

# 35th AWARD Awards Finalists

## M Promotion and Experiential

### M.01 Best use of experiential marketing in a promotional campaign

Entry N°	Title	Client	Entrant Company
<b>M.01-502</b>	<b>Driving Dogs</b> - Other - Driving Dogs	MINI / SPCA New Zealand	Draftfcb New Zealand
<b>M.01-510</b>	<b>Air Force FM</b> - Outdoor - Air Force FM	Defence Force Recruiting	GPY&R Melbourne
<b>M.01-513</b>	<b>Small World Machines</b> - Poster - Faces - Interactive - SWM - Other - SWM	Coca-Cola	Leo Burnett Sydney
<b>M.01-514</b>	<b>Road to Recovery</b> - DM - Recovery A - Other - Recovery B - Print - Portraits - Outdoor - cutout - DM - Road To Recovery	Diageo Australia	Leo Burnett Sydney

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## M.02 Best use of ambient and/or guerilla marketing in a promotional campaign

Entry N°	Title	Client	Entrant Company
M.02-501	<b>Call Girl</b> - Radio - Call Girl - Radio - Call Girl - Radio - Call Girl	Prime TV / Sky Television	Drafftcb New Zealand
M.02-503	<b>Middle-Earth Passport Stamp</b> - Other - Passport stamp	Tourism New Zealand	Whybin \ TBWA Auckland
M.02-509	<b>A place to remember (The Long Table)</b> - Outdoor - Ambient installation - Other - Social Media - Instagram - Other - Social Media - Twitter - Other - Social Media - Facebook - TV - News - Other - Experiential	Transport Accident Commission	Grey Melbourne
M.02-511	<b>Outback Dirt Wash</b> - Outdoor - .. - Interactive - ..	Toyota Motor Corporation Australia	Saatchi & Saatchi
M.02-514	<b>McDonald's becomes Macca's</b> - Outdoor - Sign Change	McDonald's Australia	DDB Sydney

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## M.03 Best new product launch & re-launch or multi-product promotion at retail

Entry N°	Title	Client	Entrant Company
M.03-500	<b>Call Girl</b> - Radio - tba	Prime TV / Sky Television	Drafftcb New Zealand
M.03-504	<b>Road to Recovery</b> - DM - Recovery A - Other - Recovery B - Print - Portraits - Outdoor - cutout - DM - Road To Recovery	Diageo Australia	Leo Burnett Sydney

## M.04 Best sponsorship or partnership campaign

Entry N°	Title	Client	Entrant Company
M.04-500	<b>Driving Dogs</b> - Other - Driving Dogs	MINI / SPCA New Zealand	Drafftcb New Zealand

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## M.05 Best use of other digital media in a promotional campaign

Entry N°	Title	Client	Entrant Company
<b>M.05-500</b>	<b>Secret Fishing Spots</b> - Interactive - Secret Fishing Spots	Hutchwilco	DDB Group New Zealand
<b>M.05-504</b>	<b>Small World Machines</b> - Poster - Faces - Interactive - SWM - Other - SWM	Coca-Cola	Leo Burnett Sydney

## M.06 Best use of social media marketing in a promotional campaign

Entry N°	Title	Client	Entrant Company
<b>M.06-501</b>	<b>Telekinize The Rainbow</b> - Interactive - Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney
<b>M.06-503</b>	<b>Footify FM</b> - Other - Social Meda/ Online - Radio - Footify FM - TV - Footify FM - Other - PR - Other - Branded Content	National Australia Bank	Clemenger BBDO Melbourne
<b>M.06-510</b>	<b>Dumb Ways to Die</b> - 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 - Print - Dumb Ways to Die - Outdoor print - Interactive - Dumb Ways to Die - Game Overview	Metro Trains	McCann Melbourne
<b>M.06-512</b>	<b>Durexperiment Fundawear</b> - Other - Durexperiment Fundawear	Reckitt Benckiser Australia	Havas Worldwide Australia

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Entry N°	Title	Client	Entrant Company
M.06-513	<b>The Smart Phone Line</b> <ul style="list-style-type: none"> <li>- Outdoor - The Smart Phone Line</li> <li>- Interactive - The Smart Phone Line</li> <li>- Interactive - The Smart Phone Line</li> </ul>	Samsung New Zealand	Colenso BBDO
M.06-518	<b>AJAX SOCIAL WIPES</b> <ul style="list-style-type: none"> <li>- Interactive - Web</li> </ul>	COLGATE PALMOLIVE	GPY&R VML SYDNEY
M.07	<b>Best use of Promotional and Experiential Marketing in charity campaign</b>		
M.07-501	<b>Demand Equal Pay</b> <ul style="list-style-type: none"> <li>- Outdoor - Coffee Cart</li> <li>- TV - Deman Equal Pay</li> <li>- Print - Peanuts</li> <li>- Print - Venus</li> <li>- Print - Work for Free</li> <li>- Interactive - Demand Equal Pay</li> </ul>	YWCA Auckland	DDB Group New Zealand
M.07-506	<b>Impossible Orchestra</b> <ul style="list-style-type: none"> <li>- Other - Impossible Orchestra - Case study</li> <li>- Other - Impossible Orchestra - Board</li> <li>- Other - Impossible Orchestra - Print</li> </ul>	Department of Families Housing Community Services	McCann Melbourne