

# AWARD Awards Finalists 2010

## I Direct Marketing

### I.01 Flat Direct Mail

| Entry N° | Title                     | Client           | Entrant Company                  |
|----------|---------------------------|------------------|----------------------------------|
| I.01-509 | <b>HOUR LONG LETTER</b>   | APN              | DRAFTFCB New Zealand             |
| I.01-524 | <b>Authentic Telegram</b> | Telstra Business | Belgivane Williams Mackay Sydney |

### I.02 Dimensional Direct Mail

| Entry N° | Title                  | Client                   | Entrant Company         |
|----------|------------------------|--------------------------|-------------------------|
| I.02-506 | <b>Magic Tree</b>      | Western Pacific Holdings | Rare                    |
| I.02-511 | <b>Plastic Flowerz</b> | EMI                      | M&C Saatchi/Mark Sydney |
| I.02-517 | <b>Photo 5 Box</b>     | 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"><li>- Iggy Get Involved</li><li>- IGGY Behind the scenes</li><li>- Iggy launch</li></ul> | 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 | <b>Live Rescue</b> <ul style="list-style-type: none"><li>- Other - Live Rescue Stunt</li><li>- Interactive - Live Rescue Website</li><li>- TV - Live Rescue</li><li>- Radio - Live Rescue</li></ul>                                 | Coastguard NZ Ltd    | DDB New Zealand                                |
| I.07-503 | <b>Support Scent</b> <ul style="list-style-type: none"><li>- TV - Thank you TVC</li><li>- DM - Brail Letter</li><li>- DM - Actual Scent</li><li>- Interactive - www.supportscent.com</li></ul>                                      | Guide Dogs Australia | Clemenger BBDO Melbourne                       |
| I.07-504 | <b>Wear It With Pride</b> <ul style="list-style-type: none"><li>- Print - Wear It With Pride</li><li>- Poster - Wear It With Pride</li><li>- Outdoor - Wear It With Pride</li></ul>   | Acon                 | M&C Saatchi/Mark                               |
| I.07-507 | <b>Tune In To Me</b> <ul style="list-style-type: none"><li>- Poster - Tune In To Me</li><li>- Print - Tune In To Me</li><li>- Interactive - Tune In To Me</li><li>- Radio - Tune In To Me</li><li>- Other - Tune In To Me</li></ul> | 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        |

## 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<br><ul style="list-style-type: none"> <li>- Outdoor - Red Flag</li> <li>- Interactive - Red Flag</li> <li>- Print - Red Flag</li> <li>- Other - Red Flag</li> </ul>   | The North Face | Ogilvy Shanghai          |
| I.10-510 | Solo Lucky Undies<br><ul style="list-style-type: none"> <li>- Interactive - Lucky Dance</li> <li>- Interactive - The Chant</li> <li>- Interactive - The Cramp</li> <li>- Interactive - The Flip</li> <li>- Interactive - The Free Kick</li> <li>- Interactive - The Gee Up</li> <li>- Interactive - The Red Card</li> <li>- Interactive - The Showpony</li> <li>- Interactive - The Wall</li> <li>- Interactive - Socceroos personalised films</li> <li>- Other - The Solo Luck Truck (Ambient)</li> <li>- Poster - Solo Lucky Undies Poster</li> <li>- Interactive - The Solo Lucky Undies Website</li> <li>- Other - Solo Lucky Underpants (Product)</li> <li>- Other - Solo Lucky Underpants (Packaging)</li> <li>- Radio - Solo Lucky Undies</li> <li>- Other - Brandenburg Gate, Wendell Sailor (PR)</li> <li>- Other - Solo Lucky Undies (Social Media)</li> </ul> | Schweppes      | BMF                      |

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

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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                |
|-----------------|---|-------------------------------|--------------------------------|
| <b>I.11-501</b> | <b>The Great Christmas Wrapping Paper Swindle</b> | Football Federation Australia | Lowe Sydney                    |
| <b>I.11-507</b> | <b>Beach Blaster</b>                              | Cottee's                      | George Patterson Y&R Melbourne |
| <b>I.11-511</b> | <b>Magnatron</b>                                  | 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"<br>- Outdoor - North Face "Stick"<br>- Outdoor - North Face "Leaf"<br>- 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 | <b>WASTED</b> <ul style="list-style-type: none"><li>- WEBSITE</li><li>- BANNER</li><li>- MOBILE</li></ul>   | PRIME TV                  | DRAFTFCB New Zealand |
| I.14-509 | <b>Dirty Dishes Campaign</b> <ul style="list-style-type: none"><li>- Dirty Message - Cop</li><li>- Fireman</li><li>- Cowboy</li><li>- Mug - Cowboy</li><li>- Bowl - Cop</li><li>- Plate - Fireman</li><li>- Dirty Aisle End (POS)</li><li>- Dirty Wobbler (POS)</li><li>- Dirty Demo (POS)</li><li>- Dirty Dishes Website</li></ul> | PZ Cussons, Morning Fresh | DDB Group Melbourne  |