



EMBARGOED until 10:00pm on Thursday 19th March 2015

RECORD NUMBER OF GOLD PENCILS PRESENTED AT 36TH AWARD AWARDS

A record number of 32 gold pencils were presented at last night's annual AWARD Awards, in a celebration of the most outstanding creative communications work in the Asia Pacific region.

Held at Sydney's Town Hall, the ceremony also delivered 96 silver awards and a further 127 bronze.

Whybin\TBWA Group Melbourne led the way with six gold pencils across Promotion and Experiential, Branded Entertainment and Content, PR, and Poster and Outdoor, while Saatchi & Saatchi Sydney followed closely with four gold awards across Film and Video, Creative Innovation, and Direct Marketing. Clemenger BBDO New Zealand, JWT Sydney, Leo Burnett Sydney and Red Fuse Communications Hong Kong each received three golds, while Colenso BBDO, DDB Group Melbourne and FCB New Zealand both received two, and M&C Saatchi Sydney, Ogilvy Beijing and Song Zu all scored one.

Presented by Wieden+Kennedy's Dan Wieden, the Chairman's Choice award went to Clemenger BBDO New Zealand for their 'Mistakes' campaign for New Zealand Transport Agency.

Dan Wieden said: "There were some fantastic pieces of work here. The thing about Mistakes was the choice of talent on camera - two men of different levels in the society and a child involved. The whole concept of the accident stopping, the parents getting out and talking to each other was so compelling it just broke your heart when it was over."

The award for Network of the Year went to Leo Burnett, with Leo Burnett Sydney taking the prize for Agency of the Year. ANZ topped the list for Client of the Year, and Revolver/Will O'Rourke took home Production Company of the Year.

Recognising the most prolific of entrants, Creative of the Year was awarded to Matt Lawson, Colenso BBDO – an award that recognises those being credited across the most individual entries that won Bronze, Silver or Gold (including craft awards if that award is directly applicable to their craft).

Concluding the presentation, David Blackley was inducted in the AWARD Hall of Fame, celebrated for outstanding achievements such as his 36 year career with Clemenger Group, co-founding the AWARD Awards and a long list of industry awards.

Mark Harricks, Chairman of AWARD, said: "This really was a night to celebrate the outstanding creativity in our region, with an unprecedented number of gold pencils awarded. The standard was exceptionally high – and made for an insightful judging experience for this year's jurors! Thanks to everyone who gave up their time to participate, and congratulations to all of this year's winners."

The 36th AWARD Chairmen include: Chairman of Judging, and Creative Innovation, Integrated and New Product Development, Dan Wieden (Wieden+Kennedy), Chair of Direct Marketing, Pat Baron (McCANN), Chair of Craft in Film, Michael Ritchie (Revolver/Will O'Rourke), Chair of Film & Video, Leon Wilson (CHE Proximity), Chair of Print Craft, Cam Blackley (BMF Advertising), Chair of Print, Poster & Outdoor, Toby Talbot (DDB), Chair of Radio, Ralph Van Dijk (Eardrum Australia), Chair of Digital, Tim Buesing (Reactive), Chair of Design, Jason Little (For The People), Chair of Branded Entertainment & Content James Mok (FCB) and Chair of Promotional & Experiential and PR, Tom Spicer (Arnold Furnace).

This year again AWARD highlighted the top 5 Agencies, Clients, Production Companies, and Network of the Year:

Production Company of the Year – Top 5

- 1) Revolver/Will O'Rourke
- 2) Finch
- 3) Exit Films
- 4) Collider Films
- 5) Robber's Dog

The Communications Council Limited ABN 84140893152

Mezzanine, 65 York Street, Sydney NSW 2000
Telephone: 02 8297 3800
Email: hello@communicationscouncil.org.au

PO Box Q1389 QVB Post Office Sydney 1230
Facsimile: 02 8297 3801
Website: www.communicationscouncil.org.au



Agency of the Year – Top 5

- 1) Leo Burnett Sydney
- 2) Whybin\TBWA Group Melbourne
- 3) DDB Group New Zealand
- 4) Saatchi & Saatchi Sydney
- 5) DDB Group Melbourne

Client of the Year – Top 5

- 1) ANZ
- 2) WWF
- 3) Diageo
- 4) Sky Television
- 5) Samsung Electronics

Network of the Year – Top 5

- 1) Leo Burnett
- 2) BBDO
- 3) DDB
- 4) TBWA
- 5) Y&R

Creative of the Year

Matt Lawson

Agency: Colenso BBDO

Chairman's Choice

Title: Mistakes

Agency: Clemenger BBDO New Zealand

Client: New Zealand Transport Agency

Gold Winners

Category: Film and Video

Subcategory: Television Commercials, Individual – Over 30 seconds

Title: Men Like Us Like Rum

Agency: Leo Burnett Sydney

Client: Diageo

Category: Film and Video

Subcategory: Television Commercials, Individual – Over 30 seconds

Title: Mistakes

Company: Clemenger BBDO New Zealand

Client: New Zealand Transport Agency

Category: Film and Video

Subcategory: Television Commercials, Individual – Over 30 seconds

Title: Unbreakable Drivers

Company: Saatchi & Saatchi Sydney

Client: Toyota Motor Corporation Australia

Category: Film and Video

Subcategory: Large Format Screens, Individual

Title: Mistakes

Company: Clemenger BBDO New Zealand

Client: New Zealand Transport Agency

Category: Film and Video

Subcategory: Large Format Screens, Individual

Title: Unbreakable Drivers

Company: Saatchi & Saatchi Sydney

The Communications Council Limited ABN 84140893152



AWARD



Media Release

Client: Toyota Motor Corporation Australia

Category: Film and Video
Subcategory: Charity, Individual
Title: I Touch Myself Project
Company: JWT Sydney
Client: Cancer Council NSW

Category: Film and Video
Subcategory: Interactive Film, Individual
Title: Tinnyvision
Company: Clemenger BBDO New Zealand
Client: New Zealand Transport Agency

Category: Craft in Film
Subcategory: Original Music
Title: Bundaberg Rum – Men Like Us Like Rum
Company: Song Zu
Client: Diageo

Category: Craft in Film
Subcategory: Best Use and/or Arrangement of Existing Music
Title: I Touch Myself Project
Company: JWT Sydney
Client: Cancer Council NSW

Category: Print
Subcategory: Charity, Campaign
Title: Poachers
Company: Leo Burnett Sydney
Client: WWF

Category: Integrated Campaign
Subcategory: Charity, Integrated Campaign
Title: Minute of Silence
Company: DDB Group Melbourne
Client: RSL Australia

Category: Integrated Campaign
Subcategory: Charity, Integrated Campaign
Title: I Touch Myself Project
Company: JWT Sydney
Client: Cancer Council NSW

Category: Posters and Outdoor
Subcategory: Outdoor Campaign – Any format
Title: ANZ GAYTMS
Company: Whybin\TBWA Group Melbourne
Client: ANZ

Category: Posters and Outdoor
Subcategory: Outdoor Campaign – Any format
Title: Education in a Box
Company: Red Fuse Communications Hong Kong
Client: Colgate-Palmolive

Category: Posters and Outdoor
Subcategory: Interactive and/or Moving Outdoor
Title: ANZ GAYTMS
Company: Whybin\TBWA Group Melbourne
Client: ANZ

The Communications Council Limited ABN 84140893152

Mezzanine, 65 York Street, Sydney NSW 2000
Telephone: 02 8297 3800
Email: hello@communicationscouncil.org.au

PO Box Q1389 QVB Post Office Sydney 1230
Facsimile: 02 8297 3801
Website: www.communicationscouncil.org.au



Category: Posters and Outdoor
Subcategory: Interactive and/or Moving Outdoor
Title: Bring Down the King
Company: DDB Group New Zealand
Client: Sky Television

Category: PR
Subcategory: Best Integrated Campaign Led by PR
Title: ANZ GAYTMS
Company: Whybin\TBWA Group Melbourne
Client: ANZ

Category: Print Craft
Subcategory: Illustration, Campaign
Title: Education in a Box
Company: Red Fuse Communications Hong Kong
Client: Colgate-Palmolive

Category: Radio
Subcategory: Innovative Use of Radio
Title: K9FM
Company: Colenso BBDO
Client: MARS Pedigree

Category: Direct Marketing
Subcategory: Dimensional Direct Mail
Title: Penny the Pirate
Company: Saatchi & Saatchi Sydney
Client: OPSM

Category: Direct Marketing
Subcategory: Charity, Individual
Title: Bank Job
Company: FCB New Zealand
Client: Brothers in Arms

Category: Design
Subcategory: Poster Design
Title: Shark
Company: Leo Burnett Sydney
Client: WWF

Category: Design
Subcategory: Packaging, Range
Title: Education in a Box
Company: Red Fuse Communications Hong Kong
Client: Colgate-Palmolive

Category: Design
Subcategory: Innovative Typography, Campaign
Title: Words Can Be Weapons
Company: Ogilvy Beijing
Client: Center for Psychological Research, Shenyang

Category: Digital
Subcategory: Online Promotion - Charity
Title: Bank Job
Company: FCB New Zealand
Client: Brothers in Arms

The Communications Council Limited ABN 84140893152

Mezzanine, 65 York Street, Sydney NSW 2000
Telephone: 02 8297 3800
Email: hello@communicationscouncil.org.au

PO Box Q1389 QVB Post Office Sydney 1230
Facsimile: 02 8297 3801
Website: www.communicationscouncil.org.au



Category: Digital
Subcategory: Technological Innovation
Title: Clever Buoy
Company: M&C Saatchi Sydney
Client: Optus

Category: Creative Innovation
Title: Penny the Pirate
Company: Saatchi & Saatchi Sydney
Client: Luxottica

Category: Promotion and Experiential
Subcategory: Best Use of Ambient and/or Guerilla Marketing in a Promotional Campaign
Title: ANZ GAYTMS
Company: Whybin\TBWA Group Melbourne
Client: ANZ

Category: Promotion and Experiential
Subcategory: Best Sponsorship or Partnership Campaign
Title: ANZ GAYTMS
Company: Whybin\TBWA Group Melbourne
Client: ANZ

Category: Promotion and Experiential
Subcategory: Best Use of Promotional and Experiential Marketing in a Charity Campaign
Title: Minute of Silence
Company: DDB Group Melbourne
Client: RSL Australia

Category: Branded Entertainment & Content
Subcategory: Experiential - Installation
Title: ANZ GAYTMS
Company: Whybin\TBWA Group Melbourne
Client: ANZ

Category: Branded Entertainment & Content
Subcategory: Radio
Title: K9FM
Company: Colenso BBDO
Client: MARS Pedigree

About AWARD

AWARD, the Australasian Writers and Art Directors Association, powered by The Communications Council, counts some of the finest creative minds from Australia, New Zealand and South East Asia amongst its members. It is a non-political, non-profit organisation that aims to set standards of creative excellence, to promote creativity in the business arena, and to educate and inspire the next creative generation.

For more information:
Hayley Warwick – 02 8297 3800 or 0448898334