

2024 NYFA 한국 수상작

수상	부문	카테고리	수상작	BRAND	대행사
금상	Digital/Mobile: Craft	Interface & Navigation (UX/UI)	Try Galaxy Fold Experience	삼성전자	제일기획
동상	Creativity In Commerce: Best Use	Promotional Items	All You Need Is A Rug	삼성전자	제일기획
동상	Small Agency: Best Use	Outdoor	Park O'Clock	플러그링크	아이디엣
Finalist	Print: Best Use	Social/Environmental Good: Brand	Drug Test Poster	JTBC	제일기획
Finalist	Direct: Best Use	Ambient	The Pink Glove	쿤달	제일기획
Finalist	Digital/Mobile: Best Use	Interface & Navigation (UX/UI)	Try Galaxy Fold Experience	삼성전자	제일기획
Finalist	Digital/Mobile: Best Use	Technology	Try Galaxy Fold Experience	삼성전자	제일기획
Finalist	Avant-Garde/Innovative:	Social/Environmental Good: Brand	Hero's Belated Graduation	빙그레	디마이너스원
Finalist	Branded Content/ Entertainment: Craft	Best Use Of Music	ETA-New Jeans	애플	돌고래유괴단
Finalist	Film: Products & Services	Non-Durable Household Goods	The Weather	컬럼비아 스포츠웨어 코리아	돌고래유괴단
Finalist	Small Agency: Best Use	Direct & Collateral	Park O'Clock	PLUGLINK	아이디엣
Finalist	Small Agency: Best Use	Small Budget/Big Idea	Park O'Clock	플러그링크	아이디엣
Finalist	Small Agency: Best Use	Outdoor	Park O'Clock	플러그링크	아이디엣
Finalist	Avant-Garde/Innovative:	Audience Connection	RE:Style2023	현대자동차	이노션

Finalist	Activation & Engagement: Best Use	Exhibitions & Installations	RE:Style2023	현대자동차	이노션
Finalist	Direct: Best Use	Launch	I am not King	버거킹코리아	이노레드
Finalist	OUTDOOR: BEST USE	Ambient	MOM's Bed	맥도날드	레오버넷코리아
Finalist	Package & Product Design: Best Use	Innovation	Younique Ring	아모레퍼시픽	LR SEOUL
Finalist	Film: Best Use	Made For Online	Philips Shaver X Pringles : Philips, Shaving Every Mustache In The World	필립스	TBWA KOREA
Student					
금상	Student: Medium	Positive World Impact	Google Walkers	구글맵	숙명여자대학교
금상	Student: Medium	Avant-Garde/Innovative	Google Walkers	구글맵	숙명여자대학교
금상	Student: Medium	Digital/Mobile	Google Walkers	구글맵	숙명여자대학교
은상	Student: Medium	Avant-Garde/Innovative	Fruit Picker Bag	월마트	서울과기대
동상	Student: Medium	Avant-Garde/Innovative	Blood Type Band	IFRC	한국영상대학교
동상	Student: Medium	Avant-Garde/Innovative	Journify	Spotify	숙명대/단국대/상지대
동상	Student: Medium	Digital/Mobile	Journify	Spotify	숙명대/단국대/상지대
Finalist	Student: Medium	Digital/Mobile	Crocs Check	크록스	동서대학교
Finalist	Student: Medium	Outdoor	Michelin Zone	미쉐린	동서대학교
Finalist	Student: Medium	Branded Content/ Entertainment	Netflix Extrip	넷플렉스 익스 피디아	동서대학교

Finalist	Student: Medium	Public Relations	Blood Type Band	IFRC	한국영상대학교
Finalist	Student: Medium	Positive World Impact	Blood Type Band	IFRC	한국영상대학교
Finalist	Student: Medium	Positive World Impact	Fruit Picker Bag	월마트	서울과기대
Finalist	Student: Medium	Public Relations	Fruit Picker Bag	월마트	서울과기대
Finalist	Student: Medium	Digital/Mobile	Lost&Found	Google Arts & Culture	숙명여자대학교
Finalist	Student: Medium	Public Relations	Lost&Found	Google Arts & Culture	숙명여자대학교
Finalist	Student: Medium	Positive World Impact	Lost&Found	Google Arts & Culture	숙명여자대학교
Finalist	Student: Medium	Branded Content/Entertainment	Lost&Found	Google Arts & Culture	숙명여자대학교
Finalist	Student: Craft - Other Than Film Or Video	Art Direction	Journify	Spotify	숙명대/단국대/상지대