

AGENCY	CLIENT	CATEGORY	ENTRY TITLE	ENTRY NUMBER	STATE
Leo Burnett	eBay Australia & New Zealand	A. Retail/ Etail	How eBay Sparked Australia's First Cyber Christmas	261	NSW
AJF Partnership	Bakers Delight	B. Food	How the return of the real bakery led to the return of more customers	111	VIC
Mojo	Nestle	B. Food	How advertising moved Carnation from 'old fashioned' to 'on trend'	86	NSW
Clemenger BBDO Melbourne	Patties Foods - Four'N Twenty	B. Food	The Blue Collar Take on Good Taste	44	VIC
Clemenger BBDO Melbourne	Fonterra Brands (Australia) Pty. Ltd	B. Food	Bega Cheese: "How human values can still win against price discounts"	74	VIC
DDB Sydney	McDonald's Corporation	B. Food	The way-in to Dinnertime...through the Heart not the Stomach	61	NSW
Belgiovane Williams Mackay	Simplot: Birds Eye Fish Fingers	B. Food	3D Thinking	222	VIC
UM	Unilever - Streets Magnum	B. Food	Chasing Magnum Gold	177	NSW
Clemenger BBDO Melbourne	Mars Chocolate Australia	C. Confectionary & Snacks	How Getting in the Buff gave M&M's the Chance to Show their True Colors	76	VIC
Clemenger BBDO Sydney	The Wrigley Company Pty Limited	C. Confectionary & Snacks	5 Gum: Stimulating your senses. . .and the entire gum category	12	NSW
Clemenger BBDO Sydney	The Wrigley Company Pty Limited	C. Confectionary & Snacks	Starburst: A near-death experience	13	NSW
The Works	Beam Global Australia	D. Beverages	Over Beer? How CC became the fastest growing alcohol trademark in Australia	20	NSW
Clemenger BBDO Melbourne	Carlton & United Breweries	D. Beverages	How Carlton Mid became a Queensland local.	145	VIC
AJF Partnership	National Foods Ltd - Pura Light Star	D. Beverages	Returning the glass half full	100	VIC
BMF	Schweppes Australia	D. Beverages	How 'The Can't Manifesto' set SOLO free during the World Cup	69	NSW
Naked Communications	AB Food & Beverages	D. Beverages	"Fancy a Jarrah? All you have to do is ask"	254	NSW
Happy Soldiers	Tontine	E. Other Consumer Goods	Tontine: The first pillow with a 'best-before' date	234	NSW
Leo Burnett Sydney	Canon	E. Other Consumer Goods	How Canon EOS grew market dominance by selling inspiration	223	NSW
DDB Sydney	Volkswagen	E. Other Consumer Goods	How synchronising the brand with the country increased consideration	263	NSW
BD NETWORK	Mars Petcare	E. Other Consumer Goods	WHISKAS PLEDGE	6	VIC
UM	Microsoft - Xbox	E. Other Consumer Goods	Australia Kinects	210	NSW
The White Agency	Smiggle	E. Other Consumer Goods	Smiggle - Colour Crews	184	NSW
Host	BT Financial Group	G. Financial Services	Super Made Simple	126	NSW
Clemenger BBDO Melbourne	NAB	G. Financial Services	How NAB's break up changed banking in a single day	193	VIC
Whybin\TBWA\Tequila	RaboDirect	G. Financial Services	Waking Up People's Lazy Money	137	NSW
Junior	Bank of Queensland (BOQ)	G. Financial Services	Smashing targets with the Owner-Manager story	128	QLD
BMF	Commonwealth Bank	G. Financial Services	Commonwealth Bank Home Seeker	215	NSW
Clemenger BBDO Melbourne	NAB	G. Financial Services	We Killed the Asterisk	150	VIC
BMF	Commonwealth Bank	G. Financial Services	Financial Planning Value of Advice Campaign	216	NSW
The White Agency	Commonwealth Bank	G. Financial Services	Commonwealth Bank Australia Property Guide	186	NSW
Three Drunk Monkeys	Telstra	H. Other Services	How a 'functional family' injected relevance back into the fixed line handset	151	NSW
Mojo	Virgin Mobile Australia	H. Other Services	Virgin Mobile Members Lounge	88	NSW
George Patterson Y&R Melbourne	Just Car Insurance	H. Other Services	Insuring the Uninsurable: Winning over a hostile niche audience by doing it right	109	VIC
Whybin\TBWA\Tequila	NRMA Insurance	H. Other Services	350% more efficient with just 28% of the budget – experience makes the difference	136	NSW
Host	Tourism Western Australia	J. Travel, Leisure and Media	The Extraordinarily Effective Taxi Ride	203	NSW
Leo Burnett Melbourne	Sportsbet.com.au	J. Travel, Leisure and Media	For People Who Like Results From Their Campaigns	170	VIC
BMF	Expedia	J. Travel, Leisure and Media	New York on \$50	199	NSW
Clemenger BBDO & Proximity, Melbourne	Yellow Pages Australia	J. Travel, Leisure and Media	How hiding a restaurant proved that Yellow Pages worked better than Google	103	VIC
Mojo	Victorian Government - Tourism Victoria	J. Travel, Leisure and Media	Lose Yourself	259	NSW
Lawrence Creative Strategy	Minerals Council of Australia	K. Government, Corporate and Social	Keep Mining Strong	201	NSW
Naked Communications	The Transport Accident Commission	K. Government, Corporate and Social	Harnessing People Power to Let People know SpeedKills	251	NSW
Host	Tourism Western Australia	K. Government, Corporate and Social	The Extraordinarily Effective Taxi Ride	209	NSW
The Campaign Palace	National Disability Services	K. Government, Corporate and Social	Scarecareers	155	NSW
Clemenger BBDO Melbourne	Guide Dogs Australia	K. Government, Corporate and Social	Showing your support for those who cannot see	29	VIC
Three Drunk Monkeys	Cancer Council NSW	K. Government, Corporate and Social	Fighting skin cancer with a musical sound	65	NSW
Grey Melbourne	Transport Accident Commission of	K. Government, Corporate and Social	Everybody hurts when you speed	269	VIC

Mojo	Department of Community Services	K. Government, Corporate and S	How advertising helped take the fear out of foster care	85	NSW
303	Water Corporation	K. Government, Corporate and S	Target 60	36	WA
Leo Burnett Sydney	Canon	L. Return on Investment	How Canon EOS grew market dominance by selling inspiration	224	NSW
Clemenger BBDO Melbourne	Guide Dogs Australia	L. Return on Investment	Showing your support for those who cannot see	45	VIC
Host	Tourism Western Australia	L. Return on Investment	The Extraordinarily Effective Taxi Ride	204	NSW
Lawrence Creative Strategy	Minerals Council of Australia	L. Return on Investment	Keep Mining Strong	213	NSW
Clemenger BBDO Melbourne	Fonterra Brands (Australia) Pty. Ltd	L. Return on Investment	Bega Cheese: "How human values can still win against price discount	264	VIC
Clemenger BBDO & Proximity, Melbourne	Yellow Pages Australia	L. Return on Investment	How hiding a restaurant proved that Yellow Pages worked better tha	104	VIC
Clemenger BBDO Melbourne	Patties Foods - Four'N Twenty	L. Return on Investment	The Blue Collar Take on Good Taste	47	VIC
BMF	Commonwealth Bank	L. Return on Investment	Financial Planning Value of Advice Campaign	217	NSW
Host	Bankwest	M. Long Term Effects	Money won't make you happy. But being happy can make you mone	123	NSW
Mojo	Victorian Government - Tourism Vi	M. Long Term Effects	You'll love every piece of Victoria	260	NSW
Clemenger BBDO Melbourne	M&M's	M. Long Term Effects	From contrived American Usurper to Aussie embraced icon	83	VIC
Happy Soldiers	Tontine	N. Most Original Thinking	Tontine: The first pillow with a 'best-before' date	235	NSW
Leo Burnett Sydney	eBAY	N. Most Original Thinking	How eBAY sparked Australia's first cyber xmas	230	NSW
Clemenger BBDO Melbourne	Guide Dogs Australia	N. Most Original Thinking	Showing your support for those who cannot see	30	VIC
Naked Communications	Big Richard	N. Most Original Thinking	Big Richard bursts onto the condom market	250	NSW
Clemenger BBDO & Proximity, Melbourne	Yellow Pages Australia	N. Most Original Thinking	How hiding a restaurant proved that Yellow Pages worked better tha	105	VIC
Lawrence Creative Strategy	GenerationOne	N. Most Original Thinking	Address to the Nation	228	NSW
Clemenger BBDO Melbourne	Carlton & United Breweries	N. Most Original Thinking	How Carlton Mid became a Queensland local.	148	VIC
Leo Burnett Sydney	Canon	N. Most Original Thinking	How Canon EOS grew market dominance by selling inspiration	225	NSW
Clemenger BBDO Melbourne	NAB	N. Most Original Thinking	How NAB's break up changed banking in a single day	194	VIC
The Campaign Palace	National Disability Services	N. Most Original Thinking	carecareers	158	NSW
Three Drunk Monkeys	Cancer Council NSW	N. Most Original Thinking	Fighting skin cancer with a musical sound	66	NSW
Naked Communications	The Transport Accident Commissio	N. Most Original Thinking	Harnessing People Power to Let People Know SpeedKills	253	NSW
M&C Saatchi and Profero	Pizza Hut	N. Most Original Thinking	Feed a Friend	73	NSW
George Patterson Y&R Melbourne	Defence Force Recruiting	N. Most Original Thinking	Royal Australian Air Force: cracking the recruitment efficiency code	139	VIC
Naked Communications	GSK	N. Most Original Thinking	Amazing Science of the Mouth	172	NSW
Clemenger BBDO Melbourne	Mars Chocolate Australia	N. Most Original Thinking	How Getting In The Buff gave M&M's the Chance to Show their True	268	VIC
MEC	Activision	N. Most Original Thinking	Intelligence that wins wars	246	NSW
Three Drunk Monkeys	Telstra	O. New Product or Service	How a 'functional family' injected relevance back into the fixed line h	152	NSW
Clemenger BBDO Sydney	The Wrigley Company Pty Ltd	O. New Product or Service	5 Gum: Stimulating your senses. . .and the entire gum category	267	NSW
UM	Unilever - Streets Magnum	O. New Product or Service	Chasing Magnum Gold	182	NSW
The White Agency	Commonwealth Bank of Australia	O. New Product or Service	Commonwealth Bank Australia Property Guide	191	NSW
DDB Sydney	McDonald's Corporation	O. New Product or Service	The way-in to Dinnertime...through the Heart not the Stomach	62	NSW
Belgiovane Williams Mackay	Simplot: Birds Eye Fish Fingers	P1. Small Budget (Under \$500,0	3D Thinking	240	NSW
Naked Communications	The Transport Accident Commissio	P1. Small Budget (Under \$500,0	Harnessing People Power to Let People Know SpeedKills	252	NSW
BMF	Commonwealth Bank	P1. Small Budget (Under \$500,0	Commonwealth Bank Home Seeker	221	NSW
JWT	Melbourne Writers Festival	P1. Small Budget (Under \$500,0	Democratising Literature	134	VIC
Clemenger BBDO Adelaide	Marketing Week	P1. Small Budget (Under \$500,0	Fans Build Brands	167	SA
George Patterson Y&R Melbourne	Defence Force Recruiting	P1. Small Budget (Under \$500,0	Royal Australian Air Force: cracking the recruitment efficiency code	106	VIC
Leo Burnett	eBay Australia & New Zealand	P2. Small Budget (Between \$500	How eBay Sparked Australia's First Cyber Christmas	262	NSW
Banjo Advertising	Surf Life Saving Australia	P2. Small Budget (Between \$500	Effective for life.	49	NSW
Orchard Marketing	Pfizer Animal Health	P2. Small Budget (Between \$500	Heart your dog	56	NSW
Three Drunk Monkeys	Cancer Council NSW	Q. Best State Campaign	Fighting skin cancer with a musical sound	68	NSW
The Campaign Palace	National Disability Services	Q. Best State Campaign	carecareers	163	NSW
303	Water Corporation	Q. Best State Campaign	Target 60	37	WA
303	Heart Foundation	Q. Best State Campaign	Draw the line	113	WA

Multicall Connexions	HSBC Bank Australia	R. Multicultural/Indigenous	The Chinese New Year Term Deposit Bonanza	42	NSW
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