

# AWARD Awards Finalists 2010

## K Digital

### K.01 Website - Business to consumer

| Entry N° | Title                | Client  | Entrant Company  |
|----------|----------------------|---------|------------------|
| K.01-509 | The Order Of Coopers | Coopers | kwp! Advertising |

### K.02 Website - Business to business

| Entry N° | Title          | Client | Entrant Company                     |
|----------|----------------|--------|-------------------------------------|
| K.02-501 | Changing World | FedEx  | BBDO Guerrero/Proximity Philippines |

### K.04 Digital Campaign - Business to consumer

| Entry N° | Title   | Client                     | Entrant Company                |
|----------|---|----------------------------|--------------------------------|
| K.04-001 | Smarties 8 Colours of Fun (Blue)<br>- smarties 8 colours of fun DVD - Digital Social Media Case Study<br>-<br>- | Nestle                     | JWT Sydney                     |
| K.04-500 | Dedicated Followers of No One Digital<br>- Interactive - Dedicated Followers of No One Digital                  | Volkswagen Group Australia | DDB Sydney                     |
| K.04-505 | Virginity Map<br>- Interactive - Virginity Map  | TVNZ                       | Aim Proximity Ltd              |
| K.04-507 | It's No Picnic<br>- Interactive - It's No Picnic  | Cadbury                    | George Patterson Y&R Melbourne |
| K.04-511 | Yellow Chocolate<br>- Interactive - Yellow Chocolate  | Yellow Pages               | Colenso BBDO Auckland          |
| K.04-512 | Dirty Dishes Website<br>- Interactive - Dirty Dishes Website  | PZ Cussons Morning Fresh   | DDB Group Melbourne            |

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|                 |   |                           |                                |
|-----------------|---|---------------------------|--------------------------------|
| <b>K.04-517</b> | <b>The Extraordinary Taxi Ride</b><br>- Interactive - The Extraordinary Taxi Ride | Tourism Western Australia | HOST                           |
| <b>K.04-519</b> | <b>Canvas 2 Kickass</b><br>- Interactive - Canvas 2 Kickass                       | Just Car Insurance        | George Patterson Y&R Melbourne |
| <b>K.04-520</b> | <b>iSHOTthe2009AllBlacks.com</b><br>- Interactive - iSHOTthe2009AllBlacks.com     | adidas                    | TBWA Tequila                   |
| <b>K.04-521</b> | <b>Photochains</b><br>- Interactive - Photochains                                 | Canon Australia           | Leo Burnett Sydney             |
| <b>K.04-523</b> | <b>Fantasy Cheaters League</b><br>- Interactive - Fantasy Cheaters League         | HOST                      | HOST                           |
| <b>K.04-526</b> | <b>Supercheap Auto the ECPA</b><br>- Interactive - Supercheap Auto the ECPA       | Supercheap Auto           | SapientNitro                   |
| <b>K.05</b>     | <b>Digital Campaign - Business to business</b>                                    |                           |                                |
| Entry N°        | Title   | Client                    | Entrant Company                |
| <b>K.05-504</b> | <b>Ian's Getting Ready</b><br>- Interactive - Ian's Getting Ready                 | AWARD                     | Publicis Mojo Sydney           |

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### K.06 Digital Campaign - Community service & charity, public health & safety, awareness message

| Entry N° | Title  | Client                                | Entrant Company        |
|----------|--|---------------------------------------|------------------------|
| K.06-001 | Live Rescue  | Coastguard New Zealand                | DDB New Zealand        |
| K.06-502 | Ice Mission<br>- Interactive - Ice Mission                           | Auckland City Mission                 | Publicis Mojo Auckland |
| K.06-507 | Cure The Bullies Website<br>- Interactive - Cure The Bullies Website | SchoolAid and the Vodafone Foundation | HOST                   |

### K.07 Online Ad - Banner ad (including expanders, sequential, synchronised)

| Entry N° | Title                 | Client | Entrant Company          |
|----------|-----------------------|--------|--------------------------|
| K.07-001 | iPad 'Tip Me Over'    | Yellow | RAPP/Tribal NZ           |
| K.07-512 | Sneaky Thief          | ANZ    | M&C Saatchi/Mark. Sydney |
| K.07-517 | Orcon Business Banner | ORCON  | Special Group            |

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### K.11 Games - Mobile

| Entry N° | Title                       | Client             | Entrant Company     |
|----------|-----------------------------|--------------------|---------------------|
| K.11-500 | Red Flag                    | The North Face     | Ogilvy Shanghai     |
| K.11-502 | Taronga Zoo - Monkey Mayhem | Taronga Zoo        | Deepend Sydney      |
| K.11-504 | Coles Egg Racer             | Coles Supermarkets | DDB Group Melbourne |

### K.12 Games - Online

| Entry N° | Title                   | Client | Entrant Company |
|----------|-------------------------|--------|-----------------|
| K.12-505 | Fantasy Cheaters League | HOST   | HOST            |

### K.14 Mobile

| Entry N° | Title                 | Client      | Entrant Company       |
|----------|-----------------------|-------------|-----------------------|
| K.14-503 | Hidden Sound Campaign | Zoo Records | Leo Burnett Hong Kong |

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### K.15 Digital Kiosk, Point of Sale, On-Site

| Entry N° | Title                     | Client     | Entrant Company            |
|----------|---------------------------|------------|----------------------------|
| K.15-501 | NIKEiD Generator Harajuku | Nike Japan | beacon communications k.k. |

### K.16 Online Promotion

| Entry N° | Title                 | Client                   | Entrant Company                |
|----------|-----------------------|--------------------------|--------------------------------|
| K.16-001 | Iggy Face Book App    | ORCON                    | Special Group                  |
| K.16-500 | It's No Picnic        | Cadbury                  | George Patterson Y&R Melbourne |
| K.16-504 | Dirty Dishes Campaign | PZ Cussons Morning Fresh | DDB Group Melbourne            |
| K.16-508 | Canvas 2 Kickass      | Just Car Insurance       | George Patterson Y&R Melbourne |

### K.17 Viral Film

| Entry N° | Title        | Client                | Entrant Company      |
|----------|--------------|-----------------------|----------------------|
| K.17-504 | Chokito      | Nestle                | JWT Sydney           |
| K.17-509 | Jazz Packing | Honda Australia       | DTDigital            |
| K.17-520 | Monkey       | WWF                   | Leo Burnett Sydney   |
| K.17-522 | Ride         | The Coca Cola Company | Publicis Mojo Sydney |

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## K.18 Mixed Digital Campaign

| Entry N° | Title  | Client                 | Entrant Company |
|----------|--|------------------------|-----------------|
| K.18-504 | <b>Respectful Relationships (The Line)</b><br><ul style="list-style-type: none"> <li>A - Facebook fan page</li> <li>B - Poll</li> <li>C - Blog</li> </ul>  | Department of Families | JWT Sydney      |
| K.18-508 | <b>Iggy and Orcon Together incredible</b><br><ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> <li>-</li> <li>A - Facebook application</li> <li>B - TVC link online</li> <li>C - Banner</li> </ul> | ORCON                  | Special Group   |

## K.19 Social Media

| Entry N° | Title  | Client                  | Entrant Company    |
|----------|--|-------------------------|--------------------|
| K.19-511 | <b>Photochains</b><br><ul style="list-style-type: none"> <li>- Photochains1</li> <li>- Photochains 2</li> <li>- Photochains 3</li> </ul>   | Canon Australia         | Leo Burnett Sydney |
| K.19-512 | <b>The COKE Machine Fairy</b><br><ul style="list-style-type: none"> <li>- The COKE Machine Fairy - Mobile/Foursquare</li> <li>- The COKE Machine Fairy - Twitter</li> <li>- The COKE Machine Fairy - Facebook</li> <li>- The COKE Machine Fairy - Winners</li> </ul> | Coca-Cola South Pacific | HOST               |

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### K.20 Social Media Application

| Entry N° | Title                                      | Client                         | Entrant Company  |
|----------|--|--------------------------------|------------------|
| K.20-507 | Commonwealth Bank Australia Property Guide | Commonwealth Bank of Australia | The White Agency |

### K.21 Weird & Wonderful

| Entry N° | Title             | Client             | Entrant Company               |
|----------|-------------------|--------------------|-------------------------------|
| K.21-001 | Nimble as a mouse | Toyota New Zealand | Saatchi & Saatchi New Zealand |
| K.21-502 | 'Ready to Roll'   | Cadbury Australia  | Saatchi & Saatchi Sydney      |