

Best Activity Generating Brand Awareness & Trial

Title

Headless Horseman
La Famiglia
Lifebuoy Launch
Free Boost Juice
Finish Quantum Launch

Best Activity Generating Brand Loyalty

Title

The Canadian Club Kombi
Pauls 70th Birthday
Kit Kat - Take Time Back
Relief in Store Pharmacy Challenge
Summer Rewind

Best Activity Generating Brand Volume

Title

Big M Flavour Flashback - bringing big sales back from yesterday
2010 Carlton Draught Plastic Cup
Green's Irwins Aprons
Finish Quantum Launch
Intel Blast Off with Turbo Boost

Best Brand Building Campaign

Title

Nutri-Grain Iron Man Code Promotion
Green's Irwins Aprons
Summer Rewind
Bundy Skycouch
Player Escort

Best Business-To-Business Campaign (Business Trade or Internal)

Title

Hidden Pizza Restaurant
A Taste of Monteith's - Summer Cookbook
2010 Carlton Draught Plastic Cup
MOTHERland Trade Incentive
Postcards From Santa

Best Cause or Charity-Related Promotional Campaign

Title

Guide Dogs Australia - Support Scent
MILO Sports Cash
Stayz Give & Getaway

Best Event or Experiential Marketing Campaign

Title

My Car Is Your Car
Marco/Polo

2010 Carlton Draught Plastic Cup
Havaianas Australia Day Thong Challenge
Subaru XV Rescue

Best Integrated Communications Campaign (Over \$1 Million)

Title

My Car Is Your Car
M&M's Bare All
Boag's Draught Greatest Cup Never Run
Bundy Skycouch
Make An Ad, Make A Fortune

Best Integrated Communications Campaign (Under \$1 Million)

Title

Share House
Guide Dogs - Support Scent
Carlton Draught Win a Prize
Heineken Passport to World Sport
Mortein Take 'Em Out BTL Activation

Best Retail Account Specific or Channel Specific Campaign

Title

La Famiglia
Colgate Toothbrushes Invisible Nasties #4
Get your hands on Sam's stuff!
WYETH S26 GOLD - FREE OWL TOWEL
Call of Duty: Black Ops Launch

Best Small Budget Campaign (\$75,000 and under)

Title

A Taste of Monteith's - Summer Cookbook
Penfolds Free Riedel Wine Glasses
PIE BAG
Get your hands on Sam's stuff!
Schick Win Daily Lingerie Sets

Best Sponsorship or Tie-in Campaign

Title

VB Shout The Nation
Tim Cahill & Weetbix
Sorbent Sing for Daffodil Day
Bundy Skycouch
Player Escort

Best Use of Creative in a Campaign

Title

Dry Dreams
Guide Dogs Australia - Support Scent
Canon World of EOS

Cuervo Tequila, Who's In?

Subaru XV Rescue

Best use of Digital in a Campaign

Title

Dirty Dishes

Popsicle Every Stick's a Winner

Canon World of EOS

M&M's Bare All

Subaru XV Rescue

Best Use of Direct Marketing and CRM in a Campaign

Title

Whiskas Pledge

Dry Dreams

Relief in Store Pharmacy Challenge

Smuggle Yourself to Mexico

Best use of Social Marketing in a Campaign

Title

Samboy Ute & the Loot - Race-A-Mate Championship

Jack's World Tour

Back Your State

BIG W's 1001 Must Have Movies

Search for Australia's most helpful person

Most Innovative Idea / Concept

Title

My Car Is Your Car

Canon World of EOS

M&M's Bare All

Boag's Draught Greatest Cup Never Run

Subaru XV Rescue

Young Achiever in Account Service

Name

Tom Roydhouse

John Georgas

Jessie White

Kelly De Battista

Young Achiever in Creative

Name

Nick Smith

Ed Nethery

Jeff Mimery

<i>Agency</i>	<i>Client</i>
DDB Group Melbourne	Australian Centre for the Moving Image
Integer	Goodman Fielder
Leo Burnett	Unilever
Pacific Highway Marketing Communications	iNova Pharmaceuticals
Momentum Worldwide	Reckitt Benckiser

<i>Agency</i>	<i>Client</i>
The Works	Beam Global Australia
Shining Star Marketing and Events	Parmalat Australia
Evocatif	Nestle Australia
Pacific Highway Marketing Communications	iNova Pharmaceuticals
Tribe Marketing	Schweppes

<i>Agency</i>	<i>Client</i>
AJF Partnership	National Foods Limited
Creative Activation	Carlton & United Breweries
30thirty Pty Ltd	Green's General Foods
Momentum Worldwide	Reckitt Benckiser
Momentum Worldwide	Intel APAC

<i>Agency</i>	<i>Client</i>
Apollo Marketing	Kellogg's Australia
30thirty Pty Ltd	Green's General Foods
Tribe Marketing	Schweppes
The Marketing Store Sydney	Bundaberg Rum/Diageo Australia
The Marketing Store Sydney	McDonald's

<i>Agency</i>	<i>Client</i>
Clemenger BBDO Melbourne	Sensis Yellow Pages
Apollo Marketing New Zealand	db Breweries
Creative Activation	Carlton United Brewery
The Marketing Zoo	Coca-Cola Amatil
Creative Activation	SingTel Optus Pty Ltd

<i>Agency</i>	<i>Client</i>
Clemenger BBDO & Clemenger Fusion	Guide Dogs Australia
Apollo Marketing New Zealand	Nestle NZ
Urban	Stayz.com, Fairfax Digital

<i>Agency</i>	<i>Client</i>
Integer	IAG
PLAY Communication	Volkswagen

Creative Activation
Urban
Leo Burnett

Carlton & United Breweries
Havaianas Australia (Aqueo Imports Pty Ltd)
Subaru

Agency

Client

Integer	IAG
Clemenger BBDO & Clemenger Fusion	Mars Snackfood
Momentum Worldwide	Lion Nathan
The Marketing Store Sydney	Bundaberg Rum/Diageo Australia
Creative Activation	Smith's Snackfoods Company

Agency

Client

Wunderman	Microsoft
Clemenger BBDO & Clemenger Fusion	Guide Dogs Australia
Apollo Marketing	Carlton & United Breweries
Leo Burnett	Heineken
The Marketing Zoo	Reckitt Benkiser

Agency

Client

Integer	Goodman Fielder
Leo Burnett	Colgate Palmolive
Evocatif	St.George Bank
30thirty Pty Ltd	Wyeth Australia
Creative Activation	Activision Blizzard

Agency

Client

Apollo Marketing New Zealand	db Breweries
Apollo Marketing	Treasury Wine Estate
DDB Group Melbourne	Australian Centre for the Moving Image
Evocatif	St.George Bank
30thirty Pty Ltd	Energizer Australia

Agency

Client

Apollo Marketing	Carlton & United Breweries
Sputnik Agency	Sanitarium
Creative Activation	SCA Hygiene Australasia Pty Ltd
The Marketing Store Sydney	Bundaberg Rum/Diageo Australia
The Marketing Store Sydney	McDonald's

Agency

Client

Clemenger BBDO Melbourne	Fosters Group
Clemenger BBDO & Clemenger Fusion	Guide Dogs Australia
Leo Burnett	Canon

The Marketing Store Sydney
Leo Burnett

Cuervo Tequila/Diageo Australia
Subaru

Agency

Client

DDB Group Melbourne

PZ CUSSONS

Apollo Marketing New Zealand

Fonterra Brands NZ (Tip Top)

Leo Burnett

Canon

Clemenger BBDO & Clemenger Fusion

Mars Snackfood

Leo Burnett

Subaru

Agency

Client

BD Network

MARS PETCARE

Clemenger BBDO Melbourne

Fosters Group

Pacific Highway Marketing Communications

iNova Pharmaceuticals

The Marketing Store Sydney

Cuervo Tequila/Diageo Australia

Agency

Client

Pusher

Snackbrands

Apollo Marketing New Zealand

Hancocks Wine & Spirits Merchants

Ideaworks

IdeaWorks

Ideaworks

Big W

Momentum Worldwide

American Express

Agency

Client

Integer

IAG

Leo Burnett

Canon

Clemenger BBDO & Clemenger Fusion

Mars Snackfood

Momentum Worldwide

Lion Nathan

Leo Burnett

Subaru

Agency

Apollo Marketing New Zealand

Tribe Marketing

Leo Burnett

The Marketing Zoo

Agency

Kinetic Marketing

The Marketing Zoo

Momentum Worldwide