

35th AWARD Awards Finalists

O Media

O.01 Best use of media - Film

Entry N°	Title	Client	Entrant Company
O.01-501	Anytime. Anywhere.	Royal Australian Air Force	GPY&R Melbourne

O.02 Best use of media - Print

Entry N°	Title	Client	Entrant Company
O.02-501	MAILBOOKS FOR GOOD	RANDOM HOUSE / THE FOOTPATH LIBRARY	BMF advertising Sydney

O.03 Best use of media - Outdoor/Ambient

Entry N°	Title	Client	Entrant Company
O.03-503	Call Girl	Prime TV / Sky Television	Drafftcb New Zealand
O.03-505	Middle-Earth Passport Stamp	Tourism New Zealand	Whybin \ TBWA Auckland
O.03-515	A place to remember (The Long Table)	Transport Accident Commission	Grey Melbourne
O.03-519	Small World Machines	Coca-Cola	Leo Burnett Sydney
O.03-523	McDonald's becomes Macca's	McDonald's Australia	DDB Sydney
O.03-528	STORIES FOR EVERY JOURNEY	QANTAS LOYALTY	Droga5 Australia

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O.04 Best use of media - Digital

Entry N°	Title	Client	Entrant Company
O.04-500	Telekinize The Rainbow	Wrigleys	Clemenger BBDO Sydney
O.04-506	Durexperiment Fundawear	Reckitt Benckiser Australia	Havas Worldwide Australia
O.04-509	Instant News Satire	Samsung New Zealand	Colenso BBDO NZ

O.05 Best use of media - Integrated Campaign

Entry N°	Title	Client	Entrant Company
O.05-010	Road to Recovery <ul style="list-style-type: none"> - DM - Recovery A - Other - Recovery B - Print - Portraits - Outdoor - cutout - DM - Road To Recovery 	Diageo Australia	Leo Burnett Sydney
O.05-500	Driving Dogs <ul style="list-style-type: none"> - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs 	MINI / SPCA New Zealand	Drafftcb New Zealand
O.05-506	Small World Machines <ul style="list-style-type: none"> - Outdoor - SWM Vending Machine - Poster - Faces - Other - SWM 	Coca-Cola	Leo Burnett Sydney

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Entry N°	Title	Client	Entrant Company
O.05-507	Dumb Ways to Die	Metro Trains	McCann Melbourne
	<ul style="list-style-type: none"> - Other - Dumb Ways to Die - Case Study - 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 - Other - Dumb Ways to Die - Game Overview 		
O.06	Best Use of Media in a Charity Campaign		
O.06-500	Demand Equal Pay	YWCA Auckland	DDB Group New Zealand
	<ul style="list-style-type: none"> - TV - Demand Equal Pay - Print - Peanuts - Print - Work for Free - Print - Venus - Interactive - Demand Equal Pay - Outdoor - Coffee Cart 		
O.06-503	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 		
O.06-504	Trial by Timeline	Amnesty International	Colenso BBDO NZ
	<ul style="list-style-type: none"> - Interactive - Trial by Timeline - Interactive - Trial by Timeline - Interactive - Trial by Timeline 		