

## L. PROMOTION AND EXPERIENTIAL

### L.01 Best Use of Experiential Marketing in a Promotional Campaign

362-L.01	DB Export Beer Bottle Sand	DB Breweries/Heineken NZ	Colenso BBDO
1010-L.01	SMARTWiG, POWERED BY THE STAR	The Star Sydney	Bashful
1528-L.01	Made Possible by Melbourne	University of Melbourne	AIRBAG

### L.02 Best Use of Ambient and/or Guerrilla Marketing in a Promotional Campaign

1229-L.02	The Prototype that Wasn't	Volkswagen	DDB Sydney
1823-L.02	Tough Tap	Carlton & United Breweries	Clemenger BBDO Melbourne

### L.03 Best New Product Launch and Re-Launch or Multi-Product Promotion at Retail

813-L.03	Coolest Suit	M.J. Bale	TBWA\Sydney
1148-L.03	Westpac Bump	Westpac	DDB Sydney
1195-L.03	SelfieSTIX	MARS	Colenso BBDO
1483-L.03	Geoff	Kraft Heinz Australia	Y&R Auckland
1794-L.03	MooBrew Roulette	MONA - Museum of Old and New Art	FINCH

### L.04 Best Sponsorship or Partnership Campaign

421-L.04	ANZ #HOLDTIGHT	ANZ	TBWA\Melbourne
590-L.04	Steinlager - Fight for Territory	Lion	DDB Group New Zealand
1012-L.04	SMARTWiG, POWERED BY THE STAR	The Star Sydney	Bashful

### L.05 Best Use of Mobile and Other Digital Media in a Promotional Campaign

514-L.05	SelfieSTIX	MARS	Colenso BBDO
1774-L.05	Battle To The Beehive	VICE New Zealand	J. Walter Thompson New Zealand

### L.06 Best Use of Promotion and Experiential Marketing in a Charity Campaign

343-L.06	Can Not Wait	China Organ Transplantation Development Foundation	Havas Worldwide Shanghai
563-L.06	Re:scam	Netsafe	DDB Group New Zealand