"You can’t build the big ad campaign and expect you’re going to dominate. It’s about craft."

DAVID DOZE, P. 36
"For *Game of Thrones*, we have people modeling rooftops in Montreal, creating smoke in Quebec City, and someone in LA doing a 2D matte painting of a faraway city."

*Jordane Solis, p. 60*

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**Part Two**

**Features**

- **FEATURE**
  - **28** The (New) Rules of Engagement
    - Collaboration leads to innovation
    - *by Wendy Walters*

- **PORTFOLIO**
  - **38** Punk Rock Kids
    - Locomotive's digital dexterity

- **EVOLUTION**
  - **46** On the Cutting Room Floor
    - Production, then and now
    - *by Mark Dixon*

- **CONVERSATION**
  - **52** Find Your Jam
    - Interactive design with Jam3's Pablo Vio

- **PROCESS**
  - **56** Invisible Touch
    - Behind the scenes with Rodeo FX
    - *by Wendy Helfenbaum*

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**Part Three**

**Awards**

- **67** Advertising & Interactive Awards
  - **ADVERTISING AWARDS**
    - **67** Intro & Jury
    - **70** Young Blood
    - **75** Campaigns
    - **83** Advertising
    - **113** Broadcast
  - **INTERACTIVE AWARDS**
    - **143** Intro & Jury
    - **146** Young Blood
    - **149** Campaigns
    - **157** Interactive

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**67**

**Awards**

- Advertising & Interactive

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On the Cover

Kodak's "Choose Happy" by Toronto firm Pump is a big winner in the international awards circuit this year, including our Advertising & Interactive Awards. American illustrator Julian Glander created this drummer character for one of the campaign GIFs.