



"Bats": Bat an eye at this ad created by Del Rivero Messianu and one might miss the Sony Handycam dangling from that branch along side those nocturnal mammals.

## 'Bats,' 'Shoes,' 'Spoon,' help explain technological advance Magazines

### CATEGORY WINNER

**Sony Handycam Vision: "Bats"**  
Del Rivero Messianu, Coral Gables, Fla.  
Creative Director: Enrique Faillace  
Art Directors: Enrique Faillace, Felipe Verswyvel  
Copywriters: Liora Maya, Luis Miguel Messianu  
Photographer: Kerri Hackney

**A**CLEVER VISUAL AND COPY execution with an attitude impressed the judges, who also gave the illustration work high marks. It solves the question of how to promote the features in a piece of electronics equipment while making it approachable to the general public.

"It rules the night," says the headline on the dark blue background. Next to it, a Sony Handycam hangs upside down from a branch amidst a flock of bats. It briskly makes its point: that this video camera can shoot in the

dark. But it doesn't give in to the temptation to overexplain the technological features of the equipment, and doesn't drown the reader with copy that will intimidate people who are still dealing with the flashing 12:00 on their VCR.

"You will enjoy all of your special moments with the Handycam Vision, which gives you more flight time, whether in broad daylight or in the middle of darkness," says the copy. "That's how you take off!"

And that's how you do an electronics ad, said the judges.

### HONORABLE MENTIONS

**Toyota Motor Sales USA Camry: "Rooster"**  
Saatchi & Saatchi's Conill Advertising, Torrance, Calif.  
Creative Directors: Mariano Favetto, Elias Weinstock  
Art Director: Juan Carlos Obando  
Copywriter: Jorge Inchaurregui

At first glance, it looks like Toy-

ota is a bit full of itself. Instead of everyday people, it has a peacock on its ad. But look closer, the peacock is really a rooster in disguise. "Can a car make you feel different?" asks the copy in the ad. "Camry/confidence." It's eye-catching, colorful and witty. Better yet, it puts the brand front and center.

**Sony Handycam Vision: "Shoes" and "Spoon"**  
Del Rivero Messianu, Coral Gables, Fla.  
Creative Director: Enrique Faillace  
Art Directors: Enrique Faillace, Felipe Verswyvel  
Copywriters: Liora Maya, Luis Miguel Messianu  
Photographer: Kerri Hackney

Like the category winner, both of these executions play up the Sony Handycam features with clever visuals and snappy copy. "Shoes"—the sneaker laces are really video connection cables—extols Sony's Laser Link connection and "Spoon," where a Handycam takes the place of a daily dose, touts its 12-hour battery. Like the "Bats" ad, copy is sharp and doesn't get bogged down in techno-speak. "Shoot the best images, and only remember to repeat the dose every 12 hours," reads the "Spoon" ad.

**Del Rivero Messianu: "Mantengase Fresco"**  
Del Rivero Messianu, Coral Gables, Fla.  
Creative Directors: Luis Miguel Messianu, Jose Luis Villa  
Art Director: Jose Luis Villa

Another simple statement, this house ad was a visual pun that works in any language. The title—literally "Keep fresh"—can apply to the client consuming the product or an invitation to the creatives themselves to keep the work fresh. No need to worry, there are no canned ideas here, just a simple, edgy graphic. But it's enough to make you ask "Who are these guys?"

**Volkswagen Beetle: "Parranda"**  
Del Rivero Messianu, Coral Gables, Fla.  
Creative Director: Jose Luis Villa  
Art Director: Luis Lozada  
Copywriter: Christian Reslen

"It wasn't dead ... it was out partying," says this ad for the return of the Volkswagen Beetle, a good appropriation of the campaign by

George L. San Jose, President and Chief Creative Offer of The San Jose Group, a multicultural advertising agency.

## Simplicity, visuals help make awkward-sounding message work Newspaper

### CATEGORY WINNER

**Dominick's Finer Foods: "Mazorca"**  
San Jose & Associates, Chicago  
Art Director: Yadira Martinez  
Copywriter: Eduardo Tua

**T**HOUGH IT LOSES A LOT in translation, the image of the smiling corn-on-the-cob draws a chuckle from everyone, Spanish-speaking or not.

The supermarket chain's ad commemorating Cinco de Mayo displays a simple message aimed clearly at its Mexican-American clientele. Its spare copy has a decid-

edly Mexican inflection to it.

"It is an honor for us to celebrate Mexico's Independence Day. That is why, when you visit, we will welcome you with a huge smile and, of course, with much freshness," says the ad.

The headline is a bit too idiomatic—it literally means "A good day to show off your corn cob"—but the image makes the expression understandable to any Spanish speaker.

Judges were impressed by the clever simplicity of the ad, which makes good use of the newspaper page without swamping it with



**"Mazorca":** In this ad for Dominick's Finer Foods, San Jose & Associates proves that there's nothing corny about brandishing fresh produce to show support for a community.

copy or useless graphics. It is proof, once again, that a good idea is

worth a thousand words.

### HONORABLE MENTION

**Florida Department of Health: "Smoking Baby"**  
Muse Cordero Chen & Partners, Los Angeles  
Creative Director: Wilky Lau  
Art Director: Fonz Covarrubias  
Copywriter: Chase Connerly  
Photographer: Anthony Nex

An adorable moppet sits on her high chair, still in her jammies, holding a smoldering cigarette between her tiny fingers.

"If you smoke in front of your children, you have children who smoke," says the copy, boxed like the Surgeon General's warning on cigarette packages.

The print ad doesn't need to say much more. It hits two topics: second-hand smoke and parental influence in forming smoking habits. It also hits your sensibilities. □