

**AD SPOT NON-PROFIT 2009**  
**International Festival of non-profit communication**

**WINNERS by MEDIA AREA**

**Section: FILMS**

**Category: Health**

Brasil

**Little Fish/ Organ Donation**

*Agency:* Giovanni +Draft fcb  
*for* Adote

Canada

**A lot of reason/Diabetes and obesity**

*Agency:* Now Communications Group  
*for* Government of Manitoba

**Category: Society and Rights**

Italy

**Parents/Adozione**

*Agency:* JWT Milano - *Production:* Bedeschi Film  
*for* Associazione onlus EnzoB

Canada

**Anthem/ War Child**

*Agency:* John St.  
*for* War Child Canada

Kingdom of Saudi Arabia

**Anticorruption**

*Agency:* 3points Advertising  
*for* Abdum Latif Jameel Community Service Programs

**Category: Environment**

Australia

**The ticks / Environmental**

*Agency:* Leo Burnett Sidney  
*for* WWF

Italy

**From Paper to tree/ save paper**

*Agency:* Euro RSCG Milano  
*for* Legambiente

**section : PRESS**

**Category: Health**

Brasil

**Breast-Throat / Cancer prevention**

*Agency: Matosgrey*

*for Hospital de cancer de Barretos*

Finlandia

**Doll house/Healthcare for psychiatric child patients**

*Agency: King Helsinki*

*for The association of Friends of the University Children's Hospital*

**Category: Society and Rights**

Italy

**White Flag / Medecins sans frontieres**

*Agency: Lowe Pirella Fronzoni*

*for Medici senza Frontiere*

Chile

**Folders/ Childrens rights**

*Agency: Ogilvy Chile*

*for Unicef*

**Category: Environment**

Spain

**Ship / Sea protection**

*Agency: Euro RSCG Spagna*

*for Greenpeace*

France

**Boomerangs/ Environmental awareness**

*Agency: DDB Paris*

*for Greenpeace*

**section : OUTDOOR**

**Category: Health**

Belgium  
**Condom/ Aids prevention**  
*Agency: Euro RSCG Life Brussels  
for Plate-forme Prevention Sida*

Canada  
**Fake Alcohol/don't drink and drive message**  
*Agency: Phoenix Advertising Group  
for Saskatchewan Gov*

**Category: Society and Rights**

Netherlands  
**Verbal abuse/ Children rights**  
*Agency: Saatchi&Saatchi Amsterdam  
for Stichting Geheim Geweld*

Canada  
**War Child / Children rights**  
*Agency: Johns St  
for War Child*

**Category: Environment**

The Philippines  
**Match/Fire preventions**  
*Agency: DDB DM9Jayme Syfu  
for Makati City Fire Station*

China  
**Pollution/ Environmental protection message**  
*Agency: JWT Shangai  
for CEPF*

**section : INTEGRATED**

Spain  
**Beautiful Ad/ Prodis**  
*Agency: Vitruvio Leo Burnett  
For PRODIS*

**section : UNCONVENTIONAL**

Germany

**Eye tracking**

*Agency:* Jung von Matt  
*for* Amnesty International

Japan

**Melody Road**

*Agency:* Dentsu Razorfish  
*For* : Dunlop

France

**M2**

*Agency:* BDDP&Fils  
*For* : Abbe Pierre Foundation

**section : RADIO**

Belgium

**Condom**

*Agency:* Euro RSCG Life Brussels  
*For* Plate-Forme Prevention Sida

**section : PROMO-PRESS**

Great Britain

**Project Overlord : Sprechen Sie**

*Agency:* BMB – Beattie McGuinness Bungay  
*For* Normandy Veterans Association

**section : INTERNET**

Best banner

Japan –

**The escaping island**

*Agency:* Daiko Advertising  
*For* Japan Ad Council

Best web-site

Brazil –

**It is normal to be different**

*Agency:* Giovanni+Draftfcb  
*For* MetaSocial Institute



**AD SPOT NON-PROFIT 09  
Winners**

**SPECIAL PRIZE DEDICATED TO  
GERMANY**

**Section : FILM**

Germany

**Know your limit/ Alcohol**

*Agency:* Schulze Walther Zahel

*Production:* Naumann Film

*for* BzgA

**Section: PRESS and OUTDOOR**

Germany

**Travelling Fruits/ pollution awareness**

*Agency:* McCann Erickson BCA

*for* BUND