



THE 2009 MIDAS AWARDS
WINNERS INDEX



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CONGRATULATIONS TO THE 2009 GRAND WINNER

MCCANN ERICKSON; NEW YORK, NY USA

MasterCard

"Shopping"

Best Special Effects

AUSTRALIA

Lavender*; Sydney

Finalist Award Winner

Westpac Banking Corporation

"It's Your Idea"

Best Integrated (Mixed Media) Campaign

AUSTRIA

Buero X Vienna; Vienna

Silver Award Winner

Wienerberger AG

"Wienerberger Annual Report 2008"

Annual Report

"Demner, Merlicek & Bergmann

Werbe.ges.m.b.H."; Vienna

Silver Award Winner

Bankhaus Spaengler

"Because Habits Are So Difficult To Give Up: Chauffeur / Polo Player / Tailor"

Banking

Finalist Award Winner

Wiener Staedtische Versicherung AG

Vienna Insurance Group

"Chain Saw"

Insurance

BAHRAIN

Vahid Associates; Manama

Gold Award Winner

BNH

"Spreading Prosperity"

Annual Report

CANADA

Draffifcb; Toronto

Silver Award Winner

TD Canada Trust

"Take It, 2pm, Milk, No Appointment

Necessary, Mobile Mortgage Specialist"

Banking

Finalist Award Winner

Student Banking

"Cash For Comfort"

Best Place-Based Media

Finalist Award Winner

TD Canada Trust

"2PM"

Banking

Marketel; Montreal (Quebec)

Finalist Award Winner

Bank of Canada

"Savings Bonds"

Best Animation

Finalist Award Winner

Bank of Canada

"Savings Bonds"

Financial Planning

Finalist Award Winner

Bank of Canada

"Puck"

Best Online Advertising

EGYPT

TBWAEgypt; Giza

Finalist Award Winner

Egyptian Gulf Bank Corporate

"EGB/Corporate One Tvc"

Banking

ENGLAND

ABBOTT MEAD VICKERS BBDO;
London

Silver Award Winner

AVIVA

"I AM JOHN"

Best Editing

Silver Award Winner

AVIVA

"NAME CHANGE"

Best Sound

Silver Award Winner

AVIVA

"NAME CHANGE"

Best Television Commercial

Finalist Award Winner

AVIVA

"I AM JOHN"

Best Music

Finalist Award Winner

AVIVA

"I AM JOHN"

Best Television Commercial

Finalist Award Winner

AVIVA

"NAME CHANGE"

Best Direction

Finalist Award Winner

AVIVA

"NAME CHANGE"

Insurance

Pemberton & Whitefoord Design
Consultants; London

Silver Award Winner

Whitefoord Essays

"A Perfect Storm"

Best Brochure

GERMANY

brainwaves KG; Munchen

Silver Award Winner

"brainwaves KG, Munich"

"Stop The Nonsense"

Public Service

Elephant Seven Hamburg GmbH

Finalist Award Winner

Allianz

"Allianz pet insurance"

Insurance

Euro RSCG Düsseldorf; Duesseldorf

Silver Award Winner

Quirin Bank

"Hide and Seek Booklet"

Banking

Silver Award Winner

Quirin Bank

"Hide and Seek Booklet"

Best Brochure

Silver Award Winner

Quirin Bank

"Hide and Seek Booklet"

Best Graphic Design

Schitto Schmodde Werbung GmbH;
Frankfurt

Finalist Award Winner

STOXX Limited

"TEN - Anniversary book"

Best Brochure

Simon & Goetz Design GmbH & Co.
KG; Frankfurt/Main

Silver Award Winner

Sal. Oppenheim jr. & Cie.

"Annual Report 2007 'Internationalisation'"

Annual Report

Strichpunkt GmbH; Stuttgart

Finalist Award Winner

Air Berlin PLC & Co. Luftverkehrs KG

"Annual report 2007"

Annual Report

INDIA

JWT; Mumbai

Finalist Award Winner

Birla Global Finance

"Sliced Car"

Auto Leasing

MALAYSIA

Superwonderful Films; Kuala Lumpur

Silver Award Winner

RHB Islamic Bank

"Office"

Banking

TBWA TEQUILA Malaysia;

Kuala Lumpur

Silver Award Winner

Standard Chartered Bank

"Desire is Infinite"

Credit Card

NEW ZEALAND

TBWA WHYBINTEQUILA; Auckland

Gold Award Winner

ASB

"Crazy wwworld"

Best Online Advertising

Gold Award Winner

ASB

"Upgrade your year"

Best Point-of-Purchase

Finalist Award Winner

ASB

"Crazy wwworld"

Credit Card

Finalist Award Winner

ASB

"Say Cheese"

Best Guerrilla Advertising

Finalist Award Winner

ASB

"Upgrade your year"

Best Trade Booth/Exhibition

SLOVAK REPUBLIC

Vaculik Advertising; Bratislava

Silver Award Winner

Tatra Banka

"Whistling Citylight"

Best Poster

SOUTH AFRICA

Draffcb Cape Town; Cape Town

Silver Award Winner

Santam

"Odds"

Insurance

Silver Award Winner

Santam

"Philosophy Brand Books"

Insurance

NetworkBBDO; Johannesburg

Gold Award Winner

Nedbank

"Recycled Billboard"

Banking

SWITZERLAND

Wirz /BBDO; Zürich

Finalist Award Winner

Die Schweizerische Mobiliar

"Die Mobiliar übf"

Insurance

USA

Commonwealth Financial Network;

Waltham, MA

Finalist Award Winner

Commonwealth Financial Network

"Worst Case Scenario Mailing"

Recruiting

dailey; West Hollywood, CA

Gold Award Winner

Intuit Quickbooks

"Quickbooks Mixed Media Campaign"

Financial Software

Element79; Chicago, IL

Finalist Award Winner

Harris Bank

"Harris Bank Mixed Media"

Best Integrated (Mixed Media) Campaign

Finalist Award Winner

Harris Bank

"Jane/Mr. Wonderful/Garage"

Banking

Firstborn; New York, NY

Gold Award Winner

Northwestern Mutual

"Let Your Worries Go"

Insurance

Silver Award Winner

U.S. Treasury

"Bad Credit Hotel"

Education

"IW Group, inc"; West Hollywood, CA

Finalist Award Winner

MetLife

"Passing Down Value"

Insurance

McCann Erickson; New York, NY

Grand Award Winner

MasterCard

"Shopping"

Best Special Effects

Gold Award Winner

MasterCard

"Brit Awards"

Best Integrated (Mixed Media) Campaign

Gold Award Winner

MasterCard

"Mr. Bill :30 TV"

Best Television Commercial

Gold Award Winner

MasterCard

"Overjoy Of Giving"

Best Integrated (Mixed Media) Campaign

Gold Award Winner

MasterCard

"Small Business Land"

Best Animation

Silver Award Winner

MasterCard

"Robot Dance :15 TV"

Best Television Commercial

Silver Award Winner

MasterCard

"Suite Talks with Peyton Manning"

Sponsorship

Finalist Award Winner

MasterCard

"Mix and Match"

Best Photography

"Organic, Inc."; San Francisco, CA**Silver Award Winner**

Bank of America

"Morris on Campus"

Best Copywriting

Silver Award Winner

Bank of America

"Morris on Campus"

Best Website

Silver Award Winner

Bank of America

"Morris on Campus"

Financial Planning

Finalist Award Winner

Bank of America

"Morris on Campus"

Banking

Finalist Award Winner

Bank of America

"America's Cheer"

Best Website

Finalist Award Winner

Bank of America

"America's Cheer"

Sponsorship

Sapient Interactive; Palmetto Bay, FL**Silver Award Winner**

Humana

"Humana Games for Health"

Insurance

Finalist Award Winner

Union Bank of California

"Union Bank of California Product Demo"

Banking