三件戛纳金狮作品 / 三段地狱之旅

学习 天天向上？
Study well Progress everyday?
教育为本？
For sustained development?
百年大计？
Education is crucial?

McCANN
WORLDGROUP

McCANN時期

Shanghai 2015.9~至今

DON'T TREAT YOUR EYEBALLS AS SLAVES!

别让你的眼球成为奴隶

《废除眼奴制》

今天我有一个梦想，

我梦想有一天，这个国度会真正站立起来，

真正实现其信条的真谛：“人人生而平等，造物者赋予他们若干不可剥夺的权利，

其中包括生命权、自由权和追求幸福的权利。”

我梦想有一天，眼奴主和眼奴不再是主仆关系，

而是跟兄弟一样，可以坐在一起共叙情谊。

我梦想有一天，甚至在网吧这种光线忽明忽暗、饱受辐射伤害，

如同地狱的地方，也将变成自由的天堂。

我梦想有一天，争取正当权益的呼声从每一间通宵达旦的网吧里响起，

从每一间昏暗的画室里响起，从每一间奋战不休的大学晚自习课堂里响起，

从每一间夜以继日的办公室响起……

当争取正当权益的呼声，从世界的每一个角落响起时，

我们将能够加速这一天的到来。

那时，全球的眼奴们，

无论是黑眼睛、棕眼睛、蓝眼睛、褐眼睛，

都将手携手，共同发出期盼已久的心声。

“解放了！解放了！感谢全能的上帝，我们终于拥有了自身的健康权利！”

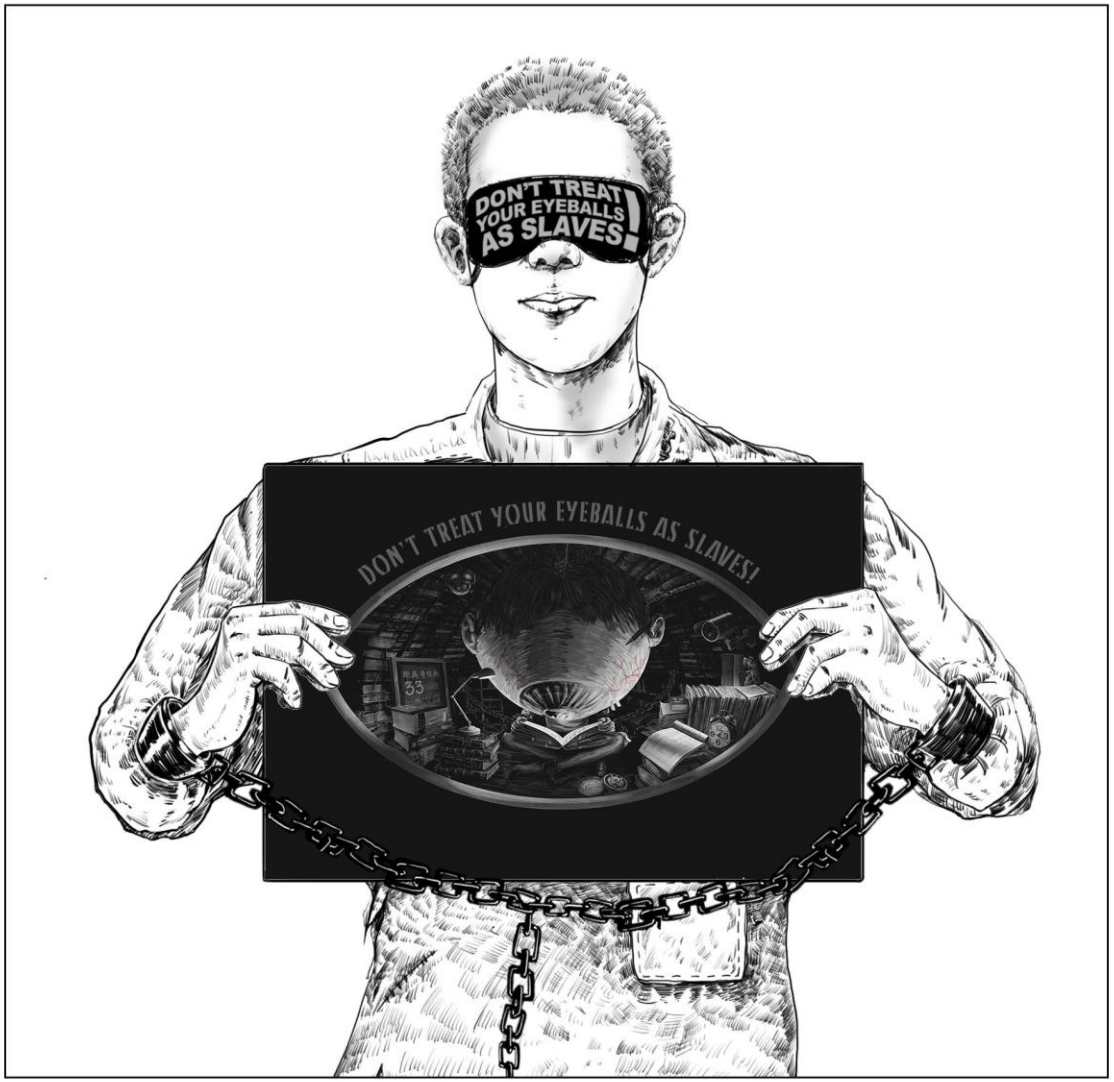
别把你的眼球当成奴隶！

立刻废除眼奴制！

Students :
熬了无数晚，
终于熬上了高考状元
Studied through countless nights and finally earned the top scholar on college entrance examination

Designers :
画儿要得再急，
加加夜班都能赶出来
No matter how demanding the deadline is, nothing can't be done with a few all-nighters

Gamers :
没有通宵刷怪，
怎能赢得玩家膜拜
Without slaying all night, how can you earn ranks and respects?


DON'T TREAT YOUR EYEBALLS AS SLAVES!
DON'T TREAT YOUR EYEBALLS AS SLAVES!

别把你的眼球
当成奴隶!

DON'T TREAT
YOUR EYEBALLS
AS SLAVES!

夜光咖啡杯套

我们想到，当人们想要熬夜的时候，会喝上一杯咖啡来提神，但却虐待了眼球。为了呼吁大家废除眼奴制，我们将和某个咖啡品牌合作，在咖啡杯的杯套上用夜光的材质印上我们的平面和文案：别再用熬夜奴役眼球，立刻废除眼奴制！当人们晚上喝咖啡的时候，杯套上的平面和文案就会出现来警示大家。

网 吧
DON'T TREAT VOUR EYEBALL AS SLAVE!

WDS

WD5

距高考仅剩
33 DAY
A DICTIONARY OF

2016 / 眼奴系列之《美工篇》/ Client : Xalatan

工作太出力，眼睛受壓迫？

奴役雙眼 恨錯難返

Pfizer

讀書太出力，眼睛受壓迫？

奴役雙眼 恨錯難返

Pfizer

Pfizer Corporation Hong Kong Limited www.pfizer.com.hk

2016 / 眼奴系列之《宅男篇》/ Client : Xalatan

玩 得 太 出 力 ， 眼 睛 受 壓 迫 ？

Pfizer

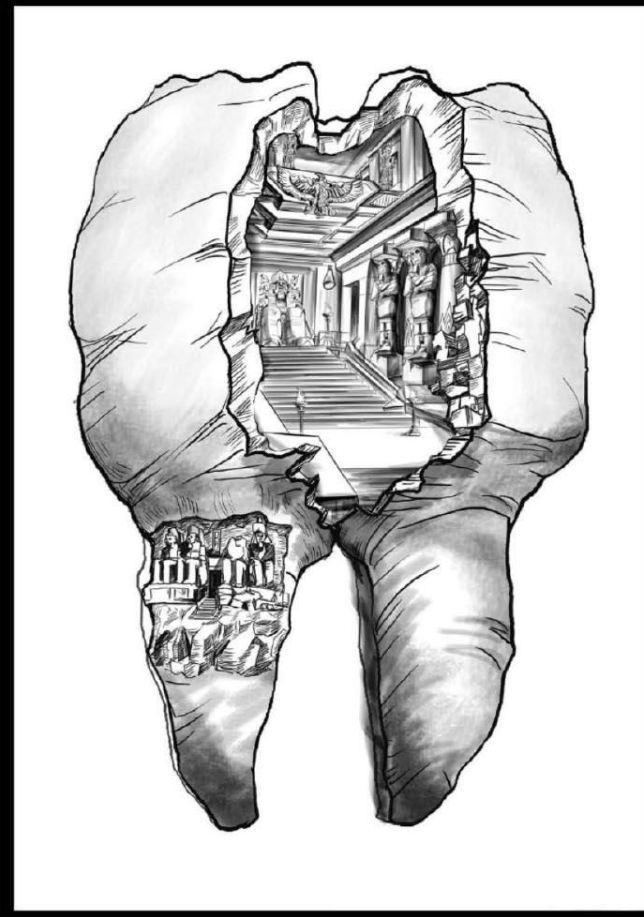
奴役雙眼 恨錯難返

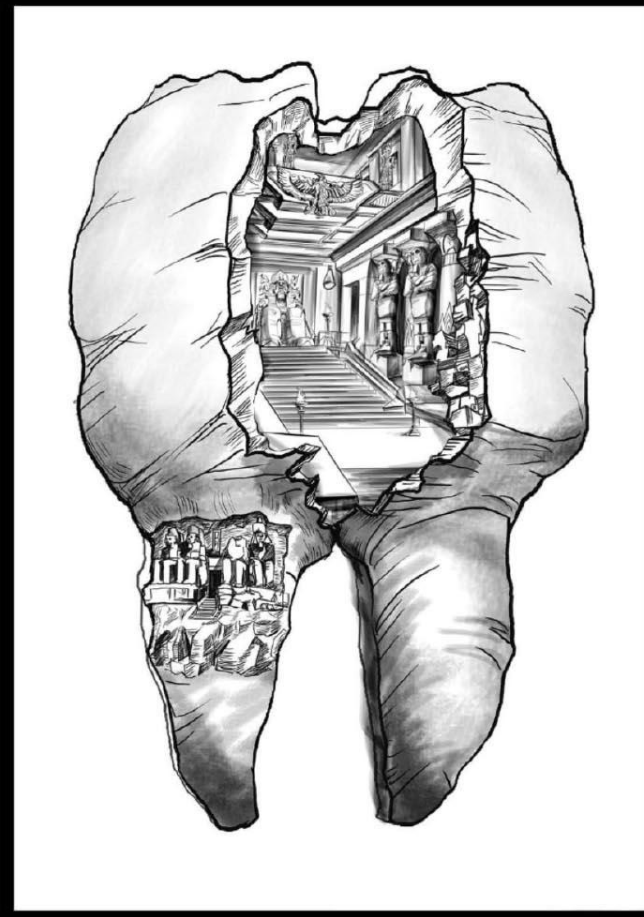
J. Walter Thompson 時期

Shanghai 2010.8～2013.9

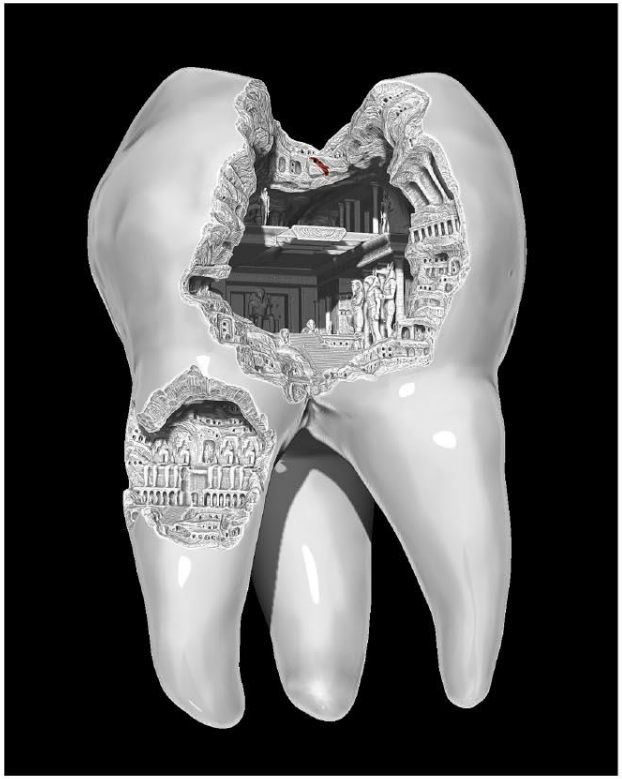
DON’T LET GERMS SETTLE DOWN

别让细菌蛀下来



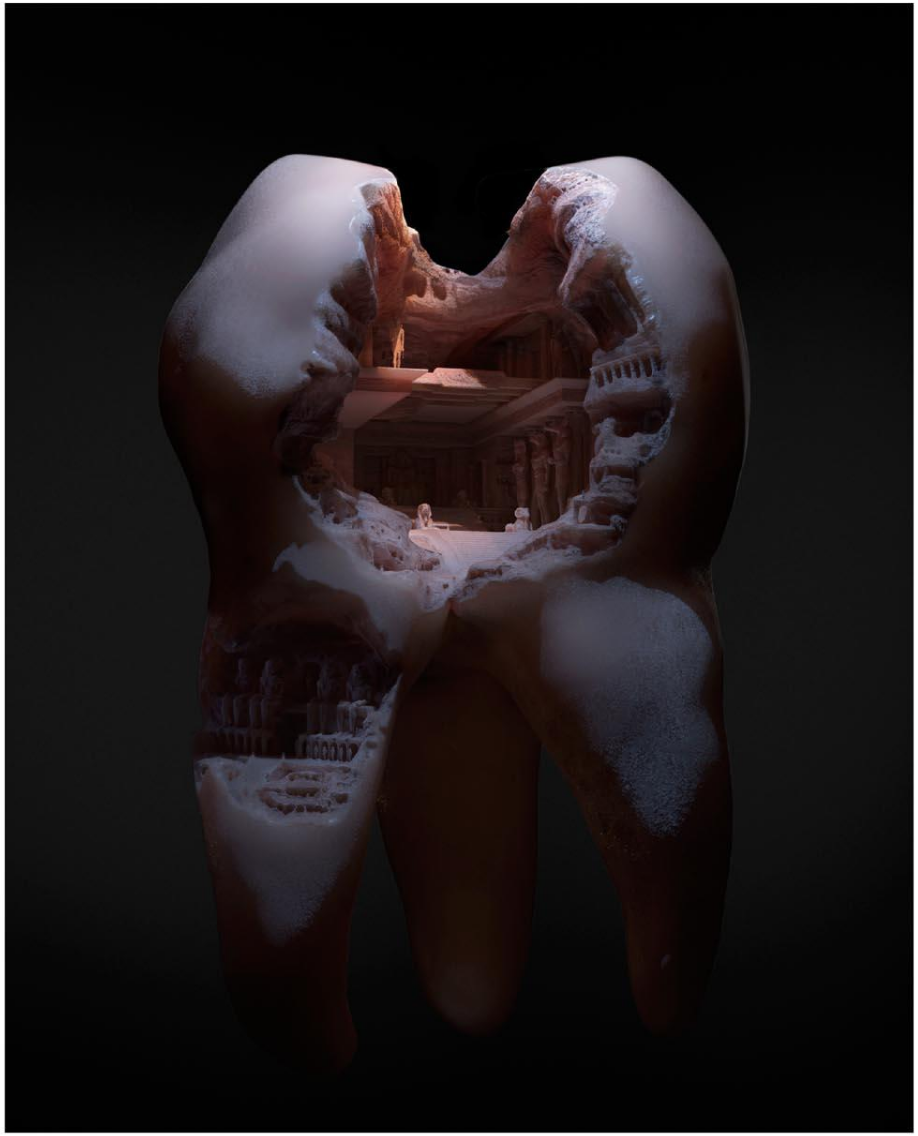


每一个苦逼的美术指导背后，都有一群指点江山的人
ACD
CCO
BD
SCD
ECD
SCW

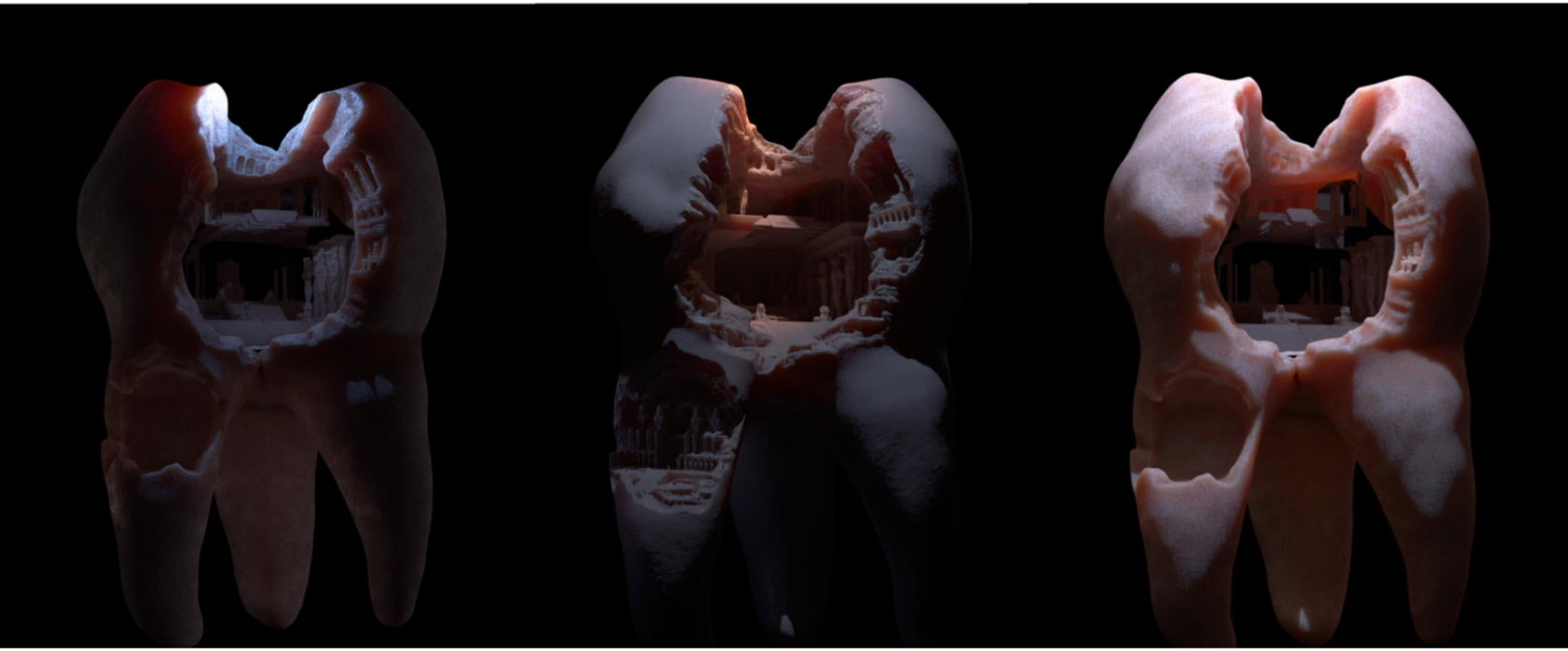


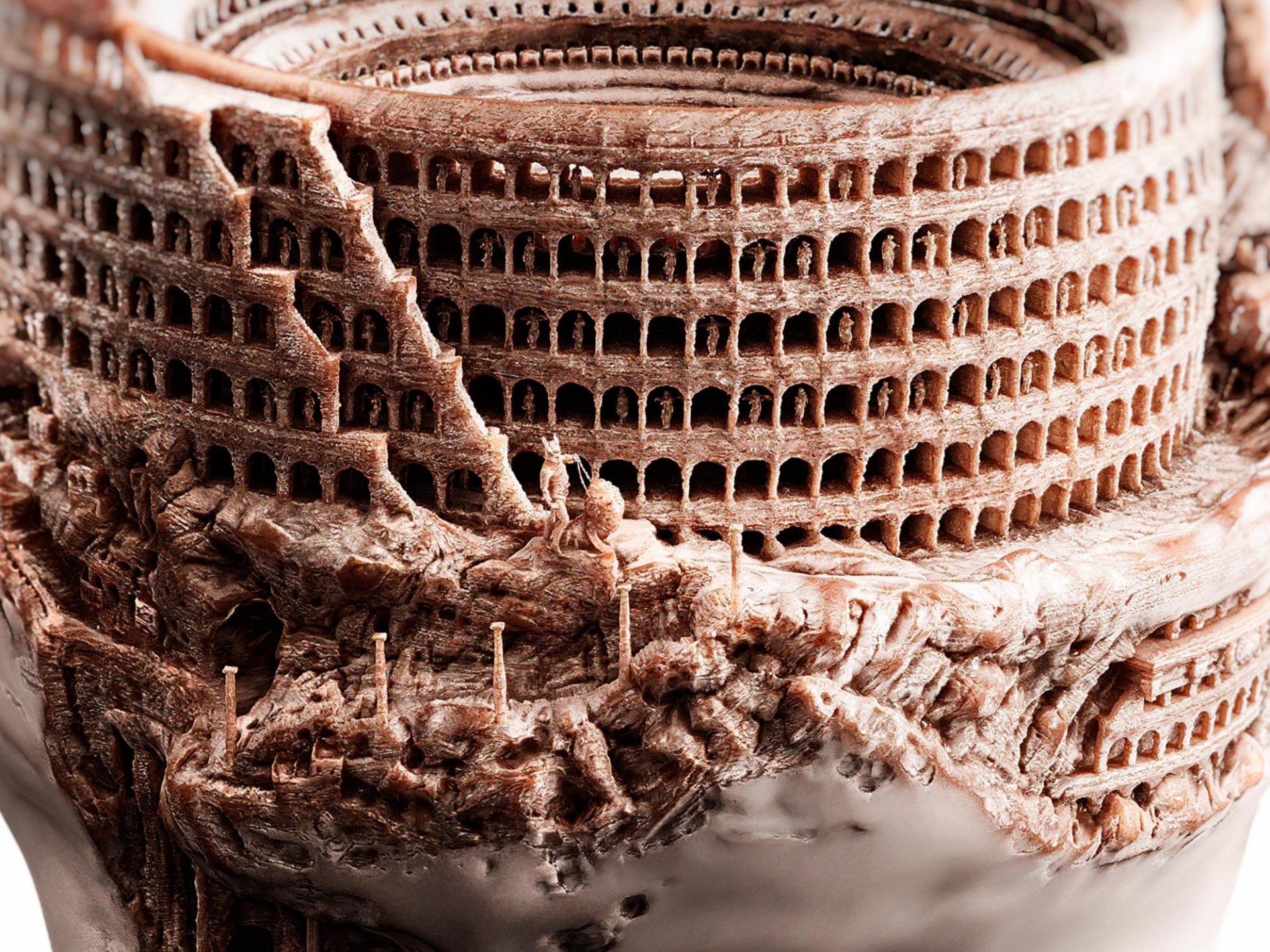
Model

Detail And Scale Texture

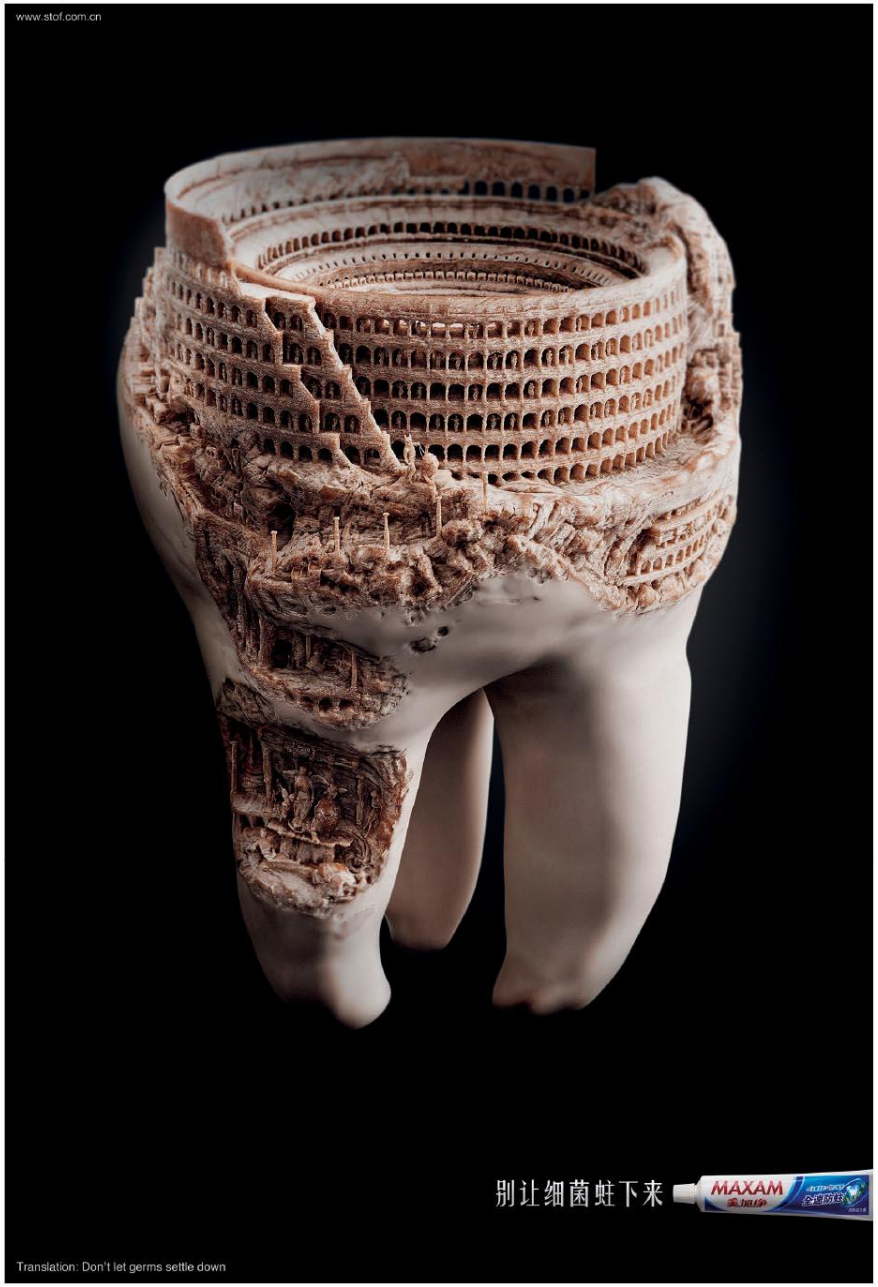


Final Test Lighting



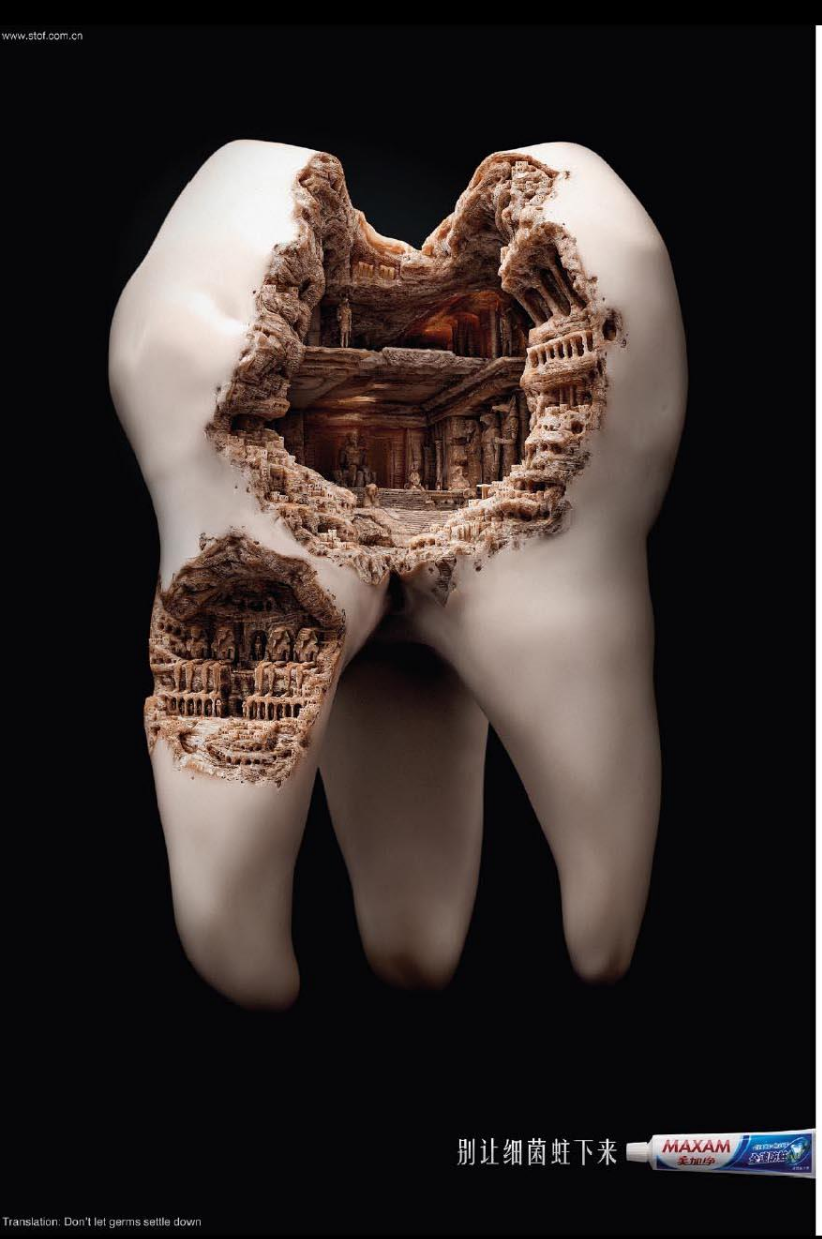


www.stof.com.cn
别让细菌蛀下来
MAXAM
美加净
Translation: Don't let germs settle down


www.stof.com.cn
别让细菌蛀下来
MAXAM
美加净
Translation: Don't let germs settle down

Outdoor & Magzine

www.stof.com.cn



Translation: Don't let germs settle down

2012 Cannes
Press Lions
Illustration
Gold

2012 Cannes
Outdoor Lions
Cosmetics/ Beauty
Gold

2012 Cannes
Outdoor Lions
Cosmetics/ Beauty
Silver

2011 Cannes
Press Lions
Toiletries
Silver

2012 Cannes
Press Lions
Art Direction
Bronze

2012 AD STARS
Print Craft
Pharmaceutical
Gold

2012 AD STARS
Print Craft
Pharmaceutical
Gold

2012 AD STARS
Print-Pharmaceutical
Silver

2012 AD STARS
Print-Pharmaceutical
Silver

2012 AD STARS
Design-Pharmaceutical
Silver

2012 AD STARS
Design-Pharmaceutical
Silver

2012 Spikes
Print
Magazine
Gold

2012 Spikes
Outdoor
Poster
Gold

2012 Spikes
Print & Craft
Illustration
Gold

2012 Spikes
Print & Craft
Art Direction
Silver

2012 Spikes
Print & Craft
Art Direction
Bronze

2012 Spikes
Outdoor
Product/Service
Bronze

2012 China4A
Print
Gold

2012 China4A
Print
Gold

2012 China4A
Print Craft
Gold

2012 China4A
Print Craft
Gold

2012 China4A
Outdoor
Gold

2012 China4A
Outdoor
Silver

2012 ChinaCIAF
Print
Art Direction
Gold

2012 ChinaCIAF
Print
Art Direction
Silver

2012 ChinaCIAF
Print Craft
Silver

2012 ChinaCIAF
Outdoor
Posters
Silver

2013 D&AD
Press
Inserts & Wraps
In Book

2013 OneShow
Out Of Home
Transit & Outdoor
Merit

2013 Clios
Print
Product/Service
Final list

2013 Clios
Print
Product/Service
Final list

2012 London
Print
Use of Illustration
Bronze

2013 ANDY
Magazine
Silver

2013 ANDY
Magazine
Silver

2013 AdFest
Print Craft
Best Use of Retouching
Gold

2013 AdFest
Print Craft
CGI
Gold

2013 AdFest
Print Craft
Art Direction
Silver

2013 AdFest
Press Lotus
Best of Household
Silver

2013 AdFest
Outdoor Lotus
Best of Electronics
Bronze

2013 AdFest
Outdoor Lotus
External/Street Signs
Finalist

2013 AdFest
Design Lotus
Poster
Finalist

2013 Award
Print
Consumer Magazines
Silver

2013 Award
Print
Consumer Magazines
Silver

2013 Award
Print Craft
Illustration Individual
Silver

2013 Award
Print Craft
Illustration Individual
Silver

2013 Award
Posters and Outdoor
Outdoor Indivdual
Bronze

2013 Award
Posters and Outdoor
Outdoor Indivdual
Bronze

2013 Award
Posters and Outdoor
Targeted Indoor
Bronze

2013 Award
Posters and Outdoor
Targeted Indoor
Bronze

2012 LongXi
Press
Toiletries- Single
Gold

2012 LongXi
Print Craft
Best Art Direction
Gold

2012 LongXi
Print Craft
Best Retouching
Gold

2012 LongXi
Press
Toiletries- Single
Silver

2012 LongXi
Posters
Toiletries- Single
Silver

2012 LongXi
Billboard
Toiletries- Single
Bronze

2012 LongXi
Posters
Toiletries- Single
Bronze

2013 Asia Pacific
Print Craft
CGI
Gold

2013 Asia Pacific
Print Craft
Best Use of Retouching
Gold

2013 Asia Pacific
Print
Art Direction
Silver

2013 Asia Pacific
Print
Household Products
Silver

2012 EPICA
Print Craft
Illustration
Bronze

2012 EPICA
Print Craft
Health&Beauty
Bronze

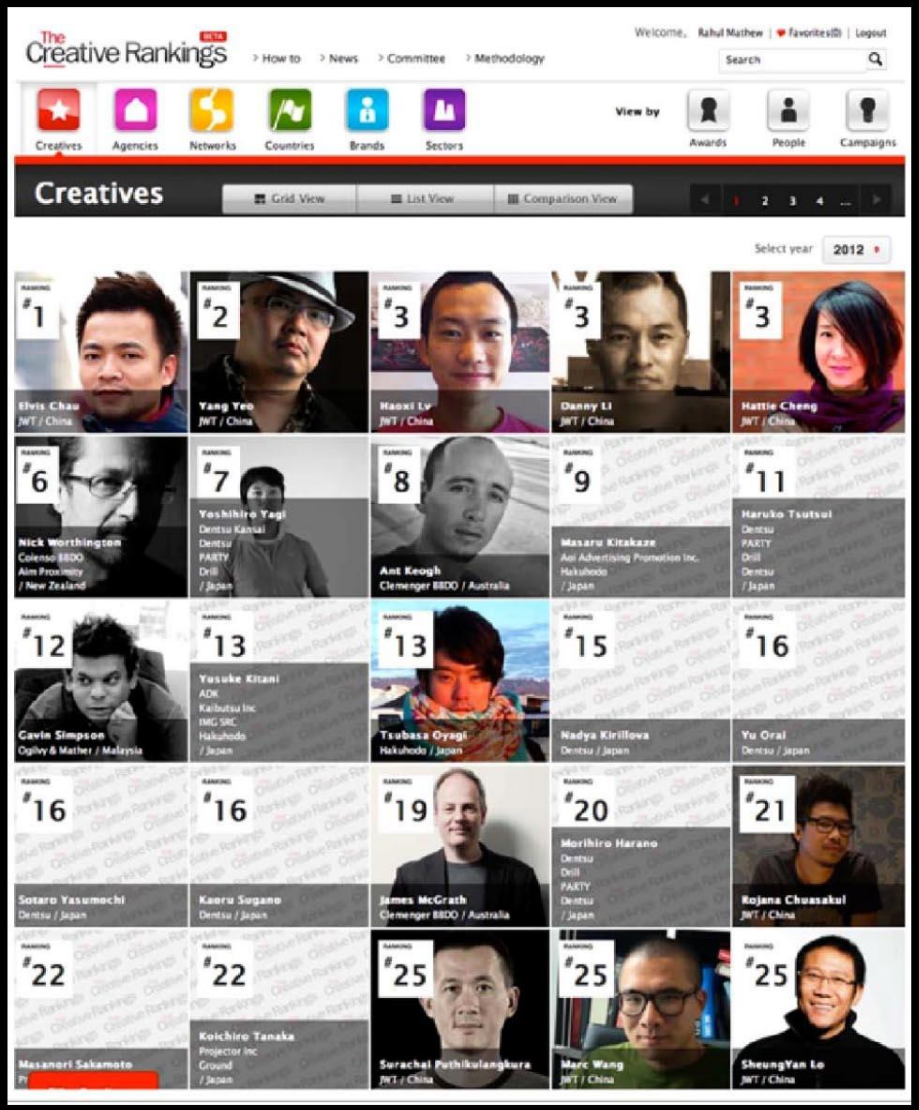
2012 EPICA
Print
Illustration
Bronze

2012 EPICA
Print
Health&Beauty
Bronze

64 Awards for 2012-2013 20 Gold / 23 Silver / 15 Bronze / 6 Merit

64 AWARDS 2012-2013

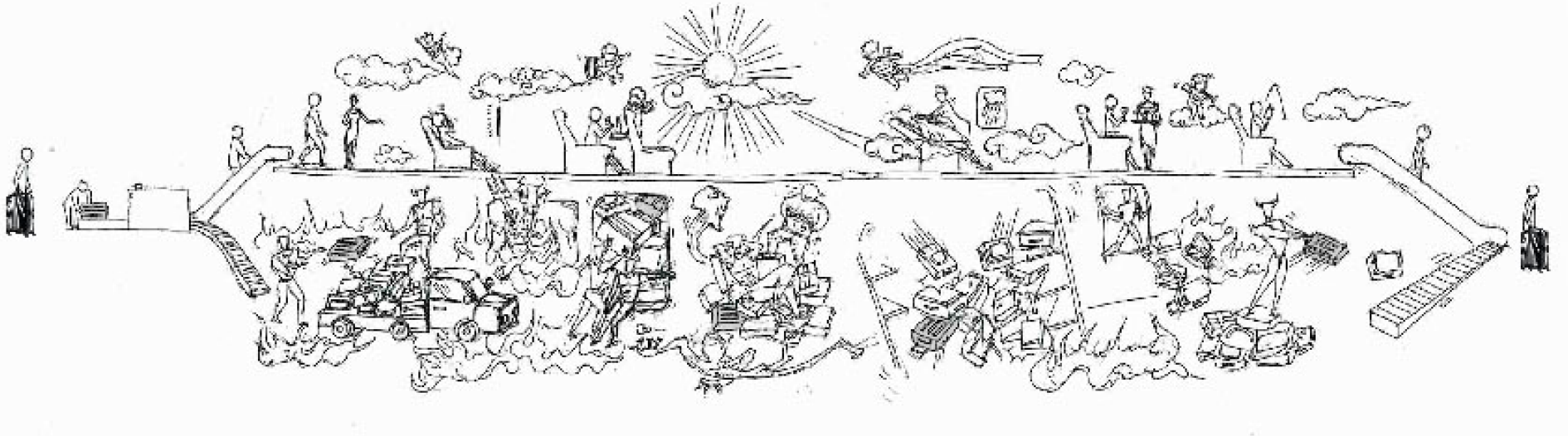
20 GOLD / 23 SILVER / 15 BRONZE / 6 MERIT



2012年
亞太地區廣告人排名第3
亞太地區美術指導排名第1

HEAVEN AND HELL

天堂与地狱



A Cupid Little Boy

B Cupid Boy

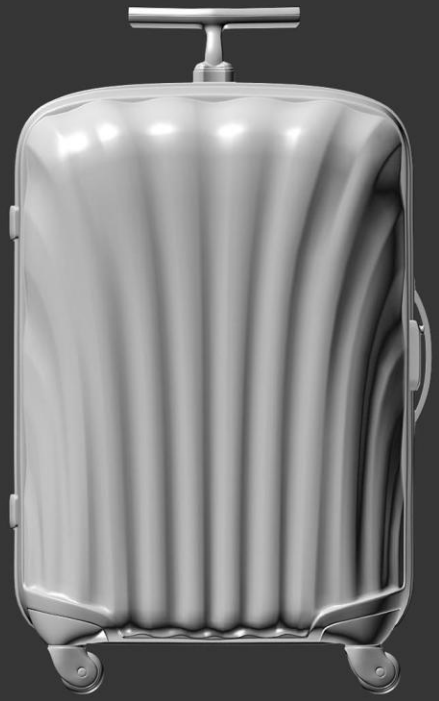
C Cupid Teen

Welcome Pose **A**

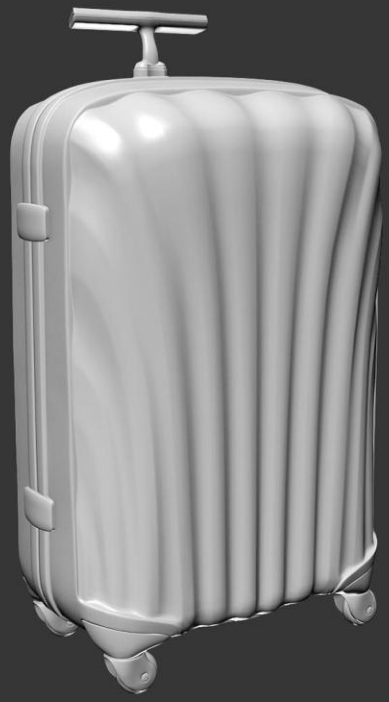
Welcome Pose **B**

Face Character

Top



Front



perspective

Devil Character **C**

Devil Character **B**

Devil Character **A**

Devil Character **D**

Material and Lighting

Material and Lighting

Samsonite

Samsonite
THE COSMOLITE SERIES

PRESS
LIONS
Grand Prix - Grand Prix - Grand Prix -
CANNES LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY 19-25 JUNE 2011

2011 Cannes
Press Lions
GRAND PRIX

2011 Cannes
Press Lions
Gold

2011 Cannes
Outdoor Lions
Gold

2011 Cannes
Outdoor Lions
Gold

2011 Cannes
Press Lions
Silver

2012 D&AD
Press
Art Direction
Yellow Pencil

2012 D&AD
Press
Press Advertising
Yellow Pencil

2012 D&AD
Outdoor
Poster Advertising
Yellow Pencil

2012 OneShow
Magazine
Full Page or Spread
Gold Pencil

2012 OneShow
Collateral
Posters
Gold Pencil

2012 OneShow
Out Of Home
Installations
Merit

2012 OneShow
Newspaper
Small Space Print
Merit

2012 Clios
Print
Art Direction
Gold

2012 Clios
Print
Illustration
Gold

2012 Clioss
Print
Product/Service
Gold

2012 Clios
Out of Home
Poster
Gold

2011 Spikes
Print
Magazine
GRAND PRIX

2011 Spikes
Outdoor
Billboards
GRAND PRIX

2011 Spikes
Print & Craft
Art Direction
GRAND PRIX

2011 Spikes
Design
Posters
Gold

2011 Spikes
Print & Craft
Illustration
Gold

2011 Spikes
Outdoor
Poster
Silver

2011 Spikes
Design
Point of Sale
Bronze

2012 AdFest
Press Lotus
Best of Fashion
BEST OF SHOW

2012 AdFest
Outdoor Lotus
Transit Medium
Gold

2012 AdFest
Outdoor Lotus
Transit Medium
Silver

2012 AdFest
Design Lotus
Poster
Silver

2012 AdFest
Print Craft Lotus
Illustration
Silver

2012 AdFest
Print Craft Lotus
Art Direction
Silver

2012 AdFest
Print Craft Lotus
CGI
Silver

2012 AdFest
Print Craft Lotus
Design/Styling
Silver

2011 London
Ptint LIA
GRAND PRIX

2011 London
Print LIA
Art Direction
Gold

2011 London
Print LIA
Personal Items
Gold

2011 London
Print LIA
Use of Illustration
Gold

2011 London
Poster LIA
Personal Items
Gold

2012 NewYork
Print
Art Direction
Gold

2012 NewYork
Print
Illustration
Gold

2012 NewYork
Print
Apparel/Accessories
Gold

2012 NewYork
Print
Magazine
Gold

2012 NewYork
Outdoor
Posters
Gold

2012 NewYork
Outdoor
Apparel/Accessories
Gold

2011 LongXi
LongXi Awards
GRAND PRIX

2011 LongXi
Print
BEST OF PRINT

2011 LongXi
Print & Craft
Best Art Direction
Gold

2011 LongXi
Print & Craft
Best Retouching
Gold

2011 LongXi
Outdoor
Two Dimension
Gold

2011 LongXi
Design
Poster- single
Silver

2011 China4A
China4A Awards
GRAND PRIX

2011 China4A
Print
Gold

2011 China4A
Outdoor
Gold

2011 China4A
Print & Craft
Gold

2011 China4A
Print & Craft
Gold

2012 Award
Print
Consumer Magazines
Gold

2012 Award
Poster and Outdoor
sheet-poster
Gold

2012 Award
Print Craft
Art Direction
Gold

2012 Award
Print Craft
Digital enhancement
Gold

2012 Award
Print Craft
Illustration
Silver

2012 Award
Design
Poster design
Bronze

2012 THECUP
Best of Products
BEST OF ENTERTAINMENT

2012 THECUP
Best of Media
BEST OF PRESS

2012 THECUP
Best of Media
BEST OF OUTDOOR

2012 THECUP
Best of Media
BEST OF DESIGN

2012 THECUP
Best of Admaking
BEST OF CRAFT

2012 THECUP
Best of Admaking
**BEST OF CRAFT
FOR PRODUCTION**

2011 AD STARS
Print
Gold

2011 AD STARS
Outdoor
Gold

2012 ADC Awards
Print & Craft
Gold

2012 ANDY
Magazine
Gold

2012 ANDY
Illustration
Gold

2011 WPP Awards
Press
GRAND PRIX

71 Awards for 2011-2012 **8 Grand Prix** / **2 Best** / **47 Gold** / **10 Silver** / **2 Bronze** / **2 Merit**

71 Awards 2011-2012

10 GRAND PRIX / 47 GOLD / 10 SILVER / 2 BRONZE / 2 MERIT

《天堂與地獄》成爲世界廣告史上獲獎最多的平面廣告

2011年世界美術指導排名第5

Top Art Directors

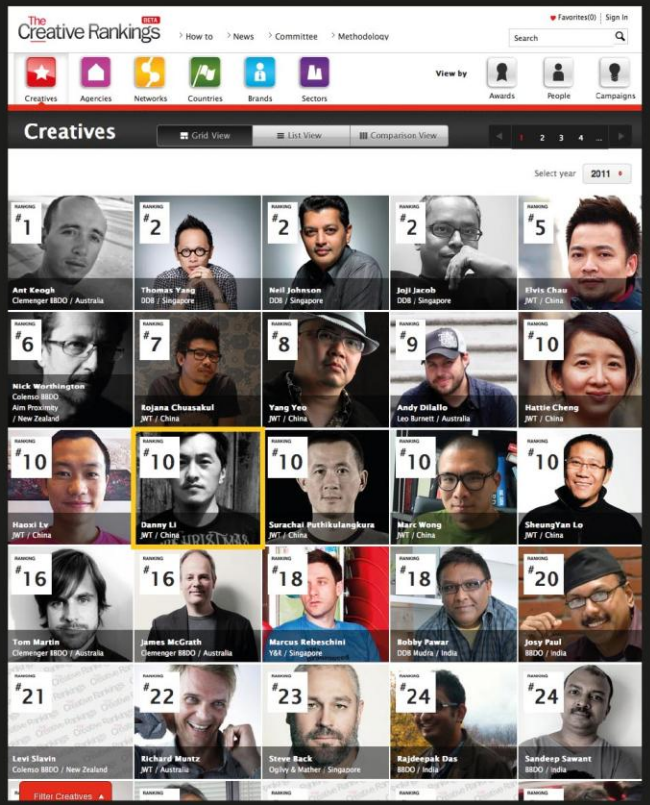
1	Shahir Zag	197
2	Komal Bedi Sohal	159
3	IGNACIO FERIOLI	158
4	Ionut Cojocaru	155
5=	Surachai Puthikulangkura	154
5=	Danny Li	154
5=	Haoxi Lv	154
5=	Rojana Chuasakul	154
5=	Hattie Cheng	154
10	Freddie Powell	152
11	Craig Allen	150
12	Stuart Harkness	146
13	Eric Kallman	138
14	Matt Fitch	130
15	Jon Kubik	124
16	Andra Badea	116
17=	Laurentiu Stere	111
17=	Michael Kittel	111
19	Chris Thurman	110
20	Gavin Simpson	108
21=	Alexander Norvillas	101
21=	Yee Wai Khuen	101
23	Anthony Chelvanathan	97
24	Damjan Pita	91
25=	Shishir Patel	88
25=	Simon Jasper Philipp	88
27=	Marcos Medeiros	86
27=	Steve Peck	86
29	Laurent Simon	83
30=	Natasha Maasri	82
30=	Stefan Walz	82
32	Simon Higby	80
33=	James Orr	78
33=	Rebecca Johnson-Pond	78
35=	Staffan Lamm	77
35=	Kalpesh Patankar	77
35=	Sebastien Guinet	77
35=	Gianfranco Arena	77
38=	Louis Audard	76
38=	Robert Amstell	76
38=	Bruno Prosperi	76
41	Khalid Osman	75
42	Thirasak Tanapatanakul	74
43	Caroline Farra	72
44=	Christoffer Persson	70
46=	Jonathan Gurvit	69
46=	Jeffrey Da Silva	69
46=	Krystel Hoche	69
46=	Steve Cochran	69
50	Leif Johannsen	68

2011年作品纍計獲獎排名第1

Top 25 campaigns across all media

1.	Heaven and Hell	Press	Samsonite	JWT Shanghai	154
2.	Decode Jay-Z	Outdoor/Digital	Bing	Droga5 New York	124
3=	American Rom	Integrated	Kandia Dulce	McCann Erickson Bucharest	111
3=	Save as WWF	Digital	WWF	Jung von Matt Hamburg	111
5.	Write the Future	Integrated	Nike	Wieden+Kennedy Amsterdam	110
6.	Homemade is Best	Digital/Design	IKEA	Forsman & Bodenfors	99
7.	Who Killed Deon?	TV/Digital	Met Police	AMV BBDO London	83
8.	Wall of Fame	Digital	Edding	kempertrautmann Hamburg	82
9.	See the Person	Integrated	Scope	Leo Burnett Melbourne	78
10.	Old Spice Response Campaign	Direct/TV	Old Spice	Wieden+Kennedy Portland	72
11.	Yellow Chocolate	Integrated	Yellow	Colenso BBDO Auckland	69
12.	A hunter shoots	Digital	Tippex	Buzzman Paris	68
13.	Burma	Outdoor	Human Rights Watch	JWT New York	64
14=	Friendship Machine	Outdoor	Coca-Cola	Ogilvy Argentina	63
14=	Musical Fitting Rooms	Outdoor/Digital	Starhub	DDB Singapore	63
16.	Break Up	Integrated	NAB	Clemenger BBDO Melbourne	62
17.	Accessories	Press/Poster	Harvey Nichols	Y&R Dubai	60
18=	Watson	Digital	IBM	Ogilvy New York	58
18=	The Journal	Integrated	New Zealand Ministry of Health	DraftFCB Auckland	58
20=	Megane Experiment	Integrated	Renault UK	Publicis London	57
20=	Light Wall	Outdoor	BMW	Serviceplan Munich	57
22.	Welcome Back	Outdoor/Digital	T-Mobile	Saatchi & Saatchi London	55
23.	Big Noses	Integrated	BGH	DC Nazca Saatchi Argentina	54
24=	Find Red	Digital	M&M's	Proximity BBDO Toronto	53
24=	The 250km Wave	Outdoor/Digital	Kyushu Rail	Dentsu Tokyo	53
24=	Lucky Line	Digital	Uniqlo	Dentsu Tokyo	53

2011亞太地區頂尖創意人排名第10



GRAND PRIX

Grand Prix
ADFEST 2012
GRAND PRIX
Art Director's Club

光宗耀祖
乾隆元年八月吉日

THANKS

Weibo

李丹 Danny Li

WeChat

Danny021515

behance

Danny Li