

AdMedia

March 2004

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**INSIDE:
FAIRFAX
AGENCY
OF THE
YEAR:
DDB**

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**THE
ART OF
SEDUCTION P19**



B_E_E (Beauty Engineered for Ever) is a range of New Zealand made eco friendly cleaning products. This campaign uses the art of seduction to bring alive the sensory experience of cleaning with B_E_E to show that B_E_E is as kind to you as it is to the planet.

Agency: Generator

Company: B_E_E (Beauty Engineered for Ever)

Brand/Product: B_E_E: Dishwash Liquid, Surface Cleaner, Delicate Laundry Liquid, Whitener

Client contact: Brigid Hardy

Media: Magazine, Outdoor, Postcards

Creative team: Daniel Lunn, David McKenzie, Billy McQueen, Chris Schofield, Andrew Sims

Account director: Veronica Shale

Account manager: Zoe Taberner

Strategic director: Michael Prentice

Typography: Iain Wood

Illustration: Greg Copeland



Vroom Vroom!

Agency: DDB

Company: Midas

Brand/Product: Midas

Client contact: Barry Miller

Media: TV

Creative team: Rob Jack, Wendy Lawn

Account team: Richard Stevens, Natasha Hilgeholt

Writers: Bobby McKay, Rob Jack

Art director: Wendy Lawn

Agency producer: Judy Thompson

Production/Film co: Curious Films

Producer: Mei-ling Wong

Director: Miki Magasiva

Production: Digital Post

Editor: Sam Brunette