

35th AWARD Awards Finalists

F PR

F.01 Best Integrated Campaign led by PR

Entry N°	Title	Client	Entrant Company
F.01-501	Driving Dogs	MINI / SPCA New Zealand	Drafftcb New Zealand
	<ul style="list-style-type: none"> - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs 		
F.01-503	100% PURE CHOICE	Tourism New Zealand	WHYBIN\TBWA GROUP SYDNEY
	<ul style="list-style-type: none"> - Other - 100% PURE CHOICE-PR - Other - 100% PURE CHOICE-SOCIAL MEDIA - Other - 100% PURE CHOICE-MEDIA PARTNERSHIP - 100% PURE CHOICE-LIVE EVENT 		
F.01-507	Road to Recovery	Diageo Australia	Leo Burnett Sydney
	<ul style="list-style-type: none"> - TV - Recovery A - Radio - Recovery B - Print - Portraits - Outdoor - cutout - Other - Road To Recovery 		
F.01-509	Dumb Ways to Die	Metro Trains	McCann Melbourne
	<ul style="list-style-type: none"> - Other - Dumb ways to Die - Film - Other - Dumb Ways to Die - Case study Film - Other - Dumb Ways to Die - Integrated Campaign Overview - Print - Dumb Ways to Die - Print - Radio - Dumb Ways to Die - Outdoor print - Other - Dumb Ways to Die - Game Overview 		

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F.02 Community service & charity

Entry N°	Title	Client	Entrant Company
F.02-500	Demand Equal Pay	YWCA Auckland	DDB Group New Zealand
	<ul style="list-style-type: none"> - TV - Demand Equal Pay - Outdoor - Coffee Cart - Print - Work For Free - Print - Peanuts - Print - Venus - Interactive - Demand Equal Pay Website 		
F.02-502	Animal Strike	Paw Justice	DDB Group New Zealand
	<ul style="list-style-type: none"> - Print - Animal Strike Press ad - Outdoor - Animal Strike Street Poster - Interactive - Animal Strike EDM - TV - Animal Strike TV - Outdoor - Animal Strike Dog Park - Outdoor - Animal Strike Zoo - Interactive - Animal Strike Youtube - Interactive - Animal Strike Website - Interactive - Animal Strike Facebook 		
F.02-504	Impossible Orchestra	Department of Families Housing Community Services	McCann Melbourne
	<ul style="list-style-type: none"> - Other - Impossible Orchestra - Case study - Other - Impossible Orchestra - Board - Other - Impossible Orchestra - Print 		
F.02-505	The Most Powerful Arm Ever Invented	Save Our Sons & Duchenne Foundation	Havas Worldwide Australia
	<ul style="list-style-type: none"> - Other - The Most Powerful Arm Ever Invented - Other - The Most Powerful Arm Ever Invented - Other - The Most Powerful Arm Ever Invented 		