



**AD SPOT NON-PROFIT 2010
International Festival of Non-Profit Communication**

WINNERS

GRAND PRIX - PRESS & OUTDOOR

Indonesia

CORAL

Adv agency: Grey Jakarta
per Conservation International

PRESS SECTION

Cat.: Health

Hungary

THE REVENGE OF ORGANS

Adv agency: ACG Advertising
for Mediauno

India

JUST MARRIED/ WAITING
FRIEND

Adv agency: Mudra DDB
for Bangalore Traffic Police

cat.: Society and Rights

Belgium

WATERGUNS

Adv agency: AIR
for Amnesty International

New Zealand

BEATING/ REBELS

Adv agency: Colenso BBDO
for Amnesty International

Cat.: Environment

Bulgaria

BOUTIQUE

Adv agency: TBWA Sofia
for Vzemi Priatel

OUTDOOR SECTION

Cat.: Health

Great Britain

BOY / COUPLE

Adv agency: M&C SAATCHI
for Transport for London

Mexico

RED CROSS: CPR

Adv agency: JWT Mexico
for Mexican Red Cross

cat.: Society and Rights

Germany

UNICORN/BAMBI

Adv agency: BBDO
Dusseldorf
for Caritas

France

HOMELESS

Adv agency: Publicis Conseil
for Samusocial

Cat.: Environment

Great Britain

BORN FREE

Adv agency: WCRS London
for BornFree

France

POLAR BEAR/RHINO

Adv agency: Ogilvy France
for WWF

**UNCONVENTIONAL
SECTION**

France

HOMELESS

Adv agency: Publicis Conseil
for Samusocial

Japan

LOVE CAKE

Adv agency: Dentsu Tokyo
for World Vision

INTEGRATED SECTION

Belgium

POVERTY IS MODERN

Adv agency: AIR
for Amnesty International

FILM SECTION

Cat.: Health

Spain
One minute of silence

Adv agency: TBWA Spain
for Road Safety Council

Cat.: Society and Rights

Italy

I am I amnesty

Adv agency: Zowart
for Amnesty International

Italy

SHADOWS

Adv agency: Aldo Biasi
Comunicazione
for MOIGE

***Cat.: Public
communication***

Italy

WHY EUROPE IS GOOD FOR
YOU

Adv agency Controcampo
for European Union – Veneto
Region

WEB SECTION

Great Britain

iHOBO
www.ihoboapp.com/player

Adv agency: Publicis London
for DePaul UK

PROMO-PRESS SECTION

Special mention for the
high-quality of the artwork

Italy

ECO TRIBU' MISSION

Adv agency : La Fabbrica
Per Coca-Cola/HBC Italia

**SPECIAL AWARD
FOCUS ON EASTERN
EUROPEAN SOCIAL
ADVERTISING**

2010

Cat.: Health

Hungary

THE REVENGE OF ORGANS

Adv agency: ACG Advertising
for Mediauno

Cat.: Environment

Bulgaria

BOUTIQUE

Adv agency: TBWA Sofia
for Vzemi Priatel

Cat.: Culture

Czech Republic

MUNCH

Adv agency:
Euro RSCG Prague
for Dox Gallery Cafè

info www.adee.it