

# 37th AWARD Awards Finalists

## N Branded Entertainment & Content

### N.01 User Generated

Entry N°	Title	Client	Entrant Company
N.01-500	Fuel the Fire	GIO Insurance	Leo Burnett Sydney
N.01-501	McWhopper	Burger King / Peace One Day	Y&R New Zealand

### N.02 Mobile

Entry N°	Title	Client	Entrant Company
N.02-502	Wake Up Call	Air New Zealand	Host Sydney

### N.05 Charity

Entry N°	Title	Client	Entrant Company
N.05-501	Living Memories	Brake	Y&R New Zealand

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### N.08 Documentaries - Online

Entry N°	Title	Client	Entrant Company
N.08-501	Nutri-Grain Presents Unstoppable: Andy Hensel	Kellogg's	J. Walter Thompson Sydney
N.08-504	Lifeline	Samsung Australia	Leo Burnett Sydney

### N.09 Documentaries - Online, Campaign/Series

Entry N°	Title	Client	Entrant Company
N.09-501	Nutri-Grain Presents Unstoppable Stories <ul style="list-style-type: none"><li>- Andy Hensel</li><li>- Derek Rabelo</li><li>- Nathan Charles</li></ul>	Kellogg's	J. Walter Thompson Sydney

### N.10 Documentaries - Film

Entry N°	Title	Client	Entrant Company
N.10-501	Nutri-Grain Presents Unstoppable: Andy Hensel	Kellogg's	J. Walter Thompson Sydney

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### N.14 Entertainment - Online

Entry N°	Title	Client	Entrant Company
N.14-505	Love from Land Rover	Land Rover New Zealand	Y&R New Zealand
N.14-515	Goodbye Door Knockers	Energy Online	Contagion
N.14-520	FIFA PRESS CONFERENCE	Southern Cross Austereo	SCA

### N.15 Entertainment - Online, Campaign/Series

Entry N°	Title	Client	Entrant Company
N.15-502	<b>HOUSE OF LITTLE MOMENTS</b> <ul style="list-style-type: none"> <li>- MONT BLANC</li> <li>- A TASTE OF BROKEN HEART</li> <li>- MEET-CUTE</li> <li>- HAWAII FRIED NOODLE WITH SUNSHINE</li> <li>- AN EXTRAORDINARY HOME-MADE NOODLE</li> </ul>	UNI PRESIDENT	ADK Taiwan
N.15-504	<b>The Tough Sell</b> <ul style="list-style-type: none"> <li>- Tough Sell Case Film</li> <li>- Tom Arrives</li> <li>- Gary</li> <li>- Corners</li> <li>- Beryl</li> <li>- Rain</li> </ul>	Volkswagen	DDB Sydney
N.15-505	<b>The Conspicuous Awakening of Owen Wilson</b> <ul style="list-style-type: none"> <li>- The Awakening</li> <li>- Losing It</li> <li>- The Secret</li> </ul>	P&O Cruises	BMF

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**N.15-509** **It's in you**

David Jones

WHYBIN/TBWA SYDNEY

- It's in you - Full Film
- It's in you - Confidence
- It's in you - Courage
- It's in you - Elation
- It's in you - Fierce
- It's in you - Power
- It's in you - Sensual
- It's in you - Swagger

## **N.16** **Entertainment - Film**

Entry N°	Title	Client	Entrant Company
<b>N.16-506</b>	<b>Behind The Lens</b>	Paspaley Pearls	Special Group Limited
<b>N.16-509</b>	<b>Men in Black - Safety Defenders</b>	Air New Zealand	True

## **N.17** **Entertainment - Charity**

Entry N°	Title	Client	Entrant Company
<b>N.17-502</b>	<b>Ultimate Death Scene</b>	Sea Shepherd	The Works
<b>N.17-503</b>	<b>Game of Balls</b>	Blue Ball Foundation	M&C Saatchi Sydney

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### N.18 Experiential - Installation

Entry N°	Title	Client	Entrant Company
N.18-500	Made in 17 Hours	Toshiba	Clemenger BBDO Sydney
N.18-502	Actual Reality	Jaguar New Zealand	Y&R New Zealand
N.18-505	Unforgotten Soldiers	SKY History Channel	DDB Group New Zealand

### N.19 Experiential - Event

Entry N°	Title	Client	Entrant Company
N.19-500	Made in 17 Hours	Toshiba	Clemenger BBDO Sydney
N.19-505	Live Dive	Lion	DDB Group New Zealand

### N.21 Experiential - Charity

Entry N°	Title	Client	Entrant Company
N.21-500	Just	WWF - Australia	Leo Burnett Sydney
N.21-502	CPR HERO	St John Ambulance WA	Longtail