

Entry ID	Entry	Client	Entrant Company
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M. MARKET DISRUPTION & NEW PRODUCT/SERVICE DEVELOPMENT

M.01 Consumer Product/Service

927-M.01	Westpac Bump	Westpac	DDB Sydney
1234-M.01	The Prototype that Wasn't	Volkswagen	DDB Sydney

M.02 Interactive Design for Product/Service

1192-M.02	VRecruitment	Defence Force Recruiting	Host/Havas
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M.03 Innovative Product/Service Development

800-M.03	The Trojan Heel	Australian Turf Club	TBWA\Sydney
1487-M.03	NRMA FireBlanket	NRMA Insurance	Tricky Jigsaw

M.04 Sustainable Product/Service Development

1411-M.04	Palau Pledge	Palau Legacy Project	Host/Havas
1488-M.04	NRMA FireBlanket	NRMA Insurance	Tricky Jigsaw

M.05 Charity

564-M.05	Re:scam	Netsafe	DDB Group New Zealand
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