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# CREATIVITY E-MAIL

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## The Andy Awards Evolve



Guinness  
'noitulovE'

If Tuesday night's Andy Awards had a theme, it would have been evolution. Not only did the cavemen in AMV BBDO's time-reversal spot "noitulovE" for Guinness win the Grandy for Best in Show, but the show itself displayed signs of growth with a bigger international presence and a new venue, Guastavino's in New York. "This year we had the best creative minds from around the world as judges," said Andy Award Chairman and Leo Burnett CCO Mark Tutssel during the pre-show cocktail party, where advertising creatives mingled with DMC and took pictures with P.Diddy. "And I think that it is evident in the caliber of work that won."

The most awarded agency was DDB/London with twelve trophies—seven silver awards and five bronze, including two for Volkswagen's "Singin in the Rain." Crispin Porter + Bogusky was the most awarded American agency and took home nine awards for clients such as Gap, Mini and Truth—a joint venture with Arnold Worldwide. In the Integrated category, the judges recognized work for Truth and Gap from CP+B, Audi from McKinney + Silver and DC Shoes from JWT/N.Y. For the full list of winners, including a breakdown by agency, visit [andyawards.com](http://andyawards.com). *Melanie Shortman*