2012 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 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [大象篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=36&f=1522147759&p=0) | Epson |
| 銀獎 | ADK 聯旭 | Epson商用彩色標籤印表機 “吸睛系列” ─ [椅子篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=36&f=1522147761&p=2) | Epson |
| 銅獎 | BBDO黃禾 | [OMG篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=36&f=1522147764&p=5) | 艾思妮國際 |
| 銅獎 | ADK 聯旭 | Epson商用彩色標籤印表機 “吸睛系列” ─ [玩具狗篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=36&f=1522147762&p=3)  | Epson |
| 佳作 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [鯨魚篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=36&f=1522147763&p=4) | Epson |
| 佳作 | 靈智 | [字耕農篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=36&f=1522147760&p=1) | 天下雜誌 |

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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 | 電通國華 | 康是美康適貼克痛藥布 “圖鑑系列” ─ [開瓶篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902557&p=3) / [撿錢篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902558&p=4) / [蹲馬桶篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902559&p=5) | 康是美 |
| 銅獎 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [大象篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902556&p=2)/ [鯨魚篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902562&p=8) | Epson |
| 銅獎 | ADK 聯旭 | Epson商用彩色標籤印表機 “吸睛系列”[椅子篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902563&p=9) / [球鞋篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902565&p=11) / [玩具狗篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902564&p=10) | Epson |
| 銅獎 | 智威湯遜 | 全家福-[西裝篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902561&p=7) /[便裝篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902560&p=6) | 簡單美 |
| 佳作 | 博上 | 猛獸篇 [豹](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902554&p=0) / [鷹](http://www.wretch.cc/album/show.php?i=YYEEMM&b=37&f=1558902555&p=1) | 太古福斯汽車 |

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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 | ADK 聯旭 | Epson商用彩色標籤印表機“吸睛系列” ─ [椅子篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174943&p=7) | Epson |
| 銀獎 | ADK 聯旭 | EPSON商用印表機“耐用系列”─ [大象篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174938&p=3) / [鯨魚篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174946&p=11) | Epson |
| 銀獎 | ADK 聯旭 | Epson商用彩色標籤印表機“吸睛系列” [椅子篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174943&p=7) / [球鞋篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174945&p=9) / [玩具狗篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174944&p=8) | Epson |
| 銅獎 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [大象篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174938&p=3) | Epson |
| 銅獎 | 電通國華 | 康是美康適貼克痛藥布 “圖鑑系列” ─ [開瓶篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174939&p=4) / [撿錢篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174940&p=5) / [蹲馬桶篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174941&p=6) | 康是美 |
| 佳作 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [鯨魚篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=38&f=1929174946&p=11) | Epson |

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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** |
| 銀獎 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [大象篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=39&f=1488977669&p=0) | Epson |
| 銅獎 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [大象篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=39&f=1488977669&p=0) / [鯨魚篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=39&f=1488977679&p=8) | Epson |
| 佳作 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [鯨魚篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=39&f=1488977679&p=8) | Epson |
| 佳作 | ADK 聯旭 | Epson商用彩色標籤印表機 “吸睛系列” [椅子篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=39&f=1488977673&p=33) / [球鞋篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=39&f=1488977676&p=6) / [玩具狗篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=39&f=1488977675&p=5) | Epson |

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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** |
| 佳作 | ADKi | 統一AB優酪乳 -Office 壓力怪獸探測器系列[怨念獸篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=40&f=1522172408&p=0) / [黑鍋獸篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=40&f=1522172409&p=1) / [高眼獸篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=40&f=1522172410&p=2) / [失憶獸篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=40&f=1522172411&p=3) | 統一AB優酪乳 |

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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** |
| 銀獎 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [大象篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=41&f=1131311903&p=0) | Epson |
| 銀獎 | ADK 聯旭 | Epson商用彩色標籤印表機 “吸睛系列” ─ [椅子篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=41&f=1131311904&p=1)  | Epson |
| 銅獎 | ADK 聯旭 | Epson商用彩色標籤印表機 “吸睛系列” ─ [玩具狗篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=41&f=1131311905&p=2)  | Epson |
| 銅獎 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ 大象篇 / [鯨魚篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=41&f=1131311907&p=4) | Epson |
| 銅獎 | ADK 聯旭 | Epson商用彩色標籤印表機 “吸睛系列” [椅子篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=41&f=1131311904&p=1) / [球鞋篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=41&f=1131311906&p=3) / [玩具狗篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=41&f=1131311905&p=2) | Epson |
| 佳作 | ADK 聯旭 | EPSON商用印表機“耐用系列” ─ [鯨魚篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=41&f=1131311907&p=4) | Epson |
| 佳作 | ADK 聯旭 | Epson商用彩色標籤印表機 “吸睛系列” ─ [球鞋篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=41&f=1131311906&p=3)  | Epson |

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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** | **製作公司** |
| 金獎 | 奧美 | [曖昧篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=42&f=1086373609&p=4) | 味丹企業 | 藍月製作 |
| 銀獎 | 博達華商 | [放下篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=42&f=1086373608&p=3) | BOBSON牛仔褲 | 引力製作 |
| 銅獎 | 台灣電通 | [電影篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=42&f=1086373610&p=5) | 歐德家俱 | 圓圓製作 |
| 佳作 | 聯廣 | [空氣拳篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=42&f=1086373611&p=6) | 財團法人青年發展基金會 | \* |
| 佳作 | 雪芃 | [真實系列 ─ 砂石車司機](http://www.wretch.cc/album/show.php?i=YYEEMM&b=43&f=1270358857&p=5) | 104人力銀行 | 圓圓製作 |
| 佳作 | 我是大衛 | [夜市篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=42&f=1086373607&p=2) | 金門酒廠 | 藍月製作  |
| 佳作 | 雪芃 | [追尋篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=42&f=1086373612&p=6) | 旅行者 | 圓圓製作 |
| 佳作 | 奧美 | [電話亭](http://www.wretch.cc/album/show.php?i=YYEEMM&b=42&f=1086373613&p=7) | 統一超商 | 藍月製作 |

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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** | **製作公司** |
| 銀獎 | 我是大衛 | [挑戰珍藏館系列](http://www.wretch.cc/album/show.php?i=YYEEMM&b=43&f=1270358861&p=9) | 金門酒廠 | 藍月製作 |
| 銅獎 | 奧美 | [曖昧篇 / 救命篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=43&f=1270358862&p=10) | 味丹企業 | 藍月製作 |
| 佳作 | 台灣電通 | [永遠都想你管我](http://www.wretch.cc/album/show.php?i=YYEEMM&b=43&f=1270368228&p=9) | 全家 | 喜陽製作 |
| 佳作 | 雪芃 | [真實系列 ─ 砂石車司機 / 駐唱歌手](http://www.wretch.cc/album/show.php?i=YYEEMM&b=43&f=1270358857&p=5) | 104人力銀行 | 圓圓製作 |
| 佳作 | 奧美 | [不怕吃苦瓜炒鹹蛋篇 / 萬人迷迭香煎鮭魚篇 /原來我會燉雞湯篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=43&f=1270358860&p=8) | 全聯福利中心 | 藍月製作 |

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| **最佳長秒數立體廣告獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金獎 | 雪芃 | [追尋篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=44&f=1793681715&p=0) | 旅行者 | 圓圓製作 |
| 銀獎 | 奧美 | [曖昧篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=44&f=1793690169&p=12) | 味丹企業 | 藍月製作 |
| 銀獎 | 台灣電通 | [永遠都想你管我](http://www.wretch.cc/album/show.php?i=YYEEMM&b=44&f=1793690159&p=2) | 全家 | 喜陽製作 |
| 銅獎 | 博達華商 | [放下篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=44&f=1793690168&p=10) | BOBSON牛仔褲 | 引力製作 |
| 佳作 | 我是大衛 | [夜市篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=44&f=1793690167&p=10) | 金門酒廠 | 藍月製作 |
| 佳作 | 雪芃 | [真實系列 ─ 砂石車司機](http://www.wretch.cc/album/show.php?i=YYEEMM&b=44&f=1793690162&p=5) | 104人力銀行 | 圓圓製作 |

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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** | **製作公司** |
| 佳作 | 電通國華 | [立體聲篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=45&f=1991337271&p=0) | 統一超商 | 藍月製作 |
| 佳作 | 智威湯遜 | [速度篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=45&f=1991337272&p=1) | 臺北醫學大學 附設醫院 | 春天製作 |

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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** | **製作公司** |
| 銀獎 | 雪芃 | [追尋篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=46&f=1340219036&p=0) | 旅行者 | 圓圓製作 |
| 銀獎 | 博達華商 | [放下篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=46&f=1340219037&p=1) | BOBSON牛仔褲 | 引力製作 |
| 佳作 | 奧美 | [氣球篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=46&f=1340219038&p=2) | 統一超商 | 藍月製作 |
| 佳作 | 奧美 | [電話亭](http://www.wretch.cc/album/show.php?i=YYEEMM&b=46&f=1340219039&p=3) | 統一超商 | 藍月製作 |

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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** | **製作公司** |
| 佳作 | 智威湯遜 | [搶電視篇](http://www.wretch.cc/album/album.php?id=YYEEMM&book=47) | 岡本 | \* |

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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** | **製作公司** |
| 佳作 | 智威湯遜 | [想更遠篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=48&f=1127173240&p=0) | 智威湯遜 | \* |

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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** | **製作公司** |
| 銀獎 | 智威湯遜 | [乖乖造句包語言養成](http://www.wretch.cc/album/show.php?i=YYEEMM&b=49&f=1178722254&p=1) | 乖乖 | 引力製作 |
| 銅獎 | 奧美 | [好菜食譜篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=49&f=1178722253&p=0) | 全聯福利中心 | 藍月製作 |

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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** | **製作公司** |
| 銅獎 | 電通國華 | [搶購兩件大冰](http://www.wretch.cc/album/show.php?i=YYEEMM&b=50&f=1069595697&p=2) / [阿乾啦正傳](http://www.wretch.cc/album/show.php?i=YYEEMM&b=50&f=1069595700&p=5) / [不渴能的任務](http://www.wretch.cc/album/show.php?i=YYEEMM&b=50&f=1069595696&p=1) | 統一超商 | 春天製作 |
| 佳作 | ADKi | [Yahoo!奇摩社群遊戲 ─ 送你禮物玩](http://www.wretch.cc/album/show.php?i=YYEEMM&b=50&f=1069595695&p=0) | Yahoo!奇摩 | 宇宙映像 |
| 佳作 | 奧美 | [生命之歌](http://www.wretch.cc/album/show.php?i=YYEEMM&b=50&f=1069595701&p=4) | 生寶臍帶血銀行 | 春天製作 |

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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** | **製作公司** |
| 銅獎 | 奧美促動行銷 | [擴增實境馬克杯](http://www.wretch.cc/album/show.php?i=YYEEMM&b=51&f=1951711352&p=3) | 台灣飛利浦 | \* |
| 銅獎 | BBDO黃禾 | [M&M’s 全家篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=51&f=1951711347&p=0) | 美商瑪氏食品 | \* |
| 佳作 | 奧美 | [好菜食譜篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=51&f=1951711350&p=1) | 全聯福利中心 | 藍月製作 |

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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** | **製作公司** |
| 銅獎 | 智威湯遜 | AXE21樂團 | Unilever聯合利華 | \* |
| 銅獎 | 奧美 | [十五影展篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=52&f=1611913995&p=5) | 味丹企業 | 波谷製作 |
| 佳作 | 智威湯遜 | [乖乖造句包語言養成](http://www.wretch.cc/album/show.php?i=YYEEMM&b=52&f=1611913994&p=4) | 乖乖 | 引力製作 |
| 佳作 | 奧美 | [中山路100號篇](http://work.omdigital.com.tw/OMDigitalWorks/2011/2011_5_cht.html) | Yahoo!奇摩 | 空殼影像 |

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| **最佳互動行銷創意獎** |  |
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| **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 | [乖乖造句包語言養成](http://www.wretch.cc/album/show.php?i=YYEEMM&b=53&f=1347815222&p=2) | 乖乖 | 引力製作 |
| 銅獎 | ADKi  | [Yahoo!奇摩社群遊戲 ─ 送你禮物玩](http://www.wretch.cc/album/show.php?i=YYEEMM&b=53&f=1347815221&p=1) | Yahoo!奇摩 | 宇宙映像 |
| 佳作 | ADKi  | [統一AB優酪乳 ─ Office 壓力怪獸探測器](http://www.wretch.cc/album/show.php?i=YYEEMM&b=53&f=1347815220&p=0) | 統一AB優酪乳 | \* |

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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** | **製作公司** |
| 金獎 | 不來梅 | [日立Face to Face](http://award.z1star.com.tw/?p=835) | 日立冷氣 | \* |
| 銀獎 | ADKi  | [統一AB優酪乳-Office 壓力怪獸探測器](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338867&p=1) | 統一企業 | \* |
| 銀獎 | 台灣電通 | [康健霓小姐愛情微電影](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338880&p=14) | 全家 | 喜陽影片製作 |
| 銀獎 | 紅谷資訊 | [2012愛評誠徵『飯桶白吃』](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338887&p=21) | 愛評網 | \* |
| 銅獎 | ADKi | [Yahoo! 奇摩社群遊戲-送你禮物玩](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338886&p=20) | Yahoo!奇摩 | 宇宙映像 |
| 銅獎 | 台灣電通 | [永遠都想你管我](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338871&p=5) | 全家 | 喜陽影片製作 |
| 銅獎 | 台灣電通 | 人類戴眼鏡的99種理由[砂石篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338870&p=4) / [拉麵篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338872&p=6) / [撈金魚篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338874&p=8) / [功夫篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338877&p=11) | 得恩堂 | 喜陽影片製作 |
| 銅獎 | 電通國華 | [Yahoo!寶屋調查局樂透](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338888&p=22) | Yahoo!奇摩 | 知了制作 / 零八柒創意視覺 |
| 銅獎 | 智威湯遜 | [最快樂的公司](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338884&p=18) | 智威湯遜 | \* |
| 佳作 | 不來梅 | [博尼的大冒險](http://award.z1star.com.tw/?p=744) | Sony Music | \* |
| 佳作 | 創異數位 | [動起來！篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=54&f=1028338866&p=0) | 安泰ING投信 | \* |
| 佳作 | 不來梅 | [那些年，我們一起追的女孩](http://award.z1star.com.tw/?p=731) | Sony Music | \* |

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| **最佳豐富多媒體網路廣告獎(Rich Media網路廣告)** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 銅獎 | 創異數位 | [動起來！篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=55&f=1320465900&p=0) | 安泰ING投信 | \* |
| 銅獎 | 電通國華 | [Yahoo!寶屋調查局樂透](http://www.wretch.cc/album/show.php?i=YYEEMM&b=55&f=1320465901&p=1) | Yahoo!奇摩 | 知了制作 / 零八柒創意視覺 |
| 佳作 | 知世.安索帕 | [信義房屋 ─ 吉屋完全手冊 你不知道篇](http://203.67.80.100/2012_4AYahoo/TPE/18_Sinyi_Ad/index.html) | 信義房屋 | \* |

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| **最佳互動網路廣告獎(網路廣告)** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 銅獎 | 米蘭 | [Lexus GS鋒芒畢露 teaser廣告](http://www.wretch.cc/album/show.php?i=YYEEMM&b=56&f=1320684148&p=1) | 和泰汽車 | 稽古創意 |
| 佳作 | 創異數位 | [動起來！篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=56&f=1320684147&p=0) | 安泰ING投信 | \* |

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| **最佳豐富多媒體網站獎(Rich Media網站)** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 銀獎 | ADKi | [Yahoo!奇摩社群遊戲 ─ 送你禮物玩](http://www.wretch.cc/album/show.php?i=YYEEMM&b=57&f=1288717536&p=0) | Yahoo!奇摩 | 宇宙映像 |
| 銅獎 | 不來梅 | [博尼的大冒險](http://award.z1star.com.tw/?p=744) | Sony Music | \* |
| 銅獎 | 聯樂數位 | [可口可樂博物館](http://www.wretch.cc/album/show.php?i=YYEEMM&b=57&f=1288717537&p=1) | 太古可口可樂 | \* |
| 佳作 | ADKi | [新楓之谷 ─ 校園英雄加油隊](http://www.wretch.cc/album/show.php?i=YYEEMM&b=57&f=1288717538&p=2) | 遊戲橘子 | 稽古 / 曾棨信 |
| 佳作 | 不來梅 | [Skittles彩虹糖 想像不色限](http://award.z1star.com.tw/?p=735) | 台灣留蘭香 | \* |

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| **最佳互動網路活動獎(網路活動)** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 金獎 | 米蘭 | [世界第一個臉書朋友到齊派對](http://www.wretch.cc/album/show.php?i=YYEEMM&b=58&f=1285675047&p=2) | 海尼根 | \* |
| 銀獎 | 米蘭 | [Yahoo!奇摩 首頁人生](http://www.wretch.cc/album/show.php?i=YYEEMM&b=58&f=1285675046&p=1) | Yahoo!奇摩 | \* |
| 銅獎 | 摩奇創意 | [7-ELEVEN卡路里日記簿](http://www.wretch.cc/album/show.php?i=YYEEMM&b=58&f=1285675051&p=6) | 統一超商 | 摩奇創意 |
| 銅獎 | ADKi | [新楓之谷 ─ 校園英雄加油隊](http://www.wretch.cc/album/show.php?i=YYEEMM&b=58&f=1285675050&p=5) | 遊戲橘子 | 稽古 / 曾棨信 |
| 銅獎 | 奧美 | [手中的小旅行篇](http://work.omdigital.com.tw/OMDigitalWorks/2011/2011_9_cht.html) | 台灣高鐵 | 空殼影像、愛迪斯科技 |
| 銅獎 | 知世.安索帕 | [信義房屋 ─ 凶宅安心保障 吉屋完全手冊](http://203.67.80.100/2012_4AYahoo/TPE/1_sinyi_nicehouse/index.html) | 信義房屋 | \* |
| 佳作 | 不來梅 | [博尼的大冒險](http://award.z1star.com.tw/?p=744) | Sony Music | \* |
| 佳作 | 不來梅 | [日立Face to Face](http://award.z1star.com.tw/?p=835) | 日立冷氣 | \* |
| 佳作 | 奇禾數位 | [愛、關懷](http://www.wretch.cc/album/show.php?i=YYEEMM&b=58&f=1285675048&p=3)  | 台灣萊雅-卡尼爾 | \* |
| 佳作 | ADKi | [Yahoo!奇摩社群遊戲 ─ 送你禮物玩](http://www.wretch.cc/album/show.php?i=YYEEMM&b=58&f=1285675045&p=0) | Yahoo!奇摩 | 宇宙映像 |
| 佳作 | 不來梅 | [愛的大告白 Facebook APP](http://award.z1star.com.tw/?p=751) | Sony Music | \* |
| 佳作 | 電通國華 | [威德in夢幻啦啦篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=58&f=1285675049&p=4) | 森永 | 零後影像製作 |
| 佳作 | 不來梅 | [Skittles彩虹糖 想像不色限](http://award.z1star.com.tw/?p=735) | 台灣留蘭香 | \* |

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| **最佳網路病毒行銷創意獎** |  |
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| **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 | [[8072]電影合作](http://www.wretch.cc/album/show.php?i=YYEEMM&b=59&f=1935544714&p=0) | HSBC滙豐銀行 | 雷宮製作 |
| 銅獎 | 不來梅 | [日立Face to Face](http://award.z1star.com.tw/?p=835) | 日立冷氣 | \* |
| 銅獎 | 麥肯 | [Get Closer讓我們更靠近](http://tw.marketing.campaign.yahoo.net/emarketing/4a/download/2012win/2x/2X07090006/) | 嬌生ACUVUE | 黠可創意行銷 |
| 佳作 | 米蘭 | [funshare粉絲活動 ─ 聖誕節](http://www.wretch.cc/album/show.php?i=YYEEMM&b=59&f=1935544715&p=1) | 海尼根 | \* |

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| **最佳網路創新運用形式獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 佳作 | ADKi | [新楓之谷 ─ 校園英雄加油隊](http://www.wretch.cc/album/show.php?i=YYEEMM&b=60&f=1114837098&p=4) | 遊戲橘子 | 稽古/曾棨信 |
| 佳作 | 創異數位 | [動起來！篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=60&f=1114837094&p=0) | 安泰ING投信 | \* |
| 佳作 | 奇禾數位 | [愛、關懷](http://www.wretch.cc/album/show.php?i=YYEEMM&b=60&f=1114837097&p=3) | 台灣萊雅-卡尼爾 | \* |
| 佳作 | 米蘭 | [LEXUS Hybrid Power](http://www.wretch.cc/album/show.php?i=YYEEMM&b=60&f=1114837095&p=1) | 和泰汽車 | \* |
| 佳作 | 米蘭 | [TOYOTA 2012台北車展 電力持久賽](http://www.wretch.cc/album/show.php?i=YYEEMM&b=60&f=1114837096&p=2) | 和泰汽車 | \* |

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| **最佳手機創新運用形式獎** |  |
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| **名次** | **廣告公司** | **作品名稱-篇名** | **廣告主** | **製作公司** |
| 銀獎 | 麥肯 | [暖話效應](http://mccann.tw/warmingAPP/award/zh/) | 麥肯 | \* |
| 佳作 | 法樂設計 | [Real Escape](http://realescape.fla-g.com/) | 法樂設計 | 法樂設計 |
| 佳作 | 米蘭 | [適量飲酒 精采由你掌握](http://www.wretch.cc/album/show.php?i=YYEEMM&b=61&f=1745768138&p=0) | 海尼根 | \* |

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| **遺珠創意獎** |  |
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| **名次** | **廣告公司** |

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|   | **作品名稱-篇名** |

 | **廣告主** |
| 佳作 | 聯廣 |

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|   | 遺言 |

 | 動腦雜誌 |

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| **評審團特別獎** |  |
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| **姓名** |

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| [羅景壬導演](http://www.wretch.cc/blog/YYEEMM/10693227) |

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| **年度最佳廣告主（Client Of The Year)** |  |
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| **廣告主** |

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|  台灣愛普生(Epson) |

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| **學生組** |
| **最佳學生平面廣告獎** |  |
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| **名次** | **學校** | **科系** | **指導老師** | **製作小組成員** | **作品名稱-篇名** |
| 金獎 | 樹德科技大學 | 視覺傳達設計系 | 張建豐 | 歐佩玲 | [無法言語](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371497&p=14) |
| 銀獎 | 台中科技大學 | 商業設計系 | 陳清文 | 林艾瑩 | [看得清楚的是人，看不清楚就不是人嗎](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371483&p=0) |
| 銅獎 | 崇右技術學院 | 數位媒體設計學系 | 張敏捷 | 李致緯、陳彥翰 | [我想上學 ─ 數學課篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371492&p=9) |
| 佳作 | 銘傳大學 | 商業設計系 | 方菁蓉 | 蕭今翔、劉珊綺謝雅瑩、蔡馨儀 | 童年異夢 [童工篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371501&p=18) / [童兵篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371500&p=17) |
| 佳作 | 銘傳大學 | 商業設計系 | 方菁容 | 鍾孟潔、陳嘉吟、宋玉萍 | 求學不易系列路程篇 / 大門篇 / 高牆篇 |
| 佳作 | 士林高商 | 廣告設計科 | 李建志 | 顏暐倫 | [明 暗](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371487&p=4) |
| 佳作 | 臺灣藝術大學 | 視覺傳達設計學系 | \* | 陳仲揚 | [Child Labour of Chocolate](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371484&p=1) |
| 佳作 | 銘傳大學 | 商業設計系 | 方菁容 | 黃盈郡、梁卉柔、蔡宜庭 | 不要來真的[竹槍篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371485&p=2) / [紙飛機篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371486&p=3) |
| 佳作 | 銘傳大學 | 商業設計系 | 方菁容 | 鍾孟潔、陳嘉吟、宋玉萍 | 兒童玩具系列[模型篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371488&p=5) / [紙娃娃篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371489&p=6) |
| 佳作 | 台中科技大學 | 商業設計系 | 李新富 | 呂思妤 | [家庭暴力](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371490&p=7) |
| 佳作 | 銘傳大學 | 商業設計系 | 余淑吟 | 李雅雯、林佩蓉、陳威成 | [沒有人能阻擋你內心的慾望](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371494&p=11) |
| 佳作 | 中國文化大學推廣教育部 | 廣告系 | 鄭司維 | 王健旭、王郁嘉、簡麗芳盧柏安、謝岡宏、甘植凡 | [知而不言](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371498&p=15) / [言而不盡](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371499&p=16) |
| 佳作 | 嶺東科技大學 | 視覺傳達設計系 | 蔡昌吉 | 邱柏盛、林璟玹吳安婷、陳鈺玟 | 枷鎖[鐵鏈篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371502&p=19) / [拒馬篇](http://www.wretch.cc/album/show.php?i=YYEEMM&b=62&f=1343371493&p=10) |

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| **最佳學生電視廣告獎** |  |
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| **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 | 媒體設計科技學系 | 陳雍正 | 林姝廷、顏姿郁、郭玲宜 | [Human Rights](http://www.wretch.cc/album/show.php?i=YYEEMM&b=63&f=1775569867&p=1) |
| 銀獎 | 崑山科技大學 | 空間設計系 | 郭一勤 | 李洧樂、金聖德 | [Another Toy Story](http://www.wretch.cc/album/show.php?i=YYEEMM&b=63&f=1775563729&p=0) |
| 銅獎 | 台中科技大學 | 商業設計系 | 李新富 | 林佳瑩、曾琬芸、彭妙華 | [加和減](http://www.wretch.cc/album/show.php?i=YYEEMM&b=63&f=1775569871&p=5) |
| 佳作 | 元智大學 | 資訊傳播學系 | 張世明 | 許瑋哲、陳俞潔、李佩霖黃乙恆、朱育萱、陳孟偉邱顯傑、黃繼正 | [Where is my Holiday?](http://www.wretch.cc/album/show.php?i=YYEEMM&b=63&f=1775569868&p=2) |
| 佳作 | 朝陽科技大學 | 傳播藝術系 | 許維哲 | 黃顥然 | 人權，賦予這世界更多機會 |
| 佳作 | 雲林科技大學 | 視覺傳達設計系 | 廖志忠林芳穗 | 鄭耀宗、曾國展李蕙如、郭文顓 | [Jump together!](http://www.wretch.cc/album/show.php?i=YYEEMM&b=63&f=1775569870&p=4) |
| 佳作 | 亞洲大學 | 視覺傳達設計系 | 陳清文 |  郭靜宜、邱芷彥 | [滑鼠一按，就可以構成犯罪！](http://www.wretch.cc/album/show.php?i=YYEEMM&b=63&f=1775569872&p=6) |
| 佳作 | 崑山科技大學 | 視訊傳播設計系 | 簡皓琦 | 施養浩、龔致豪、陳昱翔王政洋、林宗廷、林筱容 | [尊重接納，和平無罪](http://www.wretch.cc/album/show.php?i=YYEEMM&b=63&f=1775569869&p=3) |
| 佳作 | 台灣藝術大學 世新大學 | 文化創意事業系 | 李建成 | 陳盟傳 | [人權第十二條 隱私的權利](http://www.wretch.cc/album/show.php?i=YYEEMM&b=63&f=1775569873&p=7) |

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| **最佳學生網路廣告獎** |  |
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| **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 | 媒體設計科技學系 | 陳雍正 | 吳曉玫、林子琳、金培筠 | [輿論](http://www.wretch.cc/album/show.php?i=YYEEMM&b=64&f=1500245423&p=3) |
| 銀獎 | 淡江大學 | 資訊傳播系 | 孫蒨鈺 | 李思佳、吳澄宇 | [拾穗2012](http://s98.tku.edu.tw/~498040160/4A/index.html) |
| 銅獎 | 元智大學 | 資訊傳播學系 | 張世明 | 許瑋哲、陳俞潔、李佩霖黃乙恆、朱育萱、陳孟偉邱顯傑、黃繼正 | [讓我說](http://www.wretch.cc/album/show.php?i=YYEEMM&b=64&f=1500245420&p=0) |
| 佳作 | 世新大學 | 公共關係暨廣告學系 | \* | 吳靖之 | [畫地製線 ─ 為行動不便者造路](http://www.wretch.cc/album/show.php?i=YYEEMM&b=64&f=1500245421&p=1) |
| 佳作 | 元智大學 | 資訊傳播學系 | 張世明 | 李京燕、何康寧、楊朝傑沈明賢、陶世煒、李虹儀鄭亦婷、周卓樂、游立婷 | [幹嘛搶？每個人都有](http://www.wretch.cc/album/show.php?i=YYEEMM&b=64&f=1500245422&p=2) |
| 佳作 | 政治大學 | 數位內容碩士學位學程 | 吳岳剛 | 黃雅婷 | [Sale for you](http://dct-yating.zxq.net/Saleforyou/Sale%20for%20you.html) |

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| **最佳學生網路行銷創意獎** |  |
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| **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 | 公共關係暨廣告系 | 鄭鼎寶 | 陳亭妤、蔣佳芸鄭欽鴻、林佳民 | [尊重隱私權](http://www.wretch.cc/album/show.php?i=YYEEMM&b=65&f=1380732139&p=4) |
| 銀獎 | 臺灣師範大學 | 圖資所碩班 | 卜小蝶 | 廖家慧、林孟毅、 鄭智遠 | [為什麼我不能參加演唱會](http://www.wretch.cc/album/show.php?i=YYEEMM&b=65&f=1380732136&p=1) |
| 銅獎 | 崑山科技大學 | 視覺傳達設計系 | 黃淑英 | 李琦翾、高婉瑜、譚聖弘邱詠証、郭欣翔 | [鴿頌人權](http://www.wretch.cc/album/show.php?i=YYEEMM&b=65&f=1380732140&p=5) |
| 佳作 | 世新大學 | 公共關係暨廣告學系 | \* |  吳靖之 | [畫地製線－為行動不便者造路](http://www.wretch.cc/album/show.php?i=YYEEMM&b=65&f=1380732137&p=2) |
| 佳作 | 崑山科技大學 | 公共關係暨廣告系 | 徐玉瓊 | 張喻涵、黃幸雪、李嘉真王松逸、張彭瑋、許家銘 | [關懷珍愛 發聲正義](http://www.wretch.cc/album/show.php?i=YYEEMM&b=65&f=1380732138&p=3) |

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