

36th AWARD Awards Finalists

K Digital

K.01 Website - Business to consumer

Entry N°	Title	Client	Entrant Company
K.01-507	Ride2Live	NSW Government	VML Australia

K.04 Microsite - Business to Consumer

Entry N°	Title	Client	Entrant Company
K.04-510	Clever Buoy	Optus	M&C Saatchi Sydney

K.05 Microsite - Business to Business

Entry N°	Title	Client	Entrant Company
K.05-501	Disrupted Christmas	Holler	Holler

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K.06 Microsite - Charity

Entry N°	Title	Client	Entrant Company
K.06-502	World Under Water	CarbonStory LLP	BBDO Proximity Singapore
K.06-503	I Touch Myself Project	Cancer Council NSW	JWT Sydney

K.07 Digital Campaign - Business to consumer

Entry N°	Title	Client	Entrant Company
K.07-501	Alert Shirt	Foxtel	CHE Proximity Melbourne
K.07-502	#SPCSunday	SPC Ardmona	Leo Burnett Melbourne
K.07-507	2nd Chance Song	Telstra	R/GA
K.07-510	Phubbing	Macquarie Dictionary	McCann Australia
K.07-513	#MealforaMeal	Virgin Mobile Australia	Havas Worldwide Australia

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K.09 Digital Campaign - Charity

Entry N°	Title	Client	Entrant Company
K.09-502	Food Photos Save Lives	UNICEF NZ	FCB New Zealand
K.09-503	How To Drink Properly	DrinkWise Australia	Clemenger BBDO Melbourne

K.10 Online Ad - Banner ad or over the page, individual

Entry N°	Title	Client	Entrant Company
K.10-503	'Know Your English' Web Banners	British Council Singapore	Grey Group Singapore

K.12 Online Promotion

Entry N°	Title	Client	Entrant Company
K.12-506	#MealforaMeal	Virgin Mobile Australia	Havas Worldwide Australia

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K.16 Digital - Other Mobile

Entry N°	Title	Client	Entrant Company
K.16-500	Alert Shirt	Foxtel	CHE Proximity Melbourne
K.16-501	Penny The Pirate	Luxottica	Saatchi & Saatchi Sydney
K.16-512	Rip Curl SearchGPS	Rip Curl	VML Australia

K.18 Online promotion - must include an offer or response mechanism e.g. competition

Entry N°	Title	Client	Entrant Company
K.18-502	Change the bottle, change the game	Lion	DDB Group New Zealand
K.18-513	#MealforaMeal	Virgin Mobile Australia	Havas Worldwide Australia

K.20 Online/Shared Film - 3 minutes or less

Entry N°	Title	Client	Entrant Company
K.20-507	Dupe	Yarra Valley Water	Ogilvy & Mather Melbourne
K.20-510	Mistakes	New Zealand Transport Agency	Clemenger BBDO New Zealand
K.20-512	Aussie Builders	Mars Chocolate Australia	Clemenger BBDO Melbourne

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K.21 Online/Shared Film - Over 3 minutes

Entry N°	Title	Client	Entrant Company
K.21-505	Fansplant	National Australia Bank	Clemenger BBDO Melbourne
K.21-507	Radiant Return	PZ Cussons	DDB Melbourne

K.22 Social Media

Entry N°	Title	Client	Entrant Company
K.22-500	Bring Down the King <ul style="list-style-type: none"> - Bring Down the King Live Stunt - Bring Down the King Live Streaming Website - PR - Billboard Stencilling - Bus Back Stencilling - Street Stencilling - Bring Down the King Daily Content Updates 	SKY Television	DDB Group New Zealand
K.22-504	SEEK 'Learnings from SEEK Learning' <ul style="list-style-type: none"> - SEEK Social Response team - Online videos - Radio Ads 	SEEK	Leo Burnett Melbourne
K.22-509	2nd Chance Song <ul style="list-style-type: none"> - Social - Video - Website 	Telstra	R/GA
K.22-522	#MealforaMeal <ul style="list-style-type: none"> - #MealforaMeal - #MealforaMeal - #MealforaMeal 	Virgin Mobile Australia	Havas Worldwide Australia

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K.23 Apps

Entry N°	Title	Client	Entrant Company
K.23-501	Penny The Pirate	Luxottica	Saatchi & Saatchi Sydney
K.23-504	Rip Curl SearchGPS	Rip Curl	VML Australia

K.24 Emerging Digital

Entry N°	Title	Client	Entrant Company
K.24-504	Clever Buoy	Optus	M&C Saatchi Sydney

K.25 Digital Design Craft - Illustration

Entry N°	Title	Client	Entrant Company
K.25-503	Emlings	McDonald's	Leo Burnett Sydney

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K.26 Digital Design Craft - Animation

Entry N°	Title	Client	Entrant Company
K.26-501	Be Moved	Sony	Assembly

K.27 Digital Design Craft - Film for Interactive

Entry N°	Title	Client	Entrant Company
K.27-503	How To Drink Properly	DrinkWise Australia	Clemenger BBDO Melbourne

K.28 Digital Design Craft - Website Design

Entry N°	Title	Client	Entrant Company
K.28-502	Be Moved	Sony	Assembly
K.28-507	I Touch Myself Project	Cancer Council NSW	Soap Creative

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K.29 Digital Design Craft - App Design

Entry N°	Title	Client	Entrant Company
K.29-502	Rip Curl SearchGPS	Rip Curl	VML Australia

K.31 Technological Innovation

Entry N°	Title	Client	Entrant Company
K.31-503	Clever Buoy	Optus	M&C Saatchi Sydney

K.32 Charity - Mobile Other

Entry N°	Title	Client	Entrant Company
K.32-501	Minute Of Silence	RSL Australia	DDB Melbourne

K.33 Online Promotion - Charity

Entry N°	Title	Client	Entrant Company
K.33-500	Bank Job	Brothers In Arms	FCB New Zealand

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K.34 Social Media - Charity

Entry N°	Title	Client	Entrant Company
K.34-502	#discuss <ul style="list-style-type: none">- The Wheeler Centre #discuss web page- The Wheeler Centre Facebook page- The Wheeler Centre twitter	The Wheeler Centre	Clemenger BBDO Melbourne