

Entry ID	Category	Agency	Client	Entry
50	A01. Retail/Etail	BMF	ALDI Australia	When Unprecedented Times Called For Precedented Prices
68	A01. Retail/Etail	Host/Havas	Reckitt Hygiene	How recruiting record numbers of millennials to Vanish delivered once-in-a-generation results
93	A01. Retail/Etail	McCann Australia	Menulog	MenuLog Snoop
103	A01. Retail/Etail	BMF	ALDI Australia	The Great Fresh Food Migration: Why showing how you're the same can be the difference.
111	A01. Retail/Etail	Leo Burnett Australia	BONDS	Live Life Unplugged
201	A01. Retail/Etail	Wunderman Thompson	Harris Scarfe	This is now
45	A02. Food, confectionery and snacks	Ogilvy Australia	KFC	KFC Long Term Brand Story
58	A02. Food, confectionery and snacks	Ogilvy Australia	KFC	Did Someone Say KFC?
144	A02. Food, confectionery and snacks	The Monkeys, UM, OGB	Meat & Livestock Australia (MLA)	How 'Make Lamb, Not Walls' made history for MLA.
294	A02. Food, confectionery and snacks	M&C Saatchi	Baiada Poultry (Lilydale)	Lilydale - Dedication You Can Taste
326	A02. Food, confectionery and snacks	Thinkerbell	Bega Cheese Limited	Launching B honey with the Purple Hive Project
22	A03. Beverages - Alcoholic and non-alcoholic	Clemenger BBDO Melbourne	Carlton & United Breweries (CUB)	InstaRadio
187	A03. Beverages - Alcoholic and non-alcoholic	The Monkeys	Beam Suntory	How liberating Aussies from beer sent Canadian Club sales "gangbusters".
134	A04. Other consumer goods	Innocean Australia	KIA Australia	Kia Sorento
256	A04. Other consumer goods	Saatchi & Saatchi Australia	Toyota Motor Corporation Australia	How a return to its recreational roots helped RAV4 return to the top
287	A04. Other consumer goods	DDB Sydney + Katzion	Volkswagen Australia	From auto maker to online retailer: How Volkswagen Australia transformed the car buying experience in 2020.
123	A05. Health and wellbeing	CHE Proximity	Genea	Genea - Where babies come from
69	A06. Financial services (including insurance)	TBWA\ Melbourne	ANZ	The Ups and Downs of Business
133	A06. Financial services (including insurance)	Clemenger BBDO Melbourne	National Australia Bank	Make Ideas More
141	A06. Financial services (including insurance)	Leo Burnett Australia	HBF	HBF Takes on the industry with mullets, Quokkas and Bonnie Tyler
142	A06. Financial services (including insurance)	Ogilvy Australia	Suncorp - AAMI	AAMI Does - winning the war on price through value
191	A06. Financial services (including insurance)	BMF	TAL Australia	Less death, more life: How TAL regained category leadership by changing the meaning of life insurance
192	A06. Financial services (including insurance)	The Monkeys	NRMA Insurance	How a NSW insurer became the "World's Most Effective Financial Services Brand".
267	A06. Financial services (including insurance)	DDB Group Sydney	Westpac	A great rate that wasn't enough to get rated
91	A07. Other services (including telecommunications)	AnalogFolk	Curtin University	Curtin   Change Is Here
265	A07. Other services (including telecommunications)	UM	TAFE NSW	How TAFE NSW "got real" and stopped years of enrolment decline and drove growth.
152	A08. Travel, leisure and media	Special Group New Zealand	Tourism New Zealand	Good Morning World
200	A08. Travel, leisure and media	Publicis Worldwide & Herd MSL	Tourism and Events, Queensland	ScUber. The world's first ride-share submarine.
216	A08. Travel, leisure and media	M&C Saatchi	Tourism Australia	Holiday Here This Year
297	A08. Travel, leisure and media	M&C Saatchi	TAB	TAB - Leading the way back to play
196	A09. Government	BMF	Department of Social Services	The Shadow Pandemic - Highlighting help is here for domestic violence and abuse victims even when the world feels elsewhere
246	A09. Government	Saatchi & Saatchi Australia	Royal Australian Mint	Resetting the fundraising game one dollar coin at a time
259	A09. Government	VMLY&R	Major Transport Infrastructure Authority (MTIA)	Victoria's Big Build
260	A09. Government	VMLY&R	Defence Force Recruiting	Lost in Translation: Navy Cryptologic Linguist
76	A10. Not for profit organisations	Ogilvy Australia	Whitelion	No Home Address
149	A10. Not for profit organisations	The Works	The Smith Family	The Smith Family Christmas Appeal
157	A10. Not for profit organisations	Special Group New Zealand	Every Kiwi Vote Counts	Meddle in the New Zealand election
112	B02. New product or service	Leo Burnett Australia	BONDS	Live Life Unplugged
293	B02. New product or service	DDB Group Sydney	Westpac	A great rate that wasn't enough to get rated
59	B03. Small budget	Ogilvy Australia	KFC	KFC Bucket Ball Free Hit
177	B03. Small budget	Special Group New Zealand	Every Kiwi Vote Counts	Meddle in the New Zealand election
272	B03. Small budget	Saatchi & Saatchi Australia	Royal Australian Mint	Resetting the fundraising game one dollar coin at a time

327	B03. Small budget	AnalogFolk	Rekorderlig	Rekorderlig   Rekorder-Land
36	B04. Most original thinking	The Royals	Wild Secrets	Know Me
51	B04. Most original thinking	Ogilvy Australia	KFC	KFC Weddings
61	B04. Most original thinking	Ogilvy Australia	KFC	KFC Bucket Ball Free Hit
89	B04. Most original thinking	Leo Burnett Australia	BONDS	Live Life Unplugged
100	B04. Most original thinking	Ogilvy Australia	Whitelion	No Home Address
107	B04. Most original thinking	BMF	ALDI Australia	The Great Fresh Food Migration: Why showing how you're the same can be the difference.
179	B04. Most original thinking	The Monkeys, UM, OGB	Meat & Livestock Australia (MLA)	How sharp satire saw Lamb sales sizzle.
276	B04. Most original thinking	Saatchi & Saatchi Australia	Royal Australian Mint	Resetting the fundraising game one dollar coin at a time
300	B04. Most original thinking	M&C Saatchi	TAB	TAB - Leading the way back to play
333	B04. Most original thinking	VMLY&R	Defence Force Recruiting	Lost in Translation: Navy Cryptologic Linguist
106	B05. Insight & strategic thinking	BMF	ALDI Australia	The Great Fresh Food Migration: Why showing how you're the same can be the difference.
115	B05. Insight & strategic thinking	Ogilvy Australia	Kimberly-Clark Australia	Huggies Parent Faming
124	B05. Insight & strategic thinking	CHE Proximity	Genea	Genea - Where babies come from
180	B05. Insight & strategic thinking	The Monkeys, UM, OGB	Meat & Livestock Australia (MLA)	How smashing border walls smashed records for Lamb.
189	B05. Insight & strategic thinking	The Monkeys	Beam Suntory	How questioning Australia's beer culture unleashed the true potential of Canadian Club.
190	B05. Insight & strategic thinking	The Monkeys	NRMA Insurance	How reinventing 'Help' generated over \$200m incremental profit for NRMA Insurance.
194	B05. Insight & strategic thinking	BMF	TAL Australia	Less death, more life: How TAL regained category leadership by changing the meaning of life insurance
217	B05. Insight & strategic thinking	M&C Saatchi	Tourism Australia	Holiday Here This Year
241	B05. Insight & strategic thinking	Clemenger BBDO Melbourne	Carlton & United Breweries (CUB)	InstaRadio
258	B05. Insight & strategic thinking	TBWA\ Melbourne	ANZ	The Ups and Downs of Business
295	B05. Insight & strategic thinking	DDB Group Sydney	Westpac	A great rate that wasn't enough to get rated
307	B05. Insight & strategic thinking	M&C Saatchi	Tourism Australia	Hit the City, For Australia
41	B06. Brand value	McCann Australia	Menulog	Menulog Snoop
46	B06. Brand value	Ogilvy Australia	KFC	KFC Long Term Brand Story
62	B06. Brand value	Ogilvy Australia	KFC	Did Someone Say KFC?
90	B06. Brand value	AnalogFolk	Curtin University	Curtin   Change Is Here
171	B06. Brand value	The Monkeys	NRMA Insurance	How reinventing Help added \$258m of value to the NRMA Insurance brand.
236	B06. Brand value	M&C Saatchi	Commonwealth Bank of Australia	Better For You
249	B06. Brand value	BWM Dentsu	Charles Sturt University	Charles Sturt University - It's What We Do
290	B06. Brand value	UM	TAFE NSW	How TAFE NSW "got real" and stopped years of enrolment decline and drove growth
312	B06. Brand value	BWM Dentsu	Toyota	Still Feeling It
321	B06. Brand value	DDB Sydney & OMD	McDonald's Australia	McDonald's to Macca's
98	B07. Return on investment	BMF	ALDI Australia	When Unprecedented Times Called For Precedented Prices
181	B07. Return on investment	The Monkeys, UM, OGB	Meat & Livestock Australia (MLA)	How 'Make Lamb, Not walls' made farmers their biggest ROI ever.
188	B07. Return on investment	The Monkeys	Beam Suntory	How calling out big beer delivered big incremental profit at an ROI of \$2.96.
278	B07. Return on investment	Saatchi & Saatchi Australia	Royal Australian Mint	Resetting the fundraising game one dollar coin at a time
47	B08. Long term effects	Ogilvy Australia	KFC	KFC Long Term Brand Story
65	B08. Long term effects	Ogilvy Australia	KFC	Did Someone Say KFC?
135	B08. Long term effects	JOY	OFX	The OFXperts
137	B08. Long term effects	The Brand Agency	MSWA	MSWA Mega Home Lottery
151	B08. Long term effects	Innocean Australia	Hyundai Motor Company Australia	Hyundai Kona
166	B08. Long term effects	Wunderman Thompson	Nestlé Australia	Snap Out Of It

174	B08. Long term effects	The Monkeys	Beam Suntory	How long-term brand-building led to the 3 most successful years in Canadian Club history.
183	B08. Long term effects	DDB Sydney & OMD	McDonald's Australia	McDonald's to Macca's
193	B08. Long term effects	The Monkeys	NRMA Insurance	How commitment to brand-building drove one of marketing's greatest comebacks.
222	B08. Long term effects	Alchemy One	Bank Australia	Bank Australia   Clean Money
289	B08. Long term effects	UM	TAFE NSW	How TAFE NSW "got real" and stopped years of enrolment decline and drove growth
301	B08. Long term effects	BWM Dentsu	Toyota	Still Feeling It
53	B09. Marketing solutions other than advertising	Ogilvy Australia	KFC	KFC Weddings
66	B09. Marketing solutions other than advertising	Ogilvy Australia	KFC	KFC Bucket Ball Free Hit
83	B09. Marketing solutions other than advertising	Ogilvy Australia	The University of Queensland	The Unknown Explored
282	B09. Marketing solutions other than advertising	M&C Saatchi	BWS	BWS Cooler
329	B09. Marketing solutions other than advertising	DDB Sydney + Katzion	Volkswagen Australia	From auto maker to online retailer: How Volkswagen Australia transformed the car buying experience in 2020.
77	B10. Innovative channel solutions (inc media partnerships)	Ogilvy Australia	Whitelion	No Home Address
94	B11. Clever use of research / or data	BMF	ALDI Australia	When Unprecedented Times Called For Precedented Prices
244	B11. Clever use of research / or data	Publicis Emil Australia	Mercedes-Benz Australia	Mercedes-Benz Certified
18	B12. Positive change	The Shannon Company	Anglicare Victoria	Home Stretch #Makelt21
116	B12. Positive change	Ogilvy Australia	Kimberly-Clark Australia	Huggies Parent Faming
131	B12. Positive change	CHE Proximity Brisbane, UM Brisbane	RACQ	RACQ - Distracted Drivers
198	B12. Positive change	BMF	Department of Social Services	The Shadow Pandemic - Highlighting help is here for domestic violence and abuse victims even when the world feels elsewhere
223	B12. Positive change	Alchemy One	Bank Australia	Bank Australia   Clean Money
279	B12. Positive change	Saatchi & Saatchi Australia	Royal Australian Mint	Resetting the fundraising game one dollar coin at a time
285	B12. Positive change	Special Group New Zealand	Every Kiwi Vote Counts	Meddle in the New Zealand election
324	B12. Positive change	Thinkerbell	Bega Cheese Limited	Launching B honey with the Purple Hive Project
96	B13. Challenger brands	BMF	ALDI Australia	When Unprecedented Times Called For Precedented Prices
105	B13. Challenger brands	BMF	ALDI Australia	The Great Fresh Food Migration: Why showing how you're the same can be the difference.
125	B13. Challenger brands	CHE Proximity	Genea	Genea - Where babies come from
199	B13. Challenger brands	Enigma Communication Newcastle	Newcastle Permanent Building Society	How Newcastle Permanent outpaced the market by being 'Not Bad'
251	B13. Challenger brands	BWM Dentsu	Charles Sturt University	Charles Sturt University - It's What We Do
296	B13. Challenger brands	M&C Saatchi	Balada Poultry (Lilydale)	Lilydale - Dedication You Can Taste
43	B14. Outsmarting COVID	Visit Victoria	Visit Victoria	Visit Victoria – Click for Vic
97	B14. Outsmarting COVID	BMF	ALDI Australia	When Unprecedented Times Called For Precedented Prices
102	B14. Outsmarting COVID	Ogilvy Australia	Whitelion	No Home Address
178	B14. Outsmarting COVID	The Monkeys, UM, OGB	Meat & Livestock Australia (MLA)	How Lamb reunited Australia after our most divided year ever.
195	B14. Outsmarting COVID	BMF	Department of Social Services	The Shadow Pandemic - Highlighting help is here for domestic violence and abuse victims even when the world feels elsewhere
266	B14. Outsmarting COVID	Thinkerbell	Bupa	Retaining Bupa members during COVID-19
308	B14. Outsmarting COVID	Saatchi & Saatchi, Herd MSL, Digitas, Spark Foundry	Arnott's Group	Big Recipe Release
212	B15. Jumpstart	Alchemy One	Bank Australia	Bank Australia   Clean Money
336	B16. Best smaller state campaign	The Brand Agency	MSWA	MSWA Mega Home Lottery
337	B16. Best smaller state campaign	Enigma Communication Newcastle	Newcastle Permanent Building Society	How Newcastle Permanent outpaced the market by being 'Not Bad'
338	B16. Best smaller state campaign	CHE Proximity Brisbane, UM Brisbane	RACQ	RACQ - Distracted Drivers