

MAY 14-15 1964 GRAND BALLROOM WALDORF-ASTORIA NEW YORK



"Clio - The Proclaimer"

AWARD WINNERS

Special Citation:

BEST — B&W CINEMATOGRAPHY (TIE)
Award Sponsored by Eastman Kodak

BRECK SHAMPOOS — "NIGHT RIDE"
Advertiser: John H. Breck
Agency: Young & Rubicam, New York
Production: Ansel-Shaw, New York
Cameraman: Mark Shaw
Details: See HAIR PREPNS Award Winner

CASHMERE BOUQUET TALC — "BODY SINGS"
Advertiser: Colgate-Palmolive Company
Agency: D'Arcy, New York
Production: Elliot, Unger & Elliot, NY
Cameraman: Gene Friedman
Details: See COSMETICS Award Winner

JAMAICA — "WATERFALL"
Advertiser: Jamaica Tourist Board
Agency: Doyle Dane Bernbach, New York
Production: Rose-Magwood, New York
Cameraman: Ernest Caparros
Details: See TRAVEL Award Winner

RECOGNITION

AMERICAN AIRLINES — "SAN FRAN, L.A., N.Y."
Advertiser: American Airlines
Agency: Doyle Dane Bernbach
Production: Elliot, Unger, & Elliot
Cameraman: Michael Nebbia
Details: See SERIES Recognition

BOAC — "LONDON"
Advertiser: British Overseas Airways Corp.
Agency: Pritchard, Wood, New York
Production: Wylde Films, New York
Cameraman: Hank Muller
Details: See TRAVEL Award Winner

PRINCESS DIAL — "BEACH"
Advertiser: Armour, Grocery Products
Agency: Foote, Cone & Belding, Chicago
Production: FilmFair, Los Angeles
Details: See BATH SOAPS Award Winner

Special Citation:

BEST — COLOR CINEMATOGRAPHY
Award Sponsored by RCA

UNICAPS — "APPLES," "BOTTLES," "BALLOONS"
Advertiser: Upjohn Company
Agency: McCann-Marschalk, New York
Production: VPI, New York
Cameraman: David Quaid
Details: See SERIES Recognition

RECOGNITION

CHEVROLET — "THE PINNACLE"
Advertiser: Chevrolet Divn, General Motors
Agency: Campbell-Ewald, Detroit
Production: Alexander Films, Colo. Springs
Cameraman: Roger Monteran
Details: See AUTOMOBILE Recognition

BETTY CROCKER RICE — "EUROPEAN DISHES"
Advertiser: General Mills Gourmet Foods
Agency: Doyle Dane Bernbach, New York
Production: TeleVideo, New York
Cameraman: Jean Bourgoin
Details: See SERIES Award Winner

KODAK INSTAMATIC — "SURFBOARD"
Advertiser: Eastman Kodak Co.
Agency: J. Walter Thompson, New York
Production: Bruce Brown Films, Dana Pt., Cal.
Cameraman: Bruce Brown
Details: See DEMONSTRATION Citations

ACRILAN CARPETS — "TRUE COLOR"
Advertiser: Chemstrand
Agency: Doyle Dane Bernbach, New York
Production: VPI, New York
Cameraman: Ernest Caparros
Details: See HOME FURNISHINGS Recognition

MERCURY COMET — "100,000 MILES BALLAD"
Advertiser: Lincoln-Mercury Div., Ford Motor
Agency: Kenyon & Eckhardt, New York
Production: Producing Artists, New York
First Air Date: November 23, 1963
Account Supervisor: Dave Gillespie
Agency Producer & Art: Andy Doyle
Copywriter: Bill Suchman
Film Director: Merrill Sproul
Cameraman: Fred Hoffman
Editor: David Lloyd
Music Director: James Fagas

BETTY CROCKER ANGEL CAKE — "THE HIGH ONE"
Advertiser: General Mills
Agency: Needham, Louis & Brorby, Chicago
Production: TeleVideo, New York
Cameraman: Eugene Shuffan
Details: See BAKING MIXES Recognition

Special Citation:

BEST — FILM EDITING
Award Sponsored: By Movielab

BOAC — "LONDON"
Advertiser: British Overseas Airways Corp.
Agency: Pritchard, Wood, New York
Production: Wylde Films, New York
Editor: Ed Friedman
Details: See TRAVEL Award Winners

RECOGNITION

AMERICAN AIRLINES — "S.F., L.A., N.Y."
Advertiser: American Airlines
Agency: Doyle Dane Bernbach, New York
Production: Elliot, Unger & Elliot, NY
Editor: Dan Heiss
Details: See SERIES Recognition

COCA-COLA — "THINGS GO BETTER WITH COKE"
Advertiser: Coca-Cola Company
Agency: McCann-Erickson, New York & Montreal
Production: Wylde & Libra, New York
Editor: Edward Friedman, Wylde

JAMAICA — "WATERFALL"
Advertiser: Jamaica Tourist Board
Agency: Doyle Dane Bernbach, New York
Production: Rose-Magwood, New York
Editor: Bea Connetta
Details: See TRAVEL Award Winner

NBC — "THE HUNTLEY-BRINKLEY REPORT"
Advertiser: National Broadcasting Company
Production: Ferro, Mohammed & Schwartz, NY
Editor: Mike Cimino
Details: See MEDIA AND ENTERTAINMENT