

# ULF JOHANSSON AWARDS

Ulf Johansson is the most awarded commercial director in the world. His work is on permanent display at the Museum of Modern Art, New York, and is regularly reviewed in the New York Times, Vanity Fair, USA Today and trade press such as Shots and Brand Republic.

## **BOARDS MAGAZINE – USA**

Most Award-winning Director in the World  
(Compiling the eight “most prestigious awards”).

## **ADWEEK – USA**

Director Award – Creative All Stars 2000

## **THE GUNN REPORT/CAMPAIGN – UK**

Most award-winning Director in the World  
(Compiling more than 30 Awards Ceremonies)

## **CANNES AWARDS**

GRAND PRIX	2001	Fox Sports	CAMPAIGN	Cliff Freeman, NY, USA
GRAND PRIX	1997	Diesel	CAMPAIGN	Paradisat DDB, Stockholm, Sweden
Journalistic Prize	2004	Nike	“Musical Chairs”	Wieden + Kennedy. Amsterdam
Gold	1996	SAS	“Oydssey”	Obervera Grey, Stockholm, Sweden
Gold	2004	Nike	“Musical Chairs”	Wieden + Kennedy. Amsterdam
Gold	2003	Tango	“Barrel/Miss/Hit”	CHI, London, UK
Gold	2003	Nike	“Angry Chicken”	Wieden + Kennedy, Portland, USA
Gold	2000	MTV	JUKKA CAMPAIGN	Fallon, Minneapolis, USA
Gold	1998	Volvo S40 T4	“Teacher”	Forsman & Bodenfors, Stockholm, Sweden
Silver	2008	Old Spice	“Is it right for me?”	Wieden + Kennedy, Portland, USA
Silver	2005	Tango	“Pipes”	CHI, London, UK
Silver	2005	Tango	“Velcro”	CHI, London, UK
Silver	2002	Cup-A-Soup	“Marathon”	Mother, London, UK
Silver	1999	Labatt Ice	“Contagious”	Lowe Lintas, London, UK
Silver	1998	Volvo V70 Bi	“Golf”	Forsman & Bodenfors, Sweden
Bronze	2016	Mountain Dew	“Puppymonkeybaby”	BBDO, NY, USA
Bronze	2014	Jell-o	“Comb over”	CB+P, Boulder, USA

Bronze	2011	Skittles	"Borrow"	TBWA\CHIAT\DAY, NY, USA
Bronze	2011	Cravendale	"Cats with thumbs"	Wieden + Kennedy, London, UK
Bronze	2011	Drench	"Cube Head"	CHI, London, UK
Bronze	2010	Skittles	"Tube Sock"	TBWA\CHIAT\DAY, NY, USA
Bronze	2010	LG	"Locker"	Y&R, NY, USA
Bronze	2010	LG	"Catfight"	Y&R, NY, USA
Bronze	2010	LG	"Unicorn"	Y&R, NY, USA
Bronze	2010	LG	"Angry"	Y&R, NY, USA
Bronze	2005	Skittles	"Rainbow Sitting"	TBWA/Chiat/Day, NY, USA
Bronze	2005	Skittles	"Erik"	TBWA/Chiat/Day, NY, USA
Bronze	2004	Nike	"What if"	Wieden + Kennedy, Portland, USA
Bronze	2000	Volvo	"Fly"	Forsman & Bodenfors, Sweden
Bronze	1999	Volvo V70	"Stray Dog"	Forsman & Bodenfors, Sweden
Bronze	1997	Toyota Starlet	"Safety on Board"	New Deal DDB, Oslo, Sweden
Bronze	1996	OLW Peanuts	"Elvis"	Paradisat DDB, Stockholm, Sweden
Shortlisted	2013	HP Sauce	"Source of Manliness"	M&C Saatchi, London, UK
Shortlisted	2013	Wheat Thins	"Night Vision"	TBWA\CHA\DAY, NY, USA
Shortlisted	2013	Wheat Thins	"Puppet"	TBWA\CHA\DAY, NY, USA
Shortlisted	2013	Old Spice	"Bed"	Wieden + Kennedy, NY, USA
Shortlisted	2013	Old Spice	"Jet Ski"	Wieden + Kennedy, NY, USA

### **EMMY AWARD, USA**

Nomination	2005	Nike	"Angry Chicken"	Wieden + Kennedy, OR, USA
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### **BRITISH TELEVISION ADVERTISING AWARDS, GREAT BRITAIN**

The Chairman's Award for outstanding contribution to the industry

	2009	Ulf Johansson of Traktor		Founder Member
Gold (x2)	2012	Cravendale	"Cats with Thumbs"	Wieden + Kennedy, UK
Gold	2004	Tango	"Miss"	CHI, London, UK
Gold	2000	Malibu	"Bus"	Lowe Lintas, London, UK
Gold	1998	Labatt Ice	CAMPAIGN	Lowe Lintas, London, UK
Silver (x2)	2013	HP Sauce	Man Rules	M&C Saatchi
Silver	2005	Tango	"Velcro"	CHI, London, UK
Silver	2004	Tango	"Campaign"	CHI, London, UK
Silver	2004	Tango	"Postman"	CHI, London, UK
Silver	2000 -	Kiss FM	"Live Sexy"	Mother, London, UK
Silver	1998	Labatt Ice	"Info Intro"	Lowe Lintas, London, UK
Silver	1998	Labatt Ice	"Worries"	Lowe Lintas, London, UK
Bronze	2004	Tango	"Hit"	CHI, London, UK

Bronze	2002	Malibu	"Melons"	JWT, London, UK
Bronze	2002	Malibu	"Parking"	JWT, London, UK
Bronze	2001	Lynx	"Strike"	BBH, London, UK
Bronze	2001	Supernoodles	"Karaoke"	Mother, London, UK
Bronze	1998	Labatt Ice	CAMPAIGN	Lowe Lintas, London, UK
Diploma	2004	Mini	"Backwards"	WCRS, London, UK
Diploma	2002	Boddington	"Screen Kiss"	BBH, London, UK
Diploma	2002	Boddingtons	"PillowTalk"	BBH, London, UK
Shortlisted	2011	Drench	"Cubehead"	CHI, London, UK

### **INTERNATIONAL DESIGN & ART DIRECTION AWARD**

TV & Cinema / TV Commercials 21-40 Seconds

Winner	2012	Cravendale	"Cats with Thumbs"	Wieden + Kennedy, London
Winner	2000	MTV	CAMPAIGN JUKKA	Fallon, NY, USA
Silver	2011	Drench	"Cubehead"	CHI, London, UK
Silver	2003	Nike	"Angry Chicken"	Wieden + Kennedy, Portland, USA
Silver	2001	Fox Sports	CAMPAIGN	Cliff Freeman, NY, USA
Bronze	2017	Dr Pepper	"Crave Rider"	BBDO NY, USA
Bronze	2016	Mountain Dew	"Puppymonkeybaby"	BBDO, NY, USA
In Book	2010	LG	"Campaign"	Y&R, NY, USA
Nominee	2002	Lee Jeans	"Buddy Lee"	Fallon, NY, USA
Nominee	2002	Mike's Hard		Cliff Freeman, NY, USA
Nominee	2002	Cup-A-Soup		Mother, London, UK
Nominee	2000	Malibu	"Bus"	Lowe Lintas, London, UK

### **CLIO AWARD, EUROPE**

Hall Of Fame	2002	Diesel	"5am Mono Village"	Paradisat, DDB, Sweden
Gold	2004	Tango	"Velcro"	CHI, London, UK
Gold	2001	Fox Sports	CAMPAIGN	Cliff Freeman, NY, USA
Gold	2000	MTV	"Jukka"	Fallon, Minneapolis, USA
Gold	2000	MTV	CAMPAIGN JUKKA	Fallon, Minneapolis, USA
Silver	2011	Drench	"Mr. Memory"	CHI, London, UK
Silver	2005	Nike	"What if"	Wieden + Kennedy, Portland, USA
Silver	2002	Mike's Hard	"Lumberjack"	Cliff Freeman, NY, USA
Silver	2001	lomega	"Pool"	Publicis & Hal Riney, USA
Silver	1998	Miller Lite	"Magician" :30	Fallon, Minneapolis, USA
Silver	1998	Miller Lite	"Magician" :60	Fallon, Minneapolis, USA

Silver	1998	Volvo S40/V40	"Teacher"	Forsman & Bodenfors, Sweden
Silver	1999	Miller Lite	CAMPAIGN	Fallon, Minneapolis, USA
Silver	1996	Kodak	"Zoo"	Hall & Cederquist, Sweden
Silver	1996	TREO	"Wedding"	Garbergs, Sweden
Bronze	2016	Mountain Dew	"Pupymonkeybaby"	BBDO, NY, USA
Bronze	2010	LG	Campaign	Y&R, NY, USA
Bronze	2005	Nike	"Michael Vick"	Wieden + Kennedy, Portland, USA
Bronze	2002	Mike's Hard	CAMPAIGN	Cliff Freeman, NY, USA
Bronze	2002	Mike's Hard	Beverages & Alcohol	Cliff Freeman, NY, USA
Bronze	2002	Mike's Hard	"SeaQuarium"	Cliff Freeman, NY, USA
Bronze	2002	Budget.com	CAMPAIGN	Cliff Freeman, NY, USA
Bronze	2002	Volvo S60	"Jogger"	Forsman & Bodenfors, Sweden
Bronze	2001	Reebok	"The Blob"	Lowe Lintas, London, UK
Bronze	2001	Volvo V40	"The Fly"	Forsman & Bodenfors, Sweden
Bronze	1999	Miller Lite	"Robot Love"	Fallon, Minneapolis, USA
Bronze	1998	Miller Lite	"Cow"	Fallon, Minneapolis, USA
Bronze	1998	Miller Lite	"Adios Amigos"	Fallon, Minneapolis, USA
Bronze	1998	Miller Lite	CAMPAIGN	Fallon, Minneapolis, USA
Bronze	1998	Diesel Jeans	"Day In P'yongyang"	Paradisat DDB, Sweden
Bronze	1997	SAS	"Odyssey"	Obverera Grey, Sweden
Shortlist	2009	Xbox	"Venue"	McCann Erickson, London, UK

### **THE ART DIRECTOR'S CLUB OF NEW YORK, USA**

Gold	2003	Nike	CAMPAIGN	Wieden + Kennedy, Portland, USA
Gold	2003	Nike	"Angry Chicken"	Wieden + Kennedy, Portland, USA
Gold	2001	Fox Sports	CAMPAIGN	Cliff Freeman, NY, USA
Gold	2001	Fox Sports	"India"	Cliff Freeman, NY, USA
Gold	2001	Fox Sports	"China"	Cliff Freeman, NY, USA
Gold	2001	Fox Sports	"Turkey"	Cliff Freeman, NY, USA
Gold	2000	CNET	CAMPAIGN	Leagus Delany, USA
Gold	2000	MTV	CAMPAIGN JUKKA	Fallon, Minneapolis, USA
Gold	2000	CNET	"Dance"	Leagus Delaney, USA
Silver	2002	Mike's Hard	"Construction"	Cliff Freeman, NY, USA
Silver	2000	MTV	"Jukka"	Fallon, Minneapolis, USA
Silver	2000	CNET	"Bleachers"	Leagus Delaney, USA
Distinctive Merit	2005	Nike	"What If"	Wieden + Kennedy, Portland, USA
Distinctive Merit	2005	Nike	"Michael Vick"	Wieden + Kennedy, Portland, USA
Merit	2005	Snickers	"Jail"	BBDO, NY, USA

**AICP AWARD, USA**

Next Viral/Web Film	2010	LG	"Unicom"	Y&R, NY, USA
Best Direction	2004	Nike	"Musical Chairs"	Wieden + Kennedy, Amsterdam
Best Editing	2004	Nike	"Musical Chairs"	Wieden + Kennedy, Amsterdam
Copywriting	2001	Fox Sports	"China"	Cliff Freeman, NY, USA
Copywriting	2001	Fox Sports	"Turkey"	Cliff Freeman, NY, USA
Copywriting	2001	Fox Sports	"India"	Cliff Freeman, NY, USA
Copywriting	2000	MTV	"Jukka"	Fallon, Minneapolis, USA
Humor	2001	Fox Sports	"Turkey"	Cliff Freeman, NY, USA
Humor	2001	Levi's	"Badger"	TBWA Chiat Day, SF, USA
Sound Design	2001	Levi's	"Badger"	TBWA Chiat Day, SF, USA

**EPICA AWARD, USA**

Epica d'Or	2003	Nike	"Musical Chairs"	Wieden + Kennedy, Amsterdam
Silver	2016	Snickers	"Crisper Campaign"	BBDO, NY, USA
Silver	2007	Snickers	"Mechanics"	TBWA\CHIAT\DAY, NY

**THE NEW YORK FESTIVALS, USA**

Silver	1995	OLW Peanuts	"Elvis"	Paradisat DDB, Sweden
Silver	1994	TOY	"Long taste"	Forsman & Bodenfors, Sweden
Bronze	1999	Nike	"Paparazzi"	Wieden + Kennedy, OR, USA

**THE ANDY AWARD, USA**

Winner	2012	ESPN	Monday Night Football	Wieden + Kennedy, USA
Andy – BEST Campaign	2003	Nike	"Angry Chicken"	Wieden + Kennedy, OR, USA
Andy – BEST Campaign	2001	Fox Sports	CAMPAIGN	Cliff Freeman, NY, USA
Bronze	2006	Snickers	"Jail"	BBDO, New York, USA
Distinction	2003	Nike	CAMPAIGN	Wieden + Kennedy, OR, USA

**ONE SHOW AWARD, USA**

Silver	2010	LG	"Ponder" Campaign	Y&R, NY, USA
Silver	2005	Nike	"What If?"	Wieden + Kennedy, OR, USA
Silver	2004	Nike	CAMPAIGN	Wieden + Kennedy, OR, USA
Silver	2004	Tango	CAMPAIGN	CHI, London, UK
Bronze	2016	Tom Cat	"Tail Pipe"	Barton F Graf, NY, USA
Bronze	2010	LG	"Give it a Ponder"	Y&R, NY, USA
Bronze Pencil	2000	CNET	CAMPAIGN	Leagus Delany, SF, USA
Merit	2016	Snickers	"Crisper Campaign"	BBDO, New York, USA
Merit	2016	Mountain Dew	"Puppymonkeybaby"	BBDO, NY, USA

Merit Award	2012	ESPN	"Animal Control"	Wieden + Kennedy, NY, USA
Merit Award	2012	ESPN	"Plumber"	Wieden + Kennedy, NY, USA
Merit Award	2011	Skittles	"Doors"	TBWA\CHIAT\Day, NY, USA
Merit	2007	Garmin	"Maposaurus"	Fallon, MI, USA
Merit	2003	Nike	CAMPAIGN	Wieden + Kennedy, OR, USA
Merit	2003	Nike	"Angry Chicken"	Wieden + Kennedy, OR, USA

### **EFFIES AWARD, USA**

Grand Effie Nominated	2010	Capri Sun	Disrespectoids Campaign	Ogilvy & Mather NY, USA
Gold Effie	2011	LG	"Give it a ponder"	Y&R, NY, USA
Gold	2010	Capri Sun	Disrespectoids Campaign	Ogilvy & Mather NY, USA
Winner	2002	Mike's Hard	CAMPAIGN	Cliff Freeman, NY, USA
Bronze Pencil	2001	Fox Sports	CAMPAIGN	Cliff Freeman, NY, USA
Bronze Pencil	2000	CNET	CAMPAIGN	Leagus Delaney, SF, USA

### **EUROBEST AWARD, EUROPE**

Gold	2011	Cravendale	"Cats with Thumbs"	Wieden + Kennedy, London, UK
Gold	1999	Rocky Jeans	"Panties"	King, Stockholm, Sweden
Gold	1998	Diesel	"Little Rock"	Paradisat DDB, Sweden
Gold	1998	Labatt Ice	CAMPAIGN	Lowe Lintas, London, UK
Gold	1998	Volvo	"Teacher"	Forsman & Bodenfors, Sweden
Gold	1997	Toyota	"Safety Onboard"	New Deal DDB, Oslo, Norway
Gold	1997	Tuborg	"Elevator"	King, Stockholm, Sweden
Gold	1997	Diesel	"5 AM Mono Village"	Paradisat DDB, Sweden
Gold	1996	OLW Peanuts	"Elvis"	Paradisat DDB, Sweden
Gold	1995	Doggy	"My Life"	Allansson & Nilsson, Sweden
Bronze	2010	Drench	"Cubehead"	CHI, London, UK
Finalist	2007	UEFA	"Armchair"	AMV BBDO, London, UK

### **MIDSUMMER AWARD, EUROPE**

Grand Prix	2000	Fox Sports	CAMPAIGN	Cliff Freeman, NY, USA
Best Int'l Film	2002	Mike's Hard	CAMPAIGN	Cliff Freeman, NY, USA
Best Int'l Film	2000	MTV Jukka	CAMPAIGN JUKKA	Fallon, Minneapolis, USA
Gold	2002	Mike's Hard	CAMPAIGN	Cliff Freeman, NY, USA
Gold	2000	Fox Sports	"Turkey"	Cliff Freeman, NY, USA
Gold	2000	Malibu		Lowe Lintas, London, UK
Gold	1998	-Volvo	"Teacher"	Forsman & Bodenfors, Sweden
Silver	2007	Nike	"Kid"	Wieden + Kennedy, OR, USA
Silver	2001	Levi's	"Badger"	TBWA Chiat Day, SF, USA

Silver	2000	MTV Jukka	"Jukka"	Fallon, Minneapolis, USA
Bronze	2005	Nike	"Michael Vick"	Wieden + Kennedy, OR, USA
Bronze	2002	Boddington	"Screen Kiss"	BBH, London, UK
Bronze	2001	Lynx	"Strike"	Bartle Bogle Hegarty, London, UK
Bronze	1999	Diesel	"School's Out"	Paradisat DDB, Sweden
Best Int'l Film	2002	Mike's Hard	CAMPAIGN	Cliff Freeman, NY, USA
Best Int'l Film	2000	MTV Jukka	CAMPAIGN JUKKA	Fallon, Minneapolis, USA
Best Int'l Director	2000			
Best Int'l Director	1998			

### **CREATIVE CIRCLE AWARDS, GREAT BRITAIN**

Gold	2000	MTV	"Jukka"	Fallon, NY, USA
Silver	2002	Mike's Hard	"Construction"	Cliff Freeman, NY, USA
Silver	2002	Mike's Hard	"Lumberjack"	Cliff Freeman, NY, USA
Silver	2000	Malibu	"Bus"	Lowe Lintas, London, UK
Bronze	2011	Drench	"Cubehead"	CHI & Partners, London, UK
Bronze	2005	Tango	"Velcro"	CHI & Partners, London, UK
Bronze	2004	Golden Wonder	"Deed Poll"	J.W.T., London, UK
Bronze	2000	Malibu	"Contender"	Lowe Lintas, London, UK

### **LONDON INTERNATIONAL AWARDS, GREAT BRITAIN**

Gold	2010	LG	Campaign	Young & Rubicam, NY, USA
Winner	2001	Fox Sports	CAMPAIGN	Cliff Freeman, NY, USA
Bronze	2016	Mountain Dew	"Puppy Monkey Baby"	BBDO, NY, USA
Finalist	2001	Fox Sports	"China"	Cliff Freeman, NY, USA
Finalist	2001	Fox Sports	"Russia"	Cliff Freeman, NY, USA
Finalist	2001	Fox Sports	"India"	Cliff Freeman, NY, USA
Finalist	2001	Reebok	"The Blob"	Lowe Lintas, London, UK

### **INTERNATIONAL ASSOCIATE PRODUCERS AWARDS, GREAT BRITAIN**

Diamond Showcase Award	2013	HP Sauce	"Man Rules"	M&C Saatchi, London, UK
Diamond Showcase Award	2011	Cravendale	"Cats With Thumbs"	Wieden + Kennedy, USA
Diamond Showcase Award	2011	Drench	"Cube Head"	CHI, London, UK

### **KINSALE SHARKS, GREAT BRITAIN**

Gold	2015	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia
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Silver	2015	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia
Bronze	2015	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia
Bronze	2016	Snickers	"Figure Drawing"	BBDO, NY, USA
Bronze	2016	Mountain Dew	"Puppymonkeybaby"	BBDO, NY, USA

### **CAA, USA**

Bronze Honors	2011	Drench	"Cubehead"	CHI, London, UK
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### **CICLOPS INTERNATIONAL FESTIVAL OF CRAFT, BERLIN**

Gold (x2)	2014	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia
	2014	Bundaberg Rum	"Men Likes us Like Rum"	Leo Burnett, Sydney, Australia

### **PROMAXBDA SPORTS MEDIA MARKETING AWARDS**

Gold Winner	2012	ESPN	"Animal Control"	Wieden + Kennedy, NY, USA
Gold Winner	2012	SNY	"Disgruntled Memorabilia"	Real Art Design Group, USA

### **BRITISH ITV AD OF THE YEAR**

	2011	Cravendale	"Cats with Thumbs"	Wieden + Kennedy, London, UK
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### **TOP 10 TV & CINEMA ADS, CAMPAIGN MAGAZINE**

	2011	Cravendale	"Cats with Thumbs"	Wieden + Kennedy, London, UK
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### **BEST OF 2011 TV AD, CREATIVITY MAGAZINE**

	2011	Cravendale	"Cats with Thumbs"	Wieden + Kennedy, London, UK
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### **BEST AD OF THE YEAR ADWEEK MAGAZINE**

	2011	Cravendale	"Cats with Thumbs"	Wieden + Kennedy, London, UK
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### **FILM CRAFT**

Gold – Film over 30"	2015	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia
Bronze – Cine'graphy	2015	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia
Bronze – Editing	2015	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia

### **FILM**

Bronze – Less than 30"	2015	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia
Bronze – Less than 30"	2015	Bundaberg Rum	"Men Like us Like Tools"	Leo Burnett, Sydney, Australia

### **ADFEST**

Silver	2015	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia
Bronze	2015	Bundaberg Rum	"Men Like us Like Rum"	Leo Burnett, Sydney, Australia



**GOLDEN OF MONTREUX, CANADA**

Golden Medal	2016	Snickers	"Crisper Campaign"	BBDO, NY, USA
Golden Medal	2016	Snickers	"Crisper Campaign"	BBDO, NY
Finalist - Humor	2016	Mountain Dew	"Puppymonkeybaby"	BBDO, NY, USA
Finalist - TV Single	2016	Mountain Dew	"Puppymonkeybaby"	BBDO, NY, USA

**MUSIC VIDEOS**

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**LONDON INTERNATIONAL AWARDS**

Gold Award	2013	Lullaby	"Start Again"	Direction
Silver Award	2013	Lullaby	"Start Again"	Editing

**SOHO SHORTS INTERNATIONAL FILM AWARDS**

Overall Winner	2002	Basement Jaxx	"Where's Your Head At?"	Best Music Video
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**INTERNATIONAL DESIGN & ART DIRECTION AWARDS**

Nominee	2002	Fat Boy Slim	"Ya Mama"	Best Music Video Direction
Nominee	2002	Basement Jaxx	"Where's Your Head At?"	Best Music Video Direction
Nominee	2002	Basement Jaxx	"Where's Your Head At?"	Best Cinematography

**INTERNATIONAL MUSIC VIDEO PRODUCTION AWARDS**

Winner	2002	Basement Jaxx	"Where's Your Head At"	Best Electronic Video of the Year
Winner	2002	Basement Jaxx	"Where's Your Head At"	Directorial Debut
Winner	2002	Fatboy Slim	"Ya Mama"	Best International Video of the Year

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