

37th AWARD Awards Finalists

L Promotion & Experiential

L.01 Best use of Experiential Marketing in a Promotional Campaign

Entry N°	Title	Client	Entrant Company
L.01-509	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
L.01-515	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
L.01-522	Brewtroleum <ul style="list-style-type: none"> - Other - Ambient - Brewtroleum Stations (x62) - Other - Ambient - Brewtroleum Station Takeover - Outdoor - Brewtroleum Tanker - TV - Save the entire world - TV - Zero - Other - Online Video - The brewery behind Brewtroleum - Other - Online Video - Lighthouse 	DB Breweries	Colenso BBDO
L.01-529	Peephole <ul style="list-style-type: none"> - DM - Invitation to influencers - Interactive - Social Media - Other - Experiential performance 	Melbourne Theatre Company	DDB Group Melbourne
L.01-533	Play The Bridge <ul style="list-style-type: none"> - Interactive - Auckland Harbour Bridge Interactive light show 	Two Degree's Mobile Limited	Special Group Limited

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L.02 Best use of Ambient and/or Guerilla Marketing in a Promotional Campaign

Entry N°	Title	Client	Entrant Company
L.02-505	Donation Posters <ul style="list-style-type: none"> - Interactive - Donation Posters - Outdoor - Donation Posters - Poster - Donation Posters 	Public Transport Victoria	GPY&R Melbourne
L.02-507	The Underwater Billboard <ul style="list-style-type: none"> - Outdoor - The Underwater Billboard 	Keep Australia Fishing	Clemenger BBDO Sydney
L.02-510	Unforgotten Soldiers <ul style="list-style-type: none"> - Outdoor - Unforgotten Soldiers 	History Channel	DDB Group New Zealand
L.02-511	Set In Stone <ul style="list-style-type: none"> - Outdoor - 8 x Labor Promises - Outdoor - 8 x Liberal Promises - Outdoor - Victorian State Library/Mulgrave Voting Centre 	Crikey.com.au	Leo Burnett Melbourne

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L.03 Best New Product Launch and Re-Launch or Multi-Product Promotion at Retail

Entry N°	Title	Client	Entrant Company
L.03-500	#MyFamilyCan <ul style="list-style-type: none"> - Other - Packaging - Other - Branded Content - Interactive - Social Activation - Other - In-Store POS & Direct Marketing - Print - Magazine 	SPC Ardmona	Leo Burnett Melbourne
L.03-501	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
L.03-504	Get Cash <ul style="list-style-type: none"> - Other - Get Cash Online Tutorial Video 1 - Other - Get Cash Online Tutorial Video 2 - Other - Get Cash Online Tutorial Video 3 - Other - Get Cash Online Tutorial Video 4 - Other - Get Cash Online Tutorial Video 5 - Other - Get Cash Online Tutorial Video 6 	Westpac	DDB Group Melbourne
L.03-506	You Wish Fish <ul style="list-style-type: none"> - Other - eDM - Other - Online video - Other - POS 	BCF	GPY&R Brisbane

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L.03-507	Cantenna	SP Lager	GPY&R Brisbane
	<ul style="list-style-type: none"> - Other - POS - Other - Instore - Other - Packaging 		
L.04	Best Sponsorship or Partnership Campaign		
Entry N°	Title	Client	Entrant Company
L.04-501	Fuel the Fire	GIO Insurance	Leo Burnett Sydney
	<ul style="list-style-type: none"> - Other - Fuel the Fire - Print - Fuel the Fire - Other - Fuel the Fire Social 		
L.04-504	STAY WITH PRIDE	AIRBNB	WHYBIN/TBWA SYDNEY
	<ul style="list-style-type: none"> - Interactive - SOCIAL POST - Interactive - WEBSITE ENTRY FORM - Interactive - BUZZFEED COVERAGE - Other - CONTENT BRAND FILM - Other - DRAG QUEEN INFLUENCERS - Outdoor - FLOAT - Interactive - FRENCH NEWS COVERAGE - Outdoor - HARBOUR PARTY - Print - LOGO RE DESIGN - TV - NEWS COVERAGE - Interactive - PRESS - Other - PHOTOGRAPHY - Interactive - SOCIAL POST UK 		
L.04-510	ASB - The Bank that Backs the All Blacks.	ASB Bank	Saatchi & Saatchi New Zealand
	<ul style="list-style-type: none"> - Other - ASB/ABS - The All Blacks sponsorship announcement. 		

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L.05 Best use of Other Digital Media in a Promotional Campaign

Entry N°	Title	Client	Entrant Company
L.05-506	Get Cash	Westpac	DDB Group Melbourne
	- Other - Get Cash Online Tutorial Video 1		
	- Other - Get Cash Online Tutorial Video 2		
	- Other - Get Cash Online Tutorial Video 3		
	- Other - Get Cash Online Tutorial Video 4		
	- Other - Get Cash Online Tutorial Video 5		
	- Other - Get Cash Online Tutorial Video 6		

L.06 Best use of Social Media Marketing in a Promotional Campaign

Entry N°	Title	Client	Entrant Company
L.06-502	Catstacam	Mars Petcare	Clemenger BBDO Sydney
	- Other - Instagram		
L.06-504	Fuel the Fire	GIO Insurance	Leo Burnett Sydney
	- Interactive - Fuel the Fire Team Talk		
	- Print - Fuel the Fire Speech		
	- Other - Fuel the Fire Social		
L.06-508	Great Chinese Names for Great Britain	Visit Britain	Ogilvy Beijing
	- TV - Great Chinese Names for Great Britain-TVC		
	- Other - Great Chinese Names for Great Britain-Documentary		
	- Interactive - Great Chinese Names for Great Britain-Interactive		
L.06-518	Instagram Your Fridge	Lion	Special Group Limited
	- Poster - Street Poster		
	- Other - Digital Banner		
	- Other - Instagram post		

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L.06-519	McWhopper	Burger King / Peace One Day	Y&R New Zealand
	<ul style="list-style-type: none"> - Interactive - Social - Interactive - Website - DM - Open Letter Newspaper ad - Outdoor - Billboards and Street Posters - Print - Open Letter - Other - Pop Up Restaurant - Other - Product Design 		
L.06-520	Get Cash	Westpac	DDB Group Melbourne
	<ul style="list-style-type: none"> - Other - Get Cash Online Tutorial Video 1 - Other - Get Cash Online Tutorial Video 2 - Other - Get Cash Online Tutorial Video 3 - Other - Get Cash Online Tutorial Video 4 - Other - Get Cash Online Tutorial Video 5 - Other - Get Cash Online Tutorial Video 6 		
L.07	Best use of Promotion and Experiential Marketing in a Charity Campaign		
Entry N°	Title	Client	Entrant Company
L.07-500	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 		
L.07-501	Just	WWF - Australia	Leo Burnett Sydney
	<ul style="list-style-type: none"> - Other - Just Packaging - Interactive - Just How to Videos - Outdoor - Just Lemon, Cucumber, Cinamon 		
L.07-503	Biscuit	Australian Red Cross Blood Service	Cummins&Partners Melbourne
	<ul style="list-style-type: none"> - TV - Biscuit - Interactive - Biscuit - Other - Biscuit 		

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L.07-507 Breast Cream

New Zealand Breast Cancer Foundation

Colenso BBDO

- Other - Breast Cream Product
- Print - A Cream that Gives you Wrinkles
- Outdoor - Billboards
- Cinema - Breast Cream Online Film
- Other - Digital - Website and Social
- Other - Online Bloggers

L.07-509 Game of Balls

Blue Ball Foundation

M&C Saatchi Sydney

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