



**WORLD
LUXURY
AWARD**
MONACO

WINNERS & FINALISTS 2015



WORLD LUXURY AWARD



CARS & YACHTS

WORLD LUXURY AWARD GOLD WEBSITE

NAME OF CLIENT: MERCEDES-BENZ
NAME OF PRODUCT: SHE'S MERCEDES
TITLE OF ENTRY: SHE'S MERCEDES
ADVERTISING AGENCY: SCHOLZ & VOLKMER
CONDÉ NAST, KMB, NEULANDHERZER
CREATIVE DIRECTOR(S): JÖRG WALDSCHÜTZ, JIN JEON
AGENCY PRODUCER(S): LUKAS MEYER, CHRISTIAN
SCHWEINHARDT, GÖRKEM CEYLAN
ART DIRECTOR(S): ANASTASIA LYUTIKOVA, DARIO NASS
ACCOUNT SUPERVISOR: ALEXANDER FARKAS,
CHRISTOPH KEHREN

WORLD LUXURY AWARD GOLD USE OF MEDIA

NAME OF CLIENT: FERRETTI GROUP
NAME OF PRODUCT: FERRETTI GROUP YACHT RANGE
TITLE OF ENTRY: FERRETTI GROUP ON INSTAGRAM
ADVERTISING AGENCY: ARACHNO

WORLD LUXURY AWARD GOLD BROCHURE

NAME OF CLIENT: AUDI AG
NAME OF PRODUCT: AUDI TT

TITLE OF ENTRY: AUDI TT BROCHURE HACK
ADVERTISING AGENCY: RAZORFISH
CREATIVE DIRECTOR(S): PREETHI MARIAPPAN, CHRIS MAY,
YASUSHI ZONNO
COPYWRITER(S): ANNA DRESSLER, FAY KORNMEIER
ART DIRECTOR(S): DANIEL RIGHI, DIEGO MARGINI
ACCOUNT SUPERVISOR: CAREN ERHARDT

WORLD LUXURY AWARD GOLD USE OF MEDIA

NAME OF CLIENT: LEXUS
NAME OF PRODUCT: LEXUS
TITLE OF ENTRY: BEYOND UTILITY: 1000 TO 1
ADVERTISING AGENCY: TEAM ONE

WORLD LUXURY AWARD FINALIST AWARD EVENTS

NAME OF CLIENT: AUDI
NAME OF PRODUCT: 2015 AUDI A7/S7 SPORTBACK (LU-
XURY SEDAN)
TITLE OF ENTRY: AUDI A7 FAMILY LAUNCH NIGHT & ART
EXHIBITION
ADVERTISING AGENCY: ACTIVATION GROUP



WORLD LUXURY AWARD FINALIST AWARD WEBSITE

NAME OF CLIENT: MERCEDES-BENZ
NAME OF PRODUCT: MERCEDES-BENZ F 015
TITLE OF ENTRY: F 015 LUXURY IN MOTION CAMPAIGN
ADVERTISING AGENCY: SCHOLZ & VOLKMER
CREATIVE DIRECTOR(S): JIN JEON
AGENCY PRODUCER(S): LUKAS MEYER, BRUNO SCHADECK
COPYWRITER(S): JIN JEON
ART DIRECTOR(S): DARIO NASS, ANASTASIA LYUTIKOVA, REGINA WOLF
ACCOUNT SUPERVISOR: JÖRG RAPPL, CHRISTOPH KEHREN

WORLD LUXURY AWARD FINALIST AWARD WEBSITE

NAME OF CLIENT: LEXUS
NAME OF PRODUCT: L/STUDIO
TITLE OF ENTRY: L/STUDIO
ADVERTISING AGENCY: TEAM ONE

PARFUM & COSMETICS

WORLD LUXURY AWARD GOLD FILM

NAME OF CLIENT: L'OREAL
NAME OF PRODUCT: COLOR RICHE
TITLE OF ENTRY: COLOR RICHE
ADVERTISING AGENCY: MCCANN

CREATIVE DIRECTOR(S): MAITE WINTERNHEIMER
AGENCY PRODUCER(S): TITEM MOUICI
PRODUCTION COMPANY: QUAD PRODUCTIONS \ QUAD GROUP
PRODUCER(S): MARTIN COULAIS
DIRECTOR(S): BRUNO AVEILLAN

WORLD LUXURY AWARD FINALIST AWARD FILM

NAME OF CLIENT: DIOR
NAME OF PRODUCT: MISS DIOR
TITLE OF ENTRY: MISS DIOR
CREATIVE DIRECTOR(S): MIA FORSGREN & ROBERT LUSSIER
PRODUCTION COMPANY: BLACK LABEL PRODUCTIONS
PRODUCER(S): DOM FREEMAN
DIRECTOR(S): ANTON CORBIJN

WORLD LUXURY AWARD FINALIST AWARD FILM

NAME OF CLIENT: PERRICONE MD
TITLE OF ENTRY: SERIOUS ABOUT BEAUTY
ADVERTISING AGENCY: AMSTERDAM WORLDWIDE
CREATIVE DIRECTOR(S): RICHARD GORODECKY, DITI KATONA, TY WHITTINGTON
AGENCY PRODUCER(S): ANNEMARIE SEMEIJN
ACCOUNT SUPERVISOR: KAMING KHO
PRODUCTION COMPANY: AMSTERDAM WORLDWIDE
DIRECTOR(S): RICHARD GORODECKY

FASHION & STYLE

WORLD LUXURY AWARD GOLD PRINT CAMPAIGN

NAME OF CLIENT: VALENTINO
NAME OF PRODUCT: DONNA SS 2015
TITLE OF ENTRY: VALENTINO DONNA SS 2015
ADVERTISING AGENCY: REM RUINI E MARIOTTI
CREATIVE DIRECTOR(S): RICCARDO RUINI
ART DIRECTOR(S): LI BJURHOLM VON EULER
ACCOUNT SUPERVISOR: FRANCESCA ROMANA RAPPARELLI
PHOTOGRAPHER(S): MICHAL PUDELKA
STRATEGIC DIRECTOR: OLIVIA MARIOTTI
CREATIVE SERVICES MANAGER: SIMONA SILVANO

WORLD LUXURY AWARD GOLD FILM

NAME OF CLIENT: GUCCI
NAME OF PRODUCT: THE LADY WEB BAG
TITLE OF ENTRY: GUCCI THE LADY WEB BAG
ADVERTISING AGENCY: REM RUINI E MARIOTTI
CREATIVE DIRECTOR(S): RICCARDO RUINI
ACCOUNT SUPERVISOR: IRENE GIUGNO
PRODUCTION COMPANY: THINK CATTLEA
PRODUCER(S): ALESSANDRO BONINO
DIRECTOR(S): DIANA KUNST
STRATEGIC DIRECTOR: OLIVIA MARIOTTI
CREATIVE SERVICES MANAGER: SIMONA SILVANO

WORLD LUXURY AWARD FINALIST AWARD BRANDING & VISUAL IDENTITY

NAME OF CLIENT: WITCHERY
NAME OF PRODUCT: SPRING SUMMER 2015 CAMPAIGN
TITLE OF ENTRY: WITCHERY SS15
ADVERTISING AGENCY: ESKIMO
CREATIVE DIRECTOR(S): CLARE STEPHENS
COPYWRITER(S): GENEVRA LEEK
ART DIRECTOR(S): CLARE STEPHENS
ACCOUNT SUPERVISOR: JULIAN DARLISON
PRODUCER(S): BOBBY KOPP PROJECTS
DIRECTOR(S): NATASHA HASEMER

ELECTRONICS & COMMUNICATION

WORLD LUXURY AWARD GOLD ONLINE ADVERTISING

NAME OF CLIENT: TONINO LAMBORGHINI
NAME OF PRODUCT: 88 TAURI
TITLE OF ENTRY: TONINO LAMBORGHINI - THE LAVISH SELFIE
ADVERTISING AGENCY: DUDE
CREATIVE DIRECTOR(S): LORENZO PICCHIOTTI - LIVIO BASOLI
COPYWRITER(S): NICOLE CARRASSI
ART DIRECTOR(S): LUCA RIVA
ACCOUNT SUPERVISOR: LORENZA PATELLA
PRODUCTION COMPANY: DUDE S.R.L.
PRODUCER(S): IVAN MERLO - PATRIZIA GATTO
DIRECTOR(S): LORENZO DEL BIANCO



WORLD LUXURY AWARD FINALIST AWARD WEBSITE

NAME OF CLIENT: VERTU

NAME OF PRODUCT: ONLINE FLAGSHIPSTORE

TITLE OF ENTRY: VERTU - ONLINE FLAGSHIPSTORE

ADVERTISING AGENCY: DIGITASLBI NETHERLANDS

CREATIVE DIRECTOR(S): ROEL FAULHABER, RENS MEYER, JAAP VAN OORT

AGENCY PRODUCER(S): BAS VERVUREN, DENNIS SMIT, TIM DE KAMPER,

GORAN VISSER

COPYWRITER(S): NIELS CARELS

ART DIRECTOR(S): EMILE DEKKER, TON SOMERS, MICHEL DANCKAERTS,

NORMA SALINAS SALAZAR

ACCOUNT SUPERVISOR: MARTIJN DE GLOPPER, ADA JONG

PRODUCTION COMPANY: DIGITASLBI NETHERLANDS

DESIGN & ACCESSORIES

WORLD LUXURY AWARD GOLD ONLINE ADVERTISING

NAME OF CLIENT: HÈRMES

NAME OF PRODUCT: HÈRMES SPRING SUMMER COLLECTION 2015

TITLE OF ENTRY: HÈRMES

ADVERTISING AGENCY: DIGITASLBI FRANCE

CREATIVE DIRECTOR(S): LAURENT NUYEN, NICOLAS THIBOUTOT

AGENCY PRODUCER(S): ZELDA BENSSOUSSAN

COPYWRITER(S): PHILIPPE PINEL, FREDERICK LUNG

ART DIRECTOR(S): CHISATO TSUCHIYA

ACCOUNT SUPERVISOR: JOHANNA ZENOUDA

PRODUCTION COMPANY: ICONOCLAST

PRODUCER(S): JEAN DUHAMEL

DIRECTOR(S): MATHIEU MORGENSZTERN

HOTELS & HOLIDAYS

WORLD LUXURY AWARD GOLD DIRECT MAIL

NAME OF CLIENT: THE LEADING HOTELS OF THE WORLD

NAME OF PRODUCT: LEADER'S CLUB PROGRAM

TITLE OF ENTRY: A REMARKABLY UNCOMMON EXPERIENCE

ADVERTISING AGENCY: PUBLICIS 133

CREATIVE DIRECTOR(S): JAE SOH

AGENCY PRODUCER(S): MEIYI GOH

COPYWRITER(S): JAE SOH/FAITH LIM

ART DIRECTOR(S): FAITH LIM

ACCOUNT SUPERVISOR: JAE SOH/RICA FACUNDO

PRODUCTION COMPANY: NEMESIS PICTURES

PRODUCER(S): JASMINE HO

DIRECTOR(S): HARPI SIM

JET SERVICE & AIRLINES

WORLD LUXURY AWARD GOLD USE OF MEDIA

NAME OF CLIENT: EMIRATES AIRLINE

TITLE OF ENTRY: DESTINATION DUBAI



WORLD LUXURY AWARD FINALIST AWARD WEBSITE

NAME OF CLIENT: LUFTHANSA GERMAN AIRLINES
NAME OF PRODUCT: LUFTHANSA FLIGHT MODE APP
TITLE OF ENTRY: LUFTHANSA FLIGHT MODE APP
ADVERTISING AGENCY: SCHOLZ & VOLKMER
CREATIVE DIRECTOR(S): PHILIPP BAREISS
AGENCY PRODUCER(S): SCHOLZ & VOLKMER GMBH
COPYWRITER(S): TIM SOBCZAK
ART DIRECTOR(S): JENS WESTERWALD
ACCOUNT SUPERVISOR: EVA DYCK
PRODUCTION COMPANY: SCHOLZ & VOLKMER / PHIMOBILE

JEWELLERY & WATCHES

WORLD LUXURY AWARD GOLD FILM

NAME OF CLIENT: CARTIER
NAME OF PRODUCT: WATCHES
TITLE OF ENTRY: SHAPE YOUR TIME
ADVERTISING AGENCY: PUBLICIS133
CREATIVE DIRECTOR(S): SÉBASTIEN VACHEROT, ANTOINE BONODOT
AGENCY PRODUCER(S): CHRISTINE BOUFFORT
PRODUCTION COMPANY: QUAD PRODUCTIONS \ QUAD GROUP
PRODUCER(S): MARTIN COULAIS
DIRECTOR(S): BRUNO AVEILLAN

WORLD LUXURY AWARD GOLD USE OF MEDIA

NAME OF CLIENT: CARTIER
NAME OF PRODUCT: MEN'S WATCHES
TITLE OF ENTRY: CNN ONES TO WATCH
ADVERTISING AGENCY: ZENITHOPTIMEDIA FRANCE

WORLD LUXURY AWARD FINALIST AWARD PRINT CAMPAIGN

NAME OF CLIENT: VHERNIER
NAME OF PRODUCT: VHERNIER
TITLE OF ENTRY: VHERNIER 2015
ADVERTISING AGENCY: REM RUINI E MARIOTTI
CREATIVE DIRECTOR(S): RICCARDO RUINI
ACCOUNT SUPERVISOR: IRENE GIUGNO
STRATEGIC DIRECTOR: OLIVIA MARIOTTI
CREATIVE SERVICES MANAGER: SIMONA SILVANO

MONEY & SAFETY

WORLD LUXURY AWARD FINALIST AWARD PRINT CAMPAIGN

NAME OF CLIENT: POPULAR BANCA PRIVADA
NAME OF PRODUCT: (IMAGE CAMPAIGN) NO PRODUCT
TITLE OF ENTRY: A QUESTION OF HARMONY
ADVERTISING AGENCY: GYRO MADRID
CREATIVE DIRECTOR(S): BLANCA GOMARA
ART DIRECTOR(S): REBECCA BELLI, MIGUEL CONGUET



REAL ESTATE & PROPERTY

WORLD LUXURY AWARD GOLD BRANDING & VISUAL IDENTITY

NAME OF CLIENT: BERKELEY
NAME OF PRODUCT: SOUTH QUAY PLAZA
TITLE OF ENTRY: SOUTH QUAY PLAZA
ADVERTISING AGENCY: DBOX
CREATIVE DIRECTOR(S): DBOX

SPONSORSHIP & EVENT

WORLD LUXURY AWARD FINALIST AWARD EVENTS

NAME OF CLIENT: JAGUAR CARS
NAME OF PRODUCT: JAGUAR HERITAGE
TITLE OF ENTRY: MILLE MIGLIA JAGUAR TEAM REHEARSAL - 'MINI MIGLIA'
ADVERTISING AGENCY: INFLUENCE ASSOCIATES
ACCOUNT SUPERVISOR: JAMES ANDREW AND STUART DYBLE
PRODUCTION COMPANY: GRIDSTARS WWW.GRIDSTARS.CO.UK
PRODUCER(S): WILL SCHRYVER

BEVERAGES & FOOD

WORLD LUXURY AWARD GOLD PACKAGING

NAME OF CLIENT: SOGRAPE VINHOS
NAME OF PRODUCT: PORTO FERREIRA 200-YEAR LOT
TITLE OF ENTRY: PACKAGING PORTO FERREIRA 200-YEAR LOT

ADVERTISING AGENCY: OMDESIGN
CREATIVE DIRECTOR(S): DIOGO GAMA ROCHA

WORLD LUXURY AWARD FINALIST AWARD EVENTS

NAME OF CLIENT: MARTELL – PERNOD RICARD
NAME OF PRODUCT: ALCOHOL: COGNAC HOUSE
TITLE OF ENTRY: MARTELL'S 300-YEAR ANNIVERSARY
ADVERTISING AGENCY: FFK2 (FF GROUP)
CREATIVE DIRECTOR(S): FRED & FARID, RICHARD COUNORD
ACCOUNT SUPERVISOR: MARIE OLIVEREAU, AURÉLIE PATRIAT
PRODUCTION COMPANY: FFK2 (FF GROUP)

WORLD LUXURY AWARD FINALIST AWARD PUBLIC RELATION

NAME OF CLIENT: THE MACALLAN
NAME OF PRODUCT: THE MACALLAN
TITLE OF ENTRY: THE MACALLAN MASTERS OF TASTE
ADVERTISING AGENCY: MASTER FOR YOU
CREATIVE DIRECTOR(S): JORDI MUNELLS
AGENCY PRODUCER(S): SILVIA PUNTONET
COPYWRITER(S): JORDI MUNELLS
ART DIRECTOR(S): GEORGE HOLLAND AND SEBASTIAN SATTLER
ACCOUNT SUPERVISOR: ANNA BUSQUETS
PRODUCTION COMPANY: MASTER FOR YOU
PRODUCER(S): SILVIA PUNTONET
DIRECTOR(S): LYDIA MARTINEZ



ART DIRECTION

WORLD LUXURY AWARD GOLD FILM

NAME OF CLIENT: MEMORIESLAB

NAME OF PRODUCT: EXPERIMENTAL BOUTIQUE PHOTO LAB

TITLE OF ENTRY: TREASURE TODAY

ADVERTISING AGENCY: KIDS LOVE JETLAG PARIS SHANGHAI (FF GROUP)

CREATIVE DIRECTOR(S): FRED & FARID

AGENCY PRODUCER(S): KARIM NACEUR / SLIM TRABELSI

COPYWRITER(S): JOSEPH DAVIES / SUSAN LIN

ART DIRECTOR(S): PIERRICK JÉGOU / NICOLAS LIBERMAN

ACCOUNT SUPERVISOR: ISABELLE CONSTANT – GUILLAUME LEROUX – SO-LENE MARCE – VANESSA SAYARATH

PRODUCTION COMPANY: ICONOCLAST

DIRECTOR(S): MATHIEU CÉSAR

WORLD LUXURY AWARD FINALIST AWARD BRANDING & VISUAL IDENTITY

NAME OF CLIENT: WITCHERY

NAME OF PRODUCT: SPRING SUMMER & HIGH SUMMER 2014 CAMPAIGN

TITLE OF ENTRY: WITCHERY SS14

ADVERTISING AGENCY: ESKIMO

CREATIVE DIRECTOR(S): CLARE STEPHENS

AGENCY PRODUCER(S): SKYE CAMPBELL

COPYWRITER(S): GENEVRA LEEK

ART DIRECTOR(S): CLARE STEPHENS

ACCOUNT SUPERVISOR: JULIAN DARLISON

DIRECTOR(S): NATASHA HASEMER