

## AVANT-GARDE

<b>BRAND</b>	<b>TITLE</b>	<b>ENTRANT</b>	<b>Award</b>
Australia Post	Video Stamp	Clemenger BBDO Melbourne	Third Prize Award
Tourism Victoria	Melbourne Remote Control Tourist	Clemenger BBDO Melbourne	Third Prize Award
Reckitt Benckiser Australia	Durexperiment Fundawear	Havas Worldwide Australia	Second Prize Award
Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Macquarie Dictionary	Phubbing - A Word Is Born	McCann	Finalist Award
Australian Federal Police / Missing Person Unit	Missing Person Pre-Rolls	VML	Finalist Award

## BRANDED ENTERTAINMENT

<b>CATEGORY</b>	<b>BRAND</b>	<b>TITLE</b>	<b>ENTRANT</b>	<b>Award</b>
Travel, Tourism & Leisure	Tourism Victoria	Melbourne Remote Control Tourist	Clemenger BBDO Melbourne	Third Prize Award
Animation	Wrigley/ 5 Gum	Stealth	Clemenger BBDO Sydney	Finalist Award
Art Direction	Wrigley/ 5 Gum	Stealth	Clemenger BBDO Sydney	Finalist Award
Digital Media	Colgate	Ajax Social Wipes	VML GPY&R	Finalist

	Palmolive / Ajax			Award
Politics & Government	Defence Force Recruiting	Anytime. Anywhere.	GPY&R Melbourne	Finalist Award
Beverages: Non-alcoholic	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Events	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Sporting Events	Colgate Palmolive	Colgate Mouthguards	VML GPYR	Finalist Award

## CREATIVE MARKETING EFFECTIVENESS

CATEGORY	BRAND	TITLE	ENTRANT	Award
Sponsorship & Event Marketing	National Australia Bank	FootifyFM	Clemenger BBDO Melbourne	Finalist Award
Low-budget	Metro St James	Pay with a kiss	Lavender Communications Group	Finalist Award
Low-budget	Yarra Valley Water	Dupe	Ogilvy Group	Finalist Award
Green Marketing	Yarra Valley Water	Dupe	Ogilvy Group	Finalist Award

## DESIGN

CATEGORY	BRAND	TITLE	ENTRANT	Award
Sustainable Packaging	The Footpath Library / Random House	Mailbooks for Good	BMF	Third Prize Award

Sustainable Packaging	The Footpath Library / Random House	Mailbooks for Good	BMF	Finalist Award
Online	Tourism Victoria	Melbourne Remote Control Tourist	Clemenger BBDO Melbourne	Finalist Award
Special Editions & Promotional Packaging	Defence Force Recruiting	Air Force FM	George Patterson Y&R	Finalist Award
Offline	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Automotive Products & Services	Honda	Honda H20	Leo Burnett Melbourne	Second Prize Award
Special Editions & Promotional Packaging	Honda	Honda H20	Leo Burnett Melbourne	Third Prize Award
Promotional Items	Honda	Honda H20	Leo Burnett Melbourne	Finalist Award
Special Editions & Promotional Packaging	Honda	Honda H20	Leo Burnett Melbourne	Finalist Award
Automotive Products & Services	Honda	Honda H20	Leo Burnett Melbourne	Finalist Award
Art Direction	Honda	Honda H20	Leo Burnett Melbourne	Finalist Award
Online	Noise International	The Art of Noise	M&C Saatchi	Finalist Award

Publications & Business Communications	Google	Google Books	McCann Worldgroup	Finalist Award
Art Direction	Melbourne Food and Wine	Discover Something New	Ogilvy Australia	Finalist Award
Art Direction	Melbourne Food and Wine	Discover Something New: Cheese Mountain	Ogilvy Australia	Finalist Award
Promotional Items	Yarra Valley Water	Dupe	Ogilvy Group	Finalist Award
Publications & Business Communications	IAG	IAG Reconciliation Action Plan	Re	Finalist Award

## DIGITAL

CATEGORY	BRAND	TITLE	ENTRANT	Award
Art Direction	Brown-Forman Australia	Jack Daniel's Christmas Hub	Arnold Furnace	Third Prize Award
Travel, Tourism & Leisure	Tourism Victoria	Melbourne Remote Control Tourist	Clemenger BBDO Melbourne	Second Prize Award
Interactive Tools	Australia Post	Video Stamp	Clemenger BBDO Melbourne	Third Prize Award
Interface & Navigation	Tourism Victoria	Melbourne Remote Control Tourist	Clemenger BBDO Melbourne	Third Prize Award

Financial & Investment Services	National Australia Bank	FootifyFM	Clemenger BBDO Melbourne	Finalist Award
Animation	Wrigley/ 5 Gum	Stealth	Clemenger BBDO Sydney	Finalist Award
Politics & Government	Save Our Sons	The Most Powerful Arm	Finch	Third Prize Award
Mobile	Brisbane City Council	Shade Cinema	GPY&R	Third Prize Award
Games	Defence Force Recruiting	Zero In	George Patterson Y&R Melbourne	Finalist Award
Travel, Tourism & Leisure	Australian Football League	World's Most Precious Metal	GPY&R Melbourne	Finalist Award
Interactive Tools	Reckitt Benckiser Australia	Durexperiment Fundawear	Havas Worldwide Australia	Second Prize Award
Interactive Tools	Westpac	Paypig	Lavender Communications Group	Finalist Award
Corporate Image, Information & Recruitment	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Commercial & Professional Public Services	Noise International	The Art of Noise	M&C Saatchi	Finalist Award

Art Direction	Noise International	The Art of Noise	M&C Saatchi	Finalist Award
Animation	Noise International	The Art of Noise	M&C Saatchi	Finalist Award
Mobile	Macquarie Dictionary	Phubbing - A Word Is Born	McCann	Third Prize Award
Politics & Government	Australian Federal Police / Missing Person Unit	Missing Person Pre-Rolls	VML	Finalist Award
Community Apps	Nissan Motor Co Australia	#VJUKE	Whybin TBWA Group Melbourne	Finalist Award

## DIRECT & COLLATERAL

CATEGORY	BRAND	TITLE	ENTRANT	Award
Corporate Image, Information & Recruitment	Australia Post	Video Stamp	Clemenger BBDO Melbourne	Finalist Award
Mobile	Australia Post	Video Stamp	Clemenger BBDO Melbourne	Finalist Award
Sporting Events	Tennis Australia	Mark of a Champion	cummins&partners	Finalist Award
Print	Tennis Australia	Mark of a Champion	cummins&partners	Finalist Award
Art Direction	Tennis Australia	Mark of a Champion	cummins&partners	Finalist Award

Travel, Tourism & Leisure	Tatts Lotteries	Instant Millionaire	GPY&R	Finalist Award
Low-budget	Colgate Palmolive	Mouthguards	VML GPY&R	Third Prize Award
Mailings	Defence Force Recruiting	Air Force FM	GPY&R Melbourne	Grand Prize Award
Mailings	Defence Force Recruiting	Air Force FM	GPY&R Melbourne	First Prize Award
Politics & Government	Defence Force Recruiting	Air Force FM	GPY&R Melbourne	Second Prize Award
Corporate Image, Information & Recruitment	Defence Force Recruiting	The Maths Ad Exam	George Patterson Y&R Melbourne	Third Prize Award
Social Media & Viral Marketing	Save Our Sons & Duchenne Foundation	The Most Powerful Arm Ever Invented	Havas Worldwide Australia, Finch, Reactive, Red Agency	Finalist Award
Beverages: Alcoholic	Diageo/Bundaberg Rum	Road to Recovery	Leo Burnett Sydney	Third Prize Award
Ambient	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Ambient	Honda	Honda H20	Leo Burnett Melbourne	Finalist Award

Art Direction	Honda	Honda H20	Leo Burnett Melbourne	Finalist Award
Social Media & Viral Marketing	Macquarie Dictionary	Phubbing - A Word Is Born	McCann	Third Prize Award
Commercial & Professional Public Services	Google	Google Books	McCann Worldgroup	Finalist Award
Publications & Media	Macquarie Dictionary	Phubbing - A Word Is Born	McCann	Finalist Award
Mailings	Google	Google Books	McCann Worldgroup	Finalist Award

## FILM

CATEGORY	BRAND	TITLE	ENTRANT	Award
Animation	Arts Centre Melbourne / Hamer Hall Relaunch	Dreaming (Boon Wurrung)	Airbag Productions	Finalist Award
Animation	Lion / Tooheys Extra Dry	Mouth Off	Alt.vfx	Finalist Award
Visual Effects	Vodafone	Discover The New. Launch.	Alt.vfx	Finalist Award
Visual Effects	Diageo / Smirnoff	Comets	Alt.vfx	Finalist Award
Visual Effects	Qantas Frequent Flyer	Curiosity For Every Journey	Alt.vfx	Finalist Award

Visual Effects	New Zealand Telecom	Waiting is over	Blackbird	Finalist Award
Best Use of Music	Lion / Tap King	The Search	BMF	First Prize Award
Cosmetics, Beauty Aids & Toiletries	ALDI / Mamia Nappies	Ready when you're not	BMF	Finalist Award
Television	Nimble	Unexpected Happens	Proximity Brisbane	First Prize Award
Television	Nimble	Unexpected Happens: Breakdown	Proximity Brisbane	First Prize Award
Television	Nimble	Unexpected Happens, Vet	Proximity Brisbane	Third Prize Award
Business Equipment & Services	Australian Paper / Reflex	The Printer Guru	cummins&partners	Finalist Award
Business Equipment & Services	Australian Paper / Reflex	The Printer Guru	cummins&partners	Finalist Award
Cinematography	Murray Goulburn Co-Operative Ltd / Devondale	Morning Strangers	DDB Group Melbourne	Finalist Award
Foods	Murray Goulburn Co-Operative Ltd / Devondale	Cat Lady	DDB Group Melbourne	Finalist Award

Foods	Murray Goulburn Co-Operative Ltd / Devondale	Sunshine Bubble	DDB Group Melbourne	Finalist Award
Foods	Murray Goulburn Co-Operative Ltd / Devondale	Devondale Dairy Campaign	DDB Group Melbourne	Finalist Award
Direction	Weight Watchers Australia	Awaken your Incredible	Exit Films	Finalist Award
Interactive	Defence Force Recruiting	Anytime. Anywhere.	GPY&R Melbourne	Finalist Award
Corporate Image, Information & Recruitment	Defence Force Recruiting / Royal Australian Air Force	Anytime. Anywhere.	George Patterson Y&R Melbourne	Finalist Award
Interactive	Royal Australian Air Force	Fighter Pilot - Behind The Visor	George Patterson Y&R	Finalist Award
Cinematography	Smirnoff	Comets	Leo Burnett Sydney	Third Prize Award
Cinematography	Bulleit	Anti-Established	Leo Burnett Sydney	Third Prize Award
Direction	Bulleit	Anti-Established	Leo Burnett Sydney	Third Prize Award
Editing	Bulleit	Anti-Established	Leo Burnett Sydney	Finalist Award

Script/Copywriting	Bulleit	Anti-Established	Leo Burnett Sydney	Finalist Award
Best Use of Music	Smirnoff	Comets	Leo Burnett Sydney	Finalist Award
Direction	Smirnoff	Comets	Leo Burnett Sydney	Finalist Award
Beverages: Alcoholic	Bulleit	Anti-Established	Leo Burnett Sydney	Finalist Award
Cinematography	South Australian Tourism Commission	Barossa. Be Consumed	Moth Projects	Third Prize Award
Direction	South Australian Tourism Commission	Barossa. Be Consumed	Moth Projects	Finalist Award
Corporate Image, Information & Recruitment	Yarra Valley Water	Dupe	Ogilvy Group	Finalist Award
Best Production Value	BNZ	The Power of a Dollar	Revolver/ Will O Rourke	Finalist Award
Editing	BNZ	The Power of a Dollar	Revolver/ Will O Rourke	Finalist Award
Direction	Tap King	Hello	Revolver/ Will O Rourke	Finalist Award
Direction	Procter & Gamble/Old Spice	Shower	Revolver/ Will O Rourke	Finalist Award

Automotive Products & Services	RACV	RACV Heaps More Helpful	WhybinTBWA Group Melbourne	Finalist Award
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Television	Nissan Motor Co Australia	Nissan Pathfinder	Whybin TBWA Group Melbourne	Finalist Award
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## INTEGRATED

CATEGORY	BRAND	TITLE	ENTRANT	Award
Digital	Tourism Victoria	Melbourne Remote Control Tourist	Clemenger BBDO Melbourne	Second Prize Award
Travel, Tourism & Leisure	Tourism Victoria	Melbourne Remote Control Tourist	Clemenger BBDO Melbourne	Second Prize Award
Collateral & Direct	Diageo/Bundaberg Rum	Road to Recovery	Leo Burnett Sydney	Third Prize Award
Beverages: Non-alcoholic	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Avant-Garde	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Branded Entertainment	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Collateral & Direct	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
Digital	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award

Outdoor	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Finalist Award
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Publications & Media	Macquarie Dictionary	Phubbing: A Word is Born	McCann Worldgroup	Finalist Award
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## OUTDOOR

CATEGORY	BRAND	TITLE	ENTRANT	Award
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Art Direction	Virgin Australia / Virgin Australia	Frequency Slices	Clemenger BBDO Sydney	Finalist Award
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Ambient	Colgate Palmolive	Mouthguards	GPY&R VML	Third Prize Award
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Installations	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	First Prize Award
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Beverages: Non- alcoholic	Coca-Cola	Small World Machines	Leo Burnett Sydney/Chicago	Third Prize Award
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Beverages: Non- alcoholic	Coca-Cola	Small Faces Campaign	Leo Burnett Sydney	Finalist Award
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Beverages: Alcoholic	Diageo/Bundaberg Rum	Road to Recovery	Leo Burnett Sydney	Finalist Award
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Beverages: Alcoholic	Diageo/Bundaberg Rum	Road to Recovery	Leo Burnett Sydney	Finalist Award
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## PRINT

CATEGORY	BRAND	TITLE	ENTRANT	Award
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Travel, Tourism & Leisure	Tatts Lotteries	Instant Millionaire	GPY&R	Third Prize Award
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Newspaper	Attix	Roof Storage	SHEDcsc	Finalist Award
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## PUBLIC & MEDIA RELATIONS

CATEGORY	BRAND	TITLE	ENTRANT	Award
Live Events	National Australia Bank	FootifyFM	Clemenger BBDO Melbourne	Finalist Award
Social Media	Save Our Sons & Duchenne Foundation	The Most Powerful Arm Ever Invented	Havas Worldwide Australia, Finch, Reactive & Red Agency	First Prize Award
Publications & Media	Macquarie Dictionary	Phubbing: A Word is Born	McCann Worldgroup	Third Prize Award

## PSA

CATEGORY	BRAND	TITLE	ENTRANT	Award
Civic & Social Education	Protect A Child	Untrue	Australian Radio Network	Finalist Award
Philanthropic Appeals	Save Our Sons	The Most Powerful Arm	Finch	Finalist Award
Civic & Social Education	Australian Indigenous Education Foundation	Is a picture worth a thousand words? We showed Australia something they thought they'd never see and they gave us \$40M.	Host Sydney / The Glue Society	Finalist Award
Civic & Social Education	Victorian Responsible Gambling Foundation	100 Day Challenge	McCann Worldgroup	Finalist Award
Civic & Social	Australian Federal Police / Missing	Missing Person Pre-Rolls	VML	Finalist

Education

Person Unit

Award

## RADIO

**CATEGORY**

**BRAND**

**TITLE**

**ENTRANT**

**Award**

Use of Medium

Defence Force Recruiting

Air Force FM

GPY&R Melbourne

Finalist Award