

AWARD Awards Finalists 2010

B Craft in Film

B.01 Direction Story telling and Performance

Entry N°	Title	Client	Entrant Company
B.01-003	Opera	Sanitarium Weetbix	Goodoil Films
B.01-004	Camouflage	Toyota Corolla	Goodoil Films
B.01-521	Gerard and Maria	National Disability Service	The Feds
B.01-524	VB 'Cry'	CUB	Revolver
B.01-537	Lucky Dog	NZ Lotteries Commission	The Sweet Shop
B.01-538	Dove Love	Foster's Group Limited	The Sweet Shop
B.01-546	ALAC 'Sam'	ALAC	Film Construction
B.01-553	Nothing Soft Gets In	Toyota	Prodigy Films
B.01-571	Double Life	Tourism Victoria	Exit Films
B.01-572	Monkey	WWF	Leo Burnett Sydney
B.01-574	Ripple Effect	Transport Accident Commission	Exit Films
B.01-578	Carlton Draught 'Slow Mo'	Carlton United Breweries	Plaza Films/Level Two Music
B.01-581	Barbara - Johnny Come Lately	ANZ	Plaza Films

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B.02 Direction Design

Entry N°	Title	Client	Entrant Company
B.02-003	Keep it Pure	Steinlager Pure/ Lion Nathan	@radical.media
B.02-506	Boags 'Pure'	Lion Nathan	Revolver
B.02-512	The Ride	TAC	Curious Film
B.02-513	Burn:Ride	Coca Cola	Exit Films
B.02-514	Vodafone 'In With The New'	Vodafone	Flying Fish New Zealand

B.03 Cinematography

Entry N°	Title	Client	Entrant Company
B.03-508	Gerard and Maria	National Disability Service	The Feds
B.03-510	Keep it Pure	Steinlager Pure/ Lion Nathan	@radical.media
B.03-511	Breathe	Care Australia	@radical.media
B.03-512	Boags 'Pure'	Lion Nathan	Revolver
B.03-520	Double Life	Tourism Victoria	Exit Films
B.03-524	Burn:Ride	Coca Cola	Exit Films/Publicis Mojo

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B.04 Editing

Entry N°	Title	Client	Entrant Company
B.04-503	Burn:Ride	Coca Cola Italia	The Butchery
B.04-507	Gerard and Maria	National Disability Service	The Feds
B.04-517	Boags 'Pure'	Lion Nathan	Revolver
B.04-518	Double Life	Publicis Mojo	The Butchery

B.05 CG 3D Animation and Modelling

Entry N°	Title	Client	Entrant Company
B.05-500	Honda Jazz 'Imagination'	Honda	Animal Logic
B.05-501	Open Network	Optus	M&C Saatchi
B.05-510	Homework	Consumer Affairs Victoria	XYZ Studios
B.05-520	Meticulous	GIO	Leo Burnett Sydney

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B.06 Digital Visual Effects

Entry N°	Title	Client	Entrant Company
B.06-501	Boags 'Pure'	Lion Nathan	Animal Logic
B.06-503	Secret Training Camp	Optus	The Feds/M&C Saatchi
B.06-516	Keep it Pure	Steinlager Pure/ Lion Nathan	Cutting Edge
B.06-517	Crowd Rider	Subaru Australia	Leo Burnett Sydney

B.07 Animation (Non computer generated)

Entry N°	Title	Client	Entrant Company
B.07-504	Going West	New Zealand Book Council	Colenso BBDO
B.07-506	Wellington Patchwork	Positively Wellington Tourism	Yukfoo Animation
B.07-509	Crash Test Eggs	NZTA	AIM Proximity

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B.08 Production Design

Entry N°	Title	Client	Entrant Company
B.08-500	BT 'Cash v. Shares'	BT Financial Group	Revolver
B.08-503	Vodafone 'In With The New'	Vodafone	Flying Fish New Zealand
B.08-511	Taste The Taste	Daily Juice	The Sweet Shop
B.08-515	Monkey	WWF	Leo Burnett Sydney

B.09 Casting

Entry N°	Title	Client	Entrant Company
B.09-509	Cadbury Boost 'Study Buddy'	Cadbury	Revolver
B.09-511	Soup Cart	CONTINENTAL CUP-A-SOUP	Prodigy Films
B.09-514	ALAC 'Sam'	ALAC	Film Construction
B.09-530	Barbara - Johnny Come Lately	ANZ	Plaza Films

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B.10 Original Music

Entry N°	Title	Client	Entrant Company
B.10-507	Weet-Bix Opera	Sanitarium	Turning Studios
B.10-513	Keep It Pure	Steinlager Pure / Lion Nathan	Eclectic Music Machine
B.10-524	Crowd Rider	Subaru Australia	Leo Burnett Sydney
B.10-525	Housekeeping	Expedia	BMF

B.11 Best use and/or arrangement of existing music

Entry N°	Title	Client	Entrant Company
B.11-001	Monkey	WWF	Leo Burnett Sydney
B.11-002	Playground	Coca Cola	Exit Films
B.11-502	Everybody Hurts	Transport Accident Commission	Grey Melbourne
B.11-505	Spring Fever	Spring Valley	George Patterson Y&R
B.11-511	Breathe	Care Australia	@radical.media
B.11-512	Kia Sportage Grow Up Not Old	Kia Australia	Innocean Worldwide Australia
B.11-513	Together Incredible	Orcon	Curious Film
B.11-519	Tourism Victoria Daylesford "Double Life"	Tourism Victoria	Level Two Music
B.11-520	Coke Burn:Ride	Coca Cola	Level Two Music
B.11-522	Carlton Draught 'Slow Mo'	Carlton United Breweries	Plaza Films

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B.12 Sound Design

Entry N°	Title	Client	Entrant Company
B.12-500	Optus Soccer - Secret Training	Optus	Noise International
B.12-507	Tooheys- 5 Seeds-Birds v's Humans	Lion Nathan	SONG ZU
B.12-513	Nike "Young Guns"	Nike	Nylon Studios
B.12-514	Going West	New Zealand Book Council	Colenso BBDO
B.12-523	Boags 'Pure'	Lion Nathan	Publicis Mojo/Nylon Studios

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G Print Craft

G.01 Copywriting, individual

Entry N°	Title	Client	Entrant Company
G.01-501	Van Gogh	SKY Television	DDB New Zealand
G.01-502	Pollock	SKY Television	DDB New Zealand
G.01-503	Rothko	SKY Television	DDB New Zealand

G.02 Copywriting, campaign

Entry N°	Title	Client	Entrant Company
G.02-507	'Nothing Soft Gets In' - 'Code Red' - 'Manbags' - 'One Male Fragrance'	Toyota Motor Corporation	Saatchi & Saatchi Sydney

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G.03 Typography, individual

Entry N°	Title	Client	Entrant Company
G.03-001	Big Mouth Zine	WorkSafe Victoria	Lifelounge

G.05 Art Direction, individual

Entry N°	Title	Client	Entrant Company
G.05-502	Rothko	SKY Television	DDB New Zealand

G.06 Art Direction, campaign

Entry N°	Title	Client	Entrant Company
G.06-001	Any Reason Season <ul style="list-style-type: none"> - I Run Out Of Breath When I Eat - I Want Biceps That Go With My Beard - My Neck Is Too Small For My Hairstyle - Any Reason Season 	Virgin Active	Publicis Mojo Sydney
G.06-504	Where Spring Comes From <ul style="list-style-type: none"> - Orange - Apple - Mango 	Spring Valley	George Patterson Y&R Melbourne
G.06-507	Sounds Like Us <ul style="list-style-type: none"> - Caravan - Pavlova - Bush - Beehive - Ugg Boot - Nana's Knitting Basket - Maori - Pasifika 	Radio New Zealand	Clemenger BBDO New Zealand
G.06-509	Navy 'Human Fleet' <ul style="list-style-type: none"> - Human Frigate - Human Submarine - Human Transport 	Defence Force Recruiting	George Patterson Y&R

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G.06-510	Books	LG Mobile	Y&R Jakarta
	<ul style="list-style-type: none"> - Romance Novel - Management Book - Mystery Novel - Chicklit 		
G.06-520	A Little Knowledge	BBC Knowledge	Three Drunk Monkeys
	<ul style="list-style-type: none"> - Cheese - Africa - Top Gear 		
G.06-525	James Boags Pure	Lion Nathan	Publicis Mojo Sydney
	<ul style="list-style-type: none"> - Hops - Yeast - Barley 		
G.06-528	Ian's Getting Ready	AWARD	Publicis Mojo Sydney
	<ul style="list-style-type: none"> - Shades Of Tan - Facial Topiary - Ians Getting Ready Poster Front - Ians Getting Ready Poster Back 		

G.07 Photography, individual

Entry N°	Title	Client	Entrant Company
G.07-514	Ocean	WWF	Leo Burnett Sydney
G.07-515	Rainforest	WWF	Leo Burnett Sydney
G.07-516	Icefield	WWF	Leo Burnett Sydney
G.07-521	James Boags Draught Ride	Lion Nathan	Publicis Mojo Sydney

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G.08 Photography, campaign

Entry N°	Title	Client	Entrant Company
G.08-505	Navy "Human Fleet" <ul style="list-style-type: none">- NAVY1- NAVY2- NAVY3	Defence Force Recruiting	smetana photography
G.08-507	John West <ul style="list-style-type: none">- John West 1- John West 2- John West 3- John West 4	John West	smetana photography
G.08-517	Fragile Beauty <ul style="list-style-type: none">- Ocean- Icefield- Rainforest	WWF	Leo Burnett Sydney
G.08-520	James Boags Pure <ul style="list-style-type: none">- Hops- Yeast- Barley	Lion Nathan	Publicis Mojo Sydney
G.08-521	Burn Energy Drink <ul style="list-style-type: none">- Skate- Snow- Flame- Behind the Scenes 1- Behind the Scenes 2- Behind the Scenes 3	The Coca Cola Company	Publicis Mojo Sydney

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G.10 Illustration, campaign

Entry N°	Title	Client	Entrant Company
G.10-001	Cure The Bullies <ul style="list-style-type: none"> - Bullies in school poster - commentitis - Bullies in school poster - forwarditis - Bullies in school poster - onlookerosis - Bullies in school poster - slaggermania - Bullies in school poster - gang-green - Bullies in school poster - hasselenza - Bullies Hero Press Ad 	SchoolAid and the Vodafone Foundation	Host
G.10-500	Lend Yourself <ul style="list-style-type: none"> - Heart - Hand - Mind 	Vodafone New Zealand	Colenso BBDO New Zealand
G.10-501	The ECD is out of the office <ul style="list-style-type: none"> - Tian It Ng - Nick Lam - Sonal Dabral - Polly Chu 	4A Yahoo! Creative Awards	bates141
G.10-503	Sean Morris Illustration <ul style="list-style-type: none"> - Adam Barker - Andrew Tinning - Craig Buchanan - Mike Edmonds - Brett Wheeler 	Sean Morros	The Brand Agency

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G.11 Digital enhancement and manipulation, individual

Entry N°	Title	Client	Entrant Company
G.11-500	RAV4-TV	RAV4	Electric Art
G.11-501	Mini Rollercoaster	British United Automobiles, Autohub Group	DM9JaymeSyfu
G.11-504	Rolled up bed: Steel Bed	Outdoor Innovation Co.,Ltd.	ILLUSION CO.,LTD.
G.11-509	Ivory	WWF THAILAND	ILLUSION CO.,LTD.

G.12 Digital enhancement and manipulation, campaign

Entry N°	Title	Client	Entrant Company
G.12-500	Product: RAV4 - Couch, - TV, - Computer	RAV4	Electric Art
G.12-503	Spring Valley - Where Spring Comes From - Orange - Mango - Apple	Spring Valley	Toby and Pete
G.12-506	Burn Energy Drink - Skate - Snow - Flame	The Coca Cola Company	Publicis Mojo Sydney

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I Direct Marketing

I.01 Flat Direct Mail

Entry N°	Title	Client	Entrant Company
I.01-509	HOUR LONG LETTER	APN	DRAFTFCB New Zealand
I.01-524	Authentic Telegram	Telstra Business	Belgiovane Williams Mackay Sydney

I.02 Dimensional Direct Mail

Entry N°	Title	Client	Entrant Company
I.02-506	Magic Tree	Western Pacific Holdings	Rare
I.02-511	Plastic Flowerz	EMI	M&C Saatchi/Mark Sydney
I.02-517	Photo 5 Box	Canon Australia	Leo Burnett Sydney

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I.03 Direct Response Advertising, individual

Entry N°	Title	Client	Entrant Company
I.03-502	I AM VAMPIRE	PRIME TV	DRAFTFCB New Zealand
I.03-510	Iggy Get Involved	Orcon	Special Group
I.03-517	The Great Christmas Wrapping Paper Swindle	Football Federation Australia	Lowe Sydney

I.04 Direct Response Advertising, campaign - single medium

Entry N°	Title	Client	Entrant Company
I.04-505	Iggy and Orcon Together Incredible <ul style="list-style-type: none">- Iggy Get Involved- IGGY Behind the scenes- Iggy launch	ORCON	Special Group

I.06 Community service & charity, individual

Entry N°	Title	Client	Entrant Company
I.06-002	CityGT	VicRoads	JWT Melbourne
I.06-005	Death Trap	NZ Fire Service	M&C Saatchi Auckland
I.06-006	Source Code	Australian Defence Force	George Patterson Y&R Melbourne
I.06-500	Gabriela Bruise	Gabriela	DM9JaymeSyfu
I.06-506	Fluorescent Candle	WWF Philippines	Leo Burnett Manila
I.06-514	Vote for Kids	Tulakabataan	Bates141 Manila

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I.07 Community service & charity, campaign

Entry N°	Title	Client	Entrant Company
I.07-500	Live Rescue <ul style="list-style-type: none"> - Other - Live Rescue Stunt - Interactive - Live Rescue Website - TV - Live Rescue - Radio - Live Rescue 	Coastguard NZ Ltd	DDB New Zealand
I.07-503	Support Scent <ul style="list-style-type: none"> - TV - Thank you TVC - DM - Brail Letter - DM - Actual Scent - Interactive - www.supportscent.com 	Guide Dogs Australia	Clemenger BBDO Melbourne
I.07-504	Wear It With Pride <ul style="list-style-type: none"> - Print - Wear It With Pride - Poster - Wear It With Pride - Outdoor - Wear It With Pride 	Acon	M&C Saatchi/Mark
I.07-507	Tune In To Me <ul style="list-style-type: none"> - Poster - Tune In To Me - Print - Tune In To Me - Interactive - Tune In To Me - Radio - Tune In To Me - Other - Tune In To Me 	UNICEF Malaysia	Leo Burnett Advertising/ARC Worldwide Malaysia

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I.08 Copywriting for Direct, individual - any medium

Entry N°	Title	Client	Entrant Company
I.08-500	MOSTNIFICENT	MINI	DRAFTFCB New Zealand

I.09 Art Direction for Direct, individual - any medium

Entry N°	Title	Client	Entrant Company
I.09-001	MOSTNIFICENT	BMW MINI NZ	DRAFTFCB New Zealand
I.09-002	An Orange That Took On A New Life	Leo Burnett & Arc Worldwide	Leo Burnett Advertising/ARC Worldwide Malaysia

I.10 Integrated Solutions

Entry N°	Title	Client	Entrant Company
I.10-001	Magnatron	Fosters Group	Clemenger BBDO Melbourne
I.10-501	Red Flag <ul style="list-style-type: none"> - Outdoor - Red Flag - Interactive - Red Flag - Print - Red Flag - Other - Red Flag 	The North Face	Ogilvy Shanghai
I.10-510	Solo Lucky Undies <ul style="list-style-type: none"> - Interactive - Lucky Dance - Interactive - The Chant - Interactive - The Cramp - Interactive - The Flip - Interactive - The Free Kick - Interactive - The Gee Up - Interactive - The Red Card - Interactive - The Showpony - Interactive - The Wall - Interactive - Socceroos personalised films - Other - The Solo Luck Truck (Ambient) - Poster - Solo Lucky Undies Poster - Interactive - The Solo Lucky Undies Website - Other - Solo Lucky Underpants (Product) - Other - Solo Lucky Underpants (Packaging) - Radio - Solo Lucky Undies - Other - Brandenburg Gate, Wendell Sailor (PR) - Other - Solo Lucky Undies (Social Media) 	Schweppes	BMF

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I.10-513	Bundy Skycouch	Diageo	The Marketing Store
	<ul style="list-style-type: none"> - Outdoor - Skycouch Launch - Poster - In-store POS - Interactive - Online - Other - Packaging 		
I.10-515	Lola Techie	Bayan Telecommunications	BBDO Guerrero/Proximity Philippines
	<ul style="list-style-type: none"> - TV - Gaming - TV - Parts - Print - Chat - Interactive - Facebook - Outdoor - Chatboxes - Interactive - Twitter 		
I.10-516	It's No Picnic	Cadbury	George Patterson Y&R Melbourne
	<ul style="list-style-type: none"> - DM - It's No Picnic - Interactive - It's No Picnic - TV - It's No Picnic 		
I.10-518	Dirty Dishes Campaign	PZ Cussons, Morning Fresh	DDB Group Melbourne
	<ul style="list-style-type: none"> - Interactive - Dirty Message - Cop - Interactive - Fireman - Interactive - Cowboy - Other - Mug - Cowboy - Other - Bowl - Cop - Other - Plate - Fireman - Print - Dirty Aisle End (POS) - Print - Dirty Wobbler (POS) - Print - Dirty Demo (POS) - Interactive - Dirty Dishes Website - Interactive - Dirty Banner 1 - Interactive - Dirty Banner 2 - Interactive - Dirty Quiz - facebook 		
I.10-520	Iggy and Orcon Together Incredible	ORCON	Special Group
	<ul style="list-style-type: none"> - TV - IGGY HYPE - Poster - IGGY Poster - Interactive - IGGY Face Book APP - Interactive - Iggy Banner 		
I.10-522	Canvas 2 Kickass	Just Car Insurance	George Patterson Y&R Melbourne
	<ul style="list-style-type: none"> - Interactive - Canvas 2 Kickass Website - Print - Canvas 2 Kickass Print - TV - Canvas 2 Kickass TV 		

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I.10-524 **On the card.** Virgin Money Happy Soldiers

- TV - On the card.
- Poster - On the card.
- Print - On the card.
-
- DM - On the card.

I.10-526 **Photochains** Canon Australia Leo Burnett Sydney

- DM - Photochains 1
- Poster - Photochains 2
- Interactive - Photochains 3
- Other - Photochains 4

I.11 **Alternative media, individual**

Entry N°	Title	Client	Entrant Company
I.11-501	The Great Christmas Wrapping Paper Swindle	Football Federation Australia	Lowe Sydney
I.11-507	Beach Blaster	Cottee's	George Patterson Y&R Melbourne
I.11-511	Magnatron	Carlton United Breweries	Clemenger BBDO Melbourne

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I.12 Alternative media, campaign

Entry N°	Title	Client	Entrant Company
I.12-001	Yellow Chocolate	Yellow Pages Ltd	Colenso BBDO
I.12-506	North Face "Nature Products" - Outdoor - North Face "Stick" - Outdoor - North Face "Leaf" - Outdoor - North Face "Stone"	The Primer Group of Companies	Ace Saatchi & Saatchi Manila

I.13 Digital Direct Response, individual

Entry N°	Title	Client	Entrant Company
I.13-500	Pop What You're Not	Mercedes Benz Australia	Clemenger BBDO Proximity Melbourne
I.13-506	It's No Picnic	Cadbury	George Patterson Y&R Melbourne
I.13-507	Sneaky Thief	ANZ	M&C Saatchi/Mark
I.13-510	Orcon Business Banner	ORCON	Special Group
I.13-512	Canvas 2 Kickass	Just Car Insurance	George Patterson Y&R Melbourne

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I.14 Digital Direct Response, campaign

Entry N°	Title	Client	Entrant Company
I.14-501	WASTED <ul style="list-style-type: none">- WEBSITE- BANNER- MOBILE	PRIME TV	DRAFTFCB New Zealand
I.14-509	Dirty Dishes Campaign <ul style="list-style-type: none">- Dirty Message - Cop- Fireman- Cowboy- Mug - Cowboy- Bowl - Cop- Plate - Fireman- Dirty Aisle End (POS)- Dirty Wobbler (POS)- Dirty Demo (POS)- Dirty Dishes Website	PZ Cussons, Morning Fresh	DDB Group Melbourne