

## 44th AWARD Awards Finalists



### ADVERTISING | DIGITAL

ID	Category	Entry	Client	Entrant Company
9615-A.02	A.02 Banners & Rich Media Advertising	Flipvertising	Samsung Australia	CHEP Network
10539-A.03	A.03 Creative Technology	Harvey	Honda	Leo Burnett Australia
10513-A.04	A.04 Digital Tools & Utilities	Harvey	Honda	Leo Burnett Australia
10842-A.04	A.04 Digital Tools & Utilities	The Creative Index	Jarden	DDB Group Australia
9215-A.05	A.05 Websites	TimbTrails	Timberland, a VF Company	R/GA Australia
9763-A.05	A.05 Websites	Reverse Auction	Samsung Australia	CHEP Network
10300-A.06	A.06 Integrated Digital Campaigns	Through Their Eyes	Maybelline New York	HERO
10485-A.06	A.06 Integrated Digital Campaigns	The Zero G Network	Carlton & United Breweries	Clemenger BBDO Australia
10613-A.06	A.06 Integrated Digital Campaigns	Sauce Quest	McDonald's Australia	DDB Group Australia
9217-A.07	A.07 Other	Quest for Dyslexia	Samsung	Cheil Pengtai Beijing
9625-A.07	A.07 Other	Flipvertising	Samsung Australia	CHEP Network
10311-A.07	A.07 Other	Lag Kills	Queensland Government	Publicis Worldwide
10520-A.07	A.07 Other	Crime Interrupted	Australian Federal Police	Host/Havas

### ADVERTISING | DIRECT

ID	Category	Entry	Client	Entrant Company
11025-B.01	B.01 Direct Mail, Individual	Non-Rapid Taste Test	Matilda Bay Brewery	Howatson+Company
9113-B.03	B.03 Direct Response, any media	Quest for Dyslexia	Samsung	Cheil Pengtai Beijing
9627-B.03	B.03 Direct Response, any media	Flipvertising	Samsung Australia	CHEP Network
10339-B.03	B.03 Direct Response, any media	Mission for Earth Habitation	University of New South Wales	Howatson+Company
10431-B.03	B.03 Direct Response, any media	Crime Interrupted	Australian Federal Police	Host/Havas
10878-B.03	B.03 Direct Response, any media	Rejected Ales	Matilda Bay Brewery	Howatson+Company
11090-B.03	B.03 Direct Response, any media	Middle Seat Lottery	Virgin Australia Group	Special Australia
9357-B.04	B.04 Direct Response Integrated Campaigns	Stick it to Hep C	Te Whatu Ora - Health New Zealand	VMLY&R New Zealand
10912-B.04	B.04 Direct Response Integrated Campaigns	Rejected Ales	Matilda Bay Brewery	Howatson+Company
10930-B.04	B.04 Direct Response Integrated Campaigns	EXHIBIT A-i	Maurice Blackburn	Howatson+Company
11096-B.04	B.04 Direct Response Integrated Campaigns	Middle Seat Lottery	Virgin Australia Group	Special Australia
9628-B.05	B.05 Retail	Flipvertising	Samsung Australia	CHEP Network
9767-B.05	B.05 Retail	Reverse Auction	Samsung Australia	CHEP Network
10730-B.05	B.05 Retail	FitChix	Honest Eggs Co.	VMLY&R Australia
10845-B.05	B.05 Retail	35+	Lord Nelson Brewery	Howatson+Company
11091-B.05	B.05 Retail	Middle Seat Lottery	Virgin Australia Group	Special Australia
10736-B.06	B.06 Self-Promotion	Bear Meets Eagle On Fire - Matchbooks	Bear Meets Eagle On Fire	Bear Meets Eagle On Fire
10800-B.06	B.06 Self-Promotion	Neil Walshe's Audio Book	Neil Walshe	Neil Walshe
9218-B.07	B.07 Direct Innovation	Quest for Dyslexia	Samsung	Cheil Pengtai Beijing
9426-B.07	B.07 Direct Innovation	Survive The Drive	New Zealand Police	FCB New Zealand
9629-B.07	B.07 Direct Innovation	Flipvertising	Samsung Australia	CHEP Network
9745-B.07	B.07 Direct Innovation	The Audio Ad You Can See	Defence Force Recruiting	VMLY&R Australia
9847-B.07	B.07 Direct Innovation	Phone It In	Skinny	Colenso BBDO
10650-B.07	B.07 Direct Innovation	The Last Performance	Partners Life	Special New Zealand
11140-B.07	B.07 Direct Innovation	EXHIBIT A-i	Maurice Blackburn	Howatson+Company

**ADVERTISING | EXPERIENTIAL**

<b>ID</b>	<b>Category</b>	<b>Entry</b>	<b>Client</b>	<b>Entrant Company</b>
9506-C.01	C.01 Events & Experiences	ProPILOT MOP	Nissan	TBWA\HAKUHODO
9718-C.01	C.01 Events & Experiences	Walk the Night	Samsung Australia	CHEP Network
9803-C.01	C.01 Events & Experiences	Museum of Authentics	eBay	HERO
10003-C.01	C.01 Events & Experiences	Escape Borderland	Netflix	GIGIL
10169-C.01	C.01 Events & Experiences	Through Their Eyes	Maybelline New York	HERO
10558-C.01	C.01 Events & Experiences	What Makes You Bleed?	National Gallery of Victoria	Leo Burnett Australia
10676-C.01	C.01 Events & Experiences	The Bar Saved From Landfill	Proximo Spirits	DDB Group Australia
10714-C.01	C.01 Events & Experiences	Up MayBuy Exchange	Up	Taboo
9346-C.02	C.02 Guerrilla Marketing and Stunts	Furphy What The Truck?!	Lion	Thinkerbell
11003-C.02	C.02 Guerrilla Marketing and Stunts	Bed-verts	10:PM	Howatson+Company
9016-C.03	C.03 Installations	Servo	Netflix	GIGIL
9516-C.03	C.03 Installations	ART ON 158-METER ICE	Olympic Winter Games Beijing 2022	33 and Branding
9581-C.03	C.03 Installations	Furphy What The Truck?!	Lion	Thinkerbell
10432-C.03	C.03 Installations	Walk The Night	Samsung	Traffik Group
10447-C.03	C.03 Installations	Mission for Earth Habitation	University of New South Wales	Howatson+Company
10566-C.03	C.03 Installations	What Makes You Bleed?	National Gallery of Victoria	Leo Burnett Australia
10585-C.03	C.03 Installations	Resilience Road	Suncorp	Leo Burnett Australia
10753-C.04	C.04 Retail	Up MayBuy Exchange	Up	Taboo
10855-C.04	C.04 Retail	35+	Lord Nelson Brewery	Howatson+Company
10927-C.04	C.04 Retail	Rejected Ales	Matilda Bay Brewery	Howatson+Company
11093-C.04	C.04 Retail	Middle Seat Lottery	Virgin Australia Group	Special Australia
9219-C.05	C.05 Best Use of Technology	Quest for Dyslexia	Samsung	Cheil Pengtai Beijing
9799-C.05	C.05 Best Use of Technology	Solar Beehive	Hanwha	Innocean Seoul
9970-C.05	C.05 Best Use of Technology	ProPILOT MOP	Nissan	TBWA\HAKUHODO

**ADVERTISING | HEALTH & WELLNESS**

<b>ID</b>	<b>Category</b>	<b>Entry</b>	<b>Client</b>	<b>Entrant Company</b>
9049-D.02	D.02 Consumer, Patient and Professional Products	FrontGredients	No Ugly	Innocean Australia
9623-D.02	D.02 Consumer, Patient and Professional Products	Better with Age	Wild Secrets	The Royals
9294-D.04	D.04 Disease Awareness	Stick it to Hep C	Te Whatu Ora - Health New Zealand	VMLY&R New Zealand
10444-D.04	D.04 Disease Awareness	Strip Off For Skin Cancer	Skin Check Champions	Bounce Creative
10483-D.04	D.04 Disease Awareness	I'm Neale Daniher	FightMND	Clemenger BBDO Australia
9177-D.05	D.05 Health Awareness and Social Responsibility	KIP Books	Murdoch Children's Research Institute	BMF
9192-D.05	D.05 Health Awareness and Social Responsibility	The Reluctant Shanty	Australia For UNHCR	BMF
9220-D.05	D.05 Health Awareness and Social Responsibility	Quest for Dyslexia	Samsung	Cheil Pengtai Beijing
9399-D.05	D.05 Health Awareness and Social Responsibility	How To Do Nothing	Te Hiringa Hauora   Health Promotion Agency	FCB New Zealand
9697-D.05	D.05 Health Awareness and Social Responsibility	Holding Out For Help	Australians for Mental Health	BMF
9994-D.05	D.05 Health Awareness and Social Responsibility	The Solo Project	Carlton & United Breweries	TBWA\Australia
10182-D.05	D.05 Health Awareness and Social Responsibility	Classify Consent	Consent Labs	TBWA\Australia
10358-D.05	D.05 Health Awareness and Social Responsibility	Dont You Forget About Me	Missing School	Scoundrel
10567-D.05	D.05 Health Awareness and Social Responsibility	What Makes You Bleed?	National Gallery of Victoria	Leo Burnett Australia
10921-D.05	D.05 Health Awareness and Social Responsibility	St John Know First Aid	St. John Ambulance Victoria	Town Square
10954-D.05	D.05 Health Awareness and Social Responsibility	Look Outside Guide	Mondelēz	Ogilvy Australia

11035-D.05	D.05 Health Awareness and Social Responsibility	Kind Royale	PROJECT ROCKIT	DDB Group Australia
9196-D.06	D.06 Health Brands & Services	Holding Out For Help	Australians for Mental Health	BMF
10149-D.06	D.06 Health Brands & Services	The Last Performance	Partners Life	Special New Zealand
10645-D.06	D.06 Health Brands & Services	Rosemary Feels Better	Rosemary Healthcare	Milk+Honey United

#### ADVERTISING | INTEGRATED

ID	Category	Entry	Client	Entrant Company
9235-E.01	E.01 Integrated Campaign	Coffee Scrub	7-Eleven	CHEP Network
9245-E.01	E.01 Integrated Campaign	The Off Season	Tourism Tasmania	BMF
9647-E.01	E.01 Integrated Campaign	Walk the Night	Samsung Australia	CHEP Network
9986-E.01	E.01 Integrated Campaign	The Solo Project	Carlton & United Breweries	TBWA\Australia
10504-E.01	E.01 Integrated Campaign	Resilience Road	Suncorp	Leo Burnett Australia
10535-E.01	E.01 Integrated Campaign	Bundy Mixer	Diageo	Leo Burnett Australia
10711-E.01	E.01 Integrated Campaign	R Plates	mycar	TBWA\Australia
10786-E.01	E.01 Integrated Campaign	Middle Seat Lottery	Virgin Australia Group	Special Australia
10788-E.01	E.01 Integrated Campaign	The Endangered Generation	Monash University	VMLY&R Australia
10789-E.01	E.01 Integrated Campaign	Uber Eats Don't Eats	Uber Eats	Special Australia
10817-E.01	E.01 Integrated Campaign	Tall Poppy	CGU INSURANCE	Thinkerbell
10932-E.01	E.01 Integrated Campaign	Rejected Ales	Matilda Bay Brewery	Howatson+Company
10972-E.01	E.01 Integrated Campaign	EXHIBIT A-i	Maurice Blackburn	Howatson+Company
11004-E.01	E.01 Integrated Campaign	Sauce Quest	McDonald's Australia	DDB Group Australia
11023-E.01	E.01 Integrated Campaign	FitChix	Honest Eggs Co.	VMLY&R Australia

#### ADVERTISING | PR & PROMOTION

ID	Category	Entry	Client	Entrant Company
9631-F.01	F.01 Creative Use of Media	Flipvertising	Samsung Australia	CHEP Network
10023-F.01	F.01 Creative Use of Media	Smirnoff Seltzer Ads for Artists	Diageo Australia	Example
10990-F.01	F.01 Creative Use of Media	Bed-verts	10:PM	Howatson+Company
11009-F.01	F.01 Creative Use of Media	Sauce Quest	McDonald's Australia	DDB Group Australia
9263-F.02	F.02 Best Use of Content	G'Day	Tourism Australia	M&C Saatchi
10606-F.02	F.02 Best Use of Content	Crime Interrupted	Australian Federal Police	Host/Havas
9632-F.03	F.03 Best Use of Digital and Social Media	Flipvertising	Samsung Australia	CHEP Network
9766-F.03	F.03 Best Use of Digital and Social Media	Reverse Auction	Samsung Australia	CHEP Network
9976-F.03	F.03 Best Use of Digital and Social Media	Heineken JUKE	Heineken	Publicis Groupe Vietnam
9361-F.04	F.04 Best Use of Events and Stunts	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song
10586-F.04	F.04 Best Use of Events and Stunts	Resilience Road	Suncorp	Leo Burnett Australia
10914-F.04	F.04 Best Use of Events and Stunts	Servo	Netflix	GIGIL
11098-F.04	F.04 Best Use of Events and Stunts	Middle Seat Lottery	Virgin Australia Group	Special Australia
9264-F.05	F.05 Best Use of Paid Talent and Influencers	G'Day	Tourism Australia	M&C Saatchi
9657-F.05	F.05 Best Use of Paid Talent and Influencers	(Un)Geddes	Karicare	CHEP Network
10160-F.05	F.05 Best Use of Paid Talent and Influencers	Kentucky Fried Chicken Degustation	KFC Australia	Ogilvy Australia
10293-F.05	F.05 Best Use of Paid Talent and Influencers	Lag Kills	Queensland Government	Publicis Worldwide
10213-F.06	F.06 Best Use of Unpaid Talent and Influencers	Kentucky Fried Chicken Degustation	KFC Australia	Ogilvy Australia
10519-F.07	F.07 Media Relations	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song
10572-F.08	F.08 PR Amplification for a Campaign	Bundy Mixer	Diageo	Leo Burnett Australia
9265-F.10	F.10 PR Campaign, Business-to-Consumer	G'Day	Tourism Australia	M&C Saatchi
9603-F.10	F.10 PR Campaign, Business-to-Consumer	Coffee Scrub	7-Eleven	CHEP Network
11007-F.10	F.10 PR Campaign, Business-to-Consumer	nUGGies	McDonalds Australia	DDB Group Australia

11097-F.10	F.10 PR Campaign, Business-to-Consumer	Middle Seat Lottery	Virgin Australia Group	Special Australia
9266-F.11	F.11 PR-Led Campaign, Integrated	G'Day	Tourism Australia	M&C Saatchi
10756-F.11	F.11 PR-Led Campaign, Integrated	R Plates	mycar	TBWA\Australia
9158-F.12	F.12 Product Launch	FrontGredients	No Ugly	Innocean Australia
9633-F.12	F.12 Product Launch	Flipvertising	Samsung Australia	CHEP Network
9979-F.12	F.12 Product Launch	Heineken JUKE	Heineken	Publicis Groupe Vietnam
10521-F.13	F.13 Public Affairs Campaign	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song
10977-F.13	F.13 Public Affairs Campaign	EXHIBIT A-i	Maurice Blackburn	Howatson+Company
9056-F.14	F.14 Reactive Response	Nissan Mobile Charger	Nissan	TBWA\Santiago Mangada Puno
9618-F.14	F.14 Reactive Response	The McGowan Sofa Bed	Koala Furniture	The Royals
10621-F.14	F.14 Reactive Response	Stay On Ramsay Street	Booking.com	Host/Havas
9594-F.15	F.15 Sponsorships & Partnerships	XXXX Postcodes Of Origin	XXXX	Thinkerbell
9606-F.15	F.15 Sponsorships & Partnerships	Coffee Scrub	7-Eleven	CHEP Network
10486-F.15	F.15 Sponsorships & Partnerships	Bundy Mixer	Diageo	Leo Burnett Australia

#### ADVERTISING | PRESS & OUTDOOR

ID	Category	Entry	Client	Entrant Company
9582-G.01	G.01 Ambient & Special Build	Furphy What The Truck?!	Lion	Thinkerbell
11001-G.01	G.01 Ambient & Special Build	Bed-verts	10:PM	Howatson+Company
9853-G.02	G.02 Poster Advertising, Existing Sites	See What Your Shipmates Can't - Coastline	Defence Force Recruiting	VMLY&R Australia
10776-G.02	G.02 Poster Advertising, Existing Sites	Uber Eats Get Almost Almost Anything	Uber Eats	Special Australia
9028-G.05	G.05 Poster Advertising Campaigns	McDonald's RT Shadows Campaign	Golden Arches Development Corporation	TBWA\Santiago Mangada Puno
9877-G.05	G.05 Poster Advertising Campaigns	Open for happiness, every day	Tourism Fiji	The Hallway
10596-G.05	G.05 Poster Advertising Campaigns	Until Then	NRMA Insurance (IAG)	Bear Meets Eagle On Fire
10978-G.05	G.05 Poster Advertising Campaigns	EXHIBIT A-i	Maurice Blackburn	Howatson+Company
9170-G.06	G.06 Press Advertising, Single	The Concentration Test in Disguise	No Ugly	Innocean Australia
9459-G.06	G.06 Press Advertising, Single	Furphy Bottle Cap	Furphy	Thinkerbell
10487-G.06	G.06 Press Advertising, Single	Scrunch	Advocacy Tasmania	Advocacy Tasmania
10686-G.06	G.06 Press Advertising, Single	Until Then - Accidents	NRMA Insurance (IAG)	Bear Meets Eagle On Fire
10861-G.06	G.06 Press Advertising, Single	35+	Lord Nelson Brewery	Howatson+Company
10957-G.06	G.06 Press Advertising, Single	Until Then - Climate	NRMA Insurance (IAG)	Bear Meets Eagle On Fire

#### ADVERTISING | RADIO & AUDIO

ID	Category	Entry	Client	Entrant Company
9906-H.01	H.01 Branded Audio and Podcasts, Individual	Journa-Rhythm	The Asahi Shimbun Company	TBWA\HAKUHODO
10430-H.02	H.02 Branded Audio and Podcasts, Campaign	Crime Interrupted	Australian Federal Police	Host/Havas
9226-H.03	H.03 Radio Advertising, 0-30 seconds	Special You Can Buy	ALDI Australia	BMF
10073-H.03	H.03 Radio Advertising, 0-30 seconds	Overcooked Generosity – Panettone	ALDI Australia	BMF
10532-H.03	H.03 Radio Advertising, 0-30 seconds	BCF A-to-Z	Boating Camping Fishing (BCF)	The Monkeys, part of Accenture Song
10907-H.03	H.03 Radio Advertising, 0-30 seconds	Stop Umpire Abuse	West Australian Football Commission	Marketforce
9272-H.04	H.04 Radio Advertising, over 30 seconds	Ugly makes you super - TECH	Baiada	M&C Saatchi
9273-H.04	H.04 Radio Advertising, over 30 seconds	Ugly makes you super - HISTORY	Baiada	M&C Saatchi
10450-H.04	H.04 Radio Advertising, over 30 seconds	Toyota Safety Calming Radio 'Wombat'	Toyota Australia	Saatchi & Saatchi Australia
10680-H.04	H.04 Radio Advertising, over 30 seconds	News Needs a Guardian - Women's Equality	Guardian Australia	Howatson+Company
10681-H.04	H.04 Radio Advertising, over 30 seconds	News Needs a Guardian - Indigenous Affairs	Guardian Australia	Howatson+Company
9224-H.06	H.06 Radio Advertising Campaigns	Special You Can Buy	ALDI Australia	BMF
9277-H.06	H.06 Radio Advertising Campaigns	Ugly makes you super	Baiada	M&C Saatchi
9776-H.06	H.06 Radio Advertising Campaigns	Overcooked Generosity	ALDI Australia	BMF

10180-H.06	H.06 Radio Advertising Campaigns	Hell 'ToMEATo Sauce'	Hell Pizza	Special New Zealand
10463-H.06	H.06 Radio Advertising Campaigns	The Engine Whisperer	Ampol Australia	Saatchi & Saatchi Australia
10897-H.06	H.06 Radio Advertising Campaigns	Stop Umpire Abuse	West Australian Football Commission	Marketforce
9427-H.08	H.08 Innovative Use of Radio & Audio	Survive The Drive	New Zealand Police	FCB New Zealand
9474-H.08	H.08 Innovative Use of Radio & Audio	Journa-Rhythm	The Asahi Shimbun Company	TBWA\HAKUHODO
9730-H.08	H.08 Innovative Use of Radio & Audio	The Audio Ad You Can See	Defence Force Recruiting	VMLY&R Australia
9922-H.08	H.08 Innovative Use of Radio & Audio	Phone It In	Skinny	Colenso BBDO
10084-H.08	H.08 Innovative Use of Radio & Audio	TAC Motorcycles	TAC	Squeak E. Clean Studios
10222-H.08	H.08 Innovative Use of Radio & Audio	Traffic School of Rock	Mediaworks	Special New Zealand
10515-H.08	H.08 Innovative Use of Radio & Audio	Crime Interrupted	Australian Federal Police	Host/Havas
10721-H.08	H.08 Innovative Use of Radio & Audio	The Solo Project	Asahi Premium Beverages	BRING: Universal Music for Brands

#### ADVERTISING | SOCIAL MEDIA

ID	Category	Entry	Client	Entrant Company
10312-I.01	I.01 Best use of Social Media, Individual	Lag Kills	Queensland Government	Publicis Worldwide
11016-I.02	I.02 Best use of Social Media, Campaign	Sauce Quest	McDonald's Australia	DDB Group Australia
9655-I.03	I.03 Community Building and Engagement	Flipside	Samsung Australia	CHEP Network
9662-I.03	I.03 Community Building and Engagement	(Un)Geddes	Karicare	CHEP Network
10478-I.03	I.03 Community Building and Engagement	McChicken The Middle Child	McDonald's Australia	DDB Group Australia
10670-I.03	I.03 Community Building and Engagement	Times is Tough	ROLLiN' Insurance (IAG)	Bear Meets Eagle On Fire
9003-I.06	I.06 Social Videos, Individual	Five Star : Quality Time, Again	Five Star Chicken	Rabbit's Tale
10279-I.06	I.06 Social Videos, Individual	Through Their Eyes	Maybelline New York	HERO
9431-I.07	I.07 Social Videos, Campaign	How To Do Nothing	Te Hiringa Hauora   Health Promotion Agency	FCB New Zealand
9667-I.07	I.07 Social Videos, Campaign	The Uncreaking	IKEA	CHEP Network
9724-I.07	I.07 Social Videos, Campaign	The Jewellers	Michael Hill Jeweller	CHEP Network
9666-I.08	I.08 Tactical	The Uncreaking	IKEA	CHEP Network
10479-I.08	I.08 Tactical	McChicken The Middle Child	McDonald's Australia	DDB Group Australia
11002-I.08	I.08 Tactical	Non-Rapid Taste Test	Matilda Bay Brewery	Howatson+Company
9194-I.09	I.09 Use of Talent and Influencers	See Me For Me	Department of Human Services South Australia	Showpony Advertising
9663-I.09	I.09 Use of Talent and Influencers	(Un)Geddes	Karicare	CHEP Network
10170-I.09	I.09 Use of Talent and Influencers	Through Their Eyes	Maybelline New York	HERO
10217-I.09	I.09 Use of Talent and Influencers	Kentucky Fried Chicken Degustation	KFC Australia	Ogilvy Australia
10544-I.09	I.09 Use of Talent and Influencers	The Zero G Network	Carlton & United Breweries	Clemenger BBDO Australia
10698-I.09	I.09 Use of Talent and Influencers	The Fourth Trimester	Contact	Special New Zealand

#### ADVERTISING | RETAIL

ID	Category	Entry	Client	Entrant Company
9147-I.10	I.10 Best Integrated Marketing Campaign	Special You Can Buy	ALDI Australia	BMF
9782-I.10	I.10 Best Integrated Marketing Campaign	Overcooked Generosity	ALDI Australia	BMF
10941-I.10	I.10 Best Integrated Marketing Campaign	Rejected Ales	Matilda Bay Brewery	Howatson+Company
11026-I.10	I.10 Best Integrated Marketing Campaign	FitChix	Honest Eggs Co.	VMLY&R Australia
11094-I.10	I.10 Best Integrated Marketing Campaign	Middle Seat Lottery	Virgin Australia Group	Special Australia
11031-I.11	I.11 Retail Technology Game Changer	FitChix	Honest Eggs Co.	VMLY&R Australia
9469-I.12	I.12 Best Customer Experience Initiative	BallerCard	IKEA	CHEP Network
10947-I.12	I.12 Best Customer Experience Initiative	Rejected Ales	Matilda Bay Brewery	Howatson+Company
11095-I.12	I.12 Best Customer Experience Initiative	Middle Seat Lottery	Virgin Australia Group	Special Australia

10215-I.13	I.13 Best New Pop-up Store	Kentucky Fried Chicken Degustation	KFC Australia	Ogilvy Australia
9769-I.15	I.15 Best Use of Digital for Commerce (non social media)	Reverse Auction	Samsung Australia	CHEP Network

#### DESIGN | BOOK DESIGN

ID	Category	Entry	Client	Entrant Company
10979-J.09	J.09 Other	EXHIBIT A-i	Maurice Blackburn	Howatson+Company

#### DESIGN | BRANDING

ID	Category	Entry	Client	Entrant Company
9216-J.12	J.12 Brand Refresh, Large Identity	Gelatissimo Brand Refresh	Gelatissimo	Houston Group
11015-J.12	J.12 Brand Refresh, Large Identity	Australian Brandenburg Orchestra	Australian Brandenburg Orchestra	Collider
9292-J.13	J.13 New Branding Schemes, Small Identity	We Are Warriors	We Are Warriors	R/GA Australia
9505-J.13	J.13 New Branding Schemes, Small Identity	A gift (donkey meat) from XiangYe	XiangYe	33 and Branding
10847-J.15	J.15 New Branding Schemes, Large Identity	SYD X - Luxury Retail Precinct for Sydney International Airport	Sydney Airport	Enigma
9249-J.16	J.16 Brand Expression in Collateral	The Off Season	Tourism Tasmania	BMF
9248-J.18	J.18 Channel Branding & Identity	The Off Season	Tourism Tasmania	BMF

#### DESIGN | GRAPHIC DESIGN

ID	Category	Entry	Client	Entrant Company
10859-J.21	J.21 Data Visualisation	The Creative Index	Jarden	DDB Group Australia
10523-J.22	J.22 Integrated Graphics	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song
10867-J.25	J.25 Point of Sale	35+	Lord Nelson Brewery	Howatson+Company
11051-J.25	J.25 Point of Sale	FitChix	Honest Eggs Co.	VMLY&R Australia
9502-J.26	J.26 Posters	Hairstyle Figure	MuQing	33 and Branding
9806-J.26	J.26 Posters	Museum of Authentics	eBay	HERO
10524-J.27	J.27 Other	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song

#### DESIGN | PACKAGING DESIGN

ID	Category	Entry	Client	Entrant Company
11057-J.29	J.29 Innovative	FitChix	Honest Eggs Co.	VMLY&R Australia
9609-J.31	J.31 Promotional & Special Edition	Coffee Scrub	7-Eleven	CHEP Network
10816-J.31	J.31 Promotional & Special Edition	The Curly Tales of Mardi Gras	Treasury Wines	Wunderman Thompson
10949-J.31	J.31 Promotional & Special Edition	Rejected Ales	Matilda Bay Brewery	Howatson+Company

#### DESIGN | PRODUCT DESIGN

ID	Category	Entry	Client	Entrant Company
11045-J.35	J.35 Consumer & Industrial	FitChix	Honest Eggs Co.	VMLY&R Australia
9791-J.37	J.37 Product Innovation	Solar Beehive	Hanwha	Innocean Seoul
11048-J.37	J.37 Product Innovation	FitChix	Honest Eggs Co.	VMLY&R Australia
9792-J.39	J.39 Sustainable	Solar Beehive	Hanwha	Innocean Seoul

**DESIGN | SPATIAL DESIGN**

ID	Category	Entry	Client	Entrant Company
10568-J.42	J.42 Exhibition Design	What Makes You Bleed?	National Gallery of Victoria	Leo Burnett Australia
8971-J.43	J.43 Installation Design	Playground For All	Nike Korea	The Glue Society
9517-J.43	J.43 Installation Design	ART ON 158-METER ICE	Olympic Winter Games Beijing 2022	33 and Branding
9518-J.46	J.46 Set & Stage Design	ART ON 158-METER ICE	Olympic Winter Games Beijing 2022	33 and Branding

**CRAFT | ANIMATION AND VISUAL EFFECTS**

ID	Category	Entry	Client	Entrant Company
10299-K.01	K.01 2D Animation	Metalmorphosis	Toyota Australia	HERO
10754-K.01	K.01 2D Animation	Stake - The Takeover	Stake	Bear Meets Eagle On Fire
9851-K.02	K.02 3D Animation	G'day	Tourism Australia	FINCH
10737-K.02	K.02 3D Animation	Thummit	Belong	Heckler
9616-K.03	K.03 Colour Grading	Bring on Wonderful	Virgin Australia Group	DIVISION
9731-K.03	K.03 Colour Grading	Live A Story Worth Telling	The Royal Australian NAVY	DIVISION
9849-K.03	K.03 Colour Grading	Big Icon Energy	BONDS	DIVISION
10038-K.03	K.03 Colour Grading	The Hit	TVNZ	The Sweetshop
10131-K.04	K.04 Moving Image Graphics	Summer Never Sleeps	Kathmandu	Scoundrel
9779-K.05	K.05 Photography Manipulation	See What Your Shipmates Can't	Defence Force Recruiting	VMLY&R Australia
9302-K.06	K.06 Special Effects	Live A Story Worth Telling	The Royal Australian NAVY	DIVISION
9845-K.06	K.06 Special Effects	The Visitor	Toyota Australia	FINCH
10302-K.06	K.06 Special Effects	Metalmorphosis	Toyota Australia	HERO
8964-K.07	K.07 Visual Effects	Only Protected for a Moment	Transport Accident Commission	Revolver
9044-K.07	K.07 Visual Effects	Have You Tried It	Hyundai	Fin Design + Effects
9393-K.07	K.07 Visual Effects	Blown Away	Budget Direct	Blockhead VFX
9716-K.07	K.07 Visual Effects	Where Traders Are Made	IG Trading	Scoundrel
10263-K.07	K.07 Visual Effects	James Squire - Ordinary Be Damned	Lion Australia	Alt.VFX
10987-K.07	K.07 Visual Effects	Face Your Fears	Erste Bank Group AG	Fathom

**CRAFT | ART DIRECTION**

ID	Category	Entry	Client	Entrant Company
9244-K.08	K.08 Digital Art Direction, Individual	Big Icon Energy	BONDS	DIVISION
10529-K.08	K.08 Digital Art Direction, Individual	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song
11041-K.09	K.09 Digital Art Direction, Campaign	Times is Tough	ROLLiN' Insurance (IAG)	Bear Meets Eagle On Fire
9282-K.10	K.10 Experiential Art Direction	Museum of Chinese in Australia (MOCA)	Museum of Chinese in Australia (MOCA)	R/GA Australia
9648-K.10	K.10 Experiential Art Direction	Walk the Night	Samsung Australia	CHEP Network
9490-K.11	K.11 Film Art Direction, Individual	Those That Follow - Shot on iPhone 13 Pro	Apple	TBWA\Media Arts Lab
9827-K.11	K.11 Film Art Direction, Individual	Barbequing Wrestler Singing	BWS	AIRBAG
9837-K.11	K.11 Film Art Direction, Individual	Beauticians Waxing Sailors	BWS	AIRBAG
9862-K.11	K.11 Film Art Direction, Individual	It's a Powershop	Powershop	FINCH
10525-K.11	K.11 Film Art Direction, Individual	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song
10689-K.11	K.11 Film Art Direction, Individual	We Are The Destination	P&O	Rabbit
11067-K.11	K.11 Film Art Direction, Individual	Stake - The Takeover	Stake	Bear Meets Eagle On Fire
11065-K.12	K.12 Film Art Direction, Campaign	Until Then	NRMA Insurance (IAG)	Bear Meets Eagle On Fire
9568-K.13	K.13 Poster Art Direction, Individual	Furphy Bottle Cap	Furphy	Thinkerbell
9746-K.13	K.13 Poster Art Direction, Individual	See What Your Shipmates Can't	Defence Force Recruiting	VMLY&R Australia
9055-K.14	K.14 Poster Art Direction, Campaign	McDonald's RT Shadows Campaign	Golden Arches Development Corporation	TBWA\Santiago Mangada Puno
9251-K.14	K.14 Poster Art Direction, Campaign	The Off Season	Tourism Tasmania	BMF

9683-K.14	K.14 Poster Art Direction, Campaign	QT Curious Currencies	QT Hotels	Thinkerbell
9995-K.14	K.14 Poster Art Direction, Campaign	Come Down for Air - Summer	Tourism Tasmania	BMF
10706-K.14	K.14 Poster Art Direction, Campaign	Enthroned: Honouring Pride Royalty	Vicinity Centres	Fabric
10983-K.14	K.14 Poster Art Direction, Campaign	Until Then	NRMA Insurance (IAG)	Bear Meets Eagle On Fire
10981-K.16	K.16 Print Art Direction, Campaign	EXHIBIT A-i	Maurice Blackburn	Howatson+Company

#### CRAFT | CASTING

ID	Category	Entry	Client	Entrant Company
8995-K.17	K.17 Casting for Film Advertising	Mini Legends	National Australia Bank	Revolver
9447-K.17	K.17 Casting for Film Advertising	Wear it with confidence	Tena	Dig
9565-K.17	K.17 Casting for Film Advertising	Helping You Help Them	Google x AFL	FINCH
9597-K.17	K.17 Casting for Film Advertising	Have You Tried It	Hyundai	Scoundrel
9712-K.17	K.17 Casting for Film Advertising	Brand	iSelect	Good Oil
9813-K.17	K.17 Casting for Film Advertising	Carer's Gateway	Department of Social Services	Good Oil
9815-K.17	K.17 Casting for Film Advertising	Sweet Caroline	Southern Cross	Good Oil
9875-K.17	K.17 Casting for Film Advertising	The Beer for Everyone	Balter Brewing	Good Oil
10171-K.17	K.17 Casting for Film Advertising	Summer Never Sleeps	Kathmandu	Scoundrel
10423-K.17	K.17 Casting for Film Advertising	Shop Aldi First	ALDI Australia	FINCH
10648-K.17	K.17 Casting for Film Advertising	The Last Performance	Partners Life	Special New Zealand
9978-K.18	K.18 Influencers, Talent & Celebrity	Bald Stars	Continental Tyres	TBWA\Australia
10705-K.18	K.18 Influencers, Talent & Celebrity	The Solo Project	Asahi Premium Beverages	BRING: Universal Music for Brands
9288-K.19	K.19 Street Casting	Not Done Yet	Dylan Alcott Foundation X Rexona	Photoplay
9821-K.19	K.19 Street Casting	The Reluctant Shanty	Australia for UNHCR	FINCH
10096-K.19	K.19 Street Casting	Queens on the Edge	South West Edge	303MullenLowe Perth
10264-K.19	K.19 Street Casting	Kami: The World's First Virtual Influencer with Down Syndrome	Down Syndrome International	Forsman & Bodenfors Singapore
9269-K.20	K.20 Voice Performance	G'Day	Tourism Australia	M&C Saatchi
10066-K.20	K.20 Voice Performance	Aphasia - Alexa	National Aphasia Association	Eardrum
10763-K.20	K.20 Voice Performance	Stake - The Takeover	Stake	Bear Meets Eagle On Fire

#### CRAFT | CINEMATOGRAPHY

ID	Category	Entry	Client	Entrant Company
9108-K.21	K.21 Branded Content & Entertainment	Big Icon Energy	BONDS	DIVISION
9558-K.21	K.21 Branded Content & Entertainment	The Jewellers	Michael Hill Jeweller	Larchmont
9967-K.21	K.21 Branded Content & Entertainment	Those That Follow - Shot on iPhone 13 Pro	Apple	TBWA\Media Arts Lab
8973-K.22	K.22 TV and Cinema Commercials	Summer Never Sleeps	Kathmandu	Scoundrel
9059-K.22	K.22 TV and Cinema Commercials	Runaway	NRMA Insurance (IAG)	Revolver
9066-K.22	K.22 TV and Cinema Commercials	Duel	NRMA Insurance (IAG)	Revolver
9107-K.22	K.22 TV and Cinema Commercials	Big Icon Energy	BONDS	DIVISION
9239-K.22	K.22 TV and Cinema Commercials	Live A Story Worth Telling	The Royal Australian NAVY	DIVISION
9588-K.22	K.22 TV and Cinema Commercials	Feel	Destination New South Wales	FINCH
9613-K.22	K.22 TV and Cinema Commercials	Have You Tried It	Hyundai	Scoundrel
9619-K.22	K.22 TV and Cinema Commercials	Come Down For Air	Tourism Tasmania	FINCH
9717-K.22	K.22 TV and Cinema Commercials	Where Traders Are Made	IG Trading	Scoundrel
9817-K.22	K.22 TV and Cinema Commercials	The Smart Network	Vodafone	FINCH
9844-K.22	K.22 TV and Cinema Commercials	The Visitor	Toyota Australia	FINCH
10014-K.22	K.22 TV and Cinema Commercials	The World's Toughest Activewear	Canterbury Of New Zealand	The Sweetshop
10042-K.22	K.22 TV and Cinema Commercials	Wooing Jeff	TVNZ	The Sweetshop



10057-K.22	K.22 TV and Cinema Commercials	Wrong Ride	TVNZ	The Sweetshop
10082-K.22	K.22 TV and Cinema Commercials	Princess Bride	Toyota	The Sweetshop
10355-K.22	K.22 TV and Cinema Commercials	We Are The Destination	P&O	Rabbit
10395-K.22	K.22 TV and Cinema Commercials	Metalmorphosis	Toyota Australia	Scoundrel
9824-K.23	K.23 Social First	The Reluctant Shanty	Australia for UNHCR	FINCH
10453-K.23	K.23 Social First	Night Noir	Samsung	Collider

#### CRAFT | COPYWRITING

ID	Category	Entry	Client	Entrant Company
9270-K.24	K.24 Best Film Script, Individual	G'Day	Tourism Australia	M&C Saatchi
9396-K.24	K.24 Best Film Script, Individual	Toll Booth	Waka Kotahi	FCB New Zealand
9826-K.24	K.24 Best Film Script, Individual	The Reluctant Shanty	Australia for UNHCR	FINCH
10499-K.24	K.24 Best Film Script, Individual	Weather Anything	Macpac	The Monkeys, part of Accenture Song
10751-K.24	K.24 Best Film Script, Individual	Stake - The Takeover	Stake	Bear Meets Eagle On Fire
9225-K.27	K.27 Best Radio or Audio Script Writing, Campaign	Special You Can Buy	ALDI Australia	BMF
10780-K.28	K.28 Best use of Copywriting, Individual	Uber Eats Get Almost Almost Anything	Uber Eats	Special Australia
10870-K.28	K.28 Best use of Copywriting, Individual	35+	Lord Nelson Brewery	Howatson+Company
9685-K.29	K.29 Best use of Copywriting, Campaign	QT Curious Currencies	QT Hotels	Thinkerbell
10879-K.29	K.29 Best use of Copywriting, Campaign	Hope Narratives	MPAN (Missing Persons Advocacy Network)	whiteGREY
10891-K.29	K.29 Best use of Copywriting, Campaign	Subscribe to fun	Funlab	DDB Group Australia
10960-K.29	K.29 Best use of Copywriting, Campaign	Rejected Ales	Matilda Bay Brewery	Howatson+Company
11006-K.29	K.29 Best use of Copywriting, Campaign	Bed-verts	10:PM	Howatson+Company
10964-K.30	K.30 Verbal Identity	Rejected Ales	Matilda Bay Brewery	Howatson+Company

#### CRAFT | DIGITAL CRAFT

ID	Category	Entry	Client	Entrant Company
10540-K.33	K.33 Apps & Platforms	Harvey	Honda	Leo Burnett Australia
10997-K.35	K.35 Game Design	PM Fighter	Rivalry	T&DA
11046-K.37	K.37 Services & Utilities	The Creative Index	Jarden	DDB Group Australia
10530-K.40	K.40 Websites	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song

#### CRAFT | DIRECTION

ID	Category	Entry	Client	Entrant Company
8977-K.41	K.41 Branded Content & Entertainment - Fiction	Under The Rug	MOSH	Revolver
9708-K.41	K.41 Branded Content & Entertainment - Fiction	Engine Whisperer	Ampol Australia	MOFA
9744-K.41	K.41 Branded Content & Entertainment - Fiction	G'day	Tourism Australia	FINCH
9688-K.42	K.42 Branded Content & Entertainment - Non Fiction	The Tasmanian Queer Woodchop Championship	MONA	The Glue Society
9652-K.43	K.43 Events and Experiences	Walk the Night	Samsung Australia	CHEP Network
8961-K.44	K.44 TV and Cinema Commercials	Duel	NRMA Insurance (IAG)	Revolver
8962-K.44	K.44 TV and Cinema Commercials	Runaway	NRMA Insurance (IAG)	Revolver
9200-K.44	K.44 TV and Cinema Commercials	Summer Never Sleeps	Kathmandu	Scoundrel
9435-K.44	K.44 TV and Cinema Commercials	Have You Tried It	Hyundai	Scoundrel
9436-K.44	K.44 TV and Cinema Commercials	That Reading Feeling Awaits	Amazon	Scoundrel
9715-K.44	K.44 TV and Cinema Commercials	Where Traders Are Made	IG Trading	Scoundrel
9728-K.44	K.44 TV and Cinema Commercials	The Visitor	Toyota Australia	FINCH

9765-K.44	K.44 TV and Cinema Commercials	Spread The Merry	Australia Post	FINCH
9814-K.44	K.44 TV and Cinema Commercials	Helping You Help Them	Google x AFL	FINCH
9949-K.44	K.44 TV and Cinema Commercials	Inconvenience	The Coca-Cola Company	The Sweetshop
10047-K.44	K.44 TV and Cinema Commercials	Wooing Jeff	TVNZ	The Sweetshop
10058-K.44	K.44 TV and Cinema Commercials	Wrong Ride	TVNZ	The Sweetshop
10085-K.44	K.44 TV and Cinema Commercials	Princess Bride	Toyota	The Sweetshop
10091-K.44	K.44 TV and Cinema Commercials	Toya	Toyota	The Sweetshop
10195-K.44	K.44 TV and Cinema Commercials	Always Hunting	Hunt and Brew	Rabbit
10212-K.44	K.44 TV and Cinema Commercials	Polite Fight	ALDI Australia	Good Oil
10229-K.44	K.44 TV and Cinema Commercials	Feels Like Spring	Ladbrokes	Good Oil
10242-K.44	K.44 TV and Cinema Commercials	Sweet Caroline	Southern Cross	Good Oil
10357-K.44	K.44 TV and Cinema Commercials	James Squire - Ordinary Be Damned	Lion Nathan: James Squire	Fortress Films
10364-K.44	K.44 TV and Cinema Commercials	Metalmorphosis	Toyota Australia	Scoundrel
10387-K.44	K.44 TV and Cinema Commercials	A Bit Precarious	Macpac	The Sweetshop
10404-K.44	K.44 TV and Cinema Commercials	Shop Aldi First	ALDI Australia	FINCH
10493-K.44	K.44 TV and Cinema Commercials	Marvel SNAP	Marvel	Revolver
10688-K.44	K.44 TV and Cinema Commercials	We Are The Destination	P&O	Rabbit
11142-K.44	K.44 TV and Cinema Commercials	Prices. Nailed	B&Q	The Glue Society
9092-K.45	K.45 Social First	Big Icon Energy	BONDS	DIVISION
9596-K.45	K.45 Social First	The Reluctant Shanty	Australia for UNHCR	FINCH
10283-K.46	K.46 Voice	Aphasia - Google	National Aphasia Association	Eardrum

#### CRAFT | EDITING

ID	Category	Entry	Client	Entrant Company
8993-K.48	K.48 TV and Cinema Commercials	Crafted for Life	RM Williams	The Editors
9143-K.48	K.48 TV and Cinema Commercials	Wrong Ride	TVNZ	ARC Edit
9201-K.48	K.48 TV and Cinema Commercials	Summer Never Sleeps	Kathmandu	Scoundrel
9401-K.48	K.48 TV and Cinema Commercials	Through My Eyes	Waka Kotahi	FCB New Zealand
9598-K.48	K.48 TV and Cinema Commercials	Duel	NRMA Insurance (IAG)	ARC Edit
9879-K.48	K.48 TV and Cinema Commercials	Runaway	NRMA Insurance (IAG)	ARC Edit
9913-K.48	K.48 TV and Cinema Commercials	The Smart Network	Vodafone	Heckler
9920-K.48	K.48 TV and Cinema Commercials	Have You Tried It	Hyundai	ARC Edit
9924-K.48	K.48 TV and Cinema Commercials	You Can't Overcook Christmas	ALDI Australia	ARC Edit
10086-K.48	K.48 TV and Cinema Commercials	Princess Bride	Toyota	The Sweetshop
10126-K.48	K.48 TV and Cinema Commercials	Metalmorphosis	Toyota Australia	Heckler
10249-K.48	K.48 TV and Cinema Commercials	Sweet Caroline	Southern Cross	Good Oil
10388-K.48	K.48 TV and Cinema Commercials	A Bit Precarious	Macpac	The Sweetshop

#### CRAFT | ILLUSTRATION

ID	Category	Entry	Client	Entrant Company
10295-K.49	K.49 Moving Image	Metalmorphosis	Toyota Australia	HERO

#### CRAFT | PHOTOGRAPHY

ID	Category	Entry	Client	Entrant Company
9250-K.55	K.55 Photography for Design	The Off Season	Tourism Tasmania	BMF
11088-K.55	K.55 Photography for Design	West Australian Ballet Season 22	West Australian Ballet	Wunderman Thompson
10708-K.56	K.56 Portraits	Enthroned: Honouring Pride Royalty	Vicinity Centres	Fabric

**CRAFT | PRODUCTION DESIGN**

ID	Category	Entry	Client	Entrant Company
9601-K.59	K.59 Branded Content & Entertainment	The Jewellers	Michael Hill Jeweller	Larchmont
10503-K.59	K.59 Branded Content & Entertainment	Skippy's Puppet Promo	Milkrun	The Monkeys, part of Accenture Song
10200-K.61	K.61 Experiential	Playground For All	Nike Korea	The Glue Society
11047-K.61	K.61 Experiential	The Bar Saved From Landfill	Proximo Spirits	DDB Group Australia
9010-K.63	K.63 TV and Cinema Commercials	Why Not	RC Cola	The Glue Society
9064-K.63	K.63 TV and Cinema Commercials	Runaway	NRMA Insurance (IAG)	Revolver
9067-K.63	K.63 TV and Cinema Commercials	Duel	NRMA Insurance (IAG)	Revolver
9199-K.63	K.63 TV and Cinema Commercials	Summer Never Sleeps	Kathmandu	Scoundrel
9863-K.63	K.63 TV and Cinema Commercials	It's a Powershop	Powershop	FINCH
10061-K.63	K.63 TV and Cinema Commercials	Wrong Ride	TVNZ	The Sweetshop
10214-K.63	K.63 TV and Cinema Commercials	Polite Fight	ALDI Australia	Good Oil
10224-K.63	K.63 TV and Cinema Commercials	Playground For All	Nike Korea	The Glue Society
10304-K.63	K.63 TV and Cinema Commercials	Metalmorphosis	Toyota Australia	HERO
10390-K.63	K.63 TV and Cinema Commercials	A Bit Precarious	Macpac	The Sweetshop
10422-K.63	K.63 TV and Cinema Commercials	Shop Aldi First	ALDI Australia	FINCH
10690-K.63	K.63 TV and Cinema Commercials	We Are The Destination	P&O	Rabbit
11143-K.63	K.63 TV and Cinema Commercials	Prices. Nailed	B&Q	The Glue Society

**CRAFT | SOUND DESIGN & USE OF MUSIC**

ID	Category	Entry	Client	Entrant Company
9047-K.64	K.64 Best Use of Adapted Music	Claire de Lune by The Leaf Orchestra	Nissan	TBWA\Santiago Mangada Puno
9048-K.64	K.64 Best Use of Adapted Music	Deck the Halls by The Leaf Orchestra	Nissan	TBWA\Santiago Mangada Puno
9546-K.64	K.64 Best Use of Adapted Music	Starts With Yes (Optus The Violinist)	Optus	Rumble Studios
9740-K.64	K.64 Best Use of Adapted Music	Origins	Michael Hill Jeweller	Sonar Music
10187-K.64	K.64 Best Use of Adapted Music	Uncle Simon	TK Maxx	Howatson+Company
10363-K.64	K.64 Best Use of Adapted Music	Dont You Forget About Me	Missing School	Scoundrel
9758-K.65	K.65 Best Use of Existing Music	Runaway	NRMA Insurance (IAG)	Rumble Studios
9861-K.65	K.65 Best Use of Existing Music	Kia EV6 GT   Enjoy your flight	Kia Australia	Innocean Australia
10173-K.65	K.65 Best Use of Existing Music	Summer Never Sleeps	Kathmandu	Scoundrel
8960-K.66	K.66 Original Composition	G'Day	Tourism Australia	M&C Saatchi
9009-K.66	K.66 Original Composition	Coopers Roll On	Coopers	Smith & Western Sound
9433-K.66	K.66 Original Composition	Spread the Merry	Australia Post	The Monkeys, part of Accenture Song
9493-K.66	K.66 Original Composition	Court in Session	2K Games	BRING
9522-K.66	K.66 Original Composition	Duel	NRMA Insurance (IAG)	Rumble Studios
9735-K.66	K.66 Original Composition	Learn Dyslexia	Made By Dyslexia	Sonar Music
9825-K.66	K.66 Original Composition	The Reluctant Shanty	Australia for UNHCR	FINCH
9937-K.66	K.66 Original Composition	The Australian Ballet - 60 Years Strong	The Australian Ballet	Bang Bang Studios
10426-K.66	K.66 Original Composition	Thummit	Belong	Smith & Western Sound
10452-K.66	K.66 Original Composition	This LandCruiser Drives Us Home	Toyota Australia	Saatchi & Saatchi Australia
10527-K.66	K.66 Original Composition	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song
10667-K.66	K.66 Original Composition	James Squire - Ordinary Be Damned	Lion Australia	MassiveMusic Sydney
10713-K.66	K.66 Original Composition	The Solo Project	Asahi Premium Beverages	BRING: Universal Music for Brands
9681-K.67	K.67 Production in Audio	Uber Eats Australian Open ASMR	Uber Eats	Rumble Studios
9727-K.67	K.67 Production in Audio	If You Could See UV	Cancer Institute NSW	Sonar Music
9736-K.67	K.67 Production in Audio	The Audio Ad You Can See	Defence Force Recruiting	VMLY&R Australia
10183-K.67	K.67 Production in Audio	EV6	Kia	Rabbit

9242-K.68	K.68 Sound Design	Live A Story Worth Telling	The Royal Australian NAVY	DIVISION
9355-K.68	K.68 Sound Design	Big Icon Energy	BONDS	Gusto Studios
9455-K.68	K.68 Sound Design	Runner	Toyota	Revolver
9523-K.68	K.68 Sound Design	Duel	NRMA Insurance (IAG)	Rumble Studios
9525-K.68	K.68 Sound Design	Runaway	NRMA Insurance (IAG)	Rumble Studios
9741-K.68	K.68 Sound Design	The Audio Ad You Can See	Defence Force Recruiting	VMLY&R Australia
9822-K.68	K.68 Sound Design	Where Traders Are Made	IG Group	Rumble Studios
9908-K.68	K.68 Sound Design	Face your Fears	Erste Bank	Liquid Studios
9955-K.68	K.68 Sound Design	Corolla GR 'Made Untamed'	Toyota	Squeak E. Clean Studios
10691-K.68	K.68 Sound Design	Navy: Live A Story Worth Telling	Defence Force Australia	MassiveMusic Sydney

## CRAFT | TYPOGRAPHY

*No finalists*

## FILM & ENTERTAINMENT | BRANDED CONTENT & ENTERTAINMENT

ID	Category	Entry	Client	Entrant Company
9053-L.01	L.01 Fiction Film up to 5 mins, Individual	Central Department Store: Girls In White	Central Retail	Wolf BKK
9073-L.01	L.01 Fiction Film up to 5 mins, Individual	Wrong Ride	TVNZ	Dentsu Creative
10813-L.01	L.01 Fiction Film up to 5 mins, Individual	Tall Poppy	CGU INSURANCE	Thinkerbell
9075-L.02	L.02 Fiction Film up to 5 mins, Campaign	It's Free. But it Could Cost You.	TVNZ	Dentsu Creative
9104-L.02	L.02 Fiction Film up to 5 mins, Campaign	Because.	Catch.com.au	The Glue Society
10649-L.02	L.02 Fiction Film up to 5 mins, Campaign	The Last Performance	Partners Life	Special New Zealand
10673-L.02	L.02 Fiction Film up to 5 mins, Campaign	Hip Hop Holla	ROLLiN' Insurance (IAG)	Bear Meets Eagle On Fire
9262-L.03	L.03 Fiction Film 5-30 mins, Individual	G'Day	Tourism Australia	M&C Saatchi
9705-L.03	L.03 Fiction Film 5-30 mins, Individual	The Official Chronic Skate By Dr Dre	Flipper's Roller Boogie Palace	DIVISION
10617-L.03	L.03 Fiction Film 5-30 mins, Individual	Tall Poppy	CGU INSURANCE	Thinkerbell
9465-L.07	L.07 Non-Fiction Film up to 5 mins, Individual	Poached – Shot on iPhone 13 Pro	Apple	TBWA\Media Arts Lab
9751-L.07	L.07 Non-Fiction Film up to 5 mins, Individual	The Jewellers	Michael Hill Jeweller	CHEP Network
10172-L.07	L.07 Non-Fiction Film up to 5 mins, Individual	Through Their Eyes	Maybelline New York	HERO
10781-L.08	L.08 Non-Fiction Film up to 5 mins, Campaign	R Plates	mycar	TBWA\Australia
9301-L.09	L.09 Non-Fiction Film 5-30 mins, Individual	We Are Warriors	We Are Warriors	R/GA Australia
9966-L.09	L.09 Non-Fiction Film 5-30 mins, Individual	Those That Follow - Shot on iPhone 13 Pro	Apple	TBWA\Media Arts Lab
11086-L.11	L.11 Non-Fiction Film over 30 mins, Individual	The Endangered Generation	Monash University	VMLY&R Australia
9221-L.13	L.13 Games	Quest for Dyslexia	Samsung	Cheil Pengtai Beijing
9478-L.13	L.13 Games	Amazing Thailand. Culture to Commerce.	Tourism Authority of Thailand	Ogilvy Group Thailand
10317-L.13	L.13 Games	Lag Kills	Queensland Government	Publicis Worldwide
10652-L.13	L.13 Games	PM Fighter	Rivalry	Bear Meets Eagle On Fire
10320-L.15	L.15 Live Broadcast	Lag Kills	Queensland Government	Publicis Worldwide
9649-L.16	L.16 Live Experiences	Walk the Night	Samsung Australia	CHEP Network
10114-L.16	L.16 Live Experiences	Fansurance	AAMI (Suncorp)	Ogilvy Australia
9494-L.17	L.17 Music Videos	Court in Session	2K Games	BRING
9818-L.17	L.17 Music Videos	State of Flight	Boy & Bear	Good Oil
10868-L.17	L.17 Music Videos	The Solo Project	Carlton & United Breweries	TBWA\Australia
9981-L.18	L.18 Sports	ProPILOT MOP	Nissan	TBWA\HAKUHODO
9982-L.18	L.18 Sports	Bald Stars	Continental Tyres	TBWA\Australia
10115-L.18	L.18 Sports	Fansurance	AAMI (Suncorp)	Ogilvy Australia
10574-L.18	L.18 Sports	Bundy Mixer	Diageo	Leo Burnett Australia

**FILM & ENTERTAINMENT | FILM ADVERTISING**

ID	Category	Entry	Client	Entrant Company
9078-L.20	L.20 Cinema Commercials Up to 60 Seconds	Wrong Ride	TVNZ	Dentsu Creative
9402-L.20	L.20 Cinema Commercials Up to 60 Seconds	Through My Eyes	Waka Kotahi	FCB New Zealand
10069-L.20	L.20 Cinema Commercials Up to 60 Seconds	Summer Never Sleeps	Kathmandu	Special New Zealand
10556-L.20	L.20 Cinema Commercials Up to 60 Seconds	Long Live The Keg	Carlton & United Breweries	Clemenger BBDO Australia
10584-L.20	L.20 Cinema Commercials Up to 60 Seconds	Only Protected for a Moment	Transport Accident Commission	Clemenger BBDO Australia
10592-L.20	L.20 Cinema Commercials Up to 60 Seconds	Until Then - Duel	NRMA Insurance (IAG)	Bear Meets Eagle On Fire
10593-L.20	L.20 Cinema Commercials Up to 60 Seconds	Until Then - Runaway	NRMA Insurance (IAG)	Bear Meets Eagle On Fire
10608-L.20	L.20 Cinema Commercials Up to 60 Seconds	Stake - The Takeover	Stake	Bear Meets Eagle On Fire
8984-L.21	L.21 Cinema Commercials Over 60 Seconds	BunBun Paprika : Bollywood Badass	Calbee	Wolf BKK
9054-L.21	L.21 Cinema Commercials Over 60 Seconds	Central Department Store: Girls In White	Central Retail	Wolf BKK
9398-L.21	L.21 Cinema Commercials Over 60 Seconds	Toll Booth	Waka Kotahi	FCB New Zealand
9753-L.21	L.21 Cinema Commercials Over 60 Seconds	The Jewellers	Michael Hill Jeweller	CHEP Network
10209-L.21	L.21 Cinema Commercials Over 60 Seconds	The Yawn Test	NOD	Special New Zealand
10647-L.21	L.21 Cinema Commercials Over 60 Seconds	The Visitor	Toyota Australia	Saatchi & Saatchi Australia
10893-L.23	L.23 Interactive Film Advertising	Uber Eats - Choose Your Own AO	Uber Eats	Special Australia
10471-L.24	L.24 TV Commercials Less than 30 Seconds	Weather Anything	Macpac	The Monkeys, part of Accenture Song
9188-L.25	L.25 TV Commercials 30 Seconds	Special You Can Buy	ALDI Australia	BMF
9475-L.25	L.25 TV Commercials 30 Seconds	Come Down for Air - Summer	Tourism Tasmania	BMF
10346-L.25	L.25 TV Commercials 30 Seconds	Shop ALDI First	ALDI Australia	BMF
10496-L.25	L.25 TV Commercials 30 Seconds	Weather Anything	Macpac	The Monkeys, part of Accenture Song
8985-L.26	L.26 TV Commercials Over 30 Seconds	BunBun Paprika : Bollywood Badass	Calbee	Wolf BKK
9060-L.26	L.26 TV Commercials Over 30 Seconds	Wooring Jeff	TVNZ	Dentsu Creative
9062-L.26	L.26 TV Commercials Over 30 Seconds	The Hit	TVNZ	Dentsu Creative
9341-L.26	L.26 TV Commercials Over 30 Seconds	Love Your Gut	Dairy Plus Co.	Ogilvy Group Thailand
9397-L.26	L.26 TV Commercials Over 30 Seconds	Toll Booth	Waka Kotahi	FCB New Zealand
9412-L.26	L.26 TV Commercials Over 30 Seconds	The Eyes	Monde Nissin Co., Ltd.	Ogilvy Group Thailand
9479-L.26	L.26 TV Commercials Over 30 Seconds	Left & Right	Monde Nissin Co.	Ogilvy Group Thailand
9781-L.26	L.26 TV Commercials Over 30 Seconds	Overcooked Generosity	ALDI Australia	BMF
10138-L.26	L.26 TV Commercials Over 30 Seconds	Summer Never Sleeps	Kathmandu	Special New Zealand
10439-L.26	L.26 TV Commercials Over 30 Seconds	Pitch Black Friday	Supercheap Auto	The Monkeys, part of Accenture Song
10445-L.26	L.26 TV Commercials Over 30 Seconds	Weather Anything	Macpac	The Monkeys, part of Accenture Song
10462-L.26	L.26 TV Commercials Over 30 Seconds	Mates Mode	Ladbrokes	The Monkeys, part of Accenture Song
10550-L.26	L.26 TV Commercials Over 30 Seconds	Until Then - Duel	NRMA Insurance (IAG)	Bear Meets Eagle On Fire
10588-L.26	L.26 TV Commercials Over 30 Seconds	Until Then - Runaway	NRMA Insurance (IAG)	Bear Meets Eagle On Fire
10787-L.26	L.26 TV Commercials Over 30 Seconds	Uber Eats Don't Eats	Uber Eats	Special Australia
11123-L.26	L.26 TV Commercials Over 30 Seconds	Long Live The Keg	Carlton & United Breweries	Clemenger BBDO Australia
9080-L.27	L.27 TV Commercial Campaigns	It's Free. But it Could Cost You.	TVNZ	Dentsu Creative
9352-L.27	L.27 TV Commercial Campaigns	The Innocent Eyes	Monde Nissin Co., Ltd.	Ogilvy Group Thailand
10594-L.27	L.27 TV Commercial Campaigns	Until Then	NRMA Insurance (IAG)	Bear Meets Eagle On Fire
10651-L.27	L.27 TV Commercial Campaigns	The Last Performance	Partners Life	Special New Zealand

**INNOVATION | BRAND INNOVATION**

ID	Category	Entry	Client	Entrant Company
9639-M.01	M.01 Brand Engagement	Flipvertising	Samsung Australia	CHEP Network
9787-M.01	M.01 Brand Engagement	Solar Beehive	Hanwha	Innocean Seoul
10119-M.01	M.01 Brand Engagement	Fansurance	AAMI (Suncorp)	Ogilvy Australia
10659-M.01	M.01 Brand Engagement	Crime Interrupted	Australian Federal Police	Host/Havas
10777-M.01	M.01 Brand Engagement	R Plates	mycar	TBWA\Australia
10968-M.01	M.01 Brand Engagement	Rejected Ales	Matilda Bay Brewery	Howatson+Company
11032-M.01	M.01 Brand Engagement	FitChix	Honest Eggs Co.	VMLY&R Australia
10587-M.02	M.02 Business Transformation	Resilience Road	Suncorp	Leo Burnett Australia
9789-M.04	M.04 Product Innovation	Solar Beehive	Hanwha	Innocean Seoul
10211-M.04	M.04 Product Innovation	KFC Left-Handed	KFC Australia	Ogilvy Australia
10216-M.04	M.04 Product Innovation	Kentucky Fried Chicken Degustation	KFC Australia	Ogilvy Australia
10577-M.04	M.04 Product Innovation	Bundy Mixer	Diageo	Leo Burnett Australia
11036-M.04	M.04 Product Innovation	FitChix	Honest Eggs Co.	VMLY&R Australia

**INNOVATION | NON-BRAND INNOVATION**

ID	Category	Entry	Client	Entrant Company
10327-M.05	M.05 Creative Expression	We Are The War	T&DA	T&DA
10864-M.05	M.05 Creative Expression	The Creative Index	Jarden	DDB Group Australia
10866-M.06	M.06 Early Stage	The Creative Index	Jarden	DDB Group Australia
9797-M.07	M.07 Product Innovation	Solar Beehive	Hanwha	Innocean Seoul
10208-M.07	M.07 Product Innovation	KFC Left-Handed	KFC Australia	Ogilvy Australia

**MEDIA | CHANNELS**

ID	Category	Entry	Client	Entrant Company
9419-N.01	N.01 Use of Ambient Media	Smokey	Fire and Emergency New Zealand	FCB New Zealand
9614-N.01	N.01 Use of Ambient Media	Coffee Scrub	7-Eleven	CHEP Network
9914-N.01	N.01 Use of Ambient Media	Furphy What The Truck?!	Lion	Thinkerbell
10778-N.01	N.01 Use of Ambient Media	R Plates	mycar	TBWA\Australia
10875-N.01	N.01 Use of Ambient Media	35+	Lord Nelson Brewery	Howatson+Company
10971-N.01	N.01 Use of Ambient Media	Rejected Ales	Matilda Bay Brewery	Howatson+Company
11008-N.01	N.01 Use of Ambient Media	Bed-verts	10:PM	Howatson+Company
9428-N.02	N.02 Use of Audio Platforms	Survive The Drive	New Zealand Police	FCB New Zealand
9901-N.02	N.02 Use of Audio Platforms	Journa-Rhythm	The Asahi Shimbun Company	TBWA\HAKUHODO
10548-N.02	N.02 Use of Audio Platforms	Crime Interrupted	Australian Federal Police	Host/Havas
9228-N.03	N.03 Use of Branded Entertainment and Content	Quest for Dyslexia	Samsung	Cheil Pengtai Beijing
9413-N.03	N.03 Use of Branded Entertainment and Content	Amazing Thailand. Culture to Commerce	Tourism Authority of Thailand	Ogilvy Group Thailand
10156-N.03	N.03 Use of Branded Entertainment and Content	The Last Performance	Partners Life	Special New Zealand
10576-N.03	N.03 Use of Branded Entertainment and Content	Bundy Mixer	Diageo	Leo Burnett Australia
10601-N.03	N.03 Use of Branded Entertainment and Content	Crime Interrupted	Australian Federal Police	Host/Havas
9229-N.04	N.04 Use of Digital Platforms	Quest for Dyslexia	Samsung	Cheil Pengtai Beijing
9636-N.04	N.04 Use of Digital Platforms	Flipvertising	Samsung Australia	CHEP Network
10316-N.04	N.04 Use of Digital Platforms	Lag Kills	Queensland Government	Publicis Worldwide
9595-N.05	N.05 Use of Events and Stunts	XXXX Postcodes Of Origin	XXXX	Thinkerbell
9654-N.05	N.05 Use of Events and Stunts	Walk the Night	Samsung Australia	CHEP Network
9984-N.05	N.05 Use of Events and Stunts	ProPILOT MOP	Nissan	TBWA\HAKUHODO
10265-N.05	N.05 Use of Events and Stunts	What The Truck	Lion/Furphy	Scoundrel

10931-N.05	N.05 Use of Events and Stunts	Servo	Netflix	GIGIL
11118-N.05	N.05 Use of Events and Stunts	The Big Rainbow Project	Tinder Australia	Akcelo
9915-N.06	N.06 Use of Print, Press & Outdoor	Furphy What The Truck?!	Lion	Thinkerbell
10157-N.08	N.08 Use of TV & Other Screens	The Last Performance	Partners Life	Special New Zealand
10925-N.08	N.08 Use of TV & Other Screens	Uber Eats - Choose Your Own AO	Uber Eats	Special Australia
10578-N.09	N.09 Use of Integrated Media	Bundy Mixer	Diageo	Leo Burnett Australia
10589-N.09	N.09 Use of Integrated Media	Resilience Road	Suncorp	Leo Burnett Australia
11037-N.10	N.10 Use of New Media	FitChix	Honest Eggs Co.	VMLY&R Australia

**PURPOSE | CHARITY**

ID	Category	Entry	Client	Entrant Company
9191-O.01	O.01 Branded Content and Entertainment, Individual	The Reluctant Shanty	Australia For UNHCR	BMF
11055-O.01	O.01 Branded Content and Entertainment, Individual	Kind Royale	PROJECT ROCKIT	DDB Group Australia
10251-O.02	O.02 Branded Content and Entertainment, Campaign	Classify Consent	Consent Labs	TBWA\Australia
10375-O.03	O.03 Design, Individual	The Day That Hunger Ended	Foodbank WA	The Brand Agency
9284-O.04	O.04 Design, Campaign	Museum of Chinese in Australia (MOCA)	Museum of Chinese in Australia (MOCA)	R/GA Australia
9991-O.04	O.04 Design, Campaign	The Art of Words	Melbourne Writers Festival	TBWA\Australia
10458-O.04	O.04 Design, Campaign	Equality - Our Final Frontier	UN Women Australia	The Monkeys, part of Accenture Song
10512-O.04	O.04 Design, Campaign	History is Calling	The Uluru Dialogue	The Monkeys, part of Accenture Song
9195-O.05	O.05 Digital, Individual	The Reluctant Shanty	Australia For UNHCR	BMF
10055-O.05	O.05 Digital, Individual	FIND FAIR	fair&good	Remade
10266-O.05	O.05 Digital, Individual	Kami: The World's First Virtual Influencer with Down Syndrome	Down Syndrome International	Forsman & Bodenfors Singapore
11058-O.05	O.05 Digital, Individual	Kind Royale	PROJECT ROCKIT	DDB Group Australia
9190-O.07	O.07 Direct, Individual	The Reluctant Shanty	Australia For UNHCR	BMF
9801-O.07	O.07 Direct, Individual	FIND FAIR	fair&good	Remade
10123-O.07	O.07 Direct, Individual	Silent Night	Wellington City Mission	Special New Zealand
10175-O.07	O.07 Direct, Individual	The Loudest Call	Whitelion Youth	Ogilvy Australia
10472-O.07	O.07 Direct, Individual	I'm Neale Daniher	FightMND	Clemenger BBDO Australia
10992-O.08	O.08 Direct, Campaign	Home for the Holidays	Anglicare WA	Wunderman Thompson
9283-O.09	O.09 Experiential	Museum of Chinese in Australia (MOCA)	Museum of Chinese in Australia (MOCA)	R/GA Australia
10070-O.09	O.09 Experiential	Extinct Fish & Chips	Australian Marine Conservation Society	Innocean Australia
10110-O.09	O.09 Experiential	Silent Night	Wellington City Mission	Special New Zealand
11075-O.09	O.09 Experiential	Home for the Holidays	Anglicare WA	Wunderman Thompson
9149-O.10	O.10 Film Advertising, Individual	The Reluctant Shanty	Australia For UNHCR	BMF
10416-O.10	O.10 Film Advertising, Individual	Don't You Forget About Me	Missing School	Scoundrel
10457-O.10	O.10 Film Advertising, Individual	Equality - Our Final Frontier	UN Women Australia	The Monkeys, part of Accenture Song
10830-O.10	O.10 Film Advertising, Individual	Square Pegs	Made by Dyslexia	DDB Group Australia
10937-O.11	O.11 Film Advertising, Campaign	St John Know First Aid Campaign	St. John Ambulance Victoria	Town Square
9992-O.12	O.12 Innovation	The Art of Words	Melbourne Writers Festival	TBWA\Australia
10050-O.12	O.12 Innovation	FIND FAIR	fair&good	Remade
10243-O.12	O.12 Innovation	Classify Consent	Consent Labs	TBWA\Australia
10880-O.12	O.12 Innovation	Hope Narratives	MPAN (Missing Persons Advocacy Network)	whiteGREY
11044-O.12	O.12 Innovation	Kind Royale	PROJECT ROCKIT	DDB Group Australia
9140-O.13	O.13 Integrated Campaign	Museum of Chinese in Australia (MOCA)	Museum of Chinese in Australia (MOCA)	R/GA Australia

9189-O.14	O.14 PR & Promotion	The Reluctant Shanty	Australia For UNHCR	BMF
10106-O.14	O.14 PR & Promotion	Extinct Fish & Chips	Australian Marine Conservation Society	Innocean Australia
10125-O.14	O.14 PR & Promotion	Silent Night	Wellington City Mission	Special New Zealand
10202-O.14	O.14 PR & Promotion	Kami: The World's First Virtual Influencer with Down Syndrome	Down Syndrome International	Forsman & Bodenfors Singapore
10247-O.14	O.14 PR & Promotion	Classify Consent	Consent Labs	TBWA\Australia
10795-O.14	O.14 PR & Promotion	Strip Off For Skin Cancer	Skin Check Champions	Bounce Creative
9295-O.16	O.16 Press & Outdoor, Campaign	Your shoes have their name on them	Lazy Sneakers	VMLY&R New Zealand
9993-O.16	O.16 Press & Outdoor, Campaign	The Art of Words	Melbourne Writers Festival	TBWA\Australia
10204-O.17	O.17 Radio & Audio, Individual	The Loudest Call	Whitelion Youth	Ogilvy Australia
10943-O.17	O.17 Radio & Audio, Individual	St John Know First Aid Radio 'Warehouse'	St. John Ambulance Victoria	Town Square
9691-O.18	O.18 Radio & Audio, Campaign	Holding Out For Help	Australians for Mental Health	BMF
10666-O.18	O.18 Radio & Audio, Campaign	Life Advice	Anglicare WA	Wildlings Creative Perth
9193-O.19	O.19 Social, Individual	The Reluctant Shanty	Australia For UNHCR	BMF
10481-O.19	O.19 Social, Individual	I'm Neale Daniher	FightMND	Clemenger BBDO Australia
10250-O.20	O.20 Social, Campaign	Classify Consent	Consent Labs	TBWA\Australia
10904-O.20	O.20 Social, Campaign	Tanning. That's Cooked.	Melanoma Institute Australia	TBWA\Australia

**PURPOSE | CREATIVITY FOR GOOD**

ID	Category	Entry	Client	Entrant Company
9624-O.21	O.21 Advertising & Marketing Communications	Better with Age	Wild Secrets	The Royals
9669-O.21	O.21 Advertising & Marketing Communications	The Uncreaking	IKEA	CHEP Network
10167-O.21	O.21 Advertising & Marketing Communications	Through Their Eyes	Maybelline New York	HERO
10579-O.21	O.21 Advertising & Marketing Communications	Bundy Mixer	Diageo	Leo Burnett Australia
10590-O.21	O.21 Advertising & Marketing Communications	Resilience Road	Suncorp	Leo Burnett Australia
10982-O.21	O.21 Advertising & Marketing Communications	EXHIBIT A-i	Maurice Blackburn	Howatson+Company
11039-O.21	O.21 Advertising & Marketing Communications	FitChix	Honest Eggs Co.	VMLY&R Australia
11089-O.21	O.21 Advertising & Marketing Communications	The Endangered Generation	Monash University	VMLY&R Australia
9133-O.22	O.22 Design	We Are Warriors	We Are Warriors	R/GA Australia
9233-O.22	O.22 Design	The Bloom	Beijing Winter Paralympics Opening Ceremony	The Nine Shanghai
11053-O.22	O.22 Design	The Bar Saved From Landfill	Proximo Spirits	DDB Group Australia
9796-O.23	O.23 Product Design	Solar Beehive	Hanwha	Innocean Seoul
10779-O.23	O.23 Product Design	R Plates	mycar	TBWA\Australia
11042-O.23	O.23 Product Design	FitChix	Honest Eggs Co.	VMLY&R Australia
9046-O.24	O.24 Service Innovation and Design	Nissan Mobile Charger	Nissan	TBWA\Santiago Mangada Puno
9230-O.24	O.24 Service Innovation and Design	Quest for Dyslexia	Samsung	Cheil Pengtai Beijing
11063-O.24	O.24 Service Innovation and Design	The Creative Index	Jarden	DDB Group Australia
9125-O.25	O.25 Equality	See Me For Me	Department of Human Services South Australia	Showpony Advertising
10095-O.25	O.25 Equality	Shooting Stars	Shooting Stars	303MullenLowe Perth
10153-O.25	O.25 Equality	Through Their Eyes	Maybelline New York	HERO
10581-O.25	O.25 Equality	Bundy Mixer	Diageo	Leo Burnett Australia
10824-O.25	O.25 Equality	Stand For Pride	HSBC	Edelman
10857-O.25	O.25 Equality	The Solo Project	Carlton & United Breweries	TBWA\Australia
10984-O.25	O.25 Equality	EXHIBIT A-i	Maurice Blackburn	Howatson+Company
9376-O.26	O.26 Sustainability	Solar Beehive	Hanwha	Innocean Seoul
9670-O.26	O.26 Sustainability	The Uncreaking	IKEA	CHEP Network



10206-O.26	O.26 Sustainability	Good Finds.Market	ING Australia	Ogilvy Australia
10531-O.26	O.26 Sustainability	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song
10591-O.26	O.26 Sustainability	Resilience Road	Suncorp	Leo Burnett Australia
10768-O.26	O.26 Sustainability	FitChix	Honest Eggs Co.	VMLY&R Australia
11056-O.26	O.26 Sustainability	The Bar Saved From Landfill	Proximo Spirits	DDB Group Australia

## STRATEGY | CREATIVE STRATEGY

ID	Category	Entry	Client	Entrant Company
9227-P.01	P.01 Creative Strategy	Special You Can Buy	ALDI Australia	BMF
9252-P.01	P.01 Creative Strategy	THE OFF SEASON	Tourism Tasmania	BMF
9400-P.01	P.01 Creative Strategy	How To Do Nothing	Te Hiringa Hauora   Health Promotion Agency	FCB New Zealand
9537-P.01	P.01 Creative Strategy	How innovation 'down there' and a little imagination grew market share with Aussie guys for bonds.	BONDS	Special Australia
9572-P.01	P.01 Creative Strategy	A-Leagues 'Here Come The Future'	A-Leagues	R/GA Australia
9592-P.01	P.01 Creative Strategy	AIA - All or Something	AIA	Bullfrog
9637-P.01	P.01 Creative Strategy	Flipvertising	Samsung Australia	CHEP Network
9676-P.01	P.01 Creative Strategy	We Are Warriors	We Are Warriors	R/GA Australia
9754-P.01	P.01 Creative Strategy	The Jewellers	Michael Hill Jeweller	CHEP Network
9909-P.01	P.01 Creative Strategy	You Can't Overcook Christmas	ALDI Australia	BMF
10011-P.01	P.01 Creative Strategy	Spill The Tea	Tetley Tea	303 MullenLowe Sydney
10043-P.01	P.01 Creative Strategy	Google x AFL - Helping you help them	Google Australia	72andSunny
10059-P.01	P.01 Creative Strategy	The Other Hardware Store	Mitre 10	Dig
10152-P.01	P.01 Creative Strategy	KIP Books	Murdoch Children's Research Institute	BMF
10257-P.01	P.01 Creative Strategy	Ken Oath: Two words that transformed a business.	Kennards Hire	Enigma
10418-P.01	P.01 Creative Strategy	NAB's wild world delivers even wilder results	NAB	TBWA\Australia
10449-P.01	P.01 Creative Strategy	The Ad Break Championship - GTI Hijack	Volkswagen Group Australia	DDB Group Australia
10494-P.01	P.01 Creative Strategy	Virgin Australia	Virgin Australia	Special Australia
10500-P.01	P.01 Creative Strategy	Bundy Mixer	Diageo	Leo Burnett Australia
10501-P.01	P.01 Creative Strategy	Our Green Gold	Hort Innovation	TBWA\Australia
10505-P.01	P.01 Creative Strategy	Classify Consent	Consent Labs	TBWA\Australia
10509-P.01	P.01 Creative Strategy	Resilience Road	Suncorp	Leo Burnett Australia
10510-P.01	P.01 Creative Strategy	Tanning. That's Cooked.	Melanoma Institute Australia	TBWA\Australia
10570-P.01	P.01 Creative Strategy	Strong Like This	My Muscle Chef	TBWA\Australia
10598-P.01	P.01 Creative Strategy	Quit for Contiki	Contiki	TBWA\Australia
10719-P.01	P.01 Creative Strategy	Macca's deals so distracting, they were un-skippable	McDonald's Australia	DDB Group Australia
10819-P.01	P.01 Creative Strategy	Stick it to Hep C	Te Whatu Ora – Health New Zealand	VMLY&R
10827-P.01	P.01 Creative Strategy	Sauce Quest	McDonald's Australia	DDB Group Australia
10832-P.01	P.01 Creative Strategy	Queens on the Edge	South West Edge	303MullenLowe Perth
10908-P.01	P.01 Creative Strategy	Uber One Membership Launch	Uber	Special Australia
10974-P.01	P.01 Creative Strategy	Rejected Ales	Matilda Bay Brewery	Howatson+Company
10976-P.01	P.01 Creative Strategy	Crime Interrupted	Australian Federal Police	Host/Havas
10986-P.01	P.01 Creative Strategy	EXHIBIT A-i	Maurice Blackburn	Howatson+Company
11080-P.01	P.01 Creative Strategy	Where Happiness Comes Naturally	Tourism Fiji	Host/Havas
11085-P.01	P.01 Creative Strategy	Designing Hope: How MPAN gave a voice to a grief that has no words	MPAN (Missing Persons Advocacy Network)	whiteGREY