

# 35th AWARD Awards Finalists

## K Digital

### K.01 Website - Business to consumer

Entry N°	Title	Client	Entrant Company
K.01-508	MoneyReview: EmotionScan	BNZ	Colenso BBDO NZ
K.01-509	THE MELBOURNE TWITTER CUP	TABCORP	WHYBIN\TBWA GROUP SYDNEY
K.01-512	Melbourne Remote Control Tourist	Tourism Victoria	Clemenger BBDO Melbourne

### K.02 Website - Business to business

Entry N°	Title	Client	Entrant Company
K.02-502	Effies - Results Don't Lie	CAANZ Communication Agencies Association	Whybin \ TBWA Auckland

### K.03 Website - Charity

Entry N°	Title	Client	Entrant Company
K.03-503	One Buck One Pluck	Alex Wadelton	GPY&R Melbourne
K.03-504	The Most Powerful Arm	Save Our Sons	Reactive New York Inc.
K.03-506	Trial by Timeline	Amnesty International	Colenso BBDO NZ

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### K.04 Digital Campaign - Business to consumer

Entry N°	Title	Client	Entrant Company
K.04-501	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney
K.04-508	Melbourne Remote Control Tourist	Tourism Victoria	Clemenger BBDO Melbourne

### K.05 Digital Campaign - Business to business

Entry N°	Title	Client	Entrant Company
K.05-005	KMS SHAGS	Kao Australia Pty Ltd	Bashful
K.05-503	Effies - Results Don't Lie	CAANZ Communication Agencies Association	Whybin \ TBWA Auckland

### K.06 Digital Campaign - Charity

Entry N°	Title	Client	Entrant Company
K.06-500	The Most Powerful Arm Ever Invented	Save Our Sons and the Duchenne Foundation	Finch - Sydney
K.06-505	Dumb Ways to Die	Metro Trains	McCann Melbourne

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### K.07 Online Ad - Banner ad (including expanders, sequential, synchronised)

Entry N°	Title	Client	Entrant Company
K.07-505	Missing Person Pre-Roll	Australian Federal Police	VML Australia

### K.08 Online Ad - Banner ad campaign (including expanders, sequential, synchronised)

Entry N°	Title	Client	Entrant Company
K.08-502	Instant News Satire <ul style="list-style-type: none"><li>- Story 1</li><li>- Story 1b</li><li>- Story 2</li><li>- Story 3</li><li>- Story 4</li><li>- Instant News Satire Case Study Master V2</li></ul>	Samsung New Zealand	Colenso BBDO NZ

### K.10 Online promotion - must include an offer or response mechanism e.g. competition

Entry N°	Title	Client	Entrant Company
K.10-500	Beyonce	Westpac	DDB Group New Zealand

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### K.11 Games - Mobile

Entry N°	Title	Client	Entrant Company
K.11-500	Run That Town	Australian Bureau of Statistics	Leo Burnett Sydney
K.11-502	Dumb Ways to Die	Metro Trains	McCann Melbourne

### K.12 Games - Online

Entry N°	Title	Client	Entrant Company
K.12-501	Flash	New Zealand Transport Agency	Clemenger BBDO NZ
K.12-503	V Robbers	Frucor Beverages Ltd	Colenso BBDO NZ

### K.13 Games - Other (console, handheld etc.)

Entry N°	Title	Client	Entrant Company
K.13-500	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney

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### K.14 Mobile

Entry N°	Title	Client	Entrant Company
K.14-500	Secret Fishing Spots	Hutchwilco	DDB Group New Zealand
K.14-501	Shade Cinema	Brisbane City Council	GPYR Brisbane
K.14-508	TXTBKS	Smart Communications	DDB DM9JaymeSyfu/Digit - Philippines
K.14-515	TrackMyMacca's	McDonald's Australia	DDB Group Sydney

### K.15 Digital Kiosk, Point of Sale, On-Site

Entry N°	Title	Client	Entrant Company
K.15-500	Small World Machines	Coca-Cola	Leo Burnett - Sydney

### K.16 Online Promotion

Entry N°	Title	Client	Entrant Company
K.16-500	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney
K.16-502	Footify FM	National Australia Bank	Clemenger BBDO Melbourne
K.16-513	V Robbers	Frucor Beverages Ltd	Colenso BBDO NZ
K.16-516	ASB 'Like Loan'	ASB Bank	Saatchi & Saatchi New Zealand

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### K.18 Online/Shared Film - 3 minutes or less

Entry N°	Title	Client	Entrant Company
K.18-501	<b>Driving Dogs</b>	MINI / SPCA New Zealand	Drafftcb New Zealand
K.18-505	<b>"Every Time"</b>	Greenpeace Australia	Film Construction - Sydney
K.18-507	<b>Blazed</b>	New Zealand Transport Agency	Clemenger BBDO NZ
K.18-514	<b>Anytime. Anywhere.</b>	Royal Australian Air Force	GPY&R - Melbourne
K.18-516	<b>Dumb Ways to Die</b>	Metro Trains	McCann Melbourne

### K.19 Online/Shared Film - Over 3 minutes

Entry N°	Title	Client	Entrant Company
K.19-500	<b>Intelligent Sounds</b>	Intel	The Monkeys
K.19-501	<b>TUI Beer Plumber</b>	Dominion Breweries - Tui Beer	Saatchi & Saatchi New Zealand
K.19-505	<b>How to Stay Living in a Zombie Apocalypse</b>	Boost Mobile	The Monkeys
K.19-506	<b>Small World Machines</b>	Coca-Cola	Leo Burnett
K.19-507	<b>Melbourne Remote Control Tourist</b>	Tourism Victoria	Clemenger BBDO Melbourne

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## K.20 Social Media

Entry N°	Title	Client	Entrant Company
K.20-500	<b>Driving Dogs</b> <ul style="list-style-type: none"> <li>- tba</li> <li>- tba</li> <li>- tba</li> </ul>	MINI / SPCA New Zealand	Drafftcb New Zealand
K.20-501	<b>KMS SHAGS</b> <ul style="list-style-type: none"> <li>- Instagram Competition (see #KMSShags)</li> <li>- Point of Sale</li> <li>- Custom Designed Dolls</li> </ul>	Kao Australia Pty Ltd	Bashful - Sydney
K.20-502	<b>Telekinize The Rainbow</b> <ul style="list-style-type: none"> <li>- Entry Description</li> <li>- Screen grab of experience</li> <li>- Screen grab of experience</li> <li>- Screen grab of experience</li> <li>- Entry Thumbnail</li> </ul>	Wrigleys	Clemenger BBDO Sydney
K.20-504	<b>Footify FM</b> <ul style="list-style-type: none"> <li>- TBC</li> <li>- TBC</li> <li>- TBC</li> <li>- TBC</li> <li>- TBC</li> <li>- TBC</li> </ul>	National Australia Bank	Clemenger BBDO Melbourne
K.20-510	<b>The Most Powerful Arm Ever Invented</b> <ul style="list-style-type: none"> <li>- Facebook</li> <li>- Website</li> <li>- Live Stream Webcam</li> </ul>	Save Our Sons and the Duchenne Foundation	Finch - Sydney

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K.20-517	<b>Dumb Ways to Die</b>	Metro Trains	McCann Melbourne
	<ul style="list-style-type: none"> <li>- Dumb Ways to Die - Case Study</li> <li>- Dumb Ways to Die - Website</li> <li>- Dumb Ways to Die - Tumblr</li> </ul>		
K.20-519	<b>Durexperiment Fundawear</b>	Reckitt Benckiser Australia	Havas Worldwide Australia
	<ul style="list-style-type: none"> <li>- Durexperiment Fundawear</li> <li>- Durexperiment Fundawear</li> <li>- Durexperiment Fundawear</li> </ul>		
K.20-521	<b>Trial by Timeline</b>	Amnesty International	Colenso BBDO NZ
	<ul style="list-style-type: none"> <li>- Trial by Timeline</li> <li>- Trial by Timeline</li> <li>- Trial by Timeline</li> </ul>		
K.20-523	<b>THE MELBOURNE TWITTER CUP</b>	TABCORP	WHYBIN\TBWA GROUP SYDNEY
	<ul style="list-style-type: none"> <li>- THE MELBOURNE TWITTER CUP</li> <li>- THE MELBOURNE TWITTER CUP</li> <li>- THE MELBOURNE TWITTER CUP</li> </ul>		
K.20-529	<b>AJAX SOCIAL WIPES</b>	COLGATE PALMOLIVE	GPY&R VML SYDNEY
	<ul style="list-style-type: none"> <li>- Facebook</li> <li>- LinkedIn</li> <li>- YouTube</li> </ul>		
K.20-530	<b>Melbourne Remote Control Tourist</b>	Tourism Victoria	Clemenger BBDO Melbourne
	<ul style="list-style-type: none"> <li>- RCT Twitter - control tourist/share experience</li> <li>- RCT Facebook - control tourist/share experience</li> <li>- RCT Instagram - to record locations/events</li> <li>- RCT Foursquare - to check into locations</li> </ul>		

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### K.21 Apps

Entry N°	Title	Client	Entrant Company
K.21-502	Secret Fishing Spots	Hutchwilco	DDB Group New Zealand

### K.22 Emerging Digital

Entry N°	Title	Client	Entrant Company
K.22-500	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney
K.22-501	Intelligent Sounds	Intel	The Monkeys
K.22-503	The Most Powerful Arm Ever Invented	Save Our Sons and the Duchenne Foundation	Finch - Sydney
K.22-505	Durexperiment Fundawear	Reckitt Benckiser Australia	Havas Worldwide Australia

### K.23 Digital Design Craft

Entry N°	Title	Client	Entrant Company
K.23-501	The Art of Noise - Website	Noise International	M&C Saatchi
K.23-505	Trial By Timeline	Amnesty / Colenso BBDO	Assembly Creative Ltd NZ
K.23-508	Run That Town	Australian Bureau of Statistics	Leo Burnett Sydney
K.23-509	Anytime. Anywhere.	Royal Australian Air Force	GPY&R Melbourne
K.23-510	Dumb Ways to Die	Metro Trains	McCann Melbourne
K.23-518	Melbourne Remote Control Tourist	Tourism Victoria	Clemenger BBDO Melbourne