

# AMV BBDO, Guinness Take Home Grandy

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By Deanna Zammit

**NEW YORK** The 42nd International Andy Awards here tonight will present its highest honor, the Grandy, to AMV BBDO for its Guinness "noiulovE" spot.



These guys will wait a long time for their Guinness to settle.

Jury chairman

Mark Tutssel,

deputy CCO of Leo Burnett Worldwide, will host the awards ceremony at Guastavino's.

The best in show winner, a special effects-laden interpretation of reverse evolution, opens with three pub-goers enjoying the first sip of their drinks. After a moment's enjoyment, the spot moves backward through time. They retrace their steps out of the pub, around the corner and through a London that devolves into a rain forest. The men morph into cavemen, apes and, ultimately, prehistoric amphibians, who must wait millions of years for that first sip of Guinness.

Along with its \$50,000 cash prize, the London agency will collect the Grandy ring and the mantle "Advertising Champion of the World."

Crispin Porter + Bogusky, which will receive the Yahoo Big Idea Chair prize for integrated media execution on behalf of its Mini's "Roof Studio" banner campaign, is the most-honored agency at tonight's show. Mini ads led people to a Web site, where they could select paint colors and custom-design the car's roof. The shop also will receive three silver awards (one for its work with Arnold on the American Legacy Foundation "Truth" campaign) and six bronze Andys.

Saatchi & Saatchi will take home one bronze and two silver Andys, and Arnold will receive a silver (for Legacy) and two bronze awards.

The winner of the Richard T. O'Reilly award, best of show in public service announcements, is Leo Burnett Lima for its TV spot "Magic" for the Ponle Corazon Cancer Foundation.

Maari Thrall and Miller Jones, recent graduates of the Creative Circus in Atlanta, are the student winners of the Glenn C. Smith Scholarship for their "Slow Down Atlanta" campaign.