

38th AWARD Awards Finalists

M Market Disruption & Product/ Service Development

M.01 Consumer Product/Service

Entry N°	Title	Client	Entrant Company
M.01-505	The Conscious Crossing	KiwiRail	Clemenger BBDO Wellington

M.02 Interactive Design for Product/Service

Entry N°	Title	Client	Entrant Company
M.02-500	Meet Graham	TAC	Clemenger BBDO Melbourne

M.03 Innovative Product/Service Development

Entry N°	Title	Client	Entrant Company
M.03-502	LandCruiser Emergency Network	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney

38th AWARD Awards Finalists

M.05 Industry or Category Disruption

Entry N°	Title	Client	Entrant Company
M.05-500	Hungerithm	Mars Chocolate Australia	Clemenger BBDO Melbourne
M.05-501	Meef Graham	TAC	Clemenger BBDO Melbourne
M.05-503	LandCruiser Emergency Network	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney
M.05-504	The 2 Litre Towel	Australian Weaving	M&C Saatchi Melbourne
M.05-510	Imagine a World Without Fish	John West Australia	Cummins & Partners Melbourne

M.06 Charity

Entry N°	Title	Client	Entrant Company
M.06-502	Life Saving Stickers	Australian Road Safety Foundation	GPY&R Brisbane
M.06-503	Amnesty Unblocker	Amnesty International	Colenso BBDO
M.06-504	The Ugly Xmas Rashie	Cancer Council Australia	RUMBLE Creative & Media
M.06-506	Give a Leg Up	Vinnies	M&C Saatchi Sydney