

40th AWARD Award Winners

A. FILM & VIDEO

Entry ID	Entry	Client	Entrant Company	Gong
A.02 Television Commercial, Individual. 30 Seconds				
2455-A.02	Santa Crashes Christmas	ALDI Australia	BMF	SILVER
2848-A.02	Stop Your Boobs Playing Their Own Game	Berlei	The Monkeys	GOLD
A.03 Television Commercial, Individual. Over 30 Seconds				
2111-A.03	Santa Crashes Christmas	ALDI Australia	BMF	GOLD
2130-A.03	Friendshit	Kasikornbank	GREYnJ UNITED	GOLD
2380-A.03	Enter Asahi	Asahi Premium Beverages	The Monkeys	BRONZE
2408-A.03	Generation Voice	Spark New Zealand	Colenso BBDO	BRONZE
2409-A.03	First Dance	Apple	TBWA\Sydney	BRONZE
2555-A.03	Live & Breathe	The Woolmark Company	TBWA\Sydney	BRONZE
2670-A.03	The Dance	Lion	DDB Group New Zealand	BRONZE
2703-A.03	Armoured Truck	Lotto New Zealand	DDB Group New Zealand	GOLD
2817-A.03	DUNDEE: The Son Of A Legend Returns Home	Tourism Australia	Revolver/Will O'Rourke	SILVER
3031-A.03	Question a Cop	New Zealand Police	Ogilvy New Zealand	BRONZE
3138-A.03	The Day After	McDonald's	DDB Group New Zealand	BRONZE
A.06 Television Commercial, Campaign. Any Length				
2545-A.06	AutoAds	carsales.com.au	CHE Proximity	SILVER
2915-A.06	Get Used to Better	IKEA	The Monkeys	BRONZE
A.07 Large Format Screens, Individual. Any Length				
2110-A.07	Santa Crashes Christmas	ALDI Australia	BMF	GOLD
2315-A.07	Live & Breathe	The Woolmark Company	TBWA\Sydney	BRONZE
2567-A.07	Enter Asahi	Asahi Premium Beverages	The Monkeys	SILVER
2719-A.07	Armoured Truck	Lotto New Zealand	DDB Group New Zealand	GOLD
A.09 Charity, Individual. Any Length				
1889-A.09	42	The Australian Red Cross Blood Service	Cummins & Partners Melbourne	BRONZE
2491-A.09	Disgusting Stories	Bahay Tuluyan Philippines (Shelter House)	TBWA\Santiago Mangada Puno	GOLD
A.11 Interactive Film, Individual. Any Length				
1853-A.11	Hearprint	Cochlear	CHE Proximity	BRONZE
2354-A.11	Oat the Goat	Ministry of Education	FCB New Zealand	GOLD
3295-A.11	Carriberrie	Carriberrie	Isobar	GOLD

B. CRAFT IN ADVERTISING

Entry ID	Entry	Client	Entrant Company	Gong
B.01 Film - Direction				
2120-B.01	DUNDEE: The Son Of A Legend Returns Home	Tourism Australia	Revolver/Will O'Rourke	BRONZE
2124-B.01	Red Sweater	Old Spice	Revolver/Will O'Rourke	SILVER
2125-B.01	Help. When It Matters.	Westpac	EXIT Films	BRONZE
2126-B.01	Stop Your Boobs Playing Their Own Game	Berlei	Revolver/Will O'Rourke	BRONZE
2132-B.01	Friendshit	Kasikornbank	GREYnJ UNITED	BRONZE
2725-B.01	The Dance	Lion	Sweetshop	GOLD
2740-B.01	Santa Crashes Christmas	ALDI Australia	Goodoil Films	BRONZE
2766-B.01	Armoured Truck	New Zealand Lotteries	Scoundrel	SILVER
2768-B.01	The Department of Lost Nights	Health Promotion Agency	Scoundrel	BRONZE
2845-B.01	Shot	AT&T	Revolver/Will O'Rourke	SILVER
3080-B.01	Juntas Imparables	Nike	Scoundrel	BRONZE
B.02 Film - Cinematography				
2218-B.02	Frank	Westpac	FINCH	SILVER
2411-B.02	Poisoned Chalice	Sky	FINCH	BRONZE
2748-B.02	Santa Crashes Christmas	ALDI Australia	Goodoil Films	SILVER
3115-B.02	The Day After	McDonald's	Goodoil Films	BRONZE
B.03 Film - Editing				
2367-B.03	Not to be Outdone	Holden	ARC EDIT	BRONZE
2368-B.03	The Dance	Lion	ARC EDIT	GOLD
2384-B.03	Westpac 200	Westpac Group	The Butchery	BRONZE
2401-B.03	Dilemmas	NZ Transport Agency	The Butchery	BRONZE
2743-B.03	Armoured Truck	New Zealand Lotteries	Scoundrel	SILVER
2822-B.03	Santa Crashes Christmas	ALDI Australia	The Editors	BRONZE
B.04 Film - Animation				
1941-B.04	Joy Story - Joy & Heron	JD.com	Passion Pictures	BRONZE
2026-B.04	Bothers	Toyota New Zealand	Goodoil Films	BRONZE
2619-B.04	Kungfu Water	Vatti	The Nine X Insight Group	BRONZE
B.05 Film - Digital Visual Effects				
1913-B.05	Westpac 200	Westpac	Alt.vfx	BRONZE
2191-B.05	Enter Asahi	Asahi	Alt.vfx	BRONZE
B.06 Film - Original Music				

2891-B.06	Santa Crashes Christmas	ALDI Australia	Turning Studios	BRONZE
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B.07 Film - Best Use and/or Arrangement of Existing Music

2693-B.07	Stop Your Boobs Playing Their Own Game	Berlei	Revolver/Will O'Rourke	GOLD
2914-B.07	Not To Be Outdone	GM Holden	Level Two Music	SILVER
2969-B.07	Frank	Westpac	Level Two Music	SILVER
3310-B.07	The Day After	McDonalds	Liquid Studios	BRONZE

B.08 Film - Sound Design

2251-B.08	Santa Crashes Christmas	ALDI Australia	Rumble Studios	BRONZE
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B.10 Film - Production Design

2240-B.10	Enter Asahi	Asahi Super Dry	In The Thicket	BRONZE
2405-B.10	Frank	Westpac	FINCH	BRONZE
2694-B.10	Stop Your Boobs Playing Their Own Game	Berlei	Revolver/Will O'Rourke	GOLD
2779-B.10	The Department of Lost Nights	Health Promotion Agency	Scoundrel	BRONZE

B.11 Film - Casting

1905-B.11	Westpac 200	Westpac Banking Corporation	DDB Sydney	BRONZE
1998-B.11	Not To Be Outdone	Holden Colorado	Goodoil Films	BRONZE
2133-B.11	Friendshit	Kasikornbank	GREYnJ UNITED	SILVER
2404-B.11	Frank	Westpac	FINCH	BRONZE
2418-B.11	Don't Believe in Never	AFL	FINCH	BRONZE
2686-B.11	DUNDEE: The Son Of A Legend Returns Home	Tourism Australia	Revolver/Will O'Rourke	BRONZE
2697-B.11	The Dance	Lion	DDB Group New Zealand	GOLD
2720-B.11	Armoured Truck	Lotto New Zealand	DDB Group New Zealand	GOLD

B.14 Print - Art Direction, Individual

2301-B.14	Block Out the Chaos: World Leaders	JBL	Cheil Hong Kong	BRONZE
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B.15 Print - Art Direction, Campaign

2254-B.15	The All Nighters	McDonald's	TBWA\Thailand	SILVER
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B.17 Print - Photography, Campaign

2253-B.17	The All Nighters	McDonald's	TBWA\Thailand	SILVER
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B.20 Illustration - Poster Advertising

2336-B.20	Block Out the Chaos: World Leaders	JBL	Cheil Hong Kong	BRONZE
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B.33 Digital - Digital Utilities and Tools

1867-B.33	AutoAds	carsales.com.au	CHE Proximity	SILVER
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1931-B.33	Project Revoice	The ALS Association	BWM Dentsu	GOLD
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B.34 Digital - Games

1951-B.34	Wasteland with a V	Frucor	Clemenger BBDO Sydney	BRONZE
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B.38 Digital - Animation

2182-B.38	Oat the Goat	Ministry of Education	Assembly	SILVER
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B.39 Digital - Technological Innovation

1938-B.39	Project Revoice	The ALS Association	BWM Dentsu	GOLD
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B.41 Experiential

1940-B.41	Project Revoice	The ALS Association	BWM Dentsu	BRONZE
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3083-B.41	The House of Cars	Lifewise	DDB Group New Zealand	SILVER
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C. PRINT

Entry ID	Entry	Client	Entrant Company	Gong
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C.02 Consumer Magazine, Campaign

2252-C.02	The All Nighters	McDonald's	TBWA\Thailand	BRONZE
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C.04 Newspaper, Campaign

2952-C.04	Undercover Crossword	Office for Seniors	FCB New Zealand	GOLD
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D. INTEGRATED CAMPAIGN

D.01 Integrated Campaign

2419-D.01	Kupu	Spark New Zealand	Colenso BBDO	SILVER
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2647-D.01	AutoAds	carsales.com.au	CHE Proximity	SILVER
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2880-D.01	Deadly Questions	Aboriginal Victoria / Department of Premier & Cabinet	Clemenger BBDO Melbourne	BRONZE
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2990-D.01	Naughty or Nice Bauble	Myer	Clemenger BBDO Melbourne	GOLD
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3026-D.01	Too Powerful For TV	Volkswagen Commercial Vehicles	DDB Sydney	BRONZE
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3061-D.01	Question a Cop	New Zealand Police	Ogilvy New Zealand	BRONZE
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D.02 Integrated Campaign, Charity

3066-D.02	The 72 Club	Lifeline	DDB Group New Zealand	SILVER
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E. POSTER & OUTDOOR

Entry ID	Entry	Client	Entrant Company	Gong
E.01 Outdoor Supersite & Spectacular, Maxiscape & Landmark, Individual				
2537-E.01	First Dance Ladies	Apple	TBWA\Sydney	SILVER
E.04 Street Furniture Including Superlite, Citylight & Metrolite, Campaign				
2192-E.04	News in Colour	News.com.au	M&C Saatchi	BRONZE
E.08 24-Sheet and 6-Sheet Poster, Campaign				
2541-E.08	First Dance	Apple	TBWA\Sydney	BRONZE
E.09 Outdoor, Individual. Any format.				
2511-E.09	This is a Tree	Pacific Paint (Boysen) Philippines	TBWA\Santiago Mangada Puno	BRONZE
E.10 Outdoor, Campaign. Any Format				
1915-E.10	Big Mac 50th - Iconic Packaging	McDonald's Australia	DDB Sydney	SILVER
3233-E.10	A Landmark Season	NRL	R/GA Sydney	BRONZE
E.12 Targeted Indoor, Campaign				
2255-E.12	The All Nighters	McDonald's	TBWA\Thailand	SILVER
E.13 Charity, Individual. Any Size/Format/Medium				
3099-E.13	The House of Cars	Lifewise	DDB Group New Zealand	BRONZE
E.15 Digital, Interactive and/or Moving Outdoor, Individual				
3140-E.15	Real time pick-up posters	Uber	Special Group	BRONZE
E.19 Alternative Media, Individual				
2600-E.19	Face Your Waste	Mindarie Regional Council	Marketforce	SILVER
3171-E.19	Living Seawall	Volvo	whiteGREY	BRONZE
E.20 Alternative Media, Campaign				
3136-E.20	A Landmark Season	NRL	R/GA Sydney	BRONZE

F. PUBLIC RELATIONS

Entry ID	Entry	Client	Entrant Company	Gong
F.01 Best Integrated Campaign Led by PR				
2472-F.01	#representlove	Marcel	Tinder	BRONZE
2687-F.01	DUNDEE: The Son Of A Legend Returns Home	Revolver/Will O'Rourke	Tourism Australia	GOLD
F.02 Best Use of PR Amplification for a Campaign				
1851-F.02	Never Before Barbie	Clemenger BBDO Melbourne	Mattel Australia/New Zealand	BRONZE
2963-F.02	Sans Forgetica	Naked Communications	RMIT University	SILVER
F.03 Best use of Paid Influencers				
2900-F.03	Keiran Reads Bedtime Stories	Noisy Beast	Swisse New Zealand	SILVER
2956-F.03	Tough Conversations	The Royals	Mercedes - Benz Vans	BRONZE
2994-F.03	Unwritten Reviews	AIRBAG	Melbourne International Film Festival	BRONZE
F.04 Best use of Unpaid Influencers				
3062-F.04	Question a Cop	Ogilvy New Zealand	New Zealand Police	BRONZE
F.06 Best Use of Content in a PR activation				
2902-F.06	Keiran Reads Bedtime Stories	Noisy Beast	Swisse New Zealand	BRONZE
3064-F.06	Question a Cop	Ogilvy New Zealand	New Zealand Police	SILVER
F.07 Best Use of a Promotional Event Led by PR				
2099-F.07	Thunderstruck	OPEN Brand Consulting	Royal Australian Mint	BRONZE
F.08 Best Corporate Social Responsibility Campaign led by PR				
1918-F.08	Never Before Barbie	Clemenger BBDO Melbourne	Mattel Australia/New Zealand	BRONZE
2487-F.08	#representlove	Marcel	Tinder	BRONZE
2824-F.08	Give a Minute of your Time	The Monkeys	UNICEF Australia	BRONZE
F.09 Best Advocacy Campaign Led by PR				
1919-F.09	Never Before Barbie	Clemenger BBDO Melbourne	Mattel Australia/New Zealand	BRONZE
3057-F.09	Deadly Questions	Clemenger BBDO Melbourne	Aboriginal Victoria / Department of Premier & Cabinet	BRONZE
F.10 Charity				
1969-F.10	Project Revoice	BWM Dentsu	The ALS Association	GOLD
2823-F.10	Give a Minute of your Time	The Monkeys	UNICEF Australia	SILVER
3067-F.10	The 72 Club	DDB Group New Zealand	Lifeline	BRONZE

G. RADIO

Entry ID	Entry	Client	Entrant Company	Gong
G.01 Up To and Including 30 Seconds				
2334-G.01	Bottle Sirens	Road Safety Commission	The Brand Agency	BRONZE
G.02 Over 30 Seconds				
3315-G.02	That time John Key didn't	Hawke's Bay Regional Council	Clemenger BBDO Wellington	GOLD
3316-G.02	That time Professor John Burrows didn't	Hawke's Bay Regional Council	Clemenger BBDO Wellington	SILVER
3319-G.02	That time Hopoate didn't	KiwiRail	Clemenger BBDO Wellington	GOLD
3320-G.02	That time Jordie Barrett didn't	KiwiRail	Clemenger BBDO Wellington	SILVER
G.03 Campaign				
2288-G.03	Look Right, Look Left – Hawke's Bay Regional Council	Hawke's Bay Regional Council	Clemenger BBDO Wellington	SILVER
3221-G.03	Beware the Dangers of Almost the Same	Toyota New Zealand	Saatchi & Saatchi New Zealand	BRONZE
3311-G.03	Look Right, Look Left – KiwiRail	KiwiRail	Clemenger BBDO Wellington	GOLD
G.04 Charity, Individual. Any Length				
1965-G.04	Ducking Autocorrect - God Donut	Dry July	Clemenger BBDO Sydney	GOLD
1967-G.04	Ducking Autocorrect - Right As Drain	Dry July	Clemenger BBDO Sydney	GOLD
1970-G.04	Ducking Autocorrect - William Shark Pear	Dry July	Clemenger BBDO Sydney	SILVER
1971-G.04	Ducking Autocorrect - Ducking Seriously?	Dry July	Clemenger BBDO Sydney	SILVER
G.05 Charity, Campaign. Any Length				
1893-G.05	Ducking Autocorrect	Dry July	Clemenger BBDO Sydney	GOLD
G.06 Production In Radio, Individual				
1934-G.06	LIVES - Ed	Fully Booked	McCann Worldgroup Philippines	SILVER
2054-G.06	LIVES - Moe	Fully Booked	McCann Worldgroup Philippines	BRONZE
G.08 Copywriting, Individual				
1949-G.08	Ducking Autocorrect - William Shark Pear	Dry July	Clemenger BBDO Sydney	BRONZE
1957-G.08	Ducking Autocorrect - Ducking Seriously?	Dry July	Clemenger BBDO Sydney	SILVER
1959-G.08	Ducking Autocorrect - Right As Drain	Dry July	Clemenger BBDO Sydney	GOLD
1962-G.08	Ducking Autocorrect - God Donut	Dry July	Clemenger BBDO Sydney	GOLD
G.09 Copywriting, Campaign				
1897-G.09	Ducking Autocorrect	Dry July	Clemenger BBDO Sydney	GOLD
2732-G.09	Look Right, Look Left – Hawke's Bay Regional Council	Hawke's Bay Regional Council	Clemenger BBDO Wellington	SILVER
3318-G.09	Look Right, Look Left – KiwiRail	KiwiRail	Clemenger BBDO Wellington	GOLD

G.13 Best Use of Audio

2877-G.13	Kieran Reads Bedtime Stories	Swisse Wellness NZ	Noisy Beast	BRONZE
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H. DIRECT MARKETING

Entry ID	Entry	Client	Entrant Company	Gong
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H.04 Direct Response Advertising, Campaign. Single Medium

2953-H.04	Undercover Crossword	Office for Seniors	FCB New Zealand	GOLD
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H.06 Charity, Individual

1973-H.06	Project Revoice	The ALS Association	BWM Dentsu	GOLD
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H.07 Charity, Campaign

3073-H.07	The 72 Club	Lifeline	DDB Group New Zealand	SILVER
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H.10 Integrated Solutions

2016-H.10	Hearprint	Cochlear	CHE Proximity	SILVER
3100-H.10	Deadly Questions	Aboriginal Victoria / Department of Premier & Cabinet	Clemenger BBDO Melbourne	BRONZE

H.11 Alternative Media, Individual

2018-H.11	Hearprint	Cochlear	CHE Proximity	SILVER
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H.12 Alternative Media, Campaign

2648-H.12	AutoAds	carsales.com.au	CHE Proximity	GOLD
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H.13 Digital Direct Response, Individual

2489-H.13	#representlove	Tinder	Marcel	SILVER
2965-H.13	Sans Forgetica	RMIT University	Naked Communications	SILVER

H.14 Digital Direct Response, Campaign

2020-H.14	Hearprint	Cochlear	CHE Proximity	GOLD
2650-H.14	AutoAds	carsales.com.au	CHE Proximity	GOLD
3065-H.14	Question a Cop	New Zealand Police	Ogilvy New Zealand	SILVER
3102-H.14	Deadly Questions	Aboriginal Victoria / Department of Premier & Cabinet	Clemenger BBDO Melbourne	BRONZE

H.16 Best Sponsorship, Influencer or Advocacy Campaign for Direct

2488-H.16	#representlove	Tinder	Marcel	SILVER
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I. DESIGN

Entry ID	Entry	Client	Entrant Company	Gong
I.04 Poster Design, Campaign				
3203-I.04	Monkeys Jumped the Shark	The Monkeys	The Monkeys	BRONZE
I.05 Packaging, Individual				
2707-I.05	Ring	Campari/Skyy Vodka	TBWA\Sydney	BRONZE
I.09 Entertainment Design				
3015-I.09	PNAU Changa Tour Live Visuals	PNAU	Nakatomi	BRONZE
I.13 Environmental Design				
2577-I.13	Dream Lab	Sydney Story Factory	The Glue Society	BRONZE
2945-I.13	So Good Garden of Goodness	Sanitarium	Ogilvy New Zealand	BRONZE
3109-I.13	The House of Cars	Lifewise	DDB Group New Zealand	SILVER
I.16 Innovative Typography, Individual				
2960-I.16	Sans Forgetica	RMIT University	Naked Communications	SILVER
I.23 Weird and Wonderful				
2695-I.23	Stop Your Boobs Playing Their Own Game	Berlei	Revolver/Will O'Rourke	SILVER

J. DIGITAL

Entry ID	Entry	Client	Entrant Company	Gong
J.04 Microsites - Business to Consumer				
2634-J.04	A Different Lens	Monash University	VMLY&R	BRONZE
3104-J.04	Deadly Questions	Aboriginal Victoria / Department of Premier & Cabinet	Clemenger BBDO Melbourne	BRONZE
J.06 Microsites - Charity				
2826-J.06	Give a Minute of your Time	UNICEF Australia	The Monkeys	BRONZE
J.07 Digital Campaign - Business to Consumer				
2652-J.07	AutoAds	carsales.com.au	CHE Proximity	BRONZE
3220-J.07	Beware the Dangers of Almost the Same	Toyota New Zealand	Saatchi & Saatchi New Zealand	BRONZE
J.12 Online Ad - Online Promotion				
3278-J.12	Losers' Paradise	Air New Zealand	Host/Havas Sydney	BRONZE

J.13 Online Ad - Native Advertising

1954-J.13	Wasteland with a V	Frucor	Clemenger BBDO Sydney	GOLD
2025-J.13	EXTRA Support Acts	Wrigley's Extra	Clemenger BBDO Sydney	SILVER
2204-J.13	Volkswagen White Box	Volkswagen Commercial Vehicles	DDB Sydney	SILVER
2783-J.13	MONA Eye	MONA (Museum of New and Old Art)	72and Sunny Sydney	BRONZE

J.17 Games - Other

3161-J.17	Uphill Marathon	Red Bull	Special Group	SILVER
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J.19 Social Media - Best use of Social Media in a Promotional Campaign

2493-J.19	#representlove	Tinder	Marcel	BRONZE
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J.20 Social Media - Best Integrated Social Campaign

1975-J.20	Aussie News Today	Tourism Australia	Clemenger BBDO Sydney	BRONZE
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J.21 Social Media - Online Film, Individual

1928-J.21	Polo Unfail Videos	Volkswagen Group Australia	DDB Sydney	SILVER
2134-J.21	Friendshit	KASIKORNBANK	GREYnJ UNITED	SILVER
2551-J.21	First Dance	Apple	TBWA\Sydney	SILVER
2854-J.21	Stop Your Boobs Playing Their Own Game	Pacific Brands Clothing Pty Ltd - Berlei	The Monkeys	SILVER
3069-J.21	Question a Cop	New Zealand Police	Ogilvy New Zealand	SILVER

J.22 Social Media - Online Film, Campaign

1904-J.22	Don't Believe In Never	AFL	Clemenger BBDO Melbourne	BRONZE
2653-J.22	AutoAds	carsales.com.au	CHE Proximity	BRONZE
2818-J.22	Pre-Testie Bestie	Health Promotion Agency	FCB New Zealand	GOLD

J.23 Social Media - Co-Creation / User Generated Content

1956-J.23	Wasteland with a V	Frucor	Clemenger BBDO Sydney	SILVER
2654-J.23	AutoAds	carsales.com.au	CHE Proximity	SILVER

J.25 Social Media - Charity

1885-J.25	42	The Australian Red Cross Blood Service	Cummins & Partners Melbourne	BRONZE
1982-J.25	Project Revoice	The ALS Association	BWM Dentsu	BRONZE
2316-J.25	Invisible Friends	Missing Persons Advocacy Network	whiteGREY	SILVER
2504-J.25	Disgusting Stories	Bahay Tuluyan Philippines (Shelter House)	TBWA\Santiago Mangada Puno	GOLD

J.26 Best Use of Search

2027-J.26	EXTRA Support Acts	Wrigley's Extra	Clemenger BBDO Sydney	SILVER
3070-J.26	Question a Cop	New Zealand Police	Ogilvy New Zealand	SILVER

J.28 Apps

2410-J.28	Kupu	Spark New Zealand	Colenso BBDO	GOLD
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J.31 Mobile

3130-J.31	Uphill Marathon	Red Bull	Special Group	BRONZE
3188-J.31	Naughty or Nice Bauble	Myer	Clemenger BBDO Melbourne	SILVER

J.32 Mobile, Charity

2317-J.32	Invisible Friends	Missing Persons Advocacy Network	whiteGREY	BRONZE
2500-J.32	Life-Fi	Surf Life Saving Queensland	ROMEO Digital	BRONZE

J.34 Digital Kiosk, Point Of Sale, On-Site, Outdoor Digital, Charity

3103-J.34	The House of Cars	Lifewise	DDB Group New Zealand	BRONZE
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J.37 Emerging Digital / Connected Products

3189-J.37	Naughty or Nice Bauble	Myer	Clemenger BBDO Melbourne	GOLD
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J.38 Emerging Digital / Connected Products, Charity

1991-J.38	Project Revoice	The ALS Association	BWM Dentsu	GOLD
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K. INNOVATION

Entry ID	Entry	Client	Entrant Company	Gong
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K.01 Creative / Technological Innovation

2022-K.01	Hearprint	Cochlear	CHE Proximity	GOLD
2414-K.01	Kupu	Spark New Zealand	Colenso BBDO	SILVER
2961-K.01	Sans Forgetica	RMIT University	Naked Communications	GOLD

K.02 Product Innovation

2023-K.02	Hearprint	Cochlear	CHE Proximity	SILVER
2606-K.02	Face Your Waste	Mindarie Regional Council	Marketforce	BRONZE
2626-K.02	Sip Safe	Monash University	VMLY&R	GOLD
2962-K.02	Sans Forgetica	RMIT University	Naked Communications	GOLD
3190-K.02	Naughty or Nice Bauble	Myer	Clemenger BBDO Melbourne	SILVER

K.03 Charity

1984-K.03	Project Revoice	The ALS Association	BWM Dentsu	GOLD
2318-K.03	Invisible Friends	Missing Persons Advocacy Network	whiteGREY	BRONZE
2598-K.03	Life-Fi	Surf Life Saving Queensland	ROMEO Digital	BRONZE
2830-K.03	Give a Minute of your Time	UNICEF Australia	The Monkeys	SILVER

L. PROMOTION AND EXPERIENTIAL

Entry ID	Entry	Client	Entrant Company	Gong
L.02 Best Use of Ambient and/or Guerrilla Marketing in a Promotional Campaign				
2515-L.02	Rhythm of Love Wall	7-ELEVEN Taiwan	ADK Taiwan	BRONZE
2628-L.02	Sip Safe	Monash University	VMLY&R	BRONZE
L.03 Best New Product Launch and Re-Launch or Multi-Product Promotion at Retail				
3191-L.03	Naughty or Nice Bauble	Myer	Clemenger BBDO Melbourne	GOLD
L.05 Best Use of Mobile and Other Digital Media in a Promotional Campaign				
1960-L.05	Wasteland with a V	Frucor	Clemenger BBDO Sydney	SILVER
2498-L.05	#representlove	Tinder	Marcel	BRONZE
L.06 Best Use of Promotion and Experiential Marketing in a Charity Campaign				
2094-L.06	PetMe	Pet Rescue Australia	DDB Sydney	BRONZE
2885-L.06	Hungry Puffs	Foodbank WA	The Brand Agency	BRONZE
3114-L.06	The House of Cars	Lifewise	DDB Group New Zealand	BRONZE

M. MARKET DISRUPTION & PRODUCT/SERVICE DEVELOPMENT

Entry ID	Entry	Client	Entrant Company	Gong
M.03 Innovative Product/Service Development				
2636-M.03	Sip Safe	Monash University	VMLY&R	GOLD
2964-M.03	Sans Forgetica	RMIT University	Naked Communications	GOLD
3192-M.03	Naughty or Nice Bauble	Myer	Clemenger BBDO Melbourne	GOLD
M.04 Sustainable Product/Service Development				
2603-M.04	Face Your Waste	Mindarie Regional Council	Marketforce	BRONZE
M.05 Charity				
1986-M.05	Project Revoice	The ALS Association	BWM Dentsu	GOLD
2886-M.05	Hungry Puffs	Foodbank WA	The Brand Agency	BRONZE

N. BRANDED ENTERTAINMENT & CONTENT

Entry ID	Entry	Client	Entrant Company	Gong
N.01 Co-creation / User Generated Content				
1961-N.01	Wasteland with a V	Frucor	Clemenger BBDO Sydney	BRONZE
1978-N.01	Aussie News Today	Tourism Australia	Clemenger BBDO Sydney	SILVER
2659-N.01	AutoAds	carsales.com.au	CHE Proximity	GOLD
3243-N.01	I Touch Myself Project: Serena	Berlei	JWT Sydney	BRONZE
N.02 Mobile				
2849-N.02	Oat the Goat	Ministry of Education	FCB New Zealand	SILVER
N.03 Gaming				
1963-N.03	Wasteland with a V	Frucor	Clemenger BBDO Sydney	SILVER
N.05 Charity				
1987-N.05	Project Revoice	The ALS Association	BWM Dentsu	SILVER
N.12 Entertainment - TV				
2007-N.12	Too Powerful for TV	Volkswagen Commercial Vehicles	DDB Sydney	BRONZE
N.14 Entertainment - Online				
1929-N.14	Polo Unfail Videos	Volkswagen Group Australia	DDB Sydney	SILVER
1964-N.14	Wasteland with a V	Frucor	Clemenger BBDO Sydney	BRONZE
2855-N.14	Stop Your Boobs Playing Their Own Game	Pacific Brands Clothing - Berlei	The Monkeys	BRONZE
3071-N.14	Question a Cop	New Zealand Police	Ogilvy New Zealand	GOLD
N.15 Entertainment - Online, Campaign/Series				
1930-N.15	Polo Unfail Videos	Volkswagen Group Australia	DDB Sydney	BRONZE
1942-N.15	Aussie News Today	Tourism Australia	Clemenger BBDO Sydney	BRONZE
2029-N.15	EXTRA Support Acts	Wrigley's Extra	Clemenger BBDO Sydney	BRONZE
2660-N.15	AutoAds	carsales.com.au	CHE Proximity	SILVER
2816-N.15	DUNDEE: The Son Of A Legend Returns Home	Tourism Australia	Revolver/Will O'Rourke	GOLD
N.18 Entertainment - Film				
2135-N.18	Friendshit	Kasikornbank	GREYnJ UNITED	SILVER
N.22 Experiential - Interactive				
3193-N.22	Naughty or Nice Bauble	Myer	Clemenger BBDO Melbourne	BRONZE

O. CREATIVITY FOR GOOD

Entry ID	Entry	Client	Entrant Company	Gong
O.01 Advertising & Marketing Communications				
2632-O.01	Oat the Goat	Ministry of Education	FCB New Zealand	SILVER
3111-O.01	Deadly Questions	Aboriginal Victoria / Department of Premier & Cabinet	Clemenger BBDO Melbourne	BRONZE
O.02 Advertising & Marketing Communications, Charity				
1989-O.02	Project Revoice	The ALS Association	BWM Dentsu	GOLD
2095-O.02	PetMe	Pet Rescue Australia	DDB Sydney	SILVER
2165-O.02	50 Shades of No	50 Shades of No	OTTO	BRONZE
2297-O.02	Invisible Friends	Missing Persons Advocacy Network	whiteGREY	SILVER
2505-O.02	Disgusting Stories	Bahay Tuluyan Philippines (Shelter House)	TBWA\SANTIAGO MANGADA PUNO	SILVER
2831-O.02	Give a Minute of your Time	UNICEF Australia	The Monkeys	SILVER
3079-O.02	The 72 Club	Lifeline	DDB Group New Zealand	BRONZE
3121-O.02	The House of Cars	Lifewise	DDB Group New Zealand	BRONZE
3141-O.02	She Gives Birth, You Give Blood	The Australian Red Cross Blood Service	Cummins & Partners Melbourne	BRONZE
O.03 Design				
2639-O.03	Sip Safe	Monash University	VMLY&R	GOLD
3167-O.03	Living Seawall	Volvo	whiteGREY	SILVER
O.04 Design, Charity				
2832-O.04	Give a Minute of your Time	UNICEF Australia	The Monkeys	BRONZE
3230-O.04	#TheatreCapChallenge	PatientSafe Network	Host/Havas	BRONZE
O.05 Equality				
2278-O.05	Question a Cop	New Zealand Police	Ogilvy New Zealand	GOLD
2553-O.05	First Dance	Apple	TBWA\Sydney	BRONZE
3117-O.05	Deadly Questions	Aboriginal Victoria / Department of Premier & Cabinet	Clemenger BBDO Melbourne	BRONZE
3227-O.05	Rugby Fighter	Rebel Sport	Ogilvy New Zealand	SILVER
O.06 Equality, Charity				
2166-O.06	50 Shades of No	50 Shades of No	OTTO	BRONZE
2887-O.06	Hungry Puffs	Foodbank WA	The Brand Agency	BRONZE