

# AWARD Awards Winners 2012

## A Film and Video

### A.01 "Television Commercials, individual - less than 30"

Entry N°	Title	Client	Entrant Company	Gong
A.01-516	STAMP	Bayer Philippines, Inc.	BBDO GUERRERO INC PHILIPPINES,	<b>Bronze</b>
A.01-517	POUND	Bayer Philippines, Inc.	BBDO GUERRERO INC PHILIPPINES, Inc.	<b>Bronze</b>

### A.02 "Television Commercials, individual - 30 seconds"

Entry N°	Title	Client	Entrant Company	Gong
A.02-521	AMANDA - SBS ON DEMAND	SBS	JOY.	<b>Bronze</b>

### A.03 "Television Commercials, individual - over 30 seconds"

Entry N°	Title	Client	Entrant Company	Gong
A.03-002	LOUNGIN'	The Star	THE MONKEYS	<b>Silver</b>
A.03-501	STAYING UP	McDonald's New Zealand	DDB GROUP NEW ZEALAND	<b>Bronze</b>
A.03-503	BEIJING DUCK	T.C. Pharmaceutical Industries Co., Ltd.	THE LEO BURNETT GROUP THAILAND	<b>Bronze</b>
A.03-520	PREPAID ALIBIS	New Zealand Lotteries	DDB GROUP NEW ZEALAND	<b>Bronze</b>
A.03-523	BE GOOD WITH MONEY	BNZ	REVOLVER/WILL O'ROURKE	<b>Silver</b>
A.03-537	THE MOMENT	Bupa Australia	CLEMENGER BBDO MELBOURNE	<b>Bronze</b>
A.03-538	BEER CHASE	Carlton Draught - Carlton United Breweries	CLEMENGER BBDO MELBOURNE	<b>Gold</b>
A.03-552	THE WINE IS OVER	DB Breweries	COLENZO BBDO	<b>Silver</b>

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## **A.04 "Television Commercials, campaign - less than 30**

Entry N°	Title	Client	Entrant Company	Gong
<b>A.04-504</b>	<b>PERSISTENT HEADACHES</b>	Bayer Philippines, Inc.	BBDO GUERRERO PHILIPPINES, INC.	<b>Bronze</b>

## **A.05 "Television Commercials, campaign - 30 seconds"**

Entry N°	Title	Client	Entrant Company	Gong
<b>A.05-504</b>	<b>ON DEMAND</b>	SBS	JOY.	<b>Bronze</b>

## **A.08 "Community service & charity, individual - any length"**

Entry N°	Title	Client	Entrant Company	Gong
<b>A.08-001</b>	<b>NSW RURAL FIRE SERVICE - COMPUTER</b>	NSW Rural Fire Service	JWT Sydney/Campaign Palace	<b>Bronze</b>
<b>A.08-002</b>	<b>NSW RURAL FIRE SERVICE - CAR</b>	NSW Rural Fire Service	JWT Sydney/Campaign Palace	<b>Bronze</b>
<b>A.08-003</b>	<b>NSW RURAL FIRE SERVICE - TV</b>	NSW Rural Fire Service	JWT Sydney/Campaign Palace	<b>Bronze</b>

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## A.09 "Community service & charity, campaign - any length"

Entry N°	Title	Client	Entrant Company	Gong
A.09-002	FIRE PROTECTION CAMPAIGN	NSW Rural Fire Servcie	JWT Sydney/Campaign Palace	<b>Bronze</b>
A.09-501	DRUG DRIVING	New Zealand Transport Agency	CLEMENGER BBDO WELLINGTON	<b>Bronze</b>

## A.10 "Branded content, individual - any length"

Entry N°	Title	Client	Entrant Company	Gong
A.10-507	THE KIWI SCEPTICS - AUSSIE AUSSIE	Air New Zealand Australia	HOST SYDNEY	<b>Bronze</b>
A.10-528	BOOST MOREING	Kraft	DROGA5	<b>Silver</b>

## A.11 "Branded content, campaign - Any length. Including

Entry N°	Title	Client	Entrant Company	Gong
A.11-501	THE KIWI SCEPTICS	Air New Zealand Australia	HOST SYDNEY	<b>Silver</b>
A.11-517	BOOSTED INSPIRATION SERIES	Kraft	DROGA5	<b>Bronze</b>

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## A.13 Interactive film, campaign - Any length

Entry N°	Title	Client	Entrant Company	Gong
A.13-501	ICE BREAK DRAG RACE 'EM	Parmalat	THE MONKEYS	<b>Bronze</b>

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## B Craft in Film

### B.01 Direction

Entry N°	Title	Client	Entrant Company	Gong
B.01-002	UBANK	Ubank	FINCH	<b>Bronze</b>
B.01-500	STAYING UP	McDonald's, New Zealand	DDB GROUP NEW ZEALAND	<b>Bronze</b>
B.01-502	BEER CHASE	Carlton & United Breweries (CUB)	THE SWEET SHOP	<b>Silver</b>
B.01-508	LEAVING	TATA Global Beverages	FINCH	<b>Bronze</b>
B.01-520	LEGEND OF THE LEMON TREE	Solo	GOODOIL FILMS	<b>Bronze</b>
B.01-537	BE GOOD WITH MONEY	BNZ	REVOLVER/WILL O'ROURKE	<b>Bronze</b>
B.01-543	CARE AWARD - MARTIN'S STORY	Department of Families, Housing, Community	MCCANN MELBOURNE	<b>Bronze</b>
B.01-547	LET ME GO	The Cosmopolitan of Las Vegas	THE SWEET SHOP	<b>Silver</b>
B.01-548	PREPAID ALIBIS	Instant Kiwi	THE SWEET SHOP	<b>Bronze</b>
B.01-549	EMOTIONS ON DEMAND	SBS	EXIT FILMS	<b>Bronze</b>
B.01-553	LOUNGIN'	The Star	REVOLVER/WILL O'ROURKE	<b>Bronze</b>
B.01-565	WHERE FLAVOUR IS KING	Diageo, Australia	EXIT FILMS	<b>Bronze</b>
B.01-573	DULUX WEATHERSHIELD - THE COAST	Dulux	EXIT FILMS	<b>Silver</b>

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## B.02 Cinematography

Entry N°	Title	Client	Entrant Company	Gong
B.02-500	STAYING UP	McDonald's, New Zealand	DDB GROUP NEW ZEALAND	Bronze
B.02-502	THE SNOWYS	Rapha	THE SWEET SHOP	Bronze
B.02-533	BE GOOD WITH MONEY	BNZ	REVOLVER/WILL O'ROURKE	Bronze
B.02-539	LOUNGIN'	The Star	REVOLVER/WILL O'ROURKE	Bronze
B.02-543	DULUX WEATHERSHIELD - THE COAST	Dulux	EXIT FILMS	Silver

## B.03 Editing

Entry N°	Title	Client	Entrant Company	Gong
B.03-501	STAYING UP	McDonald's, New Zealand	DDB GROUP NEW ZEALAND	Bronze
B.03-508	BEER CHASE	CUB	THE BUTCHERY	Silver
B.03-510	NEXT DAY	Foodstuffs	FINCH	Bronze
B.03-518	BE GOOD WITH MONEY	BNZ	THE EDITORS	Bronze

# AWARD Awards Winners 2012

## **B.04 Animation**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.04-503</b>	<b>METAMORPHOSIS</b>	Good Books	STRING THEORY	<b>Silver</b>
<b>B.04-511</b>	<b>CATCH</b>	Coca Cola, USA	ANIMAL LOGIC	<b>Bronze</b>
<b>B.04-517</b>	<b>IT'S A LONG STORY</b>	Diageo, Australia	LEO BURNETT SYDNEY	<b>Bronze</b>

## **B.05 Digital Visual Effects**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.05-505</b>	<b>WHERE FLAVOUR IS KING</b>	Diageo, Australia	ALT.VFX	<b>Silver</b>
<b>B.05-509</b>	<b>THE MOMENT</b>	BUPA, Australia	ANIMAL LOGIC	<b>Bronze</b>
<b>B.05-511</b>	<b>NZTA FLYING OBJECTS</b>	New Zealand Transport Agency	FIN DESIGN + EFFECTS	<b>Bronze</b>
<b>B.05-518</b>	<b>CATFISH</b>	Diageo, Australia	LEO BURNETT SYDNEY	<b>Bronze</b>
<b>B.05-521</b>	<b>SBS EMOTIONS ON DEMAND - AMANDA</b>	SBS	ALT.VFX	<b>Bronze</b>
<b>B.05-525</b>	<b>DONATION GLASSES</b>	Pedigree Adoption Drive Trust	COLENZO BBDO & FINCH	<b>Gold</b>

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## **B.06**    Production Design

Entry N°	Title	Client	Entrant Company	Gong
<b>B.06-506</b>	<b>BE GOOD WITH MONEY</b>	BNZ	REVOLVER/WILL O'ROURKE	<b>Bronze</b>
<b>B.06-511</b>	<b>SINGULAR MASTERPIECE</b>	Volkswagen	OGILVY BEIJING	<b>Bronze</b>

## **B.07**    Casting

Entry N°	Title	Client	Entrant Company	Gong
<b>B.07-501</b>	<b>BEER CHASE</b>	Carlton & United Breweries (CUB)	THE SWEET SHOP	<b>Bronze</b>
<b>B.07-504</b>	<b>BOOTCAMP</b>	Libra	GOODOIL FILMS	<b>Bronze</b>
<b>B.07-515</b>	<b>LET ME GO</b>	The Cosmopolitan of Las Vegas	THE SWEET SHOP	<b>Bronze</b>
<b>B.07-516</b>	<b>PREPAID ALIBIS</b>	Instant Kiwi	THE SWEET SHOP	<b>Silver</b>
<b>B.07-518</b>	<b>BE GOOD WITH MONEY</b>	BNZ	REVOLVER/WILL O'ROURKE	<b>Bronze</b>
<b>B.07-521</b>	<b>LOUNGIN'</b>	The Star	REVOLVER/WILL O'ROURKE	<b>Bronze</b>



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## **B.08 Original Music**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.08-510</b>	<b>AXE ANARCHY ISLAND</b>	Unilever - Axe/Lynx	NYLON STUDIOS	<b>Silver</b>
<b>B.08-518</b>	<b>ATLAS</b>	Qantas	PUBLICIS MOJO SYDNEY	<b>Silver</b>

## **B.09 Best use and/or arrangement of existing music**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.09-510</b>	<b>THE BOX</b>	Odyssey House	GEORGE PATTERSON Y&R MELBOURNE	<b>Bronze</b>
<b>B.09-513</b>	<b>LOUNGIN'</b>	The Star	REVOLVER/WILL O'ROURKE	<b>Silver</b>

## **B.10 Sound Design**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.10-504</b>	<b>BULLEIT BOURBON - IT'S A LONG STORY</b>	Diageo, Australia	SONG ZU	<b>Bronze</b>
<b>B.10-505</b>	<b>BE GOOD WITH MONEY</b>	BNZ	REVOLVER/WILL O'ROURKE	<b>Bronze</b>

# AWARD Awards Winners 2012

## C Print

### C.01 Consumer Magazines, individual

Entry N°	Title	Client	Entrant Company	Gong
C.01-529	COKEHANDS	Coca Cola Company	OGILVY & MATHER ADVERTISING	<b>Gold</b>
C.01-534	CIVILISATION - EGYPT	MAXAM	JWT SHANGHAI	<b>Silver</b>
C.01-535	CIVILISATION - ROME	MAXAM	JWT SHANGHAI	<b>Silver</b>

### C.02 "Consumer Magazines, campaign"

Entry N°	Title	Client	Entrant Company	Gong
C.02-507	CAPTURES EVERYTHING	IT COMM Showroom	HAKUHODU INDONESIA	<b>Bronze</b>

### C.04 Newspapers, individual - colour

Entry N°	Title	Client	Entrant Company	Gong
C.04-001	COKEHANDS	Coca Cola Company	OGILVY & MATHER ADVERTISING	<b>Gold</b>
C.04-513	KFC AUSTRALIA DAY	KFC	OGILVY SYDNEY	<b>Bronze</b>

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### C.05 "Newspapers, campaign"

Entry N°	Title	Client	Entrant Company	Gong
C.05-509	SPENDING TOO MUCH TIME WITH THE WIFE?	Carlton Mid - Carlton and United Breweries	CLEMENGER BBDO MELBOURNE	Silver
C.05-510	PARK ASSIST TECHNOLOGY	Volkswagen	DDB GROUP SYDNEY	Gold

### C.09 "Community service & charity, campaign"

Entry N°	Title	Client	Entrant Company	Gong
C.09-502	EXPERIENCE UNSEEN	Guide Dogs NSW/ACT	THE MONKEYS	Bronze

# AWARD Awards Winners 2012

## D Integrated Campaign

### D.01 Integrated campaign

Entry N°	Title	Client	Entrant Company	Gong
D.01-509	Fair Go Bro	Virgin Mobile Australia	Havas Worldwide Australia and One	Silver
D.01-513	Guilt Trips	V/Line	McCann Melbourne	Bronze
D.01-514	Pizza Roulette	Hell Pizza	Barnes, Catmur & Friends	Silver
D.01-520	NRMA - Car Creation	Insurance Australia Group	Whybin\TBWA Sydney	Silver
D.01-536	The Surf Club Project	Dulux	Clemenger BBDO Melbourne	Bronze
D.01-537	Connect	Coca-Cola	Ogilvy Sydney	Silver
D.01-552	Sorry about the twigs, folks	DB Breweries - Monteith's	Colenso BBDO	Silver
D.01-553	The V Motion Project	Fruco Beverages	Colenso BBDO	Bronze

# AWARD Awards Winners 2012

## D.02 Community service & charity, Integrated Campaign

Entry N°	Title	Client	Entrant Company	Gong
D.02-001	Mobile Medic	Defence Force Recruiting	George Patterson Y&R Melbourne	Bronze
D.02-502	Oil on Canvas	Greenpeace	Publicis Mojo Auckland	Bronze

# AWARD Awards Winners 2012

## E Posters and Outdoor

### E.01 "Outdoor supersites & spectaculars, maxiscape &

Entry N°	Title	Client	Entrant Company	Gong
E.01-502	PROJECT EDSA	Pacific Paint (Boysen) Philippines, Inc.	TBWA\SANTIAGO MANGADA PUNO	<b>Silver</b>

### E.02 "Street furniture including superlites, citylights and

Entry N°	Title	Client	Entrant Company	Gong
E.02-514	COKEHANDS	Coca Cola Company	OGILVY & MATHER ADVERTISING	<b>Gold</b>

### E.03 Transit, for example: bus, taxi, train

Entry N°	Title	Client	Entrant Company	Gong
E.03-502	JOYVILLE TRAIN	Cadbury Dairy Milk	SAATCHI & SAATCHI SYDNEY	<b>Silver</b>

### E.04 Outdoor, individual 24-sheet and 6-sheet poster

Entry N°	Title	Client	Entrant Company	Gong
E.04-001	PARK ASSIST TECHNOLOGY	Volkswagen	DDB GROUP SYDNEY	<b>Bronze</b>
E.04-500	AUS TOUSA	Virgin Australia	CLEMENGER BBDO SYDNEY	<b>Silver</b>
E.04-515	COKEHANDS	Coca Cola Company	OGILVY & MATHER ADVERTISING	<b>Gold</b>
E.04-521	CIVILISATION - EGYPT	MAXAM	JWT SHANGHAI	<b>Bronze</b>
E.04-522	CIVILISATION - ROME	MAXAM	JWT SHANGHAI	<b>Bronze</b>

## AWARD Awards Winners 2012

### **E.06 Targeted Indoor, individual**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.06-536</b>	<b>THE WINE THAT SOLD BEER</b>	DB Breweries	COLENZO BBDO AUCKLAND	<b>Bronze</b>
<b>E.06-537</b>	<b>THE WINE LIST</b>	DB Breweries	COLENZO BBDO AUCKLAND	<b>Bronze</b>
<b>E.06-544</b>	<b>CIVILISATION - EGYPT</b>	MAXAM	JWT SHANGHAI	<b>Bronze</b>
<b>E.06-545</b>	<b>CIVILISATION - ROME</b>	MAXAM	JWT SHANGHAI	<b>Bronze</b>

### **E.07 Targeted Indoor, campaign**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.07-002</b>	<b>HONESTY REWARDS</b>	National Australia Bank	CLEMENGER BBDO MELBOURNE	<b>Bronze</b>

### **E.08 Community service & charity, individual - any size**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.08-001</b>	<b>MOBILE MEDIC A</b>	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	<b>Silver</b>
<b>E.08-002</b>	<b>MOBILE MEDIC B</b>	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	<b>Silver</b>
<b>E.08-003</b>	<b>MOBILE MEDIC C</b>	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	<b>Silver</b>
<b>E.08-504</b>	<b>HAIR FOR HOPE</b>	Chulabhorn Hospital	THE LEO BURNETT GROUP THAILAND	<b>Bronze</b>

# AWARD Awards Winners 2012

## **E.09 Community service & charity, campaign - any size**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.09-001</b>	<b>MOBILE MEDC</b>	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	<b>Silver</b>
<b>E.09-505</b>	<b>OIL ON CANVAS</b>	Greenpeace	PUBLICIS MOJO AUCKLAND	<b>Bronze</b>

## **E.10 Interactive and/or moving outdoor**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.10-501</b>	<b>JOYVILLE TRAIN</b>	Cadbury Dairy Milk	SAATCHI & SAATCHI SYDNEY	<b>Silver</b>
<b>E.10-510</b>	<b>TIGER ENERGY PLAYGROUND</b>	Kraft Philippines	ACE SAATCHI & SAATCHI	<b>Silver</b>



# AWARD Awards Winners 2012

## F PR

### F.01 Best Integrated Campaign led by PR

Entry N°	Title	Client	Entrant Company	Gong
F.01-500	STEAL BANKSY	Art Series Hotels	NAKED COMMUNICATIONS	<b>Silver</b>
F.01-503	FAIR GO BRO	Virgin Mobile Australia	ONE GREEN BEAN & HAVAS	<b>Silver</b>
F.01-508	M.J BALE - GRAZED ON GREATNESS	M.J BALE	WHYBIN\TBWA SYDNEY	<b>Bronze</b>

### F.02 Community service & charity

Entry N°	Title	Client	Entrant Company	Gong
F.02-500	SIGNED FINDS BY VINNIES	St Vincent de Paul Society	GEORGE PATTERSON Y&R SYDNEY	<b>Silver</b>
F.02-501	BLIND.FAITH.	Singapore Association of the Visually	HAVAS WORLDWIDE SINGAPORE	<b>Silver</b>

# AWARD Awards Winners 2012

## G Print Craft

### G.01 Copywriting, individual

Entry N°	Title	Client	Entrant Company	Gong
G.01-500	BUTTERFLY	Diageo, Australia	LEO BURNETT SYDNEY	<b>Bronze</b>
G.01-507	THE WINE LIST	DB Breweries	COLENZO BBDO	<b>Silver</b>

### G.02 "Copywriting, campaign"

Entry N°	Title	Client	Entrant Company	Gong
G.02-505	CATFISH	Diageo, Australia	LEO BURNETT SYDNEY	<b>Bronze</b>

### G.05 "Art Direction, individual"

Entry N°	Title	Client	Entrant Company	Gong
G.05-503	EPSON COMMERCIAL PRINTER DURABLE SERIES	EPSON	ADK TAIWAN	<b>Bronze</b>
G.05-504	EPSON COMMERCIAL PRINTER DURABLE SERIES	EPSON	ADK TAIWAN	<b>Bronze</b>
G.05-505	SUPER IN. SUPER OUT.	Lion	PUBLICIS MOJO SYDNEY	<b>Bronze</b>
G.05-506	DO YOU FIT?	Australian Defence Force	GEORGE PATTERSON Y&R MELBOURNE	<b>Silver</b>
G.05-507	BUTTERFLY	Diageo, Australia	LEO BURNETT SYDNEY	<b>Silver</b>
G.05-508	CATFISH	Diageo, Australia	LEO BURNETT SYDNEY	<b>Bronze</b>
G.05-509	PIG	Diageo, Australia	LEO BURNETT SYDNEY	<b>Bronze</b>
G.05-518	COKEHANDS	COCA COLA COMPANY	OGILVY & MATHER ADVERTISING	<b>Bronze</b>

## AWARD Awards Winners 2012

### G.06 "Art Direction, campaign"

Entry N°	Title	Client	Entrant Company	Gong
G.06-001	MIXIONARY	Diageo, Australia	THE MONKEYS	Silver
G.06-004	EXPERIENCE UNSEEN	Guide Dogs NSW/ACT	THE POOL COLLECTIVE	Bronze
G.06-502	A MAN OF MANY TASTES	Lion	PUBLICIS MOJO SYDNEY	Silver
G.06-505	CATFISH	Diageo, Australia	LEO BURNETT SYDNEY	Silver
G.06-507	PARK ASSIST TECHNOLOGY	Volkswagen Group, Australia	DDB GROUP SYDNEY	Bronze

### G.07 Photography, individual

Entry N°	Title	Client	Entrant Company	Gong
G.07-505	VOICELESS - CHICKEN	Voiceless	SEAN IZZARD PHOTOGRAPHY	Bronze
G.07-507	VOICELESS - PIG	Voiceless	SEAN IZZARD PHOTOGRAPHY	Bronze

# AWARD Awards Winners 2012

## G.08 "Photography, campaign"

Entry N°	Title	Client	Entrant Company	Gong
G.08-505	A MAN OF MANY TASTES	Lion	PUBLICIS MOJO SYDNEY	<b>Silver</b>
G.08-510	PARK ASSIST TECHNOLOGY	Volkswagen Group Australia	DDB GROUP SYDNEY	<b>Bronze</b>
G.08-511	FACTORY FARMING	Voiceless	SEAN IZZARD PHOTOGRAPHY	<b>Bronze</b>

## G.09 "Illustration, individual"

Entry N°	Title	Client	Entrant Company	Gong
G.09-506	CIVILISATION - EGYPT	MAXAM	JWT SHANGHAI	<b>Silver</b>
G.09-507	CIVILISATION - ROME	MAXAM	JWT SHANGHAI	<b>Silver</b>
G.09-508	DO YOU FIT?	Australian Defence Force	ELECTRIC ART	<b>Silver</b>

## G.11 "Digital enhancement and manipulation, individual"

Entry N°	Title	Client	Entrant Company	Gong
G.11-503	DEFLATED SHOPPER	MSD	CREAM STUDIOS	<b>Bronze</b>
G.11-504	DEFLATED COMMUTER	MSD	CREAM STUDIOS	<b>Bronze</b>
G.11-509	SUPERDRY - PIONEERING BEERING	Lion Nathan	TOBY AND PETE	<b>Bronze</b>

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### G.12 "Digital enhancement and manipulation, campaign"

Entry N°	Title	Client	Entrant Company	Gong
G.12-500	MEDECINS SANS FRONTIERES - DOCTORS	Doctors Without Borders	CREAM STUDIOS	Silver
G.12-501	VOICELESS - THE ANIMAL PROTECTION	VOICELESS - THAT ANIMAL PROTECTION	CREAM STUDIOS	Bronze

# AWARD Awards Winners 2012

## H Radio

### H.01 Up to and including 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
H.01-506	YO-YO	IKEA	THE MONKEYS	<b>Bronze</b>
H.01-508	HIGHLIGHTER	IKEA	THE MONKEYS	<b>Bronze</b>

### H.02 Over 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
H.02-002	LIP LICKER	Pfizer	WHYBIN\TBWA SYDNEY	<b>Bronze</b>

### H.03 Campaign

Entry N°	Title	Client	Entrant Company	Gong
H.03-504	DE-CLUTTER, DE-STRESS	IKEA	THE MONKEYS	<b>Bronze</b>

# AWARD Awards Winners 2012

## H.07 "Production in Radio, campaign"

Entry N°	Title	Client	Entrant Company	Gong
H.07-500	DE-CLUTTER, DE-STRESS	IKEA Storage Workspace	EARDRUM	<b>Bronze</b>

## H.08 Copywriting

Entry N°	Title	Client	Entrant Company	Gong
H.08-501	BUTTERFLY	Diageo Australia	LEO BURNETT SYDNEY	<b>Bronze</b>
H.08-505	LIP LICKER	Pfizer	WHYBIN\TBWA SYDNEY	<b>Bronze</b>

# AWARD Awards Winners 2012

## I Direct Marketing

### I.03 "Direct Response Advertising, individual"

Entry N°	Title	Client	Entrant Company	Gong
I.03-503	NRMA -BUS SHELTER	INSURANCE AUSTRALIA GROUP	WHYBIN\TBWA SYDNEY	<b>Bronze</b>

### I.04 "Direct Response Advertising, campaign - single"

Entry N°	Title	Client	Entrant Company	Gong
I.04-503	MEET THE MEAT OF YOUR DREAMS	PAKn'SAVE	DRAFTFCB AUCKLAND	<b>Bronze</b>

### I.06 "Community service & charity, individual"

Entry N°	Title	Client	Entrant Company	Gong
I.06-001	HOME PAGE FOR THE HOMELESS	Ladder	GEORGE PATTERSON Y&R MELBOURNE	<b>Silver</b>
I.06-503	A MESSAGE FROM JENNIFER	Parkinson's Victoria	DDB GROUP MELBOURNE	<b>Bronze</b>
I.06-504	NAME TUNNELS	Amnesty International	M&C SAATCHI SYDNEY	<b>Bronze</b>
I.06-513	DONATION GLASSES	Pedigree Adoption Drive Trust	COLENZO BBDO & FINCH	<b>Bronze</b>



# AWARD Awards Winners 2012

## I.07 "Community service & charity, campaign"

Entry N°	Title	Client	Entrant Company	Gong
I.07-001	<b>MOBILE MEDIC</b>	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	<b>Silver</b>
I.07-501	<b>SIGNED FINDS BY VINNIES</b>	St Vincent de Paul Society	GEORGE PATTERSON Y&R SYDNEY	<b>Silver</b>

## I.10 Integrated Solutions

Entry N°	Title	Client	Entrant Company	Gong
I.10-003	<b>M.J BALE -GRAZED ON GREATNESS</b>	M.J BALE	WHYBIN\TBWA SYDNEY	<b>Silver</b>
I.10-500	<b>FAIR GO BRO</b>	Virgin Mobile Australia	HAVAS WORLDWIDE AUSTRALIA	<b>Silver</b>
I.10-505	<b>GUILT TRIPS</b>	V/Line	MCCANN MELBOURNE	<b>Bronze</b>
I.10-506	<b>NRMA -CAR CREATION</b>	INSURANCE AUSTRALIA GROUP	WHYBIN\TBWA SYDNEY	<b>Silver</b>
I.10-507	<b>STAND INS</b>	National Australia Bank	CLEMENGER BBDO MELBOURNE	<b>Bronze</b>

# AWARD Awards Winners 2012

## I.11 "Alternative media, individual"

Entry N°	Title	Client	Entrant Company	Gong
I.11-001	TIGER ENERGY PLAYGROUND	Kraft Philippines	ACE SAATCHI & SAATCHI PHILIPPINES	<b>Bronze</b>
I.11-512	THE WINE THAT SOLD BEER	DB Breweries	COLENZO BBDO AUCKLAND	<b>Bronze</b>

## I.13 "Digital Direct Response, individual"

Entry N°	Title	Client	Entrant Company	Gong
I.13-001	BUILD WITH CHROME	Google Australia	M&C SAATCHI SYDNEY	<b>Silver</b>

## I.14 "Digital Direct Response, campaign"

Entry N°	Title	Client	Entrant Company	Gong
I.14-506	THE BIRTHDAY PROJECT	Bonds - Pacific Brands Underwear Group	CLEMENGER BBDO MELBOURNE	<b>Bronze</b>

# AWARD Awards Winners 2012

## J Design

### J.11 Product Design

Entry N°	Title	Client	Entrant Company	Gong
J.11-504	SMILEMAKERS VIBRATORS	Ramblin Brands	BEAR MEETS EAGLE ON FIRE	<b>Bronze</b>

# AWARD Awards Winners 2012

## K Digital

### K.01 Website - Business to consumer

Entry N°	Title	Client	Entrant Company	Gong
K.01-512	BUILD WITH CHROME	Google Australia	M&C SAATCHI SYDNEY	Silver
K.01-513	NISSAN 370 ZEN TO Z	Nissan Australia	WHYBIN\TBWA SYDNEY	Bronze
K.01-514	SINGULAR MASTERPIECE	Volkswagen	OGILVY BEIJING	Silver

### K.03 "Website - Community service & charity, public health &

Entry N°	Title	Client	Entrant Company	Gong
K.03-502	KEEP IT SAFE	Victorian Government	DEEPEND	Bronze

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

Entry N°	Title	Client	Entrant Company	Gong
K.04-007	STEAL BANKSY	Art Series Hotels	NAKED COMMUNICATIONS	Silver
K.04-506	FAIR GO BRO	Virgin Mobile Australia	ONE GREEN BEAN & HAVAS	Silver
K.04-511	NRMA - CAR CREATION	Insurance Australia Group	WHYBIN\TBWA SYDNEY	Gold
K.04-512	GUILT TRIPS	V/Line	MCCANN MELBOURNE	Bronze

# AWARD Awards Winners 2012

## **K.06 Digital Campaign - Community service & charity, public**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.06-001</b>	<b>UNITED NATIONS WORLD HUMANITARIAN DAY</b>	United Nations	DROGA5	<b>Bronze</b>
<b>K.06-500</b>	<b>SIGNED FINDS BY VINNIES</b>	St Vincent de Paul Society	GEORGE PATTERSON Y&R SYDNEY	<b>Silver</b>
<b>K.06-504</b>	<b>BURY THE PAST</b>	Gabriela	DDB DM9JAYMESYFU	<b>Silver</b>

## **K.11 Games - Mobile**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.11-500</b>	<b>PLAYMAKER</b>	Lego	HOST SYDNEY	<b>Bronze</b>
<b>K.11-501</b>	<b>WILDERQUEST</b>	National Parks Wildlife	DEEPEND AND NOMAD	<b>Bronze</b>

## **K.14 Mobile**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.14-505</b>	<b>MOBILE MEDIC</b>	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	<b>Silver</b>
<b>K.14-512</b>	<b>LONDON TRACKER</b>	News Limited	VISUAL JAZZ ISOBAR	<b>Bronze</b>

## AWARD Awards Winners 2012

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

Entry N°	Title	Client	Entrant Company	Gong
K.15-001	CORNETTO ENIGMA SHOW YOUR SOFT SIDE	Streets Cornetto (Unilever)	SOAP CREATIVE	<b>Bronze</b>
K.15-501	THE EMPATHY EXPERIENCE	The Smith Family	BMF	<b>Bronze</b>
K.15-503	NRMA - BUS SHELTER	Insurance Australia Group	WHYBIN\TBWA SYDNEY	<b>Bronze</b>

### K.16 Online Promotion

Entry N°	Title	Client	Entrant Company	Gong
K.16-001	NO MORE BAD PHOTOS	Sony Australia	HAVAS WORLDWIDE AUSTRALIA	<b>Bronze</b>

### K.17 Viral Film

Entry N°	Title	Client	Entrant Company	Gong
K.17-510	FAIR GO BRO	Virgin Mobile Australia	HAVAS WORLDWIDE AUSTRALIA &	<b>Silver</b>
K.17-511	HAHN BEER PREDICAMENTS - SPILL PROOF	Lion Nathan	PHOTOPLAY FILMS	<b>Bronze</b>
K.17-513	DELITE-O-MATIC	Fantastic Snacks	CLEMENGER BBDO ADELAIDE	<b>Bronze</b>

## AWARD Awards Winners 2012

### K.18 Social Media

Entry N°	Title	Client	Entrant Company	Gong
K.18-517	BURY THE PAST	Gabriela	DDB DM9JAYMESYFU	Silver
K.18-521	IT'S MORE FUN IN THE PHILIPPINES	Department of Tourism	BBDO GUERRERO, INC.	Bronze
K.18-524	OAK REVERSE ROBBERIES	Parmalat	THE MONKEYS	Bronze

### K.19 Apps

Entry N°	Title	Client	Entrant Company	Gong
K.19-001	BUILD WITH CHROME	Google Australia	M&C SAATCHI SYDNEY	Silver
K.19-500	WILDERQUEST	National Parks Wildlife	DEEPEND AND NOMAD	Bronze
K.19-508	JB HI-FI NOW	JB Hi-Fi	VISUAL JAZZ ISOBAR	Silver
K.19-514	DIRTGIRLWORLD	mememe Productions	WHYBIN\TBWA SYDNEY	Bronze

# AWARD Awards Winners 2012

## K.20 Emerging Digital

Entry N°	Title	Client	Entrant Company	Gong
K.20-500	FRONTROW	Google Australia/ Sydney Opera House	M&C SAATCHI SYDNEY	<b>Bronze</b>
K.20-501	MIMEISTHAI	Ted x	CLEMENGER BBDO SYDNEY	<b>Bronze</b>
K.20-503	THE V MOTION PROJECT	Frucor Beverages Ltd	COLENZO BBDO	<b>Silver</b>



# AWARD Awards Winners 2012

## L Creative Innovation

### L.01 Creative Innovation

Entry N°	Title	Client	Entrant Company	Gong
L.01-501	<b>37 Degrees Glasses</b>		Finch - 37 Degrees	<b>Gold</b>

# AWARD Awards Winners 2012

## M Promotion and Experiential

### M.01 Best use of experiential marketing in a promotional

Entry N°	Title	Client	Entrant Company	Gong
M.01-501	STEAK BANKSY	Art Series Hotels	NAKED COMMUNICATIONS	Silver
M.01-510	MOBILE MEDIC	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	Silver
M.01-522	TIGER ENERGY PLAYGROUND	Kraft Philippines	ACE SAATCHI & SAATCHI PHILIPPINES	Bronze
M.01-523	BLEAAGGRH - HAVE A SUCK AND STICK IT TO	PAKn'SAVE	DRAFTFCB AUCKLAND	Bronze
M.01-531	DONATION GLASSES	Pedigree Adoption Drive Trust	COLENZO BBDO & FINCH	Silver

### M.02 Best use of ambient and/or guerilla marketing in a

Entry N°	Title	Client	Entrant Company	Gong
M.02-506	NISSANLEAF - A WORLD WITHOUT PETROL	Nissan Motor Co Australia	WHYBIN\TBWA MELBOURNE	Bronze
M.02-509	CONNECT	Coca-Cola	OGILVY SYDNEY	Silver
M.02-510	BLEAAGGRH - HAVE A SUCK AND STICK IT TO	PAKn'SAVE	DRAFTFCB AUCKLAND	Bronze
M.02-514	THE WINE THAT SOLD BEER	DB Breweries	COLENZO BBDO AUCKLAND	Bronze

# AWARD Awards Winners 2012

## **M.03 Best new product launch & re-launch or multi-product**

Entry N°	Title	Client	Entrant Company	Gong
<b>M.03-502</b>	<b>V RENTALS</b>	Frucor	CLEMENGER BBDO SYDNEY	<b>Bronze</b>
<b>M.03-507</b>	<b>NISSANLEAF - A WORLD WITHOUT PETROL</b>	Nissan Motor Co Australia	WHYBIN\TBWA MELBOURNE	<b>Bronze</b>
<b>M.03-512</b>	<b>NRMA - CAR CREATION</b>	INSURANCE AUSTRALIA GROUP	WHYBIN\TBWA Sydney	<b>Silver</b>

## **M.04 Best sponsorship or partnership campaign**

Entry N°	Title	Client	Entrant Company	Gong
<b>M.04-500</b>	<b>THE GRAVITY COFFEE RUN</b>	Gravity Coffee	SPECIAL GROUP	<b>Bronze</b>
<b>M.04-503</b>	<b>M.J. BALE -GRAZED ON GREATNESS</b>	M.J BALE	WHYBIN\TBWA SYDNEY	<b>Silver</b>
<b>M.04-507</b>	<b>STAND INS</b>	National Australia Bank	CLEMENGER BBDO MELBOURNE	<b>Silver</b>

## **M.05 Best use of other digital media in a promotional**

Entry N°	Title	Client	Entrant Company	Gong
<b>M.05-504</b>	<b>MIMEISTHAI</b>	Ted x Sydney	CLEMENGER BBDO SYDNEY	<b>Silver</b>
<b>M.05-507</b>	<b>NAME TUNNELS</b>	Amnesty International	M&C SAATCHI SYDNEY	<b>Bronze</b>

## AWARD Awards Winners 2012

### **M.06 Best use of social media marketing in a promotional**

Entry N°	Title	Client	Entrant Company	Gong
<b>M.06-500</b>	<b>AUSTRALIA DAY LAMB - BARBIE GIRL</b>	Meat and Livestock Australia	BMF	<b>Bronze</b>
<b>M.06-501</b>	<b>SIGNED FINDS BY VINNIES</b>	St Vincent de Paul Society	GEORGE PATTERSON Y&R SYDNEY	<b>Gold</b>
<b>M.06-502</b>	<b>STEAL BANKSY</b>	Art Series Hotels	NAKED COMMUNICATIONS	<b>Silver</b>
<b>M.06-508</b>	<b>NIKE SHE RUNS THE NIGHT</b>	Nike Asia-Pacific	JOY.	<b>Silver</b>

# AWARD Awards Winners 2012

## N New Product Development

### N.01 New Product Development

Entry N°	Title	Client	Entrant Company	Gong
N.01-503	Homepage for the Homeless	Ladder	George Patterson Y&R Melbourne	<b>Bronze</b>
N.01-512	Smilemakers Vibrators	Ramblin Brands	Bear Meets Eagle on Fire	<b>Silver</b>
N.01-513	Dirtgirl World	mememe Productions	Whybin\TBWA Sydney	<b>Bronze</b>

# AWARD Awards Winners 2012

## O Media

### O.01 Best use of media - Film

Entry N°	Title	Client	Entrant Company	Gong
O.01-502	DONATION GLASSES	Pedigree Adoption Drive Trust	COLENZO BBDO & FINCH	<b>Gold</b>

### O.02 Best use of media - Print

Entry N°	Title	Client	Entrant Company	Gong
O.02-502	TNZ-TE ARAROA THE LONG PATHWAY	Tourism New Zealand	WHYBIN\TBWA SYDNEY	<b>Bronze</b>
O.02-503	SEE MORE OF NEW ZEALAND BY TRAIN	KiwiRail	CLEMENGER BBDO WELLINGTON	<b>Bronze</b>

### O.03 Best use of media - Outdoor/Ambient

Entry N°	Title	Client	Entrant Company	Gong
O.03-503	PROJECT EDSA	Pacific Paint (Boysen) Philippines, Inc.	TBWA/SANTIAGO MANGADA PUNO	<b>Silver</b>
O.03-504	MOBILE MEDIC	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	<b>Gold</b>
O.03-506	NRMA -BUS SHELTER	Insurance Australia Group	WHYBIN\TBWA SYDNEY	<b>Bronze</b>
O.03-513	SEE MORE OF NEW ZEALAND BY TRAIN	KiwiRail	CLEMENGER BBDO WELLINGTON	<b>Bronze</b>
O.03-514	THE SURF CLUB PROJECT	Dulux	CLEMENGER BBDO MELBOURNE	<b>Silver</b>
O.03-515	HONESTY REWARDS	National Australia Bank	CLEMENGER BBDO MELBOURNE	<b>Bronze</b>
O.03-518	BOTTLE LIGHT	PepsiCo Int./MyShelter Foundation	BBDO GUERRERO PHILIPPINES, INC	<b>Silver</b>

# AWARD Awards Winners 2012

## **O.04 Best use of media - Digital**

Entry N°	Title	Client	Entrant Company	Gong
<b>O.04-001</b>	<b>BUILD WITH CHROME</b>	Google Australia	M&C SAATCHI SYDNEY	<b>Bronze</b>
<b>O.04-502</b>	<b>MOBILE MEDIC</b>	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	<b>Bronze</b>

## **O.05 Best use of media - Integrated Campaign**

Entry N°	Title	Client	Entrant Company	Gong
<b>O.05-504</b>	<b>MOBILE MEDIC</b>	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE	<b>Silver</b>
<b>O.05-508</b>	<b>NRMA -CAR CREATION</b>	Insurance Australia Group	WHYBIN\TBWA SYDNEY	<b>Silver</b>