

36th AWARD Awards Winners

A Film and Video

A.01 Television Commercials, individual - less than 30

Entry N°	Title	Client	Entrant Company	Gong
A.01-508	Men Like Us Like Rum	Diageo	Leo Burnett Sydney	Bronze
A.01-509	Men Like Us Like Tools	Diageo	Leo Burnett Sydney	Bronze
A.01-512	Sad Farewell	Lion	AJF Partnership	Bronze

A.02 Television Commercials, individual - 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
A.02-505	Ming	China Motor	Leo Burnett Taiwan	Bronze
A.02-511	Stop Before It Gets Ugly: Aggressor	NSW Government	JWT Sydney	Bronze
A.02-525	Unbreakable Drivers - Mud	Toyota Motor Corporation Australia	Saatchi & Saatchi	Silver
A.02-536	H&R Block - Elephant	H&R Block	JOY.	Silver
A.02-537	H&R Block - Ninja	H&R Block	JOY.	Silver
A.02-545	Vikings	Frucor	Clemenger BBDO Sydney	Bronze

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A.03 Television Commercials, individual - over 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
A.03-500	Born to Defy	Lion	DDB Group New Zealand	Silver
A.03-503	Save Retirement	MLC / National Australia Bank	Clemenger BBDO Melbourne	Silver
A.03-504	STATE OF MIND	NRL	MJW	Bronze
A.03-507	Men Like Us Like Rum	Diageo	Leo Burnett Sydney	Gold
A.03-509	Awaken Your Incredible	Weight Watchers	BMF Advertising	Bronze
A.03-512	Dreaming Of Yams	Foodstuffs	Colenso BBDO	Bronze
A.03-523	Unbreakable Drivers	Toyota Motor Corporation Australia	Saatchi & Saatchi	Gold
A.03-527	Mistakes	New Zealand Transport Agency	Clemenger BBDO New Zealand	Gold
A.03-531	Australia Lives Here - Discovery	REA Group	Belgiovane Williams Mackay	Silver
A.03-534	Woodstock Bourbon 'How we Roll'	Asahi Premium Beverages	Cummins&Partners	Silver

36th AWARD Awards Winners

A.04 Television Commercials, campaign - less than 30

Entry N°	Title	Client	Entrant Company	Gong
A.04-502	Hello Beer	Carlton United Breweries	Clemenger BBDO Melbourne	Bronze
	<ul style="list-style-type: none">- Occy Strap- TV Work Out- Slam Dunk- Hot Dog- Upside Down Dancing- Fat Suit- Golf- Postal Arms- Postal Arms High 5's- Postal Arms Drinking- Slam Dunk			
A.04-504	Like Brands. Only Cheaper	Aldi Australia	BMF Advertising	Silver
	<ul style="list-style-type: none">- Bear- Shampoo- Baby Food- Doctor- Trout- Cheese- Bread- Oil			

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A.05 Television Commercials, campaign - 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
A.05-507	H&R Block - Don't miss a thing	H&R Block	JOY.	Silver
	<ul style="list-style-type: none">- Elephant- Ninja- Man			

A.06 Television Commercials, campaign - any length

Entry N°	Title	Client	Entrant Company	Gong
A.06-505	Australia Lives Here	REA Group	Belgiovane Williams Mackay	Bronze
	<ul style="list-style-type: none">- Discovery- Arrival- Local- search- Advice- advice 2			
A.06-508	Vikings	Frucor	Clemenger BBDO Sydney	Bronze
	<ul style="list-style-type: none">- Vikings- Noughts and Crosses- Push Ups- Onion Chopping			

36th AWARD Awards Winners

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

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
A.07-500	5X1NZ	Tourism New Zealand	Whybin\TBWA Group Sydney	Bronze
A.07-503	Armageddon	Lion	AJF Partnership	Bronze
A.07-507	Unbreakable Drivers	Toyota Motor Corporation Australia	Saatchi & Saatchi	Gold
A.07-508	Mistakes	New Zealand Transport Agency	Clemenger BBDO New Zealand	Gold

A.09 Charity, Individual

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
A.09-501	I Touch Myself Project	Cancer Council NSW	JWT Sydney	Gold
A.09-507	Break the Barrier	St John Ambulance WA	The Brand Agency	Silver

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A.11 Interactive Film, individual, any length

Entry N°	Title	Client	Entrant Company	Gong
A.11-504	Tinnyvision	New Zealand Transport Agency	Clemenger BBDO New Zealand	Gold
A.11-508	Eyes on the Road	Volkswagen	OgilvyOne Beijing	Silver

36th AWARD Awards Winners

B Craft in Film

B.01 Direction

Entry N°	Title	Client	Entrant Company	Gong
B.01-502	Awaken Your Incredible	Weight Watchers Australasia	Exit Films	Bronze
B.01-503	Every Day is Day One	Samsung Electronics Co.Ltd	Exit Films	Silver
B.01-513	Break The Barrier	St John Ambulance WA	The Penguin Empire	Bronze
B.01-525	Superhero	One Percent Collective	The Sweet Shop	Bronze
B.01-526	Unbreakable Drivers	Toyota Motor Corporation Australia	Scoundrel	Bronze
B.01-533	Mistakes	NZTA	Finch	Bronze
B.01-535	Born To Defy	Lion	Robber's Dog	Silver
B.01-547	RZN	Nike	Revolver/Will O'Rourke	Bronze

36th AWARD Awards Winners

B.02 Cinematography

Entry N°	Title	Client	Entrant Company	Gong
B.02-502	Men Like Us Like Rum	Diageo	Leo Burnett Sydney	Bronze
B.02-503	Every Day is Day One	Samsung Electronics Co.Ltd	Exit Films	Silver
B.02-509	Ode To Winter	Rebel Sport NZ	The Sweet Shop	Bronze
B.02-515	Made Fresh Daily	Origin Energy	Goodoil Films	Bronze
B.02-519	Night-Time Economy	Westpac	Revolver/Will O'Rourke	Bronze

B.03 Editing

Entry N°	Title	Client	Entrant Company	Gong
B.03-502	A Day in The Life	AGL	The Butchery Editorial Services	Bronze
B.03-503	How We Roll	Asahi Premium Beverages	The Butchery Editorial Services	Bronze
B.03-514	The People's Film, 60 Years Together	Volkswagen	Finch	Silver
B.03-522	I Touch Myself Project	Cancer Council	Method Studios	Bronze
B.03-523	Born To Defy	Lion	Robber's Dog	Silver

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B.03-527	Bundaberg 'Men Like Us'	Diageo	The Editors	Bronze
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B.04 Animation

Entry N°	Title	Client	Entrant Company	Gong
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B.04-513	You Can Achieve Anything Without A Hangover	Dry July	Clemenger BBDO Sydney	Bronze
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B.04-517	UNICEF Save a child with the Power of 5	UNICEF	Rapid Films	Bronze
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B.05 Digital Visual Effects

Entry N°	Title	Client	Entrant Company	Gong
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B.05-501	NEVER STOP STARTING	SPARK NEW ZEALAND	Alt.vfx	Bronze
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B.05-506	Game Evolved	Concave	Method Studios	Bronze
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36th AWARD Awards Winners

B.06 Original Music

Entry N°	Title	Client	Entrant Company	Gong
B.06-503	#VJUKE	Nissan Motor Co Australia	Whybin\TBWA Group Melbourne	Silver
B.06-509	Bundaberg Rum - Men Like Us Like Rum	Diageo	SONG ZU	Gold
B.06-514	Someone Else's House	Life Without Barriers	The Precinct Studios	Silver

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

Entry N°	Title	Client	Entrant Company	Gong
B.07-503	I Touch Myself Project	Cancer Council NSW	JWT Sydney	Gold
B.07-512	REMO'S READY	MELBOURNE SALAMI FESTIVAL	Airbag Productions	Bronze

36th AWARD Awards Winners

B.09 Music Video

Entry N°	Title	Client	Entrant Company	Gong
B.09-503	Shihad - Think You're So Free	Warner Music	Robber's Dog	Bronze
B.09-504	Broken Dreamers	MTV EXIT	McCANN Sydney	Bronze

36th AWARD Awards Winners

C Print

C.04 Newspapers, individual - colour

Entry N°	Title	Client	Entrant Company	Gong
C.04-503	AIA "SPACE TO PRAY" AD	AIA INSURANCE	TBWA\Sri Lanka	Silver

C.05 Newspapers, campaign

Entry N°	Title	Client	Entrant Company	Gong
C.05-501	Talk Rugby Like a Pro	New Zealand Media and Entertainment	Whybin \ TBWA \ DAN	Silver
	- Blues			
	- Crusaders			
	- Hurricanes			

C.08 Charity, individual

Entry N°	Title	Client	Entrant Company	Gong
C.08-500	1893	YWCA Auckland	DDB Group New Zealand	Bronze
C.08-502	Change Our Ways	YWCA Auckland	DDB Group New Zealand	Bronze
C.08-503	Rhino	WWF	Leo Burnett Sydney	Silver
C.08-504	Tiger	WWF	Leo Burnett Sydney	Silver
C.08-505	Shark	WWF	Leo Burnett Sydney	Silver

36th AWARD Awards Winners

C.09 Charity, campaign

Entry N°	Title	Client	Entrant Company	Gong
C.09-501	Poachers - Rhino - Tiger - Shark	WWF	Leo Burnett Sydney	Gold

36th AWARD Awards Winners

D Integrated Campaign

D.01 Integrated campaign

Entry N°	Title	Client	Entrant Company	Gong
D.01-504	Bring Down the King	SKY Television	DDB Group New Zealand	Silver
	<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	Bronze
	<ul style="list-style-type: none"> - TV - Save Retirement TVC - Outdoor - Immigration Museum activation - Outdoor - Southern Cross Station activation 			
D.01-529	Radiant Return	PZ Cussons	DDB Group Melbourne	Bronze
	<ul style="list-style-type: none"> - 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 Collabration 			

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D.02 Charity, Integrated Campaign

Entry N°	Title	Client	Entrant Company	Gong
D.02-500	Minute Of Silence	RSL Australia	DDB Group Melbourne	Gold
	<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 - Other - Tram - Other - Mobile App 			
D.02-501	Human Walking Program	Lost Dogs Home	GPY&R Melbourne	Bronze
	<ul style="list-style-type: none"> - 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) 			
D.02-502	I Touch Myself Project	Cancer Council NSW	JWT Sydney	Gold
	<ul style="list-style-type: none"> - 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 			

36th AWARD Awards Winners

E Posters and Outdoor

E.03 Transit, Individual

Entry N°	Title	Client	Entrant Company	Gong
E.03-500	Ban Lice Bridge	Johnson & Johnson	JWT Sydney	Bronze
E.03-501	Ban Lice Cable Car	Johnson & Johnson	JWT Sydney	Bronze

E.05 Outdoor, campaign - Any format

Entry N°	Title	Client	Entrant Company	Gong
E.05-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Gold

- Hello Sailor
- Mo'town
- Pink Ink
- Party People
- Equal Love
- Drag It Up
- Pride
- Unicorn Dream
- Denim Darling
- Go Wild

E.05-503	S-Drive	Samsung	Leo Burnett Sydney	Bronze
	<ul style="list-style-type: none"> - Crashes - App - Car 			

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E.05-504	Talk Rugby Like a Pro	New Zealand Media and Entertainment	Whybin \ TBWA \ DAN	Bronze
	<ul style="list-style-type: none">- Blues- Crusaders- Hurricanes			
E.05-506	Animal Beards	Schick	Y&R New Zealand	Silver
	<ul style="list-style-type: none">- Ferret- Stoat- Weasel			
E.05-512	Education in a Box	Colgate-Palmolive	Red Fuse Communications Hong	Gold
	<ul style="list-style-type: none">- Grandpa's Teeth- Good Food vs Bad Food- Cavities Attack at Night- The Smart Way to Brush- Your Digestive System- Education in a Box - Mounted- Grandpa's Teeth - Mounted- Good Food vs Bad Food - Mounted- Cavities Attack at Night - Mounted- The Smart Way to Brush - Mounted- Your Digestive System - Mounted- Presentation board			

36th AWARD Awards Winners

E.06 Targeted Indoor, individual

Entry N°	Title	Client	Entrant Company	Gong
E.06-501	HONDA H2O	Honda Australia	Leo Burnett Melbourne	Silver
E.06-510	The Bottled Walkman	Sony	FCB New Zealand	Silver
E.06-512	CHRISTCHURCH REPAIRED WITH GOLD	CHRISTCHURCH & CANTERBURY TOURISM	Whybin\TBWA Group Sydney	Bronze

E.08 Charity, individual - any size

Entry N°	Title	Client	Entrant Company	Gong
E.08-500	Sink the Whaler	Sea Shepherd	M&C Saatchi Sydney	Bronze

E.09 Charity, campaign - any size

Entry N°	Title	Client	Entrant Company	Gong
E.09-504	Human Walking Program	Lost Dogs Home	GPY&R Melbourne	Bronze

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E.10 Interactive and/or moving outdoor

Entry N°	Title	Client	Entrant Company	Gong
E.10-500	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Gold
E.10-501	Bring Down the King	SKY Television	DDB Group New Zealand	Gold
E.10-507	S-Drive	Samsung	Leo Burnett Sydney	Silver

E.12 Interactive and/or moving point of sale, individual.

Entry N°	Title	Client	Entrant Company	Gong
E.12-500	AS Colourmatic	AS Colour	FCB New Zealand	Bronze

36th AWARD Awards Winners

F PR

F.01 Best Integrated Campaign led by PR

Entry N°	Title	Client	Entrant Company	Gong
F.01-504	Aussie Builders	Mars Chocolate Australia	Clemenger BBDO Melbourne	Bronze
	<ul style="list-style-type: none"> - Interactive - Online YouTube viral video - Outdoor - Activation - building site - TV - Various worldwide television media coverage - Interactive - Various worldwide blog media coverage 			
F.01-505	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Gold
	<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 			
F.01-510	Bring Down the King	SKY Television	DDB Group New Zealand	Bronze
	<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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F.01-514	Tui Catch a Million	Heineken New Zealand	Saatchi & Saatchi New Zealand	Silver
	<ul style="list-style-type: none">- Print - Corporate Communication- TV - Sky Television- Interactive - Online- Outdoor - Event			
F.01-521	Clever Buoy	Optus	M&C Saatchi Sydney	Silver
	<ul style="list-style-type: none">- Outdoor - Clever Buoy- Interactive - Clever Buoy- Interactive - Clever Buoy			

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G **Print Craft**

G.01 **Copywriting, individual**

Entry N°	Title	Client	Entrant Company	Gong
G.01-500	Good on ya Dad	Lion	DDB Group New Zealand	Bronze

G.03 **Typography, individual**

Entry N°	Title	Client	Entrant Company	Gong
G.03-501	Fargo	SBS	JOY.	Bronze

G.05 **Art Direction, individual**

Entry N°	Title	Client	Entrant Company	Gong
G.05-500	Rhino	WWF	Leo Burnett Sydney	Silver
G.05-501	Tiger	WWF	Leo Burnett Sydney	Silver
G.05-502	Shark	WWF	Leo Burnett Sydney	Silver

36th AWARD Awards Winners

G.06 Art Direction, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.06-503	Poachers <ul style="list-style-type: none">- Rhino- Tiger- Shark	WWF	Leo Burnett Sydney	Silver
G.06-505	Guinness Draught In A Bottle <ul style="list-style-type: none">- Un- Deux- Trois- Quatre- Cinq	Asia Pacific Breweries Singapore	BBDO Proximity Singapore	Silver

G.08 Photography, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.08-504	Men Like Us like Rum <ul style="list-style-type: none">- Sailor- Tyroler- Highlander	Diageo	Leo Burnett Sydney	Silver

36th AWARD Awards Winners

G.09 Illustration, individual

Entry N°	Title	Client	Entrant Company	Gong
G.09-500	Rhino	WWF	Leo Burnett Sydney	Silver
G.09-501	Tiger	WWF	Leo Burnett Sydney	Silver
G.09-502	Shark	WWF	Leo Burnett Sydney	Silver
G.09-503	JACK DANIEL'S - BEES Backyard	Brown-Forman Australia	Cream Studios	Bronze

G.10 Illustration, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.10-501	Poachers - Rhino - Tiger - Shark	WWF	Leo Burnett Sydney	Silver
G.10-502	Guinness Draught In A Bottle - Un - Deux - Trois - Quatre - Cinq	Asia Pacific Breweries Singapore	BBDO Proximity Singapore	Silver

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G.10-504 **Education in a Box**

Colgate-Palmolive

Red Fuse Communications Hong

Gold

- Grandpa's Teeth
- Good Food vs Bad Food
- Cavities Attack at Night
- The Smart Way to Brush
- Your Digestive System
- Education in a Box - Mounted
- Grandpa's Teeth - Mounted
- Good Food vs Bad Food - Mounted
- Cavities Attack at Night - Mounted
- The Smart Way to Brush - Mounted
- Your Digestive System - Mounted
- Presentation board

G.12 **Digital enhancement and manipulation, campaign**

Entry N°	Title	Client	Entrant Company	Gong
G.12-500	Animal Beards	Schick	Electric Art	Silver
	<ul style="list-style-type: none">- Ferret- Stoat- Weasel			

36th AWARD Awards Winners

H Radio

H.02 Over 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
H.02-501	Men Like Us Like Polar Bears	Diageo	Leo Burnett Sydney	Bronze
H.02-502	Men Like Us Like Brave	Diageo	Leo Burnett Sydney	Bronze
H.02-503	Men Like Us Like Tasting	Diageo	Leo Burnett Sydney	Bronze
H.02-504	Ballet	Samsung	Leo Burnett Sydney	Bronze
H.02-508	Talkies	Mars Pedigree	Colenso BBDO	Silver

36th AWARD Awards Winners

H.03 Campaign

Entry N°	Title	Client	Entrant Company	Gong
H.03-502	BYO Cup Day <ul style="list-style-type: none">- Limited Helmet- Precious Nanna- Wrong Bowl	7-Eleven	Leo Burnett Melbourne	Bronze
H.03-508	Men Like Us Like... <ul style="list-style-type: none">- Men Like Us Like Polar Bears- Men Like Us Like Brave- Men Like Us Like Tasting	Diageo	Leo Burnett Sydney	Silver

H.08 Copywriting

Entry N°	Title	Client	Entrant Company	Gong
H.08-505	Men Like Us Like Polar Bears	Diageo	Leo Burnett Sydney	Bronze
H.08-506	Men Like Us Like Brave	Diageo	Leo Burnett Sydney	Bronze
H.08-507	Men Like Us Like Tasting	Diageo	Leo Burnett Sydney	Bronze

36th AWARD Awards Winners

H.09 Innovative Use of Radio

Entry N°	Title	Client	Entrant Company	Gong
H.09-500	Go Buoy	iiNet & Rottnest Island Authority	Marketforce	Bronze
	<ul style="list-style-type: none"> - Go Buoy - Underwater Radio - Rottnest Channel Swim 			
H.09-502	K9FM	MARS Pedigree	Colenso BBDO	Gold
	<ul style="list-style-type: none"> - K9FM Radio Station 87.7 - K9FM Radio Station 87.7 - K9FM Radio Station 87.7 			

H.11 Best Use of Music

Entry N°	Title	Client	Entrant Company	Gong
H.11-501	Men Like Us Like Polar Bears	Diageo	Leo Burnett Sydney	Bronze
H.11-502	Men Like Us Like Brave	Diageo	Leo Burnett Sydney	Bronze
H.11-503	Men Like Us Like Tasting	Diageo	Leo Burnett Sydney	Bronze
H.11-504	DNA Music	ABC Classic FM	Eardrum, Australia	Silver

36th AWARD Awards Winners

I Direct Marketing

I.02 Dimensional Direct Mail

Entry N°	Title	Client	Entrant Company	Gong
I.02-500	Penny The Pirate	Luxottica	Saatchi & Saatchi	Gold
I.02-508	Shred	BNZ	Colenso BBDO	Bronze

I.03 Direct Response Advertising, individual

Entry N°	Title	Client	Entrant Company	Gong
I.03-506	Emergency DM	Defence Force Recruiting	GPY&R Melbourne	Bronze

I.06 Charity, individual

Entry N°	Title	Client	Entrant Company	Gong
I.06-501	Bums Are Full of Surprises	Beat Bowel Cancer Aotearoa	Whybin \ TBWA \ DAN	Bronze
I.06-502	Hearing Aide	Singapore Association For The Deaf	Grey Group Singapore	Silver
I.06-508	Bank Job	Brothers In Arms	FCB New Zealand	Gold

36th AWARD Awards Winners

I.07 Charity, campaign

Entry N°	Title	Client	Entrant Company	Gong
I.07-500	Human Walking Program	Lost Dogs Home	GPY&R Melbourne	Bronze
	<ul style="list-style-type: none">- DM - Human Walking Program- Other - Human Walking Program (event)- Other - Human Walking Program (social)- Print - Human Walking Program- Other - Human Walking Program (EDM)			
I.07-501	Minute Of Silence	RSL Australia	DDB Group Melbourne	Silver
	<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- Interactive - Minute Of Silence Mobile app			

36th AWARD Awards Winners

I.10 Integrated Solutions

Entry N°	Title	Client	Entrant Company	Gong
I.10-503	S-Drive	Samsung	Leo Burnett Sydney	Silver
	- Interactive	- S-Drive Interactive		
	- Outdoor	- S-Drive Crashes		
	- Radio	- S-Drive Radio Campaign		
	- Other	- S-Drive		

I.11 Alternative media, individual

Entry N°	Title	Client	Entrant Company	Gong
I.11-502	Bring Down the King	SKY Television	DDB Group New Zealand	Silver
I.11-509	S-Drive	Samsung	Leo Burnett Sydney	Silver
I.11-513	Emergency DM	Defence Force Recruiting	GPY&R Melbourne	Bronze
I.11-517	Hidden Graphics	Frucor Beverages Ltd.	Colenso BBDO	Bronze

36th AWARD Awards Winners

I.13 Digital Direct Response, individual

Entry N°	Title	Client	Entrant Company	Gong
I.13-500	Bring Down the King	SKY Television	DDB Group New Zealand	Silver
I.13-511	'Know Your English' Web Banners	British Council Singapore	Grey Group Singapore	Silver
I.13-513	Zombie Followers	Foxtel	Clemenger BBDO Sydney	Silver

I.14 Digital Direct Response, campaign

Entry N°	Title	Client	Entrant Company	Gong
I.14-503	S-Drive <ul style="list-style-type: none"> - S-Drive Interactive - S-Drive Crashes - S-Drive Radio Campaign - S-Drive 	Samsung	Leo Burnett Sydney	Silver
I.14-510	Phubbing <ul style="list-style-type: none"> - Poster - Phubbing Restaurant Poster - DM - Branded Merchandise - DM - Phubbing interventions letter - Cinema - Phubbing Film - Other - Phubbing Website & film - Other - Phubbing Facebook - Other - PR - Other - Phubbing Mobile website 	Macquarie Dictionary	McCANN Melbourne	Bronze

36th AWARD Awards Winners

I.15 Electronic Direct Mail

Entry N°	Title	Client	Entrant Company	Gong
I.15-500	200m Deep eDM	Defence Force Recruiting	GPY&R Melbourne	Silver

36th AWARD Awards Winners

J Desian

J.01 Annual reports and prospectus

Entry N°	Title	Client	Entrant Company	Gong
J.01-500	OzHarvest Annual Report	OzHarvest	Frost* Collective	Silver

J.02 Brochure and catalogue

Entry N°	Title	Client	Entrant Company	Gong
J.02-504	Semi-Permanent	Semi-Permanent	The Monkeys	Bronze
J.02-505	IAG Reconciliation Action Plan	IAG	RE:	Bronze

J.03 Poster desian

Entry N°	Title	Client	Entrant Company	Gong
J.03-502	Rhino	WWF	Leo Burnett Sydney	Silver
J.03-503	Tiger	WWF	Leo Burnett Sydney	Silver
J.03-504	Shark	WWF	Leo Burnett Sydney	Gold
J.03-512	Education in a Box	Colgate-Palmolive	Red Fuse Communications Hong	Silver
J.03-518	Ending HIV - Test More Posters	ACON	Frost* Collective	Silver

36th AWARD Awards Winners

J.04 Packaging, individual

Entry N°	Title	Client	Entrant Company	Gong
J.04-505	Akitu	Hawkesbury Estate	Inhouse	Bronze
J.04-506	KUHL	Longview Vineyard	Voice	Bronze

J.05 Packaging, range

Entry N°	Title	Client	Entrant Company	Gong
J.05-502	Tea Stories	Manjushree	Grey Group Singapore	Bronze
	<ul style="list-style-type: none"> - A Collection of Tea Poems - A Collection of Tea Stories Romance - A Collection of Tea Stories Mystery 			
J.05-503	Education in a Box	Colgate-Palmolive	Red Fuse Communications Hong	Gold
	<ul style="list-style-type: none"> - Grandpa's Teeth - Good Food vs Bad Food - Cavities Attack at Night - The Smart Way to Brush - Your Digestive System - Education in a Box - Mounted - Grandpa's Teeth - Mounted - Good Food vs Bad Food - Mounted - Cavities Attack at Night - Mounted - The Smart Way to Brush - Mounted - Your Digestive System - Mounted - Presentation board 			

36th AWARD Awards Winners

J.06 Integrated Design

Entry N°	Title	Client	Entrant Company	Gong
J.06-502	Words can be Weapons	Center for Psychological Research,	Ogilvy Beijing	Silver
	- Words can be Weapons - 1			
	- Words can be Weapons - 2			
	- Words can be Weapons - 3			

J.08 Large identity and application (\$50,000 plus)

Entry N°	Title	Client	Entrant Company	Gong
J.08-509	Ridley Brand Identity	Ridley	RE:	Bronze

J.09 Medium identity and application (\$20,000 - \$50,000)

Entry N°	Title	Client	Entrant Company	Gong
J.09-500	(Insiders) Identity	Sydney Opera House	Garbett Design	Bronze
J.09-501	Seafarers/Ostro	Northwest Holdings	Inhouse	Silver

36th AWARD Awards Winners

J.10 Small identity and application (less than \$20,000)

Entry N°	Title	Client	Entrant Company	Gong
J.10-502	Hither & Yon	Hither & Yon	Voice	Bronze
J.10-503	The Executive Index	The Executive Index	Self-titled	Bronze

J.11 Environmental Design

Entry N°	Title	Client	Entrant Company	Gong
J.11-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Silver

J.13 Publication Design

Entry N°	Title	Client	Entrant Company	Gong
J.13-500	Penny The Pirate	Luxottica	Saatchi & Saatchi	Silver

36th AWARD Awards Winners

J.15 Innovative typography, campaign

Entry N°	Title	Client	Entrant Company	Gong
J.15-500	Words can be Weapons	Center for Psychological Research,	Ogilvy Beijing	Gold
	<ul style="list-style-type: none">- Words can be Weapons - 1- Words can be Weapons - 2- Words can be Weapons - 3			

J.18 Writing for Design

Entry N°	Title	Client	Entrant Company	Gong
J.18-504	A Guide to The Ballsies	RE:	RE:	Silver
J.18-506	Meeting of the Minds	Minds for Minds Trust	Whybin \ TBWA \ DAN	Bronze

J.19 Weird & Wonderful

Entry N°	Title	Client	Entrant Company	Gong
J.19-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Silver
J.19-508	Cuppaday Project	Garbett Design	Garbett Design	Silver

36th AWARD Awards Winners

K Digital

K.04 Microsite - Business to Consumer

Entry N°	Title	Client	Entrant Company	Gong
K.04-510	Clever Buoy	Optus	M&C Saatchi Sydney	Bronze

K.05 Microsite - Business to Business

Entry N°	Title	Client	Entrant Company	Gong
K.05-501	Disrupted Christmas	Holler	Holler	Bronze

K.06 Microsite - Charity

Entry N°	Title	Client	Entrant Company	Gong
K.06-502	World Under Water	CarbonStory LLP	BBDO Proximity Singapore	Bronze
K.06-503	I Touch Myself Project	Cancer Council NSW	JWT Sydney	Bronze

36th AWARD Awards Winners

K.07 Digital Campaign - Business to consumer

Entry N°	Title	Client	Entrant Company	Gong
K.07-501	Alert Shirt	Foxtel	CHE Proximity	Silver
K.07-502	#SPCSunday	SPC Ardmona	Leo Burnett Melbourne	Bronze
K.07-510	Phubbing	Macquarie Dictionary	McCANN Melbourne	Bronze

K.09 Digital Campaign - Charity

Entry N°	Title	Client	Entrant Company	Gong
K.09-503	How To Drink Properly	DrinkWise Australia	Clemenger BBDO Melbourne	Bronze

K.10 Online Ad - Banner ad or over the page, individual

Entry N°	Title	Client	Entrant Company	Gong
K.10-503	'Know Your English' Web Banners	British Council Singapore	Grey Group Singapore	Bronze

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K.12 Online Promotion

Entry N°	Title	Client	Entrant Company	Gong
K.12-506	#MealforaMeal	Virgin Mobile Australia	Havas Worldwide Australia	Bronze

K.16 Digital - Other Mobile

Entry N°	Title	Client	Entrant Company	Gong
K.16-501	Penny The Pirate	Luxottica	Saatchi & Saatchi	Silver
K.16-512	Rip Curl SearchGPS	Rip Curl	VML Australia	Bronze

K.18 Online promotion - Other

Entry N°	Title	Client	Entrant Company	Gong
K.18-513	#MealforaMeal	Virgin Mobile Australia	Havas Worldwide Australia	Bronze

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K.20 Online/Shared Film - 3 minutes or less

Entry N°	Title	Client	Entrant Company	Gong
K.20-510	Mistakes	New Zealand Transport Agency	Clemenger BBDO New Zealand	Silver

K.21 Online/Shared Film - Over 3 minutes

Entry N°	Title	Client	Entrant Company	Gong
K.21-507	Radiant Return	PZ Cussons	DDB Group Melbourne	Bronze

K.22 Social Media

Entry N°	Title	Client	Entrant Company	Gong
K.22-500	Bring Down the King	SKY Television	DDB Group New Zealand	Bronze

- Bring Down the King Live Stunt
- Bring Down the King Live Streaming Website
- PR
- Billboard Stencilling
- Bus Back Stencilling
- Street Stencilling
- Bring Down the King Daily Content Updates

K.22-509	2nd Chance Song	Telstra	R/GA	Bronze
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- Social
- Video
- Website

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K.23 Apps

Entry N°	Title	Client	Entrant Company	Gong
K.23-501	Penny The Pirate	Luxottica	Saatchi & Saatchi	Silver
K.23-504	Rip Curl SearchGPS	Rip Curl	VML Australia	Silver

K.24 Emerging Digital

Entry N°	Title	Client	Entrant Company	Gong
K.24-504	Clever Buoy	Optus	M&C Saatchi Sydney	Silver

K.26 Digital Design Craft - Animation

Entry N°	Title	Client	Entrant Company	Gong
K.26-501	Be Moved	Sony	Assembly	Silver

36th AWARD Awards Winners

K.27 Digital Design Craft - Film for Interactive

Entry N°	Title	Client	Entrant Company	Gong
K.27-503	How To Drink Properly	DrinkWise Australia	Clemenger BBDO Melbourne	Bronze

K.28 Digital Design Craft - Website Design

Entry N°	Title	Client	Entrant Company	Gong
K.28-502	Be Moved	Sony	Assembly	Bronze
K.28-507	I Touch Myself Project	Cancer Council NSW	Soap Creative	Silver

K.29 Digital Design Craft - App Design

Entry N°	Title	Client	Entrant Company	Gong
K.29-502	Rip Curl SearchGPS	Rip Curl	VML Australia	Silver

36th AWARD Awards Winners

K.31 Technological Innovation

Entry N°	Title	Client	Entrant Company	Gong
K.31-503	Clever Buoy	Optus	M&C Saatchi Sydney	Gold

K.32 Charity - Mobile Other

Entry N°	Title	Client	Entrant Company	Gong
K.32-501	Minute Of Silence	RSL Australia	DDB Group Melbourne	Bronze

K.33 Online Promotion - Charity

Entry N°	Title	Client	Entrant Company	Gong
K.33-500	Bank Job	Brothers In Arms	FCB New Zealand	Gold

36th AWARD Awards Winners

L Creative Innovation

L.01 Creative Innovation

Entry N°	Title	Client	Entrant Company	Gong
L.01-501	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Silver
L.01-502	Alert Shirt	Foxtel	CHE Proximity	Bronze
L.01-503	Penny The Pirate	Luxottica	Saatchi & Saatchi	Gold
L.01-505	S-Drive	Samsung	Leo Burnett Sydney	Bronze
L.01-511	Clever Buoy	Optus	M&C Saatchi Sydney	Bronze

36th AWARD Awards Winners

M Promotion and Experiential

M.01 Best use of experiential marketing in a promotional

Entry N°	Title	Client	Entrant Company	Gong
M.01-500	Bring Down the King	SKY Television	DDB Group New Zealand	Bronze
	<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 			
M.01-505	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Silver
	<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 			
M.01-511	TUI Catch a Million	Heineken New Zealand	ApolloNation	Silver
	<ul style="list-style-type: none"> - Other - Tui Catch-a-Million! 			

36th AWARD Awards Winners

M.01-516 **Dupe** Yarra Valley Water Ogilvy & Mather Melbourne **Bronze**

- Other - Product Launch
- Other - Website
- Other - Online Film
- Other - Activation
- Other - Social PR

M.01-522 **TAC Ungiven Gifts** Transport Accident Commission Grey Melbourne **Bronze**

- Outdoor - Ungiven Gifts

M.01-525 **Clever Buoy** Optus M&C Saatchi Sydney **Bronze**

- Other - Buoy
- Interactive - Microsite
- Interactive - Pre Roll

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

Entry N°	Title	Client	Entrant Company	Gong
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M.02-502	SP Lager Mozzie Box	SP Brewery	George Patterson Y&R Brisbane	Silver
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- Other - Mozzie Box

36th AWARD Awards Winners

M.02-503

ANZ GAYTMs

ANZ

Whybin\TBWA Group Melbourne

Gold

- 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

M.02-509

Bring Down the King

SKY Television

DDB Group New Zealand

Bronze

- 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

36th AWARD Awards Winners

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

Entry N°	Title	Client	Entrant Company	Gong
M.03-502	Slurpee Xpandinator	7-Eleven	Leo Burnett Melbourne	Bronze
	<ul style="list-style-type: none"> - Other - Point of Sale - Interactive - Social - Outdoor - Billboards 			
M.03-505	Radiant Return	PZ Cussons	DDB Group Melbourne	Bronze
	<ul style="list-style-type: none"> - 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 			

M.04 Best sponsorship or partnership campaign

Entry N°	Title	Client	Entrant Company	Gong
M.04-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Gold
	<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 			

36th AWARD Awards Winners

M.04-503 **TUI Catch a Million** Heineken New Zealand ApolloNation **Silver**

- Other - Tui 'Catch-a-Million!'

M.04-510 **IKEA Airbnb** IKEA The Monkeys **Bronze**

- Other - Event
- DM - Online
- Other - PR

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

Entry N°	Title	Client	Entrant Company	Gong
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M.05-515	Radiant Return	PZ Cussons	DDB Group Melbourne	Silver
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- 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

36th AWARD Awards Winners

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

Entry N°	Title	Client	Entrant Company	Gong
M.06-500	Bring Down the King	SKY Television	DDB Group New Zealand	Silver

- 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

M.07 Best use of Promotional and Experiential Marketing in

Entry N°	Title	Client	Entrant Company	Gong
M.07-506	Minute Of Silence	RSL Australia	DDB Group Melbourne	Gold

- 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

36th AWARD Awards Winners

N New Product Development

N.01 New Product Development

Entry N°	Title	Client	Entrant Company	Gong
N.01-500	Alert Shirt	Foxtel	CHE Proximity	Bronze
N.01-501	Penny The Pirate	Luxottica	Saatchi & Saatchi	Silver
N.01-502	S-Drive	Samsung	Leo Burnett Sydney	Bronze
N.01-504	Clever Buoy	Optus	M&C Saatchi Sydney	Silver
N.01-505	Video Stamp	Australia Post	Clemenger BBDO Melbourne	Silver

36th AWARD Awards Winners

O Branded Entertainment & Content

O.01 User Generated

Entry N°	Title	Client	Entrant Company	Gong
O.01-503	2nd Chance Song	Telstra	R/GA	Bronze

O.02 Mobile

Entry N°	Title	Client	Entrant Company	Gong
O.02-504	Penny The Pirate	Luxottica	Saatchi & Saatchi	Silver
O.02-506	S-Drive	Samsung	Leo Burnett Sydney	Silver
O.02-509	Tinnyvision	New Zealand Transport Agency	Clemenger BBDO New Zealand	Bronze

36th AWARD Awards Winners

O.03 Gaming

Entry N°	Title	Client	Entrant Company	Gong
O.03-504	Game On	KIA Motors Australia	Innocean	Bronze

O.04 Radio

Entry N°	Title	Client	Entrant Company	Gong
O.04-501	K9FM	Mars Pedigree	Colenso BBDO	Gold

O.08 Craft - Direction

Entry N°	Title	Client	Entrant Company	Gong
O.08-500	Every Day is Day One	Samsung Electronics Co.Ltd	Exit Films	Bronze
O.08-504	'Hello Beer'	Carlton Dry	Curious Film	Bronze

36th AWARD Awards Winners

O.09 Craft - Cinematography

Entry N°	Title	Client	Entrant Company	Gong
O.09-500	Every Day is Day One	Samsung Electronics Co.Ltd	Exit Films	Silver

O.12 Documentaries - Online

Entry N°	Title	Client	Entrant Company	Gong
O.12-501	Max's Story	CGU	Cummins&Partners	Silver

O.18 Entertainment - Online

Entry N°	Title	Client	Entrant Company	Gong
O.18-501	Bring Down the King	SKY Television	DDB Group New Zealand	Silver
O.18-506	Creative Fuel	ADMA	Cummins&Partners	Bronze
O.18-508	Fansplant	National Australia Bank	Clemenger BBDO Melbourne	Bronze
O.18-520	Daughter Water	Workplace Gender Equality Agency	DDB Group Sydney	Bronze

36th AWARD Awards Winners

O.19 Entertainment - Online, Campaign

Entry N°	Title	Client	Entrant Company	Gong
O.19-501	2nd Chance Song <ul style="list-style-type: none">- Film- Online- Radio	Telstra	R/GA	Bronze
O.19-502	Fansplant <ul style="list-style-type: none">- Webisode 1- Webisode 2- Webisode 3- Webisode 4- Webisode 5	National Australia Bank	Clemenger BBDO Melbourne	Silver
O.19-507	Radiant Return <ul style="list-style-type: none">- Pottery- Piggery- Bin Diving- Tackling Practice- Moving Target- Master Film	PZ Cussons	DDB Group Melbourne	Bronze

36th AWARD Awards Winners

O.21 Entertainment - Charity

Entry N°	Title	Client	Entrant Company	Gong
O.21-500	I Touch Myself Project	Cancer Council NSW	JWT Sydney	Silver

O.22 Experiential - Installation

Entry N°	Title	Client	Entrant Company	Gong
O.22-502	Bring Down the King	SKY Television	DDB Group New Zealand	Silver
O.22-503	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Gold
O.22-505	Motel Burger King	Burger King	Colenso BBDO	Bronze
O.22-507	NRMA CRASHED CAR SHOWROOM	INSURANCE AUSTRALIA GROUP	Whybin\TBWA Group Sydney	Bronze

36th AWARD Awards Winners

O.23 Experiential - Event

Entry N°	Title	Client	Entrant Company	Gong
O.23-503	THE BAR THAT JACK BUILT	BROWN-FORMAN AUSTRALIA	ARNOLD FURNACE	Bronze
O.23-504	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Bronze
O.23-509	Max's Story	CGU	Cummins&Partners	Bronze

O.24 Experiential - Interactive

Entry N°	Title	Client	Entrant Company	Gong
O.24-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	Silver

O.25 Experiential - Charity

Entry N°	Title	Client	Entrant Company	Gong
O.25-501	Human Walking Program	Lost Dogs Home	GPY&R Melbourne	Silver