

4A'S announces 2011 Jay Chiat Awards For Strategic Excellence shortlist

NEW YORK, US: The 4A's has announced the shortlist for the Jay Chiat Awards for Strategic Excellence, claimed to be the first global advertising awards to recognise brilliant strategic thinking. Submissions in 10 categories were received from Australia, Brazil, Canada, India, Sweden, the United Kingdom, the United States and Vietnam.



First-round judging has been completed by [a panel](#) of industry leaders. A total of 68 nominees from 45 agencies have been selected. Finalists will receive their awards at the 4A's Strategy Festival in New York City 13 October.

The nominees

Brand Experience

- CP+B - American Express: "Small Business Saturday"
- Droga5 - Microsoft Bing: "Decode Jay-Z with Bing"
- Goodby Silverstein and Partners - Adobe: "Museum of Digital Media"
- JWT Melbourne - Melbourne Writers Festival: "Democratising Literature"
- The Martin Agency - Walmart: "The Smack Talk Launch of Call of Duty: Modern Warfare 2"
- McKinney - Qwest: "Starting a Conversation without Uttering a Word"
- MRM Worldwide - U.S. Army: "At the Ready"
- R/GA - Nike: "The Film Room"

Campaign for a New Brand

- CP+B - Bolthouse Farms: "Baby Carrots | Eat 'Em Like Junk Food"
- Fallon - The Cosmopolitan of Las Vegas: "Just the Right Amount of Wrong"
- Gotham - Chobani: "A Love Story about Yogurt"
- LBi - SeamlessWeb.com: "Hijacking an Icon of Food Delivery in New York City"
- Lowe Asia-Pacific - Nestlé Vietnam: "Cafe Viet | Are You Man Enough?"
- McGarryBowen - Verizon Wireless: "Power Trumps Pretty"

Communications/Media Strategy

- BBDO India - P&G/Gillette Mach3: "W.A.L.S. | Women Against Lazy Stubble"
- CAMPBELL MITHUN - Chipotle: "Don't Give This Campaign an Award (A Subversive Approach to Marketing a Subversive Brand)"
- Droga5 - Microsoft Bing: "Decode Jay-Z with Bing"
- Goodby Silverstein and Partners - Adobe: "Adobe Creative Suite 5 Launch Campaign"
- OMD - Pepsi: The Pepsi Refresh Project

- Optimedia - Citi Bank: "Citi Project Talk"
- VI Marketing and Branding - Oklahoma State Department of Health (OSDH): "5320"
- Y&R Brasil - Santa Casa Blood Centre: "Upgrading an Ancient Model"

Creative Technologies

- COLLINS - New York Public Library
- Goodby - Silverstein and Partners DaliMuseum "Helping People See the World Through the Eyes of Dali"
- JWT - Bloomberg "The Art of Looking Sideways"
- McKinney - Qwest: "Solving Problems by Creating Some"
- R/GA - Converse "The Sampler"
- R/GA - Nike "BOOM"
- Razorfish NY - Unilever: Lynx "Lynx Stream"

Existing Brand

- BBDO India - P&G/Gillette Mach3: "W.A.L.S. | Women Against Lazy Stubble"
- BBH -Unilever: "Axe | Clean Your Balls"
- Droga5 - Microsoft Bing: "Decode Jay-Z with Bing"
- Droga5 - Puma: "For the Joy of Sport"
- Grupo Gallegos - California Milk Processor Board: "Selling Health and Beauty by the Gallon"
- Leo Burnett, USA - Allstate: "Mayhem is Everywhere"
- Leo Burnett, USA - Sealy Posturepedic: "Supporting All the Living that Happens in Bed"
- Lowe Asia-Pacific - Unilever Vietnam: "Vim - Power of 1"
- Publicis - Pepto-Bismol: "The Little Pink Bottle that Everybody Thought They Knew"
- Venables Bell & Partners - Audi: "Shock the Sheep"

For Good

- Arnold Worldwide - American Legacy Foundation (Truth): "Do You Have What It Takes to be a Tobacco Exec?"
- COLLINS - New York Public Library
- Lowe & Partners - Colombian Ministry of Defense Program of Humanitarian Attention to the Demobilised (PAHD) "FARC | Operation Christmas"
- The Martin Agency - The American Cancer Society: "How Can an Ageing Charity Compete with Sexy, Young Causes?"
- McKinney - Urban Ministries of Durham "Spent"
- Pyper Paul + Kenney - ASPCA: "Help Joey"

Idea for New Product/Content

- AgênciaClick Isobar - Fiat "Fiat Mio"
- Gotham - Denny's: "A Whole New way to Launch LTOs"
- LewLara\TBWA - IG: "Complicou"
- R/GA - InnovativeThunder "Pay With A Tweet"
- Redscout - Gatorade: "G-Series Product Launch"
- Twofifteen - McCann Microsoft (Xbox): "Bright Falls: The Prequel to Alan Wake"

Innovative Design

- CP+B - Bolthouse Farms: "Baby Carrots | Eat 'Em Like Junk Food"
- R/GA - Nike: "Nike+ GPS"

Research Innovation

- BrainJuicer - "Let's Get Emotional About Advertising"
- co.r inovação - CO.R Youth Project: The Follow the Rabbit Methodology"
- The Marketing Arm - "Fans, Brands and Properties | Finding the Perfect Match"
- Starcom USA - "EQ"

Social Media Strategy

- Anomaly - Converse: "How Converse Became the Biggest Little Sneaker Brand on Facebook"
- BBDO NY - M&M's Pretzel: "Power to the People"
- The Brooklyn Brothers - Promote Iceland: "Inspired by Iceland"
- COLLINS - New York Public Library
- CP+B - Kraft Mac & Cheese: "Tweet Your Love"
- Goodby Silverstein and Partners - Tostitos: "Reunite America"
- LewLara\TBWA - IG: "IHCOMPLICOU"
- M&C Saatchi - Pizza Hut: "Feed A Friend: Leveraging The Natural Fit between Loyalty and Social Media"
- Porter Novelli - HP ePrint Live: "Socialising Printing with the Digital Generation"
- R/GA - InnovativeThunder: "Pay With a Tweet"
- Starcom Sweden - The National HIV Council: "F**K TREE"

The 4A's (American Association of Advertising Agencies), is the national trade association of advertising agency business for which it provides leadership, advocacy and guidance. Its membership comprises virtually all of the large, multinational agencies and hundreds of small and mid-sized agencies from across the country. The 1200 member agency offices served by the 4A's employ 65 000 people; offer a wide range of marketing communications services, and place 80% of all national advertising. The management-oriented association founded in 1917 helps its members build their businesses, and acts as the industry's spokesperson with government, media, and the public sector. For more information go to www.aaaa.org.

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