

1999 Award of Excellence

Advertising Annual

CONSUMER MAGAZINE AD

Steven Smith, art director

Terry Murphy, writer

Willie Sonnenberg, creative director

Atholl Lewis, photographer

Sonnenberg Murphy Leo Burnett

(Johannesburg, South Africa), ad agency

DaimlerChrysler SA Pty Ltd, client



Communication Arts

Patricia Long

EDITOR AND DESIGNER

No need for your wife
to be frigid.

22°C

15°C

So sophisticated is the interior design of the new C-Class that both driver and passenger have complete and autonomous control over the temperature at

which they choose to travel. So it no longer matters who is blowing hot and who is blowing cold.



The C-Class Facelift