



**WORLD  
LUXURY  
AWARD**  
MONACO

**WINNERS & FINALISTS 2011**



  
**WORLD  
LUXURY AWARD**



**CARS & YACHTS**

**WORLD LUXURY AWARD  
GOLD - PRINT CAMPAIGN**

NAME OF CLIENT: AUDI

NAME OF PRODUCT: AUDI A7

TITLE OF ENTRY: BLANK

ADVERTISING AGENCY: FRED & FARID

CREATIVE DIRECTOR(S): FRED & FARID

COPYWRITER(S): FENG HUANG, THOMAS GUILHOT

ART DIRECTOR(S): FENG HUANG, THOMAS GUILHOT

ACCOUNT SUPERVISOR(S): DANIEL DORMEYER, EUDES

JOVER, FRANCOIS-XAVIER DE SÈZE

ARTIST CLEARANCE: THE ESTATE OF JEAN-MICHEL BAS-  
QUIAT, ADAGP/PARIS 2010

ADVERTISER'S SUPERVISOR(S): DAVID DARGAUD

**WORLD LUXURY FINALIST AWARD - WEBSITE**

NAME OF CLIENT: MASERATI

NAME OF PRODUCT: MASERATI GRANCABRIO SPORT

TITLE OF ENTRY: MASERATI GRANCABRIO SPORT

AGENCY: ARACHNO, MILANO

**WORLD LUXURY FINALIST AWARD - FILM**

NAME OF CLIENT: NISSAN

NAME OF PRODUCT: JUKE

TITLE OF ENTRY: STAY AWAKE

ADVERTISING AGENCY: TBWA

CREATIVE DIRECTOR(S): ERIC HOLDEN, ALASDHAIR MAC-  
GREGOR, RÉMI NOEL

COPYWRITER(S): ADAM KENNEDY & BRANDON ROCHON

AGENCY PRODUCER(S): GUILLAUME FAUREL

PRODUCTION COMPANY: WANDA PRODUCTIONS

PRODUCER(S): PATRICK BARBIER

DIRECTOR(S): PHILIPPE ANDRÉ

**PARFUM & COSMETICS**

**WORLD LUXURY AWARD GOLD - WEBSITE**

NAME OF CLIENT: GIORGIO ARMANI FRAGRANCES

NAME OF PRODUCT: ACQUA DI GIO

TITLE OF ENTRY: ACQUA FOR LIFE FACEBOOK CHAL-  
LENGE

ADVERTISING AGENCY: FURIOUS MONKEYS

CREATIVE DIRECTOR(S): VÉRONIQUE & ZOHRA

COPYWRITER(S): VÉRONIQUE & ZOHRA

ART DIRECTOR(S): JULIETTE LAVOIX

AGENCY PRODUCER(S): STÉPHANE LABROUCHE, HU-  
GUES PLOUVIER

ACCOUNT SUPERVISOR(S): NATHALIE CHOPRA, ALEXAN-  
DRA SERVANT-RONY, GWENAELLE ARGAT