

ID # Best Shopper Marketing Campaign

	Campaign Title	Agency	Client
43	Sealord Real Simple Hoki	Geometry Global New Zealand	Sealord
57	#MyFamilyCan	Leo Burnett Melbourne	SPC Ardmona
77	Don't be scared of Halloween!	Channel 5	Colgate Palmolive
92	PET Project	Evocatif	Nestle Purina
133	Style Your Smile	Channel 5	Colgate Palmolive

Best Business-to-Business Campaign (Business Trade or Internal)

	Campaign Title	Agency	Client
88	iNova Partner Programme: Grand Slam 2014	The Idea Shed	iNova Pharmaceuticals

Best Activity Generating Brand Volume

	Campaign Title	Agency	Client
101	Canon PIXMA Start the Year with a Burst of Colour	The Zoo Republic	Canon PIXMA
111	Sealord Little Boat	Geometry Global New Zealand	Sealord

Best Use of Creative in a Campaign

	Campaign Title	Agency	Client
50	Set In Stone	Leo Burnett Melbourne	Crikey
54	Magic Mobile Drive-In	Leo Burnett Melbourne	Honda Australia
80	Pepperjack Certified: The perfect match for prime cuts	The Zoo Republic	Treasury Wine Estates

Most Innovative Idea / Concept

	Campaign Title	Agency	Client
41	Samsung SlideLiner	Traffik	Samsung Australia
53	Magic Mobile Drive-In	Leo Burnett Melbourne	Honda Australia
63	Be Our Best Critic	Leo Burnett Melbourne	Honda Australia
124	Heineken Chauffeur	Momentum Worldwide	Heineken Lion
149	Airbnb #StayWithPride	Integer	Airbnb

Best Retail Account Specific or Channel Specific Campaign

	Campaign Title	Agency	Client
67	#MyFamilyCan	Leo Burnett Melbourne	SPC Ardmona
81	Pepperjack Certified: THE perfect match for prime cuts	The Zoo Republic	Treasury Wine Estates
103	Style Your Smile	Channel 5	Colgate Palmolive
115	#GivePeace	Bashful	General Pants Co
131	Don't be scared of Halloween!	Channel 5	Colgate Palmolive

Best Integrated Communications Campaign (Under \$1 million budget)

	Campaign Title	Agency	Client
93	Heatwave	Evocatif	Samsung Australia
95	Tui 'Catch A Million'	ApolloNation	Heineken New Zealand

Best Event or Experiential Marketing Campaign

	Campaign Title	Agency	Client
40	Samsung SlideLiner	Traffik	Samsung Australia
96	Sovereign, Life. Take Charge	Synergy Brand Experience	Sovereign Insurance, New Zealand
99	Heineken Chauffeur	Momentum Worldwide	Heineken Lion
136	30 Nights of Nookie	Momentum Worldwide	Reckitt Benkiser
150	Airbnb #StayWithPride	Integer	Airbnb

Best Activity Generating Brand Loyalty

	Campaign Title	Agency	Client
15	Aussie Day	303Lowe	Aussie
59	#MyFamilyCan	Leo Burnett Melbourne	SPC Ardmona
70	The Bar That Jack Built	Red Guerilla	Brown-Forman Australia

Best Activity Generating Brand Awareness and Trial

	Campaign Title	Agency	Client
42	Samsung SlideLiner	Traffik	Samsung Australia
52	Magic Mobile Drive-In	Leo Burnett Melbourne	Honda Australia
62	Be Our Best Critic	Leo Burnett Melbourne	Honda Australia
143	Ice Break Nitro Circus Live Prize Explosion	Communicado Marketing Communications	Parmalat

Best Sponsorship or Tie-in Campaign

	Campaign Title	Agency	Client
39	Samsung SlideLiner	Traffik	Samsung Australia
78	Celebrating Celebrations	Gemba / One Green Bean	Toyota Motor Corporation Australia
106	VB 'Live Cricket ScoreWatch'	ApolloNation / Zinc	Carlton & United Breweries
129	Tui 'Catch A Million'	ApolloNation	Heineken New Zealand
144	Ice Break Nitro Circus Live Prize Explosion	Communicado Marketing Communications	Parmalat

Best Brand Building Campaign

	Campaign Title	Agency	Client
61	Be Our Best Critic	Leo Burnett Melbourne	Honda Australia
66	#MyFamilyCan	Leo Burnett Melbourne	SPC Ardmona
107	Tui 'Catch A Million'	ApolloNation	Heineken New Zealand
135	30 Nights of Nookie	Momentum Worldwide	Reckitt Benkiser

Best Small Budget Campaign (AUD \$75,000 and under)

	Campaign Title	Agency	Client
34	The Weather & UV Chart	Daisy Ideas	Cancer Council NSW
126	Pauls Iced Coffee Helifishing Promotion	Ideaworks Brisbane	Parmalat
127	Queen Elizabeth tribute to 100 Years of ANZAC	April5 Agency	Carnival Cruises
132	#GivePeace	Bashful	General Pants Co
147	Vegemite Cafe Crew	Integer	Mondelez International

Best Cause or Charity-Related Campaign

	Campaign Title	Agency	Client
44	BE PRESENT	Graffiti Group	Transport Accident Commission
117	#GivePeace	Bashful	General Pants Co
123	Queen Elizabeth tribute to 100 Years of ANZAC	April5 Agency	Carnival Cruises

Best Use of Digital in a Campaign

	Campaign Title	Agency	Client
30	Celebrating Celebrations	Gemba / One Green Bean	Toyota Motor Corporation Australia
87	The TAB 12th Man Challenge	The Idea Shed	Tabcorp
128	30 Nights of Nookie	Momentum Worldwide	Reckitt Benkiser
138	Hoyts 'Freeze your Seat'	Momentum Worldwide	Coca-Cola Amatil

Best Use of Social Marketing in a Campaign

	Campaign Title	Agency	Client
60	Be Our Best Critic	Leo Burnett Melbourne	Honda Australia
65	Driver Duels	Edge	AAMI
113	#GivePeace	Bashful	General Pants Co

Best Integrated Communications Campaign (Over \$1 million budget)

	Campaign Title	Agency	Client
73	Heineken Chauffeur	Momentum Worldwide	Heineken Lion
104	VB 'Live Cricket ScoreWatch'	ApolloNation / Zinc	Carlton & United Breweries

Young Achiever of The Year (in Account Service and/or Creative)

	Name	Agency
33	Nicole Hetherington	BMF
37	Edbert Wahjudi	The Zoo Republic
98	Craig McLeod	GPY&R Melbourne
112	Tyler Shepherd	ApolloNation

120 Emma Brosnan
134 Amy Little

ApolloNation
April5 Agency