



Best of the Year 2008 – Excellence in Advertising and Graphic Design

Golden Awards

1. Graphic Design

Title: My o My store design

Client: My o My

Art Director: Linda Linko, Sanna Paananen

Graphic designer: Linda Linko, Sanna Paananen

Copywriter: Jonathan Mander, Iina Merikallio

Client's representative: Pauliina Louhiluoto

Photography: Liisa Valonen

The design was also influenced by: Pauliina Louhiluoto, Anna-Katriina Tilli, Mikko Vesanen, Timo Koro

Grounds: A total design produced by genuine passion – a personal approach directly appealing to the target group.

2. Publications

Title: Kasino A4 Magazine

Client: Kasino

Design Agency Su: Kasino

Art Director: Pekka Toivonen

Creative Director: Pekka Toivonen, Jonathan Mander, Jussi Puikkonen, Antti Routto

Illustrators: Jesse Auersalo, Rami Niemi, Konsta Ojala, Overture, Sanna Paananen, Kustaa Saksi

Graphic design assistant: Pekka Toivonen

Editors: Jonathan Mander, Antti Routto, Jussi Puikkonen

Writer: Teemu Fiilin, Tero Kartastenpää, Johanna Koljonen, Ulrik Lehrskov-Schmidt, Anu-Elina

Lehti, Tuire Lukka, Anni Mikkelsen, Antti J. Peltonen, Matti Pentikäinen, Elina Pirinen, Jenna

Sutela, Ulla Toivonen, Arttu Tolonen, Jesper Vuori

Photography: Werner Amann, Johann Besse, Nicolas Coulomb, Juliana Harkki, Knotan, Aleksu Niemelä, Jantien Oving, Jussi Puikkonen, Kevin Romaniuk, Mikko Ryhänen, Sauli Sirviö, Matti Tanskanen, Kyrre Wangen, Jaimie Warren

Printers: Art-Print Oy

The design was also influenced by: Raymond Banner, Jukka Hotta, Hanna Hurme, Henna Koskinen, Janic Leino, Matti Liimatainen, Miikka Lommi, Salli Raeste, Kalle Salonen

Grounds: An interesting international style magazine of no compromises. It differs from other works in this series by virtue of the fact that here professional graphic designers, photographers and writers made and created a magazine from their own starting points. Despite strictly limited means, the design is elegant in an original manner.

3. Print Advertising

Title: The Norwegian forest cat and the smooth fox terrier

Client: Pfizer Oy / Animal Health

Design agency: Mainostoimisto PHS\

Creative Director: Mikko Torvinen

Art Director: Tuukka Tujula, Mikko Torvinen
Copywriter: Taro Korhonen
Graphic designer: Miika Kumpulainen
Illustration: Fake Graphics, Asko Taina
Client's representative: Seppo Saari, Pekka Rantajärvi, Jenni Hakamies
Project management: Johanna Paavilainen, Jaana Åberg
Strategy manager: Jaana Haapala
Photography: Getty Images
Image editing: Asko Taina
Reproduction: PHS Premedia

Grounds: This advertisement leads the viewer in an instant to a different and less pleasant reality. The invisible is made visible in a slimy yet calm manner. When the advertisement began to make its way into the dreams of the panel members, the winner had been found. A disgustingly outright fine piece of work.

4. Integrated Marketing Communications

Titl: Sinä olet kakkapylly (You are poopy pants)

Client: The Åx Record Store
Design agency: Mainostoimisto PHS\, The Åx Record Store
Creative Director: Mikko Torvinen
Art Director: Mikko Torvinen, Juha Törönen, Tomi Leppänen
Copywriter: Åx Record Store staff., Mikko Torvinen, Jyri Lipponen, Erkkö Mannila, Tommy Mäkinen
Graphic designer: Tomi Leppänen
Illustrator: Topi Lehto
Graphic design assistant: Aarni Ylinen, Tomi Tuominen, Timo Elomaa
Text: Mikko "Vilunki" Viljakainen, Aino Lehtonen, Tomi Tuominen, Tuomas "Moppi" Toiviainen, S. Albert Hynninen, Tomi Leppänen
Client's representative: Jyri Lipponen, Jari Lipponen, Olli Laamanen, Petri Pirttilä
Project management: Jyri Lipponen, Karolina Mattsson
Photography: Timo Elomaa
Sound: Timo Elomaa, Tuomas Seppänen / Humina
Performers: Maija Holma, Jyri Lipponen, Olli Laamanen, Riku Vejander, Jukka-Pekka Miettinen, Veli Hämäläinen
Music: Moppi ja aivokurkiais
Web Designer: Juha Törönen
Technical design: Antti Boman
The design was also influenced by: Mika Varonen, Raine Pulkkinen, Veli Hämäläinen, Jussi Helenius, Jani Mäkelä, Erkkö Lehtinen, Robban, Veikko Rajanen, Markus Toivonen, Jukka-Pekka Miettinen, Juho Karhunen, Timo Koivunen, Johnny Järvenkylä, Mika Sylvän, Rauno Tiukkanen

Grounds: A record shop's anarchistic, successful conquest of Helsinki carried out with a fresh approach. Attacks in several media, including PR, on a small budget. A cheeky brand behaving brashly and not bowing to anyone. The panel expects to be pelted with stones for this one, but that doesn't matter, because none of you are poopy pants.

5. TV and Cinema Advertising

Title: Vedonlyönti: Dokumentin voima / Betting: The Power of the Documentary

Client: Veikkaus Oy
Design agency: Mainostoimisto PHS\
Creative Director: Erkkö Mannila
Art Director: Mikko Torvinen, Jouni Seppänen
Copywriter: Erkkö Mannila, Tommy Mäkinen
Director: Rane Tiukkanen
Client's representative: Ami Miettinen, Antti Tiihonen, Saila Kuutti, Lotta Fredrikson, Mika Markkula
Project management: Teppo Juuvinmaa, Heidi Nieminen, Maija Nikkonen-Hilli, Olli Korpiala

Photography: Jyrki Vesa
Editor: Johannes Salonen
Producers: Mika Sylvén, Imppu Tiirikainen
Production House: Motel Royal
The design was also influenced by: Kate Lehto, Tommi Laiho

Grounds: A truly strong idea and a style that is simplified and reduced to the extreme. The authenticity is tangible and the emotions are genuine. A bold exception in the mainstream of commercials. The best of the year.

6. Audio Advertising

Title: Tuska-tango – Agony Tango

Client: Finnish Metal Events Oy
Design Agency: Pain & Agony group
Art Director: Izmo Heikkilä / Miracle Sound, Axa Fahler / Mainostoimisto PHS\
Copywriter: Izmo Heikkilä, Axa Fahler
Client's representative: Hanna Kuosmanen, Jouni Markkanen, Outi Alander
Project management: Izmo Heikkilä
Director: Timo Laru, Rike Pietilä
Sound: Timo Laru, Rike Pietilä
Performers: Tuomo Karppinen, Rami Virtanen
Music: Rike Pietilä
Producers: Rike Pietilä, Timo Laru
Production House : Miracle Sound Oy Helsinki, Miracle Sound Oy Oulu
The design was also influenced by: Tom Araya / Slayer

Grounds: Perfect music without a single weak link. Paradox also functions in advertising music. Well produced, well played and with good lyrics. The panel was enthusiastic over Finnish music ruling in this series. More of same, please, lots of it, and on all channels.

7. Posters

Title: Cubista

Client: Oras
Design agency: Taivas
Art Director: Nestori Brück
Copywriter: Markku Haapalehto
Photographs: Christian Yakowlef / Kuvaamo
Image editing: Fake Graphics
Client's representative: Anni Kuusniemi, Sirkku Tuura
Project management: Dave Gamrasni, Arto Manninen, Inkeri Kallio

Grounds: A bold commercial poster with a good sense of style. The style is clearly associated with visual form, properties and the name. The product is featured prominently. Highly product-centred and functions well.

8. Advertising Copy

Title: Slogan En ihan ymmärrä (I don't quite get it)

Client: Kiasma Museum of Contemporary Art
Design Agency: Mainostoimisto PHS\
Creative Director: Eka Ruola
Copywriter: Helmi Korpinen
Art Director: Paula Orre, Katri Stolt
Client's representative: Sanna-Mari Jäntti
Project management: Kirsi Päni, Heidi Nieminen
The design was also influenced by: Jesper Bange

Grounds: At first sight a trivial comment that is nonetheless much more. A few words that contain a whole business idea. A negation that is something positive. No, you really don't have to understand.

9. Digital Media

Title: Rabbits Screwing Viral Video

Client: Kiinteistömaailma
Design Agency: Hasan & Partners
Art Director: Esko Moilanen
Copywriter: Mick Scheinin
Also contributing to the design: Veera Hämäläinen-Lehtonen
Project management: Gustaf From, Minna Kuusisto
Director: Mika Korkeamäki
Photographer: Jean-Noël Mustonen
Editor: Untamo Lehto
Producer: Juha Saarinen
Production House: FLMS
Technical design: Marika Rönkkö
Web address: www.youtube.com/watch?v=All_S7zAOYI

Grounds: The greatest digital idea of the year seized the right moment, used it blatantly, gave a brand image new freshness and let the stream flow. Bold, client, bold design, and bold reception – as viral as it gets.

10. Photography and Illustration

Gold Award in Photography:

Title: Cubista

Client: Oras
Design agency: Taivas
Photographs: Christian Yakowlef
Art Director: Nestori Brück
Image editing: Fake Graphics
Copywriter: Markku Haapalehto
Client's representative: Anni Kuusniemi, Sirkku Tuura
Project management: Dave Gamrasni, Arto Manninen, Inkeri Kallio

Grounds: An excellent achievement about something as cold as steel. Pure cubism. It could hardly be done better in this style. A fresh perspective on product photography. This genre is so demanding that as a series this work does not achieve flawless perfection.

Gold Award in Illustration:

Title: Auttava käsi – Helping Hand

Client: DNA Finland
Design Agency: Mainostoimisto PHS\

Illustrator: Chris Sickels / Red Nose Studio
Creative Director: Markku Rönkkö
Art Director: Vesa Kuula
Graphic design asisstant: Vesa Kuula, Sini Ruuskanen
Copywriter: Axa Fahler
Client's representative: Joonas Hyyppä, Arja Puro
Project management: Jari Karlsson, Kaisa Kinnunen
Reproduction: Sävyapuristamo Orange
The design was also influenced by: Kirsi Pärni

Grounds: A sympathetic series with a story. A fine synthesis of illustration and photography. The message is immediately received and solves the customer's problem at once. This work has a

strange visual approach deriving from the animated film tradition of the East Bloc. A deeper look will reward the viewer. Hats off to the client as well.

11. The Ladder Prizes of the Young Creatives series:

Work: Onnen pisaroita – Drops of Happiness

Client: Itella Oyj / Postimerkkikeskus – Postage Stamp Centre

Graphic designer: Janine Rewell

Illustrator: Janine Rewell

Client's representative: Tommi Kantola

Project management: Tommi Kantola

Print: Joh. Enschede Stamps

The design was also influenced by: Agent Pekka

Grounds: A fresh work crystallizing everything that is to be expected from top-level achievement in the Young Creatives series. Something unprecedented and new comes about when tradition and convention are broken down with skill. This small work is a major upheaval. Postage stamps will never be the same again.

Disco Ensemble – Magic Recoveries

Client: Fullsteam Records

Graphic designer: Inka Järvinen

Illustrator: Inka Järvinen

Graphic design assistant: Inka Järvinen, Jaakko Pietiläinen

Client's representative: Niko Kangas

Photographs: Juliana Harkki, Jussi Puikkonen

Print and reproduction: Eldorado Ton-, Bild und Datenträger GmbH

The design was also influenced by: Agent Pekka, Disco Ensemble

Ground: A timeless, mature and multi-layered work reflecting assured taste. The outright hypnotic illustrations force the viewer to look inwards and the command of classic typography makes an impression. The designer works in a distinct and prominent hand leading to results of intensity. This sets an example for others and demonstrates the meaning of the word 'sovereign'.

