

Entrant's ID	Agency	Category	Advertiser	Entry Title
163	The Monkeys	A. Retail/Etail	Metcash / IGA	IGA's War of Independence
225	BMF	A. Retail/Etail	ALDI Australia	The Christmas campaign that was so effective, we had to pull it off air.
149	BMF	A. Retail/Etail	ALDI Australia	On for the Retail Brave: Converting the Haters
382	The General Store	A. Retail/Etail	Supercheap Auto	The Engine Oil Category: Driving Performance
157	The Monkeys	B. Food, Confectionery & Snacks	Meat & Livestock Australia	Operation Boomerang
259	The Monkeys	B. Food, Confectionery & Snacks	Metcash / IGA	IGA's War of Independence
232	BMF	B. Food, Confectionery & Snacks	Meat & Livestock Australia	Turning the Corner on a Forty Year Decline
144	Meerkats Brand Leadership Company	B. Food, Confectionery & Snacks	Brownes Dairy	Don't Lie to Your Mum: How honesty turned the tide for Brownes Yoghurt
357	Leo Burnett Melbourne	B. Food, Confectionery & Snacks	SPC Ardmona	#MyFamilyCan
86	Mr Wolf	C. Beverages	Taylors Wines	How cooling things down can heat things up
244	The Monkeys	D. Other Consumer Goods	Blackmores	The power of knowledge: How an 80-year-old reclaimed thought leadership
292	AFFINITY	D. Other Consumer Goods	Narellan Pools	Diving into Data for Narellan Pools
291	DDB Sydney	D. Other Consumer Goods	Volkswagen Commercial Vehicles Australia	The Naked Ute
367	Leo Burnett Melbourne	D. Other Consumer Goods	Honda Australia	Honda HR-V: Dream Run
327	Clemenger BBDO Melbourne	D. Other Consumer Goods	A Daimler Company (Mercedes-Benz)	Mercedes-Benz Repurchase Reminder
299	Leo Burnett Sydney	D. Other Consumer Goods	Samsung Electronics Australia	Samsung Galaxy Tab S2: A data love story
160	The Monkeys	E. Health and Wellbeing	Blackmores	The power of knowledge: How an 80-year-old reclaimed thought leadership
324	BMF	E. Health and Wellbeing	Weight Watchers Australia	Weight Watchers - The Plus Side of Living Bigger
210	Cummins&Partners	E. Health and Wellbeing	National Home Doctor Service	How Advertising Helped to Stabilise Australia's Emergency Departments
272	Whybin\TBWA Group Melbourne	F. Financial Services	ANZ	Push for an Equal Future
275	Whybin\TBWA Group Melbourne	F. Financial Services	ANZ	Owning the First Job Trigger
235	Whybin\TBWA Sydney	F. Financial Services	Rabo Direct	Shonky Savers

320	M&CSAATCHI	F. Financial Services	CommBank	Getting institution-averse Millennials to choose Australia's biggest bank.
346	M&CSAATCHI	F. Financial Services	CommBank	How the surprisingly simple made CBA a credible business player.
393	Y&R Group Sydney	G. Other Services	NRMA	Roadside Assist Moments Campaign
217	AFFINITY	H. Travel, Leisure & Media	Narellan Pools	Diving into Data for Narellan Pools
323	Ensemble	H. Travel, Leisure & Media	Australian Grand Prix Corporation	Phil Island invites motorcycling fans to "come home" to the MotoGP
311	J.Walter Thompson	I. Government	NSW Rural Fire Service	From Apathy to Action
145	The Brand Agency	I. Government	Water Corporation	Drop 2: How one small action helped a city save water
315	J.Walter Thompson	J. Not For Profit & Cause Related Marketing	NSW Rural Fire Service	From Apathy to Action
328	Grey Melbourne	J. Not For Profit & Cause Related Marketing	MS Limited Australia	This Bike Has Multiple Sclerosis.
211	Cummins and Partners	J. Not For Profit & Cause Related Marketing	Australian Red Cross Blood Service	The Best Biscuit
219	J. Walter Thompson Melbourne	J. Not For Profit & Cause Related Marketing	Beyondblue	It's not you, it's your brain: encouraging young people to seek support for mental illness
304	McCann Melbourne	J. Not For Profit & Cause Related Marketing	Seeing Eye Dogs Australia (Vision Australia)	Free Puppies Forever
213	Meerkats Brand Leadership Company	K. Best State Campaign	Brownes Dairy	Don't Lie to Your Mum: How honesty turned the tide for Brownes Yoghurt
221	Saatchi & Saatchi	K. Best State Campaign	BankSA	How a piping shrike helped BankSA to find its voice
387	Y&R Group Sydney	K. Best State Campaign	NRMA	Roadside Assist Moments Campaign
319	J.Walter Thompson	K. Best State Campaign	NSW Rural Fire Service	From Apathy to Action
271	Whybin\TBWA Group Melbourne	L. PR-led Campaign	ANZ	Push for an Equal Future
154	The Monkeys	M. Return on Investment	Blackmores	The power of knowledge: How an 80-year-old reclaimed thought leadership
359	Red Planet	M. Return on Investment	Qantas	Turning retail conventions on their head for the Qantas Wanderlust sale
294	AFFINITY	M. Return on Investment	Narellan Pools	Diving into Data for Narellan Pools
278	VML Australia	M. Return on Investment	Rip Curl	Rip Curl Search GPS
308	Ogilvy Sydney	N. Long Term Effects	Transport for New South Wales	The crazy ideas that helped save lives
200	KWP Advertising Pty Ltd	N. Long Term Effects	South Australian Tourism Commission	Barossa. Be Consumed.
166	The Monkeys	O. Short Term Effects	Meat & Livestock Australia	Operation Boomerang

347	Clemenger BBDO Melbourne	O. Short Term Effects	Myer	Myer Wonderful Hold Music
226	BMF	O. Short Term Effects	ALDI Australia	The Christmas campaign that was so effective, we had to pull it off air.
276	Whybin\TBWA Group Melbourne	O. Short Term Effects	ANZ	A Bank Fit For A Queen
383	The General Store	O. Short Term Effects	Supercheap Auto	The Engine Oil Category: Driving Performance
283	VML Australia	P. Most Original Thinking	Rip Curl	Rip Curl Search GPS
348	Clemenger BBDO Melbourne	P. Most Original Thinking	Myer	Myer Wonderful Hold Music
165	The Monkeys	P. Most Original Thinking	Meat & Livestock Australia	Operation Boomerang
274	Whybin\TBWA Group Melbourne	P. Most Original Thinking	ANZ	Push for an Equal Future
361	Leo Burnett Melbourne	P. Most Original Thinking	SPC Ardmona	#MyFamilyCan
252	303 MullenLowe	P. Most Original Thinking	Budget Direct	Captain Risky
293	DDB Sydney	P. Most Original Thinking	Volkswagen Commercial Vehicles Australia	The Naked Ute
376	Grey Melbourne	P. Most Original Thinking	MS Limited Australia	This Bike Has Multiple Sclerosis.
164	The Monkeys	P. Most Original Thinking	Metcash / IGA	IGA's War of Independence
253	DDB Sydney	P. Most Original Thinking	McDonald's Australia	How Very UnMcDonald's
169	The Royals	P. Most Original Thinking	Deakin Univeristy	How creating mischief and mayhem led to accelerated campaign engagement and reduced stress levels amongst an audience of "freaked out" and anxious year 12 students.
250	DDB Sydney	Q. New Product or Service	McDonald's Australia	How Very UnMcDonald's
408	Atomic 212Â° Group	Q. New Product or Service	Double Robotics	Lucy the Robot
301	Leo Burnett Sydney	Q. New Product or Service	Samsung Electronics Australia	Samsung Galaxy Tab S2: A data love story
142	Blue Hive	Q. New Product or Service	Ford Motor Company	How to plug the leaky bucket
183	gyro	Q. New Product or Service	USG Boral	Next Generation
326	DDB	Q. New Product or Service	Westpac	Culture eats category for breakfast
238	J. Walter Thompson Melbourne	R. Small Budget	Beyondblue	It's not you, it's your brain: encouraging young people to seek support for mental illness
175	J. Walter Thompson	R. Small Budget	WA Police Union	How a social experiment shaped the political discourse
362	Leo Burnett Melbourne	R. Small Budget	SPC Ardmona	#MyFamilyCan
296	AFFINITY	S. Digitally Led Ideas	Narellan Pools	Diving into Data for Narellan Pools
223	VML Australia	S. Digitally Led Ideas	Rip Curl	Rip Curl Search GPS

237	J. Walter Thompson Melbourne	T. Insight & Strategic Thinking	Beyondblue	It's not you, it's your brain: encouraging young people to seek support for mental illness
260	The Monkeys	T. Insight & Strategic Thinking	Metcash / IGA	IGA's War of Independence
243	The Monkeys	T. Insight & Strategic Thinking	Blackmores	The power of knowledge: How an 80-year-old reclaimed thought leadership
369	cummins&partners	T. Insight & Strategic Thinking	Australian Red Cross Blood Service	Australia's Best Tasting Biscuit
400	J.Walter Thompson	T. Insight & Strategic Thinking	NSW Rural Fire Service	From Apathy to Action
330	BMF	T. Insight & Strategic Thinking	ALDI Australia	On for the Retail Brave: Converting the Haters
337	Leo Burnett Sydney	T. Insight & Strategic Thinking	McCafe, McDonald's Australia	Spilling the Beans: How to Win in Coffee Without Changing What's in the Cup
273	Whybin\TBWA Group Melbourne	T. Insight & Strategic Thinking	ANZ	Push for an Equal Future
344	Clemenger BBDO Melbourne	T. Insight & Strategic Thinking	National Australia Bank (NAB)	NAB Velocity
254	DDB Sydney	T. Insight & Strategic Thinking	McDonald's Australia	How Very UnMcDonald's
364	Leo Burnett Melbourne	T. Insight & Strategic Thinking	Honda Australia	Honda HR-V: Dream Run
381	BMF	T. Insight & Strategic Thinking	Sportsbet	The Idea That Cost Sportsbet Millions
394	Y&R Group Sydney	T. Insight & Strategic Thinking	NRMA	Roadside Assist Moments Campaign
298	AFFINITY	T. Insight & Strategic Thinking	Narellan Pools	Diving into Data for Narellan Pools
374	BMF	U. On-line Brands	Sportsbet	The Idea That Cost Sportsbet Millions
218	Leo Burnett Sydney	V. Use of Data	Samsung Electronics Australia	Samsung Galaxy Tab S2: A data love story
297	AFFINITY	V. Use of Data	Narellan Pools	Diving into Data for Narellan Pools
358	Red Planet	V. Use of Data	Qantas	Turning retail conventions on their head for the Qantas Wanderlust sale
266	McCann Melbourne	V. Use of Data	Melbourne International Film Festival	The Emotional Trailers
334	Clemenger BBDO Melbourne	V. Use of Data	A Daimler Company (Mercedes-Benz)	Mercedes-Benz Repurchase Reminder