

# 35th AWARD Awards Finalists

## I Direct Marketing

### I.01 Flat Direct Mail

Entry N°	Title	Client	Entrant Company
I.01-504	Effies - Results Don't Lie	CAANZ Communication Agencies Association	Whybin \ TBWA Auckland

### I.02 Dimensional Direct Mail

Entry N°	Title	Client	Entrant Company
I.02-503	Tarp DM	Suncorp Insurance	GPYR Brisbane
I.02-505	Air Force FM	Defence Force Recruiting	GPY&R Melbourne

### I.03 Direct Response Advertising, individual

Entry N°	Title	Client	Entrant Company
I.03-501	Secret Fishing Spots	Hutchwilco	DDB Group New Zealand
I.03-504	IKEA - Valentines Day	IKEA	303Lowe Perth

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## I.06 Community service & charity, individual

Entry N°	Title	Client	Entrant Company
I.06-500	<b>Twignature</b>	Amnesty International	BMF Advertising Melbourne
I.06-503	<b>Trial by Timeline</b>	Amnesty International	Colenso BBDO NZ

## I.07 Community service & charity, campaign

Entry N°	Title	Client	Entrant Company
I.07-500	<b>Demand Equal Pay</b> <ul style="list-style-type: none"> <li>- TV - Demand Equal Pay</li> <li>- Outdoor - Coffee Cart</li> <li>- Print - Work For Free</li> <li>- Print - Peanuts</li> <li>- Print - Venus</li> <li>- Interactive - Demand Equal Pay Website</li> </ul>	YWCA Auckland	DDB Group New Zealand
I.07-503	<b>The Most Powerful Arm Ever Invented</b> <ul style="list-style-type: none"> <li>- Other - The Most Powerful Arm Ever Invented</li> <li>- Other - The Most Powerful Arm Ever Invented</li> <li>- Other - The Most Powerful Arm Ever Invented</li> </ul>	Save Our Sons & Duchenne Foundation	Havas Worldwide Australia

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## I.10 Integrated Solutions

Entry N°	Title	Client	Entrant Company
I.10-501	<b>Driving Dogs</b> <ul style="list-style-type: none"> <li>- Interactive - Driving Dogs</li> <li>- Outdoor - Driving Dogs</li> <li>- TV - Driving Dogs</li> </ul>	MINI / SPCA New Zealand	Drafftcb New Zealand
I.10-502	<b>Secret Fishing Spots</b> <ul style="list-style-type: none"> <li>- Interactive - Secret Fishing Spots App</li> <li>- Outdoor - Marker</li> <li>- Print - Boat</li> <li>- Print - Chilly Bin</li> <li>- Print - Cliff</li> <li>- Other - PR</li> </ul>	Hutchwilco	DDB Group New Zealand
I.10-509	<b>Lamb - Lambnesia</b> <ul style="list-style-type: none"> <li>- TV - Lamb - Lambnesia</li> <li>- Print - Lamb - Lambnesia</li> <li>- Radio - Lamb - Lambnesia</li> </ul>	Meat and Live Stock Australia - Lamb	BMF advertising Sydney
I.10-513	<b>West End Draught Reclaim</b> <ul style="list-style-type: none"> <li>- TV - West End Draught Reclaim</li> <li>- Print - West End Draught Reclaim</li> <li>- Outdoor - West End Draught Reclaim</li> </ul>	Lion	BMF advertising Sydney
I.10-514	<b>Effies - Results Don't Lie</b> <ul style="list-style-type: none"> <li>- Other - Online Shared Film</li> <li>- Other - Websites</li> <li>- Other - Effie Banners</li> <li>- Poster - Effie Poster</li> <li>- Interactive - Live Event</li> </ul>	CAANZ Communication Agencies Association	Whybin \ TBWA Auckland

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**I.10-519 Dumb Ways to Die** Metro Trains McCann Melbourne

- 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
- Poster - Dumb Ways to Die - Outdoor print
- Other - Dumb Ways to Die - Game Overview

## I.11 Alternative media, individual

Entry N°	Title	Client	Entrant Company
<b>I.11-503</b>	<b>MAILBOOKS FOR GOOD</b>	RANDOM HOUSE / THE FOOTPATH LIBRARY	BMF advertising Sydney
<b>I.11-513</b>	<b>TXTBKS</b>	Smart Communications	DDB DM9JaymeSyfu/Digit Philippines

## I.13 Digital Direct Response, individual

Entry N°	Title	Client	Entrant Company
<b>I.13-510</b>	<b>Anytime. Anywhere.</b>	Royal Australian Air Force	GPY&R Melbourne
<b>I.13-514</b>	<b>MoneyReview: EmotionScan</b>	BNZ	Colenso BBDO NZ
<b>I.13-519</b>	<b>Missing Person Pre-Roll</b>	Australian Federal Police	VML Australia Sydney

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## I.14 Digital Direct Response, campaign

Entry N°	Title	Client	Entrant Company
I.14-506	<b>Durexperiment Fundawear</b> <ul style="list-style-type: none"><li>- Durexperiment Fundawear</li><li>- Durexperiment Fundawear</li><li>- Durexperiment Fundawear</li></ul>	Reckitt Benckiser Australia	Havas Worldwide Australia