

38th AWARD Awards Finalists

D Integrated Campaign

D.01 Integrated Campaign

Entry N°	Title	Client	Entrant Company
D.01-501	The Boys <ul style="list-style-type: none"> - TV - Talcum Powder - TV - Trim - TV - Lunges - Outdoor - Digital Interactive Outdoor billboard - Poster - In-store & POS - Other - Online films - Other - Online youtube pre-rolls 	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne
D.01-502	Hungerithm <ul style="list-style-type: none"> - Other - POS - Outdoor - Digital in-store display - Other - Online launch film - Digital display - time & context targeted - Mobile display - time & context targeted - Radio - Spotify radio & display - time & mood targeted - youTube pre-roll - interest targeted - Reactive Social Content - Promoted tweets,Facebook - Other - Destop website - Other - Mobile website 	Mars Chocolate Australia	Clemenger BBDO Melbourne
D.01-512	Meet Graham	TAC	Clemenger BBDO Melbourne
D.01-523	NOTHING BEATS THE PERFECT AUSSIE CHRISTMAS	ALDI Australia	BMF
D.01-542	You Never Lamb Alone	Meat & Livestock Australia	The Monkeys
D.01-543	The Naked Ute	Volkswagen	DDB

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D.02 Integrated Campaign, Charity

Entry N°	Title	Client	Entrant Company
D.02-501	Give a Leg Up	Vinnies	M&C Saatchi Sydney