

36th AWARD Awards Finalists

M Promotion and Experiential

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

Entry N°	Title	Client	Entrant Company
M.01-500	Bring Down the King <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 	SKY Television	DDB Group New Zealand
M.01-505	ANZ GAYTMs <ul style="list-style-type: none"> - Outdoor - Hello Sailor - Outdoor - Mo'town - Outdoor - Pink Ink - Outdoor - Party People - Outdoor - Equal Love - Outdoor - Drag It Up - Outdoor - Pride - Outdoor - Unicorn Dream - Outdoor - Denim Darling - Outdoor - Go Wild 	ANZ	Whybin\TBWA Group Melbourne
M.01-511	TUI 'CATCH-A-MILLION' <ul style="list-style-type: none"> - Other - Tui Catch-a-Million! 	DB BREWERIES	ApolloNation
M.01-516	Dupe <ul style="list-style-type: none"> - Other - Product Launch - Other - Website - Other - Online Film - Other - Activation - Other - Social PR 	Yarra Valley Water	Ogilvy & Mather Melbourne

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M.01-522	TAC Ungiven Gifts <ul style="list-style-type: none">- Outdoor - Ungiven Gifts	Transport Accident Commission	Grey Melbourne
M.01-525	Clever Buoy <ul style="list-style-type: none">- Other - Buoy- Interactive - Microsite- Interactive - Pre Roll	Optus	M&C Saatchi
M.01-528	Aussie Builders <ul style="list-style-type: none">- Interactive - Online worldwide viral video- TV - Worldwide television coverage- Outdoor - Activation - Building Site	Mars Chocolate Australia	Clemenger BBDO Melbourne
M.01-529	IKEA Airbnb <ul style="list-style-type: none">- Other - Event- DM - Online- Other - PR	IKEA	The Monkeys

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

Entry N°	Title	Client	Entrant Company
M.02-501	Change the bottle, change the game <ul style="list-style-type: none"> - Poster - Change the bottle change the game - Outdoor - Stadium Announcement - Other - Bottle, Change the bottle change the game - Other - Live Event 	Lion	DDB Group New Zealand
M.02-502	SP Lager Mozzie Box <ul style="list-style-type: none"> - Other - Mozzie Box 	SP Brewery	George Patterson Y&R
M.02-503	ANZ GAYTMs <ul style="list-style-type: none"> - Outdoor - Hello Sailor - Outdoor - Mo'town - Outdoor - Pink Ink - Outdoor - Party People - Outdoor - Equal Love - Outdoor - Drag It Up - Outdoor - Pride - Outdoor - Unicorn Dream - Outdoor - Denim Darling - Outdoor - Go Wild 	ANZ	Whybin\TBWA Group Melbourne
M.02-509	Bring Down the King <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 	SKY Television	DDB Group New Zealand

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M.03 Best new product launch & re-launch or multi-product promotion at retail

Entry N°	Title	Client	Entrant Company
M.03-502	Slurpee Xpandinator - Other - Point of Sale - Interactive - Social - Outdoor - Billboards	7-Eleven	Leo Burnett Melbourne
M.03-505	Radiant Return - Interactive - Online Film - Master Folm - Interactive - Online Film - Moving Target - Interactive - Online Film - Tackling Practice - Interactive - Online Film - Bin diving - Interactive - Online Film - Pottery - Online Film - Piggery	PZ Cussons	DDB Melbourne

M.04 Best sponsorship or partnership campaign

Entry N°	Title	Client	Entrant Company
M.04-502	ANZ GAYTMs - Outdoor - Hello Sailor - Outdoor - Mo'town - Outdoor - Pink Ink - Outdoor - Party People - Outdoor - Equal Love - Outdoor - Drag It Up - Outdoor - Pride - Outdoor - Unicorn Dream - Outdoor - Denim Darling - Outdoor - Go Wild	ANZ	Whybin\TBWA Group Melbourne
M.04-503	TUI 'CATCH-A-MILLION' - Other - Tui 'Catch-a-Million!'	DB BREWERIES	ApolloNation

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M.04-510 **IKEA Airbnb** IKEA The Monkeys
 - Other - Event
 - DM - Online
 - Other - PR

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

Entry N°	Title	Client	Entrant Company
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M.05-515	Radiant Return	PZ Cussons	DDB Melbourne
	<ul style="list-style-type: none"> - Interactive - Online Film - Master Film - Interactive - Online Film - Moving Target - Interactive - Online Film - Tackling Practice - Interactive - Online Film - Bin diving - Interactive - Online Film - Pottery - Interactive - Online Film - Piggery 		

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

Entry N°	Title	Client	Entrant Company
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M.06-500	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 		

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M.07 Best use of Promotional and Experiential Marketing in charity campaign

Entry N°	Title	Client	Entrant Company
M.07-500	Human Walking Program <ul style="list-style-type: none"> - Radio - Human Walking Program - Outdoor - Human Walking Program - Other - Human Walking Program (event) - Print - Human Walking Program - DM - Human Walking Program - Other - Human Walking Program (social) 	Lost Dogs Home	GPY&R Melbourne
M.07-506	Minute Of Silence <ul style="list-style-type: none"> - 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 TVC - Interactive - mobile app 	RSL Australia	DDB Melbourne
M.07-512	Words can be Weapons <ul style="list-style-type: none"> - Interactive - Words can be Weapons - 1 - Outdoor - Words can be Weapons - 2 - Other - Words can be Weapons - 3 	Center for Psychological Research, Shenyang	Ogilvy Beijing