

38th AWARD Awards Finalists

H Direct Marketing

H.03 Direct Response Advertising, Individual

| Entry N° | Title | Client | Entrant Company |
|----------|-----------------------|--------------------------|--------------------------|
| H.03-500 | Hungerithm | Mars Chocolate Australia | Clemenger BBDO Melbourne |
| H.03-506 | The Tailor Made Store | Chadstone | BWM Dentsu Melbourne |

H.04 Direct Response Advertising, Campaign. Single Medium

| Entry N° | Title | Client | Entrant Company |
|----------|---|--|--------------------------|
| H.04-500 | The Boys <ul style="list-style-type: none">- Talcum Powder- Trim- Lunges- Cycle- Cricket | Bonds / Pacific Brands Underwear Australia | Clemenger BBDO Melbourne |
| H.04-505 | Naked Ute | Volkswagen | DDB |

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H.06 Charity, Individual

| Entry N° | Title | Client | Entrant Company |
|----------|-----------------------------|--------------------------|-------------------------|
| H.06-500 | You're Accepted | Minus18 | GPY&R Melbourne |
| H.06-501 | The Ugly Xmas Rashie | Cancer Council Australia | RUMBLE Creative & Media |

H.08 Copywriting for Direct, Individual

| Entry N° | Title | Client | Entrant Company |
|----------|-----------------------------|----------------------------|-----------------------|
| H.08-502 | Silicon Valley URXXL | SKY Television New Zealand | DDB Group New Zealand |

H.09 Art Direction for Direct, Individual

| Entry N° | Title | Client | Entrant Company |
|----------|--|--------|-----------------------|
| H.09-502 | Fargo Woollens | SKY | DDB Group New Zealand |
| H.09-504 | Google Play, "Through the Dark" | Google | R/GA Sydney |

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H.10 Integrated Solutions

| Entry N° | Title | Client | Entrant Company |
|----------|--|--|------------------------------|
| H.10-501 | The Boys <ul style="list-style-type: none">- TV - Talcum Powder- TV - Trim- TV - Lunges- Outdoor - Digital Interactive Outdoor billboard- Poster - In-store & POS- Other - Online films- Other - Online youtube pre-rolls | Bonds / Pacific Brands Underwear Australia | Clemenger BBDO Melbourne |
| H.10-504 | Cheers To A Legend | Diageo | Leo Burnett Sydney |
| H.10-507 | Meet Graham | TAC | Clemenger BBDO Melbourne |
| H.10-513 | The Chiko Handy Holder | Chiko | Cummins & Partners Melbourne |
| H.10-519 | The Naked Ute | Volkswagen | DDB |

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H.11 Alternative Media, Individual

| Entry N° | Title | Client | Entrant Company |
|----------|-------------------------------|------------------------------------|---------------------------|
| H.11-503 | Meet Graham | TAC | Clemenger BBDO Melbourne |
| H.11-504 | LandCruiser Emergency Network | Toyota Motor Corporation Australia | Saatchi & Saatchi Sydney |
| H.11-505 | The Conscious Crossing | KiwiRail | Clemenger BBDO Wellington |
| H.11-507 | X-Ray Casts | Fonterra Brands NZ, Anchor | Colenso BBDO |

H.12 Alternative Media, Campaign

| Entry N° | Title | Client | Entrant Company |
|----------|----------------|--------|-----------------------|
| H.12-502 | Fargo Woollens | SKY | DDB Group New Zealand |

H.13 Digital Direct Response, Individual

| Entry N° | Title | Client | Entrant Company |
|----------|-------------------------------|------------------------------------|--------------------------|
| H.13-500 | Hungerithm | Mars Chocolate Australia | Clemenger BBDO Melbourne |
| H.13-501 | LandCruiser Emergency Network | Toyota Motor Corporation Australia | Saatchi & Saatchi Sydney |
| H.13-505 | Pocket Money | ANZ | TBWA Melbourne |
| H.13-512 | #Comeonin | Sydney Opera House | DDB |

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H.14 Digital Direct Response, Campaign

| Entry N° | Title | Client | Entrant Company |
|----------|-------------|--------|--------------------------|
| H.14-503 | Meet Graham | TAC | Clemenger BBDO Melbourne |

H.15 Electronic Direct Mail

| Entry N° | Title | Client | Entrant Company |
|----------|---------------------------------|--------|-----------------|
| H.15-500 | Qantas Out of Office Travelogue | Qantas | The Monkeys |