

36th AWARD Awards Finalists

D Integrated Campaign

D.01 Integrated campaign

Entry N°	Title	Client	Entrant Company
D.01-504	Bring Down the King	SKY Television	DDB Group New Zealand
	<ul style="list-style-type: none"> - Outdoor - Bring Down the King Live Stunt - Interactive - Bring Down the King Live Streaming Website - Other - PR - Outdoor - Billboard Stencilling - Outdoor - Bus Back Stencilling - Outdoor - Street Stencilling - Interactive - Bring Down the King Daily Content Updates 		
D.01-517	Save Retirement	National Australia Bank	Clemenger BBDO Melbourne
	<ul style="list-style-type: none"> - TV - Save Retirement TVC - Outdoor - Immigration Museum activation - Outdoor - Southern Cross Station activation 		
D.01-520	Dupe	Yarra Valley Water	Ogilvy & Mather Melbourne
	<ul style="list-style-type: none"> - Other - Product Launch - Other - Website - Other - Online Film - Other - Activation - Other - Social PR 		
D.01-523	Phubbing	Macquarie Dictionary	McCann Melbourne
	<ul style="list-style-type: none"> - Cinema - Phubbing Film - Poster - Phubbing Restaurant Poster - Other - Phubbing Website & Online Film - Other - Phubbing Facebook - Other - PR - DM - Branded Merchandise - Other - Mobile Site - DM - Phubbing Intervention Letters 		

36th AWARD Awards Finalists

D.01-529 Radiant Return PZ Cussons DDB Group Melbourne

- TV - TVC
- Interactive - Online Film - Master Film
- Interactive - Online Film - Tackling Practice
- Interactive - Online Film - Bin diving
- Interactive - Online Film - Pottery
- Interactive - Online Film - Piggery
- Interactive - Online Film - Moving target
- Other - Social Media - Facebook
- Other - You Tube Chanel
- Other - Blogger Collabroration

D.02 Charity, Integrated Campaign

Entry N°	Title	Client	Entrant Company
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D.02-500 Minute Of Silence RSL Australia DDB Group Melbourne

- Cinema - Minute Of Silence
- DM - Minute Of Silence
- Interactive - Minute Of Silence Website
- Outdoor - Minute Of Silence
- Print - Minute Of Silence
- TV - Minute Of Silence
- Other - Tram
- Other - Mobile App

D.02-501 Human Walking Program Lost Dogs Home GPY&R Melbourne

- Outdoor - Human Walking Program
- Poster - Human Walking Program
- Radio - Human Walking Program
- DM - Human Walking Program
- Other - Human Walking Program (social)
- Other - Human Walking Program (digital)

36th AWARD Awards Finalists

D.02-502 I Touch Myself Project

Cancer Council NSW

JWT Sydney

- Cinema - I Touch Myself Project
- Interactive - I Touch Myself Project
- Outdoor - I Touch Myself Project
- Poster - I Touch Myself Project
- Radio - I Touch Myself Project
- TV - I Touch Myself Project
- Other - I Touch Myself iTunes Track
- Other - I Touch Myselfie Social

D.02-504 Words can be Weapons

Center for Psychological Research, Shenyang

OgilvyOne Beijing

- Interactive - Words can be Weapons - 1
- Outdoor - Words can be Weapons - 2
- Other - Words can be Weapons - 3