

37th AWARD Awards Finalists

J Digital

J.01 Website - Business to Consumer

Entry N°	Title	Client	Entrant Company
J.01-503	Here	The University of Sydney	The Monkeys
J.01-507	Australia Talks - The Challenge of Change	The Department of Treasury	303Lowe

J.05 Microsite - Business to Business

Entry N°	Title	Client	Entrant Company
J.05-500	McWhopper	Burger King / Peace One Day	Y&R New Zealand

J.07 Digital Campaign - Business to Consumer

Entry N°	Title	Client	Entrant Company
J.07-500	Catstacam <ul style="list-style-type: none"> - Online film - Instagram - Facebook 	Mars Petcare	Clemenger BBDO Sydney
J.07-508	Great Chinese Names for Great Britain	Visit Britain	Ogilvy Beijing

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J.08 Digital Campaign - Business to Business

Entry N°	Title	Client	Entrant Company
J.08-500	McWhopper <ul style="list-style-type: none">- Website- Social- GIFs- Web Films- User Generated Content	Burger King / Peace One Day	Y&R New Zealand

J.12 Online Ad - Online Promotion

Entry N°	Title	Client	Entrant Company
J.12-501	Lazy Yak's Laziest competition	Lazy Yak / Carlton United Breweries	Clemenger BBDO Melbourne
J.12-503	Instagram Your Fridge	Lion	Special Group Limited
J.12-504	Get Cash	Westpac	DDB Group Melbourne

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J.13 Online Ad - Charity

Entry N°	Title	Client	Entrant Company
J.13-501	Amnesty 360 Banner	Amnesty International Australia	Longtail

J.18 Mobile - Other

Entry N°	Title	Client	Entrant Company
J.18-502	PEDIGREE Found	MARS	Colenso BBDO

J.20 Digital Kiosk, Point of Sale, On-site, Outdoor Digital

Entry N°	Title	Client	Entrant Company
J.20-500	Shark Dive in the Desert	Samsung Australia	Leo Burnett Sydney
J.20-503	Heartbeat	Lexus Australia	M&C Saatchi Sydney
J.20-506	Play The Bridge	Two Degree's Mobile Limited	Special Group Limited

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J.21 Digital Kiosk, Point of Sale, On-site, Outdoor Digital, Charity

Entry N°	Title	Client	Entrant Company
J.21-501	Stop the Spread	Melanoma Institute Australia	Disciple Communications

J.22 Online Promotion, Campaign

Entry N°	Title	Client	Entrant Company
J.22-500	#macitbetter - Facebook - Ebay - Instagram	McDonald's	DDB Sydney

J.25 Online Film, 3 Minutes or Less

Entry N°	Title	Client	Entrant Company
J.25-502	The Dolmio Pepper Hacker	Mars Food Australia	Clemenger BBDO Sydney
J.25-524	Equal Future	ANZ	Whybin\TBWA Group Melbourne
J.25-528	Meanwhile in New Zealand - The tortoise & the hare	Air New Zealand	Host Sydney

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J.26 Online Film, Over 3 Minutes

Entry N°	Title	Client	Entrant Company
J.26-500	Nutri-Grain Presents Unstoppable: Andy Hensel	Kellogg's	J. Walter Thompson Sydney
J.26-502	Lifeline	Samsung Australia	Leo Burnett Sydney
J.26-513	Men in Black - Safety Defenders	Air New Zealand	True
J.26-517	Made in 17 Hours	Toshiba	Clemenger BBDO Sydney

J.27 Online Film - Charity

Entry N°	Title	Client	Entrant Company
J.27-501	Ultimate Death Scene	Sea Shepherd	The Works
J.27-504	Game of Balls	Blue Ball Foundation	M&C Saatchi Sydney

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J.28 Social Media

Entry N°	Title	Client	Entrant Company
J.28-503	Catstacam	Mars Petcare	Clemenger BBDO Sydney
J.28-505	Fuel the Fire	GIO Insurance	Leo Burnett Sydney
J.28-509	Tweeting Sonar	Lion	DDB Group New Zealand
J.28-517	Lazy Yak's Laziest competition	Lazy Yak / Carlton United Breweries	Clemenger BBDO Melbourne
J.28-519	Sacred Ground	adidas	Whybin\TBWA Group Melbourne
J.28-522	#Airline Wager	Air New Zealand/Qantas	Host Sydney
J.28-523	Instagram Your Fridge	Lion	Special Group Limited
J.28-526	Get Cash	Westpac	DDB Group Melbourne

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J.29 Social Media, Charity

Entry N°	Title	Client	Entrant Company
J.29-500	Melanoma Likes Me	Melanoma Patients Australia	GPY&R Brisbane/Melbourne
J.29-504	How To Drink Properly 2	DrinkWise	Clemenger BBDO Melbourne
J.29-506	Game of Balls	Blue Ball Foundation	M&C Saatchi Sydney

J.30 Apps

Entry N°	Title	Client	Entrant Company
J.30-500	PEDIGREE Found	MARS	Colenso BBDO

J.32 Emerging Digital/ Connected Products

Entry N°	Title	Client	Entrant Company
J.32-501	Clever Kash	ASB Bank	Saatchi & Saatchi New Zealand