

Two golds for the BMU spot "Power of Wind"

"Power of Wind", a short film produced with the support of the Federal Environment Ministry, has received another accolade. At the Art Directors Club for Germany's 44th competition the film was awarded two gold Nails. The spot, which takes an innovative approach to promoting wind energy, already won the Golden Lion at last year's International Advertising Festival in Cannes. The film was commissioned by the wind energy producer Epuron and produced by the Nordpol+Hamburg Agency.

The spot personifies the wind as a friendly but friendless loner who is tired of wasting his energy on pointless acts. He wants to be useful, so he can gain a place in people's hearts. At the very first viewing the film delighted the jury with its emotive and creative idea. Overall the film was even awarded two gold nails, in the categories TV spots and film commercials.

The Art Directors Club für Germany (ADC) is an affiliation of creatives whose work ranges from advertising, verbal and visual communication, graphic design, editorial, photography, illustration, radio, film, interactive media and installation design. The ADC competition invites all creatives to submit commissioned works which were published within one year. A total of 46 categories cover the complete spectrum of creative communication. Prizes are awarded, for example, to print advertising or posters, to TV, cinema and radio spots, sales promotion films, editorials and projects from the design and interactive media sectors. A jury of ADC members assess the entries based on the ADC criteria of originality, clarity, persuasive power, style, and enjoyment. Winners are awarded the coveted gold, silver and bronze ADC Nails or a commendation.