

Entry ID	Entry	Client	Entrant Company	39th AWARD Awards Finalists
H. DIRECT MARKETING				
H.02 Dimensional Direct Mail				
708-H.02	Finding the 100	Lexus Australia	LIDA Australia	
H.03 Direct Response Advertising, Individual				
1233-H.03	The Prototype that Wasn't	Volkswagen	DDB Sydney	
1385-H.03	The World's Most Successful Recruitment Video	New Zealand Police	Ogilvy & Mather New Zealand	
H.04 Direct Response Advertising, Campaign. Single Medium				
520-H.04	The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	
587-H.04	Steinlager - Fight for Territory	Lion	DDB Group New Zealand	
713-H.04	Alert Ad	Victorian Government	BWM Dentsu	
1581-H.04	LEGO Making The List	LEGO Australia	CHE Proximity	
H.05 Non Commercial Direct Mail				
926-H.05	Intern Beer	CHE Proximity	CHE Proximity	
H.06 Charity, Individual				
729-H.06	Stop The Horror	Go Gentle Australia	Cummins&Partners	
1639-H.06	Bachelors & Bachelorettes	Australian Marriage Equality	AIRBAG	
H.07 Charity, Campaign				
1159-H.07	Re:scam	Netsafe	DDB Group New Zealand	
1353-H.07	Unmute	Movember	Cummins & Partners	
H.08 Copywriting for Direct, Individual				
852-H.08	The Hearing Test In Disguise	Cochlear	CHE Proximity	
H.09 Art Direction for Direct, Individual				
1403-H.09	Palau Pledge	Palau Legacy Project	Host/Havas	
H.10 Integrated Solutions				
521-H.10	The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity	
1404-H.10	Palau Pledge	Palau Legacy Project	Host/Havas	
1495-H.10	Making the New Zealand Police as diverse as New Zealand	New Zealand Police	Ogilvy & Mather New Zealand	

1642-H.10	Give Registry	Myer	Clemenger BBDO Melbourne
1725-H.10	Until We All Belong	AirBnB	Clemenger BBDO Melbourne

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H.11 Alternative Media, Individual

313-H.11	Snaplications	McDonald's	VML
1405-H.11	Palau Pledge	Palau Legacy Project	Host/Havas

H.13 Digital Direct Response, Individual

312-H.13	Snaplications	McDonald's	VML
632-H.13	Disappearing Person Alerts	Queensland Police	BWM Dentsu
1230-H.13	The Prototype that Wasn't	Volkswagen	DDB Sydney
1460-H.13	Mini Legends Draft	NAB	Clemenger BBDO Melbourne

H.14 Digital Direct Response, Campaign

526-H.14	The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity
854-H.14	The Hearing Test In Disguise	Cochlear	CHE Proximity
1692-H.14	Break Point	Transport Accident Commission	Clemenger BBDO Melbourne

H.15 Electronic Direct Mail

875-H.15	The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity
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H.16 Best Sponsorship, Influencer or Advocacy Campaign for Direct

884-H.16	Premmie Proud	BabyLove	BWM Dentsu
1464-H.16	Mini Legends Draft	NAB	Clemenger BBDO Melbourne

H.17 Best use of a Loyalty or Rewards Program

533-H.17	The Billion Point Giveaway	Velocity Frequent Flyer	CHE Proximity
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