

# 37th AWARD Awards Finalists

## K Creative Innovation

### K.01 Conceptual Innovation

Entry N°	Title	Client	Entrant Company
K.01-500	Melanoma Likes Me	Melanoma Patients Australia	GPY&R Brisbane/Melbourne
K.01-501	Cantenna	SP Lager	GPY&R Brisbane
K.01-503	Donation Posters	Public Transport Victoria	GPY&R Melbourne
K.01-508	Just	WWF - Australia	Leo Burnett Sydney
K.01-510	McWhopper	Burger King / Peace One Day	Y&R New Zealand
K.01-511	Living Memories	Brake	Y&R New Zealand
K.01-516	Reduce Speed Dial	Volkswagen	Colenso BBDO
K.01-517	PEDIGREE Found	MARS	Colenso BBDO
K.01-519	Game of Balls	Blue Ball Foundation	M&C Saatchi Sydney
K.01-520	Clever Kash	ASB Bank	Saatchi & Saatchi New Zealand

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### K.02 Technological Innovation

Entry N°	Title	Client	Entrant Company
K.02-502	Lifeline	Samsung Australia	Leo Burnett Sydney
K.02-505	Clever Kash	ASB Bank	Saatchi & Saatchi New Zealand
K.02-510	Heartbeat	Lexus Australia	M&C Saatchi Sydney

### K.03 Product Innovation

Entry N°	Title	Client	Entrant Company
K.03-503	Just	WWF - Australia	Leo Burnett Sydney
K.03-504	McWhopper	Burger King / Peace One Day	Y&R New Zealand
K.03-506	Brewtroleum	DB Breweries	Colenso BBDO
K.03-507	Clever Kash	ASB Bank	Saatchi & Saatchi New Zealand