

DDB Stockholm AB wins AME Grand Award

NEW YORK, NY: The [International AME Awards](#) for Advertising & Marketing Effectiveness has announced the 2011 award winners. The International AME [Grand Jury](#) awarded the International AME Grand Trophy and AME Green Award to DDB Stockholm AB.

AME AWARDS

In addition to the main awards, 4 AME International Regional Platinum Trophies were awarded along with 14 Gold International AME Awards, 11 Silver, and 20 Bronze Awards. A further 25 entries also received AME Finalist Certificates.

DDB Stockholm AB was awarded the AME Grand Trophy for their entry *The Fun Theory* for Volkswagen BlueMotion Technologies, winning in Autos / Automotive Products. The winning campaign introduced Volkswagen's BlueMotion Technologies, a line of cars and products that are designed to help reduce environmental impact without compromising the joy of driving. The idea is that the best way to change behaviour is by making it fun, and Volkswagen aims to make driving more fun. *The Fun Theory* was tested in Stockholm, Sweden using three behavioural experiments: *The Piano Stairs*, *World's Deepest Bin*, and *The Bottle Bank Arcade*. All three experiments were filmed and released on YouTube; millions went to [funtheory.com](#) to learn more about BlueMotion Technologies.

Global topic

The Fun Theory became a global topic, with articles appearing in all the major Swedish newspapers and other major media outlets throughout the world. It is said to have become the most viral campaign in the world with over 18 million views on YouTube, 115 000 sharings on Facebook, over 20 000 tweets, and 33 000 blogs have written about it worldwide. *The Fun Theory* website received 1.7 million visitors, 10 000 fans on Facebook, and 10 000 subscribers on YouTube. As a result, Volkswagen has become the most popular eco car in Sweden, selling 4% more green cars than they sold the year before, and exceeded their sales target by 50%. They also launched The Fun Theory Award, which allowed people to compete with their own ideas, and received entries from 35 countries.

DDB Stockholm AB's *The Fun Theory* was also awarded the prestigious 2011 AME Green Award recognising an entry whose objective emphasizes resource conservation winning in the Autos / Automotive Products category.

Platinum winners

Four prominent agencies were awarded the distinguished AME Regional Platinum Trophy: DDB Stockholm AB, Sweden was awarded the AME Platinum Award - Europe for *The Fun Theory* for client Volkswagen BlueMotion Technologies in Autos / Automotive Products; - McCann Erickson, Israel received the AME Platinum Award - Middle East/Africa, for *How We Won the Hearts of Israeli Teenage Girls* for client Kotex Young in Youth Marketing; Zimmerman Advertising, USA recognised with the AME Platinum Award - North America for *Not What Mom Had in Mind?* for client Lane Bryant in Apparel / Personal Items; and TBWA\HAKUHODO, Japan was awarded the AME Platinum Award- Asia Pacific for *Adidas Sky Comic* for client Adidas in Events Marketing.

Gold winners

The 2011 AME Grand Jury awarded 14 Gold AME Awards. German agencies took the lead, receiving a total of 9 Gold Awards: HEIMAT, Berlin was awarded 6 Gold Awards, three for *Go Beyond Borders* for client CNN International winning in Media Promotion, Low Budget and Guerrilla / Alternative Media; 2 Gold for *The Next Big Thing* for client Audi A1 in

Interactive Marketing and Online; and one additional Gold for HORNBACH for *Contest for the Craziest DIY Projects* in Promotions Marketing. Jung von Matt AG, Berlin received a Gold AME Award for *Last Call* for client 13th Street in Interactive Marketing, and Jung von Matt/basis, Hamburg was awarded a Gold for *Flyvertising* for client Eichborn Der Verlag mit der Fliege in the Corporate category. And, Ogilvy & Mather Werbeagentur GmbH, Frankfurt was awarded AME Gold Award for *Cinema Rear View Mirror* for client Europcar in Autos / Automotive Products.

Other prominent agencies receiving Gold AME Awards: TBWA Paris was awarded a Gold Award for *Graffiti* for client AIDES in Online; SABMiller, England was awarded with Gold for *'1-Second Ad' Campaign* for client Miller High Life in Beverages: Alcoholic. TBWA\Singapore received a Gold Award for *The Ultimate Start-Up Space* for client Martell VSOP in Promotions Marketing; and Gotham Inc. USA, was awarded a Gold AME Award for *Yellowbook: Getting In Touch With Our Basic Instincts* for client Yellowbook in Telecommunications Services & Equipment category.

The International AME Awards for Advertising & Marketing Effectiveness receives entries from more than 30 countries. Since 1993, the competition has recognised award winning campaigns that successfully demonstrate groundbreaking solutions to challenging marketing problems.

[The 2011 International AME Award Winners](#). All winning entries are promoted by our network of representatives in 84 countries around the world.

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