

36th AWARD Awards Finalists

O Branded Entertainment & Content

O.01 User Generated

Entry N°	Title	Client	Entrant Company
O.01-503	2nd Chance Song	Telstra	R/GA

O.02 Mobile

Entry N°	Title	Client	Entrant Company
O.02-504	Penny The Pirate	Luxottica	Saatchi & Saatchi
O.02-506	S-Drive	Samsung	Leo Burnett Sydney
O.02-509	Tinnyvision	New Zealand Transport Agency	Clemenger BBDO New Zealand

O.03 Gaming

Entry N°	Title	Client	Entrant Company
O.03-503	Where's my wallet	Commonwealth Bank	M&C Saatchi
O.03-504	Game On	KIA Motors Australia	Innocean

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O.04 Radio

Entry N°	Title	Client	Entrant Company
O.04-501	K9FM	Mars Pedigree	Colenso BBDO New Zealand

O.05 Charity

Entry N°	Title	Client	Entrant Company
O.05-501	Bums Are Full of Surprises	Beat Bowel Cancer Aotearoa	Whybin \ TBWA \ DAN
O.05-502	Broken Dreamers	MTV EXIT	McCANN Sydney

O.06 Craft - Copywriting

Entry N°	Title	Client	Entrant Company
O.06-501	Phubbing	Macquarie Dictionary	McCann Australia

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O.08 Craft - Direction

Entry N°	Title	Client	Entrant Company
O.08-500	Every Day is Day One	Samsung Electronics Co.Ltd	Exit Films
O.08-504	'Hello Beer'	Carlton Dry	Curious Film

O.09 Craft - Cinematography

Entry N°	Title	Client	Entrant Company
O.09-500	Every Day is Day One	Samsung Electronics Co.Ltd	Exit Films

O.12 Documentaries - Online

Entry N°	Title	Client	Entrant Company
O.12-501	Max's Story	CGU	Cummins and Partners Melbourne

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O.16 Entertainment - TV

Entry N°	Title	Client	Entrant Company
O.16-500	Alert Shirt	Foxtel	CHE Proximity Melbourne

O.18 Entertainment - Online

Entry N°	Title	Client	Entrant Company
O.18-501	Bring Down the King	SKY Television	DDB Group New Zealand
O.18-505	Seafolly X Panama	Seafolly	The Monkeys
O.18-506	Creative Fuel	ADMA	Cummins and Partners Melbourne
O.18-508	Fansplant	National Australia Bank	Clemenger BBDO Melbourne
O.18-509	Aussie Builders	Mars Chocolate Australia	Clemenger BBDO Melbourne
O.18-520	Daughter Water	Workplace Gender Equality Agency	DDB SYDNEY

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O.19 Entertainment - Online, Campaign

Entry N°	Title	Client	Entrant Company
O.19-501	2nd Chance Song <ul style="list-style-type: none">- Film- Online- Radio	Telstra	R/GA
O.19-502	Fansplant <ul style="list-style-type: none">- Webisode 1- Webisode 2- Webisode 3- Webisode 4- Webisode 5	National Australia Bank	Clemenger BBDO Melbourne
O.19-507	Radiant Return <ul style="list-style-type: none">- Pottery- Piggery- Bin Diving- Tackling Practice- Moving Target- Master Film	PZ Cussons	DDB Melbourne

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O.21 Entertainment - Charity

Entry N°	Title	Client	Entrant Company
O.21-500	I Touch Myself Project	Cancer Council NSW	JWT Sydney
O.21-501	Every 6 Seconds	QUIT	M&C Saatchi
O.21-504	Broken Dreamers	MTV EXIT	McCANN Sydney

O.22 Experiential - Installation

Entry N°	Title	Client	Entrant Company
O.22-502	Bring Down the King	SKY Television	DDB Group New Zealand
O.22-503	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne
O.22-505	Motel Burger King	Burger King	Colenso BBDO New Zealand
O.22-507	NRMA CRASHED CAR SHOWROOM	INSURANCE AUSTRALIA GROUP	Whybin\TBWA Group Sydney

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O.23 Experiential - Event

Entry N°	Title	Client	Entrant Company
O.23-503	THE BAR THAT JACK BUILT	BROWN-FORMAN AUSTRALIA	ARNOLD FURNACE
O.23-504	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne
O.23-506	Emergency DM	Defence Force Recruiting	GPY&R Melbourne
O.23-508	Dupe	Yarra Valley Water	Ogilvy & Mather Melbourne
O.23-509	Max's Story	CGU	Cummins and Partners Melbourne

O.24 Experiential - Interactive

Entry N°	Title	Client	Entrant Company
O.24-501	Alert Shirt	Foxtel	CHE Proximity Melbourne
O.24-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne

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O.25 Experiential - Charity

Entry N°	Title	Client	Entrant Company
O.25-501	Human Walking Program	Lost Dogs Home	GPY&R Melbourne