

37th AWARD Awards Finalists

H Direct Marketing

H.02 Dimensional Direct Mail

Entry N°	Title	Client	Entrant Company
H.02-500	The Award Flask	Madman	GPY&R Sydney
H.02-503	Catstacam	Mars Petcare	Clemenger BBDO Sydney

H.03 Direct Response Advertising, Individual

Entry N°	Title	Client	Entrant Company
H.03-500	You Wish Fish	BCF	GPY&R Brisbane
H.03-501	Donation Posters	Public Transport Victoria	GPY&R Melbourne
H.03-505	McWhopper	Burger King / Peace One Day	Y&R New Zealand
H.03-506	Reverse April Fools'	BMW	DDB Group New Zealand
H.03-510	Sacred Ground	adidas	Whybin\TBWA Group Melbourne

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H.04 Direct Response Advertising, Campaign. Single Medium

Entry N°	Title	Client	Entrant Company
H.04-503	Get Cash	Westpac	DDB Group Melbourne
	<ul style="list-style-type: none"> - Get Cash Online Tutorial Video 1 - Get Cash Online Tutorial Video 2 - Get Cash Online Tutorial Video 3 - Get Cash Online Tutorial Video 4 - Get Cash Online Tutorial Video 5 - Get Cash Online Tutorial Video 6 		

H.05 Non Commercial Direct Mail

Entry N°	Title	Client	Entrant Company
H.05-501	Operation Bong Bong	Archibald / Williams	Archibald / Williams

H.06 Charity, Individual

Entry N°	Title	Client	Entrant Company
H.06-500	Care Package of Thanks	CARE Australia	Cummins&Partners Melbourne
H.06-501	Surfify	SurfAid.org	BWM Dentsu
H.06-502	Breast Cream	New Zealand Breast Cancer Foundation	Colenso BBDO
H.06-503	Game of Balls	Blue Ball Foundation	M&C Saatchi Sydney
H.06-506	Melanoma Likes Me	Melanoma Patients Australia	GPY&R Brisbane/Melbourne
	<ul style="list-style-type: none"> - Other - Promo Website - Other - Instagram Comments - Other - Twitter Tweets 		

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H.07 Charity, Campaign

Entry N°	Title	Client	Entrant Company
H.07-501	Just	WWF - Australia	Leo Burnett Sydney
	<ul style="list-style-type: none"> - Outdoor - Just Lemons, Just Cucumber, Just Cinamon - Interactive - Just Skincare, Just Burn, Just Shoe, Just Glass - Other - Just Packaging 		

H.10 Integrated Solutions

Entry N°	Title	Client	Entrant Company
H.10-500	#MyFamilyCan	SPC Ardmona	Leo Burnett Melbourne
	<ul style="list-style-type: none"> - Other - Packaging - Other - Branded Content - Interactive - Social Activation - Other - In-Store POS & Direct Marketing - Print - Magazine 		
H.10-502	Love from Land Rover	Land Rover New Zealand	Y&R New Zealand
	<ul style="list-style-type: none"> - TV - Love from Land Rover TVC - Print - Love from Land Rover Press - Other - Love from Land Rover PR - Seven Sharp - Interactive - Love from Land Rover 30" Pre Roll - Cinema - Love from Land Rover Cinema 		
H.10-504	McWhopper	Burger King / Peace One Day	Y&R New Zealand
	<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 		

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H.10-506	The Case-Study Song of the Year	ADMA	Cummins & Partners
	<ul style="list-style-type: none">- Other - Case-Study Song of the Year online film- Other - Case-Study Song (actual song)- DM - Case-Study Song DM piece- Interactive - Case-Study Song Banners		
H.10-508	#colouryoursummer	Coca-Cola South Pacific	Ogilvy & Mather Sydney
	<ul style="list-style-type: none">- Interactive - Interactive Pre-Roll Banners- Interactive - Interactive OOH- Outdoor - Interactive OOH- Other - Branded Content- Other - Activations- Other - 126 Mobile Games		
H.10-511	Give care like you're still there	Cebuana Lhuillier	Ace Saatchi & Saatchi
	<ul style="list-style-type: none">- TV - Anita Gives Care- TV - Teresita Gives Care- TV - Ana Gives Care- TV - Gloria Gives Care- TV - Ceferino Gives Care- TV - Eva Gives Care- TV - Eden Gives Care- TV - Cecil Gives Care- TV - Jean Gives Care- Print - Dexter Gives Care- Outdoor - Olive Gives Care (billboard)- Interactive - Deo Gives Care- Interactive - Neriza Gives Care		

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H.11 Alternative Media, Individual

Entry N°	Title	Client	Entrant Company
H.11-501	Donation Posters	Public Transport Victoria	GPY&R Melbourne
H.11-502	Set In Stone	Crikey.com.au	Leo Burnett Melbourne
H.11-504	Tweeting Machines	GE	Clemenger BBDO Sydney
H.11-506	The Dolmio Pepper Hacker	Mars Food Australia	Clemenger BBDO Sydney
H.11-507	The Underwater Billboard	Keep Australia Fishing	Clemenger BBDO Sydney
H.11-512	Tweeting Sonar	Lion	DDB Group New Zealand
H.11-514	Catstacam	Mars Petcare	Clemenger BBDO Sydney
H.11-515	Stay with pride	AIR BNB	WHYBIN/TBWA SYDNEY
H.11-518	This is the new Lexus NX	Lexus Australia	M&C Saatchi Sydney
H.11-521	Peephole	Melbourne Theatre Company	DDB Group Melbourne

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H.12 Alternative Media, Campaign

Entry N°	Title	Client	Entrant Company
H.12-502	#macitbetter - Other - Facebook - Other - Ebay - Other - Instagram	McDonald's	DDB Sydney

H.13 Digital Direct Response, Individual

Entry N°	Title	Client	Entrant Company
H.13-500	Tweeting Machines	GE	Clemenger BBDO Sydney
H.13-502	Fuel the Fire	GIO Insurance	Leo Burnett Sydney
H.13-503	McWhopper	Burger King / Peace One Day	Y&R New Zealand
H.13-504	Great Chinese Names for Great Britain	Visit Britain	Ogilvy Beijing
H.13-505	Catstacam	Mars Petcare	Clemenger BBDO Sydney
H.13-507	Only GAYTM in the Village	ANZ	Whybin\TBWA Group Melbourne

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H.14 Digital Direct Response, Campaign

Entry N°	Title	Client	Entrant Company
H.14-500	#MyFamilyCan <ul style="list-style-type: none">- Packaging- Branded Content- Social Activation- In-Store POS & Direct Marketing- Magazine	SPC Ardmona	Leo Burnett Melbourne
H.14-503	Instagram Your Fridge <ul style="list-style-type: none">- Facebook- Instagram- Street Posters- Banners	Lion	Special Group Limited

H.15 Electronic Direct Mail

Entry N°	Title	Client	Entrant Company
H.15-500	This is the new Lexus NX	Lexus Australia	M&C Saatchi Sydney