

35th AWARD Awards Finalists

D Integrated Campaign

D.01 Integrated campaign

Entry N°	Title	Client	Entrant Company
D.01-502	Driving Dogs <ul style="list-style-type: none"> - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs - Other - Driving Dogs - Driving Dogs 	MINI / SPCA New Zealand	FCB New Zealand
D.01-504	Footify FM <ul style="list-style-type: none"> - Other - Social Meda/ Online - Radio - Footify FM - TV - Footify FM - Other - PR - Other - Branded Content 	National Australia Bank	Clemenger BBDO Melbourne
D.01-505	Secret Fishing Spots <ul style="list-style-type: none"> - Interactive - Secret Fishing Spots - Print - Chilly Bin - Print - Cliff - Print - Boat - Outdoor - Marker out at Sea - Other - PR 	Hutchwilco	DDB Group New Zealand
D.01-508	Effies - Results Don't Lie <ul style="list-style-type: none"> - Other - Online shared films - Other - Websites - Poster - Effies Posters - Other - Effies banners - Interactive - Live Event 	CAANZ	Whybin\TBWA Auckland

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D.01-514	Boost Stay Living	Boost Mobile	The Monkeys
	<ul style="list-style-type: none">- Other - Mary- Other - Ben- Other - Jen & Saff- Other - How to Stay Living in a Zombie Apocalypse- Poster - Boost Stay Living		
D.01-517	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		
D.01-524	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- Print - Dumb Ways to Die - Outdoor print- Interactive - Dumb Ways to Die - Game Overview		

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D.02 Charity

Entry N°	Title	Client	Entrant Company
D.02-504	100 Day Challenge <ul style="list-style-type: none"> - Other - 100 Day Challenge - Case study - Other - 100 Day Challenge - Overview Board - Print - 100 Day Challenge - Press - Other - 100 Day challenge - Treatment program website - TV - 100 Day challenge - TVC 	Victorian Responsible Gambling Foundation	McCann Melbourne
D.02-505	Impossible Orchestra <ul style="list-style-type: none"> - Other - Impossible Orchestra - Case study - Other - Impossible Orchestra - Board - Other - Impossible Orchestra - Print 	Department of Families Housing Community Services	McCann Melbourne
D.02-507	The PM Campaign <ul style="list-style-type: none"> - Print - Newspaper - Interactive - twitter - Other - Online Film 	Australian Indigenous Education Foundation	Host Sydney
D.02-510	Demand Equal Pay <ul style="list-style-type: none"> - TV - Demand Equal Pay - Outdoor - Coffee Cart - Print - Venus - Print - Peanuts - Print - Work for Free - Interactive - Demand Equal Pay 	YWCA Auckland	DDB Group New Zealand