

37th AWARD Awards Finalists

M Market Disruption & Product/ Service Development

M.01 Consumer Product/Service

Entry N°	Title	Client	Entrant Company
M.01-501	PEDIGREE Found	MARS	Colenso BBDO
M.01-502	Clever Kash	ASB Bank	Saatchi & Saatchi New Zealand

M.02 Interactive Design for Product/Service

Entry N°	Title	Client	Entrant Company
M.02-500	Clever Kash	ASB Bank	Saatchi & Saatchi New Zealand

M.03 Innovative Product/Service Development

Entry N°	Title	Client	Entrant Company
M.03-500	Reduce Speed Dial	Volkswagen	Colenso BBDO
M.03-501	Clever Kash	ASB Bank	Saatchi & Saatchi New Zealand

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M.04 Sustainable Product/Service Development

Entry N°	Title	Client	Entrant Company
M.04-501	Brewtroleum	DB Breweries	Colenso BBDO

M.05 Industry or Category Disruption

Entry N°	Title	Client	Entrant Company
M.05-500	#MyFamilyCan	SPC Ardmona	Leo Burnett Melbourne
M.05-501	McWhopper	Burger King / Peace One Day	Y&R New Zealand

M.06 Charity

Entry N°	Title	Client	Entrant Company
M.06-500	Just	WWF - Australia	Leo Burnett Sydney
M.06-501	Living Memories	Brake	Y&R New Zealand
M.06-502	Breast Milk	Breast Cancer Cure	Y&R New Zealand
M.06-503	Breast Cream	New Zealand Breast Cancer Foundation	Colenso BBDO