

28 May 2008

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ANDY AWARDS 2008 30 April 2008

The Brits invaded New York last night for the 2008 International ANDY awards, with wins for DDB London, Mother, BBH, Fallon and Gorgeous Enterprises.

A total of 102 awards were handed out at the show in the Skylight Studios, NYC. Fallon London took gold for Sony Bravia and a certain Cadbury spot, as well as winning silver for Skoda Fabia. Other winners included DDB London, which picked up three silver awards for Harvey Nichols and VW; Mother, which scooped a gold for Discovery Channel; BBH, which took two golds for its Levi's work; JWT London with a bronze for Smirnoff vodka and Gorgeous Enterprises with a bronze for Sony Bravia.

But the biggest prize of the night went to McCann Worldgroup, San Francisco and T.A.G. They picked up the GRANDY Best In Show Award for their Halo 3 campaign Believe.

Mark Waites, honorary chairman of the awards and founding partner of Mother London, commended the Believe campaign. "It's getting increasingly difficult to believe that a standalone TV spot is going to have any real impact these days. There has to be other elements to a successful campaign. The 2008 GRANDY, the Best In Show, was won by an incredible integrated campaign that engaged on many levels across many mediums. Without a doubt we will see this level of integration being an area for much innovation."

The awards marked the 44th year of the International ANDY Awards.

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