

35th AWARD Awards Winners

A Film and Video

A.02 Television Commercials, individual - 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
A.02-503	Adjoining Rooms	Carlton & United Breweries	Clemenger BBDO Melbourne	Bronze
A.02-512	Mouth-watering	Pizza Capers	The Monkeys	Silver

A.03 Television Commercials, individual - over 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
A.03-505	Coincidence	Carlton & United Breweries	Clemenger BBDO Melbourne	Bronze
A.03-512	Come With Us	SKY Television	DDB Group New Zealand	Bronze
A.03-515	Cat Lady	Murray Goulburn Co-Operative Ltd	DDB Melbourne	Bronze
A.03-527	The Flames of War	Bomy	ADK Taiwan	Bronze
A.03-528	Blazed	New Zealand Transport Agency	Clemenger BBDO New Zealand	Gold
A.03-533	Volcano	UBank	The Monkeys	Bronze
A.03-535	Unexpected Happens-Breakdown	Nimble	Clemenger BBDO Brisbane	Bronze
A.03-536	Unexpected Happens-Vet	Nimble	Clemenger BBDO Brisbane	Bronze
A.03-537	Mamia - Ready When You're Not	Aldi Australia	BMF Advertising Sydney	Silver
A.03-543	Corolla Feels Good Inside	Toyota New Zealand	Saatchi & Saatchi New Zealand	Silver
A.03-544	TUI Beer Plumber	Dominion Breweries - Tui Beer	Saatchi & Saatchi New Zealand	Bronze
A.03-559	Dumb Ways to Die	Metro Trains	McCann Melbourne	Gold
A.03-563	Fire at the old well	DB Breweries	Colenso BBDO	Bronze

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A.03-566	The Power of a Dollar	BNZ	Colenso BBDO	Bronze
A.03-567	"He's drinking it for you"	DB Breweries	Colenso BBDO	Bronze
A.03-572	Tumble	Schweppes Australia	GPY&R Melbourne	Bronze

A.06 Television Commercials, campaign - over 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
A.06-500	Hard Earned Thirst - Sweat - Shirt - Hands	Carlton & United Breweries	Clemenger BBDO Melbourne	Silver
A.06-502	Push Your Luck - Jiggle - Alibi - Wolfman	New Zealand Lotteries	DDB Group New Zealand	Bronze
A.06-507	Unexpected Happens - Pregnancy - Breakdown - Vet	Nimble	Clemenger BBDO Brisbane	Silver

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A.07 Large format screens, individual - any length including

Entry N°	Title	Client	Entrant Company	Gong
A.07-518	Tumble	Schweppes Australia	GPY&R Melbourne	Bronze

A.09 Community service & charity, Individual - any length

Entry N°	Title	Client	Entrant Company	Gong
A.09-502	Demand Equal Pay	YWCA Auckland	DDB Group New Zealand	Bronze

A.11 Branded content, individual - Any length. Including short

Entry N°	Title	Client	Entrant Company	Gong
A.11-005	Intelligent Sounds	Intel	The Monkeys	Silver
A.11-509	TUI Beer Plumber	Dominion Breweries - Tui Beer	Saatchi & Saatchi New Zealand	Silver
A.11-528	Krazy K	Motor Accident Commission	Curious Film	Bronze

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A.12 Branded content, Campaign - Any length.

Entry N°	Title	Client	Entrant Company	Gong
A.12-504	Driving Dogs <ul style="list-style-type: none">- Driving Dogs- Driving Dogs- Driving Dogs- Driving Dogs- Driving Dogs- Driving Dogs- Driving Dogs	MINI / SPCA New Zealand	FCB New Zealand	Gold
A.12-514	Melbourne Remote Control Tourist <ul style="list-style-type: none">- Live Stream 1 - Day 1 (8 hours)- Live Stream 1 - Day 2 (8 hours)- Live Stream 1 - Day 3 (8 hours)- Live Stream 1 - Day 4 (8 hours)- Live Stream 1 - Day 5 (8 hours)- Live Stream 2 - Day 1 (8 hours)- Live Stream 2 - Day 2 (8 hours)- Live Stream 2 - Day 3 (8 hours)- Live Stream 2 - Day 4 (8 hours)- Live Stream 2 - Day 5 (8 hours)	Tourism Victoria	Clemenger BBDO Melbourne	Silver

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A.13 Interactive film, individual - Any length

Entry N°	Title	Client	Entrant Company	Gong
A.13-502	Anytime. Anywhere.	Defence Force Recruiting	GPY&R Melbourne	Bronze

A.14 Interactive film, campaign - Any length

Entry N°	Title	Client	Entrant Company	Gong
A.14-505	Melbourne Remote Control Tourist <ul style="list-style-type: none">- Live Stream 1 - Day 1 (8 hours)- Live Stream 1 - Day 2 (8 hours)- Live Stream 1 - Day 3 (8 hours)- Live Stream 1 - Day 4 (8 hours)- Live Stream 1 - Day 5 (8 hours)- Live Stream 2 - Day 1 (8 hours)- Live Stream 2 - Day 2 (8 hours)- Live Stream 2 - Day 3 (8 hours)- Live Stream 2 - Day 4 (8 hours)- Live Stream 2 - Day 5 (8 hours)	Tourism Victoria	Clemenger BBDO Melbourne	Gold

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B Craft in Film

B.01 Direction

Entry N°	Title	Client	Entrant Company	Gong
B.01-500	99 Lives	Toyota Corolla	Goodoil Films	Silver
B.01-502	Waiting is Over	Telecom NZ	Goodoil Films	Silver
B.01-510	Blazed	New Zealand Transport Agency	Curious Film	Silver
B.01-512	Hands	Carlton & United Breweries	Exit Films	Bronze
B.01-518	The Devil's Chair	NZI	Assembly	Bronze
B.01-525	Natural	Capi	The Sweet Shop	Bronze
B.01-527	Pregnancy	Nimble	The Sweet Shop	Bronze
B.01-534	Last Dance	Quit Australia	The Sweet Shop	Bronze
B.01-553	Anti-Established	Diageo Australia	Finch	Bronze
B.01-565	Babyfaces	Aldi	Jungleboys	Bronze

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B.02 Cinematography

Entry N°	Title	Client	Entrant Company	Gong
B.02-500	Waiting is Over	Telecom NZ	Goodoil Films	Bronze
B.02-502	Hands	Carlton & United Breweries	Exit Films	Silver
B.02-513	Anti-Established	Diageo Australia	Finch	Silver
B.02-516	Comets	Diageo Australia	Exit Films	Silver
B.02-521	Be The Artist, Not The Canvas	Steinlager	The Sweet Shop	Bronze

B.03 Editing

Entry N°	Title	Client	Entrant Company	Gong
B.03-502	Anti-Established	Diageo Australia	The Butchery & The Refinery	Bronze
B.03-509	Comets	Diageo Australia	The Butchery & The Refinery	Bronze
B.03-512	Blazed	New Zealand Transport Agency	Curious Film	Silver
B.03-520	'Like Nothing You've Ever Experienced'	Sony	Finch	Bronze
B.03-531	The Cat with 99 Lives	Toyota NZ	Method Studios	Silver
B.03-532	Unexpected Happens - Pregnancy	Nimble	Method Studios	Bronze
B.03-536	Natural	Capi	The Sweet Shop	Bronze

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B.04 Animation

Entry N°	Title	Client	Entrant Company	Gong
B.04-504	The Devil's Chair	NZI	Assembly	Silver
B.04-515	Dreaming (Boon Wurrung)	Arts Centre Melbourne	Airbag Productions	Silver
B.04-520	Dumb Ways to Die	Metro Trains	McCann Melbourne	Gold

B.05 Digital Visual Effects

Entry N°	Title	Client	Entrant Company	Gong
B.05-500	Animals Australia	Animals Australia	FSM	Bronze
B.05-501	Waiting is Over	Telecom NZ	Blackbird	Silver
B.05-503	Vodafone - Launch	Vodafone	Alt.vfx	Bronze

B.06 Original Music

Entry N°	Title	Client	Entrant Company	Gong
B.06-500	99 Lives	Toyota New Zealand	Turning Studios	Bronze
B.06-511	Intelligent Sounds	Intel	The Monkeys	Silver
B.06-517	Dumb Ways to Die	Metro Trains	McCann Melbourne	Gold

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B.07 Best use and/or arrangement of existing music

Entry N°	Title	Client	Entrant Company	Gong
B.07-507	Anti-Established	Diageo Australia	Finch	Bronze
B.07-511	NZI - Devil's Chair	NZI	Liquid Studios	Bronze
B.07-513	Last Dance	Quit Australia	The Sweet Shop	Bronze
B.07-516	Comets	Diageo Australia	Level Two Music	Bronze
B.07-552	Barossa 'Be Consumed'	South Australian Tourism Commission	Moth Projects	Bronze

B.08 Sound Design

Entry N°	Title	Client	Entrant Company	Gong
B.08-508	Echoes	Lexus	The Sweet Shop	Bronze

B.09 Music Video

Entry N°	Title	Client	Entrant Company	Gong
B.09-504	Royals	Lorde	The Sweet Shop	Bronze

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C Print

C.02 Consumer Magazines, campaign

Entry N°	Title	Client	Entrant Company	Gong
C.02-500	World's First Driving Dog - Ducks - Cat - Lamp	MINI / SPCA New Zealand	FCB New Zealand	Bronze

C.04 Newspapers, individual - colour

Entry N°	Title	Client	Entrant Company	Gong
C.04-509	Boss	Moderncass International Cosmetic Co.	Creative Juice\Bangkok	Bronze
C.04-510	Wife	Moderncass International Cosmetic Co.	Creative Juice\Bangkok	Bronze
C.04-521	Maths Ad	Defence Force Recruiting	GPY&R Melbourne	Silver

C.05 Newspapers, campaign

Entry N°	Title	Client	Entrant Company	Gong
C.05-510	Dumb Ways to Die - DWTD_Bear - DWTD_Fire - DWTD_Helmet - DWTD_Moose - DWTD_Piranha - DWTD_Toast - DWTD_Kidney - DWTD_Snake - DWTD_Craft Posters	Metro Trains	McCann Melbourne	Gold

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C.05-512

Little Golden Arches

- **Jeans**
- **Couch**
- **Dryer**

McDonald's Australia

DDB Sydney

Silver

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D Integrated Campaign

D.01 Integrated campaign

Entry N°	Title	Client	Entrant Company	Gong
D.01-502	Driving Dogs - Other - Driving Dogs - Driving Dogs	MINI / SPCA New Zealand	FCB New Zealand	Silver
D.01-504	Footify FM - Other - Social Meda/ Online - Radio - Footify FM - TV - Footify FM - Other - PR - Other - Branded Content	National Australia Bank	Clemenger BBDO Melbourne	Silver
D.01-508	Effies - Results Don't Lie - Other - Online shared films - Other - Websites - Poster - Effies Posters - Other - Effies banners - Interactive - Live Event	CAANZ	Whybin\TBWA Auckland	Bronze
D.01-517	Road to Recovery - TV - Recovery A - Radio - Recovery B - Print - Portraits - Outdoor - cutout - Other - Road To Recovery	Diageo Australia	Leo Burnett Sydney	Bronze

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D.01-524	Dumb Ways to Die	Metro Trains	McCann Melbourne	Gold
	<ul style="list-style-type: none"> - Other - Dumb ways to Die - Film - Other - Dumb Ways to Die - Case study Film - Other - Dumb Ways to Die - Integrated Campaign Overview - Print - Dumb Ways to Die - Print - Print - Dumb Ways to Die - Outdoor print - Interactive - Dumb Ways to Die - Game Overview 			

D.02 Charity

Entry N°	Title	Client	Entrant Company	Gong
D.02-505	Impossible Orchestra	Department of Families Housing Community	McCann Melbourne	Bronze
	<ul style="list-style-type: none"> - Other - Impossible Orchestra - Case study - Other - Impossible Orchestra - Board - Other - Impossible Orchestra - Print 			
D.02-507	The PM Campaign	Australian Indigenous Education Foundation	Host Sydney	Bronze
	<ul style="list-style-type: none"> - Print - Newspaper - Interactive - twitter - Other - Online Film 			
D.02-510	Demand Equal Pay	YWCA Auckland	DDB Group New Zealand	Bronze
	<ul style="list-style-type: none"> - TV - Demand Equal Pay - Outdoor - Coffee Cart - Print - Venus - Print - Peanuts - Print - Work for Free - Interactive - Demand Equal Pay 			

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E Posters and Outdoor

E.05 Outdoor, campaign - Any format

Entry N°	Title	Client	Entrant Company	Gong
E.05-501	Schmackos Chomp N Chew <ul style="list-style-type: none">- Antique Chair- Handbag- Shoe	Mars Petcare Australia	DDB Melbourne	Bronze
E.05-509	Small World Machines <ul style="list-style-type: none">- SWM 1- SWM 2- SWM 3	Coca-Cola	Leo Burnett Sydney	Silver
E.05-513	Dumb Ways to Die <ul style="list-style-type: none">- DWTD_Bear- DWTD_Fire- DWTD_Helmet- DWTD_Moose- DWTD_Piranha- DWTD_Toast- DWTD_Kidney- DWTD_Snake- DWTD_Craft Posters Board	Metro Trains	McCann Melbourne	Gold

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E.06 Targeted Indoor, individual

Entry N°	Title	Client	Entrant Company	Gong
E.06-500	Stewardess	PT Mitra Alami Sejahtera Sentosa	GREY Group Indonesia	Bronze
E.06-510	Coke Faces 1	Coca-Cola	Leo Burnett Sydney	Bronze
E.06-513	Coke Faces 4	Coca-Cola	Leo Burnett Sydney	Bronze
E.06-517	Platinum Blonde: Corkscrew	Pinnacle Liquor Group	Droga5 Australia	Bronze

E.07 Targeted Indoor, campaign

Entry N°	Title	Client	Entrant Company	Gong
E.07-502	Faces Campaign <ul style="list-style-type: none">- Faces 1- Faces 2- Faces 3- Faces 4	Coca-Cola	Leo Burnett Sydney	Silver

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E.08 Community service & charity, individual - any size

Entry N°	Title	Client	Entrant Company	Gong
E.08-506	Coffee Cart	YWCA Auckland	DDB Group New Zealand	Silver

E.10 Interactive and/or moving outdoor

Entry N°	Title	Client	Entrant Company	Gong
E.10-505	A place to remember (The Long Table)	Transport Accident Commission	Grey Melbourne	Silver
E.10-507	Outback Dirt Wash	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney	Bronze

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F PR

F.01 Best Integrated Campaign led by PR

Entry N°	Title	Client	Entrant Company	Gong
F.01-501	Driving Dogs <ul style="list-style-type: none"> - Other - Driving Dogs 	MINI / SPCA New Zealand	FCB New Zealand	Silver
F.01-507	Road to Recovery <ul style="list-style-type: none"> - TV - Recovery A - Radio - Recovery B - Print - Portraits - Outdoor - cutout - Other - Road To Recovery 	Diageo Australia	Leo Burnett Sydney	Bronze
F.01-509	Dumb Ways to Die <ul style="list-style-type: none"> - Other - Dumb ways to Die - Film - Other - Dumb Ways to Die - Case study Film - Other - Dumb Ways to Die - Integrated Campaign Overview - Print - Dumb Ways to Die - Print - Radio - Dumb Ways to Die - Outdoor print - Other - Dumb Ways to Die - Game Overview 	Metro Trains	McCann Melbourne	Gold

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F.02 Community service & charity

Entry N°	Title	Client	Entrant Company	Gong
F.02-500	Demand Equal Pay <ul style="list-style-type: none">- TV - Demand Equal Pay- Outdoor - Coffee Cart- Print - Work For Free- Print - Peanuts- Print - Venus- Interactive - Demand Equal Pay Website	YWCA Auckland	DDB Group New Zealand	Bronze
F.02-504	Impossible Orchestra <ul style="list-style-type: none">- Other - Impossible Orchestra - Case study- Other - Impossible Orchestra - Board- Other - Impossible Orchestra - Print	Department of Families Housing Community	McCann Melbourne	Bronze

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G **Print Craft**

G.01 **Copywriting, individual**

Entry N°	Title	Client	Entrant Company	Gong
G.01-508	Maths Ad	Defence Force Recruiting	GPY&R Melbourne	Bronze

G.02 **Copywriting, campaign**

Entry N°	Title	Client	Entrant Company	Gong
G.02-011	Dumb Ways to Die	Metro Trains	McCann Melbourne	Silver
G.02-503	The Suburbs	City of Perth	Marketforce Perth	Bronze
	- Lawn Mower			
	- Totem Tennis			
	- Watching TV			

G.03 **Typography, individual**

Entry N°	Title	Client	Entrant Company	Gong
G.03-504	AUSMERICA	QANTAS	Droga5 Australia	Bronze

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G.05 Art Direction, individual

Entry N°	Title	Client	Entrant Company	Gong
G.05-500	Beetle Sale	Volkswagen NZ	DDB Group New Zealand	Bronze
G.05-512	Dry Dock: Dangerous Creatures	Pinnacle Liquor Group	Droga5 Australia	Bronze
G.05-513	Crabbies Ginger Bear: Apple	Pinnacle Liquor Group	Droga5 Australia	Bronze
G.05-514	Crabbies Ginger Beer: Pear	Pinnacle Liquor Group	Droga5 Australia	Bronze
G.05-520	Bundy 125	Diageo Australia	Leo Burnett Sydney	Silver
G.05-521	Melbourne Remote Control Tourist BOY	Tourism Victoria	Clemenger BBDO Melbourne	Bronze
G.05-522	Melbourne Remote Control Tourist GIRL	Tourism Victoria	Clemenger BBDO Melbourne	Bronze

G.06 Art Direction, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.06-504	Dumb Ways to Die	Metro Trains	McCann Melbourne	Gold
	- DWTD_Bear			
	- DWTD_Fire			
	- DWTD_Helmet			
	- DWTD_Moose			
	- DWTD_Piranha			
	- DWTD_Toast			
	- DWTD_Kidney			
	- DWTD_Snake			
	- DWTD_Craft Posters Board			

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G.07 Photography, individual

Entry N°	Title	Client	Entrant Company	Gong
G.07-502	Mylanta Wind - Candles	Johnson & Johnson	The Pool Collective	Bronze
G.07-517	Crabbies - Say Goodbye to Cider	Pinnacle Liquor Group	Danny Eastwood Photography	Bronze

G.08 Photography, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.08-503	My Wealth <ul style="list-style-type: none"> - Ginger Boy - Retro Lady - Mechanic - Female Swimmer - Quiff Girl 	Commonwealth Bank	M&C Saatchi Sydney	Silver
G.08-510	Bundy Gale <ul style="list-style-type: none"> - Pier - Forrests - Road 	Diageo Australia	Leo Burnett Sydney	Bronze
G.08-513	Greatness Rarely Comes Easy <ul style="list-style-type: none"> - The Brumby Whisperer of Franklin River - The Ice Maiden of Great Lake - The Sirens of Bass Strait 	Lion	Publicis Mojo Sydney	Bronze

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G.09 Illustration, individual

Entry N°	Title	Client	Entrant Company	Gong
G.09-503	Along the River During the Qingming Festival	HohoAd Large Scale Outdoor Media	ADK Taiwan	Bronze
G.09-513	Bundy 125	Diageo Australia	Leo Burnett Sydney	Silver
G.09-514	Made Of More - Pool	Asia Pacific Breweries Singapore / DIAGEO	BBDO Singapore	Bronze
G.09-515	Melbourne Remote Control Tourist BOY	Tourism Victoria	Clemenger BBDO Melbourne	Bronze
G.09-516	Melbourne Remote Control Tourist GIRL	Tourism Victoria	Clemenger BBDO Melbourne	Bronze

G.10 Illustration, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.10-500	Spinfluence - tba - tba - tba	Wolf & Co.	FCB New Zealand	Bronze
G.10-507	Dumb Ways to Die - DWTD_Bear - DWTD_Fire - DWTD_Helmet - DWTD_Moose - DWTD_Piranha - DWTD_Toast - DWTD_Kidney - DWTD_Snake - DWTD_Craft Posters Board	Metro Trains	McCann Melbourne	Gold

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G.12 Digital enhancement and manipulation, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.12-503	Bundy Gale <ul style="list-style-type: none">- Pier- Forrest- Road	Diageo Australia	Electric Art Sydney	Silver

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H Radio

H.01 Up to and including 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
H.01-514	Road	Volkswagen Group Australia	DDB Sydney	Bronze
H.01-515	Street	Volkswagen Group Australia	DDB Sydney	Silver
H.01-521	Volkswagen Genuine Parts - Canon	Volkswagen Group Australia	DDB Sydney	Bronze

H.02 Over 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
H.02-515	Dumb Ways to Die	Metro Trains	McCann Melbourne	Gold

H.03 Campaign

Entry N°	Title	Client	Entrant Company	Gong
H.03-500	Call Girl - Call Girl - Call Girl - Call Girl	Prime TV / Sky Television	FCB Zealand	Silver
H.03-507	VW Genuine Spare Parts "One Wrong Part" - William Tell - Blue Danube - Canon	Volkswagen Group Australia	Smith & Western	Bronze
H.03-519	Driver Fatigue Technology - Road - Drive - Street	Volkswagen Group Australia	DDB Sydney	Bronze

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H.11 Best Use of Music

Entry N°	Title	Client	Entrant Company	Gong
H.11-501	VW Genuine Spare Parts "One Wrong Part"	Volkswagen Group Australia	Smith & Western	Bronze
H.11-502	Dumb Ways to Die	Metro Trains	McCann Melbourne	Gold

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I Direct Marketing

I.01 Flat Direct Mail

Entry N°	Title	Client	Entrant Company	Gong
I.01-504	Effies - Results Don't Lie	CAANZ Communication Agencies	Whybin \ TBWA Auckland	Silver

I.02 Dimensional Direct Mail

Entry N°	Title	Client	Entrant Company	Gong
I.02-505	Air Force FM	Defence Force Recruiting	GPY&R Melbourne	Silver

I.03 Direct Response Advertising, individual

Entry N°	Title	Client	Entrant Company	Gong
I.03-501	Secret Fishing Spots	Hutchwilco	DDB Group New Zealand	Silver
I.03-504	IKEA - Valentines Day	IKEA	303Lowe Perth	Silver

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I.06 Community service & charity, individual

Entry N°	Title	Client	Entrant Company	Gong
I.06-500	Twignature	Amnesty International	BMF Advertising Melbourne	Bronze
I.06-503	Trial by Timeline	Amnesty International	Colenso BBDO	Silver

I.07 Community service & charity, campaign

Entry N°	Title	Client	Entrant Company	Gong
I.07-500	Demand Equal Pay <ul style="list-style-type: none"> - TV - Demand Equal Pay - Outdoor - Coffee Cart - Print - Work For Free - Print - Peanuts - Print - Venus - Interactive - Demand Equal Pay Website 	YWCA Auckland	DDB Group New Zealand	Silver
I.07-503	The Most Powerful Arm Ever Invented <ul style="list-style-type: none"> - Other - The Most Powerful Arm Ever Invented - Other - The Most Powerful Arm Ever Invented - Other - The Most Powerful Arm Ever Invented 	Save Our Sons & Duchenne Foundation	Havas Worldwide Australia	Silver

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I.10 Integrated Solutions

Entry N°	Title	Client	Entrant Company	Gong
I.10-501	Driving Dogs - Interactive - Driving Dogs - Outdoor - Driving Dogs - TV - Driving Dogs	MINI / SPCA New Zealand	FCB New Zealand	Gold
I.10-509	Lamb - Lambnesia - TV - Lamb - Lambnesia - Print - Lamb - Lambnesia - Radio - Lamb - Lambnesia	Meat and Live Stock Australia - Lamb	BMF advertising Sydney	Silver
I.10-514	Effies - Results Don't Lie - Other - Online Shared Film - Other - Websites - Other - Effie Banners - Poster - Effie Poster - Interactive - Live Event	CAANZ Communication Agencies	Whybin \ TBWA Auckland	Bronze
I.10-519	Dumb Ways to Die - Other - Dumb ways to Die - Film - Other - Dumb Ways to Die - Case study Film - Other - Dumb Ways to Die - Integrated Campaign Overview - Print - Dumb Ways to Die - Print - Poster - Dumb Ways to Die - Outdoor print - Other - Dumb Ways to Die - Game Overview	Metro Trains	McCann Melbourne	Gold

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I.11 Alternative media, individual

Entry N°	Title	Client	Entrant Company	Gong
I.11-503	MAILBOOKS FOR GOOD	Random House/The Footpath Library	BMF Advertising Sydney	Silver
I.11-513	TXTBKS	Smart Communications	DDB DM9JaymeSyfu/Digit Philipinnes	Silver

I.13 Digital Direct Response, individual

Entry N°	Title	Client	Entrant Company	Gong
I.13-510	Anytime. Anywhere.	Defence Force Recruiting	GPY&R Melbourne	Bronze
I.13-514	MoneyReview: EmotionScan	BNZ	Colenso BBDO	Bronze
I.13-519	Missing Person Pre-Roll	Australian Federal Police	VML Australia Sydney	Bronze

I.14 Digital Direct Response, campaign

Entry N°	Title	Client	Entrant Company	Gong
I.14-506	Durexperiment Fundawear <ul style="list-style-type: none"> - Durexperiment Fundawear - Durexperiment Fundawear - Durexperiment Fundawear 	Reckitt Benckiser Australia	Havas Worldwide Australia	Silver

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J Design

J.04 Individual and range of packaging

Entry N°	Title	Client	Entrant Company	Gong
J.04-501	Mailbooks for Good	Random House / The Footpath Library	BMF Advertising Sydney	Silver
J.04-502	La Maison	Sapphire Group	Moon Communications	Bronze

J.05 Inteagrated design

Entry N°	Title	Client	Entrant Company	Gong
J.05-500	Leo Cider <ul style="list-style-type: none">- Leo's Cider 1- Leo's Cider 2- Leo's Cider 3	Leo Burnett Sydney	Leo Burnett Sydney	Bronze

J.10 Environmental Design

Entry N°	Title	Client	Entrant Company	Gong
J.10-501	Koi Fish Feed Invite	Ayala Land Inc.	TBWA\ Santiago Mangada Puno	Silver

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J.12 Publication Design

Entry N°	Title	Client	Entrant Company	Gong
J.12-507	Stories for Every Journey	QANTAS Loyalty	Droga5 Australia	Silver

J.13 Innovative typography, individual

Entry N°	Title	Client	Entrant Company	Gong
J.13-503	Best Summer Ever	Huffington Post Magazine	toby and pete	Bronze

J.16 Design for Film & Television

Entry N°	Title	Client	Entrant Company	Gong
J.16-500	The Art of Noise	Noise International	M&C Saatchi Sydney	Silver

J.17 Weird & Wonderful

Entry N°	Title	Client	Entrant Company	Gong
J.17-503	Air Force FM	Defence Force Recruiting	GPY&R Melbourne	Bronze

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K Digital

K.01 Website - Business to consumer

Entry N°	Title	Client	Entrant Company	Gong
K.01-509	The Melbourne Twitter Cup	TABCORP	WHYBIN\TBWA GROUP SYDNEY	Bronze
K.01-512	Melbourne Remote Control Tourist	Tourism Victoria	Clemenger BBDO Melbourne	Bronze

K.03 Website - Charity

Entry N°	Title	Client	Entrant Company	Gong
K.03-504	The Most Powerful Arm	Save Our Sons	Reactive Sydney	Silver
K.03-506	Trial by Timeline	Amnesty International	Colenso BBDO	Bronze

K.04 Digital Campaign - Business to consumer

Entry N°	Title	Client	Entrant Company	Gong
K.04-501	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney	Silver
K.04-508	Melbourne Remote Control Tourist	Tourism Victoria	Clemenger BBDO Melbourne	Silver

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K.05 Digital Campaign - Business to business

Entry N°	Title	Client	Entrant Company	Gong
K.05-005	KMS Shags	Kao Australia Pty Ltd	Bashful	Bronze
K.05-503	Effies - Results Don't Lie	CAANZ Communication Agencies	Whybin \ TBWA Auckland	Bronze

K.06 Digital Campaign - Charity

Entry N°	Title	Client	Entrant Company	Gong
K.06-500	The Most Powerful Arm Ever Invented	Save Our Sons and the Duchenne	Finch	Silver
K.06-505	Dumb Ways to Die	Metro Trains	McCann Melbourne	Gold

K.07 Online Ad - Banner ad (including expanders.

Entry N°	Title	Client	Entrant Company	Gong
K.07-505	Missing Person Pre-Roll	Australian Federal Police	VML Australia	Bronze

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K.08 Online Ad - Banner ad campaign (including expanders,

Entry N°	Title	Client	Entrant Company	Gong
K.08-502	Instant News Satire <ul style="list-style-type: none">- Story 1- Story 1b- Story 2- Story 3- Story 4- Instant News Satire Case Study Master V2	Samsung New Zealand	Colenso BBDO	Bronze

K.11 Games - Mobile

Entry N°	Title	Client	Entrant Company	Gong
K.11-500	Run That Town	Australian Bureau of Statistics	Leo Burnett Sydney	Bronze
K.11-502	Dumb Ways to Die	Metro Trains	McCann Melbourne	Silver

K.12 Games - Online

Entry N°	Title	Client	Entrant Company	Gong
K.12-501	Flash	New Zealand Transport Agency	Clemenger BBDO New Zealand	Bronze
K.12-503	V Robbers	Frucor Beverages	Colenso BBDO	Bronze

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K.13 Games - Other (console, handheld etc.)

Entry N°	Title	Client	Entrant Company	Gong
K.13-500	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney	Silver

K.14 Mobile

Entry N°	Title	Client	Entrant Company	Gong
K.14-500	Secret Fishing Spots	Hutchwilco	DDB Group New Zealand	Bronze
K.14-501	Shade Cinema	Brisbane City Council	GPY&R Brisbane	Bronze
K.14-508	TXTBKS	Smart Communications	DDB DM9JaymeSyfu/Digit - Philipinnes	Gold
K.14-515	TrackMyMacca's	McDonald's Australia	DDB Group Sydney	Bronze

K.15 Digital Kiosk, Point of Sale, On-Site

Entry N°	Title	Client	Entrant Company	Gong
K.15-500	Small World Machines	Coca-Cola	Leo Burnett Sydney	Silver

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K.16 Online Promotion

Entry N°	Title	Client	Entrant Company	Gong
K.16-500	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney	Silver
K.16-502	Footify FM	National Australia Bank	Clemenger BBDO Melbourne	Silver
K.16-513	V Robbers	Frucor Beverages	Colenso BBDO	Bronze

K.18 Online/Shared Film - 3 minutes or less

Entry N°	Title	Client	Entrant Company	Gong
K.18-501	Driving Dogs	MINI / SPCA New Zealand	FCB New Zealand	Gold
K.18-505	Every Time	Greenpeace Australia	Film Construction - Sydney	Bronze
K.18-507	Blazed	New Zealand Transport Agency	Clemenger BBDO	Silver
K.18-514	Anytime. Anywhere.	Defence Force Recruiting	GPY&R Melbourne	Bronze
K.18-516	Dumb Ways to Die	Metro Trains	McCann Melbourne	Gold

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K.19 Online/Shared Film - Over 3 minutes

Entry N°	Title	Client	Entrant Company	Gong
K.19-500	Intelligent Sounds	Intel	The Monkeys	Bronze
K.19-501	TUI Beer Plumber	Dominion Breweries - Tui Beer	Saatchi & Saatchi New Zealand	Bronze
K.19-506	Small World Machines	Coca-Cola	Leo Burnett Sydney	Bronze
K.19-507	Melbourne Remote Control Tourist	Tourism Victoria	Clemenger BBDO Melbourne	Bronze

K.20 Social Media

Entry N°	Title	Client	Entrant Company	Gong
K.20-500	Driving Dogs - tba - tba - tba	MINI / SPCA New Zealand	FCB New Zealand	Silver
K.20-502	Telekinize The Rainbow - Entry Description - Screen grab of experience - Screen grab of experience - Screen grab of experience - Entry Thumbnail	Wrigleys	Clemenger BBDO Sydney	Silver
K.20-504	Footify FM - TBC - TBC - TBC - TBC - TBC - TBC	National Australia Bank	Clemenger BBDO Melbourne	Bronze

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K.20-510	The Most Powerful Arm Ever Invented <ul style="list-style-type: none"> - Facebook - Website - Live Stream Webcam 	Save Our Sons and the Duchenne	Finch	Silver
K.20-517	Dumb Ways to Die <ul style="list-style-type: none"> - Dumb Ways to Die - Case Study - Dumb Ways to Die - Website - Dumb Ways to Die - Tumblr 	Metro Trains	McCann Melbourne	Silver
K.20-519	Durexperiment Fundawear <ul style="list-style-type: none"> - Durexperiment Fundawear - Durexperiment Fundawear - Durexperiment Fundawear 	Reckitt Benckiser Australia	Havas Worldwide Australia	Bronze
K.20-521	Trial by Timeline <ul style="list-style-type: none"> - Trial by Timeline - Trial by Timeline - Trial by Timeline 	Amnesty International	Colenso BBDO	Bronze
K.20-523	THE MELBOURNE TWITTER CUP <ul style="list-style-type: none"> - THE MELBOURNE TWITTER CUP - THE MELBOURNE TWITTER CUP - THE MELBOURNE TWITTER CUP 	TABCORP	WHYBIN\TBWA GROUP SYDNEY	Bronze
K.20-530	Melbourne Remote Control Tourist <ul style="list-style-type: none"> - RCT Twitter - control tourist/share experience - RCT Facebook - control tourist/share experience - RCT Instagram - to record locations/events - RCT Foursquare - to check into locations 	Tourism Victoria	Clemenger BBDO Melbourne	Silver

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K.21 Apps

Entry N°	Title	Client	Entrant Company	Gong
K.21-502	Secret Fishing Spots	Hutchwilco	DDB Group New Zealand	Bronze

K.22 Emerging Digital

Entry N°	Title	Client	Entrant Company	Gong
K.22-500	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney	Silver
K.22-503	The Most Powerful Arm Ever Invented	Save Our Sons and the Duchenne	Finch	Bronze
K.22-505	Durexperiment Fundawear	Reckitt Benckiser Australia	Havas Worldwide Australia	Bronze

K.23 Digital Design Craft

Entry N°	Title	Client	Entrant Company	Gong
K.23-501	The Art of Noise - Website	Noise International	M&C Saatchi Sydney	Bronze
K.23-505	Trial By Timeline	Amnesty International	Assembly	Bronze
K.23-508	Run That Town	Australian Bureau of Statistics	Leo Burnett Sydney	Bronze
K.23-509	Anytime. Anywhere.	Defence Force Recruiting	GPY&R Melbourne	Bronze
K.23-510	Dumb Ways to Die	Metro Trains	McCann Melbourne	Silver
K.23-518	Melbourne Remote Control Tourist	Tourism Victoria	Clemenger BBDO Melbourne	Bronze

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L Creative Innovation

L.01 Creative Innovation

Entry N°	Title	Client	Entrant Company	Gong
L.01-511	The Most Powerful Arm Ever Invented	Save Our Sons and the Duchenne	Finch	Silver
L.01-512	Intelligent Sounds	Intel	The Monkeys	Bronze
L.01-524	The Attention Powered Car	RAC	JWT Sydney	Bronze
L.01-528	Melbourne Remote Control Tourist	Tourism Victoria	Clemenger BBDO Melbourne	Gold

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M Promotion and Experiential

M.01 Best use of experiential marketing in a promotional

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
M.01-502	Driving Dogs - Other - Driving Dogs	MINI / SPCA New Zealand	FCB New Zealand	Silver
M.01-513	Small World Machines - Poster - Faces - Interactive - SWM - Other - SWM	Coca-Cola	Leo Burnett Sydney	Silver
M.01-514	Road to Recovery - DM - Recovery A - Other - Recovery B - Print - Portraits - Outdoor - cutout - DM - Road To Recovery	Diageo Australia	Leo Burnett Sydney	Bronze

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

Entry N°	Title	Client	Entrant Company	Gong
M.02-501	Call Girl - Radio - Call Girl - Radio - Call Girl - Radio - Call Girl	Prime TV / Sky Television	FCB New Zealand	Silver
M.02-509	A place to remember (The Long Table) - Outdoor - Ambient installation - Other - Social Media - Instagram - Other - Social Media - Twitter - Other - Social Media - Facebook - TV - News - Other - Experiential	Transport Accident Commission	Grey Melbourne	Bronze
M.02-511	Outback Dirt Wash - Outdoor - .. - Interactive - ..	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney	Bronze
M.02-514	McDonald's becomes Macca's - Outdoor - Sign Change	McDonald's Australia	DDB Sydney	Bronze

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

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
M.03-500	Call Girl - Radio - tba	Prime TV / Sky Television	FCB New Zealand	Bronze
M.03-504	Road to Recovery - DM - Recovery A - Other - Recovery B - Print - Portraits - Outdoor - cutout - DM - Road To Recovery	Diageo Australia	Leo Burnett Sydney	Bronze

M.04 Best sponsorship or partnership campaign

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
M.04-500	Driving Dogs - Other - Driving Dogs	MINI / SPCA New Zealand	FCB New Zealand	Silver

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

Entry N°	Title	Client	Entrant Company	Gong
M.05-500	Secret Fishing Spots - Interactive - Secret Fishing Spots	Hutchwilco	DDB Group New Zealand	Bronze
M.05-504	Small World Machines - Poster - Faces - Interactive - SWM - Other - SWM	Coca-Cola	Leo Burnett Sydney	Silver

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

Entry N°	Title	Client	Entrant Company	Gong
M.06-510	Dumb Ways to Die - Other - Dumb ways to Die - Film - Other - Dumb Ways to Die - Case study Film - Other - Dumb Ways to Die - Integrated Campaign Overview - Print - Dumb Ways to Die - Print - Print - Dumb Ways to Die - Outdoor print - Interactive - Dumb Ways to Die - Game Overview	Metro Trains	McCann Melbourne	Gold
M.06-512	Durexperiment Fundawear - Other - Durexperiment Fundawear	Reckitt Benckiser Australia	Havas Worldwide Australia	Bronze

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M.07 Best use of Promotional and Experiential Marketing in

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
M.07-501	Demand Equal Pay <ul style="list-style-type: none">- Outdoor - Coffee Cart- TV - Deman Equal Pay- Print - Peanuts- Print - Venus- Print - Work for Free- Interactive - Demand Equal Pay	YWCA Auckland	DDB Group New Zealand	Silver

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N New Product Development

N.01 New Product Development

Entry N°	Title	Client	Entrant Company	Gong
N.01-500	Mailbooks for Good	Random House / The Footpath Library	BMF Advertising Sydney	Bronze
N.01-502	Overstay Checkout	Art Series Hotel Group	Naked Communications	Bronze

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O Media

O.02 Best use of media - Print

Entry N°	Title	Client	Entrant Company	Gong
O.02-501	Mailbooks for Good	Random House / the Footpath Library	BMF advertising Sydney	Bronze

O.03 Best use of media - Outdoor/Ambient

Entry N°	Title	Client	Entrant Company	Gong
O.03-503	Call Girl	Prime TV / Sky Television	FCB New Zealand	Bronze
O.03-515	A place to remember (The Long Table)	Transport Accident Commission	Grey Melbourne	Bronze
O.03-519	Small World Machines	Coca-Cola	Leo Burnett Sydney	Silver
O.03-523	McDonald's becomes Macca's	McDonald's Australia	DDB Sydney	Bronze

O.04 Best use of media - Digital

Entry N°	Title	Client	Entrant Company	Gong
O.04-500	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney	Bronze
O.04-506	Durexperiment Fundawear	Reckitt Benckiser Australia	Havas Worldwide Australia	Bronze

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O.05 Best use of media - Integrated Campaign

Entry N°	Title	Client	Entrant Company	Gong
O.05-010	Road to Recovery - DM - Recovery A - Other - Recovery B - Print - Portraits - Outdoor - cutout - DM - Road To Recovery	Diageo Australia	Leo Burnett Sydney	Bronze
O.05-500	Driving Dogs - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs	MINI / SPCA New Zealand	FCB New Zealand	Silver
O.05-507	Dumb Ways to Die - Other - Dumb Ways to Die - Case Study - Other - Dumb Ways to Die - Case study Film - Other - Dumb Ways to Die - Integrated Campaign Overview - Print - Dumb Ways to Die - Print - Print - Dumb Ways to Die - Outdoor print - Other - Dumb Ways to Die - Game Overview	Metro Trains	McCann Melbourne	Gold

35th AWARD Awards Winners

O.06 Best Use of Media in a Charity Campaign

Entry N°	Title	Client	Entrant Company	Gong
O.06-500	Demand Equal Pay <ul style="list-style-type: none">- TV - Demand Equal Pay- Print - Peanuts- Print - Work for Free- Print - Venus- Interactive - Demand Equal Pay- Outdoor - Coffee Cart	YWCA Auckland	DDB Group New Zealand	Bronze
O.06-504	Trial by Timeline <ul style="list-style-type: none">- Interactive - Trial by Timeline- Interactive - Trial by Timeline- Interactive - Trial by Timeline	Amnesty International	Colenso BBDO	Silver