

## ADVB awards the best marketing cases of 2006 12/13/2006



Videolar Team and Guests receive the Award

The Brazilian Marketing and Sales Directors' Association celebrated, this December 7, at the Scala Rio, a ceremony to present one of the most important awards in the marketplace, the Top de Marketing ADVB. Created 34 years ago, the prestige of the Top accolade is in its goals: motivating the teams who elaborate projects that publicize, expose and promote the growth of a brand or product.

ADVB, in 2006, has received entries from companies nationwide, totaling 86 cases, of which 20 were selected. The panel of highly-qualified professional judges had the responsibility of evaluating each case individually, deciding whether it was worthy of the award. Antonio De Salvo, Superintendent Director of ADS Assessoria de Comunicações Ltda; Faustino Albano Pereira Junior, Marketing Executive; Hélio Freddi Filho, Publitas Comunicação Visual's Sales Director; Maurício Eugenio, Director-President of Eugenio Comunicação; Paulo Pandjarian, General Director of Pan Brasil Comunicação Empresarial and Ronaldo Conde, Executive Director of the Onze Vinte e Um Agency, were chosen by the entity's Board of Directors to form the Jury.

The ADVB TOP Awards represent the broadest reference of excellency in Company Management in Brazil, and they encompass the building of a satisfying long-term relationship, meeting the marketplace's demands. Thus, the Top de Marketing Award has become an incentive to organizations, so that they can have a more detailed insight, evaluating their trajectories based on the analysis of their challenges and results.

Besides recognizing and pointing out the most innovative and effective marketing tools, the most traditional and important award of this category encompasses, the night of the awards, the ADVB Personality of the Year Award. "The Personality of the Year Award was created to give credit to work based on ethical and moral values which are essential to the country's development process", declared Aleksander Santos, ADVB's president. According to Aleksander, the entity's goal is to publicize models that help build a better, more just and more compassionate country.

The personalities were elected by the entity's Board of Directors and Council members. The nominations' priorities were the social, political and economical contributions to our country in 2006. Therefore, the chosen, by category, were: Federal Politics, Senator Renan Calheiros; State Politics, Senator Sérgio Cabral Filho; Corporate, Ariovaldo Rocha, SINAVAL's President; Corporate Leadership, Paulo Skaf - FIESP's President; Corporate insurance, Luiz Carlos Trabuco Cappi, Bradesco Seguros' President, and Advertising Executive of the Year, Roberto Medina, Artplan's President.

With the Top de Marketing and Personality of the Year Awards, ADVB fulfils its commitment to promote corporate development, giving incentive to the generation of new segments, of motivated teams and actions that are then seen from an entrepreneurial point of view.

Therefore, the professionals who worked on planning and marketing successful new products, always taking into consideration the existing needs and perspectives of research and adaptation of their organization will gain public acknowledgment of their work. Because they weren't just lucky. They deserved it!

### Winner cases:

Amil Assistência Médica Internacional Ltda.

Case: Total Care

Bombril S.A.

Case: Women who make Brazil shine

CC&M Comunicação & Marketing Ltda.

Case: 14ª Pão de Açúcar São Paulo Relay Marathon

Dix Assistência Médica Ltda.

Case: Their outstanding sales based on a well-structured niche marketing and the motivation of their sales teams

Editora JB S.A.

Case: Innovation and success

Editora O Dia S.A.

Case: Meia Hora Newspaper

Geraldo J. Coan e Cia. Ltda.

Case: Nice to Meet You

Petróleo Brasileiro S.A.

Case: PND Campaign 2005

Petróleo Brasileiro S.A.

Case: Social and Environmental Fuel Projects Portfolio

Petróleo Brasileiro S.A.

Case: Petrobras' Customers Satisfaction Poll - A company the size of Brazil run by its customers

Petróleo Brasileiro S.A.

Case: Communication Strategy in "SMS Fuel Leadership Project"

Petróleo Brasileiro S.A.

Case: Rio de Janeiro Petrochemical Project Launch (COMPERJ)

Petróleo Brasileiro S.A.

Case: Natural Gas: A new fuel

Petróleo Brasileiro S.A.

Case: Responsible partnership program

Petróleo Brasileiro S.A.

Case: H-Bio Technology

Record TV

Case: Bicho do Mato Show

RJZ / Cyrela

Case: Barra Family

Justice Court of Rio de Janeiro

Case: Varig

**Videolar S.A.**

**Case: Videolar.Com**

Volkswagen do Brasil

Case: Environmental Education Program