

36th AWARD Awards Finalists

I Direct Marketing

I.02 Dimensional Direct Mail

| Entry N° | Title | Client | Entrant Company |
|----------|-------------------------|----------------------------------|--------------------------|
| I.02-500 | Penny The Pirate | Luxottica | Saatchi & Saatchi |
| I.02-507 | Daughter Water | Workplace Gender Equality Agency | DDB SYDNEY |
| I.02-508 | Shred | BNZ | Colenso BBDO New Zealand |

I.03 Direct Response Advertising, individual

| Entry N° | Title | Client | Entrant Company |
|----------|---------------------|--------------------------|-----------------|
| I.03-506 | Emergency DM | Defence Force Recruiting | GPY&R Melbourne |
| I.03-507 | Buildboard | Defence Force Recruiting | GPY&R Melbourne |

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I.06 Charity, individual

| Entry N° | Title | Client | Entrant Company |
|----------|-----------------------------------|------------------------------------|----------------------|
| I.06-501 | Bums Are Full of Surprises | Beat Bowel Cancer Aotearoa | Whybin \ TBWA \ DAN |
| I.06-502 | Hearing Aide | Singapore Association For The Deaf | Grey Group Singapore |
| I.06-506 | Embers of Empathy | Australian Red Cross | GPY&R Sydney |
| I.06-508 | Bank Job | Brothers In Arms | FCB New Zealand |

I.07 Charity, campaign

| Entry N° | Title | Client | Entrant Company |
|----------|---|----------------|-----------------|
| I.07-500 | Human Walking Program - DM - Human Walking Program - Other - Human Walking Program (event) - Other - Human Walking Program (social) - Print - Human Walking Program - Other - Human Walking Program (EDM) | Lost Dogs Home | GPY&R Melbourne |
| I.07-501 | Minute Of Silence - 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 | RSL Australia | DDB Melbourne |

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I.10 Integrated Solutions

| Entry N° | Title | Client | Entrant Company |
|----------|---|---------|--------------------|
| I.10-503 | S-Drive <ul style="list-style-type: none">- Interactive - S-Drive Interactive- Outdoor - S-Drive Crashes- Radio - S-Drive Radio Campaign- Other - S-Drive | Samsung | Leo Burnett Sydney |

I.11 Alternative media, individual

| Entry N° | Title | Client | Entrant Company |
|----------|----------------------------|--------------------------|-------------------------------|
| I.11-502 | Bring Down the King | SKY Television | DDB Group New Zealand |
| I.11-509 | S-Drive | Samsung | Leo Burnett Sydney |
| I.11-510 | Tui Catch a Million | Heineken New Zealand | Saatchi & Saatchi New Zealand |
| I.11-513 | Emergency DM | Defence Force Recruiting | GPY&R Melbourne |
| I.11-514 | Buildboard | Defence Force Recruiting | GPY&R Melbourne |
| I.11-517 | Hidden Graphics | Frucor Beverages Ltd. | Colenso BBDO New Zealand |

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I.13 Digital Direct Response, individual

| Entry N° | Title | Client | Entrant Company |
|----------|--|---------------------------|-----------------------|
| I.13-500 | Bring Down the King | SKY Television | DDB Group New Zealand |
| I.13-511 | 'Know Your English' Web Banners | British Council Singapore | Grey Group Singapore |
| I.13-513 | Zombie Followers | Foxtel | Clemenger BBDO Sydney |
| I.13-520 | IKEA Airbnb | IKEA | The Monkeys |

I.14 Digital Direct Response, campaign

| Entry N° | Title | Client | Entrant Company |
|----------|--|----------------------|--------------------|
| 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 |
| 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 |

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I.15 Electronic Direct Mail

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