

More online

CREAT
IVITY

■ Creativity-Online.com has all the features of AdCritic.com but with added creative profiles, videos that go behind the work and regularly updated news.

WORK OF THE WEEK

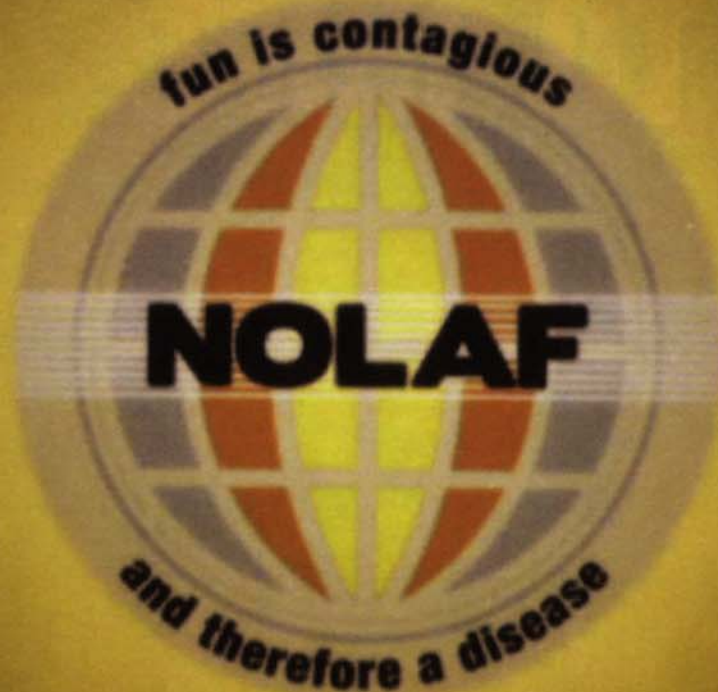
Edited by **Teresa Iezzi**, tiezzi@creativity-online.com

Send us your picks

Submit your choices for outstanding TV, print and interactive ads to **Teresa Iezzi**, Editor, Creativity, 711 Third Ave., New York, N.Y. 10017 or e-mail tiezzi@creativity-online.com.

CREATIVITY TOP FIVE

This week on Creativity's Top Five, Yugo Nakamura and the web wizards at Tha Ltd. craft a customizable jingle for Uniqlo's T-shirts; AEG-Electrolux makes a loud statement about its silent washing machine by pointing out noisy junctions in Europe's capital cities; La Comunidad, Buenos Aires, gives us a peek inside the clown car of broken dreams; CNN and the Barbarian Group make T-shirts out of headlines; and Element 79, Mekanism and Tostitos show us the downside of fun.



TOSTITOS 'NOLAF'

ELEMENT 79

Copywriter: Kevin Mulroy. Art director: Mike Lyons. Interactive group creative director: Todd Crisman. Executive creative director: Dennis Ryan. Creative director-art director: Max Stinson. Creative director-copywriter: Jim Paul. Agency producer: Katie Juras. Head of production: John Noble. Production company: Mekanism. Director: Tommy Means. Creative director (Mekanism): Peter Rhoads. Executive producer: Velvy Appleton. Producer: Lindsay Fa. Director of photography: Andy Lilien. Art director (Mekanism): David Daugherty. Stylist: Chris Aysta. Editors: Mike Cavanaugh, T.M. Faversham, Caitlin Parker. Design/graphics: Richard Krolewicz, Emmett Feldman. Interactive producer: Jeremy Leeds. Technology developer: Jamal Berkeley, Dave Cole. Interactive designer: Marcelo Viana. Color correction: Spy Post. Sound design/mix: Jeremiah Moore.