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AdCracker.com Announces Annual Top 10 Ads.

SAN CLEMENTE, Calif, February 13, 2008 -- Dove's "Onslaught" TV commercial takes the #1 spot on AdCracker.com's annual list of the world's 10 best ads as judged by advertising professionals in over 90 countries.

"The Dove commercial is remarkable because it attacks the typical 'glamour' advertising that's so common in this category" said AdCracker Creative Director Steve McNamara. "Dove is building a brand that says, 'In a world of hype and stereotypes, Dove offers a refreshingly real alternative for women.'"

This year, six TV commercials and four print ads comprise AdCracker's top 10. The list includes what McNamara calls "a hilarious spot" from Thailand about a young couple who can't find their baby. Here are the first three of the top 10 ads:

#1 "Onslaught" by Ogilvy & Mather, Toronto, for the Unilever brand Dove. This commercial opens on the innocent face of a preteen girl. Cut to a series of images depicting sexy models, sales pitches for cosmetics, and graphic scenes of plastic surgery. Then fade to the message, "Talk to your daughter before the beauty industry does."

2 "Shadow Play" by Springer & Jacoby of Hamburg, for OSRAM. This TV spot opens on a bright full moon. Suddenly we see the shadow of a hand forming playful animal shadows on the lunar surface. What's this all about? "The strongest torch in the world" is the surprise answer.

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#3 "Soap Man" by UbachsWisbrun / JWT, of Amsterdam for Vodafone. Meet daytime TV star Louise who has lost his memory three times, been kidnapped four times, and married five times. All in 9000 minutes. Which is how many free minutes you get with your new Vodafone.

You can see all 10 winners at www.AdCracker.com

About the AdCracker Ad Annual.

AdCracker Ad Annual nominations were open to all commercial communications with persuasive intent published during 2007. Registered AdCracker CD and online users worldwide voted on a selection of finalists. Winners were judged on creative excellence in 1) branding, 2) positioning, and 3) direct response techniques.

About AdCracker.com:

AdCracker offers "How To" advice and interactive tools for advertising and marketing professionals. The AdCracker CD is used in over 90 countries by ad agencies, Fortune 500 marketing communications departments, Universities, schools and small businesses.

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