

# AWARD Awards Finalists 2010

## K Digital

### K.01 Website - Business to consumer

Entry N°	Title	Client	Entrant Company
K.01-509	The Order Of Coopers	Coopers	kwp! Advertising

### K.02 Website - Business to business

Entry N°	Title	Client	Entrant Company
K.02-501	Changing World	FedEx	BBDO Guerrero/Proximity Philippines

### K.04 Digital Campaign - Business to consumer

Entry N°	Title	Client	Entrant Company
K.04-001	Smarties 8 Colours of Fun (Blue) - smarties 8 colours of fun DVD - Digital Social Media Case Study - -	Nestle	JWT Sydney
K.04-500	Dedicated Followers of No One Digital - Interactive - Dedicated Followers of No One Digital	Volkswagen Group Australia	DDB Sydney
K.04-505	Virginity Map - Interactive - Virginity Map	TVNZ	Aim Proximity Ltd
K.04-507	It's No Picnic - Interactive - It's No Picnic	Cadbury	George Patterson Y&R Melbourne
K.04-511	Yellow Chocolate - Interactive - Yellow Chocolate	Yellow Pages	Colenso BBDO Auckland
K.04-512	Dirty Dishes Website - Interactive - Dirty Dishes Website	PZ Cussons Morning Fresh	DDB Group Melbourne

# AWARD Awards Finalists 2010

<b>K.04-517</b>	<b>The Extraordinary Taxi Ride</b> - Interactive - The Extraordinary Taxi Ride	Tourism Western Australia	HOST
<b>K.04-519</b>	<b>Canvas 2 Kickass</b> - Interactive - Canvas 2 Kickass	Just Car Insurance	George Patterson Y&R Melbourne
<b>K.04-520</b>	<b>iSHOTthe2009AllBlacks.com</b> - Interactive - iSHOTthe2009AllBlacks.com	adidas	TBWA Tequila
<b>K.04-521</b>	<b>Photochains</b> - Interactive - Photochains	Canon Australia	Leo Burnett Sydney
<b>K.04-523</b>	<b>Fantasy Cheaters League</b> - Interactive - Fantasy Cheaters League	HOST	HOST
<b>K.04-526</b>	<b>Supercheap Auto the ECPA</b> - Interactive - Supercheap Auto the ECPA	Supercheap Auto	SapientNitro
<b>K.05</b>	<b>Digital Campaign - Business to business</b>		
Entry N°	Title	Client	Entrant Company
<b>K.05-504</b>	<b>Ian's Getting Ready</b> - Interactive - Ian's Getting Ready	AWARD	Publicis Mojo Sydney

## AWARD Awards Finalists 2010

### K.06 Digital Campaign - Community service & charity, public health & safety, awareness message

Entry N°	Title	Client	Entrant Company
K.06-001	Live Rescue	Coastguard New Zealand	DDB New Zealand
K.06-502	Ice Mission - Interactive - Ice Mission	Auckland City Mission	Publicis Mojo Auckland
K.06-507	Cure The Bullies Website - Interactive - Cure The Bullies Website	SchoolAid and the Vodafone Foundation	HOST

### K.07 Online Ad - Banner ad (including expanders, sequential, synchronised)

Entry N°	Title	Client	Entrant Company
K.07-001	iPad 'Tip Me Over'	Yellow	RAPP/Tribal NZ
K.07-512	Sneaky Thief	ANZ	M&C Saatchi/Mark. Sydney
K.07-517	Orcon Business Banner	ORCON	Special Group

## AWARD Awards Finalists 2010

### K.11 Games - Mobile

Entry N°	Title	Client	Entrant Company
K.11-500	Red Flag	The North Face	Ogilvy Shanghai
K.11-502	Taronga Zoo - Monkey Mayhem	Taronga Zoo	Deepend Sydney
K.11-504	Coles Egg Racer	Coles Supermarkets	DDB Group Melbourne

### K.12 Games - Online

Entry N°	Title	Client	Entrant Company
K.12-505	Fantasy Cheaters League	HOST	HOST

### K.14 Mobile

Entry N°	Title	Client	Entrant Company
K.14-503	Hidden Sound Campaign	Zoo Records	Leo Burnett Hong Kong

## AWARD Awards Finalists 2010

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

Entry N°	Title	Client	Entrant Company
K.15-501	NIKEiD Generator Harajuku	Nike Japan	beacon communications k.k.

### K.16 Online Promotion

Entry N°	Title	Client	Entrant Company
K.16-001	Iggy Face Book App	ORCON	Special Group
K.16-500	It's No Picnic	Cadbury	George Patterson Y&R Melbourne
K.16-504	Dirty Dishes Campaign	PZ Cussons Morning Fresh	DDB Group Melbourne
K.16-508	Canvas 2 Kickass	Just Car Insurance	George Patterson Y&R Melbourne

### K.17 Viral Film

Entry N°	Title	Client	Entrant Company
K.17-504	Chokito	Nestle	JWT Sydney
K.17-509	Jazz Packing	Honda Australia	DTDigital
K.17-520	Monkey	WWF	Leo Burnett Sydney
K.17-522	Ride	The Coca Cola Company	Publicis Mojo Sydney

# AWARD Awards Finalists 2010

## K.18 Mixed Digital Campaign

Entry N°	Title	Client	Entrant Company
K.18-504	<b>Respectful Relationships (The Line)</b> <ul style="list-style-type: none"> <li>A - Facebook fan page</li> <li>B - Poll</li> <li>C - Blog</li> </ul>	Department of Families	JWT Sydney
K.18-508	<b>Iggy and Orcon Together incredible</b> <ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> <li>-</li> <li>-</li> <li>A - Facebook application</li> <li>B - TVC link online</li> <li>C - Banner</li> </ul>	ORCON	Special Group

## K.19 Social Media

Entry N°	Title	Client	Entrant Company
K.19-511	<b>Photochains</b> <ul style="list-style-type: none"> <li>- Photochains1</li> <li>- Photochains 2</li> <li>- Photochains 3</li> </ul>	Canon Australia	Leo Burnett Sydney
K.19-512	<b>The COKE Machine Fairy</b> <ul style="list-style-type: none"> <li>- The COKE Machine Fairy - Mobile/Foursquare</li> <li>- The COKE Machine Fairy - Twitter</li> <li>- The COKE Machine Fairy - Facebook</li> <li>- The COKE Machine Fairy - Winners</li> </ul>	Coca-Cola South Pacific	HOST

## AWARD Awards Finalists 2010

### K.20 Social Media Application

Entry N°	Title	Client	Entrant Company
K.20-507	Commonwealth Bank Australia Property Guide	Commonwealth Bank of Australia	The White Agency

### K.21 Weird & Wonderful

Entry N°	Title	Client	Entrant Company
K.21-001	Nimble as a mouse	Toyota New Zealand	Saatchi & Saatchi New Zealand
K.21-502	'Ready to Roll'	Cadbury Australia	Saatchi & Saatchi Sydney