

# 37th AWARD Awards Finalists

## D Integrated Campaign

### D.01 Integrated Campaign

Entry N°	Title	Client	Entrant Company
D.01-502	<b>#MyFamilyCan</b> <ul style="list-style-type: none"> <li>- Other - Packaging</li> <li>- Other - Branded Content</li> <li>- Interactive - Social Activation</li> <li>- Other - In-Store POS &amp; Direct Marketing</li> <li>- Print - Magazine</li> </ul>	SPC Ardmona	Leo Burnett Melbourne
D.01-505	<b>Love from Land Rover</b> <ul style="list-style-type: none"> <li>- TV - Love from Land Rover TVC</li> <li>- Print - Love from Land Rover Press</li> <li>- Other - Love from Land Rover PR - Seven Sharp</li> <li>- Cinema - Love from Land Rover Cinema : Long Format</li> <li>- Other - Love from Land Rover 30" Pre Roll : Online</li> </ul>	Land Rover New Zealand	Y&R New Zealand
D.01-507	<b>McWhopper</b> <ul style="list-style-type: none"> <li>- DM - Open Letter Newspaper ad</li> <li>- Interactive - Website</li> <li>- Interactive - Social</li> <li>- Outdoor - Billboards and Street Posters</li> <li>- Print - Open Letter</li> <li>- Interactive - Web Films</li> <li>- Other - Pop Up Restaurant</li> <li>- Other - Product Design</li> </ul>	Burger King / Peace One Day	Y&R New Zealand

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<b>D.01-510</b>	<b>Live Dive</b>	Lion	DDB Group New Zealand
	<ul style="list-style-type: none"><li>- TV - Deep dive TV</li><li>- Other - Social media campaign</li><li>- Interactive - Deep Dive Website</li><li>- Interactive - Deep Dive Digital</li><li>- Poster - Deep Dive street posters</li><li>- Outdoor - Digital Billboards</li><li>- Other - PR</li><li>- TV - The Deep Dive (TV Content)</li><li>- Radio - Hold your breath</li></ul>		
<b>D.01-511</b>	<b>Fuel the Fire</b>	GIO Insurance	Leo Burnett Sydney
	<ul style="list-style-type: none"><li>- Interactive - Fuel the Fire Team Talk Film</li><li>- Print - Fuel the Fire Speech</li><li>- Other - Fuel the Fire Social</li></ul>		
<b>D.01-517</b>	<b>Brewtroleum</b>	DB Breweries	Colenso BBDO
	<ul style="list-style-type: none"><li>- Other - Ambient - Brewtroleum Stations</li><li>- Other - Ambient - Station Takeover</li><li>- Outdoor - Brewtroleum Tanker</li><li>- TV - Save the entire world</li><li>- TV - Zero</li><li>- Other - Online Video - The brewery behind Brewtroleum</li><li>- Other - Online Video - Lighthouse</li></ul>		
<b>D.01-525</b>	<b>#colouryoursummer</b>	Coca-Cola South Pacific	Ogilvy & Mather Sydney
	<ul style="list-style-type: none"><li>- Outdoor - #colouryoursummer OOH</li><li>- Interactive - Interactive Pre-rolls &amp; Banners</li><li>- Outdoor - Digital Vending</li><li>- Other - Colour Squad Activation</li><li>- Digital Pre-Rolls</li><li>- #colouryoursummer microsite</li></ul>		

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Entry N°	Title	Client	Entrant Company
D.01-533	<b>Captain Risky</b>	Budget Direct	303Lowe
	<ul style="list-style-type: none"> <li>- TV - Captain Risky, Launch 90</li> <li>- TV - Captain Risky, Temple of Risk</li> <li>- TV - Captain Risky, Car Surfing</li> <li>- TV - Captain Risky, Bobblehead</li> <li>- Outdoor - Captain Risky, OOH Car</li> <li>- Outdoor - Captain Risky, OOH Home</li> <li>- Other - Captain Risky, Bobblehead</li> <li>- Other - I'm A Celebrity Appearance</li> <li>- Other - Captain Risky Case Study Video</li> </ul>		
D.02	<b>Integrated Campaign, Charity</b>		
D.02-500	<b>JUST</b>	WWF - Australia	Leo Burnett Sydney
	<ul style="list-style-type: none"> <li>- Other - Just Packaging</li> <li>- Interactive - Just How to Videos</li> <li>- Outdoor - Just Lemon, Cucumber, Cinamon</li> </ul>		
D.02-501	<b>Living Memories</b>	Brake	Y&R New Zealand
	<ul style="list-style-type: none"> <li>- Print - Magazines</li> <li>- Poster - Living Memories Street Posters</li> <li>- Poster - Living Memories Indoor Posters</li> <li>- Other - Living Memories Online banners</li> <li>- Cinema - Living Memories Cinema</li> <li>- TV - Living Memories PR - Sunday News Programme</li> <li>- Outdoor - Living Memories Adshels</li> </ul>		
D.02-502	<b>Breast Milk</b>	Breast Cancer Cure	Y&R New Zealand
	<ul style="list-style-type: none"> <li>- Other - PR - 174 individual media stories</li> <li>- Poster - Wheat-bix and Breakfast</li> <li>- DM - New product</li> </ul>		

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**D.02-507 Ultimate Death Scene**

Sea Shepherd

The Works

- Other - Ultimate Death Scene
- Print - John Doe
- Radio - Ultimate Death Scene