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ANDY Awards: A Grand Night For Guinness

NEW YORK, April 28, 2006, ---

Guinness' "noitulovE" (Evolution spelled backwards) garnered the Best GRANDY at the 42nd annual ANDY Awards ceremony on April 25 in New York City. "Grand" award trappings include a \$50,000 cash prize, and the GRANDY trophy.

Directed by Daniel Kleinman of Kleinman Productions, London, for A Vickers BBDO London, "noitulovE,"—with striking visual effects from Framestore London—essentially starts at the end, with three men in a bar raising their glasses and enjoying some Guinness ale. The men then move in backwards-motion and into the street. We follow them a few paces, noticing that their clothing already become Edwardian. Scenes continue to shift backward and dovetail into an evolutionary chain where viewers see prehistoric flightless bird creatures, dinosaurs, and finally mudskippers. A supered message lends perspective to the journey back in time: "Good Things Come to Those Who Wait," which is Guinness' long-standing slogan.

The other major honor of the ANDY evening, The Yahoo! Big Idea Client Award, which recognizes innovative integrated campaigns, went to Crispin Porter + Burnett (CP+B), Miami, for its Mini "Roof Studio" campaign. The Web fare allows users to select colors and then paint the roof of the automobile.

CP+B won the most ANDYs of any individual U.S. agency this year, with two Silvers and six Bronzes. One of the Silvers was shared with Arnold Worldwide, Boston, for the American Legacy Foundation's anti-smoking "Truth" work.

Leo Burnett Worldwide picked up the most awards as a global network with two Silvers, seven bronzes and the Richard T. O'Reilly Award for best public service. The latter were bestowed upon Leo Burnett Lima for the TV spot "Magic" for Corazon (Foundation Against Cancer). The commercial, which also earned a Bronze for direction, was helmed by Tito Koster and Alvero Velarde of Por Dos Lima.

Also garnering Silver in the television leg of the competition were: CBBDO's "Blackout," from Mother, London, which took two Silvers; DDB London's Volkswagen spots "Crossword" and "Singin' in the Rain"; Nike's "Kid Tipped Out of Wieden+Kennedy (W+K), Portland, Ore.; Honda's "Impossible Dream" from W+K, London; Sundance Channel's "Forgetfulness" via J. Walter Thompson; Viagra's "Office" from Taxi, Toronto; Renault's "Crash Test" out of Norcross; and Sony Bravia's "Balls" for Fallon, London.