

45th AWARD Awards Winners



ADVERTISING | DIGITAL

ID	Category	Entry	Client	Entrant Company	Gong
12238	A.03 Creative Technology	Hello Christmas	Telstra	The Monkeys, part of Accenture Song	Bronze
12323	A.03 Creative Technology	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze
11493	A.06 Integrated Digital Campaigns	Correct the Internet	Team Heroine	DDB Group Aotearoa	Gold

ADVERTISING | DIRECT

ID	Category	Entry	Client	Entrant Company	Gong
11973	B.03 Direct Response, any media	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Gold
12523	B.03 Direct Response, any media	Hello Christmas	Telstra	The Monkeys, part of Accenture Song	Silver
11492	B.04 Direct Response Integrated Campaigns	Correct the Internet	Team Heroine	DDB Group Aotearoa	Silver
11974	B.04 Direct Response Integrated Campaigns	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Gold
11501	B.05 Retail	The Greenprint	Volkswagen New Zealand	DDB Group Aotearoa	Bronze
12816	B.05 Retail	Your Second Favourite Beer	Matilda Bay Brewery	Howatson+Company	Bronze
12948	B.05 Retail	Kentucky Fly	KFC Australia	Ogilvy Australia	Silver
12345	B.06 Self-Promotion	Manaakitanga Pencil	RUN Aotearoa	RUN Aotearoa	Silver
12940	B.07 Direct Innovation	Kentucky Fly	KFC Australia	Ogilvy Australia	Bronze

ADVERTISING | EXPERIENTIAL

ID	Category	Entry	Client	Entrant Company	Gong
12240	C.01 Events & Experiences	The Debutante Ball	Diageo Australia	Leo Burnett Australia	Bronze
11975	C.02 Guerrilla Marketing and Stunts	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Gold
12090	C.02 Guerrilla Marketing and Stunts	England Bitter	Carlton & United Breweries	The Monkeys, part of Accenture Song	Bronze
12169	C.03 Installations	Aid Aisle	FreshChoice	Dentsu Aotearoa	Bronze
12223	C.04 Retail	Hammerbarn	BBC Studios and Bunnings Warehouse	Dentsu Creative	Silver
12817	C.04 Retail	Your Second Favourite Beer	Matilda Bay Brewery	Howatson+Company	Bronze
12524	C.05 Best Use of Technology	Hello Christmas	Telstra	The Monkeys, part of Accenture Song	Silver

ADVERTISING | HEALTH & WELLNESS

ID	Category	Entry	Client	Entrant Company	Gong
11848	D.02 Consumer, Patient and Professional Products	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Silver
12659	D.02 Consumer, Patient and Professional Products	I'm Dying Inside	Modibodi	Howatson+Company	Silver
11750	D.05 Health Awareness and Social Responsibility	Right to Care	Quezon City Gender and Development Council	Mullenlowe TREYNA	Gold
12956	D.05 Health Awareness and Social Responsibility	10 vs 10	Dove	Ogilvy Australia	Bronze

ADVERTISING | INTEGRATED

ID	Category	Entry	Client	Entrant Company	Gong
11306	E.01 Integrated Campaign	Correct the Internet	Team Heroine	DDB Group Aotearoa	Bronze
12558	E.01 Integrated Campaign	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze
12882	E.01 Integrated Campaign	The Original Mouthful	McDonald's Australia	DDB Group Australia	Bronze

ADVERTISING | PR & PROMOTION

ID	Category	Entry	Client	Entrant Company	Gong
12091	F.02 Best Use of Content	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Silver
11491	F.03 Best Use of Digital and Social Media	Correct the Internet	Team Heroine	DDB Group Aotearoa	Gold
12884	F.03 Best Use of Digital and Social Media	The Original Mouthful	McDonald’s Australia	DDB Group Australia	Bronze
11604	F.04 Best Use of Events and Stunts	Even Harry Styles	Stats NZ	VML New Zealand	Silver
11978	F.04 Best Use of Events and Stunts	Climate Doctor’s Certificate	School Strikes 4 Climate	CHEP Network	Bronze
11847	F.05 Best Use of Paid Talent and Influencers	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12787	F.05 Best Use of Paid Talent and Influencers	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Silver
12341	F.06 Best Use of Unpaid Talent and Influencers	Even Harry Styles	Stats NZ	VML New Zealand	Silver
11979	F.08 PR Amplification for a Campaign	Climate Doctor’s Certificate	School Strikes 4 Climate	CHEP Network	Gold
12461	F.12 Product Launch	Kia’s Getting a Ute	Kia Australia	Innocean Australia	Bronze
11981	F.13 Public Affairs Campaign	Climate Doctor’s Certificate	School Strikes 4 Climate	CHEP Network	Silver
12089	F.14 Reactive Response	England Bitter	Carlton & United Breweries	The Monkeys, part of Accenture Song	Bronze

ADVERTISING | PRESS & OUTDOOR

ID	Category	Entry	Client	Entrant Company	Gong
12735	G.01 Ambient & Special Build	Tastes Better With	Pepsi Max	Special Australia	Silver
12756	G.02 Poster Advertising, Existing Sites	Get Almost Almost Anything 2.0 - Dynamite/Vegemite	Uber Australia	Special Australia	Bronze
12757	G.02 Poster Advertising, Existing Sites	Get Almost Almost Anything 2.0 -	Uber Australia	Special Australia	Bronze
11642	G.04 Poster Advertising, Tactical	’TIL IT’S DONE	Football Australia - The Matildas	Ogilvy Australia	Silver
11484	G.05 Poster Advertising Campaigns	different.	Samsung Electronics NZ	DDB Group Aotearoa	Bronze
11722	G.05 Poster Advertising Campaigns	We speak late night	McDonald’s NZ	DDB Group Aotearoa	Silver
12502	G.05 Poster Advertising Campaigns	Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Silver
12534	G.05 Poster Advertising Campaigns	Ginger Beer	Mountain Goat Brewery	The Monkeys, part of Accenture Song	Bronze
12588	G.05 Poster Advertising Campaigns	Get Almost Almost Anything 2.0 - Yes/No Out of Home	Uber Australia	Special Australia	Silver
12886	G.05 Poster Advertising Campaigns	The Original Mouthful	McDonald’s Australia	DDB Group Australia	Bronze
11627	G.06 Press Advertising, Single	Puppy News-pee-per	TUX	FCB New Zealand	Bronze
12641	G.06 Press Advertising, Single	Until Clouds Stop Throwing Stones	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Bronze
12954	G.09 Press Advertising Campaigns	10 vs 10	Dove	Ogilvy Australia	Silver

ADVERTISING | RADIO & AUDIO

ID	Category	Entry	Client	Entrant Company	Gong
11852	H.08 Innovative Use of Radio & Audio	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12492	H.08 Innovative Use of Radio & Audio	The Pizza Hunt	Pizza Hut	VML Australia	Bronze
12820	H.08 Innovative Use of Radio & Audio	TOUCH	Mastercard	Howatson+Company	Bronze

ADVERTISING | SOCIAL MEDIA

ID	Category	Entry	Client	Entrant Company	Gong
12175	I.02 Best use of Social Media, Campaign	I’m Dying Inside	Modibodi	Howatson+Company	Gold
12888	I.02 Best use of Social Media, Campaign	The Original Mouthful	McDonald’s Australia	DDB Group Australia	Bronze
12493	I.03 Community Building and Engagement	The Pizza Hunt	Pizza Hut	VML Australia	Bronze
12594	I.03 Community Building and Engagement	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze
12889	I.03 Community Building and Engagement	The Original Mouthful	McDonald’s Australia	DDB Group Australia	Bronze
11543	I.05 Co-Created & User Generated Content	The Wedding That Fans Built	Diageo Australia	Leo Burnett Australia	Bronze

12139	I.05 Co-Created & User Generated Content	Treasured By Teachers #BeThatTeacher	Department Of Education	Clemenger BBDO Australia	Bronze
12421	I.05 Co-Created & User Generated Content	Postcodes of Origin	Lion	Thinkerbell	Bronze
12868	I.06 Social Videos, Individual	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Bronze
12660	I.07 Social Videos, Campaign	I'm Dying Inside	Modibodi	Howatson+Company	Gold
12495	I.08 Tactical	The Pizza Hunt	Pizza Hut	VML Australia	Bronze
12343	I.09 Use of Talent and Influencers	Even Harry Styles	Stats NZ	VML New Zealand	Silver
12419	I.09 Use of Talent and Influencers	Postcodes of Origin	Lion	Thinkerbell	Bronze
12483	I.09 Use of Talent and Influencers	Kia's Getting a Ute	Kia Australia	Innocean Australia	Silver
12869	I.09 Use of Talent and Influencers	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Bronze
12876	I.09 Use of Talent and Influencers	Be Honest	Uber Eats	Special Australia	Silver

ADVERTISING | RETAIL

ID	Category	Entry	Client	Entrant Company	Gong
11453	I.10 Best Integrated Marketing Campaign	Go Big on the Little Things	ALDI Australia	BMF	Bronze
12818	I.10 Best Integrated Marketing Campaign	Your Second Favourite Beer	Matilda Bay Brewery	Howatson+Company	Bronze
12890	I.10 Best Integrated Marketing Campaign	The Original Mouthful	McDonald's Australia	DDB Group Australia	Bronze
12236	I.12 Best Customer Experience Initiative	Hammerbarn	BBC Studios and Bunnings Warehouse	Dentsu Creative	Bronze
12170	I.13 Best New Pop-up Store	Aid Aisle	FreshChoice	Dentsu Aotearoa	Bronze
12949	I.15 Best Use of Digital for Commerce (non social media)	Kentucky Fly	KFC Australia	Ogilvy Australia	Silver

DESIGN | BRANDING

ID	Category	Entry	Client	Entrant Company	Gong
11350	J.11 Brand Refresh, Medium Identity	Ansarada Brand Transformation	Ansarada	R/GA Australia	Bronze
11467	J.16 Brand Expression in Collateral	Off Cuts	Tourism Tasmania	BMF	Silver
12253	J.17 Campaign Logos	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song	Bronze

DESIGN | GRAPHIC DESIGN

ID	Category	Entry	Client	Entrant Company	Gong
11296	J.22 Integrated Graphics	Ladies of Tang Dynasty	Daming Palace	The Nine Shanghai	Silver
12193	J.27 Other	Hi-Vis Humanity	Department of Transport & Planning	Clemenger BBDO Australia	Bronze
12254	J.27 Other	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song	Bronze

DESIGN | PRODUCT DESIGN

ID	Category	Entry	Client	Entrant Company	Gong
11469	J.35 Consumer & Industrial	Off Cuts	Tourism Tasmania	BMF	Bronze
12805	J.35 Consumer & Industrial	CLUTCH Glue	CLUTCH Glue	AHAY Society	Bronze
12387	J.37 Product Innovation	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO	Gold
11470	J.39 Sustainable	Off Cuts	Tourism Tasmania	BMF	Bronze
12390	J.39 Sustainable	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO	Silver

DESIGN | SPATIAL DESIGN

ID	Category	Entry	Client	Entrant Company	Gong
11346	J.43 Installation Design	Blak Powerhouse	We Are Warriors	R/GA Australia	Bronze

CRAFT | ANIMATION AND VISUAL EFFECTS

ID	Category	Entry	Client	Entrant Company	Gong
11801	K.01 2D Animation	Smoooth	ROLLiN Car Insurance	DIVISION	Silver
11601	K.02 3D Animation	Benee Bagels	ASB Youthline	Assembly	Bronze
11186	K.07 Visual Effects	Imported From Drylandia	Carlton & United Breweries	Revolver	Gold

CRAFT | ART DIRECTION

ID	Category	Entry	Client	Entrant Company	Gong
12113	K.09 Digital Art Direction, Campaign	Taycan Arcade	Porsche Australia	DDB Group Australia	Bronze
12635	K.09 Digital Art Direction, Campaign	ROLLiN’ Insurance - Digital Toolkit	ROLLiN’ Insurance	Bear Meets Eagle On Fire	Silver
11376	K.10 Experiential Art Direction	Blak Powerhouse	We Are Warriors	R/GA Australia	Silver
12192	K.10 Experiential Art Direction	Hi-Vis Humanity	Department of Transport & Planning	Clemenger BBDO Australia	Bronze
11512	K.11 Film Art Direction, Individual	Right and Wrong	NOOOF Design Lab	The Nine Shanghai	Gold
12121	K.11 Film Art Direction, Individual	Mancestry	Movember	DDB Group Australia	Silver
11794	K.12 Film Art Direction, Campaign	Almost Anything	Uber Eats	The Sweetshop	Bronze
12255	K.12 Film Art Direction, Campaign	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song	Bronze
12407	K.14 Poster Art Direction, Campaign	Boysen Bug off Plants	Pacific Paint (Boysen) Philippines	TBWA\SMP	Bronze
12642	K.14 Poster Art Direction, Campaign	Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Silver

CRAFT | CASTING

ID	Category	Entry	Client	Entrant Company	Gong
11184	K.17 Casting for Film Advertising	Increase representation in advertising	The Dylan Alcott Foundation	The Glue Society	Gold
11240	K.17 Casting for Film Advertising	Answer Me	Tencent	Banana Balloon	Silver
11387	K.17 Casting for Film Advertising	Under My Skin	Thai Life Insurance Public Company	Ogilvy Group Thailand	Bronze
11513	K.17 Casting for Film Advertising	A Jest, Surely	ABC	FINCH	Silver
12140	K.17 Casting for Film Advertising	Treasured By Teachers #BeThatTeacher	Department Of Education	Clemenger BBDO Australia	Bronze
12540	K.17 Casting for Film Advertising	Kia’s Getting A Ute	KIA	Scoundrel	Bronze
11769	K.18 Influencers, Talent & Celebrity	Get Almost Anything - Real Magic	Uber Eats	The Sweetshop	Silver
11776	K.18 Influencers, Talent & Celebrity	Almost Anything - Period Romance	Uber Eats	The Sweetshop	Bronze
11715	K.19 Street Casting	Be That Teacher	Australian Government Department of Education	FINCH	Silver
12293	K.19 Street Casting	There’s No One Like Me	Strength To Give	Collider	Bronze

CRAFT | CINEMATOGRAPHY

ID	Category	Entry	Client	Entrant Company	Gong
11293	K.21 Branded Content & Entertainment	Play It Safe	Sydney Opera House	Revolver	Silver
11451	K.22 TV and Cinema Commercials	Let Your Body Go To Work	Te Whatu Ora & Te Aka Whai Ora	Good Oil	Bronze

CRAFT | COPYWRITING

ID	Category	Entry	Client	Entrant Company	Gong
11238	K.24 Best Film Script, Individual	Answer Me	Tencent	Banana Balloon	Bronze
11694	K.24 Best Film Script, Individual	Australia’s National Sport Is....	TAB	FINCH	Bronze
12504	K.24 Best Film Script, Individual	This is Footy Country	Telstra	The Monkeys, part of Accenture Song	Bronze
12821	K.26 Best Radio or Audio Script Writing, Individual	TOUCH	Mastercard	Howatson+Company	Bronze

11863	K.28 Best use of Copywriting, Individual	’TIL IT’S DONE	Football Australia - The Matildas	Ogilvy Australia	Bronze
11659	K.29 Best use of Copywriting, Campaign	We speak late night	McDonald’s NZ	DDB Group Aotearoa	Gold
12646	K.29 Best use of Copywriting, Campaign	NRMA Insurance - Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Bronze
11865	K.30 Verbal Identity	’TIL IT’S DONE	Football Australia - The Matildas	Ogilvy Australia	Silver

CRAFT | DIGITAL CRAFT

ID	Category	Entry	Client	Entrant Company	Gong
11709	K.40 Websites	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Silver

CRAFT | DIRECTION

ID	Category	Entry	Client	Entrant Company	Gong
11190	K.41 Branded Content & Entertainment - Fiction	Answer Me	Tencent	Banana Balloon	Silver
12797	K.41 Branded Content & Entertainment - Fiction	Play It Safe	Sydney Opera House	Revolver	Gold
11181	K.44 TV and Cinema Commercials	Wine	Uber Eats	Revolver	Silver
11196	K.44 TV and Cinema Commercials	1 Square Meter	Hornbach AG	Revolver	Gold
11286	K.44 TV and Cinema Commercials	Hailstorm	NRMA Insurance	Revolver	Bronze
11486	K.44 TV and Cinema Commercials	A Jest, Surely	ABC	FINCH	Bronze
11742	K.44 TV and Cinema Commercials	This is Footy Country	Telstra	Exit Films	Gold
11761	K.44 TV and Cinema Commercials	Almost Anything - Real Magic	Uber Eats	The Sweetshop	Bronze
11784	K.44 TV and Cinema Commercials	Almost Anything - Period Romance	Uber Eats	The Sweetshop	Bronze
12064	K.44 TV and Cinema Commercials	Kia’s Getting A Ute	KIA	Scoundrel	Bronze
11688	K.45 Social First	I’m Dying Inside	Modibodi	FINCH	Silver

CRAFT | EDITING

ID	Category	Entry	Client	Entrant Company	Gong
11803	K.47 Branded Content, Entertainment & Social	Play It Safe	Sydney Opera House	ARC EDIT	Silver
11903	K.47 Branded Content, Entertainment & Social	Far Enough	Senator Briggs	ARC EDIT	Bronze
12512	K.47 Branded Content, Entertainment & Social	Kia’s Getting a Ute	Kia	ARC EDIT	Bronze
11714	K.48 TV and Cinema Commercials	This Is Footy Country	Telstra	The Editors	Gold
11732	K.48 TV and Cinema Commercials	Hailstorm	NRMA Insurance	The Editors	Bronze
11878	K.48 TV and Cinema Commercials	Everyone has a thing	eBay	Revolver	Silver

CRAFT | ILLUSTRATION

ID	Category	Entry	Client	Entrant Company	Gong
11809	K.49 Moving Image	Smooth	ROLLiN Car Insurance	DIVISION	Gold
12625	K.49 Moving Image	ROLLiN’ Insurance - Digital Toolkit	ROLLiN’ Car Insurance	Bear Meets Eagle On Fire	Bronze
11643	K.50 Posters	Would You Rather	NZ Transport Agency - WAKA KOTAHI	FCB New Zealand	Silver

CRAFT | PHOTOGRAPHY

ID	Category	Entry	Client	Entrant Company	Gong
12439	K.53 Conceptual	Van Gogh	West Australian Ballet	VML Australia	Bronze

CRAFT | PRODUCTION DESIGN

ID	Category	Entry	Client	Entrant Company	Gong
11179	K.59 Branded Content & Entertainment	Play It Safe	Sydney Opera House	Revolver	Silver
11645	K.59 Branded Content & Entertainment	The Public Diagnosis	The Brain Cancer Centre	FINCH	Silver
12907	K.61 Experiential	POLLASTIC	Better Packaging Co.	The Glue Society	Bronze
12782	K.62 Press and Print	Shift 20 Initiative: Braille Boards	Dylan Alcott Foundation	Special Australia	Bronze
11519	K.63 TV and Cinema Commercials	Go Big On The Little Things	ALDI	FINCH	Bronze
11884	K.63 TV and Cinema Commercials	1 Square Meter	Hornbach AG	Revolver	Gold
12420	K.63 TV and Cinema Commercials	Tyroflage	Tyro	Scoundrel	Bronze
12453	K.63 TV and Cinema Commercials	The Original Mouthful	McDonald’s	Revolver	Bronze
12857	K.63 TV and Cinema Commercials	Right and Wrong	NOOOF Design Lab	The Nine Shanghai	Silver

CRAFT | SOUND DESIGN & USE OF MUSIC

ID	Category	Entry	Client	Entrant Company	Gong
11521	K.64 Best Use of Adapted Music	Hello Tomorrow	Spark NZ	FINCH	Bronze
11879	K.64 Best Use of Adapted Music	Everyone has a thing	eBay	Revolver	Gold
12648	K.65 Best Use of Existing Music	The Mo is Calling	Movember	Level Two Music	Silver
11834	K.66 Original Composition	Dream Maker	Mars Pedigree	Liquid Studios	Bronze
11846	K.66 Original Composition	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12366	K.66 Original Composition	Lifeline Release Line	Lifeline	Thinkerbell	Bronze
12369	K.66 Original Composition	Imported From Drylandia	Carlton & United Breweries	Rumble Studios	Silver
12791	K.66 Original Composition	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Gold
12856	K.66 Original Composition	Magnificent	Yotkan Ancient City in Xinjiang, China	The Nine Shanghai	Silver
12823	K.67 Production in Audio	TOUCH	Mastercard	Howatson+Company	Silver
12914	K.67 Production in Audio	Red Rock Deli Remixed by Phau	Red Rock Deli	Special Australia	Bronze
11831	K.68 Sound Design	Darkness Follows	Child Safety On	Liquid Studios	Silver
12271	K.68 Sound Design	ROLLin Smooth	ROLLin - IAG	Rumble Studios	Silver

CRAFT | TYPOGRAPHY

ID	Category	Entry	Client	Entrant Company	Gong
12645	K.73 Posters, Campaign	NRMA Insurance - Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Bronze
11297	K.74 Type Design	Ladies of Tang Dynasty	Daming Palace	The Nine Shanghai	Bronze

FILM & ENTERTAINMENT | BRANDED CONTENT & ENTERTAINMENT

ID	Category	Entry	Client	Entrant Company	Gong
12135	L.01 Fiction Film up to 5 mins, Individual	UN Australia	Meat & Livestock Australia	The Monkeys, part of Accenture Song	Bronze
12201	L.01 Fiction Film up to 5 mins, Individual	The Great Debate	TAB	The Monkeys, part of Accenture Song	Bronze
12871	L.01 Fiction Film up to 5 mins, Individual	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Gold
12258	L.02 Fiction Film up to 5 mins, Campaign	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song	Bronze
11188	L.03 Fiction Film 5-30 mins, Individual	Answer Me	Tencent	Banana Balloon	Silver
12673	L.04 Fiction Film 5-30 mins, Campaign	I’m Dying Inside	Modibodi	Howatson+Company	Silver
12826	L.05 Fiction Film over 30 mins, Individual	TOUCH	Mastercard	Howatson+Company	Bronze
11849	L.17 Music Videos	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12867	L.17 Music Videos	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Gold
12895	L.19 User Generated	The Original Mouthful	McDonald’s Australia	DDB Group Australia	Bronze

FILM & ENTERTAINMENT | FILM ADVERTISING

ID	Category	Entry	Client	Entrant Company	Gong
12206	L.20 Cinema Commercials Up to 60 Seconds	The Lighthouse	Volkswagen Group Australia	DDB Group Australia	Bronze
11335	L.21 Cinema Commercials Over 60 Seconds	CP Chicken : Go For Launch	CP Chicken	Wolf BKK	Bronze
12870	L.21 Cinema Commercials Over 60 Seconds	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Gold
12434	L.26 TV Commercials Over 30 Seconds	The Lighthouse	Volkswagen Group Australia	DDB Group Australia	Bronze
12480	L.26 TV Commercials Over 30 Seconds	Until Then - Hailstorm	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Silver
12498	L.26 TV Commercials Over 30 Seconds	This is Footy Country	Telstra	The Monkeys, part of Accenture Song	Silver
12623	L.26 TV Commercials Over 30 Seconds	Smoooth	ROLLiN’ Car Insurance	Bear Meets Eagle On Fire	Bronze
12770	L.26 TV Commercials Over 30 Seconds	Get Almost Almost Anything - Period Romance	Uber Australia	Special Australia	Bronze
12772	L.26 TV Commercials Over 30 Seconds	Get Almost Almost Anything - Magic	Uber Australia	Special Australia	Bronze
12562	L.27 TV Commercial Campaigns	Reserve Now, Ride Later	Uber Australia	Special Australia	Silver

INNOVATION | BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company	Gong
12527	M.01 Brand Engagement	Hello Christmas	Telstra	The Monkeys, part of Accenture Song	Silver
12596	M.01 Brand Engagement	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze

INNOVATION | NON-BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company	Gong
12082	M.06 Early Stage	The First Digital Nation COP 28 Progress	The Government of Tuvalu	The Monkeys, part of Accenture Song	Silver
12391	M.07 Product Innovation	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO	Gold

MEDIA | CHANNELS

ID	Category	Entry	Client	Entrant Company	Gong
11986	N.01 Use of Ambient Media	Climate Doctor’s Certificate	School Strikes 4 Climate	CHEP Network	Silver
11757	N.03 Use of Branded Entertainment and Content	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12675	N.03 Use of Branded Entertainment and Content	I’m Dying Inside	Modibodi	Howatson+Company	Bronze
12597	N.04 Use of Digital Platforms	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze
11987	N.05 Use of Events and Stunts	Climate Doctor’s Certificate	School Strikes 4 Climate	CHEP Network	Silver
12344	N.05 Use of Events and Stunts	Even Harry Styles	Stats NZ	VML New Zealand	Silver
12598	N.05 Use of Events and Stunts	Rip Curl Virtual Pro	Rip Curl	VML Australia	Silver
11670	N.07 Use of Technology	Fax-4-Kiwiburger	McDonald’s NZ	DDB Group Aotearoa	Silver

PURPOSE | CHARITY

ID	Category	Entry	Client	Entrant Company	Gong
11708	O.02 Branded Content and Entertainment, Campaign	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Gold
12123	O.04 Design, Campaign	Mancestry	Movember	DDB Group Australia	Bronze
12838	O.06 Digital, Campaign	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Bronze
12609	O.11 Film Advertising, Campaign	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia	Silver
11706	O.13 Integrated Campaign	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Bronze
12612	O.13 Integrated Campaign	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia	Bronze
11651	O.14 PR & Promotion	Second Chance Champions	Transplant Australia	Dentsu Creative	Silver
11684	O.14 PR & Promotion	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Gold
12614	O.14 PR & Promotion	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia	Gold

PURPOSE | CREATIVITY FOR GOOD

ID	Category	Entry	Client	Entrant Company	Gong
11845	O.21 Advertising & Marketing Communications	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Silver
12957	O.21 Advertising & Marketing Communications	10 vs 10	Dove	Ogilvy Australia	Gold
11531	O.22 Design	In Her Boots	Diageo Australia	Leo Burnett Australia	Bronze
11572	O.22 Design	Winnie-The-Pooh: The Deforested Edition	Who Gives A Crap	TBWA\Australia	Bronze
11489	O.25 Equality	Correct the Internet	Team Heroine	DDB Group Aotearoa	Silver
12825	O.25 Equality	TOUCH	Mastercard	Howatson+Company	Bronze
12865	O.25 Equality	The First Wheelchair Ballkid	MASTERCARD	Eleven, a division of TBWA\Australia	Silver
11573	O.26 Sustainability	Winnie-The-Pooh: The Deforested Edition	Who Gives A Crap	TBWA\Australia	Silver

STRATEGY | STRATEGY

ID	Category	Entry	Client	Entrant Company	Gong
12085	P.01 Creative Strategy	The Great Debate	TAB	The Monkeys, part of Accenture Song	Bronze
12362	P.01 Creative Strategy	Shop ALDI First	ALDI Australia	BMF	Silver
12472	P.01 Creative Strategy	Everyday Journeys	Road Safety Commission	The Brand Agency	Bronze
12530	P.01 Creative Strategy	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song	Silver
12839	P.01 Creative Strategy	The Great Unsubscribe	Australian Broadcasting Corporation	Howatson+Company	Bronze
12896	P.01 Creative Strategy	The Original Mouthful	McDonald’s Australia	DDB Group Australia	Silver
12936	P.01 Creative Strategy	Last Performance	Partners Life	Special New Zealand	Gold