

## 42nd AWARD Awards Finalists



### ADVERTISING | DIGITAL

ID	Category	Entry	Client	Entrant Company
5598-A.03	A.03 Creative Technology	The Purple Hive Project	Bega	Thinkerbell
5845-A.03	A.03 Creative Technology	World's Smallest Dealership	Volkswagen Australia	DDB Sydney
6534-A.03	A.03 Creative Technology	ProPILOT GOLF BALL	Nissan	TBWA\HAKUHODO
6042-A.04	A.04 Digital Tools & Utilities	The Story Of Your Power	Powershop	whiteGREY
6522-A.04	A.04 Digital Tools & Utilities	LoveSpeech	ANZ	TBWA\Melbourne
5735-A.06	A.06 Integrated Digital Campaigns	PLAY NZ	Tourism New Zealand	TBWA\Sydney
5837-A.06	A.06 Integrated Digital Campaigns	Where Babies Come From	Genea	CHE Proximity
6183-A.06	A.06 Integrated Digital Campaigns	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
6373-A.06	A.06 Integrated Digital Campaigns	Microcodes	Samsung Electronics Australia	CHE Proximity
6380-A.06	A.06 Integrated Digital Campaigns	Unplugged	Bonds	Leo Burnett Melbourne
6358-A.07	A.07 Other	The Fake Pirate Film	Carlton & United Breweries	Special Group Australia

### ADVERTISING | DIRECT

ID	Category	Entry	Client	Entrant Company
5818-B.03	B.03 Direct Response, any media	However you make it, we'll help you save it	Westpac	DDB Sydney
5831-B.03	B.03 Direct Response, any media	First Saturday	IAG / NRMA	CHE Proximity
5832-B.03	B.03 Direct Response, any media	Sloways	IAG / NRMA	CHE Proximity
5834-B.03	B.03 Direct Response, any media	The Booster Tag	RACV and TAC	CHE Proximity
5838-B.03	B.03 Direct Response, any media	HELP! The Game	IAG / NRMA	CHE Proximity
6067-B.03	B.03 Direct Response, any media	The Fake Pirate Film	Carlton & United Breweries	Special Group Australia
6169-B.03	B.03 Direct Response, any media	Unlock the Defence Force	Defence Force Recruitment	VMLY&R Melbourne
6417-B.03	B.03 Direct Response, any media	Microcodes	Samsung Electronics Australia	CHE Proximity
6422-B.03	B.03 Direct Response, any media	Eat Your Words	Oporto	Leo Burnett Sydney
6569-B.03	B.03 Direct Response, any media	Where Babies Come From	Genea	CHE Proximity
6589-B.03	B.03 Direct Response, any media	Unplugged	Bonds	Leo Burnett Melbourne
5591-B.04	B.04 Direct Response Integrated Campaigns	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6113-B.04	B.04 Direct Response Integrated Campaigns	Lost In Translation	Defence Force Recruitment	VMLY&R Melbourne
6184-B.04	B.04 Direct Response Integrated Campaigns	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
6187-B.04	B.04 Direct Response Integrated Campaigns	The Booster Tag	RACV and TAC	CHE Proximity
6334-B.04	B.04 Direct Response Integrated Campaigns	Sloways	IAG / NRMA	CHE Proximity
6386-B.04	B.04 Direct Response Integrated Campaigns	Unplugged	Bonds	Leo Burnett Melbourne
6396-B.04	B.04 Direct Response Integrated Campaigns	Mr Humfreez	ANZ	TBWA\New Zealand
6418-B.04	B.04 Direct Response Integrated Campaigns	First Saturday	IAG / NRMA	CHE Proximity
6420-B.04	B.04 Direct Response Integrated Campaigns	Microcodes	Samsung Electronics Australia	CHE Proximity
6493-B.04	B.04 Direct Response Integrated Campaigns	OUT NOW	Bonds	Leo Burnett Melbourne
5364-B.05	B.05 Retail	Give the planet a break	Nestlé	Wunderman Thompson
5843-B.05	B.05 Retail	World's Smallest Dealership	Volkswagen Australia	DDB Sydney
6489-B.05	B.05 Retail	Bigger Than Christmas	MYER	Clemenger BBDO Melbourne
5805-B.06	B.06 Self-Promotion	Fists of Beastness	Bear Meets Eagle On Fire	Bear Meets Eagle On Fire
5583-B.07	B.07 Direct Innovation	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6189-B.07	B.07 Direct Innovation	The Booster Tag	RACV and TAC	CHE Proximity
6398-B.07	B.07 Direct Innovation	Mr Humfreez	ANZ	TBWA\New Zealand
6427-B.07	B.07 Direct Innovation	Microcodes	Samsung Electronics Australia	CHE Proximity

**ADVERTISING | EXPERIENTIAL**

ID	Category	Entry	Client	Entrant Company
6052-C.01	C.01 Events & Experiences	Borrow Eden Park	ASB Bank	WiTH Collective
6434-C.02	C.02 Guerrilla Marketing and Stunts	Microcodes	Samsung Electronics Australia	CHE Proximity

**ADVERTISING | HEALTH & WELLNESS**

ID	Category	Entry	Client	Entrant Company
5757-D.01	D.01 Animal Health	The Perfect Voiceovers	Causes For Animals Singapore	Edelman Singapore
5639-D.04	D.04 Disease Awareness	Better Safe Than Syphy	Reckitt Benckiser (Durex)	FCB New Zealand
5958-D.04	D.04 Disease Awareness	Heartbeat	Save our Sons	FINCH
5835-D.05	D.05 Health Awareness and Social Responsibility	Generation Intervention	Four Seasons Condoms	CHE Proximity
6095-D.05	D.05 Health Awareness and Social Responsibility	Senior Constable Laurie Fox	Victoria Police	McCann Australia
6429-D.05	D.05 Health Awareness and Social Responsibility	Walk Free	Minderoo Foundation	Leo Burnett Sydney
6571-D.05	D.05 Health Awareness and Social Responsibility	Where Babies Come From	Genea	CHE Proximity
6631-D.05	D.05 Health Awareness and Social Responsibility	Always Available	Beyond Blue	The Royals
6572-D.06	D.06 Health Brands & Services	Where Babies Come From	Genea	CHE Proximity

**ADVERTISING | INTEGRATED**

ID	Category	Entry	Client	Entrant Company
5590-E.01	E.01 Integrated Campaign	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
5703-E.01	E.01 Integrated Campaign	GRIT – Australian Drought Stories	BPAY	BMF
6056-E.01	E.01 Integrated Campaign	Borrow The All Blacks	ASB Bank	WiTH Collective
6058-E.01	E.01 Integrated Campaign	Lost In Translation	Defence Force Recruitment	VMLY&R Melbourne
6181-E.01	E.01 Integrated Campaign	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
6192-E.01	E.01 Integrated Campaign	The Booster Tag	RACV and TAC	CHE Proximity
6335-E.01	E.01 Integrated Campaign	Sloways	IAG / NRMA	CHE Proximity
6419-E.01	E.01 Integrated Campaign	First Saturday	IAG / NRMA	CHE Proximity
6508-E.01	E.01 Integrated Campaign	Microcodes	Samsung Electronics Australia	CHE Proximity
6568-E.01	E.01 Integrated Campaign	Where Babies Come From	Genea	CHE Proximity

**ADVERTISING | PR & PROMOTION**

ID	Category	Entry	Client	Entrant Company
5409-F.01	F.01 Creative Use of Media	Uber Eats No Repeats	Uber Eats	Special Group Australia
5597-F.01	F.01 Creative Use of Media	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6194-F.01	F.01 Creative Use of Media	The Booster Tag	RACV and TAC	CHE Proximity
6440-F.01	F.01 Creative Use of Media	HELP! The Game	IAG / NRMA	CHE Proximity
6516-F.01	F.01 Creative Use of Media	Microcodes	Samsung Electronics Australia	CHE Proximity
6185-F.02	F.02 Best Use of Content	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
6510-F.02	F.02 Best Use of Content	Senior Constable Laurie Fox	Victoria Police	McCann Australia
5743-F.03	F.03 Best Use of Digital and Social Media	PLAY NZ	Tourism New Zealand	TBWA\Sydney
6068-F.03	F.03 Best Use of Digital and Social Media	Essential Thanks	ASB Bank	WiTH Collective
6106-F.03	F.03 Best Use of Digital and Social Media	Unplugged	Bonds	Leo Burnett Melbourne
6186-F.03	F.03 Best Use of Digital and Social Media	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
6435-F.03	F.03 Best Use of Digital and Social Media	Eat Your Words	Oporto	Leo Burnett Sydney
6518-F.03	F.03 Best Use of Digital and Social Media	Microcodes	Samsung Electronics Australia	CHE Proximity
5841-F.04	F.04 Best Use of Events and Stunts	World's Smallest Dealership	Volkswagen Australia	DDB Sydney
6076-F.04	F.04 Best Use of Events and Stunts	Borrow Eden Park	ASB Bank	WiTH Collective
6509-F.04	F.04 Best Use of Events and Stunts	2020 in a Can	Jimmy Brings	R/GA

**ADVERTISING | PR & PROMOTION (continued)**

ID	Category	Entry	Client	Entrant Company
5972-F.05	F.05 Best Use of Paid Talent and Influencers	Generation Intervention	Four Seasons Condoms	CHE Proximity
6384-F.05	F.05 Best Use of Paid Talent and Influencers	Unplugged	Bonds	Leo Burnett Melbourne
6366-F.06	F.06 Best Use of Unpaid Talent and Influencers	OUT NOW	Bonds	Leo Burnett Melbourne
6078-F.08	F.08 PR Amplification for a Campaign	Borrow Eden Park	ASB Bank	WiTH Collective
6424-F.08	F.08 PR Amplification for a Campaign	Donation Dollar	The Royal Australian Mint	Herd MSL + Saatchi & Saatchi Melbourne
6520-F.08	F.08 PR Amplification for a Campaign	Microcodes	Samsung Electronics Australia	CHE Proximity
6537-F.08	F.08 PR Amplification for a Campaign	#BookThemOut	South Australian Tourism Commission	TBWA\Adelaide
6079-F.09	F.09 PR Campaign, Business-to-Business	Borrow Eden Park	ASB Bank	WiTH Collective
6080-F.11	F.11 PR-Led Campaign, Integrated	Borrow Eden Park	ASB Bank	WiTH Collective
6423-F.11	F.11 PR-Led Campaign, Integrated	Donation Dollar	The Royal Australian Mint	Herd MSL + Saatchi & Saatchi Melbourne
6410-F.12	F.12 Product Launch	Donation Dollar	The Royal Australian Mint	Herd MSL + Saatchi & Saatchi Melbourne
6451-F.12	F.12 Product Launch	Eat Your Words	Oporto	Leo Burnett Sydney
6472-F.12	F.12 Product Launch	HELP! The Game	IAG / NRMA	CHE Proximity
6524-F.12	F.12 Product Launch	Microcodes	Samsung Electronics Australia	CHE Proximity
6583-F.12	F.12 Product Launch	OUT NOW	Bonds	Leo Burnett Melbourne
6590-F.12	F.12 Product Launch	Unplugged	Bonds	Leo Burnett Melbourne
6188-F.13	F.13 Public Affairs Campaign	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
6196-F.13	F.13 Public Affairs Campaign	The Booster Tag	RACV and TAC	CHE Proximity
6081-F.14	F.14 Reactive Response	Borrow Eden Park	ASB Bank	WiTH Collective
5381-F.15	F.15 Sponsorships & Partnerships	We Still Love You, Bathurst.	Supercheap Auto	The Monkeys Melbourne
5748-F.15	F.15 Sponsorships & Partnerships	Uber Eats No Repeats	Uber Eats	Special Group Australia
6082-F.15	F.15 Sponsorships & Partnerships	Borrow Eden Park	ASB Bank	WiTH Collective

**ADVERTISING | PRESS & OUTDOOR**

ID	Category	Entry	Client	Entrant Company
5215-G.01	G.01 Ambient & Special Build	IMARS CINEMA	TENCENT YOUTH SCIENCE FESTIVAL	Tencent
5606-G.01	G.01 Ambient & Special Build	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
5842-G.01	G.01 Ambient & Special Build	World's Smallest Dealership	Volkswagen Australia	DDB Sydney
6083-G.03	G.03 Poster Advertising, Interactive Sites	Essential Thanks	ASB Bank	WiTH Collective
6084-G.04	G.04 Poster Advertising, Tactical	Essential Thanks	ASB Bank	WiTH Collective
5608-G.05	G.05 Poster Advertising Campaigns	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
5978-G.05	G.05 Poster Advertising Campaigns	Burger & Me	McThai Co.,Ltd.	TBWA\Thailand
6339-G.05	G.05 Poster Advertising Campaigns	Sloways	IAG / NRMA	CHE Proximity
6362-G.05	G.05 Poster Advertising Campaigns	OUT NOW	Bonds	Leo Burnett Melbourne
6525-G.05	G.05 Poster Advertising Campaigns	Microcodes	Samsung Electronics Australia	CHE Proximity
5434-G.06	G.06 Press Advertising, Single	Our Dearest Jane	Bowra & O'Dea	Rare
5929-G.07	G.07 Press Advertising Insert & Wraps	Floods - The Risk Is Real	Department Of Infrastructure / SES	Bastion Banjo
6421-G.07	G.07 Press Advertising Insert & Wraps	First Saturday	IAG / NRMA	CHE Proximity
5417-G.08	G.08 Press Advertising, Tactical	Blank Page Tribute	Kayo Sport	Special Group Australia
5642-G.09	G.09 Press Advertising Campaigns	Better Safe Than Syphy	Reckitt Benckiser (Durex)	FCB New Zealand
5979-G.09	G.09 Press Advertising Campaigns	Burger & Me	McThai Co.,Ltd.	TBWA\Thailand

**ADVERTISING | RADIO & AUDIO**

ID	Category	Entry	Client	Entrant Company
5307-H.02	H.02 Branded Audio and Podcasts, Campaign	Ugly, but good for you	Baiada - Lilydale/Steggles	M&C Saatchi
6387-H.02	H.02 Branded Audio and Podcasts, Campaign	Unplugged	Bonds	Leo Burnett Melbourne

**ADVERTISING | RADIO & AUDIO (continued)**

ID	Category	Entry	Client	Entrant Company
5669-H.03	H.03 Radio Advertising, 0-30 seconds	The Great Fresh Food Migration – Broccolini	ALDI Australia	BMF
6151-H.03	H.03 Radio Advertising, 0-30 seconds	Lost In Translation - Float Like A Dodo	Defence Force Recruitment	VMLY&R Melbourne
6152-H.03	H.03 Radio Advertising, 0-30 seconds	Lost In Translation - Stand Under My Rain Jacket	Defence Force Recruitment	VMLY&R Melbourne
6153-H.03	H.03 Radio Advertising, 0-30 seconds	Lost In Translation - 500 Feet	Defence Force Recruitment	VMLY&R Melbourne
6281-H.03	H.03 Radio Advertising, 0-30 seconds	Rewrite The Rules	Carlton & United Breweries	Clemenger BBDO Melbourne
5709-H.04	H.04 Radio Advertising, over 30 seconds	Ugly, but good for you - Pop Power Pump	Baiada - Lilydale/Steggles	M&C Saatchi
5774-H.04	H.04 Radio Advertising, over 30 seconds	Come Down for Air – Wukalina Walk	Tourism Tasmania	BMF
5776-H.04	H.04 Radio Advertising, over 30 seconds	Come Down for Air – Tasman Peninsula	Tourism Tasmania	BMF
6327-H.04	H.04 Radio Advertising, over 30 seconds	Ugly, but good for you - German Jog Techno	Baiada - Lilydale/Steggles	M&C Saatchi
6329-H.05	H.05 Radio Advertising, Tactical	Ugly, but good for you - German Jog Techno	Baiada - Lilydale/Steggles	M&C Saatchi
5580-H.06	H.06 Radio Advertising Campaigns	Summer 20/21 Spotify Soundscapes	Henkell	Sonar Music
5713-H.06	H.06 Radio Advertising Campaigns	Ugly, but good for you	Baiada - Lilydale/Steggles	M&C Saatchi
6246-H.06	H.06 Radio Advertising Campaigns	Broken Dreams	ResApp Health	Isobar Australia
6310-H.06	H.06 Radio Advertising Campaigns	Great Northern - Insta Radio	Carlton & United Breweries	Clemenger BBDO Melbourne
6388-H.06	H.06 Radio Advertising Campaigns	Bigger Than Christmas	MYER	Clemenger BBDO Melbourne
5637-H.08	H.08 Innovative Use of Radio & Audio	Meat Hijack	Foodstuffs NZ PAK'nSAVE	FCB New Zealand
6261-H.08	H.08 Innovative Use of Radio & Audio	Great Northern - Insta Radio	Carlton & United Breweries	Clemenger BBDO Melbourne

**ADVERTISING | SOCIAL MEDIA**

ID	Category	Entry	Client	Entrant Company
5520-I.02	I.02 Best use of Social Media, Campaign	PLAY NZ	Tourism New Zealand	TBWA\Sydney
5829-I.02	I.02 Best use of Social Media, Campaign	However you make it, we'll help you save it	Westpac	DDB Sydney
5856-I.02	I.02 Best use of Social Media, Campaign	Distraction is never funny around buses	Transperth	Rare
5974-I.02	I.02 Best use of Social Media, Campaign	Generation Intervention	Four Seasons Condoms	CHE Proximity
6191-I.02	I.02 Best use of Social Media, Campaign	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
5216-I.03	I.03 Community Building and Engagement	MOONMENTS	WeChat/The Great Wall	Tencent
6075-I.03	I.03 Community Building and Engagement	Acts of amaysim	Amaysim	Special Group Australia
6573-I.03	I.03 Community Building and Engagement	Where Babies Come From	Genea	CHE Proximity
5275-I.04	I.04 Content Creation	Get What I Love	Klarna	BRING
5333-I.04	I.04 Content Creation	Share the Secret Recipe	Meat & Livestock Australia	The Monkeys Sydney
6144-I.04	I.04 Content Creation	Lost In Translation	Defence Force Recruitment	VMLY&R Melbourne
6085-I.05	I.05 Co-Created & User Generated Content	Essential Thanks	ASB Bank	WiTH Collective
6446-I.05	I.05 Co-Created & User Generated Content	OUT NOW	Bonds	Leo Burnett Melbourne
5529-I.06	I.06 Social Videos, Individual	SHOP UNFRIEND	Central Department Store	Wolf BKK
5584-I.06	I.06 Social Videos, Individual	LoveSpeech	ANZ	TBWA\Melbourne
5804-I.06	I.06 Social Videos, Individual	Family	RC Cola	GIGIL
6143-I.06	I.06 Social Videos, Individual	Lost In Translation	Defence Force Recruitment	VMLY&R Melbourne
6147-I.06	I.06 Social Videos, Individual	Lost In Translation	Defence Force Recruitment	VMLY&R Melbourne
6548-I.06	I.06 Social Videos, Individual	Comedians	Padayon	GIGIL
6574-I.06	I.06 Social Videos, Individual	Where Babies Come From	Genea	CHE Proximity
5298-I.07	I.07 Social Videos, Campaign	We Still Love You, Bathurst.	Supercheap Auto	The Monkeys Melbourne
5335-I.07	I.07 Social Videos, Campaign	Share the Secret Recipe	Meat & Livestock Australia	The Monkeys Sydney
5736-I.07	I.07 Social Videos, Campaign	Rap Books	BIG W	M&C Saatchi
5826-I.07	I.07 Social Videos, Campaign	However you make it, we'll help you save it	Westpac	DDB Sydney
6195-I.07	I.07 Social Videos, Campaign	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand

**ADVERTISING | SOCIAL MEDIA (continued)**

ID	Category	Entry	Client	Entrant Company
5433-I.08	I.08 Tactical	Ee-moo Says	Tourism Australia	M&C Saatchi
6197-I.08	I.08 Tactical	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
6405-I.08	I.08 Tactical	Acts of amaysim	Amaysim	Special Group Australia
6539-I.08	I.08 Tactical	#BookThemOut	South Australia Tourism Commission	TBWA\Adelaide
5276-I.09	I.09 Use of Talent and Influencers	Get What I Love	Klarna	BRING
5358-I.09	I.09 Use of Talent and Influencers	#MessFreeChallenge	General Mills	Thinkerbell
5737-I.09	I.09 Use of Talent and Influencers	Rap Books	BIG W	M&C Saatchi
5975-I.09	I.09 Use of Talent and Influencers	Generation Intervention	Four Seasons Condoms	CHE Proximity
6086-I.09	I.09 Use of Talent and Influencers	Borrow The All Blacks	ASB Bank	WiTH Collective
6389-I.09	I.09 Use of Talent and Influencers	Unplugged	Bonds	Leo Burnett Melbourne

**ADVERTISING | RETAIL**

ID	Category	Entry	Client	Entrant Company
5378-I.10	I.10 Best Integrated Marketing Campaign	We Still Love You, Bathurst.	Supercheap Auto	The Monkeys Melbourne
6467-I.10	I.10 Best Integrated Marketing Campaign	Bigger Than Christmas	MYER	Clemenger BBDO Melbourne
5840-I.13	I.13 Best New Pop-up Store	World's Smallest Dealership	Volkswagen Australia	DDB Sydney
5828-I.14	I.14 Best Use of Social Media for Commerce	However you make it, we'll help you save it	Westpac	DDB Sydney
6374-I.14	I.14 Best Use of Social Media for Commerce	OUT NOW	Bonds	Leo Burnett Melbourne
5666-I.16	I.16 Best Retail Catalogue	Seasonal Pulse	ALDI Australia	BMF

**DESIGN | BOOK DESIGN**

ID	Category	Entry	Client	Entrant Company
6043-J.03	J.03 Children and Young Adult Books	The Story Of Your Power	Powershop	whiteGREY
6575-J.03	J.03 Children and Young Adult Books	Where Babies Come From	Genea	CHE Proximity

**DESIGN | BRANDING**

ID	Category	Entry	Client	Entrant Company
6009-J.10	J.10 Brand Refresh, Small Identity	Reach	Reach	Houston Group
6614-J.11	J.11 Brand Refresh, Medium Identity	AWARD re-brand	AWARD	M35
6274-J.13	J.13 New Branding Schemes, Small Identity	Citizen Beer	Citizen	Special Group New Zealand
6201-J.19	J.19 Logos	The Booster Tag	RACV and TAC	CHE Proximity
6318-J.19	J.19 Logos	Up Education	Up Education	Special Group New Zealand

**DESIGN | GRAPHIC DESIGN**

ID	Category	Entry	Client	Entrant Company
5820-J.20	J.20 Applied Print Graphics	Post-fire Cards	Westpac	DDB Sydney
6445-J.20	J.20 Applied Print Graphics	HELP! The Game	IAG / NRMA	CHE Proximity
5212-J.21	J.21 Data Visualisation	MICRO UNIVERSE	TENCENT WE SUMMIT	Tencent
6115-J.21	J.21 Data Visualisation	THERMOART	UNIQLO	TBWA\HAKUHODO
5609-J.22	J.22 Integrated Graphics	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6584-J.25	J.25 Point of Sale	OUT NOW	Bonds	Leo Burnett Melbourne
5299-J.26	J.26 Posters	Don't just think. Imagine.	University of Newcastle	Headjam
6029-J.26	J.26 Posters	Sound-Free Concert Posters	Japan Philharmonic Orchestra	TBWA\HAKUHODO
6585-J.26	J.26 Posters	OUT NOW	Bonds	Leo Burnett Melbourne

**DESIGN | PACKAGING DESIGN**

ID	Category	Entry	Client	Entrant Company
6617-J.28	J.28 Consumer	The Mask that Ate the Virus	Livinguard/S.G.F. Biotechnology	Birger Linke Design
5823-J.31	J.31 Promotional & Special Edition	Post-fire Cards	Westpac	DDB Sydney

**DESIGN | PRODUCT DESIGN**

ID	Category	Entry	Client	Entrant Company
5611-J.35	J.35 Consumer & Industrial	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
5617-J.36	J.36 Interactive Design	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6400-J.37	J.37 Product Innovation	Mr Humfreez	ANZ	TBWA\New Zealand
6130-J.39	J.39 Sustainable	Sustainaball	ASB Bank	WiTH Collective
6401-J.39	J.39 Sustainable	Mr Humfreez	ANZ	TBWA\New Zealand

**CRAFT | ANIMATION AND VISUAL EFFECTS**

ID	Category	Entry	Client	Entrant Company
5429-K.01	K.01 2D Animation	Where Babies Come From	Genea	DIVISION
5960-K.01	K.01 2D Animation	Heartbeat	Save our Sons	FINCH
5646-K.02	K.02 3D Animation	From Our Family To Yours	Disney	Flux Animation
5725-K.02	K.02 3D Animation	Chicken & Egg	Standard Chartered Bank	Unlisted
5970-K.03	K.03 Colour Grading	Sloways	IAG / NRMA	Heckler
5612-K.07	K.07 Visual Effects	Heroes	Toyota	Alt.vfx
5708-K.07	K.07 Visual Effects	You can sense it. You can stop it	WorkSafe New Zealand	Blockhead VFX
6478-K.07	K.07 Visual Effects	Senior Constable Laurie Fox	Victoria Police	McCann Australia

**CRAFT | ART DIRECTION**

ID	Category	Entry	Client	Entrant Company
5219-K.08	K.08 Digital Art Direction, Individual	MOONMENTS	WeChat/The Great Wall	Tencent
5278-K.08	K.08 Digital Art Direction, Individual	Get What I Love	Klarna	BRING
5564-K.08	K.08 Digital Art Direction, Individual	Where Babies Come From	Genea	DIVISION
5719-K.09	K.09 Digital Art Direction, Campaign	Ugly, but good for you	Baiada - Lilydale/Steggles	M&C Saatchi
5530-K.11	K.11 Film Art Direction, Individual	SHOP UNFRIEND	Central Department Store	Wolf BKK
5798-K.11	K.11 Film Art Direction, Individual	Jumpstart	Optus	Bear Meets Eagle On Fire
5961-K.11	K.11 Film Art Direction, Individual	Heartbeat	Save our Sons	FINCH
6511-K.11	K.11 Film Art Direction, Individual	Make the First Move	Bumble	TBWA\Melbourne
6557-K.12	K.12 Film Art Direction, Campaign	3% Savings	Westpac	Buck
6607-K.12	K.12 Film Art Direction, Campaign	It's Amazing	Sydney Water	Buck
5790-K.13	K.13 Poster Art Direction, Individual	MOTHER EARTH FUCKER	Refill Magazine	Bear Meets Eagle On Fire
6172-K.13	K.13 Poster Art Direction, Individual	Unlock the Defence Force - Jet	Defence Force Recruitment	VMLY&R Melbourne
6173-K.13	K.13 Poster Art Direction, Individual	Unlock the Defence Force - Helicopter	Defence Force Recruitment	VMLY&R Melbourne
6640-K.13	K.13 Poster Art Direction, Individual	Disappearing Dracula	West Australian Ballet	Wunderman Thompson
5981-K.14	K.14 Poster Art Direction, Campaign	Burger & Me	McThai Co.,Ltd.	TBWA\Thailand
6032-K.14	K.14 Poster Art Direction, Campaign	Sound-Free Concert Posters	Japan Philharmonic Orchestra	TBWA\HAKUHODO
6038-K.14	K.14 Poster Art Direction, Campaign	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
5643-K.16	K.16 Print Art Direction, Campaign	Better Safe Than Syphy	Reckitt Benckiser (Durex)	FCB New Zealand
5822-K.16	K.16 Print Art Direction, Campaign	Post-fire Cards	Westpac	DDB Sydney
5982-K.16	K.16 Print Art Direction, Campaign	Burger & Me	McThai Co.,Ltd.	TBWA\Thailand

**CRAFT | CASTING**

ID	Category	Entry	Client	Entrant Company
5345-K.17	K.17 Casting for Film Advertising	Letters	Climate Act Now	Photoplay / Playtime
5477-K.17	K.17 Casting for Film Advertising	Hilux Unbreakable Bond	Toyota	Saatchi & Saatchi New Zealand
5600-K.19	K.19 Street Casting	The Only Boy Racer Left On The Island	The Howl & The Hum	The Pool Collective
6245-K.19	K.19 Street Casting	The Sleepy Town with a Snoring Problem	ResApp Health	Isobar Australia
6515-K.19	K.19 Street Casting	LoveSpeech	ANZ	The Glue Society
5763-K.20	K.20 Voice Performance	The Perfect Voiceovers	Causes For Animals Singapore	Edelman Singapore

**CRAFT | CINEMATOGRAPHY**

ID	Category	Entry	Client	Entrant Company
5481-K.22	K.22 TV and Cinema Commercials	Simply The Best	NRL	Good Oil
5485-K.22	K.22 TV and Cinema Commercials	Doors	Waka Kotahi - New Zealand Transport Agency	Good Oil
5717-K.22	K.22 TV and Cinema Commercials	Sloways	IAG / NRMA	Revolver
5718-K.22	K.22 TV and Cinema Commercials	First Saturday	IAG / NRMA	Revolver
5862-K.22	K.22 TV and Cinema Commercials	Brand TVC	Aware Super	Scoundrel

**CRAFT | COPYWRITING**

ID	Category	Entry	Client	Entrant Company
5229-K.24	K.24 Best Film Script, Individual	The Unbelievable Kick	Lion	Thinkerbell
5352-K.24	K.24 Best Film Script, Individual	Letters	Climate Act Now	Photoplay / Playtime
5487-K.24	K.24 Best Film Script, Individual	Free Fall	Amart	BMF
5559-K.24	K.24 Best Film Script, Individual	Hilux Unbreakable Bond	Toyota	Saatchi & Saatchi New Zealand
6218-K.24	K.24 Best Film Script, Individual	Turtlenecks	Bonds	Clemenger BBDO Melbourne
6528-K.24	K.24 Best Film Script, Individual	Bigger Than Christmas	MYER	Clemenger BBDO Melbourne
6154-K.27	K.27 Best Radio or Audio Script Writing, Campaign	Lost In Translation	Defence Force Recruitment	VMLY&R Melbourne
6333-K.28	K.28 Best use of Copywriting, Individual	To all of you Bingers	BINGE	The Hallway
6577-K.28	K.28 Best use of Copywriting, Individual	Where Babies Come From	Genea	CHE Proximity
5644-K.29	K.29 Best use of Copywriting, Campaign	Better Safe Than Syphy	Reckitt Benckiser (Durex)	FCB New Zealand
6155-K.29	K.29 Best use of Copywriting, Campaign	Lost In Translation	Defence Force Recruitment	VMLY&R Melbourne
6140-K.32	K.32 Social Media Writing, Campaign	Lost In Translation	Defence Force Recruitment	VMLY&R Melbourne

**CRAFT | DIGITAL CRAFT**

ID	Category	Entry	Client	Entrant Company
6444-K.34	K.34 Digital Environments	Australia in 8D Audio	Tourism Australia	Connecting Plots
6324-K.37	K.37 Services & Utilities	The Story Of Your Power	Powershop	whiteGREY
5213-K.38	K.38 User Experience Design (UX)	MICRO UNIVERSE	TENCENT WE SUMMIT	Tencent
5218-K.39	K.39 User Interface Design (UI)	MOONMENTS	WeChat/The Great Wall	Tencent
5230-K.39	K.39 User Interface Design (UI)	Discovered Wildfoods - A Story in Sustainability	Wild Game Resources Australia	Nightjar
5915-K.40	K.40 Websites	Voice of Racism	New Zealand Human Rights Commission	Assembly

**CRAFT | DIRECTION**

ID	Category	Entry	Client	Entrant Company
5350-K.41	K.41 Branded Content & Entertainment - Fiction	Letters	Climate Act Now	Photoplay / Playtime
5962-K.41	K.41 Branded Content & Entertainment - Fiction	Heartbeat	Save our Sons	FINCH
6480-K.41	K.41 Branded Content & Entertainment - Fiction	Starr Park	Supercell	Revolver
6024-K.42	K.42 Branded Content & Entertainment - Non Fiction	GRIT- Australian Drought Stories	BPAY	FINCH
6280-K.42	K.42 Branded Content & Entertainment - Non Fiction	Unsafe is always Unacceptable	WorkSafe Victoria	AIRBAG
6105-K.43	K.43 Events and Experiences	The Massacre Of Kingdom	Netflix Korea	The Glue Society

**CRAFT | DIRECTION (continued)**

ID	Category	Entry	Client	Entrant Company
5197-K.44	K.44 TV and Cinema Commercials	Before Alexa	Amazon	Revolver
5199-K.44	K.44 TV and Cinema Commercials	First Saturday	IAG / NRMA	Revolver
5236-K.44	K.44 TV and Cinema Commercials	Could I Be Wrong	Coca Cola	Revolver
5277-K.44	K.44 TV and Cinema Commercials	Sloways	IAG / NRMA	Revolver
5343-K.44	K.44 TV and Cinema Commercials	Xmess	Plenty	Revolver
5446-K.44	K.44 TV and Cinema Commercials	Brand TVC	Aware Super	Scoundrel
5504-K.44	K.44 TV and Cinema Commercials	The Powerful 2021 Hilux	Toyota	Sweetshop
5561-K.44	K.44 TV and Cinema Commercials	Girls Will Be Girls	Bumble	Eight
5808-K.44	K.44 TV and Cinema Commercials	Heroes	Toyota	Scoundrel
5954-K.44	K.44 TV and Cinema Commercials	The Amazing Race	Optus	FINCH
6099-K.44	K.44 TV and Cinema Commercials	Laundry Against Landfill	Ecover	The Glue Society
6103-K.44	K.44 TV and Cinema Commercials	Uber Eats: No Repeats, Serena & Sharon	Uber Eats	The Glue Society
5783-K.45	K.45 Social First	PLAY NZ	Tourism New Zealand	AIRBAG
6178-K.45	K.45 Social First	LoveSpeech	ANZ	The Glue Society

**CRAFT | EDITING**

ID	Category	Entry	Client	Entrant Company
6465-K.47	K.47 Branded Content, Entertainment & Social	Charlene	Head Start Homes	electriclimefilms
5607-K.48	K.48 TV and Cinema Commercials	Still Simply The Best	NRL	ARC EDIT
5614-K.48	K.48 TV and Cinema Commercials	Aware Super	Aware Super	ARC EDIT
5632-K.48	K.48 TV and Cinema Commercials	Synchronised Santas	ALDI Australia	ARC EDIT
5904-K.48	K.48 TV and Cinema Commercials	Doors	Waka Kotahi - New Zealand Transport Agency	The Editors
6267-K.48	K.48 TV and Cinema Commercials	Amazing Race	Optus	Special Group New Zealand

**CRAFT | ILLUSTRATION**

ID	Category	Entry	Client	Entrant Company
5569-K.49	K.49 Moving Image	Where Babies Come From	Genea	DIVISION
5795-K.49	K.49 Moving Image	Jumpstart	Optus	Bear Meets Eagle On Fire
5964-K.49	K.49 Moving Image	Heartbeat	Save our Sons	FINCH
6559-K.49	K.49 Moving Image	3% Savings	Westpac	Buck
5388-K.50	K.50 Posters	Fairytale Endings - The Princesses	Pleasure Point	DDB Group Hong Kong
5389-K.50	K.50 Posters	Fairytale Endings - Queen and Scoundrel	Pleasure Point	DDB Group Hong Kong
5819-K.51	K.51 Press and Print	Post-fire Cards	Westpac	DDB Sydney
5457-K.52	K.52 Other	Tubbataha Coral RIP	Tubbataha Reefs Natural Park	TBWA\Santiago Mangada Puno

**CRAFT | PHOTOGRAPHY**

ID	Category	Entry	Client	Entrant Company
5980-K.53	K.53 Conceptual	Burger & Me	McThai Co.,Ltd.	TBWA\Thailand
6371-K.54	K.54 Fashion	OUT NOW	Bonds	Leo Burnett Melbourne
5667-K.56	K.56 Portraits	NRMA	IAG / NRMA	The Pool Collective

**CRAFT | PRODUCTION DESIGN**

ID	Category	Entry	Client	Entrant Company
5340-K.59	K.59 Branded Content & Entertainment	Starr Park	Supercell	Revolver
6101-K.61	K.61 Experiential	Tiny Pub	Emerson's	The Glue Society
6592-K.61	K.61 Experiential	The Massacre Of Kingdom	Netflix Korea	The Glue Society



**CRAFT | PRODUCTION DESIGN (continued)**

ID	Category	Entry	Client	Entrant Company
5576-K.63	K.63 TV and Cinema Commercials	Girls will be Girls	Bumble	Eight
5720-K.63	K.63 TV and Cinema Commercials	First Saturday	IAG / NRMA	Revolver
5938-K.63	K.63 TV and Cinema Commercials	Christmas Windows	David Jones	Collider
5949-K.63	K.63 TV and Cinema Commercials	Sleeper	IAG / NRMA	FINCH

**CRAFT | SOUND DESIGN & USE OF MUSIC**

ID	Category	Entry	Client	Entrant Company
5337-K.64	K.64 Best Use of Adapted Music	Choir from Home	Qantas	The Monkeys Sydney
5466-K.64	K.64 Best Use of Adapted Music	Seat Score	TAB	Rumble Studios
6207-K.64	K.64 Best Use of Adapted Music	Cliff	SEAT S.A.	Squeak E. Clean Studios
6609-K.64	K.64 Best Use of Adapted Music	Steinlager 'Peace Flotilla'	Lion	Liquid Studios
5223-K.65	K.65 Best Use of Existing Music	THE PENGUIN & THE WHALE	United Nations	Tencent
5420-K.65	K.65 Best Use of Existing Music	The Friend	Baiada - Lilydale/Steggles	M&C Saatchi
6268-K.65	K.65 Best Use of Existing Music	Amazing Race	Optus	Special Group New Zealand
6312-K.65	K.65 Best Use of Existing Music	Darrell Lea Palm Oil Free	Darrell Lea	Akkomplice
6578-K.65	K.65 Best Use of Existing Music	Where Babies Come From	Genea	CHE Proximity
5279-K.66	K.66 Original Composition	Get What I Love	Klarna	BRING
5376-K.66	K.66 Original Composition	Sloways	IAG / NRMA	Rumble Studios
5385-K.66	K.66 Original Composition	Temple of Dry	Carlton & United Breweries	Rumble Studios
5408-K.66	K.66 Original Composition	Jumpstart	Optus	Rumble Studios
5592-K.66	K.66 Original Composition	Save Our Sons	Save Our Sons	Sonar Music
5745-K.66	K.66 Original Composition	Rap Books - The Very Cranky Bear	BIG W	M&C Saatchi
6017-K.66	K.66 Original Composition	The Spark	Chick-Fil-A	Squeak E. Clean Studios
6148-K.66	K.66 Original Composition	Ugly, but good for you - Hip Hop Spin Class	Baiada - Lilydale/Steggles	We Love Jam Studios
6215-K.66	K.66 Original Composition	Do Something New New Zealand	Tourism New Zealand	Special Group New Zealand
6224-K.66	K.66 Original Composition	Worth the Wait	Silver Fern Farms	Special Group New Zealand
6391-K.66	K.66 Original Composition	Unplugged	Bonds	Leo Burnett Melbourne
6476-K.66	K.66 Original Composition	Hard Seltzer	Saintly	Rabbit Content
6483-K.66	K.66 Original Composition	Bigger Than Christmas	MYER	Clemenger BBDO Melbourne
6637-K.66	K.66 Original Composition	DB Export 0.0	DB Export	Liquid Studios
6653-K.66	K.66 Original Composition	Ugly, but good for you - German Techno	Baiada - Lilydale/Steggles	We Love Jam Studios
5603-K.67	K.67 Production in Audio	First Saturday	IAG / NRMA	Sonar Music
5384-K.68	K.68 Sound Design	Sloways	IAG / NRMA	Rumble Studios
5424-K.68	K.68 Sound Design	Temple of Dry	Carlton & United Breweries	Rumble Studios
5436-K.68	K.68 Sound Design	Jumpstart	Optus	Rumble Studios
5706-K.68	K.68 Sound Design	Senses Electrified	Lexus	Electric Sheep Music
6217-K.68	K.68 Sound Design	Brand TVC	Aware Super	Squeak E. Clean Studios
6369-K.68	K.68 Sound Design	Australia in 8D Audio	Tourism Australia	Connecting Plots
6603-K.68	K.68 Sound Design	First Name in the Water	O'Neill	Electric Sheep Music
6636-K.68	K.68 Sound Design	Steinlager 'Peace Flotilla'	Lion	Liquid Studios

**CRAFT | TYPOGRAPHY**

ID	Category	Entry	Client	Entrant Company
5550-K.72	K.72 Posters, Individual	MOTHER EARTH FUCKER	Refill Magazine	Bear Meets Eagle On Fire

## FILM & ENTERTAINMENT | BRANDED CONTENT & ENTERTAINMENT

ID	Category	Entry	Client	Entrant Company
5353-L.01	L.01 Fiction Film up to 5 mins, Individual	Letters	Climate Act Now	Photoplay / Playtime
6462-L.01	L.01 Fiction Film up to 5 mins, Individual	Bigger Than Christmas	MYER	Clemenger BBDO Melbourne
5451-L.02	L.02 Fiction Film up to 5 mins, Campaign	You Are How You Slurp	Uni President	ADK Taiwan
6385-L.02	L.02 Fiction Film up to 5 mins, Campaign	The Trojan Trailer	United Nations and Youtube	Emotive
5705-L.07	L.07 Non-Fiction Film up to 5 mins, Individual	GRIT – Australian Drought Stories	BPAY	BMF
5825-L.08	L.08 Non-Fiction Film up to 5 mins, Campaign	However you make it, we'll help you save it	Westpac	DDB Sydney
6158-L.11	L.11 Non-Fiction Film over 30 mins, Individual	Misunderstandings of Miscarriage	Virtus Health	M&C Saatchi
6461-L.13	L.13 Games	HELP! The Game	IAG / NRMA	CHE Proximity
5741-L.15	L.15 Live Broadcast	PLAY NZ	Tourism New Zealand	TBWA\Sydney
5746-L.15	L.15 Live Broadcast	Uber Eats No Repeats	Uber Eats	Special Group Australia
6390-L.17	L.17 Music Videos	Unplugged	Bonds	Leo Burnett Melbourne
5744-L.18	L.18 Sports	Uber Eats No Repeats	Uber Eats	Special Group Australia
6134-L.18	L.18 Sports	Sustainaball	ASB Bank	WiTH Collective
6241-L.18	L.18 Sports	Borrow The All Blacks	ASB Bank	WiTH Collective

## FILM & ENTERTAINMENT | FILM ADVERTISING

ID	Category	Entry	Client	Entrant Company
5794-L.20	L.20 Cinema Commercials Up to 60 Seconds	Jumpstart	Optus	Bear Meets Eagle On Fire
5228-L.21	L.21 Cinema Commercials Over 60 Seconds	The Unbelievable Kick	Lion	Thinkerbell
5636-L.21	L.21 Cinema Commercials Over 60 Seconds	You Can Sense It. You Can Stop It.	WorkSafe New Zealand	FCB New Zealand
6269-L.21	L.21 Cinema Commercials Over 60 Seconds	Amazing Race	Optus	Special Group New Zealand
6272-L.21	L.21 Cinema Commercials Over 60 Seconds	BFF	Optus	Special Group New Zealand
6347-L.21	L.21 Cinema Commercials Over 60 Seconds	Sloways	IAG / NRMA	CHE Proximity
6428-L.21	L.21 Cinema Commercials Over 60 Seconds	First Saturday	IAG / NRMA	CHE Proximity
5489-L.25	L.25 TV Commercials 30 Seconds	Kill Hungrythirsty Dead	Lactalis Australia	The Monkeys Melbourne
5663-L.25	L.25 TV Commercials 30 Seconds	The Great Fresh Food Migration	ALDI Australia	BMF
6259-L.25	L.25 TV Commercials 30 Seconds	Behind the Mac — Create a story the world's never seen	Apple	TBWA\HAKUHODO
6381-L.25	L.25 TV Commercials 30 Seconds	Rewrite The Rules	Carlton & United Breweries	Clemenger BBDO Melbourne
5207-L.26	L.26 TV Commercials Over 30 Seconds	The Unbelievable Kick	Lion	Thinkerbell
5297-L.26	L.26 TV Commercials Over 30 Seconds	WFH EOFY \$ALE	BCF	The Monkeys Melbourne
5316-L.26	L.26 TV Commercials Over 30 Seconds	Requiem for a Pie	TAB	M&C Saatchi
5382-L.26	L.26 TV Commercials Over 30 Seconds	We Still Love You, Bathurst.	Supercheap Auto	The Monkeys Melbourne
5418-L.26	L.26 TV Commercials Over 30 Seconds	Temple of Dry	Carlton & United Breweries	Special Group Australia
5419-L.26	L.26 TV Commercials Over 30 Seconds	Synchronised Santas	ALDI Australia	BMF
5443-L.26	L.26 TV Commercials Over 30 Seconds	Sport is Calling	rebel	The Monkeys Melbourne
5480-L.26	L.26 TV Commercials Over 30 Seconds	Fibre. It's how we internet now.	Chorus	Saatchi & Saatchi New Zealand
5483-L.26	L.26 TV Commercials Over 30 Seconds	Free Fall	Amart	BMF
5560-L.26	L.26 TV Commercials Over 30 Seconds	Hilux Unbreakable Bond	Toyota	Saatchi & Saatchi New Zealand
5659-L.26	L.26 TV Commercials Over 30 Seconds	The Great Fresh Food Migration	ALDI Australia	BMF
5690-L.26	L.26 TV Commercials Over 30 Seconds	Seat Score	TAB	M&C Saatchi
5871-L.26	L.26 TV Commercials Over 30 Seconds	Band	RC Cola	GIGIL
5950-L.26	L.26 TV Commercials Over 30 Seconds	Sleeper	IAG / NRMA	FINCH
6270-L.26	L.26 TV Commercials Over 30 Seconds	Amazing Race	Optus	Special Group New Zealand
6350-L.26	L.26 TV Commercials Over 30 Seconds	Sloways	IAG / NRMA	CHE Proximity
6376-L.26	L.26 TV Commercials Over 30 Seconds	Showdown	Uber Eats	Special Group Australia
6070-L.27	L.27 TV Commercial Campaigns	Showdown	Uber Eats	Special Group Australia
6263-L.27	L.27 TV Commercial Campaigns	It Starts With Yes	Optus	Special Group New Zealand
6497-L.28	L.28 Location-Specific Screens	Senior Constable Laurie Fox	Victoria Police	McCann Australia

**INNOVATION | BRAND INNOVATION**

ID	Category	Entry	Client	Entrant Company
5604-M.01	M.01 Brand Engagement	The Purple Hive Project	Bega	Thinkerbell
6202-M.01	M.01 Brand Engagement	The Booster Tag	RACV and TAC	CHE Proximity
6402-M.01	M.01 Brand Engagement	Mr Humfreez	ANZ	TBWA\New Zealand
6463-M.01	M.01 Brand Engagement	HELP! The Game	IAG / NRMA	CHE Proximity
6501-M.02	M.02 Business Transformation	Senior Constable Laurie Fox	Victoria Police	McCann Australia

**INNOVATION | NON-BRAND INNOVATION**

ID	Category	Entry	Client	Entrant Company
5557-M.05	M.05 Creative Expression	EarFest 2020	Eardrum	Eardrum
5621-M.07	M.07 Product Innovation	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne

**MEDIA | CHANNELS**

ID	Category	Entry	Client	Entrant Company
5623-N.01	N.01 Use of Ambient Media	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6204-N.01	N.01 Use of Ambient Media	The Booster Tag	RACV and TAC	CHE Proximity
5729-N.03	N.03 Use of Branded Entertainment and Content	Ugly, but good for you	Baiada - Lilydale/Steggles	M&C Saatchi
5749-N.03	N.03 Use of Branded Entertainment and Content	Uber Eats No Repeats	Uber Eats	Special Group Australia
6392-N.03	N.03 Use of Branded Entertainment and Content	Unplugged	Bonds	Leo Burnett Melbourne
6470-N.03	N.03 Use of Branded Entertainment and Content	HELP! The Game	IAG / NRMA	CHE Proximity
6561-N.03	N.03 Use of Branded Entertainment and Content	Live from Aus	Tourism Australia	Digitas
5740-N.04	N.04 Use of Digital Platforms	PLAY NZ	Tourism New Zealand	TBWA\Sydney
5895-N.04	N.04 Use of Digital Platforms	MOONMENTS	WeChat/The Great Wall	Tencent
6211-N.04	N.04 Use of Digital Platforms	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
6527-N.04	N.04 Use of Digital Platforms	Microcodes	Samsung Electronics Australia	CHE Proximity
5453-N.05	N.05 Use of Events and Stunts	Mc Donald's Ride Thru	Golden Arches Development Corporation	TBWA\Santiago Mangada Puno
6089-N.05	N.05 Use of Events and Stunts	Borrow Eden Park	ASB Bank	WiTH Collective
5821-N.06	N.06 Use of Print, Press & Outdoor	Post-fire Cards	Westpac	DDB Sydney
6088-N.06	N.06 Use of Print, Press & Outdoor	Essential Thanks	ASB Bank	WiTH Collective
6352-N.06	N.06 Use of Print, Press & Outdoor	Sloways	IAG / NRMA	CHE Proximity
6530-N.06	N.06 Use of Print, Press & Outdoor	Microcodes	Samsung Electronics Australia	CHE Proximity
6586-N.06	N.06 Use of Print, Press & Outdoor	OUT NOW	Bonds	Leo Burnett Melbourne
6091-N.09	N.09 Use of Integrated Media	Borrow The All Blacks	ASB Bank	WiTH Collective
6357-N.09	N.09 Use of Integrated Media	Sloways	IAG / NRMA	CHE Proximity
6533-N.09	N.09 Use of Integrated Media	Microcodes	Samsung Electronics Australia	CHE Proximity
6540-N.09	N.09 Use of Integrated Media	#BookThemOut	South Australia Tourism Commission	TBWA\Adelaide
6587-N.09	N.09 Use of Integrated Media	OUT NOW	Bonds	Leo Burnett Melbourne
6359-N.10	N.10 Use of New Media	The Fake Pirate Film	Carlton & United Breweries	Special Group Australia

**PURPOSE | CHARITY**

ID	Category	Entry	Client	Entrant Company
5998-O.01	O.01 Branded Content and Entertainment, Individual	Heartbeat	Save our Sons	FINCH
5349-O.04	O.04 Design, Campaign	2020 Season	Black Swan State Theatre Company	Block
6431-O.06	O.06 Digital, Campaign	Walk Free	Minderoo Foundation	Leo Burnett Sydney
5227-O.07	O.07 Direct, Individual	30 for 30	Lifeline	Thinkerbell
6628-O.07	O.07 Direct, Individual	Always Available	Beyond Blue	The Royals
6326-O.10	O.10 Film Advertising, Individual	Missed Birthdays - Naz Woldemicheal	Missing Persons Advocacy Network	whiteGREY
6046-O.13	O.13 Integrated Campaign	Missed Birthdays	Missing Persons Advocacy Network	whiteGREY

**PURPOSE | CHARITY (continued)**

ID	Category	Entry	Client	Entrant Company
5367-O.15	O.15 Press & Outdoor, Individual	Wall of Flames	NSW Rural Fire Service	Wunderman Thompson
6110-O.16	O.16 Press & Outdoor, Campaign	Focus On Our Waterways	Ozfish	VMLY&R Melbourne
6047-O.17	O.17 Radio & Audio, Individual	Missed Birthdays - Rigby Fielding	Missing Persons Advocacy Network	whiteGREY
6415-O.20	O.20 Social, Campaign	Walk Free	Minderoo Foundation	Leo Burnett Sydney

**PURPOSE | CREATIVITY FOR GOOD**

ID	Category	Entry	Client	Entrant Company
5428-O.21	O.21 Advertising & Marketing Communications	GRIT – Australian Drought Stories	BPAY	BMF
5628-O.21	O.21 Advertising & Marketing Communications	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6092-O.21	O.21 Advertising & Marketing Communications	Borrow The All Blacks	ASB Bank	WiTH Collective
6360-O.21	O.21 Advertising & Marketing Communications	Sloways	IAG / NRMA	CHE Proximity
6441-O.21	O.21 Advertising & Marketing Communications	First Saturday	IAG / NRMA	CHE Proximity
6039-O.22	O.22 Design	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6316-O.22	O.22 Design	Citizen Beer	Citizen	Special Group New Zealand
5624-O.23	O.23 Product Design	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6165-O.23	O.23 Product Design	Mr Humfreez	ANZ	TBWA\New Zealand
6473-O.23	O.23 Product Design	HELP! The Game	IAG / NRMA	CHE Proximity
5626-O.24	O.24 Service Innovation and Design	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
5629-O.25	O.25 Equality	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6351-O.25	O.25 Equality	C'mon Aussie: Revisited	Commonwealth Bank	GHO Sydney
5357-O.26	O.26 Sustainability	The Purple Hive Project	Bega	Thinkerbell
6041-O.26	O.26 Sustainability	The Story Of Your Power	Powershop	whiteGREY

**PLANNING | APG CREATIVE STRATEGY**

ID	Category	Entry	Client	Entrant Company
5321-P.01	P.01 Insight	Matesong	Tourism Australia	M&C Saatchi
5630-P.01	P.01 Insight	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
6213-P.01	P.01 Insight	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand
6223-P.01	P.01 Insight	4 Second Reviews	Hyundai	AnalogFolk Sydney
6302-P.01	P.01 Insight	3% An Amazing Rate That Wasn't Enough To Get Rated	Westpac	DDB Sydney
6303-P.01	P.01 Insight	NZ Elections - hard to reach audiences	NZ Government	VMLY&R
5631-P.02	P.02 Bravery	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi Melbourne
5674-P.02	P.02 Bravery	ALDI Precedented Prices	ALDI Australia	BMF
5693-P.02	P.02 Bravery	The Campaign for One	ALDI Australia	BMF
5755-P.02	P.02 Bravery	Make a Date with Play	TAB	M&C Saatchi
6311-P.02	P.02 Bravery	NZ Says '39'	Tourism New Zealand	Special Group New Zealand
6313-P.02	P.02 Bravery	Good Morning World	Tourism New Zealand	Special Group New Zealand
6450-P.02	P.02 Bravery	First Saturday	IAG / NRMA	CHE Proximity
6503-P.02	P.02 Bravery	2020 in a Can	Jimmy Brings	R/GA
5694-P.03	P.03 Challenger	The Campaign for One	ALDI Australia	BMF
5789-P.03	P.03 Challenger	Less Hassle, More Travel	Agoda	BMF
6142-P.03	P.03 Challenger	Darrell Lea Palm Oil Free	Darrell Lea	Akkomplice
5675-P.04	P.04 Data Enhanced	ALDI Precedented Prices	ALDI Australia	BMF

**PLANNING | BRAND BUILDING**

ID	Category	Entry	Client	Entrant Company
5322-P.06	P.06 Long-term Brand Building	12 Years of Can	CommBank	M&C Saatchi