋瑋倫 | 20年的轉變[香蕉篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137566&p=1) / [鳳梨篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137567&p=2) / [芒果篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137565&p=0) |
| 銅獎 | 樹德科技大學 | 視覺傳達設計系 | 陳孝銘 | 吳柏儀 | [TAIWAN JEWELRY](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137576&p=11) |
| 佳作 | 崇右技術學院 | 視覺傳達設計系 | 高文振 | 蔡育汶 | 台灣自行車- [有夠力篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137584&p=19)/[有夠耐篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137585&p=20)/[有夠輕篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137586&p=21) |
| 佳作 | 中國文化大學 | 廣告學系 | 鄭司維 | 柯佩汶、劉佳琳、楊芷瑄 | 我的時代來臨 ([男人篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137580&p=15)/[女人篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137579&p=14)) |
| 佳作 | 政治大學 | 廣告學系 | 無 | 王瑋 | [仿冒周杰倫篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137573&p=8)[仿冒張惠妹篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137574&p=9) |
| 佳作 | 朝陽科技大學 | 視覺傳達設計系 | 邱順應 | 邱雅慧、許雅婷、張詠琳 | 設計入菜好滋味[1](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137568&p=3)/[2](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137569&p=4)/[3](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137570&p=5) |
| 佳作 | 環球科技大學 | 視覺傳達設計系 | 胡文淵 | 黃映萱、高睿妏 | HELLO! UFO![1](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137572&p=7)/[2](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137571&p=6) |
| 佳作 | 銘傳大學 | 商業設計學系 | 林演慶、方菁容、陳永青 | 陳緻穎、周彤 | 台灣設計好神! [觀音篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137577&p=12)/[土地公篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137575&p=10)/[關公篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137578&p=13) |
| 佳作 | 朝陽科技大學 | 視覺傳達設計系 | 邱順應 | 陳琬茹 | [揚民國際](http://www.wretch.cc/album/show.php?i=YYEEMM&b=30&f=1488137581&p=16) |

 |
|   |  |
| **最佳學生電視廣告獎** |  |
|

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **名次** | **學校** | **科系** | **指導老師** | **製作小組成員** | **作品名稱-篇名** |
| 金獎 | 崑山科技大學 | 視訊傳播設計系 | 簡皓綺 | 高育田、辜宇澤、游士賢、鍾舒雯、徐彗容、葉柔瑩、呂維致 | [不捨篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=31&f=1313828168&p=4) |
| 銀獎 | 元智大學 | 資訊傳播學系 | 張世明 | 吳世傑、邱政憲、顏孜霖、張懿 | [再看一眼!](http://www.wretch.cc/album/show.php?i=YYEEMM&b=31&f=1313828164&p=0) |
| 銅獎 | 國立台中技術學院 | 商業設計系 | 曾志峰 | 吳官蒲、李紹凱、蔡萬霖、林怡蕙、張維倩、簡家葦 | [小綠人](http://www.wretch.cc/album/show.php?i=YYEEMM&b=31&f=1313828166&p=2) |
| 佳作 | 樹德科技大學 | 視覺傳達設計系 | 陳孝名 | 邵翊軒、黃映筑、葉博凱 | [煩惱篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=31&f=1313828169&p=5) |
| 佳作 | 國立高雄應用科技大學 | 文化事業發展系 | 翟治平 | 游宗燁、張瑋文 | [搬家的美好回憶篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=31&f=1313828167&p=3) |
| 佳作 | 國立台中技術學院 | 商業設計系 | 詹玉艷 | 江佩宜、吳佩京、林筠鈞、許百涵、許筱薇 | [台灣設計 開天闢地](http://www.wretch.cc/album/show.php?i=YYEEMM&b=31&f=1313828165&p=1) |

 |
|   |  |
| **最佳學生網路廣告獎** |  |
|

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **名次** | **學校** | **科系** | **指導老師** | **製作小組成員** | **作品名稱-篇名** |
| 金獎 | 國立雲林科技大學 | 創意生活設計系 | 謝修璟 | 沈俐妤 | [灰姑娘的選擇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=32&f=1243190595&p=0) |
| 銀獎 | 國立雲林科技大學 | 創意生活設計系 | 謝修璟 | 張二中、區忠鈞、張韻絃 | Memory in Taiwan |
| 銅獎 | 國立雲林科技大學 | 創意生活設計系 | 謝修璟 | 陳佳宏 | MIT無所不在 |
| 佳作 | 國立雲林科技大學 | 創意生活設計系 | 謝修璟 | 張二中、區忠鈞、張韻絃 | Keep moving Taiwan Brain |

 |
|   |   |
| **最佳學生網路行銷創意獎** |  |
|

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **名次** | **學校** | **科系** | **指導老師** | **製作小組成員** | **作品名稱-篇名** |
| 金獎 | 長榮大學 南台科技大學 | 大眾傳播學系 資訊傳播系 | 黃燕馨、洪敏莉 | 朱珮儀、王藝郿 | [「MIT好熱！」台灣HOT水果](http://tw.marketing.campaign.yahoo.net/emarketing/4a/download/student01.ppt) |
| 銀獎 | 崑山科技大學 | 公共關係暨廣告系 | 徐玉瓊 | 王昱凱、劉勇琇 | [台灣愛上台灣設計](http://tw.marketing.campaign.yahoo.net/emarketing/4a/download/student02.ppt) |
| 銅獎 | 崑山科技大學 | 公共關係暨廣告系 | 徐玉瓊 | 陳思穎、王介竝、陳思吟、林宜潔 | [台灣新潮流!](http://tw.marketing.campaign.yahoo.net/emarketing/4a/download/student03.ppt) |
| 佳作 | 崑山科技大學 | 公共關係暨廣告系 | 徐玉瓊、王全裕 | 李嘉真、張喻涵、黃幸雪、黃安禔、陳亭妤 | [Hi,Taiwan Eye Design](http://tw.marketing.campaign.yahoo.net/emarketing/4a/download/student04.ppt) |

 |

 |