

# 36th AWARD Awards Winners

## A Film and Video

### A.01 Television Commercials, individual - less than 30

Entry N°	Title	Client	Entrant Company	Gong
A.01-508	Men Like Us Like Rum	Diageo	Leo Burnett Sydney	Bronze
A.01-509	Men Like Us Like Tools	Diageo	Leo Burnett Sydney	Bronze
A.01-512	Sad Farewell	Lion	AJF Partnership	Bronze

### A.02 Television Commercials, individual - 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
A.02-505	Ming	China Motor	Leo Burnett Taiwan	Bronze
A.02-511	Stop Before It Gets Ugly: Aggressor	NSW Government	JWT Sydney	Bronze
A.02-525	Unbreakable Drivers - Mud	Toyota Motor Corporation Australia	Saatchi & Saatchi	Silver
A.02-536	H&R Block - Elephant	H&R Block	JOY.	Silver
A.02-537	H&R Block - Ninja	H&R Block	JOY.	Silver
A.02-545	Vikings	Frucor	Clemenger BBDO Sydney	Bronze

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## **A.03 Television Commercials, individual - over 30 seconds**

<b>Entry N°</b>	<b>Title</b>	<b>Client</b>	<b>Entrant Company</b>	<b>Gong</b>
<b>A.03-500</b>	<b>Born to Defy</b>	Lion	DDB Group New Zealand	<b>Silver</b>
<b>A.03-503</b>	<b>Save Retirement</b>	MLC / National Australia Bank	Clemenger BBDO Melbourne	<b>Silver</b>
<b>A.03-504</b>	<b>STATE OF MIND</b>	NRL	MJW	<b>Bronze</b>
<b>A.03-507</b>	<b>Men Like Us Like Rum</b>	Diageo	Leo Burnett Sydney	<b>Gold</b>
<b>A.03-509</b>	<b>Awaken Your Incredible</b>	Weight Watchers	BMF Advertising	<b>Bronze</b>
<b>A.03-512</b>	<b>Dreaming Of Yams</b>	Foodstuffs	Colenso BBDO	<b>Bronze</b>
<b>A.03-523</b>	<b>Unbreakable Drivers</b>	Toyota Motor Corporation Australia	Saatchi & Saatchi	<b>Gold</b>
<b>A.03-527</b>	<b>Mistakes</b>	New Zealand Transport Agency	Clemenger BBDO New Zealand	<b>Gold</b>
<b>A.03-531</b>	<b>Australia Lives Here - Discovery</b>	REA Group	Belgiovane Williams Mackay	<b>Silver</b>
<b>A.03-534</b>	<b>Woodstock Bourbon 'How we Roll'</b>	Asahi Premium Beverages	Cummins&Partners	<b>Silver</b>

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## A.04 Television Commercials, campaign - less than 30

Entry N°	Title	Client	Entrant Company	Gong
A.04-502	<b>Hello Beer</b> <ul style="list-style-type: none"><li>- Occy Strap</li><li>- TV Work Out</li><li>- Slam Dunk</li><li>- Hot Dog</li><li>- Upside Down Dancing</li><li>- Fat Suit</li><li>- Golf</li><li>- Postal Arms</li><li>- Postal Arms High 5's</li><li>- Postal Arms Drinking</li><li>- Slam Dunk</li></ul>	Carlton United Breweries	Clemenger BBDO Melbourne	<b>Bronze</b>
A.04-504	<b>Like Brands. Only Cheaper</b> <ul style="list-style-type: none"><li>- Bear</li><li>- Shampoo</li><li>- Baby Food</li><li>- Doctor</li><li>- Trout</li><li>- Cheese</li><li>- Bread</li><li>- Oil</li></ul>	Aldi Australia	BMF Advertising	<b>Silver</b>

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## A.05 Television Commercials, campaign - 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
A.05-507	H&R Block - Don't miss a thing	H&R Block	JOY.	Silver
	<ul style="list-style-type: none"><li>- Elephant</li><li>- Ninja</li><li>- Man</li></ul>			

## A.06 Television Commercials, campaign - any length

Entry N°	Title	Client	Entrant Company	Gong
A.06-505	Australia Lives Here	REA Group	Belgiovane Williams Mackay	Bronze
	<ul style="list-style-type: none"><li>- Discovery</li><li>- Arrival</li><li>- Local</li><li>- search</li><li>- Advice</li><li>- advice 2</li></ul>			
A.06-508	Vikings	Frucor	Clemenger BBDO Sydney	Bronze
	<ul style="list-style-type: none"><li>- Vikings</li><li>- Noughts and Crosses</li><li>- Push Ups</li><li>- Onion Chopping</li></ul>			

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## **A.07 Large format screens, individual - any length including**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>A.07-500</b>	<b>5X1NZ</b>	Tourism New Zealand	Whybin\TBWA Group Sydney	<b>Bronze</b>
<b>A.07-503</b>	<b>Armageddon</b>	Lion	AJF Partnership	<b>Bronze</b>
<b>A.07-507</b>	<b>Unbreakable Drivers</b>	Toyota Motor Corporation Australia	Saatchi & Saatchi	<b>Gold</b>
<b>A.07-508</b>	<b>Mistakes</b>	New Zealand Transport Agency	Clemenger BBDO New Zealand	<b>Gold</b>

## **A.09 Charity, Individual**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>A.09-501</b>	<b>I Touch Myself Project</b>	Cancer Council NSW	JWT Sydney	<b>Gold</b>
<b>A.09-507</b>	<b>Break the Barrier</b>	St John Ambulance WA	The Brand Agency	<b>Silver</b>

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## A.11 Interactive Film, individual, any length

Entry N°	Title	Client	Entrant Company	Gong
A.11-504	Tinnyvision	New Zealand Transport Agency	Clemenger BBDO New Zealand	Gold
A.11-508	Eyes on the Road	Volkswagen	OgilvyOne Beijing	Silver

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## B Craft in Film

### B.01 Direction

Entry N°	Title	Client	Entrant Company	Gong
B.01-502	<b>Awaken Your Incredible</b>	Weight Watchers Australasia	Exit Films	<b>Bronze</b>
B.01-503	<b>Every Day is Day One</b>	Samsung Electronics Co.Ltd	Exit Films	<b>Silver</b>
B.01-513	<b>Break The Barrier</b>	St John Ambulance WA	The Penguin Empire	<b>Bronze</b>
B.01-525	<b>Superhero</b>	One Percent Collective	The Sweet Shop	<b>Bronze</b>
B.01-526	<b>Unbreakable Drivers</b>	Toyota Motor Corporation Australia	Scoundrel	<b>Bronze</b>
B.01-533	<b>Mistakes</b>	NZTA	Finch	<b>Bronze</b>
B.01-535	<b>Born To Defy</b>	Lion	Robber's Dog	<b>Silver</b>
B.01-547	<b>RZN</b>	Nike	Revolver/Will O'Rourke	<b>Bronze</b>

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## B.02 Cinematography

Entry N°	Title	Client	Entrant Company	Gong
B.02-502	Men Like Us Like Rum	Diageo	Leo Burnett Sydney	Bronze
B.02-503	Every Day is Day One	Samsung Electronics Co.Ltd	Exit Films	Silver
B.02-509	Ode To Winter	Rebel Sport NZ	The Sweet Shop	Bronze
B.02-515	Made Fresh Daily	Origin Energy	Goodoil Films	Bronze
B.02-519	Night-Time Economy	Westpac	Revolver/Will O'Rourke	Bronze

## B.03 Editing

Entry N°	Title	Client	Entrant Company	Gong
B.03-502	A Day in The Life	AGL	The Butchery Editorial Services	Bronze
B.03-503	How We Roll	Asahi Premium Beverages	The Butchery Editorial Services	Bronze
B.03-514	The People's Film, 60 Years Together	Volkswagen	Finch	Silver
B.03-522	I Touch Myself Project	Cancer Council	Method Studios	Bronze
B.03-523	Born To Defy	Lion	Robber's Dog	Silver



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**B.03-527**    **Bundaberg 'Men Like Us'**    Diageo    The Editors    **Bronze**

## **B.04**    **Animation**

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Entry N°	Title	Client	Entrant Company	Gong
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<b>B.04-513</b>	<b>You Can Achieve Anything Without A Hangover</b>	Dry July	Clemenger BBDO Sydney	<b>Bronze</b>
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<b>B.04-517</b>	<b>UNICEF Save a child with the Power of 5</b>	UNICEF	Rapid Films	<b>Bronze</b>
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## **B.05**    **Digital Visual Effects**

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Entry N°	Title	Client	Entrant Company	Gong
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<b>B.05-501</b>	<b>NEVER STOP STARTING</b>	SPARK NEW ZEALAND	Alt.vfx	<b>Bronze</b>
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<b>B.05-506</b>	<b>Game Evolved</b>	Concave	Method Studios	<b>Bronze</b>
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### **B.06** Original Music

Entry N°	Title	Client	Entrant Company	Gong
<b>B.06-503</b>	<b>#VJUKE</b>	Nissan Motor Co Australia	Whybin\TBWA Group Melbourne	<b>Silver</b>
<b>B.06-509</b>	<b>Bundaberg Rum - Men Like Us Like Rum</b>	Diageo	SONG ZU	<b>Gold</b>
<b>B.06-514</b>	<b>Someone Else's House</b>	Life Without Barriers	The Precinct Studios	<b>Silver</b>

### **B.07** Best use and/or arrangement of existing music

Entry N°	Title	Client	Entrant Company	Gong
<b>B.07-503</b>	<b>I Touch Myself Project</b>	Cancer Council NSW	JWT Sydney	<b>Gold</b>
<b>B.07-512</b>	<b>REMO'S READY</b>	MELBOURNE SALAMI FESTIVAL	Airbag Productions	<b>Bronze</b>

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### B.09 Music Video

Entry N°	Title	Client	Entrant Company	Gong
<b>B.09-503</b>	<b>Shihad - Think You're So Free</b>	Warner Music	Robber's Dog	<b>Bronze</b>
<b>B.09-504</b>	<b>Broken Dreamers</b>	MTV EXIT	McCANN Sydney	<b>Bronze</b>

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## C Print

### C.04 Newspapers, individual - colour

Entry N°	Title	Client	Entrant Company	Gong
C.04-503	AIA "SPACE TO PRAY" AD	AIA INSURANCE	TBWA\Sri Lanka	<b>Silver</b>

### C.05 Newspapers, campaign

Entry N°	Title	Client	Entrant Company	Gong
C.05-501	Talk Rugby Like a Pro	New Zealand Media and Entertainment	Whybin \ TBWA \ DAN	<b>Silver</b>
	- Blues			
	- Crusaders			
	- Hurricanes			

### C.08 Charity, individual

Entry N°	Title	Client	Entrant Company	Gong
C.08-500	1893	YWCA Auckland	DDB Group New Zealand	<b>Bronze</b>
C.08-502	Change Our Ways	YWCA Auckland	DDB Group New Zealand	<b>Bronze</b>
C.08-503	Rhino	WWF	Leo Burnett Sydney	<b>Silver</b>
C.08-504	Tiger	WWF	Leo Burnett Sydney	<b>Silver</b>
C.08-505	Shark	WWF	Leo Burnett Sydney	<b>Silver</b>

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## C.09 Charity, campaign

Entry N°	Title	Client	Entrant Company	Gong
C.09-501	Poachers	WWF	Leo Burnett Sydney	Gold
	<ul style="list-style-type: none"><li>- Rhino</li><li>- Tiger</li><li>- Shark</li></ul>			

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## D Integrated Campaign

### D.01 Integrated campaign

Entry N°	Title	Client	Entrant Company	Gong
D.01-504	<b>Bring Down the King</b>	SKY Television	DDB Group New Zealand	<b>Silver</b>
	<ul style="list-style-type: none"> <li>- Outdoor - <b>Bring Down the King Live Stunt</b></li> <li>- Interactive - <b>Bring Down the King Live Streaming Website</b></li> <li>- Other - PR</li> <li>- Outdoor - <b>Billboard Stencilling</b></li> <li>- Outdoor - <b>Bus Back Stencilling</b></li> <li>- Outdoor - <b>Street Stencilling</b></li> <li>- Interactive - <b>Bring Down the King Daily Content Updates</b></li> </ul>			
D.01-517	<b>Save Retirement</b>	National Australia Bank	Clemenger BBDO Melbourne	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- TV - <b>Save Retirement TVC</b></li> <li>- Outdoor - <b>Immigration Museum activation</b></li> <li>- Outdoor - <b>Southern Cross Station activation</b></li> </ul>			
D.01-529	<b>Radiant Return</b>	PZ Cussons	DDB Group Melbourne	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- TV - TVC</li> <li>- Interactive - <b>Online Film - Master Film</b></li> <li>- Interactive - <b>Online Film - Tackling Practice</b></li> <li>- Interactive - <b>Online Film - Bin diving</b></li> <li>- Interactive - <b>Online Film - Pottery</b></li> <li>- Interactive - <b>Online Film - Piggery</b></li> <li>- Interactive - <b>Online Film - Moving target</b></li> <li>- Other - <b>Social Media - Facebook</b></li> <li>- Other - <b>You Tube Chanel</b></li> <li>- Other - <b>Blogger Collabration</b></li> </ul>			

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## D.02 Charity, Integrated Campaign

Entry N°	Title	Client	Entrant Company	Gong
D.02-500	<b>Minute Of Silence</b>	RSL Australia	DDB Group Melbourne	<b>Gold</b>
	<ul style="list-style-type: none"> <li>- Cinema - Minute Of Silence</li> <li>- DM - Minute Of Silence</li> <li>- Interactive - Minute Of Silence Website</li> <li>- Outdoor - Minute Of Silence</li> <li>- Print - Minute Of Silence</li> <li>- TV - Minute Of Silence</li> <li>- Other - Tram</li> <li>- Other - Mobile App</li> </ul>			
D.02-501	<b>Human Walking Program</b>	Lost Dogs Home	GPY&R Melbourne	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Outdoor - Human Walking Program</li> <li>- Poster - Human Walking Program</li> <li>- Radio - Human Walking Program</li> <li>- DM - Human Walking Program</li> <li>- Other - Human Walking Program (social)</li> <li>- Other - Human Walking Program (digital)</li> </ul>			
D.02-502	<b>I Touch Myself Project</b>	Cancer Council NSW	JWT Sydney	<b>Gold</b>
	<ul style="list-style-type: none"> <li>- Cinema - I Touch Myself Project</li> <li>- Interactive - I Touch Myself Project</li> <li>- Outdoor - I Touch Myself Project</li> <li>- Poster - I Touch Myself Project</li> <li>- Radio - I Touch Myself Project</li> <li>- TV - I Touch Myself Project</li> <li>- Other - I Touch Myself iTunes Track</li> <li>- Other - I Touch Myselfie Social</li> </ul>			

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## E Posters and Outdoor

### E.03 Transit, Individual

Entry N°	Title	Client	Entrant Company	Gong
E.03-500	Ban Lice Bridge	Johnson & Johnson	JWT Sydney	<b>Bronze</b>
E.03-501	Ban Lice Cable Car	Johnson & Johnson	JWT Sydney	<b>Bronze</b>

### E.05 Outdoor, campaign - Any format

Entry N°	Title	Client	Entrant Company	Gong
E.05-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	<b>Gold</b>

- Hello Sailor
- Mo'town
- Pink Ink
- Party People
- Equal Love
- Drag It Up
- Pride
- Unicorn Dream
- Denim Darling
- Go Wild

E.05-503	S-Drive	Samsung	Leo Burnett Sydney	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Crashes</li> <li>- App</li> <li>- Car</li> </ul>			



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<b>E.05-504</b>	<b>Talk Rugby Like a Pro</b>	New Zealand Media and Entertainment	Whybin \ TBWA \ DAN	<b>Bronze</b>
	<ul style="list-style-type: none"><li>- Blues</li><li>- Crusaders</li><li>- Hurricanes</li></ul>			
<b>E.05-506</b>	<b>Animal Beards</b>	Schick	Y&R New Zealand	<b>Silver</b>
	<ul style="list-style-type: none"><li>- Ferret</li><li>- Stoat</li><li>- Weasel</li></ul>			
<b>E.05-512</b>	<b>Education in a Box</b>	Colgate-Palmolive	Red Fuse Communications Hong	<b>Gold</b>
	<ul style="list-style-type: none"><li>- Grandpa's Teeth</li><li>- Good Food vs Bad Food</li><li>- Cavities Attack at Night</li><li>- The Smart Way to Brush</li><li>- Your Digestive System</li><li>- Education in a Box - Mounted</li><li>- Grandpa's Teeth - Mounted</li><li>- Good Food vs Bad Food - Mounted</li><li>- Cavities Attack at Night - Mounted</li><li>- The Smart Way to Brush - Mounted</li><li>- Your Digestive System - Mounted</li><li>- Presentation board</li></ul>			

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## **E.06 Targeted Indoor, individual**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.06-501</b>	<b>HONDA H2O</b>	Honda Australia	Leo Burnett Melbourne	<b>Silver</b>
<b>E.06-510</b>	<b>The Bottled Walkman</b>	Sony	FCB New Zealand	<b>Silver</b>
<b>E.06-512</b>	<b>CHRISTCHURCH REPAIRED WITH GOLD</b>	CHRISTCHURCH & CANTERBURY TOURISM	Whybin\TBWA Group Sydney	<b>Bronze</b>

## **E.08 Charity, individual - any size**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.08-500</b>	<b>Sink the Whaler</b>	Sea Shepherd	M&C Saatchi Sydney	<b>Bronze</b>

## **E.09 Charity, campaign - any size**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.09-504</b>	<b>Human Walking Program</b>	Lost Dogs Home	GPY&R Melbourne	<b>Bronze</b>

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## **E.10 Interactive and/or moving outdoor**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.10-500</b>	<b>ANZ GAYTMs</b>	ANZ	Whybin\TBWA Group Melbourne	<b>Gold</b>
<b>E.10-501</b>	<b>Bring Down the King</b>	SKY Television	DDB Group New Zealand	<b>Gold</b>
<b>E.10-507</b>	<b>S-Drive</b>	Samsung	Leo Burnett Sydney	<b>Silver</b>

## **E.12 Interactive and/or moving point of sale, individual.**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.12-500</b>	<b>AS Colourmatic</b>	AS Colour	FCB New Zealand	<b>Bronze</b>

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F PR

**F.01 Best Integrated Campaign led by PR**

Entry N°	Title	Client	Entrant Company	Gong
F.01-504	<b>Aussie Builders</b>	Mars Chocolate Australia	Clemenger BBDO Melbourne	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Interactive - Online YouTube viral video</li> <li>- Outdoor - Activation - building site</li> <li>- TV - Various worldwide television media coverage</li> <li>- Interactive - Various worldwide blog media coverage</li> </ul>			
F.01-505	<b>ANZ GAYTMs</b>	ANZ	Whybin\TBWA Group Melbourne	<b>Gold</b>
	<ul style="list-style-type: none"> <li>- Outdoor - Hello Sailor</li> <li>- Outdoor - Mo'town</li> <li>- Outdoor - Pink Ink</li> <li>- Outdoor - Party People</li> <li>- Outdoor - Equal Love</li> <li>- Outdoor - Drag It Up</li> <li>- Outdoor - Pride</li> <li>- Outdoor - Unicorn Dream</li> <li>- Outdoor - Denim Darling</li> <li>- Outdoor - Go Wild</li> </ul>			
F.01-510	<b>Bring Down the King</b>	SKY Television	DDB Group New Zealand	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Outdoor - Bring Down the King Live Stunt</li> <li>- Interactive - Bring Down the King Live Streaming Website</li> <li>- Other - PR</li> <li>- Outdoor - Billboard Stencilling</li> <li>- Outdoor - Bus Back Stencilling</li> <li>- Outdoor - Street Stencilling</li> <li>- Interactive - Bring Down the King Daily Content Updates</li> </ul>			

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<b>F.01-514</b>	<b>Tui Catch a Million</b>	Heineken New Zealand	Saatchi & Saatchi New Zealand	<b>Silver</b>
	<ul style="list-style-type: none"><li>- <b>Print</b> - <b>Corporate Communication</b></li><li>- <b>TV</b> - <b>Sky Television</b></li><li>- <b>Interactive</b> - <b>Online</b></li><li>- <b>Outdoor</b> - <b>Event</b></li></ul>			
<b>F.01-521</b>	<b>Clever Buoy</b>	Optus	M&C Saatchi Sydney	<b>Silver</b>
	<ul style="list-style-type: none"><li>- <b>Outdoor</b> - <b>Clever Buoy</b></li><li>- <b>Interactive</b> - <b>Clever Buoy</b></li><li>- <b>Interactive</b> - <b>Clever Buoy</b></li></ul>			

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## **G**     **Print Craft**

### **G.01**   **Copywriting, individual**

Entry N°	Title	Client	Entrant Company	Gong
<b>G.01-500</b>	<b>Good on ya Dad</b>	Lion	DDB Group New Zealand	<b>Bronze</b>

### **G.03**   **Typography, individual**

Entry N°	Title	Client	Entrant Company	Gong
<b>G.03-501</b>	<b>Fargo</b>	SBS	JOY.	<b>Bronze</b>

### **G.05**   **Art Direction, individual**

Entry N°	Title	Client	Entrant Company	Gong
<b>G.05-500</b>	<b>Rhino</b>	WWF	Leo Burnett Sydney	<b>Silver</b>
<b>G.05-501</b>	<b>Tiger</b>	WWF	Leo Burnett Sydney	<b>Silver</b>
<b>G.05-502</b>	<b>Shark</b>	WWF	Leo Burnett Sydney	<b>Silver</b>

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## G.06 Art Direction, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.06-503	<b>Poachers</b> <ul style="list-style-type: none"><li>- Rhino</li><li>- Tiger</li><li>- Shark</li></ul>	WWF	Leo Burnett Sydney	<b>Silver</b>
G.06-505	<b>Guinness Draught In A Bottle</b> <ul style="list-style-type: none"><li>- Un</li><li>- Deux</li><li>- Trois</li><li>- Quatre</li><li>- Cinq</li></ul>	Asia Pacific Breweries Singapore	BBDO Proximity Singapore	<b>Silver</b>

## G.08 Photography, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.08-504	<b>Men Like Us like Rum</b> <ul style="list-style-type: none"><li>- Sailor</li><li>- Tyroler</li><li>- Highlander</li></ul>	Diageo	Leo Burnett Sydney	<b>Silver</b>

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## G.09 Illustration, individual

Entry N°	Title	Client	Entrant Company	Gong
G.09-500	Rhino	WWF	Leo Burnett Sydney	Silver
G.09-501	Tiger	WWF	Leo Burnett Sydney	Silver
G.09-502	Shark	WWF	Leo Burnett Sydney	Silver
G.09-503	JACK DANIEL'S - BEES Backyard	Brown-Forman Australia	Cream Studios	Bronze

## G.10 Illustration, campaign

Entry N°	Title	Client	Entrant Company	Gong
G.10-501	Poachers <ul style="list-style-type: none"><li>- Rhino</li><li>- Tiger</li><li>- Shark</li></ul>	WWF	Leo Burnett Sydney	Silver
G.10-502	Guinness Draught In A Bottle <ul style="list-style-type: none"><li>- Un</li><li>- Deux</li><li>- Trois</li><li>- Quatre</li><li>- Cinq</li></ul>	Asia Pacific Breweries Singapore	BBDO Proximity Singapore	Silver



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**G.10-504 Education in a Box**

Colgate-Palmolive

Red Fuse Communications Hong

**Gold**

- Grandpa's Teeth
- Good Food vs Bad Food
- Cavities Attack at Night
- The Smart Way to Brush
- Your Digestive System
- Education in a Box - Mounted
- Grandpa's Teeth - Mounted
- Good Food vs Bad Food - Mounted
- Cavities Attack at Night - Mounted
- The Smart Way to Brush - Mounted
- Your Digestive System - Mounted
- Presentation board

## **G.12 Digital enhancement and manipulation, campaign**

Entry N°	Title	Client	Entrant Company	Gong
<b>G.12-500</b>	<b>Animal Beards</b>	Schick	Electric Art	<b>Silver</b>
	<ul style="list-style-type: none"><li>- Ferret</li><li>- Stoat</li><li>- Weasel</li></ul>			

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## H Radio

### H.02 Over 30 seconds

Entry N°	Title	Client	Entrant Company	Gong
H.02-501	<b>Men Like Us Like Polar Bears</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>
H.02-502	<b>Men Like Us Like Brave</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>
H.02-503	<b>Men Like Us Like Tasting</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>
H.02-504	<b>Ballet</b>	Samsung	Leo Burnett Sydney	<b>Bronze</b>
H.02-508	<b>Talkies</b>	Mars Pedigree	Colenso BBDO	<b>Silver</b>

# 36th AWARD Awards Winners

## H.03 Campaign

Entry N°	Title	Client	Entrant Company	Gong
H.03-502	<b>BYO Cup Day</b> <ul style="list-style-type: none"><li>- Limited Helmet</li><li>- Precious Nanna</li><li>- Wrong Bowl</li></ul>	7-Eleven	Leo Burnett Melbourne	<b>Bronze</b>
H.03-508	<b>Men Like Us Like...</b> <ul style="list-style-type: none"><li>- Men Like Us Like Polar Bears</li><li>- Men Like Us Like Brave</li><li>- Men Like Us Like Tasting</li></ul>	Diageo	Leo Burnett Sydney	<b>Silver</b>

## H.08 Copywriting

Entry N°	Title	Client	Entrant Company	Gong
H.08-505	<b>Men Like Us Like Polar Bears</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>
H.08-506	<b>Men Like Us Like Brave</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>
H.08-507	<b>Men Like Us Like Tasting</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>

# 36th AWARD Awards Winners

## H.09 Innovative Use of Radio

Entry N°	Title	Client	Entrant Company	Gong
H.09-500	<b>Go Buoy</b>  - Go Buoy - Underwater Radio - Rottneſt Channel Swim	iiNet & Rottneſt Island Authority	Marketforce	<b>Bronze</b>
H.09-502	<b>K9FM</b>  - K9FM Radio Station 87.7 - K9FM Radio Station 87.7 - K9FM Radio Station 87.7	MARS Pedigree	Colenso BBDO	<b>Gold</b>

## H.11 Best Use of Music

Entry N°	Title	Client	Entrant Company	Gong
H.11-501	<b>Men Like Us Like Polar Bears</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>
H.11-502	<b>Men Like Us Like Brave</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>
H.11-503	<b>Men Like Us Like Tasting</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>
H.11-504	<b>DNA Music</b>	ABC Classic FM	Eardrum, Australia	<b>Silver</b>

# 36th AWARD Awards Winners

## I Direct Marketing

### I.02 Dimensional Direct Mail

Entry N°	Title	Client	Entrant Company	Gong
I.02-500	Penny The Pirate	Luxottica	Saatchi & Saatchi	Gold
I.02-508	Shred	BNZ	Colenso BBDO	Bronze

### I.03 Direct Response Advertising, individual

Entry N°	Title	Client	Entrant Company	Gong
I.03-506	Emergency DM	Defence Force Recruiting	GPY&R Melbourne	Bronze

### I.06 Charity, individual

Entry N°	Title	Client	Entrant Company	Gong
I.06-501	Bums Are Full of Surprises	Beat Bowel Cancer Aotearoa	Whybin \ TBWA \ DAN	Bronze
I.06-502	Hearing Aide	Singapore Association For The Deaf	Grey Group Singapore	Silver
I.06-508	Bank Job	Brothers In Arms	FCB New Zealand	Gold

# 36th AWARD Awards Winners

## I.07 Charity, campaign

Entry N°	Title	Client	Entrant Company	Gong
I.07-500	<b>Human Walking Program</b>	Lost Dogs Home	GPY&R Melbourne	<b>Bronze</b>
	<ul style="list-style-type: none"><li>- DM - Human Walking Program</li><li>- Other - Human Walking Program (event)</li><li>- Other - Human Walking Program (social)</li><li>- Print - Human Walking Program</li><li>- Other - Human Walking Program (EDM)</li></ul>			
I.07-501	<b>Minute Of Silence</b>	RSL Australia	DDB Group Melbourne	<b>Silver</b>
	<ul style="list-style-type: none"><li>- Cinema - Minute Of Silence</li><li>- DM - Minute Of Silence</li><li>- Interactive - Minute Of Silence Website</li><li>- Outdoor - Minute Of Silence</li><li>- Print - Minute Of Silence</li><li>- TV - Minute Of Silence</li><li>- Interactive - Minute Of Silence Mobile app</li></ul>			

# 36th AWARD Awards Winners

## I.10 Integrated Solutions

Entry N°	Title	Client	Entrant Company	Gong
I.10-503	S-Drive	Samsung	Leo Burnett Sydney	<b>Silver</b>
	- Interactive	- S-Drive Interactive		
	- Outdoor	- S-Drive Crashes		
	- Radio	- S-Drive Radio Campaign		
	- Other	- S-Drive		

## I.11 Alternative media, individual

Entry N°	Title	Client	Entrant Company	Gong
I.11-502	Bring Down the King	SKY Television	DDB Group New Zealand	<b>Silver</b>
I.11-509	S-Drive	Samsung	Leo Burnett Sydney	<b>Silver</b>
I.11-513	Emergency DM	Defence Force Recruiting	GPY&R Melbourne	<b>Bronze</b>
I.11-517	Hidden Graphics	Frucor Beverages Ltd.	Colenso BBDO	<b>Bronze</b>

# 36th AWARD Awards Winners

## I.13 Digital Direct Response, individual

Entry N°	Title	Client	Entrant Company	Gong
I.13-500	<b>Bring Down the King</b>	SKY Television	DDB Group New Zealand	<b>Silver</b>
I.13-511	<b>'Know Your English' Web Banners</b>	British Council Singapore	Grey Group Singapore	<b>Silver</b>
I.13-513	<b>Zombie Followers</b>	Foxtel	Clemenger BBDO Sydney	<b>Silver</b>

## I.14 Digital Direct Response, campaign

Entry N°	Title	Client	Entrant Company	Gong
I.14-503	<b>S-Drive</b>  <ul style="list-style-type: none"> <li>- S-Drive Interactive</li> <li>- S-Drive Crashes</li> <li>- S-Drive Radio Campaign</li> <li>- S-Drive</li> </ul>	Samsung	Leo Burnett Sydney	<b>Silver</b>
I.14-510	<b>Phubbing</b>  <ul style="list-style-type: none"> <li>- Poster - Phubbing Restaurant Poster</li> <li>- DM - Branded Merchandise</li> <li>- DM - Phubbing interventions letter</li> <li>- Cinema - Phubbing Film</li> <li>- Other - Phubbing Website &amp; film</li> <li>- Other - Phubbing Facebook</li> <li>- Other - PR</li> <li>- Other - Phubbing Mobile website</li> </ul>	Macquarie Dictionary	McCANN Melbourne	<b>Bronze</b>



# 36th AWARD Awards Winners

## I.15 Electronic Direct Mail

Entry N°	Title	Client	Entrant Company	Gong
I.15-500	200m Deep eDM	Defence Force Recruiting	GPY&R Melbourne	<b>Silver</b>

# 36th AWARD Awards Winners

## J Desian

### J.01 Annual reports and prospectus

Entry N°	Title	Client	Entrant Company	Gong
J.01-500	OzHarvest Annual Report	OzHarvest	Frost* Collective	<b>Silver</b>

### J.02 Brochure and catalogue

Entry N°	Title	Client	Entrant Company	Gong
J.02-504	Semi-Permanent	Semi-Permanent	The Monkeys	<b>Bronze</b>
J.02-505	IAG Reconciliation Action Plan	IAG	RE:	<b>Bronze</b>

### J.03 Poster desian

Entry N°	Title	Client	Entrant Company	Gong
J.03-502	Rhino	WWF	Leo Burnett Sydney	<b>Silver</b>
J.03-503	Tiger	WWF	Leo Burnett Sydney	<b>Silver</b>
J.03-504	Shark	WWF	Leo Burnett Sydney	<b>Gold</b>
J.03-512	Education in a Box	Colgate-Palmolive	Red Fuse Communications Hong	<b>Silver</b>
J.03-518	Ending HIV - Test More Posters	ACON	Frost* Collective	<b>Silver</b>

# 36th AWARD Awards Winners

## J.04 Packaging, individual

Entry N°	Title	Client	Entrant Company	Gong
J.04-505	Akitu	Hawkesbury Estate	Inhouse	<b>Bronze</b>
J.04-506	KUHL	Longview Vineyard	Voice	<b>Bronze</b>

## J.05 Packaging, range

Entry N°	Title	Client	Entrant Company	Gong
J.05-502	Tea Stories	Manjushree	Grey Group Singapore	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- A Collection of Tea Poems</li> <li>- A Collection of Tea Stories Romance</li> <li>- A Collection of Tea Stories Mystery</li> </ul>			
J.05-503	Education in a Box	Colgate-Palmolive	Red Fuse Communications Hong	<b>Gold</b>
	<ul style="list-style-type: none"> <li>- Grandpa's Teeth</li> <li>- Good Food vs Bad Food</li> <li>- Cavities Attack at Night</li> <li>- The Smart Way to Brush</li> <li>- Your Digestive System</li> <li>- Education in a Box - Mounted</li> <li>- Grandpa's Teeth - Mounted</li> <li>- Good Food vs Bad Food - Mounted</li> <li>- Cavities Attack at Night - Mounted</li> <li>- The Smart Way to Brush - Mounted</li> <li>- Your Digestive System - Mounted</li> <li>- Presentation board</li> </ul>			

# 36th AWARD Awards Winners

## J.06 Integrated Design

Entry N°	Title	Client	Entrant Company	Gong
J.06-502	<b>Words can be Weapons</b>	Center for Psychological Research,	OgilvyOne Beijing	<b>Silver</b>
	- Words can be Weapons - 1			
	- Words can be Weapons - 2			
	- Words can be Weapons - 3			

## J.08 Large identity and application (\$50,000 plus)

Entry N°	Title	Client	Entrant Company	Gong
J.08-509	<b>Ridley Brand Identity</b>	Ridley	RE:	<b>Bronze</b>

## J.09 Medium identity and application (\$20,000 - \$50,000)

Entry N°	Title	Client	Entrant Company	Gong
J.09-500	<b>(Insiders) Identity</b>	Sydney Opera House	Garbett Design	<b>Bronze</b>
J.09-501	<b>Seafarers/Ostro</b>	Northwest Holdings	Inhouse	<b>Silver</b>

## 36th AWARD Awards Winners

### J.10 Small identity and application (less than \$20,000)

Entry N°	Title	Client	Entrant Company	Gong
J.10-502	Hither & Yon	Hither & Yon	Voice	<b>Bronze</b>
J.10-503	The Executive Index	The Executive Index	Self-titled	<b>Bronze</b>

### J.11 Environmental Design

Entry N°	Title	Client	Entrant Company	Gong
J.11-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	<b>Silver</b>

### J.13 Publication Design

Entry N°	Title	Client	Entrant Company	Gong
J.13-500	Penny The Pirate	Luxottica	Saatchi & Saatchi	<b>Silver</b>

# 36th AWARD Awards Winners

## J.15 Innovative typography, campaign

Entry N°	Title	Client	Entrant Company	Gong
J.15-500	<b>Words can be Weapons</b>	Center for Psychological Research,	OgilvyOne Beijing	<b>Gold</b>
	<ul style="list-style-type: none"> <li>- Words can be Weapons - 1</li> <li>- Words can be Weapons - 2</li> <li>- Words can be Weapons - 3</li> </ul>			

## J.18 Writing for Design

Entry N°	Title	Client	Entrant Company	Gong
J.18-504	<b>A Guide to The Ballsies</b>	RE:	RE:	<b>Silver</b>
J.18-506	<b>Meeting of the Minds</b>	Minds for Minds Trust	Whybin \ TBWA \ DAN	<b>Bronze</b>

## J.19 Weird & Wonderful

Entry N°	Title	Client	Entrant Company	Gong
J.19-502	<b>ANZ GAYTMs</b>	ANZ	Whybin\TBWA Group Melbourne	<b>Silver</b>
J.19-508	<b>Cuppaday Project</b>	Garbett Design	Garbett Design	<b>Silver</b>

# 36th AWARD Awards Winners

## K Digital

### K.04 Microsite - Business to Consumer

Entry N°	Title	Client	Entrant Company	Gong
K.04-510	Clever Buoy	Optus	M&C Saatchi Sydney	<b>Bronze</b>

### K.05 Microsite - Business to Business

Entry N°	Title	Client	Entrant Company	Gong
K.05-501	Disrupted Christmas	Holler	Holler	<b>Bronze</b>

### K.06 Microsite - Charity

Entry N°	Title	Client	Entrant Company	Gong
K.06-502	World Under Water	CarbonStory LLP	BBDO Proximity Singapore	<b>Bronze</b>
K.06-503	I Touch Myself Project	Cancer Council NSW	JWT Sydney	<b>Bronze</b>

# 36th AWARD Awards Winners

## **K.07 Digital Campaign - Business to consumer**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.07-501</b>	<b>Alert Shirt</b>	Foxtel	CHE Proximity	<b>Silver</b>
<b>K.07-502</b>	<b>#SPCSunday</b>	SPC Ardmona	Leo Burnett Melbourne	<b>Bronze</b>
<b>K.07-510</b>	<b>Phubbing</b>	Macquarie Dictionary	McCANN Melbourne	<b>Bronze</b>

## **K.09 Digital Campaign - Charity**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.09-503</b>	<b>How To Drink Properly</b>	DrinkWise Australia	Clemenger BBDO Melbourne	<b>Bronze</b>

## **K.10 Online Ad - Banner ad or over the page, individual**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.10-503</b>	<b>'Know Your English' Web Banners</b>	British Council Singapore	Grey Group Singapore	<b>Bronze</b>



## 36th AWARD Awards Winners

### K.12 Online Promotion

Entry N°	Title	Client	Entrant Company	Gong
K.12-506	#MealforaMeal	Virgin Mobile Australia	Havas Worldwide Australia	<b>Bronze</b>

### K.16 Digital - Other Mobile

Entry N°	Title	Client	Entrant Company	Gong
K.16-501	Penny The Pirate	Luxottica	Saatchi & Saatchi	<b>Silver</b>
K.16-512	Rip Curl SearchGPS	Rip Curl	VML Australia	<b>Bronze</b>

### K.18 Online promotion - Other

Entry N°	Title	Client	Entrant Company	Gong
K.18-513	#MealforaMeal	Virgin Mobile Australia	Havas Worldwide Australia	<b>Bronze</b>

# 36th AWARD Awards Winners

## K.20 Online/Shared Film - 3 minutes or less

Entry N°	Title	Client	Entrant Company	Gong
K.20-510	Mistakes	New Zealand Transport Agency	Clemenger BBDO New Zealand	<b>Silver</b>

## K.21 Online/Shared Film - Over 3 minutes

Entry N°	Title	Client	Entrant Company	Gong
K.21-507	Radiant Return	PZ Cussons	DDB Group Melbourne	<b>Bronze</b>

## K.22 Social Media

Entry N°	Title	Client	Entrant Company	Gong
K.22-500	Bring Down the King	SKY Television	DDB Group New Zealand	<b>Bronze</b>

- Bring Down the King Live Stunt
- Bring Down the King Live Streaming Website
- PR
- Billboard Stencilling
- Bus Back Stencilling
- Street Stencilling
- Bring Down the King Daily Content Updates

K.22-509	2nd Chance Song	Telstra	R/GA	<b>Bronze</b>
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- Social
- Video
- Website

# 36th AWARD Awards Winners

## **K.23 Apps**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.23-501</b>	<b>Penny The Pirate</b>	Luxottica	Saatchi & Saatchi	<b>Silver</b>
<b>K.23-504</b>	<b>Rip Curl SearchGPS</b>	Rip Curl	VML Australia	<b>Silver</b>

## **K.24 Emerging Digital**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.24-504</b>	<b>Clever Buoy</b>	Optus	M&C Saatchi Sydney	<b>Silver</b>

## **K.26 Digital Design Craft - Animation**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.26-501</b>	<b>Be Moved</b>	Sony	Assembly	<b>Silver</b>

# 36th AWARD Awards Winners

## **K.27 Digital Design Craft - Film for Interactive**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.27-503</b>	<b>How To Drink Properly</b>	DrinkWise Australia	Clemenger BBDO Melbourne	<b>Bronze</b>

## **K.28 Digital Design Craft - Website Design**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.28-502</b>	<b>Be Moved</b>	Sony	Assembly	<b>Bronze</b>
<b>K.28-507</b>	<b>I Touch Myself Project</b>	Cancer Council NSW	Soap Creative	<b>Silver</b>

## **K.29 Digital Design Craft - App Design**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.29-502</b>	<b>Rip Curl SearchGPS</b>	Rip Curl	VML Australia	<b>Silver</b>

## 36th AWARD Awards Winners

### **K.31 Technological Innovation**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.31-503</b>	<b>Clever Buoy</b>	Optus	M&C Saatchi Sydney	<b>Gold</b>

### **K.32 Charity - Mobile Other**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.32-501</b>	<b>Minute Of Silence</b>	RSL Australia	DDB Group Melbourne	<b>Bronze</b>

### **K.33 Online Promotion - Charity**

Entry N°	Title	Client	Entrant Company	Gong
<b>K.33-500</b>	<b>Bank Job</b>	Brothers In Arms	FCB New Zealand	<b>Gold</b>

# 36th AWARD Awards Winners

## L Creative Innovation

### L.01 Creative Innovation

Entry N°	Title	Client	Entrant Company	Gong
L.01-501	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	<b>Silver</b>
L.01-502	Alert Shirt	Foxtel	CHE Proximity	<b>Bronze</b>
L.01-503	Penny The Pirate	Luxottica	Saatchi & Saatchi	<b>Gold</b>
L.01-505	S-Drive	Samsung	Leo Burnett Sydney	<b>Bronze</b>
L.01-511	Clever Buoy	Optus	M&C Saatchi Sydney	<b>Bronze</b>

# 36th AWARD Awards Winners

## M Promotion and Experiential

### M.01 Best use of experiential marketing in a promotional

Entry N°	Title	Client	Entrant Company	Gong
M.01-500	<b>Bring Down the King</b>	SKY Television	DDB Group New Zealand	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Outdoor - <b>Bring Down the King Live Stunt</b></li> <li>- Interactive - <b>Bring Down the King Live Streaming Website</b></li> <li>- Other - <b>PR</b></li> <li>- Outdoor - <b>Billboard Stencilling</b></li> <li>- Outdoor - <b>Bus Back Stencilling</b></li> <li>- Outdoor - <b>Street Stencilling</b></li> <li>- Interactive - <b>Bring Down the King Daily Content Updates</b></li> </ul>			
M.01-505	<b>ANZ GAYTMs</b>	ANZ	Whybin\TBWA Group Melbourne	<b>Silver</b>
	<ul style="list-style-type: none"> <li>- Outdoor - <b>Hello Sailor</b></li> <li>- Outdoor - <b>Mo'town</b></li> <li>- Outdoor - <b>Pink Ink</b></li> <li>- Outdoor - <b>Party People</b></li> <li>- Outdoor - <b>Equal Love</b></li> <li>- Outdoor - <b>Drag It Up</b></li> <li>- Outdoor - <b>Pride</b></li> <li>- Outdoor - <b>Unicorn Dream</b></li> <li>- Outdoor - <b>Denim Darling</b></li> <li>- Outdoor - <b>Go Wild</b></li> </ul>			
M.01-511	<b>TUI Catch a Million</b>	Heineken New Zealand	ApolloNation	<b>Silver</b>
	<ul style="list-style-type: none"> <li>- Other - <b>Tui Catch-a-Million!</b></li> </ul>			

# 36th AWARD Awards Winners

**M.01-516 Dupe** Yarra Valley Water Ogilvy & Mather Melbourne **Bronze**

- Other - Product Launch
- Other - Website
- Other - Online Film
- Other - Activation
- Other - Social PR

**M.01-522 TAC Ungiven Gifts** Transport Accident Commission Grey Melbourne **Bronze**

- Outdoor - Ungiven Gifts

**M.01-525 Clever Buoy** Optus M&C Saatchi Sydney **Bronze**

- Other - Buoy
- Interactive - Microsite
- Interactive - Pre Roll

## **M.02 Best use of ambient and/or guerilla marketing in a**

Entry N°	Title	Client	Entrant Company	Gong
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<b>M.02-502</b>	<b>SP Lager Mozzie Box</b>	SP Brewery	George Patterson Y&R Brisbane	<b>Silver</b>
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- Other - Mozzie Box



# 36th AWARD Awards Winners

**M.02-503**

**ANZ GAYTMs**

ANZ

Whybin\TBWA Group Melbourne

**Gold**

- Outdoor - Hello Sailor
- Outdoor - Mo'town
- Outdoor - Pink Ink
- Outdoor - Party People
- Outdoor - Equal Love
- Outdoor - Drag It Up
- Outdoor - Pride
- Outdoor - Unicorn Dream
- Outdoor - Denim Darling
- Outdoor - Go Wild

**M.02-509**

**Bring Down the King**

SKY Television

DDB Group New Zealand

**Bronze**

- Outdoor - Bring Down the King Live Stunt
- Interactive - Bring Down the King Live Streaming Website
- Other - PR
- Outdoor - Billboard Stencilling
- Outdoor - Bus Back Stencilling
- Outdoor - Street Stencilling
- Interactive - Bring Down the King Daily Content Updates

# 36th AWARD Awards Winners

## M.03 Best new product launch & re-launch or multi-product

Entry N°	Title	Client	Entrant Company	Gong
M.03-502	Slurpee Xpandinator	7-Eleven	Leo Burnett Melbourne	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Other - Point of Sale</li> <li>- Interactive - Social</li> <li>- Outdoor - Billboards</li> </ul>			
M.03-505	Radiant Return	PZ Cussons	DDB Group Melbourne	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Interactive - Online Film - Master Folm</li> <li>- Interactive - Online Film - Moving Target</li> <li>- Interactive - Online Film - Tackling Practice</li> <li>- Interactive - Online Film - Bin diving</li> <li>- Interactive - Online Film - Pottery</li> <li>- Online Film - Piggery</li> </ul>			

## M.04 Best sponsorship or partnership campaign

Entry N°	Title	Client	Entrant Company	Gong
M.04-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	<b>Gold</b>
	<ul style="list-style-type: none"> <li>- Outdoor - Hello Sailor</li> <li>- Outdoor - Mo'town</li> <li>- Outdoor - Pink Ink</li> <li>- Outdoor - Party People</li> <li>- Outdoor - Equal Love</li> <li>- Outdoor - Drag It Up</li> <li>- Outdoor - Pride</li> <li>- Outdoor - Unicorn Dream</li> <li>- Outdoor - Denim Darling</li> <li>- Outdoor - Go Wild</li> </ul>			

# 36th AWARD Awards Winners

**M.04-503**    **TUI Catch a Million**    Heineken New Zealand    ApolloNation    **Silver**

- Other - Tui 'Catch-a-Million!'

**M.04-510**    **IKEA Airbnb**    IKEA    The Monkeys    **Bronze**

- Other - Event
- DM - Online
- Other - PR

## **M.05**    Best use of other digital media in a promotional

Entry N°	Title	Client	Entrant Company	Gong
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<b>M.05-515</b>	<b>Radiant Return</b>	PZ Cussons	DDB Group Melbourne	<b>Silver</b>
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- Interactive - Online Film - Master Film
- Interactive - Online Film - Moving Target
- Interactive - Online Film - Tackling Practice
- Interactive - Online Film - Bin diving
- Interactive - Online Film - Pottery
- Interactive - Online Film - Piggery

# 36th AWARD Awards Winners

## **M.06 Best use of social media marketing in a promotional**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>M.06-500</b>	<b>Bring Down the King</b>	SKY Television	DDB Group New Zealand	<b>Silver</b>

- Outdoor - Bring Down the King Live Stunt
- Interactive - Bring Down the King Live Streaming Website
- Other - PR
- Outdoor - Billboard Stencilling
- Outdoor - Bus Back Stencilling
- Outdoor - Street Stencilling
- Interactive - Bring Down the King Daily Content Updates

## **M.07 Best use of Promotional and Experiential Marketing in**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>M.07-506</b>	<b>Minute Of Silence</b>	RSL Australia	DDB Group Melbourne	<b>Gold</b>

- Cinema - Minute Of Silence
- DM - Minute Of Silence
- Interactive - Minute Of Silence Website
- Outdoor - Minute Of Silence
- Print - Minute Of Silence
- TV - Minute Of Silence TVC
- Interactive - mobile app

# 36th AWARD Awards Winners

## N New Product Development

### N.01 New Product Development

Entry N°	Title	Client	Entrant Company	Gong
N.01-500	Alert Shirt	Foxtel	CHE Proximity	Bronze
N.01-501	Penny The Pirate	Luxottica	Saatchi & Saatchi	Silver
N.01-502	S-Drive	Samsung	Leo Burnett Sydney	Bronze
N.01-504	Clever Buoy	Optus	M&C Saatchi Sydney	Silver
N.01-505	Video Stamp	Australia Post	Clemenger BBDO Melbourne	Silver

# 36th AWARD Awards Winners

## O Branded Entertainment & Content

### O.01 User Generated

Entry N°	Title	Client	Entrant Company	Gong
O.01-503	2nd Chance Song	Telstra	R/GA	<b>Bronze</b>

### O.02 Mobile

Entry N°	Title	Client	Entrant Company	Gong
O.02-504	Penny The Pirate	Luxottica	Saatchi & Saatchi	<b>Silver</b>
O.02-506	S-Drive	Samsung	Leo Burnett Sydney	<b>Silver</b>
O.02-509	Tinnyvision	New Zealand Transport Agency	Clemenger BBDO New Zealand	<b>Bronze</b>

## 36th AWARD Awards Winners

### O.03 Gaming

Entry N°	Title	Client	Entrant Company	Gong
O.03-504	Game On	KIA Motors Australia	Innocean	<b>Bronze</b>

### O.04 Radio

Entry N°	Title	Client	Entrant Company	Gong
O.04-501	K9FM	Mars Pedigree	Colenso BBDO	<b>Gold</b>

### O.08 Craft - Direction

Entry N°	Title	Client	Entrant Company	Gong
O.08-500	Every Day is Day One	Samsung Electronics Co.Ltd	Exit Films	<b>Bronze</b>
O.08-504	'Hello Beer'	Carlton Dry	Curious Film	<b>Bronze</b>

## 36th AWARD Awards Winners

### O.09 Craft - Cinematography

Entry N°	Title	Client	Entrant Company	Gong
O.09-500	Every Day is Day One	Samsung Electronics Co.Ltd	Exit Films	<b>Silver</b>

### O.12 Documentaries - Online

Entry N°	Title	Client	Entrant Company	Gong
O.12-501	Max's Story	CGU	Cummins&Partners	<b>Silver</b>

### O.18 Entertainment - Online

Entry N°	Title	Client	Entrant Company	Gong
O.18-501	Bring Down the King	SKY Television	DDB Group New Zealand	<b>Silver</b>
O.18-506	Creative Fuel	ADMA	Cummins&Partners	<b>Bronze</b>
O.18-508	Fansplant	National Australia Bank	Clemenger BBDO Melbourne	<b>Bronze</b>
O.18-520	Daughter Water	Workplace Gender Equality Agency	DDB Group Sydney	<b>Bronze</b>



# 36th AWARD Awards Winners

## O.19 Entertainment - Online, Campaign

Entry N°	Title	Client	Entrant Company	Gong
O.19-501	<b>2nd Chance Song</b> <ul style="list-style-type: none"><li>- Film</li><li>- Online</li><li>- Radio</li></ul>	Telstra	R/GA	<b>Bronze</b>
O.19-502	<b>Fansplant</b> <ul style="list-style-type: none"><li>- Webisode 1</li><li>- Webisode 2</li><li>- Webisode 3</li><li>- Webisode 4</li><li>- Webisode 5</li></ul>	National Australia Bank	Clemenger BBDO Melbourne	<b>Silver</b>
O.19-507	<b>Radiant Return</b> <ul style="list-style-type: none"><li>- Pottery</li><li>- Piggery</li><li>- Bin Diving</li><li>- Tackling Practice</li><li>- Moving Target</li><li>- Master Film</li></ul>	PZ Cussons	DDB Group Melbourne	<b>Bronze</b>

## 36th AWARD Awards Winners

### O.21 Entertainment - Charity

Entry N°	Title	Client	Entrant Company	Gong
O.21-500	I Touch Myself Project	Cancer Council NSW	JWT Sydney	<b>Silver</b>

### O.22 Experiential - Installation

Entry N°	Title	Client	Entrant Company	Gong
O.22-502	Bring Down the King	SKY Television	DDB Group New Zealand	<b>Silver</b>
O.22-503	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	<b>Gold</b>
O.22-505	Motel Burger King	Burger King	Colenso BBDO	<b>Bronze</b>
O.22-507	NRMA CRASHED CAR SHOWROOM	INSURANCE AUSTRALIA GROUP	Whybin\TBWA Group Sydney	<b>Bronze</b>

# 36th AWARD Awards Winners

## O.23 Experiential - Event

Entry N°	Title	Client	Entrant Company	Gong
O.23-503	THE BAR THAT JACK BUILT	BROWN-FORMAN AUSTRALIA	ARNOLD FURNACE	<b>Bronze</b>
O.23-504	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	<b>Bronze</b>
O.23-509	Max's Story	CGU	Cummins&Partners	<b>Bronze</b>

## O.24 Experiential - Interactive

Entry N°	Title	Client	Entrant Company	Gong
O.24-502	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne	<b>Silver</b>

## O.25 Experiential - Charity

Entry N°	Title	Client	Entrant Company	Gong
O.25-501	Human Walking Program	Lost Dogs Home	GPY&R Melbourne	<b>Silver</b>