



THE MIDAS AWARDS

2004 MEDALISTS & FINALISTS

PRODUCTS & SERVICES

M001/Accounting, Audit & Tax Services

Gold - Ingot
DeVito/Verdi/New York
Jackson Hewitt Tax Service
"How To Quit"

Finalist Certificate
Coil Counts Ford & Cheney/Chicago
Grant Thornton LLP
"Voice Mail"

Finalist Certificate
DeVito/Verdi/New York
Jackson Hewitt Tax Service
"White House"

Finalist Certificate
DeVito/Verdi/New York
Jackson Hewitt Tax Service
"Top 50 Overlooked Tax Deductions"

M003/Banking

Grand (Kings Crown)
Sedgwick Rd./Seattle
Washington Mutual
"Insta-Branch/Teller Porter/Bill B Gone"

Gold - Ingot
Sedgwick Rd./Seattle
Washington Mutual
"Money Shrub"

Gold - Ingot
Ruf Lanz Werbeagentur AG/Zürich
Bank Coop
"Money Launderer/Money Launderer Paradise"

Silver - Ingot
FCB/Toronto
TD Canada Trust
"Still Open"

Silver - Ingot
Zimmerman Partners Advertising/Ft. Lauderdale
BankAtlantic
"Yeah, We're Open"

Finalist Certificate
Ruf Lanz Werbeagentur AG/Zürich
Bank Coop
"Ed Fagan/Money Launderer"

Finalist Certificate
FCB/Toronto
TD Canada Trust
"Sold/Not Sold"

Finalist Certificate
Jung Von Matt/Limmat AG Zürich
Julius Bär
"True To You"

Finalist Certificate
Ogilvy Group/Austria
Raiffeisen Bausparkasse
"Baby"

Finalist Certificate
VVL BBDO/Brussels
KBC Banking & Insurance
"Taxi/Telephone"

Finalist Certificate
Brains On Fire/Greenville
Carolina First
"Testimonial Television Campaign"

Finalist Certificate
Renegade Marketing Group/New York
HSBC
"HSBC BankCab"

Finalist Certificate
First Frame Film und TV Produktion GmbH/München
Deutscher Sparkassen Verlag GmbH
"Sauber"

Finalist Certificate
VVL BBDO/Brussels
KBC Banking & Insurance
"Butcher/Cashpoint/Waterdrop"

Finalist Certificate
Sedgwick Rd./Seattle
Washington Mutual
"Insta-Branch"

Finalist Certificate
Sedgwick Rd./Seattle
Washington Mutual
"Bill B Gone"

Finalist Certificate
Sedgwick Rd./Seattle
Washington Mutual
"Teller Porter"

Finalist Certificate
Brandon Advertising/Myrtle Beach
Horry County State Bank
"Things Change: Type Writer"

Finalist Certificate
Brandon Advertising/Myrtle Beach
Horry County State Bank
"Things Change: Telephone"

Finalist Certificate
Zimmerman Partners Advertising/Ft. Lauderdale
BankAtlantic
"Lunch Breaks"

Finalist Certificate
Young & Rubicam Business Comm./Geneva
KBS Private Bank
"Corporate Positioning Campaign"

Finalist Certificate
Hanna & Associates/Spokane
Sterling Savings Bank
"Little Coach/Manster/Manzelle"

M005/Consulting Services

Finalist Certificate
Sparky's Garage/Leesburg
Acclaro Growth Partners
"Avoid Unnecessary Exposure"

M006/Corporate Image

Gold - Ingot
Like A River/Manchester
Crossley & Lomas Chartered Accountants
"The Bar Bill"

Silver - Ingot
Lowe/Dubai
HSBC
"Convertible"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Arm And A Leg"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Raking/Cutting Your Own Hair/Pet Stores"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Kite/Airplane/Forefathers/Raking"

Finalist Certificate
Publicis/Toronto
CIBC
"Door Jam/Student/Wedding"

Finalist Certificate
For Sale/Vienna
Österreichische Bundesbahnen (Austrian Railways)
"Bahn Anleihe (Railroad Bonds)"

Finalist Certificate
FTA Comunicação Integrada/São Paulo
Citigroup
"An Action With The Taste Of Social Responsibility"

M007/Credit Card

Gold - Ingot
McCann-Erickson/New York
MasterCard International
"Priceless Campaign"

Gold - Ingot
Citigroup, Inc./Minneapolis
Citibank
"Identity Theft"

Silver - Ingot
Reklambyrå SWE/Stockholm
Eurocard
"Tempted?"

Silver - Ingot
McCann Direkte MRM Partners/Oslo
Eurocard Gold
"The History Of Money"

Finalist Certificate
McCann-Erickson/Tokyo
MasterCard
"Priceless Campaign"

Finalist Certificate
Momentum/Helsinki
Sampo Bank
"Sampo Depit Cards"

Finalist Certificate
McCann-Erickson/Argentina
Mastercard
"I Can't Believe It Buddy"

Finalist Certificate
McCann-Erickson/Korea
MasterCard Winter Promotion
"Spring Camp"

Finalist Certificate
BBDO/New York
Visa
"Chores"

Finalist Certificate
BBDO/New York
Visa
"George And Derek"

Finalist Certificate
BBDO/New York
Visa
"Snowball"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Outfit"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Self Control"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank Identity Theft
"Identity Theft"



Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank Identity Theft
"Geek/Outfit/Flaps/Identity Theft Print"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Hamster/Self Control/80's Lady/Birthday"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Flaps"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Geek/Outfit/Flaps"

M010/Financial Exchange

Finalist Certificate
WFCA Integrated/Kent
Western Union
"Red & Black"

M012/Financial Planning

Finalist Certificate
AMW Direct and Interactive/Toronto
BMO Harris Private Banking
"Harris Private Banking Portrait DM"

Finalist Certificate
Quattro Saatchi & Saatchi/Brussels
Triodos Bank
"Heart/Brain"

M013/Financial Software

Finalist Certificate
Reuters/New York
"The Multex Corporate Identity Project"

M014/Investment Advisors

Silver - Ingot
The Jupiter Drawing Room/South Africa
Nedbank
"Perspective"

M015/Insurance

Gold - Ingot
Shalmor Avnon Amichay/Y&R/Tel Aviv
Direct Insurance
"Barrier/Monster Truck/Flooding"

Silver - Ingot
Publicis in the West/Seattle
Safeco Insurance
"SNAP Outdoor Campaign"

Silver - Ingot
FCB Kobza Advertising Agency/Vienna
Allianz
"Allianz Early Pension"

Finalist Certificate
Demner, Merlicek & Bergmann/Vienna
Wiener Städtische
"TVC Service Station"

Finalist Certificate
Richter7/Salt Lake City
Workers Compensation Fund
"Organ Donor Shortage"

Finalist Certificate
Precious/Singapore
Prudential Assurance Malaysia Berhad
"Listening To Millions"

Finalist Certificate
Bates International Advertising S.L./Barcelona
Allianz Versicherungs AG
"Family Action"

Finalist Certificate
The Kaplan Thaler Group/New York
AFLAC
"Hypno Duck/Supermarket/Wedding Chapel"

Finalist Certificate
Richter7/Salt Lake City
Workers Compensation Fund
"Fake Billboard Workers"

Finalist Certificate
Hertz: Radio And Other Clever Advertising/Birmingham
Saga Services
"Car/Pet Insurance Campaign"

Finalist Certificate
McCann-Erickson/Frankfurt
Winterthur Insurance
"If I Could Campaign"

Finalist Certificate
McCann-Erickson/Frankfurt
Winterthur Insurance
"Winterthur Image Spot"

Finalist Certificate
Elephant Seven GmbH/Hamburg
Allianz Versicherungs-AG
"Accident Insurance With Pay Back"

Finalist Certificate
Shalmor Avnon Amichay/Y&R/Tel Aviv
Direct Insurance
"Garage"

Finalist Certificate
SAS/Cary
"SAS Insurance Intelligence Solutions"

Finalist Certificate
Publicis in the West/Seattle
Safeco Insurance
"SBI BOP Reinvent Print Campaign"



Finalist Certificate
Eiler & Riemel GmbH/München
Victoria Versicherungen
"Apfel/Muetze/Basketball"

M016/Legal Services

Silver - Ingot
FCB/New Zealand
Public Trust
"Cow/Great Assets/Little Devil"

M017/Lending

Gold - Ingot
Sedgwick Rd./Seattle
Washington Mutual
"Paul/Roy/Julie"

Finalist Certificate
Arteaga & Arteaga/San Juan
Home Loans
"Rooms"

Finalist Certificate
CCP Heye Werbeagentur GmbH/Vienna
Kommunkredit
"Imageanzeigen"

Finalist Certificate
DeConi/Sofia
Bulgarian-American Credit Bank
"Get Credit"

M018/Mutual Funds

Gold - Ingot
Lowe Roche/Toronto
Mackenzie Financial
"Basketball/Girl Genius"

Finalist Certificate
AIM Trimark/Toronto
AIM Trimark
"Bolt/Bridge/Smile"

Finalist Certificate
AIM Trimark/Toronto
AIM Trimark
"Bolt/Puppet"

Finalist Certificate
The Integer Group/Lakewood
Marsico Funds
"Marsico Funds Print"

M021/Retirement Financial Services

Finalist Certificate
BBDO Campaign GmbH/Düsseldorf
Savings & Loan
"Snob"

Finalist Certificate
Publicis/New York
Principal Financial Group
"Why Do We Work?"

M022/Sponsorship

Finalist Certificate
McCann-Erickson/New York
MasterCard Canada
"Priceless: Hockey Series"

Finalist Certificate
The Jupiter Drawing Room/South Africa
Nedbank
"Closet"

CORPORATE COMMUNICATIONS

M024/Annual Report

Gold - Ingot
antwerpes & partner ag/Cologne
"Annual Report 2002"

Silver - Ingot
Epigram/Singapore
Intellectual Property Office Of Singapore
"Is It Safe To Let The Cat Out Of The Bag?"

Finalist Certificate
The Charles Schwab Corp./San Francisco
"The Case For Charles Schwab"

Finalist Certificate
Cahan & Associates/San Francisco
Neoforma Inc.
"Neoforma 2002 Annual Report"

Finalist Certificate
Pearlfisher international design/London
Creative Education Corporation PLC
"CEC Annual Report"

M025/Recruiting

Gold - Ingot
Masius/London
Ernst & Young
"Unlikely Combinations: Work/Coffee Tray/Dandelion"

M026/Employee Communications

Finalist Certificate
LaBov & Beyond Marketing Comm. Inc./Fort Wayne
Audi Financial Services
"Audi Financial Services Dealer Financing Brochure"

M027/Public Service

Gold - Ingot
Canco Advertising/Mumbai
HDFC
"Tiger Claws"

Finalist Certificate
CRUSH/Singapore
Eastern Insurance
"Child Safety"



BEST USE OF MEDIUM**M030/Magazine Advertisement**

Silver - Ingot
Fallon/Minneapolis
Nuveen Investments
"Risk"

Finalist Certificate
Fallon/Minneapolis
Nuveen Investments
"Wishful"

Finalist Certificate
The Jupiter Drawing Room/South Africa
Nedbank
"Vehicle Finance"

M035/Place-Based Media

Gold - Ingot
Doremus & Company/Hong Kong
The Financial Times Asia Edition
"FT Big Wrap"

Silver - Ingot
The Jupiter Drawing Room/South Africa
Nedbank
"Closet"

Finalist Certificate
Serviceplan Gruppe Für Innovative Kommunikation GmbH/
München
Franklin Templeton Investments
"Money Fountain"

M037/Transit

Finalist Certificate
Masius/London
Charcol
"50p"

M038/Web Site

Gold - Ingot
OgilvyOne Middle East/Dubai
American Express Blue
"Space Invaders/Safe"

Finalist Certificate
ICF Consulting/Fairfax
"ICF Consulting Corporate Web Site"

Finalist Certificate
Imirage, Inc./Allentown
Mack Trucks
"Mack Trucks"

Finalist Certificate
Die Firma GmbH/Wiesbaden
Heller
"Heller Bank AG"

Finalist Certificate
Mediaman GmbH/Mainz
Deutsche Postbank AG
"Info Tours"

Finalist Certificate
Die Firma GmbH/Wiesbaden
Nassauische Sparkasse
"Naspa.de"

Finalist Certificate
The Y&R Group/Wunderman/Dearborn
Ford Credit
"Ford Credit Website"

M043/Television Commercial

Gold - Ingot
Sedgwick Rd./Seattle
Washington Mutual
"Paul"

Gold - Ingot
Citigroup, Inc./Minneapolis
Citibank
"Geek/Outfit/Flaps"

Finalist Certificate
McCann-Erickson/Tokyo
MasterCard
"Priceless Campaign"

Finalist Certificate
Sedgwick Rd./Seattle
Washington Mutual
"Teller Porter"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Outfit"

Finalist Certificate
Citigroup, Inc./Minneapolis
Citibank
"Flaps"

Finalist Certificate
Sedgwick Rd./Seattle
Washington Mutual
"Roy"

M046/Radio Commercial

Finalist Certificate
Planit/Baltimore
Chevy Chase Bank
"e-Bills"

M048/Annual Report

Gold - Ingot
Strichpunkt/Stuttgart
4MBO International Electronic AG
"Shopping Bag"

Silver - Ingot
antwerpes & partner ag/Cologne
"Annual Report 2002"



M049/Corporate Calendars

Finalist Certificate
Bankers Life and Casualty Co./Chicago
"Bankers 125th Anniversary Gift Box"

M051/Mixed Media Campaign

Gold - Ingot
Cross Colours/Johannesburg
First National Bank HomeLoans
"FNB Sandcastle"

Finalist Certificate
Publicis/Toronto
CIBC
"Wood Gundy"

Finalist Certificate
Publicis/Toronto
CIBC
"Mortgage Fall Campaign"

CRAFT & TECHNIQUES

M060/Best Art Direction

Finalist Certificate
Citigate Albert Frank/London
Investec Private Bank
"Fork"

Finalist Certificate
Elixir/Göteborg
Volvo Truck Cards
"The Utility Campaign"

Finalist Certificate
Fallon/Minneapolis
Nuveen Investments
"Smarter Ways to Be Conservative"

M061/Best Copywriting

Gold - Ingot
The Jupiter Drawing Room/South Africa
Nedbank
"Brother"

Finalist Certificate
Washington Mutual/Seattle
"Hoist Yer Sales"

M064/Best Corporate Identity

Finalist Certificate
Like A River/Manchester
Co-operative Group
"Balloon Street"

M065/Best Graphic Design

Silver - Ingot
Strichpunkt/Stuttgart
4MBO International Electronic AG
"Perfect For The Market"

Finalist Certificate
Bankers Life and Casualty Co./Chicago
"Bankers 125th Anniversary Gift Box"

Finalist Certificate
Primerica Financial Services/Duluth
Primerica
"How Money Works"

Finalist Certificate
Strichpunkt/Stuttgart
Schlott Gruppe AG
"Values"

M067/Best Electronic Design

Finalist Certificate
The Halo Group/Hauppauge
Qside Federal Credit Union
"Where Money Makes A Better Living"

M069/Best Special Effects

Silver - Ingot
Suburban Films/Cape Town
Investec Private Bank
"Fork"

M071/Best Cinematography

Finalist Certificate
Barnett Cox & Associates/San Luis Obispo
Heritage Oaks Bank
"Making Money Work: Beach Party"

