## 41ST AWARD AWARDS FINALISTS

## ADVERTISING (DIGITAL)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4005-A.01 | A.01 Apps | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4180-A.01 | A.01 Apps | We Remit | Wechatpay | Tencent |
| 3940-A.02 | A.02 Banners & Rich Media Advertising | Data Drag Race | FCA Australia | Cummins&Partners |
| 4589-A.02 | A.02 Banners & Rich Media Advertising | PowerShare Stations | Samsung Australia | Leo Burnett |
| 4947-A.03 | A.03 Creative Technology | PowerShare Stations | Samsung Australia | Leo Burnett |
| 4111-A.04 | A.04 Digital Tools & Utilities | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4537-A.04 | A.04 Digital Tools & Utilities | We Remit | Wechatpay | Tencent |
| 4943-A.04 | A.04 Digital Tools & Utilities | The Great Recamp | Carlton & United Breweries | TBWA\Sydney |
| 4964-A.04 | A.04 Digital Tools & Utilities | Silent Whistle | Samsung Australia | Leo Burnett |
| 3651-A.05 | A.05 Websites | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 3716-A.05 | A.05 Websites | Near Miss Memorials | Kiwirail | DDB Group New Zealand |
| 4586-A.06 | A.06 Integrated Digital Campaigns | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity |
| 4684-A.06 | A.06 Integrated Digital Campaigns | Bonds Re-Loved | Bonds | Leo Burnett |
| 4913-A.06 | A.06 Integrated Digital Campaigns | Signature Searches | Google | R/GA |
| 4941-A.06 | A.06 Integrated Digital Campaigns | The Great Recamp | Carlton & United Breweries | TBWA\Sydney |
| 5091-A.06 | A.06 Integrated Digital Campaigns | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS |
| 5102-A.06 | A.06 Integrated Digital Campaigns | Losing Lena | Code Like A Girl/Creatable | Clemenger BBDO Sydney |

## ADVERTISING (DIRECT)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3857-B.01 | B.01 Direct Mail, Individual | Black Laundry | Lion | DDB Group New Zealand |
| 4131-B.01 | B.01 Direct Mail, Individual | Towards Zero | Transport Accident Commission | AIRBAG |
| 3573-B.03 | B.03 Direct Response, any media | 13GOAT | Mountain Goat Beer | The Monkeys |
| 3730-B.03 | B.03 Direct Response, any media | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 3914-B.03 | B.03 Direct Response, any media | Black Laundry | Lion | DDB Group New Zealand |
| 4436-B.03 | B.03 Direct Response, any media | Bring On Winter | Air New Zealand | Host/Havas |
| 4859-B.03 | B.03 Direct Response, any media | The Unsaid | NZ Transport Agency | Clemenger BBDO Wellington |
| 4950-B.03 | B.03 Direct Response, any media | VB Tea | Carlton & United Breweries | Clemenger BBDO Melbourne |
| 4962-B.03 | B.03 Direct Response, any media | The Great Recamp | Carlton & United Breweries | TBWA\Sydney |
| 5022-B.03 | B.03 Direct Response, any media | A Future Without Change | Monash University | VMLY&R |
| 4328-B.04 | B.04 Direct Response Integrated Campaigns | The Campaign for One | ALDI Australia | BMF |
| 4423-B.04 | B.04 Direct Response Integrated Campaigns | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington |
| 4636-B.04 | B.04 Direct Response Integrated Campaigns | Cover for their Overconfidence | RACV | CHE Proximity |
| 4963-B.04 | B.04 Direct Response Integrated Campaigns | The Great Recamp | Carlton & United Breweries | TBWA\Sydney |
| 5071-B.04 | B.04 Direct Response Integrated Campaigns | ABN Rescue | CGU | The Monkeys |
| 4193-B.05 | B.05 Retail | Beer Run | BWS | M&C Saatchi |
| 4337-B.05 | B.05 Retail | The Campaign for One | ALDI Australia | BMF |
| 4876-B.05 | B.05 Retail | Bonds Re-Loved | Bonds | Leo Burnett |
| 4027-B.06 | B.06 Self-Promotion | Love Shahram | The Producers | The Producers |
| 4242-B.06 | B.06 Self-Promotion | The Restaurant of Mistaken Orders | Daiki Angel Help inc. | TBWA\HAKUHODO |
| 3733-B.07 | B.07 Direct Innovation | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 4865-B.07 | B.07 Direct Innovation | Deliveroo Homeless Delivery | Deliveroo | BWM Dentsu Melbourne |

## ADVERTISING (EXPERIENTIAL)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3829-C.01 | C.01 Events & Experiences | Signs of Love | ANZ Bank Australia | TBWA\Melbourne |
| 3917-C.01 | C.01 Events & Experiences | Black Laundry | Lion | DDB Group New Zealand |
| 4402-C.01 | C.01 Events & Experiences | Donate With A Mate | Pedigree | Clemenger BBDO Sydney |
| 4431-C.01 | C.01 Events & Experiences | ABN Rescue | CGU | The Monkeys |
| 4810-C.01 | C.01 Events & Experiences | Spinifex Gum - Dream Baby Dream | Spinifex Gum | SDWM |
| 4872-C.01 | C.01 Events & Experiences | A Future Without Change | Monash University | VMLY&R |
| 4338-C.02 | C.02 Guerrilla Marketing and Stunts | The Campaign for One | ALDI Australia | BMF |
| 4721-C.02 | C.02 Guerrilla Marketing and Stunts | scUber | Tourism and Events Queensland | Publicis Worldwide |
| 4775-C.02 | C.02 Guerrilla Marketing and Stunts | Shark Bait | Uber Eats | Special Group New Zealand |
| 3381-C.03 | C.03 Installations | Grave of Thrones | Foxtel | DDB Sydney |
| 3722-C.03 | C.03 Installations | The Most Challenging Pingpong Table | Japan Para Table Tennis Association | TBWA\HAKUHODO |
| 3830-C.03 | C.03 Installations | Signs of Love | ANZ Bank Australia | TBWA\Melbourne |
| 3902-C.03 | C.03 Installations | Near Miss Memorials | KiwiRail | DDB Group New Zealand |
| 4417-C.03 | C.03 Installations | ABN Rescue | CGU | The Monkeys |
| 5011-C.03 | C.03 Installations | A Future Without Change | Monash University | VMLY&R |

## ADVERTISING (HEALTH & WELLNESS)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3681-D.04 | D.04 Disease Awareness | Incognito ads | Ending HIV | DDB Group New Zealand |
| 4590-D.04 | D.04 Disease Awareness | Down To Test | NSW HEALTH | Bastion Banjo |
| 3617-D.05 | D.05 Health Awareness and Social Responsibility | Rescue a Pet. Rescue a Family. | Pet Refuge | DDB Group New Zealand |
| 3903-D.05 | D.05 Health Awareness and Social Responsibility | Near Miss Memorials | KiwiRail | DDB Group New Zealand |

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| 4736-D.05 | D.05 Health Awareness and Social Responsibility | Curing Homesickness | Sydney Children's Hospitals Foundation | CHE Proximity |

## ADVERTISING (INTEGRATED)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3734-E.01 | E.01 Integrated Campaign | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 4133-E.01 | E.01 Integrated Campaign | Towards Zero | Transport Accident Commission | AIRBAG |
| 4248-E.01 | E.01 Integrated Campaign | New Australia-Land | Meat & Livestock Australia | The Monkeys |
| 4433-E.01 | E.01 Integrated Campaign | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington |
| 4483-E.01 | E.01 Integrated Campaign | ABN Rescue | CGU | The Monkeys |
| 4604-E.01 | E.01 Integrated Campaign | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity |
| 4638-E.01 | E.01 Integrated Campaign | Cover for their Overconfidence | RACV | CHE Proximity |
| 5124-E.01 | E.01 Integrated Campaign | Losing Lena | Code Like A Girl/Creatable | Clemenger BBDO Sydney |

## ADVERTISING (PR & PROMOTION)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3736-F.01 | F.01 Creative Use of Media | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 3831-F.01 | F.01 Creative Use of Media | Signs of Love | ANZ Bank Australia | TBWA\Melbourne |
| 4777-F.01 | F.01 Creative Use of Media | Shark Bait | Uber Eats | Special Group New Zealand |
| 5078-F.01 | F.01 Creative Use of Media | Australian Open Ambush | Uber | Special Group Australia |
| 4245-F.02 | F.02 Best Use of Content | New Australia-Land | Meat & Livestock Australia | The Monkeys |
| 4427-F.02 | F.02 Best Use of Content | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington |
| 4788-F.02 | F.02 Best Use of Content | Towards Zero | Transport Accident Commission | AIRBAG |
| 3760-F.03 | F.03 Best Use of Digital and Social Media | The Great Recamp | Carlton & United Breweries | TBWA\Sydney |

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|---|---|---|---|---|
| 4605-F.03 | F.03 Best Use of Digital and Social Media | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity |
| 4856-F.03 | F.03 Best Use of Digital and Social Media | The Unsaid | NZ Transport Agency | Clemenger BBDO Wellington |
| 3382-F.04 | F.04 Best Use of Events and Stunts | Grave of Thrones | Foxtel | DDB Sydney |
| 3877-F.04 | F.04 Best Use of Events and Stunts | Signs of Love | ANZ Bank Australia | TBWA\Melbourne |
| 3908-F.04 | F.04 Best Use of Events and Stunts | Near Miss Memorials | KiwiRail | DDB Group New Zealand |
| 4406-F.04 | F.04 Best Use of Events and Stunts | Donate With A Mate | Pedigree | Clemenger BBDO Sydney |
| 4723-F.04 | F.04 Best Use of Events and Stunts | scUber | Tourism and Events Queensland | Publicis Worldwide |
| 4792-F.04 | F.04 Best Use of Events and Stunts | Towards Zero | Transport Accident Commission | AIRBAG |
| 4806-F.04 | F.04 Best Use of Events and Stunts | NZ Says '39' | Tourism New Zealand | Special Group New Zealand |
| 4312-F.05 | F.05 Best Use of Paid Talent and Influencers | Kicking Down Barriers For Disability | ANZ Bank Australia | TBWA\Melbourne |
| 4367-F.05 | F.05 Best Use of Paid Talent and Influencers | NRMA Home Insurance for Koalas | NRMA | Thinkerbell / The Monkeys |
| 5068-F.05 | F.05 Best Use of Paid Talent and Influencers | Tonight, Shazza & Kim are eating... | Uber | Special Group Australia |
| 3954-F.06 | F.06 Best Use of Unpaid Talent and Influencers | Michelin Impossible | Kentucky Fried Chicken | Ogilvy Sydney |
| 4289-F.06 | F.06 Best Use of Unpaid Talent and Influencers | Bring On Winter | Air New Zealand | Host/Havas |
| 4607-F.06 | F.06 Best Use of Unpaid Talent and Influencers | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity |
| 4093-F.07 | F.07 Media Relations | 100% Pure New Australia-Land | Tourism New Zealand | TBWA\Sydney |
| 3955-F.08 | F.08 PR Amplification for a Campaign | Michelin Impossible | Kentucky Fried Chicken | Ogilvy Sydney |
| 4246-F.08 | F.08 PR Amplification for a Campaign | New Australia-Land | Meat & Livestock Australia | The Monkeys |
| 4375-F.08 | F.08 PR Amplification for a Campaign | NRMA Home Insurance for Koalas | NRMA | Thinkerbell / The Monkeys |
| 4563-F.08 | F.08 PR Amplification for a Campaign | Tap Initiative | TAB | M&C Saatchi |

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| 4616-F.08 | F.08 PR Amplification for a Campaign | VB Solar | Carlton & United Breweries | Clemenger BBDO Melbourne |
| 4640-F.08 | F.08 PR Amplification for a Campaign | Cover for their Overconfidence | RACV | CHE Proximity |
| 5008-F.08 | F.08 PR Amplification for a Campaign | Westfield Sensitive Santa | Westfield | Sibling Agency |
| 4643-F.10 | F.10 PR Campaign, Business-to-Consumer | Cover for their Overconfidence | RACV | CHE Proximity |
| 5069-F.10 | F.10 PR Campaign, Business-to-Consumer | Tonight, Shazza & Kim are Eating... | Uber | Special Group Australia |
| 4247-F.11 | F.11 PR-Led Campaign, Integrated | New Australia-Land | Meat & Livestock Australia | The Monkeys |
| 4565-F.11 | F.11 PR-Led Campaign, Integrated | Tap Initiative | TAB | M&C Saatchi |
| 4812-F.11 | F.11 PR-Led Campaign, Integrated | NZ Says '39' | Tourism New Zealand | Special Group New Zealand |
| 4644-F.12 | F.12 Product Launch | Cover for their Overconfidence | RACV | CHE Proximity |
| 4673-F.12 | F.12 Product Launch | VB Tea | Carlton & United Breweries | Clemenger BBDO Melbourne |
| 4095-F.14 | F.14 Reactive Response | 100% Pure New Australia-Land | Tourism New Zealand | TBWA\Sydney |
| 4860-F.14 | F.14 Reactive Response | The Unsaid | NZ Transport Agency | Clemenger BBDO Wellington |
| 3856-F.15 | F.15 Sponsorships & Partnerships | Signs of Love | ANZ Bank Australia | TBWA\Melbourne |

## ADVERTISING (PRESS & OUTDOOR)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3383-G.01 | G.01 Ambient & Special Build | Grave of Thrones | Foxtel | DDB Sydney |
| 3858-G.01 | G.01 Ambient & Special Build | Signs of Love | ANZ Bank Australia | TBWA\Melbourne |
| 4419-G.01 | G.01 Ambient & Special Build | ABN Rescue | CGU | The Monkeys |
| 4548-G.01 | G.01 Ambient & Special Build | Handheld Concert | Rokid | The Nine Shanghai |
| 3471-G.02 | G.02 Poster Advertising, Existing Sites | Belted Survivors - Liam Bethell | NZ Transport Agency | Clemenger BBDO Wellington |
| 3375-G.04 | G.04 Poster Advertising, Tactical | Strayaday | McDonald's | DDB Sydney |
| 3386-G.05 | G.05 Poster Advertising Campaigns | Strayaday | McDonald's | DDB Sydney |
| 3478-G.05 | G.05 Poster Advertising Campaigns | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington |
| 3516-G.05 | G.05 Poster Advertising Campaigns | For every imagination | DKSH (Thailand) | Ogilvy Group Thailand |

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| 4706-G.05 | G.05 Poster Advertising Campaigns | Eye Openers | NRMA | Extension 77 |
| 3849-G.06 | G.06 Press Advertising, Single | The Last Beetle | Volkswagen | DDB Group New Zealand |
| 4580-G.06 | G.06 Press Advertising, Single | The Mitey Battle | Bega Foods | Thinkerbell |
| 4581-G.08 | G.08 Press Advertising, Tactical | The Mitey Battle | Bega Foods | Thinkerbell |
| 5026-G.08 | G.08 Press Advertising, Tactical | Kellogg's isn't Kellogg's without Aussie farmers | Kellogg's | Wunderman Thompson |
| 3358-G.09 | G.09 Press Advertising Campaigns | Homework / Music / Tidy-up | Chupa Chups (Snack To Home Limited) | Cheil Hong Kong Limited |
| 5027-G.09 | G.09 Press Advertising Campaigns | Kellogg's isn't Kellogg's without Aussie Farmers | Kellogg's | Wunderman Thompson |

## ADVERTISING (RADIO & AUDIO)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4224-H.01 | H.01 Branded Audio and Podcasts, Individual | Other Side of the Tracks - Yungblud | Universal Music Australia | Eardrum |
| 4235-H.01 | H.01 Branded Audio and Podcasts, Individual | London International Awards - Don't Judge Me (Big Tease) | London International Awards | Eardrum |
| 3572-H.02 | H.02 Branded Audio and Podcasts, Campaign | 13GOAT | Mountain Goat Beer | The Monkeys |
| 4197-H.03 | H.03 Radio Advertising, 0-30 seconds | Come Down For Air: Cheese | Tourism Tasmania | BMF |
| 3624-H.04 | H.04 Radio Advertising, over 30 seconds | VW eGolf - Astronaut Dad | VW New Zealand | DDB Group New Zealand |
| 3625-H.04 | H.04 Radio Advertising, over 30 seconds | VW eGolf - Swim Mum | VW New Zealand | DDB Group New Zealand |
| 3626-H.04 | H.04 Radio Advertising, over 30 seconds | VW eGolf - Algebra Mum | VW New Zealand | DDB Group New Zealand |
| 3894-H.04 | H.04 Radio Advertising, over 30 seconds | SKY Apollo 11 50th Anniversary | SKY | DDB Group New Zealand |
| 3950-H.04 | H.04 Radio Advertising, over 30 seconds | Working Late Tonight? (Trains) | McDonald's New Zealand | DDB Group New Zealand |
| 3953-H.04 | H.04 Radio Advertising, over 30 seconds | Working Late Tonight? (Lake) | McDonald's New Zealand | DDB Group New Zealand |
| 3958-H.04 | H.04 Radio Advertising, over 30 seconds | Working Late Tonight? (Satellite) | McDonald's New Zealand | DDB Group New Zealand |

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| 4190-H.04 | H.04 Radio Advertising, over 30 seconds | Come Down For Air: Fly Fishing | Tourism Tasmania | BMF |
| 4192-H.04 | H.04 Radio Advertising, over 30 seconds | Come Down For Air: Dock | Tourism Tasmania | BMF |
| 4904-H.04 | H.04 Radio Advertising, over 30 seconds | Scrap Metal Jingle - Same but Different | CD Dodd | Rare |
| 4583-H.05 | H.05 Radio Advertising, Tactical | The Mitey Battle | Bega Foods | Thinkerbell |
| 3627-H.06 | H.06 Radio Advertising Campaigns | VW eGolf - The Ungrateful | VW New Zealand | DDB Group New Zealand |
| 3658-H.06 | H.06 Radio Advertising Campaigns | Ugly, but good for you | Baiada - Lilydale/Steggles | M&C Saatchi |
| 3848-H.06 | H.06 Radio Advertising Campaigns | Foolproof | Sportsbet | Emotive |
| 3913-H.06 | H.06 Radio Advertising Campaigns | L&P - Tastes Like | Coca-cola Amatil | DDB Group New Zealand |
| 3959-H.06 | H.06 Radio Advertising Campaigns | Working Late Tonight? | McDonald's New Zealand | DDB Group New Zealand |
| 4354-H.06 | H.06 Radio Advertising Campaigns | Come Down For Air | Tourism Tasmania | BMF |
| 5085-H.06 | H.06 Radio Advertising Campaigns | The Internet Remembers | DrinkWise | The Monkeys |
| 3464-H.07 | H.07 Sonic Branding | Westpac Chopper Sting | Westpac Banking Corporation | DDB Sydney |
| 3687-H.07 | H.07 Sonic Branding | Event Cinemas | Event Cinema | Smith & Western Sound |
| 3567-H.08 | H.08 Innovative Use of Radio & Audio | 13GOAT | Mountain Goat Beer | The Monkeys |
| 4236-H.08 | H.08 Innovative Use of Radio & Audio | CRA Tactical Radio | Commercial Radio Australia | Eardrum |
| 5056-H.08 | H.08 Innovative Use of Radio & Audio | Most Wonderful Time for a Beer | Carlton & United Breweries | Special Group Australia |

## ADVERTISING (SOCIAL MEDIA)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4293-I.01 | I.01 Best use of Social Media, Individual | Bring On Winter | Air New Zealand | Host/Havas |
| 4617-I.01 | I.01 Best use of Social Media, Individual | VB Solar | Carlton & United Breweries | Clemenger BBDO Melbourne |
| 5066-I.01 | I.01 Best use of Social Media, Individual | Let the Game Decide | Carlton & United Breweries | Special Group Australia |
| 4608-I.02 | I.02 Best use of Social Media, Campaign | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity |
| 5093-I.02 | I.02 Best use of Social Media, Campaign | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS |

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| 4618-I.03 | I.03 Community Building and Engagement | VB Solar | Carlton & United Breweries | Clemenger BBDO Melbourne |
| 4967-I.03 | I.03 Community Building and Engagement | The Great Recamp | Carlton & United Breweries | TBWA\Sydney |
| 5094-I.03 | I.03 Community Building and Engagement | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS |
| 4132-I.04 | I.04 Content Creation | Streets #Coolest100 | Unilever Australia | DDB Sydney |
| 4610-I.04 | I.04 Content Creation | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity |
| 4437-I.05 | I.05 Co-Created & User Generated Content | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington |
| 4611-I.05 | I.05 Co-Created & User Generated Content | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity |
| 4797-I.05 | I.05 Co-Created & User Generated Content | Towards Zero | Transport Accident Commission | AIRBAG |
| 4887-I.05 | I.05 Co-Created & User Generated Content | The Unsaid | NZ Transport Agency | Clemenger BBDO Wellington |
| 5052-I.05 | I.05 Co-Created & User Generated Content | Signature Searches | Google | R/GA |
| 5067-I.05 | I.05 Co-Created & User Generated Content | Let the Game Decide | Carlton & United Breweries | Special Group Australia |
| 5095-I.05 | I.05 Co-Created & User Generated Content | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS |
| 3755-I.06 | I.06 Social Videos, Individual | Birds Review Bird Box | Netflix | 303 MullenLowe |
| 4251-I.06 | I.06 Social Videos, Individual | New Australia-Land | Meat & Livestock Australia | The Monkeys |
| 4169-I.07 | I.07 Social Videos, Campaign | Come Down For Air | Tourism Tasmania | BMF |
| 5096-I.07 | I.07 Social Videos, Campaign | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS |
| 4136-I.08 | I.08 Tactical | Streets #Coolest100 | Unilever Australia | DDB Sydney |
| 4294-I.08 | I.08 Tactical | Bring On Winter | Air New Zealand | Host/Havas |
| 4888-I.08 | I.08 Tactical | The Unsaid | NZ Transport Agency | Clemenger BBDO Wellington |
| 4977-I.08 | I.08 Tactical | Galaxy Note10 Pre-Reviews | Samsung Australia | Leo Burnett |
| 4186-I.09 | I.09 Use of Talent and Influencers | Truth & Loot | yourtown | M&C Saatchi |
| 4370-I.09 | I.09 Use of Talent and Influencers | ANZUP RudeFood | ANZUP Cancer Trials Group Limited | Present Company |

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| 4378-I.09 | I.09 Use of Talent and Influencers | Bring On Winter | Air New Zealand | Host/Havas |
| 4646-I.09 | I.09 Use of Talent and Influencers | Cover for their Overconfidence | RACV | CHE Proximity |
| 5104-I.09 | I.09 Use of Talent and Influencers | Losing Lena | Code Like A Girl/Creatable | Clemenger BBDO Sydney |

## DESIGN (BOOK DESIGN)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4528-J.03 | J.03 Children and Young Adult Books | One Mindful Mind | NeuroGen Brain and Spine Institute | TBWA\India |

## DESIGN (BRANDING)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4221-J.10 | J.10 Brand Refresh, Small Identity | The Lester Prize Brand Identity | The Lester | Block Branding |
| 4222-J.10 | J.10 Brand Refresh, Small Identity | Writing WA Brand Identity | WritingWA | Block Branding |
| 3968-J.11 | J.11 Brand Refresh, Medium Identity | A Brand to Ignite Creativity | Media Design School | SomeOne Sydney |
| 3855-J.12 | J.12 Brand Refresh, Large Identity | Toyota Australia Rebrand | Toyota Australia | Houston Group |
| 4234-J.12 | J.12 Brand Refresh, Large Identity | Come Down For Air | Tourism Tasmania | BMF |
| 4729-J.12 | J.12 Brand Refresh, Large Identity | Charles Sturt University Rebrand | Charles Sturt University | Houston Group |
| 4846-J.12 | J.12 Brand Refresh, Large Identity | Rundle Mall Brand Identity Refresh | Rundle Mall | Simple Integrated Marketing |
| 4240-J.13 | J.13 New Branding Schemes, Small Identity | The Restaurant of Mistaken Orders | Daiki Angel Help inc. | TBWA\HAKUHODO |
| 4621-J.13 | J.13 New Branding Schemes, Small Identity | Polpetta Restaurant | Art Series Hotels | Toben |
| 4606-J.14 | J.14 New Branding Schemes, Medium Identity | Pentridge Cellars Brand Identity | Pentridge Cellars | LIQUORICE BRAND AND DIGITAL |
| 4710-J.14 | J.14 New Branding Schemes, Medium Identity | Ben Simmons | Ben Simmons | Present Company |

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| 3545-J.16 | J.16 Brand Expression in Collateral | BayBayan | Cultural Center of the Philippines | TBWA\Santiago Mangada Puno |
| 3949-J.17 | J.17 Campaign Logos | The Restaurant of Mistaken Orders | Daiki Angel Help inc. | TBWA\HAKUHODO |
| 4603-J.19 | J.19 Logos | Pentridge Cellars Brand Logo | Pentridge Cellars | LIQUORICE BRAND AND DIGITAL |

## DESIGN (GRAPHIC DESIGN)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4530-J.20 | J.20 Applied Print Graphics | One Mindful Mind | NeuroGen Brain and Spine Institute | TBWA\India |
| 3568-J.21 | J.21 Data Visualisation | The Million Bit Book | Sapien | Raydar |
| 4864-J.21 | J.21 Data Visualisation | Mastercard Australian Open - "Forces at Play" | Mastercard | Rabbit Content |
| 4909-J.21 | J.21 Data Visualisation | Mastercard Australian Open - "Journeys" | Mastercard Australian Open | Rabbit Content |
| 3360-J.22 | J.22 Integrated Graphics | Moonlight Design System | The Designers Institute of New Zealand | Raydar |
| 3611-J.26 | J.26 Posters | New Zealand meets Japan | Lion | DDB Group New Zealand |
| 4457-J.26 | J.26 Posters | AUDI Black | AUDI | BMF |
| 4556-J.27 | J.27 Other | MACHINE | AUDI Australia | D.A.M |

## DESIGN (PACKAGING DESIGN)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 5041-J.28 | J.28 Consumer | Ripple Effect Tea Co. | Ripple Effect Tea Co. | Rare |
| 3920-J.31 | J.31 Promotional & Special Edition | Black Laundry | Lion | DDB Group New Zealand |
| 4499-J.31 | J.31 Promotional & Special Edition | ABN Rescue | CGU | The Monkeys |

## DESIGN (PRODUCT DESIGN)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4115-J.34 | J.34 Connected Products & Wearable Technology | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4966-J.34 | J.34 Connected Products & Wearable Technology | Silent Whistle | Samsung Australia | Leo Burnett |
| 3723-J.36 | J.36 Interactive Design | The Most Challenging Pingpong Table | Japan Para Table Tennis Association | TBWA\HAKUHODO |
| 4116-J.36 | J.36 Interactive Design | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4492-J.36 | J.36 Interactive Design | City of Possibilities | Singapore Tourism Board | AIRBAG |

## DESIGN (SPACIAL DESIGN)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3336-J.43 | J.43 Installation Design | Signs of Love | ANZ Bank Australia | Revolver/Will O'Rourke |
| 3353-J.43 | J.43 Installation Design | Grave of Thrones | Foxtel | DDB Sydney |
| 3466-J.43 | J.43 Installation Design | Samsung Electric Playground | Samsung Australia | Cheil Australia |
| 3921-J.43 | J.43 Installation Design | Black Laundry | Lion | DDB Group New Zealand |
| 4415-J.43 | J.43 Installation Design | ABN Rescue | CGU | The Monkeys |
| 4547-J.46 | J.46 Set & Stage Design | Handheld Concert | Rokid | The Nine Shanghai |
| 4852-J.47 | J.47 Wayfinding, Signage & Environmental Graphics | Moonlight AR Navigational System | The Designers Institute of New Zealand | Raydar |

## CRAFT (ANIMATION AND VISUAL EFFECTS)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3859-K.01 | K.01 2D Animation | EECA 'Gen Less' | Energy Efficiency and Conservation Authority (EECA) | Assembly |
| 4147-K.01 | K.01 2D Animation | A-League & W-League: 'Where Heroes Are Made' | Football Federation Australia | Saatchi & Saatchi Sydney |

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|---|---|---|---|---|
| 3521-K.02 | K.02 3D Animation | Up, Up and Toupee | Virgin Australia Airlines | Revolver/Will O'Rourke |
| 3790-K.02 | K.02 3D Animation | If you have the will, we have the way | Bank of Melbourne | Alt.vfx |
| 3800-K.02 | K.02 3D Animation | Dinosaur vs Unicorn | AA Insurance | Alt.vfx |
| 4114-K.02 | K.02 3D Animation | 5G Explained by 5Game Characters | Optus | Alt.vfx |
| 4635-K.02 | K.02 3D Animation | Powershop 'A Power Company You Can Love' | Powershop | Assembly |
| 3515-K.03 | K.03 Colour Grading | Wedding | Spark | FINCH |
| 3672-K.03 | K.03 Colour Grading | The Alley | Commonwealth Bank of Australia | FINCH |
| 4597-K.03 | K.03 Colour Grading | Let's | Latitude | Heckler |
| 4150-K.04 | K.04 Moving Image Graphics | MACHINE | AUDI Australia | FINCH |
| 4600-K.04 | K.04 Moving Image Graphics | EECA 'Gen Less' | Energy Efficiency and Conservation Authority (EECA) | Assembly |
| 3518-K.06 | K.06 Special Effects | Be A BCFing Expert | BCF | FINCH |
| 4081-K.06 | K.06 Special Effects | Make Tomorrow Beautiful | Sheridan | TBWA\Sydney |
| 3548-K.07 | K.07 Visual Effects | Up, Up and Toupee | Virgin Australia Airlines | Revolver/Will O'Rourke |
| 3766-K.07 | K.07 Visual Effects | If you have the will, we have the way | Bank of Melbourne | Alt.vfx |
| 3791-K.07 | K.07 Visual Effects | KIA Sorento: Black Edition | Kia Motors Australia | Heckler |
| 3934-K.07 | K.07 Visual Effects | Let's | Latitude Financial Services | Heckler |
| 4024-K.07 | K.07 Visual Effects | Dinosaur vs Unicorn | AA Insurance | Alt.vfx |
| 4324-K.07 | K.07 Visual Effects | 5G Explained by 5Game Characters | Optus | Alt.vfx |
| 4358-K.07 | K.07 Visual Effects | Domuts - They're Donuts. But They're For Dogs. | CGU | Blackbird VFX |
| 4442-K.07 | K.07 Visual Effects | UFO | Budget Direct | Good Oil |
| 4481-K.07 | K.07 Visual Effects | Get Life Right | Partners Life | Blackbird VFX |
| 4484-K.07 | K.07 Visual Effects | The Rush of Schweppervescence | Asahi | Good Oil |
| 4847-K.07 | K.07 Visual Effects | Westpac Business Baker of Beirut | Westpac Banking Corporation | Blockhead VFX |
| 4951-K.07 | K.07 Visual Effects | G Flip - "Stupid" | G Flip | Rabbit Content |

## CRAFT (ART DIRECTION)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4799-K.08 | K.08 Digital Art Direction, Individual | Faceboobs | YourBreast | Fenton Stephens |
| 3335-K.10 | K.10 Experiential Art Direction | Grave of Thrones | Foxtel | Revolver/Will O'Rourke |
| 3550-K.10 | K.10 Experiential Art Direction | Signs of Love | ANZ Bank Australia | Revolver/Will O'Rourke |
| 3698-K.10 | K.10 Experiential Art Direction | The Most Challenging Pingpong Table | Japan Para Table Tennis Association | TBWA\HAKUHODO |
| 3909-K.10 | K.10 Experiential Art Direction | Near Miss Memorials | KiwiRail | DDB Group New Zealand |
| 4781-K.10 | K.10 Experiential Art Direction | Shark Bait | Uber Eats | Special Group New Zealand |
| 5135-K.10 | K.10 Experiential Art Direction | The Burnt Christmas Tree | Red Cross Australia | Scoundrel |
| 3610-K.11 | K.11 Film Art Direction, Individual | New Zealand meets Japan | Lion | DDB Group New Zealand |
| 3767-K.11 | K.11 Film Art Direction, Individual | The Procrastination Place | V Energy, Frucor Suntory | Sweetshop |
| 4013-K.11 | K.11 Film Art Direction, Individual | Make Tomorrow Beautiful | Sheridan | TBWA\Sydney |
| 4349-K.11 | K.11 Film Art Direction, Individual | 5G Explained by 5Guitarists | Optus | Bear Meets Eagle on Fire |
| 4352-K.11 | K.11 Film Art Direction, Individual | 5G Explained by 5Game Characters | Optus | Bear Meets Eagle on Fire |
| 4400-K.11 | K.11 Film Art Direction, Individual | The Miracle Ham | ALDI Australia | Good Oil |
| 4476-K.11 | K.11 Film Art Direction, Individual | Tokyo Dry 2 | Lion | Good Oil |
| 4601-K.11 | K.11 Film Art Direction, Individual | EECA 'Gen Less' | Energy Efficiency and Conservation Authority (EECA) | Assembly |
| 4656-K.11 | K.11 Film Art Direction, Individual | Let's | Latitude Financial Services | CHE Proximity |
| 4355-K.12 | K.12 Film Art Direction, Campaign | Optus 5G Campaign | Optus | Bear Meets Eagle on Fire |
| 3362-K.14 | K.14 Poster Art Direction, Campaign | Homework / Music / Tidy-up | Chupa Chups (Snack To Home Limited) | Cheil Hong Kong Limited |
| 4452-K.14 | K.14 Poster Art Direction, Campaign | O Yeah | Vodka O | TBWA\Melbourne |

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|---|---|---|---|---|
| 3364-K.16 | K.16 Print Art Direction, Campaign | Homework / Music / Tidy-up | Chupa Chups (Snack To Home Limited) | Cheil Hong Kong Limited |
| 5028-K.16 | K.16 Print Art Direction, Campaign | Kellogg's isn't Kellogg's without Aussie Farmers | Kellogg's | Wunderman Thompson |

## CRAFT (CASTING)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3486-K.17 | K.17 Casting for Film Advertising | Play | Spark | Sweetshop |
| 3509-K.17 | K.17 Casting for Film Advertising | Wedding | Spark | FINCH |
| 3546-K.17 | K.17 Casting for Film Advertising | New-Australia Land | Meat & Livestock Australia | Scoundrel |
| 4274-K.17 | K.17 Casting for Film Advertising | NRMA Home Insurance for Koalas | NRMA | The Monkeys |
| 4326-K.17 | K.17 Casting for Film Advertising | Dolly's Dream - Are your Words doing Damage? | Dolly's Dream | OTTO |
| 4405-K.17 | K.17 Casting for Film Advertising | The Miracle Ham | ALDI Australia | Good Oil |
| 4475-K.17 | K.17 Casting for Film Advertising | Rescue a Pet. Rescue a Family. | Pet Refuge | Good Oil |
| 4495-K.17 | K.17 Casting for Film Advertising | There's someone for everything | Trade Me New Zealand | Good Oil |
| 5016-K.17 | K.17 Casting for Film Advertising | The Great Recamp | Carlton & United Breweries | TBWA\Sydney |
| 5088-K.17 | K.17 Casting for Film Advertising | NAB Mini Legends | National Australia Bank | Revolver/Will O'Rourke |
| 3850-K.18 | K.18 Influencers, Talent & Celebrity | Skewered by Celeste Barber | HelloFresh | Emotive |
| 4911-K.18 | K.18 Influencers, Talent & Celebrity | #SubtlySponsoredPosts | Samsung Australia | Leo Burnett |
| 5084-K.18 | K.18 Influencers, Talent & Celebrity | The Lion's Share | The Lion's Share Fund | FINCH |
| 3528-K.19 | K.19 Street Casting | Scars | TAL Insurance | Scoundrel |
| 3629-K.19 | K.19 Street Casting | Together We're Different | Belong | Revolver/Will O'Rourke |
| 3804-K.19 | K.19 Street Casting | Crust "It's not Pizza, It's Crust" | Retail Food Group | 303 MullenLowe |
| 4302-K.19 | K.19 Street Casting | Good People In Power | Citipower, United Energy & Powercor | AIRBAG |
| 4411-K.19 | K.19 Street Casting | The Miracle Ham | ALDI Australia | Good Oil |
| 4438-K.19 | K.19 Street Casting | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington |

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|---|---|---|---|---|
| 4480-K.19 | K.19 Street Casting | Manifique: A Father's Day Gift | Dollar Shave Club | Revolver/Will O'Rourke |
| 4486-K.19 | K.19 Street Casting | Tokyo Dry 2 | Lion | Good Oil |
| 4674-K.19 | K.19 Street Casting | Samsung - Time for Next | Samsung Australia | CHE Proximity |
| 4842-K.19 | K.19 Street Casting | Towards Zero | Transport Accident Commission | AIRBAG |
| 5097-K.19 | K.19 Street Casting | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS |
| 4080-K.20 | K.20 Voice Performance | Led by None | General Pants | TBWA\Sydney |

## CRAFT (CINEMATOGRAPHY)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3400-K.22 | K.22 TV and Cinema Commercials | Come Down For Air: Scallop Pie | Tourism Tasmania | FINCH |
| 3487-K.22 | K.22 TV and Cinema Commercials | Best Day Ever | Lemon & Paeroa (Coca Cola Amatil) | Sweetshop |
| 3510-K.22 | K.22 TV and Cinema Commercials | Wedding | Spark | FINCH |
| 3522-K.22 | K.22 TV and Cinema Commercials | Scars | TAL Insurance | Scoundrel |
| 3540-K.22 | K.22 TV and Cinema Commercials | All Things Life-Space | Life-Space | FINCH |
| 3665-K.22 | K.22 TV and Cinema Commercials | Embrace The Magnificent Unknown | Yalumba | FINCH |
| 4145-K.22 | K.22 TV and Cinema Commercials | Tokyo Dry 2 | Lion | Good Oil |
| 4209-K.22 | K.22 TV and Cinema Commercials | Great Northern Beer - The Great Recamp | Carlton & United Breweries | //Thirteen & Co |
| 4213-K.22 | K.22 TV and Cinema Commercials | Almost Home | McDonald's | Scoundrel |
| 4404-K.22 | K.22 TV and Cinema Commercials | King Island Dairy | King Island Dairy | AIRBAG |
| 4485-K.22 | K.22 TV and Cinema Commercials | Rescue a Pet. Rescue a Family. | Pet Refuge | Good Oil |
| 4500-K.22 | K.22 TV and Cinema Commercials | Before The Jump | TAB | //Thirteen & Co |
| 5087-K.22 | K.22 TV and Cinema Commercials | Spotlight | TAB | Revolver/Will O'Rourke |
| 5114-K.22 | K.22 TV and Cinema Commercials | Good Morning World | Tourism New Zealand | Sweetshop |
| 4331-K.23 | K.23 Social First | Dolly's Dream - Are your Words doing Damage? | Dolly's Dream | OTTO |
| 4657-K.23 | K.23 Social First | Let's | Latitude Financial Services | CHE Proximity |

## CRAFT (COPYWRITING)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3513-K.24 | K.24 Best Film Script, Individual | Wedding | Spark | FINCH |
| 4306-K.24 | K.24 Best Film Script, Individual | DIY | TEDxSydney | Revolver/Will O'Rourke |
| 4567-K.24 | K.24 Best Film Script, Individual | Before the Jump | TAB | M&C Saatchi |
| 4998-K.24 | K.24 Best Film Script, Individual | Just Be Better - 'Scrotum' | Chalk Circle | VMLY&R |
| 3390-K.25 | K.25 Best Film Script, Campaign | Help When It Matters | Westpac Banking Corporation | DDB Sydney |
| 3659-K.27 | K.27 Best Radio or Audio Script Writing, Campaign | Ugly, but good for you | Baiada - Lilydale/Steggles | M&C Saatchi |
| 4359-K.27 | K.27 Best Radio or Audio Script Writing, Campaign | Come Down For Air | Tourism Tasmania | BMF |
| 5000-K.27 | K.27 Best Radio or Audio Script Writing, Campaign | If It Packs, It Posts | Australia Post | VMLY&R |
| 3662-K.28 | K.28 Best use of Copywriting, Individual | Brewed in Honor of Legends | Pinnacle Drinks - John Boston | M&C Saatchi |
| 4096-K.28 | K.28 Best use of Copywriting, Individual | 100% Pure New Australia-Land | Tourism New Zealand | TBWA\Sydney |
| 4390-K.28 | K.28 Best use of Copywriting, Individual | Bring On Winter | Air New Zealand | Host/Havas |
| 4661-K.28 | K.28 Best use of Copywriting, Individual | The Mitey Battle | Bega Foods | Thinkerbell |
| 4403-K.29 | K.29 Best use of Copywriting, Campaign | Strayaday | McDonald's | DDB Sydney |

## CRAFT (DIGITAL CRAFT)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4278-K.33 | K.33 Apps & Platforms | Krispy Kreme - Throwback Party | Krispy Kreme | The Monkeys |
| 5148-K.34 | K.34 Digital Environments | ANZAC Correspondent AR app | Queensland Museum | ROMEO Digital |
| 3738-K.38 | K.38 User Experience Design (UX) | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 4125-K.38 | K.38 User Experience Design (UX) | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4489-K.38 | K.38 User Experience Design (UX) | City of Possibilities | Singapore Tourism Board | AIRBAG |
| 3910-K.39 | K.39 User Interface Design (UI) | Near Miss Memorials | KiwiRail | DDB Group New Zealand |
| 3408-K.40 | K.40 Websites | Destination NSW: Personalising the Vivid Journey | Destination NSW | Nightjar |

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|---|---|---|---|---|
| 3739-K.40 | K.40 Websites | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 3911-K.40 | K.40 Websites | Near Miss Memorials | KiwiRail | DDB Group New Zealand |

## CRAFT (DIRECTION)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3337-K.41 | K.41 Branded Content & Entertainment - Fiction | Next Episode | Old Spice | Revolver/Will O'Rourke |
| 3490-K.41 | K.41 Branded Content & Entertainment - Fiction | I'm Drinking It For You | DB Export | Sweetshop |
| 4992-K.41 | K.41 Branded Content & Entertainment - Fiction | Dear Michelle | International Women's Day | Exit Films |
| 4573-K.42 | K.42 Branded Content & Entertainment - Non Fiction | Crust "It's not Pizza, It's Crust" | Crust | Filmgraphics |
| 4906-K.42 | K.42 Branded Content & Entertainment - Non Fiction | Losing Lena | Code Like A Girl/Creatable | FINCH |
| 3489-K.43 | K.43 Events and Experiences | Grave of Thrones | Foxtel | Revolver/Will O'Rourke |
| 3590-K.43 | K.43 Events and Experiences | Signs of Love | ANZ Bank Australia | Revolver/Will O'Rourke |
| 3600-K.43 | K.43 Events and Experiences | Australian Open Ambush: Kyrgios' Physio Treatment | Uber Eats | Revolver/Will O'Rourke |
| 3726-K.43 | K.43 Events and Experiences | The Hack | Hiscox | Revolver/Will O'Rourke |
| 4488-K.43 | K.43 Events and Experiences | Australian Open Ambush: Nadal's Umpire Disagreement | Uber Eats | Revolver/Will O'Rourke |
| 4739-K.43 | K.43 Events and Experiences | Curing Homesickness | Sydney Children's Hospitals Foundation | CHE Proximity |
| 4782-K.43 | K.43 Events and Experiences | Shark Bait | Uber Eats | Special Group New Zealand |
| 3334-K.44 | K.44 TV and Cinema Commercials | Every Home Is Worth Protecting | NRMA | Revolver/Will O'Rourke |

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|---|---|---|---|---|
| 3391-K.44 | K.44 TV and Cinema Commercials | RMHC | Ronald McDonald House | DDB Sydney |
| 3395-K.44 | K.44 TV and Cinema Commercials | Wedding | Spark | FINCH |
| 3399-K.44 | K.44 TV and Cinema Commercials | Come Down For Air: Mountain | Tourism Tasmania | FINCH |
| 3445-K.44 | K.44 TV and Cinema Commercials | Liberated Drivers | NZ Transport Agency | Sweetshop |
| 3446-K.44 | K.44 TV and Cinema Commercials | Huxley | Vodafone | Sweetshop |
| 3447-K.44 | K.44 TV and Cinema Commercials | The Youngest Brother | Volkswagen | Sweetshop |
| 3459-K.44 | K.44 TV and Cinema Commercials | Scars | TAL Insurance | Scoundrel |
| 3469-K.44 | K.44 TV and Cinema Commercials | Storm The Court | Reebok | Scoundrel |
| 3906-K.44 | K.44 TV and Cinema Commercials | The Miracle Ham | ALDI Australia | Good Oil |
| 4090-K.44 | K.44 TV and Cinema Commercials | Baker of Beirut | Westpac Banking Corporation | DDB Sydney |
| 4140-K.44 | K.44 TV and Cinema Commercials | Rescue a Pet. Rescue a Family. | Pet Refuge | Good Oil |
| 4212-K.44 | K.44 TV and Cinema Commercials | Ari | Westpac Banking Corporation | Exit Films |
| 4398-K.44 | K.44 TV and Cinema Commercials | Before The Jump | TAB | //Thirteen & Co |
| 4491-K.44 | K.44 TV and Cinema Commercials | Tokyo Dry 2 | Lion | Good Oil |
| 4522-K.44 | K.44 TV and Cinema Commercials | Up, Up and Toupee | Virgin Australia Airlines | Revolver/Will O'Rourke |
| 4711-K.44 | K.44 TV and Cinema Commercials | Choke | Amazon Prime Video | Revolver/Will O'Rourke |
| 4849-K.44 | K.44 TV and Cinema Commercials | ALDI Good Different - Tuna | ALDI Australia | Rabbit Content |
| 5137-K.44 | K.44 TV and Cinema Commercials | Matesong | Tourism Australia | Revolver/Will O'Rourke |
| 4340-K.45 | K.45 Social First | Dolly's Dream - Are your Words doing Damage? | Dolly's Dream | OTTO |
| 4654-K.45 | K.45 Social First | Let's | Latitude Financial Services | CHE Proximity |
| 4791-K.46 | K.46 Voice | Spinifex Gum - Dream Baby Dream | Spinifex Gum | SDWM |

## CRAFT (EDITING)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3841-K.47 | K.47 Branded Content, Entertainment & Social | AFL - A Season In Search | Google | Emotive |
| 4172-K.47 | K.47 Branded Content, Entertainment & Social | MACHINE | AUDI Australia | FINCH |
| 4179-K.47 | K.47 Branded Content, Entertainment & Social | Crust "It's not Pizza, It's Crust" | Crust | Filmgraphics |
| 4184-K.47 | K.47 Branded Content, Entertainment & Social | Steinlager 'Tokyo Dry 2' | Asahi | The Editors |
| 5167-K.47 | K.47 Branded Content, Entertainment & Social | Australia: Great Sporting Land | Google | Grumpy Sailor Creative |
| 3519-K.48 | K.48 TV and Cinema Commercials | NZTA 'Totally Compos Mentis' | NZ Transport Agency | ARC EDIT |
| 3565-K.48 | K.48 TV and Cinema Commercials | NRMA Insurance 'Every Home Is Worth Protecting' | NRMA | ARC EDIT |
| 3709-K.48 | K.48 TV and Cinema Commercials | ALDI Christmas 'The More The Merrier' | ALDI Australia | ARC EDIT |
| 3796-K.48 | K.48 TV and Cinema Commercials | CBA & Apple Pay "The Alley" | Commonwealth Bank of Australia | ARC EDIT |
| 3797-K.48 | K.48 TV and Cinema Commercials | NRL 'A New Era Begins' | National Rugby Leauge | ARC EDIT |
| 4158-K.48 | K.48 TV and Cinema Commercials | Lean On Me | Pet Refuge | The Editors |
| 4161-K.48 | K.48 TV and Cinema Commercials | Wedding Speech | Spark | The Editors |
| 4162-K.48 | K.48 TV and Cinema Commercials | Embrace The Magnificent Unknown | Yalumba | The Editors |
| 4599-K.48 | K.48 TV and Cinema Commercials | Best Day Ever | L&P | The Editors |
| 4637-K.48 | K.48 TV and Cinema Commercials | Huxley | Vodafone | The Editors |
| 5123-K.48 | K.48 TV and Cinema Commercials | Matesong | Tourism Australia | Revolver/Will O'Rourke |

## CRAFT (ILLUSTRATION)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4425-K.49 | K.49 Moving Image | A-League & W-League: 'Where Heroes Are Made' | Football Federation Australia | Saatchi & Saatchi Sydney |
| 3365-K.50 | K.50 Posters | Homework | Chupa Chups (Snack To Home Limited) | Cheil Hong Kong Limited |
| 3367-K.51 | K.51 Press and Print | Homework | Chupa Chups (Snack To Home Limited) | Cheil Hong Kong Limited |

## CRAFT (PHOTOGRAPHY)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3763-K.54 | K.54 Fashion | Led by None | General Pants | TBWA\Sydney |
| 3873-K.54 | K.54 Fashion | It's all about the timepiece | Kennedy | Saatchi & Saatchi Melbourne |
| 4196-K.56 | K.56 Portraits | EmotiCONS | Foundation Against Child Exploitation | Wunderman Thompson |
| 4447-K.56 | K.56 Portraits | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington |

## CRAFT (PRODUCTION DESIGN)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3729-K.59 | K.59 Branded Content & Entertainment | Sheep | IKEA | Revolver/Will O'Rourke |
| 3740-K.60 | K.60 Digital | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 4110-K.60 | K.60 Digital | Most Wonderful Time For A Beer | Carlton & United Breweries | Photoplay / Playtime |
| 3491-K.61 | K.61 Experiential | Grave of Thrones | Foxtel | Revolver/Will O'Rourke |
| 3551-K.61 | K.61 Experiential | Signs of Love | ANZ Bank Australia | Revolver/Will O'Rourke |
| 4502-K.61 | K.61 Experiential | Black Laundry | Lion | Good Oil |

| | | | | |
|---|---|---|---|---|
| 4783-K.61 | K.61 Experiential | Shark Bait | Uber Eats | Special Group New Zealand |
| 5139-K.61 | K.61 Experiential | The Burnt Christmas Tree | Red Cross Australia | Scoundrel |
| 3394-K.63 | K.63 TV and Cinema Commercials | The Life After Transit Lounge | Partners Life | FINCH |
| 3485-K.63 | K.63 TV and Cinema Commercials | Best Day Ever | Lemon & Paeroa (Coca Cola Amatil) | Sweetshop |
| 3524-K.63 | K.63 TV and Cinema Commercials | Be A BCFing Expert | BCF | FINCH |
| 3613-K.63 | K.63 TV and Cinema Commercials | 5G Explained by 5Guitarists | Optus | Revolver/Will O'Rourke |
| 4210-K.63 | K.63 TV and Cinema Commercials | Almost Home | McDonald's | Scoundrel |
| 4429-K.63 | K.63 TV and Cinema Commercials | The Miracle Ham | ALDI Australia | Good Oil |
| 4504-K.63 | K.63 TV and Cinema Commercials | 5G Explained by 5Geniuses | Optus | Revolver/Will O'Rourke |

## CRAFT (SOUND DESIGN & USE OF MUSIC)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3517-K.64 | K.64 Best Use of Adapted Music | Be A BCFing Expert | BCF | FINCH |
| 3780-K.64 | K.64 Best Use of Adapted Music | Baker of Beirut | Westpac Banking Corporation | Level Two Music |
| 3834-K.64 | K.64 Best Use of Adapted Music | Rescue a Pet. Rescue a Family. | Pet Refuge | DDB Group New Zealand |
| 5059-K.64 | K.64 Best Use of Adapted Music | Most Wonderful Time for a Beer | Carlton & United Breweries | Special Group Australia |
| 5125-K.64 | K.64 Best Use of Adapted Music | Ari | Westpac Banking Corporation | Level Two Music |
| 5164-K.64 | K.64 Best Use of Adapted Music | Top End Wedding | Tourism NT | Mr. Condor |
| 3564-K.65 | K.65 Best Use of Existing Music | Best Day Ever | Coca Cola Amatil | DDB Group New Zealand |
| 4344-K.65 | K.65 Best Use of Existing Music | Dolly's Dream - Are your Words doing Damage? | Dolly's Dream | OTTO |
| 4516-K.65 | K.65 Best Use of Existing Music | Domuts - They're Donuts. But They're For Dogs. | CGU | Rabbit Content |
| 5136-K.65 | K.65 Best Use of Existing Music | Up, Up and Toupee | Virgin Australia Airlines | DDB Sydney |
| 3452-K.66 | K.66 Original Composition | I'm Drinking It For You | DB Export | Sweetshop |
| 4026-K.66 | K.66 Original Composition | Invest In Me | Whitelion | Ogilvy Sydney |

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|---|---|---|---|---|
| 4077-K.66 | K.66 Original Composition | New Australia Land | Meat & Livestock Australia | Song Zu |
| 4435-K.66 | K.66 Original Composition | The Miracle Ham | ALDI Australia | Good Oil |
| 4557-K.66 | K.66 Original Composition | NRMA Insurance 'Every Home Is Worth Protecting' | NRMA | Sonar Music |
| 4873-K.66 | K.66 Original Composition | Remove The Barrier | Dylan Alcott Foundation | BWM Dentsu Melbourne |
| 4912-K.66 | K.66 Original Composition | #SubtlySponsoredPosts | Samsung Australia | Leo Burnett |
| 5153-K.66 | K.66 Original Composition | Matesong | Tourism Australia | M&C Saatchi |
| 3795-K.68 | K.68 Sound Design | Frog ID "Can you solve the Mystery?" | Australian Museum | 303 MullenLowe |
| 4321-K.68 | K.68 Sound Design | Walk Like a Woman | Plan International | Cummins&Partners Melbourne |
| 4794-K.68 | K.68 Sound Design | Spinifex Gum - Dream Baby Dream | Spinifex Gum | SDWM |
| 5142-K.68 | K.68 Sound Design | Dinosaur vs Unicorn | AA Insurance | Liquid Studios |
| 5143-K.68 | K.68 Sound Design | Sealy 'Clearly' | Sealy Beds | Liquid Studios |

## CRAFT (TYPOGRAPHY)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4929-K.69 | K.69 Advertising Press and Print, Individual | Campaign Brief Mojo Edition Cover | Campaign Brief | Heckler |
| 4038-K.70 | K.70 Advertising Press and Print, Campaign | The very happy meal font. | McDonald's Japan | Beacon/Leo Burnett Tokyo |
| 3853-K.71 | K.71 Moving Image | MACHINE | AUDI Australia | D.A.M |
| 4602-K.71 | K.71 Moving Image | EECA 'Gen Less' | Energy Efficiency and Conservation Authority (EECA) | Assembly |
| 3363-K.74 | K.74 Type Design | BayBayan | Cultural Center of the Philippines | TBWA\Santiago Mangada Puno |

## FILM & ENTERTAINMENT (BRANDED CONTENT & ENTERTAINMENT)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4244-L.01 | L.01 Fiction Film up to 5 mins, Individual | New Australia-Land | Meat & Livestock Australia | The Monkeys |
| 4414-L.01 | L.01 Fiction Film up to 5 mins, Individual | Bring On Winter | Air New Zealand | Host/Havas |
| 5155-L.04 | L.04 Fiction Film 5-30 mins, Campaign | Location Scouts | Tourism NT | Mr. Condor |
| 5154-L.05 | L.05 Fiction Film over 30 mins, Individual | Top End Wedding | Tourism NT | Mr. Condor |
| 3960-L.07 | L.07 Non-Fiction Film up to 5 mins, Individual | DIY | TEDxSydney | BMF |
| 4730-L.07 | L.07 Non-Fiction Film up to 5 mins, Individual | AFL - A Season In Search | Google | Emotive |
| 5101-L.09 | L.09 Non-Fiction Film 5-30 mins, Individual | Losing Lena | Code Like A Girl/Creatable | Clemenger BBDO Sydney |
| 4174-L.11 | L.11 Non-Fiction Film over 30 mins, Individual | MACHINE | AUDI Australia | FINCH |
| 3741-L.13 | L.13 Games | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 5080-L.15 | L.15 Live Broadcast | Australian Open Ambush | Uber | Special Group Australia |
| 3923-L.16 | L.16 Live Experiences | Black Laundry | Lion | DDB Group New Zealand |
| 3616-L.17 | L.17 Music Videos | New Zealand meets Japan | Lion | DDB Group New Zealand |
| 5166-L.17 | L.17 Music Videos | Matesong | Tourism Australia | M&C Saatchi |
| 4832-L.18 | L.18 Sports | Towards Zero | Transport Accident Commission | AIRBAG |
| 4612-L.19 | L.19 User Generated | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity |
| 5098-L.19 | L.19 User Generated | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS |

## FILM & ENTERTAINMENT (FILM ADVERTISING)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3348-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Up, Up and Toupee | Virgin Australia Airlines | DDB Sydney |
| 3352-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Ari | Westpac Banking Corporation | DDB Sydney |
| 3389-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Baker of Beirut | Westpac Banking Corporation | DDB Sydney |
| 3563-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Best Day Ever | Coca Cola Amatil | DDB Group New Zealand |
| 4001-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Come Down For Air: Scallop Pie | Tourism Tasmania | BMF |
| 4004-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Come Down For Air: Whiskey | Tourism Tasmania | BMF |
| 4153-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Come Down For Air: Mountain | Tourism Tasmania | BMF |
| 4157-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Come Down For Air: Icy Dip | Tourism Tasmania | BMF |
| 4533-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Telstra - Time for a Chat | Telstra | The Monkeys |
| 3387-L.21 | L.21 Cinema Commercials Over 60 Seconds | Ari | Westpac Banking Corporation | DDB Sydney |
| 3537-L.21 | L.21 Cinema Commercials Over 60 Seconds | The Life After Transit Lounge | Partners Life | FINCH |
| 3952-L.21 | L.21 Cinema Commercials Over 60 Seconds | The Miracle Ham | ALDI Australia | BMF |
| 4267-L.21 | L.21 Cinema Commercials Over 60 Seconds | NRMA Home Insurance for Koalas | NRMA | The Monkeys |
| 4515-L.21 | L.21 Cinema Commercials Over 60 Seconds | ABN Rescue | CGU | The Monkeys |
| 3743-L.23 | L.23 Interactive Film Advertising | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 5072-L.24 | L.24 TV Commercials Less than 30 Seconds | Tonight, Shazza & Kim are eating... | Uber | Special Group Australia |
| 3619-L.25 | L.25 TV Commercials 30 Seconds | Insult Caddie | SKY Television New Zealand | DDB Group New Zealand |
| 3985-L.25 | L.25 TV Commercials 30 Seconds | ALDI Good Different - Tuna | ALDI Australia | BMF |
| 4025-L.25 | L.25 TV Commercials 30 Seconds | The Procrastination Place | V Energy, Frucor Suntory | Clemenger BBDO Sydney |
| 4152-L.25 | L.25 TV Commercials 30 Seconds | Come Down For Air: Whiskey | Tourism Tasmania | BMF |
| 4317-L.25 | L.25 TV Commercials 30 Seconds | Natural Gas - Once you've got it, you'll get it - Cooktop | Jemena | CHE Proximity |
| 4343-L.25 | L.25 TV Commercials 30 Seconds | Natural Gas - Once you've got it, you'll get it - Fireplace | Jemena | CHE Proximity |
| 4366-L.25 | L.25 TV Commercials 30 Seconds | 5G Explained by 5Game Characters | Optus | Bear Meets Eagle on Fire |

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| 4371-L.25 | L.25 TV Commercials 30 Seconds | 5G Explained by 5Grannies | Optus | Bear Meets Eagle on Fire |
| 3326-L.26 | L.26 TV Commercials Over 30 Seconds | BCF Camp Pain | BCF | The Monkeys |
| 3354-L.26 | L.26 TV Commercials Over 30 Seconds | Baker of Beirut | Westpac Banking Corporation | DDB Sydney |
| 3388-L.26 | L.26 TV Commercials Over 30 Seconds | Ari | Westpac Banking Corporation | DDB Sydney |
| 3444-L.26 | L.26 TV Commercials Over 30 Seconds | Up, Up and Toupee | Virgin Australia Airlines | DDB Sydney |
| 3538-L.26 | L.26 TV Commercials Over 30 Seconds | The Life After Transit Lounge | Partners Life | FINCH |
| 3562-L.26 | L.26 TV Commercials Over 30 Seconds | Best Day Ever | Coca Cola Amatil | DDB Group New Zealand |
| 3575-L.26 | L.26 TV Commercials Over 30 Seconds | Spread the Merry | Australia Post | The Monkeys |
| 3621-L.26 | L.26 TV Commercials Over 30 Seconds | Huxley | Vodafone | DDB Group New Zealand |
| 3745-L.26 | L.26 TV Commercials Over 30 Seconds | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 3981-L.26 | L.26 TV Commercials Over 30 Seconds | Make Tomorrow Beautiful | Sheridan | TBWA\Sydney |
| 3996-L.26 | L.26 TV Commercials Over 30 Seconds | ALDI Good Different - Tuna | ALDI Australia | BMF |
| 4000-L.26 | L.26 TV Commercials Over 30 Seconds | Come Down For Air: Scallop Pie | Tourism Tasmania | BMF |
| 4002-L.26 | L.26 TV Commercials Over 30 Seconds | Come Down For Air: Icy Dip | Tourism Tasmania | BMF |
| 4003-L.26 | L.26 TV Commercials Over 30 Seconds | Come Down For Air: Mountain | Tourism Tasmania | BMF |
| 4031-L.26 | L.26 TV Commercials Over 30 Seconds | The Miracle Ham | ALDI Australia | BMF |
| 4075-L.26 | L.26 TV Commercials Over 30 Seconds | Telstra - Time for a Chat | Telstra | The Monkeys |
| 4266-L.26 | L.26 TV Commercials Over 30 Seconds | NRMA Home Insurance for Koalas | NRMA | The Monkeys |
| 4445-L.26 | L.26 TV Commercials Over 30 Seconds | Liberated Drivers | NZ Transport Agency | Clemenger BBDO Wellington |
| 4449-L.26 | L.26 TV Commercials Over 30 Seconds | Totally Compos Mentis | NZ Transport Agency | Clemenger BBDO Wellington |
| 5070-L.26 | L.26 TV Commercials Over 30 Seconds | Tonight, Shazza & Kim are eating... | Uber | Special Group Australia |
| 5165-L.26 | L.26 TV Commercials Over 30 Seconds | Matesong | Tourism Australia | M&C Saatchi |
| 3463-L.27 | L.27 TV Commercial Campaigns | Help When It Matters | Westpac Banking Corporation | DDB Sydney |
| 3905-L.27 | L.27 TV Commercial Campaigns | Come Down For Air | Tourism Tasmania | BMF |
| 4345-L.27 | L.27 TV Commercial Campaigns | Natural Gas - Once you've got it, you'll get it | Jemena | CHE Proximity |

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| 4372-L.27 | L.27 TV Commercial Campaigns | Optus 5G Campaign | Optus | Bear Meets Eagle on Fire |
| 4649-L.27 | L.27 TV Commercial Campaigns | Cover for their Overconfidence | RACV | CHE Proximity |

## INNOVATION (BRAND INNOVATION)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3924-M.01 | M.01 Brand Engagement | Black Laundry | Lion | DDB Group New Zealand |
| 4123-M.01 | M.01 Brand Engagement | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4265-M.01 | M.01 Brand Engagement | Viewer Verdict | Kentucky Fried Chicken | Ogilvy Sydney |
| 4426-M.01 | M.01 Brand Engagement | Donate With A Mate | Pedigree | Clemenger BBDO Sydney |
| 4668-M.02 | M.02 Business Transformation | KYOYU | Canon Australia | Leo Burnett |
| 4965-M.03 | M.03 Early Stage | Silent Whistle | Samsung Australia | Leo Burnett |
| 4122-M.04 | M.04 Product Innovation | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |

## INNOVATION (NON-BRAND INNOVATION)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4391-M.07 | M.07 Product Innovation | Minnie the AI Super-Decoder | AdNews | LIDA Australia |

## MEDIA (CHANNELS)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3879-N.01 | N.01 Use of Ambient Media | Signs of Love | ANZ Bank Australia | TBWA\Melbourne |
| 5079-N.03 | N.03 Use of Branded Entertainment and Content | Australian Open Ambush | Uber | Special Group Australia |
| 3746-N.04 | N.04 Use of Digital Platforms | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 4121-N.04 | N.04 Use of Digital Platforms | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4181-N.04 | N.04 Use of Digital Platforms | Truth & Loot | yourtown | M&C Saatchi |
| 4613-N.04 | N.04 Use of Digital Platforms | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity |

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|---|---|---|---|---|
| 4980-N.04 | N.04 Use of Digital Platforms | Galaxy Note10 Pre-Reviews | Samsung Australia | Leo Burnett |
| 3385-N.05 | N.05 Use of Events and Stunts | Grave of Thrones | Foxtel | DDB Sydney |
| 3925-N.05 | N.05 Use of Events and Stunts | Black Laundry | Lion | DDB Group New Zealand |
| 4062-N.05 | N.05 Use of Events and Stunts | ABN Rescue | CGU | The Monkeys |
| 4785-N.05 | N.05 Use of Events and Stunts | Shark Bait | Uber Eats | Special Group New Zealand |
| 5021-N.05 | N.05 Use of Events and Stunts | A Future Without Change | Monash University | VMLY&R |
| 5082-N.05 | N.05 Use of Events and Stunts | Australian Open Ambush | Uber | Special Group Australia |
| 4582-N.06 | N.06 Use of Print, Press & Outdoor | The Mitey Battle | Bega Foods | Thinkerbell |
| 4120-N.07 | N.07 Use of Technology | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 3747-N.08 | N.08 Use of TV & Other Screens | LO5T | Lotto New Zealand | DDB Group New Zealand |
| 5083-N.08 | N.08 Use of TV & Other Screens | Australian Open Ambush | Uber | Special Group Australia |
| 5161-N.08 | N.08 Use of TV & Other Screens | Matesong | Tourism Australia | M&C Saatchi |
| 3748-N.09 | N.09 Use of Integrated Media | LO5T | Lotto New Zealand | DDB Group New Zealand |

## PURPOSE (CHARITY)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3500-O.04 | O.04 Design, Campaign | The truth behind the wall : Deer / Kouprey / Boar | Freeland Foundation | Ogilvy Group Thailand |
| 3339-O.05 | O.05 Digital, Individual | Fatal Recognition | The Hong Kong Stroke Association | Cheil Hong Kong Limited |
| 3618-O.07 | O.07 Direct, Individual | Rescue a Pet. Rescue a Family. | Pet Refuge | DDB Group New Zealand |
| 4751-O.07 | O.07 Direct, Individual | The Half Biscuit | RSA / Legacy | VMLY&R |
| 4764-O.08 | O.08 Direct, Campaign | Curing Homesickness | Sydney Children's Hospitals Foundation | CHE Proximity |

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| 3457-O.10 | O.10 Film Advertising, Individual | Dolly's Dream - Are your Words doing Damage? | Dolly's Dream | OTTO |
| 3930-O.10 | O.10 Film Advertising, Individual | Liliosa Hilao | The Campaign Against the Return of the Marcoses to MalacaÃ±ang | TBWA\Santiago Mangada Puno |
| 4740-O.12 | O.12 Innovation | Curing Homesickness | Sydney Children's Hospitals Foundation | CHE Proximity |
| 4737-O.13 | O.13 Integrated Campaign | Curing Homesickness | Sydney Children's Hospitals Foundation | CHE Proximity |
| 4786-O.14 | O.14 PR & Promotion | Curing Homesickness | Sydney Children's Hospitals Foundation | CHE Proximity |
| 5109-O.14 | O.14 PR & Promotion | A Team of One | Tencent Foundation, China Organ Donation | Loong |
| 5132-O.14 | O.14 PR & Promotion | Burnt Christmas Tree | Australian Red Cross | DDB Sydney |
| 3442-O.16 | O.16 Press & Outdoor, Campaign | The truth behind the wall : Deer / Kouprey / Boar | Freeland Foundation | Ogilvy Group Thailand |
| 4301-O.17 | O.17 Radio & Audio, Individual | Walk Like a Woman | Plan International | Cummins&Partners Melbourne |
| 5171-O.19 | O.19 Social, Individual | SaferkidsPH Toys | UNICEF Philippines | TBWA\Santiago Mangada Puno |

## PURPOSE (CREATIVITY FOR GOOD)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 4272-O.21 | O.21 Advertising & Marketing Communicatior | NRMA Home Insurance for Koalas | NRMA | The Monkeys |
| 4350-O.21 | O.21 Advertising & Marketing Communicatior | Towards Zero | Transport Accident Commission | AIRBAG |
| 5031-O.21 | O.21 Advertising & Marketing Communicatior | Westfield Sensitive Santa | Westfield | Sibling Agency |
| 3707-O.23 | O.23 Product Design | The Most Challenging Pingpong Table | Japan Para Table Tennis Association | TBWA\HAKUHODO |
| 4154-O.23 | O.23 Product Design | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4155-O.24 | O.24 Service Innovation and Design | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4868-O.24 | O.24 Service Innovation and Design | Deliveroo Homeless Delivery | Deliveroo | BWM Dentsu Melbourne |

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| 3705-O.25 | O.25 Equality | The Most Challenging Pingpong Table | Japan Para Table Tennis Association | TBWA\HAKUHODO |
| 3881-O.25 | O.25 Equality | Signs of Love | ANZ Bank Australia | TBWA\Melbourne |
| 4798-O.25 | O.25 Equality | Spinifex Gum - Dream Baby Dream | Spinifex Gum | SDWM |
| 5105-O.25 | O.25 Equality | Losing Lena | Code Like A Girl/Creatable | Clemenger BBDO Sydney |
| 4273-O.26 | O.26 Sustainability | NRMA Home Insurance for Koalas | NRMA | The Monkeys |
| 4853-O.26 | O.26 Sustainability | The Lion's Share | The Lion's Share Fund | FINCH |
| 4878-O.26 | O.26 Sustainability | Bonds Re-Loved | Bonds | Leo Burnett |

## PLANNING (APG CREATIVE STRATEGY)

| ID | Category | Entry | Client | Entrant Company |
|---|---|---|---|---|
| 3583-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | IsMyAirbagSafe.com.au | Federal Chamber of Automotive Industries | The Monkeys |
| 3965-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | DSS PHASE 2: From deflection to action: the campaign that rallied millions of Australians to help stop violence against women at the start | Department of Social Services | BMF |
| 3970-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Unleash the Golden® Crumpet | George Weston Foods | BMF |
| 3972-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | The More the Merrier: ALDI's Christmas invite that opened up Aussie hearts, minds & wallets | ALDI Australia | BMF |
| 4143-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Come Down For Air | Tourism Tasmania | BMF |
| 4156-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | NRMA Safety Hub | Insurance Australia Group | CHE Proximity |
| 4363-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Hello | NZ Transport Agency | Clemenger BBDO Wellington |
| 4369-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Rat's Tale | NZ Transport Agency | Clemenger BBDO Wellington |

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| 4373-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Give Nothing to Racism | New Zealand Human Rights Commission | Clemenger BBDO Wellington |
| 4448-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington |
| 4454-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Gen Less | Energy Efficiency and Conservation Authority | Clemenger BBDO Wellington |
| 4575-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Long May We Play | TAB | M&C Saatchi |
| 4596-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Working Holiday Maker | Tourism Australia | M&C Saatchi |
| 4886-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | The Unsaid | NZ Transport Agency | Clemenger BBDO Wellington |
| 4987-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Curing Homesickness | Sydney Children's Hospitals Foundation | CHE Proximity |
| 5073-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | I Need You To Say No | Alcohol. Think Again | 303 MullenLowe Perth |
| 3976-P.02 | P.02 Brave Brands | ALDI Good Different Phase 1 & 2: How a German supermarket became Australia's most trusted brand | ALDI Australia | BMF |
| 3983-P.02 | P.02 Brave Brands | TAL: From 'Life insurance' to 'Insurance for life' | TAL Insurance | BMF |
| 4233-P.02 | P.02 Brave Brands | Michelin Impossible | Kentucky Fried Chicken | Ogilvy Sydney |
| 4487-P.02 | P.02 Brave Brands | R.I.P. Simon: giving a brand a new lease on life, by publicly killing its mascot | LifeDirect / Trade Me | VMLY&R |
| 4510-P.02 | P.02 Brave Brands | How redefining safety drove record sales for Volvo | Volvo Cars Australia | whiteGREY & Mindshare |
| 4838-P.02 | P.02 Brave Brands | The Palau Pledge - A brave strategy, grounded in sound reason | Palau Legacy Project | Host/Havas |

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| 4961-P.02 | P.02 Brave Brands | Carefree uses the longest owner-operators of vaginas to talk tampons and liners. | Johnson & Johnson | DDB Sydney |
| 3977-P.03 | P.03 Challenger Brand Strategy | ALDI Good Different Phase 2: Questioning the cult of loyalty | ALDI Australia | BMF |
| 3987-P.03 | P.03 Challenger Brand Strategy | Super is Boring | WA Super | Meerkats |
| 4171-P.03 | P.03 Challenger Brand Strategy | Come Down For Air | Tourism Tasmania | BMF |
| 4511-P.03 | P.03 Challenger Brand Strategy | How redefining safety drove record sales for Volvo | Volvo Cars Australia | whiteGREY & Mindshare |
| 4845-P.03 | P.03 Challenger Brand Strategy | How Virgin Australia helped Aussies rediscover the joy of flying | Virgin Australia Airlines | DDB Sydney |
| 5047-P.03 | P.03 Challenger Brand Strategy | How the worst kind of germs helped Pine O Cleen reassert its leadership of the home-hygiene category | Reckitt Benckiser - Pine O Cleen | Host/Havas |
| 5145-P.03 | P.03 Challenger Brand Strategy | Releasing the inner power of Amarok to create the Premium Ute category | Volkswagen Commercial Vehicles | DDB Sydney |
| 4141-P.04 | P.04 Data Enhanced Creativity | ALDI Good Different Phase 2: Questioning the cult of loyalty | ALDI Australia | BMF |
| 5034-P.04 | P.04 Data Enhanced Creativity | How identifying pain points along the Australian Defence Force recruitment process led to breakthrough innovations | Australian Defence Force | Host/Havas |