

## 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)**

<b>ID</b>	<b>Category</b>	<b>Entry</b>	<b>Client</b>	<b>Entrant Company</b>
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	LOST	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	LOST	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	Camille Shepherd	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

4736-D.05	D.05 Health Awareness and Social Responsibility	Curing Homesickness	Sydney Children's Hospitals Foundation	CHE Proximity
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### ADVERTISING (INTEGRATED)

ID	Category	Entry	Client	Entrant Company
3734-E.01	E.01 Integrated Campaign	LOST	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	LOST	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

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	Camille Shepherd	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

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 X Insight Group
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

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)

<b>ID</b>	<b>Category</b>	<b>Entry</b>	<b>Client</b>	<b>Entrant Company</b>
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

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)

<b>ID</b>	<b>Category</b>	<b>Entry</b>	<b>Client</b>	<b>Entrant Company</b>
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



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

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	Department of Primary Industries and Regional Development
4222-J.10	J.10 Brand Refresh, Small Identity	Writing WA Brand Identity	WritingWA	Department of Primary Industries and Regional Development
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

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 X Insight Group
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

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)**

<b>ID</b>	<b>Category</b>	<b>Entry</b>	<b>Client</b>	<b>Entrant Company</b>
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

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	Skewed 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

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)

<b>ID</b>	<b>Category</b>	<b>Entry</b>	<b>Client</b>	<b>Entrant Company</b>
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)	LOST	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

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

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)**

<b>ID</b>	<b>Category</b>	<b>Entry</b>	<b>Client</b>	<b>Entrant Company</b>
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 League	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	LOST	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	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

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	Condor
5154-L.05	L.05 Fiction Film over 30 mins, Individual	Top End Wedding	Tourism NT	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	LOST	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	LOST	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

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

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	Camille Shepherd	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

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

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 Malacañang	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 Communicator	NRMA Home Insurance for Koalas	NRMA	The Monkeys
4350-O.21	O.21 Advertising & Marketing Communicator	Towards Zero	Transport Accident Commission	AIRBAG
5031-O.21	O.21 Advertising & Marketing Communicator	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

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

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

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