

38th AWARD Awards Finalists

K Innovation

K.01 Creative Innovation / Technological Innovation

| Entry N° | Title | Client | Entrant Company |
|----------|-------------------------------|---------------------------------------|---------------------------|
| K.01-500 | Reword | Headspace | Leo Burnett Melbourne |
| K.01-506 | Meet Graham | TAC | Clemenger BBDO Melbourne |
| K.01-507 | LandCruiser Emergency Network | Toyota Motor Corporation Australia | Saatchi & Saatchi Sydney |
| K.01-511 | The Conscious Crossing | KiwiRail | Clemenger BBDO Wellington |
| K.01-520 | MIFF Emotional Trailers | Melbourne International Film Festival | AIRBAG |

K.02 Product Innovation

| Entry N° | Title | Client | Entrant Company |
|----------|-------------------------------|------------------------------------|--------------------------|
| K.02-502 | TAC Rider Reminder | TAC | Clemenger BBDO Melbourne |
| K.02-504 | LandCruiser Emergency Network | Toyota Motor Corporation Australia | Saatchi & Saatchi Sydney |