

Kontakter Clients Award

{tab=Der Kontakter}

Client
Der Kontakter

Location
Nachtgalerie

Participants
The jury and winner (agencies and clients), press and advertising film producer

Type of event
Award

Cause
The first prize for advertiser. Mention of the best and most innovative campagne in print and tv

Description

When the Kontakter Clients Award was given to film director Detlev Buck, he expressed the desire to have a little more glamour, similar to the Oscar night.

In fact, it was a bit disappointing for the person who made the laudatory speech and the jury members that neither the winner agency, Bartie Bogle Hegarty (BBH) from London, nor the winner client, Levi's, have sent their representatives to Munich to accept the prizes for most innovative TV campaigns. But at least BBH has promised to compensate by sending an amount of Flat Erics.

350 people accepted the invitation expressed by Kontakter, the co-initiators Stern and MediaGroup Munich, to attend the awarding of the most innovative and best campaigns.

A lot of praise was given to the Eventgruppe: By decorating the former station concourse. Eventgruppe has transformed it into a luxury temple.

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{tab=Fotos}
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