

OUTDOOR PRINT RAD  
A 19TH ANNUAL PACK  
DOOR PRINT RADIO DE  
VCINEMA LONDON IN  
OR INTERNATIONAL P  
ADIO AWARDS TELEVI  
ON/CINEMA PACKAGE  
AGE DESIGN RADIO P  
R INTERACTIVE MEDIA  
RADIO 2004 WINNER O  
TELEVISION/CINEMA  
DOOR RADIO PRINT H


**TELEVISION/CINEMA: AUTOMOTIVE**

Entrant: **BETC Euro RSCG, Paris**  
**Peugeot 407 - "The Toys"**  
Client: **Peugeot Automobiles**  
Agency: **BETC Euro RSCG, Paris**  
Creative Director: **Rémi Babinet**  
Copywriter: **Rémi Noel**  
Art Director: **Eric Holden**  
Agency Producers: **Simon Chater-Robinson/David Green**  
Production Company: **Wanda, Paris**  
Director: **Philippe André**

  
ALEX BOGUSKY  
Jury President  
Advertising

  
FRÉDÉRIC SANZ  
Jury President  
Interactive Media

  
BRUCE DUCKWORTH  
Jury President  
Design &  
Package Design

  
BARBARA LEVY  
President

