

42ND AWARD AWARDS WINNERS



ADVERTISING

DIGITAL

ID	Category	Entry	Client	Entrant Company	Gong
6534-A.03	A.03 Creative Technology	ProPILOT GOLF BALL	Nissan Motor Co.	TBWA\HAKUHODO	BRONZE
5598-A.03	A.03 Creative Technology	The Purple Hive Project	Bega	Thinkerbell	GOLD
6042-A.04	A.04 Digital Tools & Utilities	The Story Of Your Power	Powershop	whiteGREY	BRONZE
6380-A.06	A.06 Integrated Digital Campaigns	Bonds Unplugged	Bonds	Leo Burnett	BRONZE
6183-A.06	A.06 Integrated Digital Campaigns	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand	GOLD
5735-A.06	A.06 Integrated Digital Campaigns	PLAY NZ	Tourism New Zealand	TBWA\Sydney	SILVER
5837-A.06	A.06 Integrated Digital Campaigns	Where Babies Come From	Genea	CHE Proximity	GOLD

DIRECT

ID	Category	Entry	Client	Entrant Company	Gong
5831-B.03	B.03 Direct Response, any media	First Saturday	NRMA Insurance	CHE Proximity	GOLD
6417-B.03	B.03 Direct Response, any media	Microcodes	Samsung Electronics Australia	CHE Proximity	BRONZE
5832-B.03	B.03 Direct Response, any media	Sloways	NRMA Insurance	CHE Proximity	SILVER
5834-B.03	B.03 Direct Response, any media	The Booster Tag	RACV and TAC	CHE Proximity	SILVER
6396-B.04	B.04 Direct Response Integrated Campaigns	ANZ Mr Humfreez	ANZ	TBWA\New Zealand	BRONZE
6493-B.04	B.04 Direct Response Integrated Campaigns	Bonds OUT NOW	Bonds	Leo Burnett	BRONZE
6386-B.04	B.04 Direct Response Integrated Campaigns	Bonds Unplugged	Bonds	Leo Burnett	BRONZE
5591-B.04	B.04 Direct Response Integrated Campaigns	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	SILVER
6418-B.04	B.04 Direct Response Integrated Campaigns	First Saturday	NRMA Insurance	CHE Proximity	GOLD
6184-B.04	B.04 Direct Response Integrated Campaigns	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand	GOLD
6420-B.04	B.04 Direct Response Integrated Campaigns	Microcodes	Samsung Electronics Australia	CHE Proximity	BRONZE
6334-B.04	B.04 Direct Response Integrated Campaigns	Sloways	NRMA Insurance	CHE Proximity	SILVER
6187-B.04	B.04 Direct Response Integrated Campaigns	The Booster Tag	RACV and TAC	CHE Proximity	BRONZE
6489-B.05	B.05 Retail	MYER Bigger Than Christmas	MYER	Clemenger BBDO Melbourne	BRONZE
5843-B.05	B.05 Retail	World's Smallest Dealership	Volkswagen Australia	DDB Sydney	BRONZE
6398-B.07	B.07 Direct Innovation	ANZ Mr Humfreez	ANZ	TBWA\New Zealand	SILVER
5583-B.07	B.07 Direct Innovation	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	GOLD
6189-B.07	B.07 Direct Innovation	The Booster Tag	RACV and TAC	CHE Proximity	BRONZE

EXPERIENTIAL

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

HEALTH & WELLNESS

ID	Category	Entry	Client	Entrant Company	Gong
5639-D.04	D.04 Disease Awareness	Better Safe Than Syphy	Reckitt Benckiser (Durex)	FCB New Zealand	BRONZE
6571-D.05	D.05 Health Awareness and Social Responsibility	Where Babies Come From	Genea	CHE Proximity	GOLD
6572-D.06	D.06 Health Brands & Services	Where Babies Come From	Genea	CHE Proximity	BRONZE

INTEGRATED

ID	Category	Entry	Client	Entrant Company	Gong
6056-E.01	E.01 Integrated Campaign	Borrow The All Blacks	ASB Bank	WiTH Collective	SILVER
6419-E.01	E.01 Integrated Campaign	First Saturday	NRMA Insurance	CHE Proximity	GOLD
6508-E.01	E.01 Integrated Campaign	Microcodes	Samsung Electronics Australia	CHE Proximity	BRONZE
6335-E.01	E.01 Integrated Campaign	Sloways	NRMA Insurance	CHE Proximity	BRONZE

PR & PROMOTION

ID	Category	Entry	Client	Entrant Company	Gong
5597-F.01	F.01 Creative Use of Media	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	GOLD
6440-F.01	F.01 Creative Use of Media	HELP! The Game	NRMA Insurance	CHE Proximity	BRONZE
6194-F.01	F.01 Creative Use of Media	The Booster Tag	RACV and TAC	CHE Proximity	SILVER
5409-F.01	F.01 Creative Use of Media	Uber Eats No Repeats	Uber Eats	Special Group Australia	BRONZE
6185-F.02	F.02 Best Use of Content	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand	SILVER
6106-F.03	F.03 Best Use of Digital and Social Media	Bonds Unplugged	Bonds	Leo Burnett	BRONZE
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	SILVER
5743-F.03	F.03 Best Use of Digital and Social Media	PLAY NZ	Tourism New Zealand	TBWA\Sydney	SILVER
6076-F.04	F.04 Best Use of Events and Stunts	Borrow Eden Park	ASB Bank	WiTH Collective	GOLD
6384-F.05	F.05 Best Use of Paid Talent and Influencers	Bonds Unplugged	Bonds	Leo Burnett	BRONZE
6366-F.06	F.06 Best Use of Unpaid Talent and Influencers	Bonds OUT NOW	Bonds	Leo Burnett	BRONZE
6078-F.08	F.08 PR Amplification for a Campaign	Borrow Eden Park	ASB Bank	WiTH Collective	BRONZE
6079-F.09	F.09 PR Campaign, Business-to-Business	Borrow Eden Park	ASB Bank	WiTH Collective	GOLD
6080-F.11	F.11 PR-Led Campaign, Integrated	Borrow Eden Park	ASB Bank	WiTH Collective	SILVER
6423-F.11	F.11 PR-Led Campaign, Integrated	Donation Dollar	The Royal Australian Mint	Herd MSL	GOLD
6583-F.12	F.12 Product Launch	Bonds OUT NOW	Bonds	Leo Burnett	BRONZE
6590-F.12	F.12 Product Launch	Bonds Unplugged	Bonds	Leo Burnett	BRONZE
6410-F.12	F.12 Product Launch	Donation Dollar	The Royal Australian Mint	Herd MSL	GOLD
6524-F.12	F.12 Product Launch	Microcodes	Samsung Electronics Australia	CHE Proximity	BRONZE
6188-F.13	F.13 Public Affairs Campaign	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand	GOLD
6196-F.13	F.13 Public Affairs Campaign	The Booster Tag	RACV and TAC	CHE Proximity	BRONZE
6081-F.14	F.14 Reactive Response	Borrow Eden Park	ASB Bank	WiTH Collective	SILVER
6082-F.15	F.15 Sponsorships & Partnerships	Borrow Eden Park	ASB Bank	WiTH Collective	GOLD
5381-F.15	F.15 Sponsorships & Partnerships	Supercheap Auto – We Still Love You, Bathurst.	Supercheap Auto	The Monkeys Melbourne	SILVER
5748-F.15	F.15 Sponsorships & Partnerships	Uber Eats No Repeats	Uber Eats	Special Group Australia	BRONZE

PRESS & OUTDOOR

ID	Category	Entry	Client	Entrant Company	Gong
5606-G.01	G.01 Ambient & Special Build	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	GOLD
5215-G.01	G.01 Ambient & Special Build	IMARS CINEMA	TENCENT YOUTH SCIENCE FESTIVAL	Tencent	BRONZE
5842-G.01	G.01 Ambient & Special Build	World's Smallest Dealership	Volkswagen Australia	DDB Sydney	BRONZE
6362-G.05	G.05 Poster Advertising Campaigns	Bonds OUT NOW	Bonds	Leo Burnett	SILVER
6421-G.07	G.07 Press Advertising Insert & Wraps	First Saturday	NRMA Insurance	CHE Proximity	BRONZE
5642-G.09	G.09 Press Advertising Campaigns	Better Safe Than Syphy	Reckitt Benckiser (Durex)	FCB New Zealand	SILVER

RADIO & AUDIO

ID	Category	Entry	Client	Entrant Company	Gong
6387-H.02	H.02 Branded Audio and Podcasts, Campaign	Bonds Unplugged	Bonds	Leo Burnett	BRONZE
6153-H.03	H.03 Radio Advertising, 0-30 seconds	Lost In Translation - 500 Feet	Defence Force Recruitment	VMLY&R	SILVER
6151-H.03	H.03 Radio Advertising, 0-30 seconds	Lost In Translation - Float Like A Dodo	Defence Force Recruitment	VMLY&R	BRONZE
6152-H.03	H.03 Radio Advertising, 0-30 seconds	Lost In Translation - Stand Under My Rain Jacket	Defence Force Recruitment	VMLY&R	BRONZE
5774-H.04	H.04 Radio Advertising, over 30 seconds	Come Down for Air – Wukalina Walk	Tourism Tasmania	BMF	BRONZE
6327-H.04	H.04 Radio Advertising, over 30 seconds	Ugly, but good for you - German Jog Techno	Baiada - Lilydale/Steggles	M&C Saatchi	SILVER
5713-H.06	H.06 Radio Advertising Campaigns	Ugly, but good for you	Baiada - Lilydale/Steggles	M&C Saatchi	SILVER
6261-H.08	H.08 Innovative Use of Radio & Audio	Great Northern - Insta Radio	Carlton & United Breweries	Clemenger BBDO Melbourne	BRONZE

RETAIL

ID	Category	Entry	Client	Entrant Company	Gong
6467-I.10	I.10 Best Integrated Marketing Campaign	MYER Bigger Than Christmas	MYER	Clemenger BBDO Melbourne	BRONZE
5378-I.10	I.10 Best Integrated Marketing Campaign	Supercheap Auto – We Still Love You, Bathurst.	Supercheap Auto	The Monkeys Melbourne	GOLD
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	BRONZE

SOCIAL MEDIA

ID	Category	Entry	Client	Entrant Company	Gong
5974-I.02	I.02 Best use of Social Media, Campaign	Generation Intervention	Four Seasons Condoms	CHE Proximity	BRONZE
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	GOLD
5520-I.02	I.02 Best use of Social Media, Campaign	PLAY NZ	Tourism New Zealand	TBWA\Sydney	SILVER
6573-I.03	I.03 Community Building and Engagement	Where Babies Come From	Genea	CHE Proximity	GOLD
6446-I.05	I.05 Co-Created & User Generated Content	Bonds OUT NOW	Bonds	Leo Burnett	GOLD
6085-I.05	I.05 Co-Created & User Generated Content	Essential Thanks	ASB Bank	WiTH Collective	BRONZE
5804-I.06	I.06 Social Videos, Individual	Family	RC Cola	GIGIL	SILVER
6143-I.06	I.06 Social Videos, Individual	Lost In Translation - Bohemian	Defence Force Recruitment	VMLY&R	BRONZE
6147-I.06	I.06 Social Videos, Individual	Lost In Translation - Ring	Defence Force Recruitment	VMLY&R	BRONZE
5529-I.06	I.06 Social Videos, Individual	SHOP UNFRIEND	Central Department Store	Wolf BKK	GOLD
6574-I.06	I.06 Social Videos, Individual	Where Babies Come From	Genea	CHE Proximity	GOLD
5826-I.07	I.07 Social Videos, Campaign	However you make it, we'll help you save it	Westpac	DDB Sydney	BRONZE
6195-I.07	I.07 Social Videos, Campaign	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand	SILVER
5298-I.07	I.07 Social Videos, Campaign	Supercheap Auto – We Still Love You, Bathurst.	Supercheap Auto	The Monkeys Melbourne	GOLD
6197-I.08	I.08 Tactical	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand	GOLD
6389-I.09	I.09 Use of Talent and Influencers	Bonds Unplugged	Bonds	Leo Burnett	BRONZE
6086-I.09	I.09 Use of Talent and Influencers	Borrow The All Blacks	ASB Bank	WiTH Collective	GOLD
5975-I.09	I.09 Use of Talent and Influencers	Generation Intervention	Four Seasons Condoms	CHE Proximity	BRONZE
5358-I.09	I.09 Use of Talent and Influencers	Old El Paso - #MessFreeChallenge	General Mills	Thinkerbell	BRONZE

DESIGN**BRANDING**

ID	Category	Entry	Client	Entrant Company	Gong
6614-J.11	J.11 Brand Refresh, Medium Identity	AWARD re-brand	AWARD	M35	SILVER
6201-J.19	J.19 Logos	The Booster Tag	RACV and TAC	CHE Proximity	BRONZE

GRAPHIC DESIGN

ID	Category	Entry	Client	Entrant Company	Gong
6029-J.26	J.26 Posters	Sound-Free Concert	Japan Philharmonic Orchestra	TBWA\HAKUHODO	BRONZE

PRODUCT DESIGN

ID	Category	Entry	Client	Entrant Company	Gong
5617-J.36	J.36 Interactive Design	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	BRONZE
6400-J.37	J.37 Product Innovation	ANZ Mr Humfreez	ANZ	TBWA\New Zealand	GOLD
6401-J.39	J.39 Sustainable	ANZ Mr Humfreez	ANZ	TBWA\New Zealand	SILVER

CRAFT**ANIMATION AND VISUAL EFFECTS**

ID	Category	Entry	Client	Entrant Company	Gong
5429-K.01	K.01 2D Animation	Genea - Where Babies Come From	Genea	DIVISION	GOLD
5646-K.02	K.02 3D Animation	From Our Family To Yours	Disney	Flux Animation	BRONZE
5725-K.02	K.02 3D Animation	Standard Chartered 'Chicken & Egg'	Standard Chartered Bank	Unlisted	SILVER
5612-K.07	K.07 Visual Effects	Heroes	Toyota	Alt.vfx	SILVER
6478-K.07	K.07 Visual Effects	Senior Constable Laurie Fox	Victoria Police	McCann Australia	BRONZE
5708-K.07	K.07 Visual Effects	You can sense it. You can stop it.	Worksafe	Blockhead VFX	SILVER

ART DIRECTION					
ID	Category	Entry	Client	Entrant Company	Gong
5564-K.08	K.08 Digital Art Direction, Individual	Genea - Where Babies Come From	Genea	DIVISION	SILVER
5219-K.08	K.08 Digital Art Direction, Individual	MOONMENTS	WeChat/The Great Wall	Tencent	BRONZE
5719-K.09	K.09 Digital Art Direction, Campaign	Ugly, but good for you	Baiada - Lilydale/Steggles	M&C Saatchi	BRONZE
5530-K.11	K.11 Film Art Direction, Individual	SHOP UNFRIEND	Central Department Store	Wolf BKK	GOLD
6557-K.12	K.12 Film Art Direction, Campaign	Westpac - 3% Savings	Westpac	Buck	SILVER
6038-K.14	K.14 Poster Art Direction, Campaign	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	BRONZE
5643-K.16	K.16 Print Art Direction, Campaign	Better Safe Than Syphy	Reckitt Benckiser (Durex)	FCB New Zealand	SILVER

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

CINEMATOGRAPHY					
ID	Category	Entry	Client	Entrant Company	Gong
5862-K.22	K.22 TV and Cinema Commercials	Brand TVC	Aware Super	Scoundrel	BRONZE
5485-K.22	K.22 TV and Cinema Commercials	Doors	Waka Kotahi - New Zealand Transport Agency	Good Oil	BRONZE
5718-K.22	K.22 TV and Cinema Commercials	First Saturday	Insurance Australia Group Limited	Revolver	SILVER
5717-K.22	K.22 TV and Cinema Commercials	Sloways	Insurance Australia Group Limited	Revolver	GOLD
5481-K.22	K.22 TV and Cinema Commercials	Still Simply The Best	National Rugby League	Good Oil	SILVER

COPYWRITING					
ID	Category	Entry	Client	Entrant Company	Gong
6218-K.24	K.24 Best Film Script, Individual	Bonds - Turtlebacks	Bonds	Clemenger BBDO Melbourne	GOLD
5559-K.24	K.24 Best Film Script, Individual	Hilux Unbreakable Bond	Toyota New Zealand	Saatchi & Saatchi New Zealand	GOLD
5352-K.24	K.24 Best Film Script, Individual	Letters	Climate Act Now	Photoplay / Playtime	BRONZE
6528-K.24	K.24 Best Film Script, Individual	MYER Bigger Than Christmas	MYER	Clemenger BBDO Melbourne	BRONZE
6154-K.27	K.27 Best Radio or Audio Script Writing, Campaign	Lost In Translation	Defence Force Recruitment	VMLY&R	BRONZE
6140-K.32	K.32 Social Media Writing, Campaign	Lost In Translation	Defence Force Recruitment	VMLY&R	BRONZE

DIGITAL CRAFT					
ID	Category	Entry	Client	Entrant Company	Gong
6444-K.34	K.34 Digital Environments	Australia in 8D Audio	Tourism Australia	Connecting Plots	BRONZE
6324-K.37	K.37 Services & Utilities	The Story Of Your Power	Powershop	whiteGREY	BRONZE
5218-K.39	K.39 User Interface Design (UI)	MOONMENTS	WeChat/The Great Wall	Tencent	BRONZE
5915-K.40	K.40 Websites	Voice of Racism	New Zealand Human Rights Commission	Assembly	SILVER

DIRECTION					
ID	Category	Entry	Client	Entrant Company	Gong
6480-K.41	K.41 Branded Content & Entertainment - Fiction	Starr Park	Supercell	Revolver	GOLD
6024-K.42	K.42 Branded Content & Entertainment - Non Fiction	GRIT- Australian Drought Stories	BPAY	FINCH	BRONZE
6105-K.43	K.43 Events and Experiences	The Massacre Of Kingdom	Netflix Korea	The Glue Society	GOLD
5236-K.44	K.44 TV and Cinema Commercials	Could I Be Wrong	Coca Cola	Revolver	SILVER
5808-K.44	K.44 TV and Cinema Commercials	Heroes	Toyota	Scoundrel	SILVER
5504-K.44	K.44 TV and Cinema Commercials	Hilux Unbreakable Bond	Toyota	Sweetshop	GOLD
6099-K.44	K.44 TV and Cinema Commercials	Laundry Against Landfill	Ecover	The Glue Society	GOLD
5277-K.44	K.44 TV and Cinema Commercials	Sloways	Insurance Australia Group Limited	Revolver	SILVER
5343-K.44	K.44 TV and Cinema Commercials	Xmess	Plenty	Revolver	BRONZE
6178-K.45	K.45 Social First	LoveSpeech	ANZ	The Glue Society	BRONZE
5783-K.45	K.45 Social First	PLAY NZ	Tourism New Zealand	AIRBAG	GOLD

EDITING

ID	Category	Entry	Client	Entrant Company	Gong
5614-K.48	K.48 TV and Cinema Commercials	Aware Super	Aware Super	ARC EDIT	BRONZE
5904-K.48	K.48 TV and Cinema Commercials	NZTA 'Doors'	Waka Kotahi - New Zealand Transport Agency	The Editors	SILVER
5607-K.48	K.48 TV and Cinema Commercials	Still Simply The Best	NRL	ARC EDIT	SILVER

ILLUSTRATION

ID	Category	Entry	Client	Entrant Company	Gong
5569-K.49	K.49 Moving Image	Genea - Where Babies Come From	Genea	DIVISION	GOLD
6559-K.49	K.49 Moving Image	Westpac - 3% Savings	Westpac	Buck	BRONZE
5457-K.52	K.52 Other	Tubbataha Coral RIP	Tubbataha Reefs Natural Park	TBWA\Santiago Mangada Puno	BRONZE

PHOTOGRAPHY

ID	Category	Entry	Client	Entrant Company	Gong
5980-K.53	K.53 Conceptual	Burger & Me	McThai Co.,Ltd.	TBWA\Thailand	BRONZE
5667-K.56	K.56 Portraits	First Saturday	NRMA	The Pool Collective	GOLD

PRODUCTION DESIGN

ID	Category	Entry	Client	Entrant Company	Gong
5340-K.59	K.59 Branded Content & Entertainment	Starr Park	Supercell	Revolver	GOLD
6101-K.61	K.61 Experiential	Tiny Pub	Emerson's	The Glue Society	GOLD
5720-K.63	K.63 TV and Cinema Commercials	First Saturday	Insurance Australia Group Limited	Revolver	SILVER

SOUND DESIGN & USE OF MUSIC

ID	Category	Entry	Client	Entrant Company	Gong
5337-K.64	K.64 Best Use of Adapted Music	Choir from Home	Qantas	The Monkeys Sydney	BRONZE
5420-K.65	K.65 Best Use of Existing Music	The Friend	Baiada - Lilydale/Steggles	M&C Saatchi	BRONZE
6578-K.65	K.65 Best Use of Existing Music	Where Babies Come From	Genea	CHE Proximity	SILVER
6391-K.66	K.66 Original Composition	Bonds Unplugged	Bonds	Leo Burnett	SILVER
6215-K.66	K.66 Original Composition	Do Something New New Zealand	Tourism New Zealand	Special Group New Zealand	BRONZE
5279-K.66	K.66 Original Composition	Get What I Love	Klarna	BRING	SILVER
6483-K.66	K.66 Original Composition	MYER Bigger Than Christmas	MYER	Clemenger BBDO Melbourne	SILVER
6476-K.66	K.66 Original Composition	Saintly Hard Seltzer Brand Film 60sec	Saintly	Rabbit Content	BRONZE
6224-K.66	K.66 Original Composition	Worth the Wait	Silver Fern Farms	Special Group New Zealand	BRONZE
5603-K.67	K.67 Production in Audio	First Saturday	NRMA	Sonar Music	SILVER
6369-K.68	K.68 Sound Design	Australia in 8D Audio	Tourism Australia	Connecting Plots	BRONZE
6217-K.68	K.68 Sound Design	Aware Super 'Brand TVC'	Aware Super	Squeak E. Clean Studios	BRONZE
5384-K.68	K.68 Sound Design	NRMA - Sloways	NRMA	Rumble Studios	GOLD
5436-K.68	K.68 Sound Design	Optus - Jumpstart	Optus	Rumble Studios	BRONZE

FILM & ENTERTAINMENT**BRANDED CONTENT & ENTERTAINMENT**

ID	Category	Entry	Client	Entrant Company	Gong
5353-L.01	L.01 Fiction Film up to 5 mins, Individual	Letters	Climate Act Now	Photoplay / Playtime	BRONZE
5451-L.02	L.02 Fiction Film up to 5 mins, Campaign	You Are How You Slurp	Uni President	ADK Taiwan	GOLD
5705-L.07	L.07 Non-Fiction Film up to 5 mins, Individual	GRIT – Australian Drought Stories	BPAY	BMF	BRONZE
6461-L.13	L.13 Games	HELP! The Game	NRMA Insurance	CHE Proximity	BRONZE
5741-L.15	L.15 Live Broadcast	PLAY NZ	Tourism New Zealand	TBWA\Sydney	BRONZE
6241-L.18	L.18 Sports	Borrow The All Blacks	ASB Bank	WITH Collective	SILVER

FILM ADVERTISING

ID	Category	Entry	Client	Entrant Company	Gong
6269-L.21	L.21 Cinema Commercials Over 60 Seconds	Amazing Race	Optus	Special Group New Zealand	BRONZE
6347-L.21	L.21 Cinema Commercials Over 60 Seconds	Sloways	NRMA Insurance	CHE Proximity	SILVER
5636-L.21	L.21 Cinema Commercials Over 60 Seconds	You Can Sense It. You Can Stop It.	WorkSafe New Zealand	FCB New Zealand	SILVER

FILM ADVERTISING (continued)

ID	Category	Entry	Client	Entrant Company	Gong
6381-L.25	L.25 TV Commercials 30 Seconds	Carlton Zero - Rewrite The Rules	Carlton United & Breweries	Clemenger BBDO Melbourne	BRONZE
5663-L.25	L.25 TV Commercials 30 Seconds	The Great Fresh Food Migration	ALDI Australia	BMF	BRONZE
5871-L.26	L.26 TV Commercials Over 30 Seconds	Band	RC Cola	GIGIL	GOLD
5297-L.26	L.26 TV Commercials Over 30 Seconds	BCF – WFH EOFY \$ALE	BCF	The Monkeys Melbourne	BRONZE
5480-L.26	L.26 TV Commercials Over 30 Seconds	Chorus: Fibre. It's how we internet now.	Chorus	Saatchi & Saatchi New Zealand	GOLD
5483-L.26	L.26 TV Commercials Over 30 Seconds	Free Fall	Amart	BMF	BRONZE
5560-L.26	L.26 TV Commercials Over 30 Seconds	Hilux Unbreakable Bond	Toyota New Zealand	Saatchi & Saatchi New Zealand	GOLD
5316-L.26	L.26 TV Commercials Over 30 Seconds	Requiem for a Pie	TAB	M&C Saatchi	SILVER
5950-L.26	L.26 TV Commercials Over 30 Seconds	Sleeper	IAG / NRMA	FINCH	BRONZE
6350-L.26	L.26 TV Commercials Over 30 Seconds	Sloways	NRMA Insurance	CHE Proximity	BRONZE
5659-L.26	L.26 TV Commercials Over 30 Seconds	The Great Fresh Food Migration	ALDI Australia	BMF	SILVER
6497-L.28	L.28 Location-Specific Screens	Senior Constable Laurie Fox	Victoria Police	McCann Australia	GOLD

INNOVATION**BRAND INNOVATION**

ID	Category	Entry	Client	Entrant Company	Gong
6402-M.01	M.01 Brand Engagement	ANZ Mr Humfreez	ANZ	TBWA\New Zealand	GOLD
6202-M.01	M.01 Brand Engagement	The Booster Tag	RACV and TAC	CHE Proximity	BRONZE
5604-M.01	M.01 Brand Engagement	The Purple Hive Project	Bega	Thinkerbell	BRONZE

NON-BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company	Gong
5621-M.07	M.07 Product Innovation	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	GOLD

MEDIA**CHANNELS**

ID	Category	Entry	Client	Entrant Company	Gong
5623-N.01	N.01 Use of Ambient Media	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	GOLD
6392-N.03	N.03 Use of Branded Entertainment and Content	Bonds Unplugged	Bonds	Leo Burnett	SILVER
5749-N.03	N.03 Use of Branded Entertainment and Content	Uber Eats No Repeats	Uber Eats	Special Group Australia	SILVER
6211-N.04	N.04 Use of Digital Platforms	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand	BRONZE
6527-N.04	N.04 Use of Digital Platforms	Microcodes	Samsung Electronics Australia	CHE Proximity	BRONZE
6586-N.06	N.06 Use of Print, Press & Outdoor	Bonds OUT NOW	Bonds	Leo Burnett	BRONZE
6088-N.06	N.06 Use of Print, Press & Outdoor	Essential Thanks	ASB Bank	WITH Collective	BRONZE
5821-N.06	N.06 Use of Print, Press & Outdoor	Post-fire Cards	Westpac	DDB Sydney	BRONZE
6352-N.06	N.06 Use of Print, Press & Outdoor	Sloways	NRMA Insurance	CHE Proximity	BRONZE
6091-N.09	N.09 Use of Integrated Media	Borrow The All Blacks	ASB Bank	WITH Collective	GOLD
6533-N.09	N.09 Use of Integrated Media	Microcodes	Samsung Electronics Australia	CHE Proximity	BRONZE
6357-N.09	N.09 Use of Integrated Media	Sloways	NRMA Insurance	CHE Proximity	SILVER

PURPOSE**CHARITY**

ID	Category	Entry	Client	Entrant Company	Gong
5998-O.01	O.01 Branded Content and Entertainment, Individual	Heartbeat	Save our Sons	FINCH	SILVER
6431-O.06	O.06 Digital, Campaign	Walk Free	Minderoo Foundation	Leo Burnett	BRONZE
6326-O.10	O.10 Film Advertising, Individual	Missed Birthdays - Naz Woldemicheal	Missing Persons Advocacy Network	whiteGREY	BRONZE
6046-O.13	O.13 Integrated Campaign	Missed Birthdays	Missing Persons Advocacy Network	whiteGREY	BRONZE
6415-O.20	O.20 Social, Campaign	Walk Free	Minderoo Foundation	Leo Burnett	BRONZE

CREATIVITY FOR GOOD

ID	Category	Entry	Client	Entrant Company	Gong
6092-O.21	O.21 Advertising & Marketing Communications	Borrow The All Blacks	ASB Bank	WITH Collective	SILVER
5628-O.21	O.21 Advertising & Marketing Communications	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	BRONZE
6441-O.21	O.21 Advertising & Marketing Communications	First Saturday	NRMA Insurance	CHE Proximity	BRONZE
6360-O.21	O.21 Advertising & Marketing Communications	Sloways	NRMA Insurance	CHE Proximity	BRONZE
6316-O.22	O.22 Design	Citizen Beer	Citizen	Special Group New Zealand	BRONZE
6165-O.23	O.23 Product Design	ANZ Mr Humfreez	ANZ	TBWA\New Zealand	GOLD
5624-O.23	O.23 Product Design	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	BRONZE
6473-O.23	O.23 Product Design	HELP! The Game	NRMA Insurance	CHE Proximity	BRONZE
5626-O.24	O.24 Service Innovation and Design	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	GOLD
5357-O.26	O.26 Sustainability	The Purple Hive Project	Bega	Thinkerbell	SILVER
6041-O.26	O.26 Sustainability	The Story Of Your Power	Powershop	whiteGREY	BRONZE

PLANNING**APG CREATIVE STRATEGY**

6302-P.01	P.01 Insight	3% An Amazing Rate That Wasn't Enough To Get Rated	Westpac	DDB Sydney	BRONZE
5630-P.01	P.01 Insight	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	BRONZE
6213-P.01	P.01 Insight	Meddle in the New Zealand Election	Every Kiwi Vote Counts	Special Group New Zealand	BRONZE
5674-P.02	P.02 Bravery	ALDI Precedented Prices	ALDI Australia	BMF	SILVER
5631-P.02	P.02 Bravery	Donation Dollar	The Royal Australian Mint	Saatchi & Saatchi	SILVER
6450-P.02	P.02 Bravery	First Saturday	NRMA Insurance	CHE Proximity	GOLD
6313-P.02	P.02 Bravery	Good Morning World	Tourism New Zealand	Special Group New Zealand	GOLD
6311-P.02	P.02 Bravery	NZ Says '39'	Tourism New Zealand	Special Group New Zealand	BRONZE
5694-P.03	P.03 Challenger	The Campaign for One	ALDI Australia	BMF	BRONZE

BRAND BUILDING

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