

AWARD Awards Finalists 2010

A Film and Video

A.01 Television Commercials, individual - less than 30 seconds

Entry N°	Title	Client	Entrant Company
A.01-001	Summer's made you soft - Hair - Hair - - -	AFL	George Patterson Y&R Melbourne
A.01-518	'Nana'	Lion Nathan Australia	Saatchi & Saatchi Sydney
A.01-519	'Leak'	Lion Nathan Australia	Saatchi & Saatchi Sydney
A.01-520	Grass	Lion Nathan Australia	Saatchi & Saatchi Sydney

A.02 Television Commercials, individual - 30 seconds

Entry N°	Title	Client	Entrant Company
A.02-002	Try A New Life - Lookout - Lookout - - -	AUSTAR	Three Drunk Monkeys
A.02-508	Legendary Angus	Patties	Clemenger BBDO Melbourne
A.02-515	Natural Instincts - Tortoise	Fosters Group	Clemenger BBDO Melbourne
A.02-526	Natural Instincts - Lizard	Fosters Group	Clemenger BBDO Melbourne
A.02-533	'Fixing Things'	Lion Nathan Australia	Saatchi & Saatchi Sydney
A.02-534	'SMS'	Lion Nathan Australia	Saatchi & Saatchi Sydney
A.02-535	'Helping a Mate'	Lion Nathan Australia	Saatchi & Saatchi Sydney

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A.02-550	Thirst Is Creepy- Masseuse	Frucor- Fresh Up	Colenso BBDO
A.02-551	Thirst Is Creepy- Shoe Shop	Frucor- Fresh Up	Colenso BBDO

A.03 Television Commercials, individual - over 30 seconds

Entry N°	Title	Client	Entrant Company
A.03-503	Carlton Draught 'Slo Mo'	Carlton United Breweries	Plaza Films
A.03-505	Que sera sera	Thai Life Insurance	Ogilvy & Mather, Thailand
A.03-509	Dove Love	Pure Blonde	Clemenger BBDO Melbourne
A.03-521	Skeet Shooting	Fosters Group	Clemenger BBDO Melbourne
A.03-528	'Better Together'	Toyota Motor Corporation	Saatchi & Saatchi Sydney
A.03-530	'Nothing Soft Gets In'	Toyota Motor Corporation	Saatchi & Saatchi Sydney
A.03-532	Lumix Skim	Panasonic	The Campaign Palace
A.03-553	working less	hbf	meerkats
A.03-554	used to be	hbf	meerkats
A.03-555	fish n chips	hbf	meerkats
A.03-556	Johnny Come Lately	ANZ	M&C Saatchi Melbourne
A.03-569	Lucky Dog	New Zealand Lotteries	DDB New Zealand
A.03-580	Honk If You're Human	BBC Knowledge	Three Drunk Monkeys

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A.04 Television Commercials, campaign - less than 30 seconds

Entry N°	Title	Client	Entrant Company
A.04-502	Tooheys New 'Beer is Currency' <ul style="list-style-type: none">- 'Nana'- 'Leak'- 'Grass'	Lion Nathan Australia	Saatchi & Saatchi Sydney

A.05 Television Commercials, campaign - 30 seconds

Entry N°	Title	Client	Entrant Company
A.05-505	Tooheys New 'Beer is Currency' <ul style="list-style-type: none">- 'Fixing Things'- 'SMS'- 'Helping a Mate'	Lion Nathan Australia	Saatchi & Saatchi Sydney
A.05-507	Thirst Is Creepy <ul style="list-style-type: none">- Masseur- Shoe Shop- Tailor	Frucor- Fresh Up	Colenso BBDO

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A.06 Television Commercials, campaign - over 30 seconds or of different lengths

Entry N°	Title	Client	Entrant Company
A.06-510	Tooheys New 'Beer is Currency' <ul style="list-style-type: none">- 'Nana'- 'Leak'- 'Grass'- 'Fixing Things'- 'SMS'- 'Helping a Mate'	Lion Nathan Australia	Saatchi & Saatchi Sydney
A.06-511	Lumix TZ1 Skim, Climber and GSeries No expert <ul style="list-style-type: none">- Lumix TZ1 Skim- Lumix TZ1 Climber- Lumix GSeries	Panasonic	The Campaign Palace
A.06-516	your health is all that matters <ul style="list-style-type: none">- working less- used to be- fish n chips	hbf	meerkats
A.06-518	2degrees launch <ul style="list-style-type: none">- 9c Text- Chinwag- Globehead- Pillowfight- Launch	2degrees mobile	TBWA Tequila New Zealand

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A.09 Community service & charity, individual - any length

Entry N°	Title	Client	Entrant Company
A.09-004	Care Careers Ken and Ange	National Disability Services	The Campaign Palace
A.09-500	Father and Son	Starship	DDB New Zealand
A.09-513	Monkey	WWF	Leo Burnett Sydney
A.09-516	Generation One Split Screen	Generation One	George Patterson Y&R Sydney
A.09-521	Going West	New Zealand Book Council	Colenso BBDO
A.09-541	Camel Girl	Drug and Alcohol Office WA	The Brand Agency Perth

A.10 Community service & charity, campaign - any length

Entry N°	Title	Client	Entrant Company
A.10-500	Earth Hour - Ads in the Dark <ul style="list-style-type: none"> - McDonald's - Fatso - Instant Kiwi 	WWF	Clemenger BBDO New Zealand
A.10-503	Questions <ul style="list-style-type: none"> - Work - Shame - Family 	Alcoholics Anonymous	Gatecrasher Advertising

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A.11 Branded content, individual - any length

Entry N°	Title	Client	Entrant Company
A.11-514	All Blacks "Papier Mache"	adidas	TBWA Tequila New Zealand
A.11-518	Ride	The Coca Cola Company	Publicis Mojo Sydney
A.11-519	Peep Show v Quebec	The Coca Cola Company	Publicis Mojo Sydney
A.11-520	Playground	The Coca-Cola Company	Publicis Mojo Sydney/Exit Films

A.12 Branded content, campaign - Any length. Including short films, documentaries and television series

Entry N°	Title	Client	Entrant Company
A.12-500	MTV's Guide to New Zealand <ul style="list-style-type: none"> - Scribe - The Mint Chicks - Liam Finn 	Tourism New Zealand	MTV Networks Australia
A.12-509	All Blacks <ul style="list-style-type: none"> - Paper Mache - Door Drop - Knitting - - - - - 	adidas	TBWA Tequila New Zealand
A.12-510	Burn Energy Drink <ul style="list-style-type: none"> - Ride - Playground - Peep Show v Quebec 	The Coca Cola Company	Publicis Mojo Sydney

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A.14 Interactive film, campaign - Any length

Entry N°	Title	Client	Entrant Company
A.14-501	Ian's Getting Ready <ul style="list-style-type: none">- Back, Sack and Crack- Skin Colour- Face Renewal- Dance Class- This Is Ian	AWARD	Publicis Mojo Sydney

A.15 Music Video

Entry N°	Title	Client	Entrant Company
A.15-501	Bastard	Metal on Metal	The Glue Society
A.15-503	The Mess Hall 'Bell'	Ivy League Records	Cherub Pictures