

| Entrant's ID | Agency                            | Category                        | Advertiser                               | Entry Title                                                              |
|--------------|-----------------------------------|---------------------------------|------------------------------------------|--------------------------------------------------------------------------|
| 163          | The Monkeys                       | A. Retail/Etail                 | Metcash / IGA                            | IGA's War of Independence                                                |
| 225          | BMF                               | A. Retail/Etail                 | ALDI Australia                           | The Christmas campaign that was so effective, we had to pull it off air. |
| 149          | BMF                               | A. Retail/Etail                 | ALDI Australia                           | On for the Retail Brave: Converting the Haters                           |
| 382          | The General Store                 | A. Retail/Etail                 | Supercheap Auto                          | The Engine Oil Category: Driving Performance                             |
| 157          | The Monkeys                       | B. Food, Confectionery & Snacks | Meat & Livestock Australia               | Operation Boomerang                                                      |
| 259          | The Monkeys                       | B. Food, Confectionery & Snacks | Metcash / IGA                            | IGA's War of Independence                                                |
| 232          | BMF                               | B. Food, Confectionery & Snacks | Meat & Livestock Australia               | Turning the Corner on a Forty Year Decline                               |
| 144          | Meerkats Brand Leadership Company | B. Food, Confectionery & Snacks | Brownes Dairy                            | Don't Lie to Your Mum: How honesty turned the tide for Brownes Yoghurt   |
| 357          | Leo Burnett Melbourne             | B. Food, Confectionery & Snacks | SPC Ardmona                              | #MyFamilyCan                                                             |
| 86           | Mr Wolf                           | C. Beverages                    | Taylors Wines                            | How cooling things down can heat things up                               |
| 244          | The Monkeys                       | D. Other Consumer Goods         | Blackmores                               | The power of knowledge: How an 80-year-old reclaimed thought leadership  |
| 292          | AFFINITY                          | D. Other Consumer Goods         | Narellan Pools                           | Diving into Data for Narellan Pools                                      |
| 291          | DDB Sydney                        | D. Other Consumer Goods         | Volkswagen Commercial Vehicles Australia | The Naked Ute                                                            |
| 367          | Leo Burnett Melbourne             | D. Other Consumer Goods         | Honda Australia                          | Honda HR-V: Dream Run                                                    |
| 327          | Clemenger BBDO Melbourne          | D. Other Consumer Goods         | A Daimler Company (Mercedes-Benz)        | Mercedes-Benz Repurchase Reminder                                        |
| 299          | Leo Burnett Sydney                | D. Other Consumer Goods         | Samsung Electronics Australia            | Samsung Galaxy Tab S2: A data love story                                 |
| 160          | The Monkeys                       | E. Health and Wellbeing         | Blackmores                               | The power of knowledge: How an 80-year-old reclaimed thought leadership  |
| 324          | BMF                               | E. Health and Wellbeing         | Weight Watchers Australia                | Weight Watchers - The Plus Side of Living Bigger                         |
| 210          | Cummins&Partners                  | E. Health and Wellbeing         | National Home Doctor Service             | How Advertising Helped to Stabilise Australia's Emergency Departments    |
| 272          | Whybin\TBWA Group Melbourne       | F. Financial Services           | ANZ                                      | Push for an Equal Future                                                 |
| 275          | Whybin\TBWA Group Melbourne       | F. Financial Services           | ANZ                                      | Owning the First Job Trigger                                             |
| 235          | Whybin\TBWA Sydney                | F. Financial Services           | Rabo Direct                              | Shonky Savers                                                            |

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| 320 | M&CSAATCHI                        | F. Financial Services                       | CommBank                                     | Getting institution-averse Millennials to choose Australia's biggest bank.                 |
| 346 | M&CSAATCHI                        | F. Financial Services                       | CommBank                                     | How the surprisingly simple made CBA a credible business player.                           |
| 393 | Y&R Group Sydney                  | G. Other Services                           | NRMA                                         | Roadside Assist Moments Campaign                                                           |
| 217 | AFFINITY                          | H. Travel, Leisure & Media                  | Narellan Pools                               | Diving into Data for Narellan Pools                                                        |
| 323 | Ensemble                          | H. Travel, Leisure & Media                  | Australian Grand Prix Corporation            | Phil Island invites motorcycling fans to "come home" to the MotoGP                         |
| 311 | J.Walter Thompson                 | I. Government                               | NSW Rural Fire Service                       | From Apathy to Action                                                                      |
| 145 | The Brand Agency                  | I. Government                               | Water Corporation                            | Drop 2: How one small action helped a city save water                                      |
| 315 | J.Walter Thompson                 | J. Not For Profit & Cause Related Marketing | NSW Rural Fire Service                       | From Apathy to Action                                                                      |
| 328 | Grey Melbourne                    | J. Not For Profit & Cause Related Marketing | MS Limited Australia                         | This Bike Has Multiple Sclerosis.                                                          |
| 211 | Cummins and Partners              | J. Not For Profit & Cause Related Marketing | Australian Red Cross Blood Service           | The Best Biscuit                                                                           |
| 219 | J. Walter Thompson Melbourne      | J. Not For Profit & Cause Related Marketing | Beyondblue                                   | It's not you, it's your brain: encouraging young people to seek support for mental illness |
| 304 | McCann Melbourne                  | J. Not For Profit & Cause Related Marketing | Seeing Eye Dogs Australia (Vision Australia) | Free Puppies Forever                                                                       |
| 213 | Meerkats Brand Leadership Company | K. Best State Campaign                      | Brownes Dairy                                | Don't Lie to Your Mum: How honesty turned the tide for Brownes Yoghurt                     |
| 221 | Saatchi & Saatchi                 | K. Best State Campaign                      | BankSA                                       | How a piping shrike helped BankSA to find its voice                                        |
| 387 | Y&R Group Sydney                  | K. Best State Campaign                      | NRMA                                         | Roadside Assist Moments Campaign                                                           |
| 319 | J.Walter Thompson                 | K. Best State Campaign                      | NSW Rural Fire Service                       | From Apathy to Action                                                                      |
| 271 | Whybin\TBWA Group Melbourne       | L. PR-led Campaign                          | ANZ                                          | Push for an Equal Future                                                                   |
| 154 | The Monkeys                       | M. Return on Investment                     | Blackmores                                   | The power of knowledge: How an 80-year-old reclaimed thought leadership                    |
| 359 | Red Planet                        | M. Return on Investment                     | Qantas                                       | Turning retail conventions on their head for the Qantas Wanderlust sale                    |
| 294 | AFFINITY                          | M. Return on Investment                     | Narellan Pools                               | Diving into Data for Narellan Pools                                                        |
| 278 | VML Australia                     | M. Return on Investment                     | Rip Curl                                     | Rip Curl Search GPS                                                                        |
| 308 | Ogilvy Sydney                     | N. Long Term Effects                        | Transport for New South Wales                | The crazy ideas that helped save lives                                                     |
| 200 | KWP Advertising Pty Ltd           | N. Long Term Effects                        | South Australian Tourism Commission          | Barossa. Be Consumed.                                                                      |
| 166 | The Monkeys                       | O. Short Term Effects                       | Meat & Livestock Australia                   | Operation Boomerang                                                                        |

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| 347 | Clemenger BBDO Melbourne     | O. Short Term Effects     | Myer                                     | Myer Wonderful Hold Music                                                                                                                                            |
| 226 | BMF                          | O. Short Term Effects     | ALDI Australia                           | The Christmas campaign that was so effective, we had to pull it off air.                                                                                             |
| 276 | Whybin\TBWA Group Melbourne  | O. Short Term Effects     | ANZ                                      | A Bank Fit For A Queen                                                                                                                                               |
| 383 | The General Store            | O. Short Term Effects     | Supercheap Auto                          | The Engine Oil Category: Driving Performance                                                                                                                         |
| 283 | VML Australia                | P. Most Original Thinking | Rip Curl                                 | Rip Curl Search GPS                                                                                                                                                  |
| 348 | Clemenger BBDO Melbourne     | P. Most Original Thinking | Myer                                     | Myer Wonderful Hold Music                                                                                                                                            |
| 165 | The Monkeys                  | P. Most Original Thinking | Meat & Livestock Australia               | Operation Boomerang                                                                                                                                                  |
| 274 | Whybin\TBWA Group Melbourne  | P. Most Original Thinking | ANZ                                      | Push for an Equal Future                                                                                                                                             |
| 361 | Leo Burnett Melbourne        | P. Most Original Thinking | SPC Ardmona                              | #MyFamilyCan                                                                                                                                                         |
| 252 | 303 MullenLowe               | P. Most Original Thinking | Budget Direct                            | Captain Risky                                                                                                                                                        |
| 293 | DDB Sydney                   | P. Most Original Thinking | Volkswagen Commercial Vehicles Australia | The Naked Ute                                                                                                                                                        |
| 376 | Grey Melbourne               | P. Most Original Thinking | MS Limited Australia                     | This Bike Has Multiple Sclerosis.                                                                                                                                    |
| 164 | The Monkeys                  | P. Most Original Thinking | Metcash / IGA                            | IGA's War of Independence                                                                                                                                            |
| 253 | DDB Sydney                   | P. Most Original Thinking | McDonald's Australia                     | How Very UnMcDonald's                                                                                                                                                |
| 169 | The Royals                   | P. Most Original Thinking | Deakin Univeristy                        | How creating mischief and mayhem led to accelerated campaign engagement and reduced stress levels amongst an audience of "freaked out" and anxious year 12 students. |
| 250 | DDB Sydney                   | Q. New Product or Service | McDonald's Australia                     | How Very UnMcDonald's                                                                                                                                                |
| 408 | Atomic 212Â° Group           | Q. New Product or Service | Double Robotics                          | Lucy the Robot                                                                                                                                                       |
| 301 | Leo Burnett Sydney           | Q. New Product or Service | Samsung Electronics Australia            | Samsung Galaxy Tab S2: A data love story                                                                                                                             |
| 142 | Blue Hive                    | Q. New Product or Service | Ford Motor Company                       | How to plug the leaky bucket                                                                                                                                         |
| 183 | gyro                         | Q. New Product or Service | USG Boral                                | Next Generation                                                                                                                                                      |
| 326 | DDB                          | Q. New Product or Service | Westpac                                  | Culture eats category for breakfast                                                                                                                                  |
| 238 | J. Walter Thompson Melbourne | R. Small Budget           | Beyondblue                               | It's not you, it's your brain: encouraging young people to seek support for mental illness                                                                           |
| 175 | J. Walter Thompson           | R. Small Budget           | WA Police Union                          | How a social experiment shaped the political discourse                                                                                                               |
| 362 | Leo Burnett Melbourne        | R. Small Budget           | SPC Ardmona                              | #MyFamilyCan                                                                                                                                                         |
| 296 | AFFINITY                     | S. Digitally Led Ideas    | Narellan Pools                           | Diving into Data for Narellan Pools                                                                                                                                  |
| 223 | VML Australia                | S. Digitally Led Ideas    | Rip Curl                                 | Rip Curl Search GPS                                                                                                                                                  |

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| 237 | J. Walter Thompson Melbourne | T. Insight & Strategic Thinking | Beyondblue                            | It's not you, it's your brain: encouraging young people to seek support for mental illness |
| 260 | The Monkeys                  | T. Insight & Strategic Thinking | Metcash / IGA                         | IGA's War of Independence                                                                  |
| 243 | The Monkeys                  | T. Insight & Strategic Thinking | Blackmores                            | The power of knowledge: How an 80-year-old reclaimed thought leadership                    |
| 369 | cummins&partners             | T. Insight & Strategic Thinking | Australian Red Cross Blood Service    | Australia's Best Tasting Biscuit                                                           |
| 400 | J.Walter Thompson            | T. Insight & Strategic Thinking | NSW Rural Fire Service                | From Apathy to Action                                                                      |
| 330 | BMF                          | T. Insight & Strategic Thinking | ALDI Australia                        | On for the Retail Brave: Converting the Haters                                             |
| 337 | Leo Burnett Sydney           | T. Insight & Strategic Thinking | McCafe, McDonald's Australia          | Spilling the Beans: How to Win in Coffee Without Changing What's in the Cup                |
| 273 | Whybin\TBWA Group Melbourne  | T. Insight & Strategic Thinking | ANZ                                   | Push for an Equal Future                                                                   |
| 344 | Clemenger BBDO Melbourne     | T. Insight & Strategic Thinking | National Australia Bank (NAB)         | NAB Velocity                                                                               |
| 254 | DDB Sydney                   | T. Insight & Strategic Thinking | McDonald's Australia                  | How Very UnMcDonald's                                                                      |
| 364 | Leo Burnett Melbourne        | T. Insight & Strategic Thinking | Honda Australia                       | Honda HR-V: Dream Run                                                                      |
| 381 | BMF                          | T. Insight & Strategic Thinking | Sportsbet                             | The Idea That Cost Sportsbet Millions                                                      |
| 394 | Y&R Group Sydney             | T. Insight & Strategic Thinking | NRMA                                  | Roadside Assist Moments Campaign                                                           |
| 298 | AFFINITY                     | T. Insight & Strategic Thinking | Narellan Pools                        | Diving into Data for Narellan Pools                                                        |
| 374 | BMF                          | U. On-line Brands               | Sportsbet                             | The Idea That Cost Sportsbet Millions                                                      |
| 218 | Leo Burnett Sydney           | V. Use of Data                  | Samsung Electronics Australia         | Samsung Galaxy Tab S2: A data love story                                                   |
| 297 | AFFINITY                     | V. Use of Data                  | Narellan Pools                        | Diving into Data for Narellan Pools                                                        |
| 358 | Red Planet                   | V. Use of Data                  | Qantas                                | Turning retail conventions on their head for the Qantas Wanderlust sale                    |
| 266 | McCann Melbourne             | V. Use of Data                  | Melbourne International Film Festival | The Emotional Trailers                                                                     |
| 334 | Clemenger BBDO Melbourne     | V. Use of Data                  | A Daimler Company (Mercedes-Benz)     | Mercedes-Benz Repurchase Reminder                                                          |