

39th AWARD Awards Winners

Entry ID	Entry	Category	Client	Entrant Company	Gong
A. FILM & VIDEO					
A.02 Television Commercial, Individual. 30 Seconds					
572-A.02	Womankind	A.02 Television Commercial, Individual. 30 Seconds	Berlei	The Monkeys	BRONZE
621-A.02	ALDI Good Different - Pasta Sauce	A.02 Television Commercial, Individual. 30 Seconds	ALDI Australia	BMF	GOLD
623-A.02	ALDI Good Different - No Artificial Colours	A.02 Television Commercial, Individual. 30 Seconds	ALDI Australia	BMF	BRONZE
1828-A.02	Attention	A.02 Television Commercial, Individual. 30 Seconds	Toyota Motor Corporation Australia	Scoundrel Films	BRONZE
A.03 Television Commercial, Individual. Over 30 Seconds					
430-A.03	Celebrate Family	A.03 Television Commercial, Individual. Over 30 Seconds	Spark New Zealand	Colenso BBDO	SILVER
636-A.03	Dig in Doug	A.03 Television Commercial, Individual. Over 30 Seconds	ALDI Australia	BMF	GOLD
718-A.03	The World's Most Successful Recruitment Video	A.03 Television Commercial, Individual. Over 30 Seconds	New Zealand Police	Ogilvy & Mather New Zealand	SILVER
741-A.03	Rat's Tale	A.03 Television Commercial, Individual. Over 30 Seconds	New Zealand Transport Agency	Clemenger BBDO Wellington	GOLD
877-A.03	Senior to Senior Care	A.03 Television Commercial, Individual. Over 30 Seconds	7-ELEVEN Taiwan	ADK TAIWAN	BRONZE
A.05 Television Commercial, Campaign. 30 Seconds					
404-A.05	Pedigree Child Replacement Programme	A.05 Television Commercial, Campaign. 30 Seconds	MARS	Colenso BBDO	GOLD
627-A.05	ALDI Good Different	A.05 Television Commercial, Campaign. 30 Seconds	ALDI Australia	BMF	BRONZE
A.06 Television Commercial, Campaign. Any Length					
619-A.06	ALDI Good Different	A.06 Television Commercial, Campaign. Any Length	ALDI Australia	BMF	BRONZE
740-A.06	The Best Day Is The Everyday	A.06 Television Commercial, Campaign. Any Length	IKEA Australia	The Monkeys	BRONZE
A.07 Large Format Screens, Individual. Any Length					
380-A.07	Hearing Test In Disguise	A.07 Large Format Screens, Individual. Any Length	Cochlear	CHE Proximity	BRONZE
428-A.07	Milk Slams - 'Inside Out'	A.07 Large Format Screens, Individual. Any Length	Fonterra Co-operative Group	Colenso BBDO	GOLD
637-A.07	Geoff	A.07 Large Format Screens, Individual. Any Length	Kraft Heinz Australia	Y&R Auckland	BRONZE
A.09 Charity, Individual. Any Length					
752-A.09	Stop The Horror	A.09 Charity, Individual. Any Length	Go Gentle Australia	Cummins&Partners	GOLD
912-A.09	The Big Deal	A.09 Charity, Individual. Any Length	Sydney Gay And Lesbian Mardi Gras	//Thirteen & Co	GOLD
1430-A.09	If It's Not Gay, It's Not Gay	A.09 Charity, Individual. Any Length	Rainbow YOUTH	Y&R Auckland	SILVER
1708-A.09	Archimedes Trajano	A.09 Charity, Individual. Any Length	The Campaign Against the Return of the Marcoses to Malacanang or CARMMA	TBWA\SANTIAGO MANGADA PUNO	BRONZE
A.10 Charity, Campaign. Any Length					
1352-A.10	Unmute	A.10 Charity, Campaign. Any Length	Movember	Cummins&Partners	BRONZE
A.11 Interactive Film, Individual. Any Length					
839-A.11	The Hearing Test In Disguise	A.11 Interactive Film, Individual. Any Length	Cochlear	CHE Proximity	GOLD

Entry ID	Entry	Category	Client	Entrant Company	Gong
B. CRAFT IN ADVERTISING - FILM					
B.01 Film - Direction					
274-B.01	Womankind	B.01 Film - Direction	Berlei	Revolver/Will O'Rourke	BRONZE
352-B.01	Rat's Tale	B.01 Film - Direction	New Zealand Transport Agency	FINCH	SILVER
356-B.01	Celebrate Every Family	B.01 Film - Direction	Spark New Zealand	FINCH	SILVER
357-B.01	Keeping it Real	B.01 Film - Direction	Hungry Jack's	FINCH	BRONZE
360-B.01	The Greatest Meat on Earth	B.01 Film - Direction	Meat & Livestock Australia	FINCH	BRONZE
444-B.01	Stop The Horror	B.01 Film - Direction	Go Gentle Australia	Revolver/Will O'Rourke	GOLD
578-B.01	The More The Merrier	B.01 Film - Direction	ALDI Australia	Goodoil Films	GOLD
743-B.01	Parking Lot	B.01 Film - Direction	Audi of America	Revolver/Will O'Rourke	SILVER
1479-B.01	Trolley	B.01 Film - Direction	ALDI Australia	The Sweet Shop	SILVER
1491-B.01	Good Different	B.01 Film - Direction	ALDI Australia	The Sweet Shop	SILVER
1501-B.01	Dylan	B.01 Film - Direction	Lotto New Zealand	The Sweet Shop	BRONZE
B.02 Film - Cinematography					
445-B.02	Stop The Horror	B.02 Film - Cinematography	Go Gentle Australia	Revolver/Will O'Rourke	SILVER
481-B.02	A Twist At Every Turn	B.02 Film - Cinematography	Visit Victoria	Revolver/Will O'Rourke	SILVER
956-B.02	Rat's Tale	B.02 Film - Cinematography	New Zealand Transport Agency	FINCH	SILVER
961-B.02	Celebrate Every Family	B.02 Film - Cinematography	Spark New Zealand	FINCH	SILVER
969-B.02	Keeping it Real	B.02 Film - Cinematography	Hungry Jack's	FINCH	BRONZE
998-B.02	The More The Merrier	B.02 Film - Cinematography	ALDI Australia	Goodoil Films	SILVER
1817-B.02	Vibrations	B.02 Film - Cinematography	Champagne Leclerc Briant	FINCH	BRONZE
B.03 Film - Editing					
450-B.03	Rat's Tale	B.03 Film - Editing	New Zealand Transport Agency	The Butchery	SILVER
452-B.03	Centre Of Everything	B.03 Film - Editing	Honda	The Butchery	BRONZE
453-B.03	Keeping It Real	B.03 Film - Editing	Hungry Jack's	The Butchery	BRONZE
692-B.03	Byron Bay Film Festival	B.03 Film - Editing	Byron Bay Film Festival	Heckler	SILVER
1315-B.03	Aldi 'Trolley'	B.03 Film - Editing	ALDI Australia	ARC EDIT	SILVER
1316-B.03	Aldi 'Xmas'	B.03 Film - Editing	ALDI Australia	ARC EDIT	SILVER
1317-B.03	Stop the Horror	B.03 Film - Editing	Go Gentle Australia	ARC EDIT	GOLD
1545-B.03	Dylan	B.03 Film - Editing	Lotto New Zealand	The Sweet Shop	BRONZE
B.04 Film - Animation					
422-B.04	Geoff	B.04 Film - Animation	Kraft Heinz Australia	Assembly	GOLD
923-B.04	Tile - Lost Panda	B.04 Film - Animation	Tile	Alt.vfx	SILVER
B.05 Film - Digital Visual Effects					
355-B.05	Fall	B.05 Film - Digital Visual Effects	Hyundai Motor Company Australia Pty Ltd	Fin Design + Effects	BRONZE
438-B.05	Tile - Lost Panda	B.05 Film - Digital Visual Effects	Tile	Alt.vfx	GOLD
747-B.05	Honda - 'Moving You'	B.05 Film - Digital Visual Effects	Honda	Blackbird	SILVER
B.06 Film - Original Music					
321-B.06	V Rapper	B.06 Film - Original Music	Frucor Suntory Australia Pty Ltd	TKT Sydney	BRONZE
596-B.06	Beef - The Greatest Meat On Earth	B.06 Film - Original Music	Meat & Livestock Australia	Song Zu	BRONZE

652-B.06	A Kauri Cries	B.06 Film - Original Music	Auckland Council	Ogilvy & Mather New Zealand	SILVER
999-B.06	The More The Merrier	B.06 Film - Original Music	ALDI Australia	Goodoil Films	GOLD
B.07 Film - Best Use and/or Arrangement of Existing Music					
434-B.07	Womankind	B.07 Film - Best Use and/or Arrangement of Existing Music	Berlei	Revolver/Will O'Rourke	BRONZE
914-B.07	Life Changes	B.07 Film - Best Use and/or Arrangement of Existing Music	TSB	Special Group	BRONZE
958-B.07	Rat's Tale	B.07 Film - Best Use and/or Arrangement of Existing Music	New Zealand Transport Agency	FINCH	SILVER
1559-B.07	Bachelors & Bachelorettes	B.07 Film - Best Use and/or Arrangement of Existing Music	Australian Marriage Equality	AIRBAG	BRONZE
1627-B.07	Trolley	B.07 Film - Best Use and/or Arrangement of Existing Music	ALDI Australia	The Sweet Shop	GOLD
1812-B.07	Honda Brand	B.07 Film - Best Use and/or Arrangement of Existing Music	Honda	Nylon Studios	BRONZE
B.08 Film - Sound Design					
842-B.08	The Hearing Test In Disguise	B.08 Film - Sound Design	Cochlear	CHE Proximity	SILVER
B.10 Film - Production Design					
273-B.10	Katapult	B.10 Film - Production Design	Nestlé Australia & New Zealand	Revolver/Will O'Rourke	BRONZE
482-B.10	A Twist At Every Turn	B.10 Film - Production Design	Visit Victoria	Revolver/Will O'Rourke	GOLD
979-B.10	Earned Here, Taxed Here.	B.10 Film - Production Design	The Treasury	Photoplay	BRONZE
1116-B.10	A Very Merry Mistake	B.10 Film - Production Design	Air New Zealand	FINCH	BRONZE
B.11 Film - Casting					
446-B.11	Stop The Horror	B.11 Film - Casting	Go Gentle Australia	Revolver/Will O'Rourke	GOLD
464-B.11	What Do You Bring To The Table?	B.11 Film - Casting	Goodman Fielder	Curious Film	BRONZE
959-B.11	Rat's Tale	B.11 Film - Casting	New Zealand Transport Agency	FINCH	SILVER
966-B.11	Celebrate Every Family	B.11 Film - Casting	Spark New Zealand	FINCH	SILVER
1000-B.11	The More The Merrier	B.11 Film - Casting	ALDI Australia	Goodoil Films	SILVER
1567-B.11	Do You Care Enough To Be A Cop?	B.11 Film - Casting	New Zealand Police	The Sweet Shop	BRONZE
1625-B.11	Trolley	B.11 Film - Casting	ALDI Australia	The Sweet Shop	GOLD
1659-B.11	Good Different	B.11 Film - Casting	ALDI Australia	The Sweet Shop	SILVER

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B. CRAFT IN ADVERTISING - PRINT / TYPOGRAPHY / ILLUSTRATION					
B.15 Print - Art Direction, Campaign					
329-B.15	Block Out the Chaos: Babies / Dogs / Wife & Daughter	B.15 Print - Art Direction, Campaign	JBL	Cheil Worldwide, Hong Kong	BRONZE
1050-B.15	The Bottom 100	B.15 Print - Art Direction, Campaign	Fund for Peace	Host/Havas	GOLD
1051-B.15	Palau Pledge	B.15 Print - Art Direction, Campaign	Palau Legacy Project	Host/Havas	SILVER
B.17 Print - Photography, Campaign					
413-B.17	Old Dogs	B.17 Print - Photography, Campaign	MARS	Colenso BBDO	BRONZE
646-B.17	High Crashes	B.17 Print - Photography, Campaign	New Zealand Transport Agency	Clemenger BBDO Wellington	BRONZE
1201-B.17	The Bottom 100	B.17 Print - Photography, Campaign	Fund for Peace	Host/Havas	GOLD
B.19 Print - Digital Enhancement and Manipulation, Campaign					
477-B.19	Chop-Chop 2.0 Campaign	B.19 Print - Digital Enhancement and Manipulation, Campaign	ASD AMMELOO CHEF'S EDITION KNIFE SERIES	Amber China / Shanghai	SILVER
B.20 Illustration - Billboards					
330-B.20	Block Out the Chaos: Babies	B.20 Illustration - Billboards	JBL	Cheil Worldwide, Hong Kong	SILVER
331-B.20	Block Out the Chaos: Dogs	B.20 Illustration - Billboards	JBL	Cheil Worldwide, Hong Kong	SILVER
332-B.20	Block Out the Chaos: Wife & Daughter	B.20 Illustration - Billboards	JBL	Cheil Worldwide, Hong Kong	SILVER
B.24 Illustration - Press Advertising					
333-B.24	Block Out the Chaos: Babies	B.24 Illustration - Press Advertising	JBL	Cheil Worldwide, Hong Kong	SILVER
334-B.24	Block Out the Chaos: Dogs	B.24 Illustration - Press Advertising	JBL	Cheil Worldwide, Hong Kong	SILVER
335-B.24	Block Out the Chaos: Wife & Daughter	B.24 Illustration - Press Advertising	JBL	Cheil Worldwide, Hong Kong	SILVER
431-B.24	Chop-Chop 1.0 Campaign	B.24 Illustration - Press Advertising	ASD AMMELOO CHEF'S EDITION KNIFE SERIES	Amber China / Shanghai	SILVER

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B. CRAFT IN ADVERTISING - DIGITAL					
B.35 Digital - Digital Utilities and Tools					
478-B.35	Re:scam	B.35 Digital - Digital Utilities and Tools	Netsafe	DDB Group New Zealand	GOLD
844-B.35	The Hearing Test In Disguise	B.35 Digital - Digital Utilities and Tools	Cochlear	CHE Proximity	SILVER
B.36 Digital - Games					
522-B.36	American Assassin	B.36 Digital - Games	Village Roadshow	Isobar Australia	SILVER
B.37 Digital - Websites					
555-B.37	Re:scam	B.37 Digital - Websites	Netsafe	DDB Group New Zealand	BRONZE
B.39 Digital - Apps					
B.40 Digital - Animation					
834-B.40	LEGO Build It Together	B.40 Digital - Animation	LEGO Australia	CHE Proximity	BRONZE
B.41 Digital - Technological Innovation					
554-B.41	Re:scam	B.41 Digital - Technological Innovation	Netsafe	DDB Group New Zealand	BRONZE
1494-B.41	NRMA FireBlanket	B.41 Digital - Technological Innovation	NRMA Insurance	Tricky Jigsaw	SILVER

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B. CRAFT IN ADVERTISING - BRANDED ENTERTAINMENT AND CONTENT					
B.42 Branded Entertainment and Content					
322-B.42	V Rapper	B.42 Branded Entertainment and Content	Frucor Suntory Australia Pty Ltd	TKT Sydney	BRONZE
425-B.42	Inside Out	B.42 Branded Entertainment and Content	Fonterra	Assembly	GOLD
1057-B.42	A Very Merry Mistake	B.42 Branded Entertainment and Content	Air New Zealand	Host/Havas	BRONZE
1237-B.42	Stop The Horror	B.42 Branded Entertainment and Content	Go Gentle Australia	Revolver/Will O'Rourke	GOLD
1238-B.42	The Hearing Test In Disguise	B.42 Branded Entertainment and Content	Cochlear	Revolver/Will O'Rourke	BRONZE
1476-B.42	Geoff	B.42 Branded Entertainment and Content	Kraft Heinz Australia	Y&R Auckland	SILVER

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C. PRINT					
C.02 Consumer Magazine, Campaign					
336-C.02	Block Out the Chaos: Babies / Dogs / Wife & Daughter	C.02 Consumer Magazine, Campaign	JBL	Cheil Worldwide, Hong Kong	BRONZE
476-C.02	Chop-Chop 2.0 Campaign	C.02 Consumer Magazine, Campaign	ASD AMMELOO CHEF'S EDITION KNIFE SERIES	Amber China / Shanghai	BRONZE
C.09 Charity, Campaign					
1202-C.09	The Bottom 100	C.09 Charity, Campaign	Fund for Peace	Host/Havas	SILVER

Entry ID	Entry	Category	Client	Entrant Company	Gong
D. INTEGRATED CAMPAIGN					
D.01 Integrated Campaign					
409-D.01	Pedigree Child Replacement Programme	D.01 Integrated Campaign	MARS	Colenso BBDO	GOLD
517-D.01	The Billion Point Giveaway	D.01 Integrated Campaign	Velocity Frequent Flyer	CHE Proximity	BRONZE
1111-D.01	Until We All Belong	D.01 Integrated Campaign	Airbnb	Clemenger BBDO Melbourne	SILVER
1218-D.01	A Very Merry Mistake	D.01 Integrated Campaign	Air New Zealand	Host/Havas	SILVER
1399-D.01	Palau Pledge	D.01 Integrated Campaign	Palau Legacy Project	Host/Havas	SILVER
1550-D.01	Give Registry	D.01 Integrated Campaign	Myer	Clemenger BBDO Melbourne	BRONZE

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E. POSTER AND OUTDOOR					
E.04 Street Furniture Including Superlite, Citylight & Metrolite, Campaign					
472-E.04	Chop-Chop 2.0 Campaign	E.04 Street Furniture Including Superlite, Citylight & Metrolite, Campaign	ASD AMMELOO CHEF'S EDITION KNIFE SERIES	Amber China / Shanghai	BRONZE
E.05 Transit, Individual					
1381-E.05	Pirihimana Car	E.05 Transit, Individual	New Zealand Police	Ogilvy & Mather New Zealand	BRONZE
E.08 24-Sheet and 6-Sheet Poster, Campaign					
337-E.08	Block Out the Chaos: Babies / Dogs / Wife & Daughter	E.08 24-Sheet and 6-Sheet Poster, Campaign	JBL	Cheil Worldwide, Hong Kong	BRONZE
E.10 Outdoor, Campaign. Any Format					
1675-E.10	Break Point	E.10 Outdoor, Campaign. Any Format	Transport Accident Commission	Clemenger BBDO Melbourne	SILVER
E.12 Targeted Indoor, Campaign					
571-E.12	Steinlager - Fight for Territory	E.12 Targeted Indoor, Campaign	Lion	DDB Group New Zealand	SILVER
E.14 Charity, Campaign. Any Size/Format/Medium					
1205-E.14	The Bottom 100	E.14 Charity, Campaign. Any Size/Format/Medium	Fund for Peace	Host/Havas	SILVER
E.15 Interactive and/or Moving Outdoor, Individual					
1332-E.15	The People's Panel	E.15 Interactive and/or Moving Outdoor, Individual	Heide Museum of Modern Art	M&C Saatchi Melbourne	BRONZE
E.17 Interactive and/or Moving Point Of Sale, Individual					
1147-E.17	Catwalk to Cart	E.17 Interactive and/or Moving Point Of Sale, Individual	Myer	Clemenger BBDO Melbourne	SILVER

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F. PUBLIC RELATIONS					
F.01 Best Integrated Campaign Led by PR					
801-F.01	Coollest Suit	F.01 Best Integrated Campaign Led by PR	M.J. Bale	TBWA\Sydney	BRONZE
F.02 Best Use of PR Amplification for a Campaign					
695-F.02	Premmie Proud	F.02 Best Use of PR Amplification for a Campaign	BabyLove	BWM Dentsu	BRONZE
1400-F.02	Palau Pledge	F.02 Best Use of PR Amplification for a Campaign	Palau Legacy Project	Host/Havas	GOLD
F.04 Best use of Unpaid Influencers					
600-F.04	Give Nothing to Racism	F.04 Best use of Unpaid Influencers	New Zealand Human Rights Commission	Clemenger BBDO Wellington	SILVER
1401-F.04	Palau Pledge	F.04 Best use of Unpaid Influencers	Palau Legacy Project	Host/Havas	GOLD
F.05 Best Sponsorship and/or Brand Partnership					
417-F.05	ANZ #HOLDTIGHT	F.05 Best Sponsorship and/or Brand Partnership	ANZ	TBWA\Melbourne	BRONZE
879-F.05	Premmie Proud	F.05 Best Sponsorship and/or Brand Partnership	BabyLove	BWM Dentsu	BRONZE
1459-F.05	Mini Legends Draft	F.05 Best Sponsorship and/or Brand Partnership	NAB	Clemenger BBDO Melbourne	SILVER
F.06 Best Use of Content in a PR activation					
804-F.06	Coollest Suit	F.06 Best Use of Content in a PR activation	M.J. Bale	TBWA\Sydney	BRONZE
1499-F.06	The World's Most Successful Recruitment Video	F.06 Best Use of Content in a PR activation	New Zealand Police	Ogilvy & Mather New Zealand	GOLD
F.08 Best Corporate Social Responsibility Campaign led by PR					
419-F.08	ANZ #HOLDTIGHT	F.08 Best Corporate Social Responsibility Campaign led by PR	ANZ	TBWA\Melbourne	BRONZE
880-F.08	Premmie Proud	F.08 Best Corporate Social Responsibility Campaign led by PR	BabyLove	BWM Dentsu	BRONZE
1600-F.08	Give Registry	F.08 Best Corporate Social Responsibility Campaign led by PR	Myer	Clemenger BBDO Melbourne	BRONZE
1721-F.08	Until We All Belong	F.08 Best Corporate Social Responsibility Campaign led by PR	Airbnb	Clemenger BBDO Melbourne	SILVER
F.10 Charity					
557-F.10	Re:scam	F.10 Charity	Netsafe	DDB Group New Zealand	SILVER
828-F.10	Go Balls Out	F.10 Charity	Testicular Cancer New Zealand	FCB New Zealand	SILVER
1208-F.10	The Bottom 100	F.10 Charity	Fund for Peace	Host/Havas	GOLD
1637-F.10	Bachelors & Bachelorettes	F.10 Charity	Australian Marriage Equality	AIRBAG	BRONZE

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G. RADIO					
G.01 Up To and Including 30 Seconds					
466-G.01	Epic Reminder - Technology	G.01 Up To and Including 30 Seconds	ALDI Australia	BMF	BRONZE
469-G.01	Epic Reminder - Home Appliances	G.01 Up To and Including 30 Seconds	ALDI Australia	BMF	BRONZE
1806-G.01	Barry Disclaimer Guy	G.01 Up To and Including 30 Seconds	Parmalat, Ice Break	The Monkeys	BRONZE
G.02 Over 30 Seconds					
347-G.02	Visa Giftcard - Perfume	G.02 Over 30 Seconds	Visa	Eardrum	SILVER
405-G.02	Game of Thrones - Winter is Coming	G.02 Over 30 Seconds	SKY Television New Zealand	DDB Group New Zealand	BRONZE
G.03 Campaign					
268-G.03	Lives	G.03 Campaign	Fully Booked	McCann Worldgroup Philippines	GOLD
349-G.03	VISA Giftcard	G.03 Campaign	Visa	Eardrum	SILVER
447-G.03	Epic Reminders	G.03 Campaign	ALDI Australia	BMF	BRONZE
717-G.03	Oz Lotto Campaign	G.03 Campaign	Lotterywest	Marketforce	BRONZE
1731-G.03	Menulog. Less Talk More Eat.	G.03 Campaign	Menulog	Y&R SYDNEY	BRONZE
G.04 Charity, Individual. Any Length					
408-G.04	Darwin	G.04 Charity, Individual. Any Length	Autism New Zealand	DDB Group New Zealand	BRONZE
410-G.04	Einstein	G.04 Charity, Individual. Any Length	Autism New Zealand	DDB Group New Zealand	BRONZE
411-G.04	Mozart	G.04 Charity, Individual. Any Length	Autism New Zealand	DDB Group New Zealand	SILVER
685-G.04	If It's Not Gay, It's Not Gay	G.04 Charity, Individual. Any Length	Rainbow YOUTH	Y&R Auckland	BRONZE
G.05 Charity, Campaign. Any Length					
412-G.05	Autism Shaped History	G.05 Charity, Campaign. Any Length	Autism New Zealand	DDB Group New Zealand	SILVER
G.06 Production In Radio, Individual					
378-G.06	Fuso Genuine Parts 'Brake Pad'	G.06 Production In Radio, Individual	Fuso Truck & Bus	TBWA\Melbourne	BRONZE
414-G.06	Game of Thrones - Winter is Coming	G.06 Production In Radio, Individual	SKY Television New Zealand	DDB Group New Zealand	BRONZE
G.08 Copywriting, Individual					
1428-G.08	If It's Not Gay, It's Not Gay	G.08 Copywriting, Individual	Rainbow YOUTH	Y&R Auckland	BRONZE
1809-G.08	Barry Disclaimer Guy	G.08 Copywriting, Individual	Parmalat, Ice Break	The Monkeys	BRONZE
G.09 Copywriting, Campaign					
381-G.09	Milk Slams	G.09 Copywriting, Campaign	Fonterra Co-operative Group	Colenso BBDO	GOLD
465-G.09	Epic Reminders	G.09 Copywriting, Campaign	ALDI Australia	BMF	BRONZE
G.10 Innovative Use Of Radio					
1003-G.10	SMARTWiG, POWERED BY THE STAR	G.10 Innovative Use Of Radio	The Star Sydney	Bashful	BRONZE
G.12 Best Use of Music					
924-G.12	A Kauri Cries	G.12 Best Use of Music	Auckland Council	Ogilvy & Mather New Zealand	GOLD
G.13 Best Use of Audio					
1004-G.13	SMARTWiG, POWERED BY THE STAR	G.13 Best Use of Audio	The Star Sydney	Bashful	BRONZE

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H. DIRECT MARKETING					
H.02 Dimensional Direct Mail					
708-H.02	Finding the 100	H.02 Dimensional Direct Mail	Lexus Australia	LIDA Australia	SILVER
H.03 Direct Response Advertising, Individual					
1233-H.03	The Prototype that Wasn't	H.03 Direct Response Advertising, Individual	Volkswagen	DDB Sydney	BRONZE
1385-H.03	The World's Most Successful Recruitment Video	H.03 Direct Response Advertising, Individual	New Zealand Police	Ogilvy & Mather New Zealand	SILVER
H.04 Direct Response Advertising, Campaign. Single Medium					
520-H.04	The Billion Point Giveaway	H.04 Direct Response Advertising, Campaign. Single Medium	Velocity Frequent Flyer	CHE Proximity	BRONZE
587-H.04	Steinlager - Fight for Territory	H.04 Direct Response Advertising, Campaign. Single Medium	Lion	DDB Group New Zealand	BRONZE
H.06 Charity, Individual					
729-H.06	Stop The Horror	H.06 Charity, Individual	Go Gentle Australia	Cummins&Partners	SILVER
1639-H.06	Bachelors & Bachelorettes	H.06 Charity, Individual	Australian Marriage Equality	AIRBAG	BRONZE
H.07 Charity, Campaign					
1159-H.07	Re:scam	H.07 Charity, Campaign	Netsafe	DDB Group New Zealand	SILVER
H.08 Copywriting for Direct, Individual					
852-H.08	The Hearing Test In Disguise	H.08 Copywriting for Direct, Individual	Cochlear	CHE Proximity	SILVER
H.09 Art Direction for Direct, Individual					
1403-H.09	Palau Pledge	H.09 Art Direction for Direct, Individual	Palau Legacy Project	Host/Havas	BRONZE
H.10 Integrated Solutions					
521-H.10	The Billion Point Giveaway	H.10 Integrated Solutions	Velocity Frequent Flyer	CHE Proximity	BRONZE
1404-H.10	Palau Pledge	H.10 Integrated Solutions	Palau Legacy Project	Host/Havas	BRONZE
1495-H.10	Making the New Zealand Police as Diverse as New Zealand	H.10 Integrated Solutions	New Zealand Police	Ogilvy & Mather New Zealand	SILVER
1642-H.10	Give Registry	H.10 Integrated Solutions	Myer	Clemenger BBDO Melbourne	BRONZE
1725-H.10	Until We All Belong	H.10 Integrated Solutions	Airbnb	Clemenger BBDO Melbourne	GOLD
H.11 Alternative Media, Individual					
1405-H.11	Palau Pledge	H.11 Alternative Media, Individual	Palau Legacy Project	Host/Havas	GOLD
H.13 Digital Direct Response, Individual					
312-H.13	Snaplications	H.13 Digital Direct Response, Individual	McDonald's	VML	BRONZE
632-H.13	Disappearing Person Alerts	H.13 Digital Direct Response, Individual	Queensland Police	BWM Dentsu	BRONZE
1230-H.13	The Prototype that Wasn't	H.13 Digital Direct Response, Individual	Volkswagen	DDB Sydney	BRONZE
1460-H.13	Mini Legends Draft	H.13 Digital Direct Response, Individual	NAB	Clemenger BBDO Melbourne	BRONZE
H.14 Digital Direct Response, Campaign					
526-H.14	The Billion Point Giveaway	H.14 Digital Direct Response, Campaign	Velocity Frequent Flyer	CHE Proximity	SILVER

854-H.14	The Hearing Test In Disguise	H.14 Digital Direct Response, Campaign	Cochlear	CHE Proximity	GOLD
H.15 Electronic Direct Mail					
875-H.15	The Billion Point Giveaway	H.15 Electronic Direct Mail	Velocity Frequent Flyer	CHE Proximity	BRONZE
H.16 Best Sponsorship, Influencer or Advocacy Campaign for Direct					
884-H.16	Premmie Proud	H.16 Best Sponsorship, Influencer or Advocacy Campaign for Direct BabyLove		BWM Dentsu	BRONZE
1464-H.16	Mini Legends Draft	H.16 Best Sponsorship, Influencer or Advocacy Campaign for Direct NAB		Clemenger BBDO Melbourne	SILVER
H.17 Best use of a Loyalty or Rewards Program					
533-H.17	The Billion Point Giveaway	H.17 Best use of a Loyalty or Rewards Program	Velocity Frequent Flyer	CHE Proximity	GOLD

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I. DESIGN					
I.06 Packaging, Range					
460-I.06	GIRLS Break up Ice Cream	I.06 Packaging, Range	SKY Television New Zealand	DDB Group New Zealand	BRONZE
1149-I.06	The Big Mac that Thanks You	I.06 Packaging, Range	McDonald's Australia	DDB Sydney	BRONZE
I.08 Integrated Design					
523-I.08	UTS Brand Identity	I.08 Integrated Design	University of Technology Sydney	Houston Group	BRONZE
1407-I.08	Palau Pledge	I.08 Integrated Design	Palau Legacy Project	Host/Havas	SILVER
I.10 Large Identity and Application (Above \$50,000)					
510-I.10	UTS Brand Identity	I.10 Large Identity and Application (Above \$50,000)	University of Technology Sydney	Houston Group	SILVER
I.13 Environmental Design					
518-I.13	Darling Square Hoardings	I.13 Environmental Design	Lendlease	Houston Group	BRONZE
745-I.13	YouTube Unboxed	I.13 Environmental Design	YouTube	YouTube	BRONZE
1598-I.13	Hidden Artistry	I.13 Environmental Design	Lexus Australia	M&C Saatchi Sydney	BRONZE
I.14 Product Design					
1484-I.14	NRMA FireBlanket	I.14 Product Design	NRMA Insurance	Tricky Jigsaw	SILVER
1726-I.14	Until We All Belong	I.14 Product Design	Airbnb	Clemenger BBDO Melbourne	BRONZE
I.15 Publication Design					
1739-I.15	Great Ideas Marinate	I.15 Publication Design	Advertising Age	TBWA\SANTIAGO MANGADA PUNO	BRONZE
I.23 Weird and Wonderful					
1426-I.23	Connective Collective	I.23 Weird and Wonderful	White Pages	The Royals	BRONZE
1580-I.23	Made Possible by Melbourne	I.23 Weird and Wonderful	University of Melbourne	AIRBAG	GOLD
1795-I.23	MooBrew Roulette	I.23 Weird and Wonderful	MONA - Museum of Old and New Art	FINCH	BRONZE

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J. DIGITAL					
J.04 Microsites - Business to Consumer					
856-J.04	The Hearing Test In Disguise	J.04 Microsites - Business to Consumer	Cochlear	CHE Proximity	BRONZE
J.09 Digital Campaign - Charity					
559-J.09	Re:scam	J.09 Digital Campaign - Charity	Netsafe	DDB Group New Zealand	SILVER
J.10 Online Ad - Banner Ad or Over the Page, Individual					
1698-J.10	Six Second Sale	J.10 Online Ad - Banner Ad or Over the Page, Individual	Myer	Clemenger BBDO Melbourne	BRONZE
J.12 Online Ad - Online Promotion					
1619-J.12	Passport Take Off	J.12 Online Ad - Online Promotion	Qantas	BWM Dentsu	BRONZE
J.13 Online Ad - Native Advertising					
630-J.13	Disappearing Person Alerts	J.13 Online Ad - Native Advertising	Queensland Police	BWM Dentsu	BRONZE
J.15 Games - Mobile					
537-J.15	American Assassin	J.15 Games - Mobile	Village Roadshow	Isobar Australia	SILVER
1771-J.15	Battle To The Beehive	J.15 Games - Mobile	VICE New Zealand	J. Walter Thompson New Zealand	BRONZE
J.19 Social Media - Best use of Social Media in a Promotional Campaign					
534-J.19	The Billion Point Giveaway	J.19 Social Media - Best use of Social Media in a Promotional Campaign	Velocity Frequent Flyer	CHE Proximity	SILVER
J.20 Social Media - Best Integrated Social Campaign					
545-J.20	The Billion Point Giveaway	J.20 Social Media - Best Integrated Social Campaign	Velocity Frequent Flyer	CHE Proximity	SILVER
1690-J.20	Break Point	J.20 Social Media - Best Integrated Social Campaign	Transport Accident Commission	Clemenger BBDO Melbourne	BRONZE
J.21 Social Media - Online Film, Individual					
420-J.21	ANZ #HOLDTIGHT	J.21 Social Media - Online Film, Individual	ANZ	TBWA\Melbourne	SILVER
602-J.21	Give Nothing to Racism	J.21 Social Media - Online Film, Individual	New Zealand Human Rights Commission	Clemenger BBDO Wellington	SILVER
819-J.21	Celebrate Australia	J.21 Social Media - Online Film, Individual	Meat & Livestock Australia	The Monkeys	SILVER
1152-J.21	Womankind	J.21 Social Media - Online Film, Individual	Berlei	The Monkeys	BRONZE
1221-J.21	A Very Merry Mistake	J.21 Social Media - Online Film, Individual	Air New Zealand	Host/Havas	SILVER
1498-J.21	The World's Most Successful Recruitment Video	J.21 Social Media - Online Film, Individual	New Zealand Police	Ogilvy & Mather New Zealand	SILVER
J.22 Social Media - Online Film, Campaign					
546-J.22	The Billion Point Giveaway	J.22 Social Media - Online Film, Campaign	Velocity Frequent Flyer	CHE Proximity	SILVER
J.23 Social Media - Co-Creation / User Generated Content					
309-J.23	Snaplications	J.23 Social Media - Co-Creation / User Generated Content	McDonald's	VML	SILVER

1681-J.23	Break Point	J.23 Social Media - Co-Creation / User Generated Content	Transport Accident Commission	Clemenger BBDO Melbourne	SILVER
J.24 Social Media - Innovative Use of Social media					
310-J.24	Snaplications	J.24 Social Media - Innovative Use of Social media	McDonald's	VML	GOLD
631-J.24	Disappearing Person Alerts	J.24 Social Media - Innovative Use of Social media	Queensland Police	BWM Dentsu	BRONZE
1694-J.24	Break Point	J.24 Social Media - Innovative Use of Social media	Transport Accident Commission	Clemenger BBDO Melbourne	BRONZE
J.25 Social Media - Charity					
818-J.25	Stop The Horror	J.25 Social Media - Charity	Go Gentle Australia	Cummins&Partners	GOLD
1437-J.25	If It's Not Gay, It's Not Gay	J.25 Social Media - Charity	Rainbow YOUTH	Y&R Auckland	BRONZE
1489-J.25	AIME Cogs	J.25 Social Media - Charity	AIME	M&C Saatchi Sydney	BRONZE
1564-J.25	Bachelors & Bachelorettes	J.25 Social Media - Charity	Australian Marriage Equality	AIRBAG	BRONZE
J.26 Best Use of Search					
733-J.26	Alert Ad	J.26 Best Use of Search	Victorian Government	BWM Dentsu	SILVER
1590-J.26	LEGO Making The List	J.26 Best Use of Search	LEGO Australia	CHE Proximity	SILVER
J.28 Apps					
338-J.28	Scrabble Keyboard	J.28 Apps	Scrabble Club (HK)	Cheil Worldwide, Hong Kong	BRONZE
J.31 Mobile					
311-J.31	Snaplications	J.31 Mobile	McDonald's	VML	SILVER
734-J.31	Alert Ad	J.31 Mobile	Victorian Government	BWM Dentsu	BRONZE
J.33 Digital Kiosk, Point of Sale, On-Site, Outdoor Digital					
589-J.33	Steinlager - Fight for Territory	J.33 Digital Kiosk, Point of Sale, On-Site, Outdoor Digital	Lion	DDB Group New Zealand	BRONZE
809-J.33	Coolest Suit	J.33 Digital Kiosk, Point of Sale, On-Site, Outdoor Digital	M.J. Bale	TBWA\Sydney	SILVER
J.35 Online Promotion, Campaign					
549-J.35	The Billion Point Giveaway	J.35 Online Promotion, Campaign	Velocity Frequent Flyer	CHE Proximity	GOLD
J.38 Emerging Digital / Connected Products, Charity					
560-J.38	Re:scam	J.38 Emerging Digital / Connected Products, Charity	Netsafe	DDB Group New Zealand	GOLD

Entry ID	Entry	Category	Client	Entrant Company	Gong
K. INNOVATION					
K.01 Creative / Technological Innovation					
561-K.01	Re:scam	K.01 Creative / Technological Innovation	Netsafe	DDB Group New Zealand	SILVER
1290-K.01	NRMA FireBlanket	K.01 Creative / Technological Innovation	NRMA Insurance	Tricky Jigsaw	BRONZE
K.02 Product Innovation					
562-K.02	Re:scam	K.02 Product Innovation	Netsafe	DDB Group New Zealand	SILVER
1477-K.02	NRMA FireBlanket	K.02 Product Innovation	NRMA Insurance	Tricky Jigsaw	BRONZE

Entry ID	Entry	Category	Client	Entrant Company	Gong
L. PROMOTION AND EXPERIENTIAL					
L.01 Best Use of Experiential Marketing in a Promotional Campaign					
362-L.01	DB Export Beer Bottle Sand	L.01 Best Use of Experiential Marketing in a Promotional Campaign	DB Breweries/Heineken New Zealand	Colenso BBDO	SILVER
1528-L.01	Made Possible by Melbourne	L.01 Best Use of Experiential Marketing in a Promotional Campaign	University of Melbourne	AIRBAG	GOLD
L.02 Best Use of Ambient and/or Guerrilla Marketing in a Promotional Campaign					
1823-L.02	Tough Tap	L.02 Best Use of Ambient and/or Guerrilla Marketing in a Promotional Campaign	Carlton & United Breweries	Clemenger BBDO Melbourne	SILVER
L.03 Best New Product Launch and Re-Launch or Multi-Product Promotion at Retail					
813-L.03	Coollest Suit	L.03 Best New Product Launch and Re-Launch or Multi-Product Promotion at Retail	M.J. Bale	TBWA\Sydney	BRONZE
1148-L.03	Westpac Bump	L.03 Best New Product Launch and Re-Launch or Multi-Product Promotion at Retail	Westpac	DDB Sydney	BRONZE
1195-L.03	SelfieSTIX	L.03 Best New Product Launch and Re-Launch or Multi-Product Promotion at Retail	MARS	Colenso BBDO	GOLD
1483-L.03	Geoff	L.03 Best New Product Launch and Re-Launch or Multi-Product Promotion at Retail	Kraft Heinz Australia	Y&R Auckland	BRONZE
L.04 Best Sponsorship or Partnership Campaign					
590-L.04	Steinlager - Fight for Territory	L.04 Best Sponsorship or Partnership Campaign	Lion	DDB Group New Zealand	SILVER
1012-L.04	SMARTWiG, POWERED BY THE STAR	L.04 Best Sponsorship or Partnership Campaign	The Star Sydney	Bashful	BRONZE
L.05 Best Use of Mobile and Other Digital Media in a Promotional Campaign					
514-L.05	SelfieSTIX	L.05 Best Use of Mobile and Other Digital Media in a Promotional Campaign	MARS	Colenso BBDO	SILVER
1774-L.05	Battle To The Beehive	L.05 Best Use of Mobile and Other Digital Media in a Promotional Campaign	VICE New Zealand	J. Walter Thompson New Zealand	BRONZE
L.06 Best Use of Promotion and Experiential Marketing in a Charity Campaign					
563-L.06	Re:scam	L.06 Best Use of Promotion and Experiential Marketing in a Charity Campaign	Netsafe	DDB Group New Zealand	GOLD

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M. MARKET DISRUPTION & NEW PRODUCT/SERVICE DEVELOPMENT					
M.01 Consumer Product/Service					
927-M.01	Westpac Bump	M.01 Consumer Product/Service	Westpac	DDB Sydney	BRONZE
1234-M.01	The Prototype that Wasn't	M.01 Consumer Product/Service	Volkswagen	DDB Sydney	BRONZE
M.02 Interactive Design for Product/Service					
1192-M.02	VRecruitment	M.02 Interactive Design for Product/Service	Defence Force Recruiting	Host/Havas	BRONZE
M.03 Innovative Product/Service Development					
800-M.03	The Trojan Heel	M.03 Innovative Product/Service Development	Australian Turf Club	TBWA\Sydney	BRONZE
1487-M.03	NRMA FireBlanket	M.03 Innovative Product/Service Development	NRMA Insurance	Tricky Jigsaw	BRONZE
M.04 Sustainable Product/Service Development					
1411-M.04	Palau Pledge	M.04 Sustainable Product/Service Development	Palau Legacy Project	Host/Havas	SILVER
1488-M.04	NRMA FireBlanket	M.04 Sustainable Product/Service Development	NRMA Insurance	Tricky Jigsaw	BRONZE
M.05 Charity					
564-M.05	Re:scam	M.05 Charity	Netsafe	DDB Group New Zealand	SILVER

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N. BRANDED ENTERTAINMENT & CONTENT					
N.01 Co-creation / User Generated Content					
895-N.01	Premmie Proud	N.01 Co-creation / User Generated Content	BabyLove	BWM Dentsu	SILVER
N.02 Mobile					
1819-N.02	SelfieSTIX	N.02 Mobile	MARS	FINCH	GOLD
N.04 Radio					
980-N.04	SMARTWiG, POWERED BY THE STAR	N.04 Radio	The Star Sydney	Bashful	BRONZE
N.09 Documentaries - Online, Campaign/Series					
398-N.09	The Modifiers	N.09 Documentaries - Online, Campaign/Series	Nulon	Edge	BRONZE
764-N.09	Stories Told from the Inside Out	N.09 Documentaries - Online, Campaign/Series	Tourism Tasmania	JimJam Ideas	BRONZE
N.14 Entertainment - Online					
706-N.14	The Greatest Meat on Earth	N.14 Entertainment - Online	Meat & Livestock Australia	The Monkeys	BRONZE
1223-N.14	A Very Merry Mistake	N.14 Entertainment - Online	Air New Zealand	Host/Havas	SILVER
1384-N.14	The World's Most Successful Recruitment Video	N.14 Entertainment - Online	New Zealand Police	Ogilvy & Mather New Zealand	GOLD
N.15 Entertainment - Online, Campaign/Series					
1225-N.15	A Very Merry Mistake	N.15 Entertainment - Online, Campaign/Series	Air New Zealand	Host/Havas	BRONZE
N.16 Entertainment - Webisode					
784-N.16	Unhaunting	N.16 Entertainment - Webisode	Philips Lighting	TBWA\Sydney	BRONZE
N.17 Entertainment - Webisode, Campaign/Series					
1822-N.17	Until We All Belong	N.17 Entertainment - Webisode, Campaign/Series	Airbnb	Clemenger BBDO Melbourne	BRONZE
N.18 Entertainment - Film					
858-N.18	The Hearing Test In Disguise	N.18 Entertainment - Film	Cochlear	CHE Proximity	BRONZE
1226-N.18	A Very Merry Mistake	N.18 Entertainment - Film	Air New Zealand	Host/Havas	SILVER
N.19 Entertainment - Charity					
497-N.19	Unmute - Ask Him	N.19 Entertainment - Charity	Movember Foundation	Revolver/Will O'Rourke	SILVER
746-N.19	Stop The Horror	N.19 Entertainment - Charity	Go Gentle Australia	Cummins&Partners	SILVER
1492-N.19	AIME Cogs	N.19 Entertainment - Charity	AIME	M&C Saatchi Sydney	BRONZE
N.20 Experiential - Installation					
1251-N.20	Inconvenience Stores	N.20 Experiential - Installation	Swann Insurance	CHE Proximity	BRONZE
1579-N.20	Made Possible by Melbourne	N.20 Experiential - Installation	University of Melbourne	AIRBAG	SILVER
1816-N.20	MooBrew Roulette	N.20 Experiential - Installation	MONA - Museum of Old and New Art	FINCH	BRONZE

Entry ID	Entry	Category	Client	Entrant Company	Gong
O. CREATIVITY FOR GOOD					
O.01 Advertising & Marketing Communications					
748-O.01	Stop The Horror	O.01 Advertising & Marketing Communications	Go Gentle Australia	Cummins&Partners	BRONZE
1276-O.01	AIME Cogs	O.01 Advertising & Marketing Communications	AIME	M&C Saatchi Sydney	SILVER
1412-O.01	Palau Pledge	O.01 Advertising & Marketing Communications	Palau Legacy Project	Host/Havas	SILVER
1441-O.01	IF IT'S NOT GAY, IT'S NOT GAY	O.01 Advertising & Marketing Communications	Rainbow YOUTH	Y&R Auckland	BRONZE
1502-O.01	The World's Most Successful Recruitment Video	O.01 Advertising & Marketing Communications	New Zealand Police	Ogilvy & Mather New Zealand	GOLD
1664-O.01	Give Registry	O.01 Advertising & Marketing Communications	Myer	Clemenger BBDO Melbourne	BRONZE
O.02 Design					
707-O.02	Tiger Beer - Project 3890	O.02 Design	Heineken Asia Pacific	Heckler	BRONZE
1155-O.02	Safely Backpacks	O.02 Design	Australian Road Safety Foundation	Y&R Brisbane	GOLD
1413-O.02	Palau Pledge	O.02 Design	Palau Legacy Project	Host/Havas	GOLD
1729-O.02	Until We All Belong	O.02 Design	Airbnb	Clemenger BBDO Melbourne	BRONZE