

Entry No	Category	Agency	Client	Title	City
200	A. Retail/Etail	Havas WW Australia/Havas Media/Edelman	PayPal Australia	Testing the Market: The Christmas campaign that kept on giving	Sydney
107	A. Retail/Etail	AJF Partnership	Officeworks	How Officeworks Grew Minds	Melbourne
135	A. Retail/Etail	Leo Burnett Melbourne	7 Eleven	Slurpee Xpandinator: Flipping value on its head	Melbourne
178	A. Retail/Etail	McCann Melbourne	Nimble	Nimble it and Move On	Melbourne
130	B. Food, Confectionary & Snacks	The Monkeys	Meat & Livestock Australia	Making Lamb Bigger than Australia Day	Sydney
82	B. Food, Confectionary & Snacks	J. Walter Thompson Sydney	Kellogg's Nutri-Grain	Nutri-Grain - Selling without selling	Sydney
128	B. Food, Confectionary & Snacks	DDB Sydney	McDonald's Australia	How reinvigorating the Big Mac as a modern icon helped 'mac' everything better	Sydney
212	C. Beverages	Cummins&Partners	Asahi Premium Beverages	Consumers Decide - They Are Asahi	Melbourne
236	C. Beverages	Ogilvy & Mather, Sydney & UM	The Coca-Cola Company	Coke's #colouryoursummer - Proof you can shrink your way to greatness	Sydney
13	C. Beverages	Leo Burnett Melbourne	7 Eleven	Slurpee Xpandinator: Flipping value on its head	Melbourne
190	D. Other Consumer Goods	Traffik/ Clemenger Group Sydney/ Edelman	Samsung	Samsung SlideLiner: How thinking beyond TV helped us sell a lot of TVs	Sydney
115	D. Other Consumer Goods	Blue Hive Australia	Ford Motor Company of Australia	Tough Is Not Enough	Melbourne
119	D. Other Consumer Goods	AJF Partnership	Officeworks	How Officeworks Grew Minds	Melbourne
141	D. Other Consumer Goods	Leo Burnett Melbourne	Honda Australia	Honda Odyssey: Be Our Best Critic	Melbourne
50	D. Other Consumer Goods	Leo Burnett Sydney	Samsung	How Korean Tech became Made for Australia	Sydney
24	E. Healthcare	Saatchi & Saatchi	Luxottica	The most important story you will ever read to your child	Sydney
192	F. Financial Services	BWM Dentsu	Bank of Queensland	Putting Human Relationships back into Banking	Sydney
106	F. Financial Services	Clemenger BBDO Melbourne	MLC	Save Retirement	Melbourne
209	F. Financial Services	Haas WW Australia/Havas Media/ Edelman PR	PayPal Australia	Testing the Market: The Christmas campaign that kept on giving	Sydney
223	F. Financial Services	Whybin TBWA Sydney	MasterCard Australia	Using social media to drive business results	Sydney
25	G. Other Services	Saatchi & Saatchi	Luxottica	The most important story you will ever read to your child	Sydney
69	G. Other Services	The Brand Agency	St John Ambulance Western Australia	Break The Barrier - prioritising first aid	Perth
41	G. Other Services	WhybinTBWA Sydney	IAG Group's NRMA Insurance	Crashed Car Showroom	Sydney
129	G. Other Services	The Monkeys	Bingle Car Insurance	Taking the hassle out of car insurance	Sydney
132	H. Travel, Leisure & Media	Publicis Mojo	Tourism Northern Territory	Pushing the NT off Aussies' bucket lists and onto their to-do lists	Sydney
9	H. Travel, Leisure & Media	JimJam	Tourism Tasmania	Going Deeper Behind the Scenery	Sydney
198	H. Travel, Leisure & Media	303LOWE	Perth Racing	Ashbeclee	Perth
181	H. Travel, Leisure & Media	Host	Carnival Cruise Line	How to build a category, so your brand can prosper.	Sydney
201	I. Government	GPY&R Melbourne	Public Transport Victoria	The Freeloadin Fare Evader	Melbourne
47	I. Government	J. Walter Thompson Sydney	NSW Government	Winning the war against alcohol-fuelled violence	Sydney
88	J. Not For Profit & Cause Related Marketing	Clemenger BBDO Melbourne	DrinkWise	How To Drink Properly	Melbourne

151	J. Not For Profit & Cause Related Marketing	GPY&R Melbourne	The Lost Dogs Home	Human Walking Program	Melbourne
173	J. Not For Profit & Cause Related Marketing	McCann Melbourne	Victorian Responsible Gambling Foundation	Bet Regret	Melbourne
40	J. Not For Profit & Cause Related Marketing	Tongue	Cure Brain Cancer Foundation	Don't Let Them Fight It Alone	Sydney
73	J. Not For Profit & Cause Related Marketing	Ward6	Lung Foundation Australia	Check in with your lungs	Sydney
150	J. Not For Profit & Cause Related Marketing	Grey Melbourne	MS Society	Transforming an Ugly Disease into something Beautiful	Melbourne
42	K. Best State Campaign	WhybinTBWA Sydney	IAG Group's NRMA Insurance	Crashed Car Showroom	Sydney
29	K. Best State Campaign	The Brand Agency	St John Ambulance Western Australia	Break The Barrier - prioritising first aid	Perth
49	K. Best State Campaign	J. Walter Thompson Sydney	NSW Government	Winning the war against alcohol-fuelled violence	Sydney
146	K. Best State Campaign	Leo Burnett Sydney	GIO Insurance	Winning the Hearts and Wallets of New South Wales	Sydney
188	K. Best State Campaign	303LOWE	Perth Racing	Ashbeclee	Perth
205	K. Best State Campaign	GPY&R Melbourne	Public Tranposrt Victoria	The Free Loadin Fare Evader	Melbourne
191	L. PR-led Campaign	Traffik/ Clemenger Group Sydney/ Edelman	Samsung	Samsung SlideLiner: How thinking beyond TV helped us sell a lot of TVs	Sydney
45	L. PR-led Campaign	WhybinTBWA Sydney	IAG Group's NRMA Insurance	Crashed Car Showroom	Sydney
17	L. PR-led Campaign	Leo Burnett Melbourne	SPC Ardmona	#SPCSunday: How listening saved a hundred year old company	Melbourne
109	M. Return on Investment	AJF Partnership	Officeworks	How Officeworks Grew Minds	Melbourne
136	M. Return on Investment	Leo Burnett Melbourne	7 Eleven	Slurpee Xpandinator: Flipping value on its head	Melbourne
116	M. Return on Investment	Blue Hive Australia	Ford Motor Company of Australia	Tough Is Not Enough	Melbourne
163	M. Return on Investment	Leo Burnett Melbourne	7 Eleven	Slurpee Flavour Fest: How one year, summer started early	Melbourne
147	M. Return on Investment	Whybin/TBWA Sydney	Chobani	Chobani: Inspiring your inner foodie	Sydney
110	N. Long Term Effects	AJF Partnership	Officeworks	How Officeworks Made Bigger Things Happen	Melbourne
120	N. Long Term Effects	WhybinTBWA Sydney	Tourism New Zealand	Every day a different journey	Sydney
139	N. Long Term Effects	Leo Burnett Melbourne	7 Eleven	7-Eleven Good Call: How one idea revitalised a business	Melbourne
206	N. Long Term Effects	MercerBell	Allianz	'Ahhh Ahhh-Ilianz': Connecting Allianz to the moments Australians need insurance	Sydney
202	N. Long Term Effects	The Works	Canadian Club (Beam Suntory)	Keeping Australians 'Over Beer' for 5 years	Sydney
153	O. Short Term Effects	GPY&R Melbourne	The Lost Dogs Home	Human Walking Program	Melbourne
194	O. Short Term Effects	Traffik/ Clemenger Group Sydney/ Edelman	Samsung	Samsung SlideLiner: How thinking beyond TV helped us sell a lot of TVs	Sydney
149	O. Short Term Effects	WhybinTBWA Sydney	Tabcorp	It's betting season, time to go shopping at the TAB	Sydney
184	O. Short Term Effects	Clemenger BBDO Sydney, CHE Proximity, Mediacom	Foxtel	The Most Epic Price in Foxtel's History	Sydney
44	O. Short Term Effects	WhybinTBWA Sydney	IAG Group's NRMA Insurance	Crashed Car Showroom	Sydney
26	P. Most Original Thinking	Saatchi & Saatchi	Luxottica	The most important story you will ever read to your child	Sydney
126	P. Most Original Thinking	Clemenger BBDO Melbourne	MLC	Save Retirement	Melbourne

89	P. Most Original Thinking	Clemenger BBDO Melbourne	DrinkWise	How To Drink Properly	Melbourne
196	P. Most Original Thinking	Traffik/ Clemenger Group Sydney/ Edelman	Samsung	Samsung SlideLiner: How thinking beyond TV helped us sell a lot of TVs	Sydney
208	P. Most Original Thinking	Grey Melbourne	MS Society	Transforming an Ugly Disease into something Beautiful	Sydney
154	P. Most Original Thinking	GPY&R Melbourne	The Lost Dogs Home	Human Walking Program	Melbourne
43	P. Most Original Thinking	WhybinTBWA Sydney	IAG Group's NRMA Insurance	Crashed Car Showroom	Sydney
199	Q. New Product or Service	Traffik/ Clemenger Group Sydney/ Edelman	Samsung	Samsung SlideLiner: How thinking beyond TV helped us sell a lot of TVs	Sydney
113	Q. New Product or Service	Give Art Science	FRUCOR Beverages	Maximus	Sydney
133	Q. New Product or Service	DDB Sydney	McDonald's Australia	How Macca's turned ordinary lunches into extraordinary lunches	Sydney
56	Q. New Product or Service	Willow & Blake and Love + Money	Frank Body	A Viral Product	Melbourne
15	R. Small Budget	Leo Burnett Melbourne	7 Eleven	Slurpee Xpandinator: Flipping value on its head	Melbourne
100	R. Small Budget	Showpony Advertising	SA Health	Aboriginal Immunisation	Adelaide
102	R. Small Budget	Clemenger BBDO Sydney	Virgin Australia	Win Richard's Points	Sydney
86	R. Small Budget	Clemenger BBDO Melbourne	MARS	Aussie Builders	Melbourne
213	R. Small Budget	Leo Burnett Sydney	Colonial First State – Corporate Super Marketing	The Ultimate In Personalisation	Sydney
155	R. Small Budget	GPY&R Melbourne	The Lost Dogs Home	Human Walking Program	Melbourne
27	S. Digitally Led Ideas	Saatchi & Saatchi	Luxottica	The most important story you will ever read to your child	Sydney
172	S. Digitally Led Ideas	Leo Burnett Melbourne	SPC Ardmona	#SPCSunday: How listening saved a hundred year old company	Melbourne
148	S. Digitally Led Ideas	Whybin/TBWA Sydney	Chobani	Chobani: Inspiring your inner foodie	Sydney
193	S. Digitally Led Ideas	303LOWE	Perth Racing	Ashbelee	Perth
242	S. Digitally Led Ideas	M&C Saatchi Sydney	Commonwealth Bank	Commbank Working Capital 'see more inside'	Sydney
90	S. Digitally Led Ideas	Clemenger BBDO Melbourne	DrinkWise	How To Drink Properly	Melbourne
239	S. Digitally Led Ideas	Ogilvy & Mather, Sydney & UM	The Coca-Cola Company	Coke's #colouryoursummer - Proof you can shrink your way to greatness	Sydney