

# O'TOOLE CREATIVE AWARDS WINNERS & FINALISTS 1991-2008

The O'Tooles, named after the late AAAA president John O'Toole, are given for creative excellence in three categories: Agency Award, Multicultural Award, and Public Service.

## 2008 O'TOOLES AWARD WINNERS

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### **O'TOOLEBOX**

**First Place:** BBDO New York (HBO)  
**Second Place:** Crispin Porter + Bogusky (Burger King)  
**Third Place:** Crispin Porter + Bogusky (Coke Zero)

### **AGENCY AWARD**

#### **Large Agency**

**First Place:** Crispin Porter + Bogusky  
**Second Place:** BBDO New York  
**Third Place:** Ogilvy & Mather New York

#### **Mid-Sized Agency**

**First Place:** BBH  
**Second Place:** The Kaplan Thaler Group  
**Third Place:** DeVito/Verdi

#### **Small Agency**

**First Place:** TAXI, Inc.  
**Second Place:** Arnold Worldwide, DC  
**Third Place:** Duncan/Channon

### **MULTICULTURAL**

**First Place:** Conill  
**Second Place:** Bromley Communications  
**Third Place:** Lápiz Hispanic Marketing

### **PUBLIC SERVICE**

**First Place:** Arnold & Crispin Porter Bogusky (jointly for "Truth")  
**Second Place:** McCann Erickson (Ad Council Media Management)  
**Third Place:** Martin Williams (Mediawise)



## 2007 O'TOOLE AWARD WINNERS

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### **O'TOOLEBOX**

**First Place:** Bartle Bogle Hegarty (AXE Dry)

**Second Place:** Crispin Porter + Bogusky  
(Slim Jim)

**Third Place:** Crispin Porter + Bogusky  
(Burger King)

### **AGENCY AWARD**

#### **Large Agency**

**First Place:** Ogilvy & Mather North America

**Second Place:** BBDO New York

**Third Place:** The Martin Agency

#### **Mid-Sized Agency**

**First Place:** Bartle Bogle Hegarty

**Second Place:** Carmichael Lynch

**Third Place:** Energy BBDO

#### **Small Agency**

**First Place:** Taxi, Inc.

**Second Place:** Hoffman York

**Third Place:** Pyper Paul + Kenney

### **MULTICULTURAL AWARD**

**First Place:** Conill

**Second Place:** The Vidal Partnership

**Third Place:** Bromley Communications

### **PUBLIC SERVICE AWARD—BROADCAST**

**First Place:** Arnold/Crispin Porter + Bogusky  
(jointly for "Truth")

**Second Place:** Y&R New York

**Third Place:** McCann Erickson

### **PUBLIC SERVICE AWARD—PRINT**

**First Place:** Arnold/Crispin Porter + Bogusky  
(jointly for "Truth")

**Second Place:** Blattner Brunner

**Third Place:** McCann Erickson



## 2006 O'TOOLE'S AWARD WINNERS

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### **AGENCY AWARD**

#### **Large Agencies**

**First Place:** Crispin Porter + Bogusky

**Second Place:** DDB U.S.

**Third Place:** Cramer-Krasselt

#### **Mid-Sized Agencies**

**First Place:** Carmichael Lynch

**Second Place:** Martin|Williams, Inc.

**Third Place (tie):** Blattner Brunner  
*and*  
McKinney

#### **Small Agencies**

**First Place:** Gabriel deGrood Bendt

**Second Place:** WONGDOODY

**Third Place:** Bailey Lauerman

### **MULTICULTURAL AWARD**

**First Place:** Lápiz, A division of Leo Burnett

**Second Place:** Spike DDB

**Third Place:** Conill Advertising USA

### **PUBLIC SERVICE AWARDS**

#### **Broadcast**

**First Place:** Martin|Williams, Inc.

**Second Place:** Lápiz, A division of Leo Burnett

**Third Place:** WONGDOODY

#### **Print**

**First Place:** Clarity Coverdale Fury

**Second Place:** Stone Ward

**Third Place:** Blattner Brunner



## 2005 O'TOOLE'S AWARD WINNERS

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### **AGENCY AWARD**

#### **Large Agencies**

**First Place:** Crispin Porter + Bogusky

**Runner-Up:** Fallon Minneapolis

**Finalist:** Arnold Worldwide

#### **Mid-Sized Agencies**

**First Place:** Eisner Communications

**Runner-Up:** DDB Los Angeles

**Finalist:** BBDO Chicago

#### **Small Agencies**

**First Place:** Clarity Coverdale Fury

**Runner-Up:** Hoffman York Inc.

**Finalist:** Lindsay, Stone & Briggs

### **MULTICULTURAL AWARD**

**First Place:** Bromley Communications

**Runner-Up:** The Vidal Partnership

**Finalist:** Conill Los Angeles

### **PUBLIC SERVICE AWARDS**

#### **Broadcast**

**First Place:** WONGDOODY

**Runner-Up:** McCann-Erickson

**Finalist:** Lowe

#### **Print**

**First Place:** Lowe

**Runner-Up:** Clarity Coverdale Fury

**Finalist:** WONGDOODY



## 2004 O'TOOLE'S AWARD WINNERS

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### AGENCY AWARD

#### Agencies With Billings of More Than \$300 Million

**First Place:** DDB

**Runner-Up:** GSD&M

**Finalists:**

Arnold Worldwide  
BBDO New York  
Campbell-Ewald  
Carmichael Lynch  
Euro RSCG MVBMS Partners  
Fallon  
kirshenbaum bond + partners  
Lowe  
The Martin Agency  
McCann-Erickson  
Ogilvy & Mather  
J. Walter Thompson  
Young & Rubicam New York

#### Agencies With Billings Between \$30–\$300 Million

**First Place:** DeVito/Verdi

**Runner-Up:** Crispin Porter + Bogusky

**Finalists:**

Bartle Bogle Hegarty  
de la Cruz Ogilvy  
WongDoody

#### Agencies With Billings of Less Than \$30 Million

The judges did not award first or second-place winners in this category.

**Finalists:**

Clarke Goward Advertising  
Eisner Underground  
Gabriel deGrood Bendt  
One and All, LLC  
Zehnder Communications

### MULTICULTURAL AWARD

**First Place:** Lápiz Integrated Hispanic Marketing

**Runner-Up:** Vigilante

**Finalists:**

Burrell Communications Group  
Conill Advertising  
SPIKE DDB

### PUBLIC SERVICE AWARDS

#### Broadcast

**First Place (tie):** Leo Burnett Company

*and*  
Mullen

**Runner-Up:** DDB Los Angeles

**Finalists:**

Campbell-Ewald  
DDB New York  
DDB Seattle  
Gotham, New York  
The Kaplan Thaler Group  
WONGDOODY

#### Print

**First Place:** Sawyer Riley Compton

**Runner-Up:** GSD&M

**Finalists:**

Campbell-Ewald  
Publicis Sanchez & Levitan  
Saatchi & Saatchi  
WongDoody



## 2003 O'TOOLE AWARD WINNERS

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### AGENCY AWARD

#### Agency With Billings of More Than \$300 Million

**Winner:** Fallon, Minneapolis

**Runner-Up:** Ogilvy & Mather North America

**Finalists:**

BBDO New York

DDB Worldwide

Euro RSCG MVBMS Partners, New York

Foote, Cone & Belding

GSD&M, Austin, TX

The Martin Agency, Richmond, VA

McCann Erickson New York

Young & Rubicam New York

#### Agency With Billings Between \$30-\$300 Million

**Winner (tie):** Carmichael Lynch, Minneapolis  
*and*

Crispin Porter + Bogusky, Miami

**Runner-Up:** DeVito/Verdi, New York

**Finalists:**

Bartle Bogle Hegarty, New York

Clarity Coverdale Fury, Minneapolis

#### Agency with/Billings Less Than \$30 Million

**Winner:** Sawyer Riley Compton, Atlanta

**Runner-Up:** Gabriel deGrood Bendt, Minneapolis

**Finalists:**

Bailey Lauerman, Lincoln, NE

Kruskopf Olson Advertising, Minneapolis

### MULTICULTURAL AWARD

**Winner:** The Vidal Partnership, New York

**Runner-Up:** Campbell-Ewald Advertising, Warren, MI

**Finalists;**

Burrell, Chicago

Carol H. Williams Advertising, Oakland, CA

Kang & Lee Advertising, New York

### PUBLIC SERVICE AWARDS

#### Print

**Winner:** Martin/Williams, Minneapolis

**Runner-Up:** Martin/Williams, Minneapolis

**Finalists:**

Campbell-Ewald Advertising, Warren, MI

Cramer-Krasselt, Chicago

#### Broadcast

**Winner:** DeVito/Verdi, New York

**Runner-Up:** DeVito/Verdi, New York

**Finalists:**

Arnold Worldwide, Boston

Campbell-Ewald Advertising, Warren, MI



## 2002 O'TOOLE AWARD WINNERS

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### **AGENCY AWARD**

#### **Agency With Billings of More Than \$300 Million**

**Winner:** BBDO New York

**Runner-Up:** Leo Burnett USA, Chicago

**Finalists:**

Arnold McGrath Worldwide, New York  
Arnold Worldwide, Boston  
Campbell-Ewald Advertising, Warren, MI  
Cramer-Krasselt, Chicago  
DDB Chicago  
Fallon Worldwide, Minneapolis  
Foote, Cone & Belding, Chicago  
GSD&M, Austin, TX  
Lowe, New York  
McCann Erickson, New York  
Ogilvy & Mather, New York  
Young & Rubicam New York

#### **Agency With Billings Between \$30-\$300 Million**

**Winner:** Carmichael Lynch, Minneapolis

**Runner-Up:** Publicis in Mid America, Dallas

**Finalists:**

Clarity Coverdale Fury, Minneapolis  
DeVito/Verdi, New York  
Hampel Stefanides, New York  
The Kaplan Thaler Group, New York  
E. James White Communications, Herndon, VA

#### **Agency With Billings Less Than \$30 Million**

**Winner:** Gabriel deGroot Bendt, Minneapolis

**Runner-Up:** Sawyer Riley Compton, Atlanta

**Finalists:** Clarke Goward Advertising, Boston

### **MULTICULTURAL AWARD**

**Winner:** Burrell Communications Group, Chicago

**Runner-Up:** Campbell-Ewald Advertising, Warren, MI

**Finalists:**

cruz/kravetz: IDEAS, Los Angeles  
E. Morris Communications, Chicago  
Muse Cordero Chen & Partners, Los Angeles  
Vigilante, New York



## 2001 O'TOOLE AWARD WINNERS

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### **AGENCY AWARD**

#### **Agency With Billings of More Than \$300 Million**

**Winner:** Fallon Minneapolis

**Runner-Up:** BBDO New York

**Finalist:** Ogilvy & Mather, New York

#### **Agency With Billings Between \$30-\$300 Million**

**Winner:** Carmichael Lynch, Minneapolis

**Runner-Up:** Crispin Porter + Bogusky, Miami

**Finalists:** DeVito/Verdi, New York

#### **Agency With Billings of Less Than \$30 Million**

**Winner:** Mad Dogs & Englishmen, New York

**Runner-Up:** Gabriel Diericks Razidlo, Minneapolis

**Finalist:** Siegelgale, New York

### **MULTICULTURAL AWARD**

**Winner:** Ornelas & Associates, Dallas

**Runner-Up:** Vigilante, New York

**Finalist:** Lápiz, A division of Leo Burnett, Chicago

### **PUBLIC SERVICE AWARDS**

#### **Print**

**Winner:** DeVito/Verdi, New York

**Runner-Up:** The Martin Agency, Richmond, VA

**Finalists:** The STAR Group, Cherry Hill, NJ

#### **Broadcast**

**Winner:** Saatchi & Saatchi, New York

**Runner-Up:** Martin/Williams Advertising, Minneapolis

**Finalist:** Crispin Porter + Bogusky, Miami



## 2000 O'TOOLE AWARD WINNERS

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### AGENCY AWARD

#### Agency Offices with Billings of More Than \$30 million

**Winner:** Lowe Lintas & Partners, New York

**Runner-Up:** Arnold Communications, Inc., Boston

**Finalists:**

BBDO New York

Carmichael Lynch, Minneapolis

Cliff Freeman & Partners, New York

Crispin Porter + Bogusky, Miami

DDB Chicago

DDB Dallas

Fitzgerald + Co., Atlanta

Foote, Cone & Belding, San Francisco

Goldberg Moser O'Neill, San Francisco

GSD&M, Austin, TX

The Martin Agency, Richmond, VA

Martin/Williams Advertising, Minneapolis

Mullen, Wenham, MA

Publicis, Dallas

#### Agency Offices with Billings of Less Than \$30 million

**Winner:** DeVito/Verdi, New York

**Runner-Up:**

Gabriel Diericks Razidlo, Minneapolis

**Finalists:**

Dweck!, New York

Freebairn & Co., Atlanta

Hoffman York Pacific, Laguna Hills, CA

Lawler Ballard Van Durand, Birmingham, AL

Pagano, Schenck & Kay, Boston

Russell & Herder Advertising, Brainerd, MN

Ira Thomas Associates, Youngstown, OH

### MULTICULTURAL AWARDS

#### African-American

**Winner:** Vigilante, New York

**Runner-Up:** E. Morris Communications, Inc., Chicago

**Finalists:**

The Chisholm-Mingo Group, Inc., New York

Muse Cordero Chen & Partners, Los Angeles

### MULTICULTURAL AWARDS (Continued)

#### Hispanic-American

**Winner:** Conill Advertising, New York

**Runner-Up:** Ornelas & Associates, Dallas

**Finalists:**

Bates USA/South, Miami

The Bravo Group, New York

Siboney USA, Dallas

#### Other Multicultural

**Winner:** Admerasia, New York

**Runner-Up:** Kang & Lee Advertising, New York

### PUBLIC SERVICE AWARDS

#### Print

**Winner:** Sawyer Riley Compton, Atlanta

**Runner-Up:** Fitzgerald + Co., Atlanta

**Finalists:**

asher&partners, Los Angeles

Austin Kelley Advertising, Atlanta

Leo Burnett USA, Chicago

Clarity Coverdale Fury, Minneapolis

DeVito/Verdi, New York

Eisner Communications, Baltimore

WestWayne, Inc., Atlanta

#### Broadcast

**Winner:** Crispin Porter + Bogusky, Miami

**Runner-Up:** MARC Advertising, Pittsburgh

**Finalists:**

asher&partners, Los Angeles

Leo Burnett USA, Chicago

Crispin Porter + Bogusky, Miami

GSD&M, Austin, TX

McConaughy Stein Schmidt Brown, Chicago

Richardson, Myers & Donofrio, Inc., Baltimore

J. Walter Thompson, Chicago

Carol H. Williams Advertising, Oakland, CA



## 1999 O'TOOLE AWARD WINNERS

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### AGENCY AWARD

#### Agencies with Billings More than \$30 million

**Winner:** BBDO New York

**Runner-Up:** The Martin Agency, Richmond, VA

**Finalists:**

Arnold Communications, Inc., Boston

Leo Burnett, Chicago

Carmichael Lynch, Minneapolis

Clarity Coverdale Fury, Minneapolis

Crispin Porter + Bogusky, Miami

Foote, Cone & Belding, San Francisco

Cliff Freeman & Partners, New York

Lowe & Partners/SMS, New York

Martin/Williams Advertising, Minneapolis

Mullen Advertising, Wenham, MA

Ogilvy & Mather, New York

The Richards Group, Dallas

#### Agencies with Billings Less than \$30 million

**Winner:**

Dweck & Campbell, New York

**Runner-Up:** DeVito/Verdi, New York

**Finalists:**

Borders Perrin & Norrander, Portland, OR

Clarke Goward Advertising, Boston

Lawler Ballard Van Durand, Birmingham, AL

Mad Dogs & Englishmen, New York

Russell & Herder Advertising and Public Relations,

Brainerd, MN

### MULTICULTURAL AWARDS

#### African-American

**Winner:** Vigilante, New York,

**Runner-Up:** Carol H. Williams Advertising, Oakland, CA

**Finalists:**

Campbell-Ewald Advertising, Warren, MI

Caroline Jones, Inc., New York

E. Morris Communications, Chicago

### MULTICULTURAL AWARDS (Continued)

#### Hispanic-American

**Winners (tie):** Bromley Aguilar & Associates, San Antonio, TX

and

Conill Advertising, New York

**Runner-Up:** Fova, Inc., New York.

**Finalists:**

The Bravo Group, New York

Ornelas & Associates, Dallas

#### Other Multicultural

**Winner:** PanCom International,

**Runner-Up:** interTREND Communications, Torrance, Calif.

**Finalists:** Admerasia, Inc., New York

### PUBLIC SERVICE AWARD

#### Print

**Winner:** asher&partners, Los Angeles

**Runner-Up:** DeVito/Verdi

**Finalists:**

Clarity Coverdale Fury, Minneapolis

MARC Advertising, Pittsburgh

Martin/Williams Advertising, Minneapolis

Pagano Schenck & Kay, Boston

#### Broadcast

**Winner:** Eisner & Associates, Baltimore

**Runner-Up:** Fraser/Huff, Santa Monica, CA

**Finalists:**

asher&partners, Los Angeles

Austin Kelley Advertising, Atlanta

DiMassimo Brand Advertising, New York

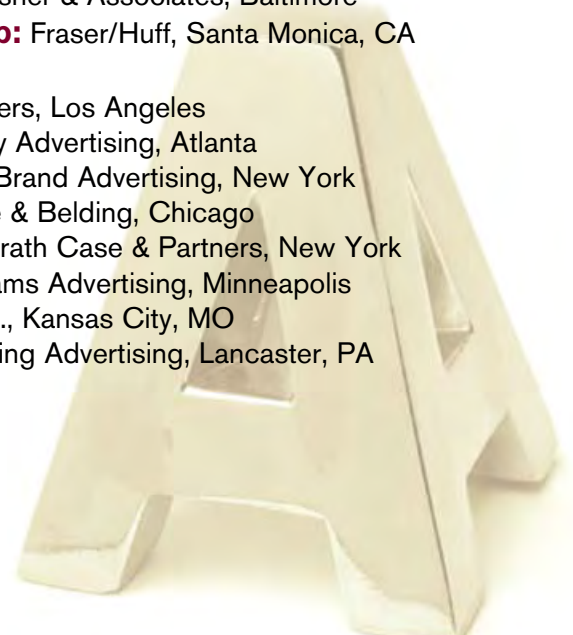
Foote, Cone & Belding, Chicago

Jordan McGrath Case & Partners, New York

Martin/Williams Advertising, Minneapolis

NKH&W Inc., Kansas City, MO

Stoner Bunting Advertising, Lancaster, PA



## 1998 O'TOOLE AWARD WINNERS

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Three categories: Public Service, Multicultural, and Agency Award (formerly the A+ Creative Award).

### **PUBLIC SERVICE AWARD**

#### **Print**

**Winner:** Pagano Schenck & Kay, Boston

**Runners-Up:** Borders, Perrin & Norrande,  
Portland

*and*

Campbell-Ewald Advertising,  
Warren, MI

#### **Finalists:**

Asher & Partners, Los Angeles

Campbell Mithun Esty, Minneapolis

Foote, Cone & Belding, Chicago

#### **Broadcast**

**Winner:** BBDO New York

**Runner-Up:** Asher & Partners, Los Angeles

#### **Finalists:**

Bailey Lauerma & Associates, Lincoln, NE

Campbell-Ewald Advertising, Warren, MI

Campbell Mithun Esty, Minneapolis

Margeotes Fertitta & Partners, New York

Saatchi & Saatchi, New York

### **MULTICULTURAL AWARD**

#### **African-American**

**Winner:** Burrell Communications Group, Chicago

**Runner-Up:** Uniworld Group, New York

#### **Finalists:**

Campbell-Ewald Advertising, Warren, MI

The Chisholm-Mingo Group, New York

#### **Hispanic-American**

**Winner:** Muse Cordero Chen & Partners,  
Los Angeles

**Runner-Up:** The Bravo Group, New York  
Conill Advertising, Inc., New York

#### **Finalists:**

Bates USA South, Coral Gables, FL

The Leo Burnett Company, Chicago

Fotouhi Alonso Cameron, Los Angeles

Grupo Cuatro Publicidad, Dallas

#### **Other Multicultural**

**Winner:** Kang & Lee Advertising, Inc., New York

**Runner-Up:** YAR Communications, New York

**Finalists:** LLT Advertising, New York

### **AGENCY AWARD**

#### **Agencies With Billings of More Than \$30 Million**

**Winner:** Cliff Freeman and Partners, New York

**Runners-Up:** BBDO New York

*and*

Lowe & Partners/SMS, New York

#### **Finalists:**

Carmichael Lynch, Minneapolis

Crispin Porter + Bogusky, Miami

The Martin Agency, Richmond, VA

Martin/Williams, Minneapolis

The Richards Group, Dallas

#### **Agencies With Billings of less than \$30 Million**

**Winner:** DeVito/Verdi, New York

**Runner-Up:** Borders, Perrin & Norrande,  
Portland, OR

#### **Finalists:**

Dweck & Campbell, New York

Lawler Ballard Van Durand, Birmingham, AL

Mad Dogs & Englishmen, New York

Moffatt/Rosenthal, Portland, OR

Periscope, Minneapolis

VITROROBERTSON, San Diego



## 1997 A+ CREATIVE AWARDS WINNERS AND FINALISTS

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Two categories for A+ Creative Award: agencies billing up to \$30 million and agencies billing more than \$30 million.

### **AGENCIES WITH BILLINGS MORE THAN \$30 MILLION**

**Winners (tie):** BBDO, New York  
*and*  
The Richards Group, Dallas

#### **Runner-Ups (tie):**

Cliff Freeman and Partners, New York  
The Martin Agency, Richmond, VA

#### **Finalists:**

Carmichael Lynch, Minneapolis  
DDB Needham, Chicago  
Fallon McElligott, Minneapolis  
Foote, Cone & Belding, San Francisco  
GSD&M Advertising, Austin, TX  
Martin/William, Minneapolis  
Hal Riney & Partners, San Francisco  
TBWA Chiat/Day, Vienna, CA.

### **AGENCIES WITH BILLINGS LESS THAN \$30 MILLION**

**Winner:** DeVitoVerdi, New York

**Runner-Up:** Borders, Perrin & Norrand, Portland

#### **Finalists:**

Cole Henderson Drake, Inc., Atlanta  
Lawler Ballard Van Durand, Birmingham, AL  
Frank C. Nahser, Inc./Advertising, Chicago  
Periscope Advertising Communications, Minneapolis  
Sietsema Engel & Partners, Minneapolis

### **John O'Toole Advertiser Award**

**Winner:** Little Caesars

#### **Finalists:**

Harley-Davidson, Inc.  
Toyota Motor Corp.'s Lexus

## 1996 A+ CREATIVE AWARDS WINNERS AND FINALISTS

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Two categories for A+ Creative Award: agencies billing up to \$30 million and agencies billing more than \$30 million.

### **AGENCIES WITH BILLINGS MORE THAN \$30 MILLION**

**Winner:** Fallon McElligott, Minneapolis

#### **Finalists:**

Bozell/Detroit, Southfield, MI  
Leo Burnett Company, Chicago  
Carmichael Lynch, Minneapolis  
Crispin + Porter Advertising, Miami  
DDB Needham, Dallas  
Foote, Cone & Belding, San Francisco  
Lowe & Partners/SMS, New York  
The Martin Agency, Richmond, VA  
Martin/Williams, Minneapolis  
Mullen, Wenham, MA  
The Richards Group, Dallas  
Rubin Postaer and Associates, Santa Monica  
J. Walter Thompson, New York

### **AGENCIES WITH BILLINGS LESS THAN \$30 MILLION**

**Winner:** DeVitoVerdi, New York

#### **Finalists:**

Cole & Weber, Portland  
Pagano, Schenck & Kay, Boston  
Sietsema Engel and Partners, Minneapolis  
Sturm Rosenberg Cafferata, Chicago

### **John O'Toole Advertiser Award**

**Winner:** Jeep

**Finalists:** Healthtex and Visa



## 1995 A+ CREATIVE AWARDS WINNERS AND FINALISTS

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Two categories for A+ Creative Award- agencies billing more than \$30 million and agencies billing up to \$30 million.

### **AGENCIES WITH BILLINGS MORE THAN \$30 MILLION**

**Winner:** Cliff Freeman & Partners, New York

**Finalists:**

Ammirati & Puris/Lintas, New York  
Angotti, Thomas, Hedge, Inc., New York  
Borders, Perrin and Norrande, Portland  
Bozell, Detroit  
Carmichael Lynch, Minneapolis  
Crispin + Porter Advertising, Miami  
Fallon McElligott, Minneapolis  
Foote Cone & Belding, San Francisco  
The Martin Agency, Richmond, VA  
Martin/Williams, Minneapolis  
Mullen Advertising, Wenham, MA  
Saatchi & Saatchi Advertising, San Francisco  
J. Walter Thompson, New York

### **AGENCIES WITH BILLINGS UP TO \$30 MILLION**

**Winner:** DeVitoVerdi, New York

**Finalists:**

Clarke Goward Advertising, Boston  
EvansGroup, Salt Lake City  
Lawler Ballard Van Durand, Birmingham, AL  
Moffat/Rosenthal, Portland, OR

### **John O'Toole Advertiser Award**

**Winner:** Lee Apparel Company

**Finalists:** Saturn and Timberland

## 1994 A+ CREATIVE AWARDS, WINNERS & FINALISTS

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This is the first year that the A+ Creative Award was given in two categories: agencies with billings of more than \$20 million and agencies with billings up to \$20 million.

### **AGENCIES WITH BILLINGS OF MORE THAN \$20 MILLION**

**Winner:** Leo Burnett, Chicago

**Finalists:**

BBDO, New York  
Borders, Perrin and Norrande, Portland  
Crispin + Porter, Coconut Grove, FL  
DDB Needham, Los Angeles  
Fallon McElligott Inc., Minneapolis  
Foote, Cone & Belding, San Francisco  
Cliff Freeman & Partners, New York  
Hill Holliday Connors Cosmopolos, Boston  
Kirshenbaur & Bond, New York  
McConaughy Stein Schmidt Brown, Chicago  
Mullen, Wenham, MA  
The Richards Group

### **AGENCIES WITH BILLINGS UP TO \$20 MILLION**

**Winner:** Borders, Perrin and Norrande, Seattle

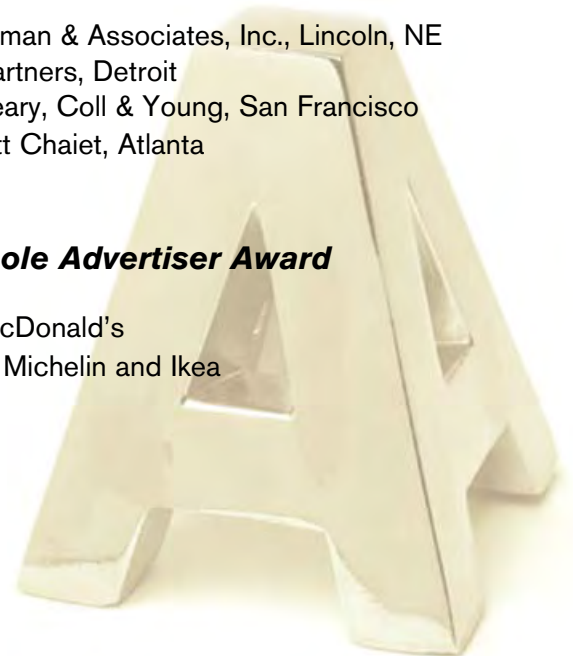
**Finalists:**

Bailey Lauerma & Associates, Inc., Lincoln, NE  
Brogan & Partners, Detroit  
Gardner, Geary, Coll & Young, San Francisco  
Pollack Levitt Chalet, Atlanta

### **John O'Toole Advertiser Award**

**Winner:** McDonald's

**Finalists:** Michelin and Ikea



## 1993 A+ CREATIVE AWARDS WINNERS & FINALISTS

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**Winner:** Carmichael Lynch, Inc., Minneapolis

**Finalists:**

The Richards Group, Dallas  
Borders, Perrin and Norrande, Inc., Seattle  
McCann-Erickson, Seattle  
Clarity Coverdale Rueff, Minneapolis  
Martin/Williams, Minneapolis  
Cliff Freeman and Partners; New York  
The Martin Agency, Richmond, VA  
Pagano Schenck & Kay, Providence, RI

The winner of the A+ Advertiser Award was Hallmark Cards. Finalists were Little Caesars Pizza and General Electric

## 1992 A+ CREATIVE AWARDS, WINNERS & FINALISTS

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**Winner:** Cliff Freeman & Partners, New York

**Finalists:**

Carmichael Lynch, Minneapolis  
Leo Burnett, Chicago  
Hill Holliday Connors Cosmopolos, Boston  
Della Femina McNamee, Inc., New York  
Wyse Advertising, Cleveland  
The Richards Group, Dallas  
GSD&M, Austin, TX  
Foote, Cone & Belding, San Francisco  
Goldberg Moser O'Neill, San Francisco  
W. B. Doner & Co., Southfield, MI  
DDB Needham, Los Angeles  
BBDO/NY

## 1991 A+ CREATIVE AWARDS, WINNERS & FINALISTS

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The A+ Creative Award was given for the first time in 1991.

**Winner:** Carmichael Lynch, Minneapolis

**Finalists:**

BBDO/NY  
Fallon McElligott, Minneapolis  
Earle Palmer Brown, Bethesda  
Tucker Wayne/Luckie, Atlanta  
Crispin + Porter, Coral Gables  
Karsh & Hagan, Englewood, CO  
Deutsch, New York  
Hill Holliday Connors Cosmopolos, Boston  
Leo Burnett Company, Chicago  
Levine Huntley Vick & Beaver, New York  
Chiat/Day/Mojo, Venice, CA  
Cliff Freeman & Partners, New York  
Martin/William Minneapolis  
Borders Perrin & Norrande, Portland, OR

