

37th AWARD Awards Finalists

F Public Relations

F.01 Best Integrated Campaign Led by PR

| Entry N° | Title | Client | Entrant Company |
|----------|--|-----------------------------|-----------------------------|
| F.01-501 | Inspiring Spirit <ul style="list-style-type: none"> - Other - Launch Video - DM - Direct Mail Kit to Spirit CEO + Media - Outdoor - Inflatable blimp over Spirit headquarters in USA - Other - Follow-up Online Video - Other - Naming of Boeing 787 plane "Inspiring Spirit" - Interactive - Trophy Flat Mailer - TV - TV Interviews with Scoot CEO | Scoot | Saatchi & Saatchi Singapore |
| F.01-508 | McWhopper <ul style="list-style-type: none"> - DM - Open Letter Newspaper ad - Interactive - Website - Interactive - Social - Outdoor - Billboards and Street Posters - Print - Open Letter - Interactive - Web Films - Other - Pop Up Restaurant - Other - Product Design | Burger King / Peace One Day | Y&R New Zealand |
| F.01-510 | Reverse April Fools' <ul style="list-style-type: none"> - Print - April Fools' Special - Print - Reveal ad - Interactive - Reverse April Fools' video - Other - Reverse April Fools' Event/Stunt - Other - PR | BMW | DDB Group New Zealand |
| F.01-514 | Reverse Reviews <ul style="list-style-type: none"> - Other - Reverse Reviews Promotion - Print - Reverse Reviews Print - Radio - Reverse Reviews - 30 sec Radio | Art Series Hotel Group | Cummins&Partners Melbourne |

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F.01-521 Heartbeat Lexus Australia M&C Saatchi Sydney

- Cinema - Heartbeat film
- Interactive - Online banners and film
- Print - DPS
- Print - Australia cover wrap

F.01-523 #Airline Wager Air New Zealand/Qantas Host Sydney

- Other - Newspaper coverage
- Other - Television news
- Other - Social media - Twitter

F.02 Charity, Best Integrated Campaign Led by PR

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

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|-----------------|---|-------|-----------------|
| F.02-500 | Living Memories | Brake | Y&R New Zealand |
| | <ul style="list-style-type: none"> - Other - TVNZ Sunday - Other - TVNZ Sunday NZ Herald - Other - Stuff.co.nz - Other - Breakfast Show - Other - Women Weekly | | |

| | | | |
|-----------------|--|-------------|-----------------------|
| F.02-501 | Don't Trade Me | Paw Justice | DDB Group New Zealand |
| | <ul style="list-style-type: none"> - Interactive - Online Auctions - Interactive - Website - Outdoor - Social media - Other - PR - Interactive - Don't Trade me Banner ad - Interactive - Don't Trade Me Preroll - TV - Don't Trade Me TVC - Print - Don't Trade Me Newspaper Ad | | |

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F.02-503 Breast Milk

- TV - Breast Milk PR-One News
- TV - Breast Milk PR-Seven Sharp
- DM - New product
- Print - Breast Milk NZ Herald

Breast Cancer Cure

Y&R New Zealand

F.02-507 Game of Balls

- Other - Game of Balls Banner
- Interactive - Game of Balls Film
- Other - Game of Balls Social

Blue Ball Foundation

M&C Saatchi Sydney