

38th AWARD Awards Finalists

L Promotion & Experiential

L.01 Best use of Experiential Marketing in a Promotional Campaign

Entry N°	Title	Client	Entrant Company
L.01-502	Meet Graham	TAC	Clemenger BBDO Melbourne
L.01-506	GAYNZ	ANZ	Revolver/Will O'Rourke
L.01-507	Backyard Burger King	Burger King NZ	Colenso BBDO
L.01-516	MIFF Emotional Trailers	Melbourne International Film Festival	AIRBAG

L.02 Best use of Ambient and/or Guerilla Marketing in a Promotional Campaign

Entry N°	Title	Client	Entrant Company
L.02-502	SMS Last Words - Outdoor - Shanghai Huangxin Road - TV - Iqiyi - TV - Cntv - TV - Oriental TV - Other - Youku - Other - Tudou	GLOBAL ROAD SAFETY PARTNERSHIP	Havas
L.02-509	Packs That Scare Gulls	Hungry Jack's	Clemenger BBDO Sydney
L.02-510	X-Ray Casts	Fonterra Brands NZ, Anchor	Colenso BBDO
L.02-514	Lockout Law Memorials	Keep Sydney Open	M&C Saatchi Sydney

38th AWARD Awards Finalists

L.03 Best New Product Launch and Re-Launch or Multi-Product Promotion at Retail

Entry N°	Title	Client	Entrant Company
L.03-508	The 2 Litre Towel	Australian Weaving	M&C Saatchi Melbourne

L.04 Best Sponsorship or Partnership Campaign

Entry N°	Title	Client	Entrant Company
L.04-504	The Breast Cancer Screenings	Rialto Channel	DDB Group New Zealand
L.04-508	GAYNZ	ANZ	Revolver/Will O'Rourke

L.05 Best use of Other Digital Media in a Promotional Campaign

Entry N°	Title	Client	Entrant Company
L.05-501	Hungerithm <ul style="list-style-type: none"> - Desktop Website - Mobile website - Reactive Social media content - Twitter, Facebook - Other - POS - Radio - Spotify radio & displays - time & mood targeted - Other - Online launch film - Digital in-store display - Digital display - time & context targeted - Mobile display - time & context targeted 	Mars Chocolate Australia	Clemenger BBDO Melbourne
L.05-502	Meet Graham	TAC	Clemenger BBDO Melbourne
L.05-503	Hungry Jack's Brekk-e-tag	Hungry Jacks	Clemenger BBDO Sydney
L.05-504	LandCruiser Emergency Network	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney
L.05-505	brainBAND	Samsung Australia	Leo Burnett Sydney

38th AWARD Awards Finalists

L.05-507 **Silicon Valley URXXL** SKY Television New Zealand DDB Group New Zealand

L.06 **Best use of Social Media Marketing in a Promotional Campaign**

Entry N°	Title	Client	Entrant Company
----------	-------	--------	-----------------

L.06-500	Hungerithm	Mars Chocolate Australia	Clemenger BBDO Melbourne
-----------------	-------------------	--------------------------	--------------------------

- Desktop Website
- Mobile website
- Reactive Social media content - Twitter, Facebook
- Digital display - time & context targeted
- Mobile display - time & context targeted
- Radio - Spotify radio & display - time & mood targeted
- youTube pre-roll - interest targeted
- Other - POS

L.06-502	Do you care enough to be a cop?	New Zealand Police	Ogilvy & Mather New Zealand
-----------------	--	--------------------	-----------------------------

L.06-510	Pocket Money	ANZ	TBWA Melbourne
-----------------	---------------------	-----	----------------

L.06-519	#Comeonin	Sydney Opera House	DDB
-----------------	------------------	--------------------	-----

38th AWARD Awards Finalists

L.07 Best use of Promotion and Experiential Marketing in a Charity Campaign

Entry N°	Title	Client	Entrant Company
L.07-501	You're Accepted <ul style="list-style-type: none">- website- Other - Social Media (facebook)- Print - TimeOut magazine- Radio - JoyFM	Minus18	GPY&R Melbourne
L.07-502	Monster Crayons	Act For Kids	Publicis Brisbane
L.07-505	The Ugly Xmas Rashie	Cancer Council Australia	RUMBLE Creative & Media
L.07-506	The Unconventional Oven	Kidsafe	DDB Group Melbourne
L.07-512	The Riderless Bike	Steve Waugh Foundation	Havas