

## 45th AWARD Awards Finalists



### ADVERTISING | DIGITAL

ID	Category	Entry	Client	Entrant Company
11494	A.01 Apps	Correct the Internet	Team Heroine	DDB Group Aotearoa
12238	A.03 Creative Technology	Hello Christmas	Telstra	The Monkeys, part of Accenture Song
12323	A.03 Creative Technology	Rip Curl Virtual Pro	Rip Curl	VML Australia
12556	A.04 Digital Tools & Utilities	Rip Curl Virtual Pro	Rip Curl	VML Australia
11493	A.06 Integrated Digital Campaigns	Correct the Internet	Team Heroine	DDB Group Aotearoa
11966	A.06 Integrated Digital Campaigns	Artificial Taste Testers	Australian Organic Food Co.	CHEP Network

### ADVERTISING | DIRECT

ID	Category	Entry	Client	Entrant Company
11537	B.03 Direct Response, any media	The Wedding That Fans Built	Diageo Australia	Leo Burnett Australia
11623	B.03 Direct Response, any media	Puppy News-pee-per	TUX	FCB New Zealand
11973	B.03 Direct Response, any media	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
12486	B.03 Direct Response, any media	The Pizza Hunt	Pizza Hut	VML Australia
12523	B.03 Direct Response, any media	Hello Christmas	Telstra	The Monkeys, part of Accenture Song
12880	B.03 Direct Response, any media	The Original Mouthful	McDonald's Australia	DDB Group Australia
11492	B.04 Direct Response Integrated Campaigns	Correct the Internet	Team Heroine	DDB Group Aotearoa
11704	B.04 Direct Response Integrated Campaigns	Fax-4-Kiwiburger	McDonald's NZ	DDB Group Aotearoa
11974	B.04 Direct Response Integrated Campaigns	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
12370	B.04 Direct Response Integrated Campaigns	SIXT Rental Relief	SIXT Australia	Bastion
12624	B.04 Direct Response Integrated Campaigns	The Original Mouthful	McDonald's Australia	DDB Group Australia
11501	B.05 Retail	The Greenprint	Volkswagen New Zealand	DDB Group Aotearoa
12816	B.05 Retail	Your Second Favourite Beer	Matilda Bay Brewery	Howatson+Company
12881	B.05 Retail	The Original Mouthful	McDonald's Australia	DDB Group Australia
12948	B.05 Retail	Kentucky Fly	KFC Australia	Ogilvy Australia
12345	B.06 Self-Promotion	Manaakitanga Pencil	RUN Aotearoa	RUN Aotearoa
12346	B.07 Direct Innovation	Autotranslate	Mycar Tyre and Auto	TBWA\Australia
12487	B.07 Direct Innovation	The Pizza Hunt	Pizza Hut	VML Australia
12940	B.07 Direct Innovation	Kentucky Fly	KFC Australia	Ogilvy Australia

### ADVERTISING | EXPERIENTIAL

ID	Category	Entry	Client	Entrant Company
12240	C.01 Events & Experiences	The Debutante Ball	Diageo Australia	Leo Burnett Australia
11975	C.02 Guerrilla Marketing and Stunts	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
12090	C.02 Guerrilla Marketing and Stunts	England Bitter	Carlton & United Breweries	The Monkeys, part of Accenture Song
12169	C.03 Installations	Aid Aisle	FreshChoice	Dentsu Aotearoa
12223	C.04 Retail	Hammerbarn	BBC Studios and Bunnings Warehouse	Dentsu Creative
12817	C.04 Retail	Your Second Favourite Beer	Matilda Bay Brewery	Howatson+Company
12356	C.05 Best Use of Technology	Hear Gear	Colgate-Palmolive	VML Australia
12524	C.05 Best Use of Technology	Hello Christmas	Telstra	The Monkeys, part of Accenture Song
12736	C.05 Best Use of Technology	Rip Curl Virtual Pro	Rip Curl	VML Australia

**ADVERTISING | HEALTH & WELLNESS**

ID	Category	Entry	Client	Entrant Company
12446	D.01 Animal Health	PetWatch	Petbarn	Howatson+Company
11848	D.02 Consumer, Patient and Professional Products	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song
12659	D.02 Consumer, Patient and Professional Products	I'm Dying Inside	Modibodi	Howatson+Company
12118	D.04 Disease Awareness	Mancestry	Movember	DDB Group Australia
12798	D.04 Disease Awareness	Irregular Chocolates	Bowel Cancer Australia	Clemenger BBDO Australia
11331	D.05 Health Awareness and Social Responsibility	ACL United	Medibank	Colenso BBDO
11648	D.05 Health Awareness and Social Responsibility	Second Chance Champions	Transplant Australia	Dentsu Creative
11750	D.05 Health Awareness and Social Responsibility	Right to Care	Quezon City Gender and Development Council	Mullenlowe TREYNA
12340	D.05 Health Awareness and Social Responsibility	Lifeline Release Line	Lifeline	Thinkerbell
12484	D.05 Health Awareness and Social Responsibility	Hear Gear	Colgate-Palmolive	VML Australia
12694	D.05 Health Awareness and Social Responsibility	We Are The Warning	Minderoo Foundation	M&C Saatchi
12956	D.05 Health Awareness and Social Responsibility	10 vs 10	Dove	Ogilvy Australia

**ADVERTISING | INTEGRATED**

ID	Category	Entry	Client	Entrant Company
11306	E.01 Integrated Campaign	Correct the Internet	Team Heroine	DDB Group Aotearoa
11976	E.01 Integrated Campaign	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
12536	E.01 Integrated Campaign	CommBank - For all the goals we share	Commonwealth Bank	GHO Sydney
12558	E.01 Integrated Campaign	Rip Curl Virtual Pro	Rip Curl	VML Australia
12882	E.01 Integrated Campaign	The Original Mouthful	McDonald's Australia	DDB Group Australia

**ADVERTISING | PR & PROMOTION**

ID	Category	Entry	Client	Entrant Company
11570	F.01 Creative Use of Media	Winnie-The-Pooh: The Deforested Edition	Who Gives A Crap	TBWA\Australia
12423	F.01 Creative Use of Media	The Delivery Bag in Disguise	Menulog	Thinkerbell
12091	F.02 Best Use of Content	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song
11491	F.03 Best Use of Digital and Social Media	Correct the Internet	Team Heroine	DDB Group Aotearoa
12591	F.03 Best Use of Digital and Social Media	Rip Curl Virtual Pro	Rip Curl	VML Australia
12595	F.03 Best Use of Digital and Social Media	Hell AfterLife Pay	Hell Pizza	Yarn
12884	F.03 Best Use of Digital and Social Media	The Original Mouthful	McDonald's Australia	DDB Group Australia
11604	F.04 Best Use of Events and Stunts	Even Harry Styles	Stats NZ	VML New Zealand
11978	F.04 Best Use of Events and Stunts	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
12471	F.04 Best Use of Events and Stunts	The Delivery Bag in Disguise	Menulog	Thinkerbell
12526	F.04 Best Use of Events and Stunts	Hello Christmas	Telstra	The Monkeys, part of Accenture Song
12863	F.04 Best Use of Events and Stunts	The First Wheelchair Ballkid	MASTERCARD	Eleven, a division of TBWA\Australia
11847	F.05 Best Use of Paid Talent and Influencers	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song
12422	F.05 Best Use of Paid Talent and Influencers	The Delivery Bag in Disguise	Menulog	Thinkerbell
12459	F.05 Best Use of Paid Talent and Influencers	Kia's Getting a Ute	Kia Australia Pty Ltd	Innocean Australia
12787	F.05 Best Use of Paid Talent and Influencers	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song
12341	F.06 Best Use of Unpaid Talent and Influencers	Even Harry Styles	Stats NZ	VML New Zealand
11979	F.08 PR Amplification for a Campaign	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
11568	F.10 PR Campaign, Business-to-Consumer	Winnie-The-Pooh: The Deforested Edition	Who Gives A Crap	TBWA\Australia
12234	F.10 PR Campaign, Business-to-Consumer	Hammerbarn	BBC Studios and Bunnings Warehouse	Dentsu Creative
11980	F.11 PR-Led Campaign, Integrated	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network

12461	F.12 Product Launch	Kia's Getting a Ute	Kia Australia Pty Ltd	Innocean Australia
11981	F.13 Public Affairs Campaign	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
12089	F.14 Reactive Response	England Bitter	Carlton & United Breweries	The Monkeys, part of Accenture Song
11527	F.15 Sponsorships & Partnerships	In Her Boots	Diageo Australia	Leo Burnett Australia
12235	F.15 Sponsorships & Partnerships	Hammerbarn	BBC Studios and Bunnings Warehouse	Dentsu Creative

## ADVERTISING | PRESS & OUTDOOR

ID	Category	Entry	Client	Entrant Company
12735	G.01 Ambient & Special Build	Tastes Better With	Pepsi Max	Special Australia
12053	G.02 Poster Advertising, Existing Sites	Get Almost Almost Anything 2.0 - Bears/Beers	Uber Australia	Special Australia
12755	G.02 Poster Advertising, Existing Sites	Get Almost Almost Anything 2.0 - Duck/Ducktape	Uber Australia	Special Australia
12756	G.02 Poster Advertising, Existing Sites	Get Almost Almost Anything 2.0 - Dynamite/Vegemite	Uber Australia	Special Australia
12757	G.02 Poster Advertising, Existing Sites	Get Almost Almost Anything 2.0 - Poodles/Noodles	Uber Australia	Special Australia
12963	G.02 Poster Advertising, Existing Sites	ecial sau	McDonald's Australia	DDB Group Australia
11642	G.04 Poster Advertising, Tactical	'TIL IT'S DONE	Football Australia - The Matildas	Ogilvy Australia
11208	G.05 Poster Advertising Campaigns	Impressions	Boody	The Hallway
11484	G.05 Poster Advertising Campaigns	different.	Samsung Electronics NZ	DDB Group Aotearoa
11581	G.05 Poster Advertising Campaigns	Come Down For Air	Tourism Tasmania	BMF
11722	G.05 Poster Advertising Campaigns	We speak late night	McDonald's NZ	DDB Group Aotearoa
12358	G.05 Poster Advertising Campaigns	Boysen Bug off Plants	Pacific Paint (Boysen) Philippines	TBWA\SMP
12502	G.05 Poster Advertising Campaigns	NRMA Insurance - Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire
12534	G.05 Poster Advertising Campaigns	Ginger Beer	Mountain Goat Brewery	The Monkeys, part of Accenture Song
12588	G.05 Poster Advertising Campaigns	Get Almost Almost Anything 2.0 - Yes/No Out of Home	Uber Australia	Special Australia
12638	G.05 Poster Advertising Campaigns	Tastes OK	Pepsi Max	Special Australia
12886	G.05 Poster Advertising Campaigns	The Original Mouthful	McDonald's Australia	DDB Group Australia
11347	G.06 Press Advertising, Single	Loved By All	McDonald's NZ	DDB Group Aotearoa
11627	G.06 Press Advertising, Single	Puppy News-pee-per	TUX	FCB New Zealand
12409	G.06 Press Advertising, Single	Boysen Plants Venus Flytrap	Pacific Paint (Boysen) Philippines	TBWA\SMP
12410	G.06 Press Advertising, Single	Boysen Plants_Pitcher Plant	Pacific Paint (Boysen) Philippines	TBWA\SMP
12641	G.06 Press Advertising, Single	NRMA Insurance - Until Clouds Stop Throwing Stones	IAG for NRMA Insurance	Bear Meets Eagle On Fire
12745	G.06 Press Advertising, Single	Tastes OK - Chicken	Pepsi Max	Special Australia
12746	G.09 Press Advertising Campaigns	Tastes OK	Pepsi Max	Special Australia
12954	G.09 Press Advertising Campaigns	10 vs 10	Dove	Ogilvy Australia

## ADVERTISING | RADIO & AUDIO

ID	Category	Entry	Client	Entrant Company
12230	H.01 Branded Audio and Podcasts, Individual	TOUCH	Mastercard	Howatson+Company
11252	H.04 Radio Advertising, over 30 seconds	Breathe	Clothing Please	Wildlings Creative
11872	H.06 Radio Advertising Campaigns	Drive you Cravey	Wildbean Cafe	Ogilvy New Zealand
11852	H.08 Innovative Use of Radio & Audio	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song
12492	H.08 Innovative Use of Radio & Audio	The Pizza Hunt	Pizza Hut	VML Australia
12528	H.08 Innovative Use of Radio & Audio	Hello Christmas	Telstra	The Monkeys, part of Accenture Song
12820	H.08 Innovative Use of Radio & Audio	TOUCH	Mastercard	Howatson+Company

**ADVERTISING | SOCIAL MEDIA**

ID	Category	Entry	Client	Entrant Company
11542	I.02 Best use of Social Media, Campaign	The Wedding That Fans Built	Diageo Australia	Leo Burnett Australia
12175	I.02 Best use of Social Media, Campaign	I'm Dying Inside	Modibodi	Howatson+Company
12302	I.02 Best use of Social Media, Campaign	Amarok Born From Tough Love	Volkswagen Group Australia	DDB Group Australia
12888	I.02 Best use of Social Media, Campaign	The Original Mouthful	McDonald's Australia	DDB Group Australia
11868	I.03 Community Building and Engagement	Samsung TikTok	Samsung Electronics NZ	DDB Group Aotearoa
12493	I.03 Community Building and Engagement	The Pizza Hunt	Pizza Hut	VML Australia
12594	I.03 Community Building and Engagement	Rip Curl Virtual Pro	Rip Curl	VML Australia
12889	I.03 Community Building and Engagement	The Original Mouthful	McDonald's Australia	DDB Group Australia
11543	I.05 Co-Created & User Generated Content	The Wedding That Fans Built	Diageo Australia	Leo Burnett Australia
12139	I.05 Co-Created & User Generated Content	Treasured By Teachers #BeThatTeacher	Department Of Education	Clemenger BBDO Australia
12421	I.05 Co-Created & User Generated Content	Postcodes of Origin	Lion	Thinkerbell
12203	I.06 Social Videos, Individual	Generation Gap	Meat & Livestock Australia	The Monkeys, part of Accenture Song
12868	I.06 Social Videos, Individual	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song
12951	I.06 Social Videos, Individual	10 vs 10	Dove	Ogilvy Australia
12660	I.07 Social Videos, Campaign	I'm Dying Inside	Modibodi	Howatson+Company
12495	I.08 Tactical	The Pizza Hunt	Pizza Hut	VML Australia
12342	I.09 Use of Talent and Influencers	Snap Decisions	Nestle - Kit Kat	VML Australia
12343	I.09 Use of Talent and Influencers	Even Harry Styles	Stats NZ	VML New Zealand
12419	I.09 Use of Talent and Influencers	Postcodes of Origin	Lion	Thinkerbell
12483	I.09 Use of Talent and Influencers	Kia's Getting a Ute	Kia Australia Pty Ltd	Innocean Australia
12869	I.09 Use of Talent and Influencers	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song
12876	I.09 Use of Talent and Influencers	Be Honest	Uber Eats	Special Australia

**ADVERTISING | RETAIL**

ID	Category	Entry	Client	Entrant Company
11453	I.10 Best Integrated Marketing Campaign	Go Big on the Little Things	ALDI Australia	BMF
12475	I.10 Best Integrated Marketing Campaign	The Not-So-Fancy Offer	HCF	Clemenger BBDO Australia
12818	I.10 Best Integrated Marketing Campaign	Your Second Favourite Beer	Matilda Bay Brewery	Howatson+Company
12890	I.10 Best Integrated Marketing Campaign	The Original Mouthful	McDonald's Australia	DDB Group Australia
12236	I.12 Best Customer Experience Initiative	Hammerbarn	BBC Studios and Bunnings Warehouse	Dentsu Creative
12327	I.12 Best Customer Experience Initiative	The Pizza Hunt	Pizza Hut	VML Australia
12944	I.12 Best Customer Experience Initiative	Kentucky Fly	KFC Australia	Ogilvy Australia
12170	I.13 Best New Pop-up Store	Aid Aisle	FreshChoice	Dentsu Aotearoa
12671	I.14 Best Use of Social Media for Commerce	I'm Dying Inside	Modibodi	Howatson+Company
12949	I.15 Best Use of Digital for Commerce (non social media)	Kentucky Fly	KFC Australia	Ogilvy Australia

**DESIGN | BOOK DESIGN**

ID	Category	Entry	Client	Entrant Company
11571	J.04 Children and Young Adult Covers	Winnie-The-Pooh: The Deforested Edition	Who Gives A Crap	TBWA\Australia

**DESIGN | BRANDING**

ID	Category	Entry	Client	Entrant Company
11350	J.11 Brand Refresh, Medium Identity	Ansarada Brand Transformation	Ansarada	R/GA Australia
12181	J.12 Brand Refresh, Large Identity	Telstra Brand Identity Refresh	Telstra	The Monkeys, part of Accenture Song
11294	J.16 Brand Expression in Collateral	Ladies of Tang Dynasty	Daming Palace	The Nine Shanghai
11467	J.16 Brand Expression in Collateral	Off Cuts	Tourism Tasmania	BMF
12253	J.17 Campaign Logos	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song

**DESIGN | GRAPHIC DESIGN**

ID	Category	Entry	Client	Entrant Company
11296	J.22 Integrated Graphics	Ladies of Tang Dynasty	Daming Palace	The Nine Shanghai
12193	J.27 Other	Hi-Vis Humanity	Department of Transport & Planning	Clemenger BBDO Australia
12254	J.27 Other	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song

**DESIGN | PACKAGING DESIGN**

ID	Category	Entry	Client	Entrant Company
11214	J.28 Consumer	Moro Olive Oil	Moro Olive Oil	SICKDOGWOLFMAN

**DESIGN | PRODUCT DESIGN**

ID	Category	Entry	Client	Entrant Company
11469	J.35 Consumer & Industrial	Off Cuts	Tourism Tasmania	BMF
12805	J.35 Consumer & Industrial	CLUTCH Glue	CLUTCH Glue	AHAY Society
12387	J.37 Product Innovation	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO
12728	J.38 Prototypes	The First Wheelchair Ballkid	MASTERCARD	Eleven, a division of TBWA\Australia
11470	J.39 Sustainable	Off Cuts	Tourism Tasmania	BMF
12390	J.39 Sustainable	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO

**DESIGN | SPATIAL DESIGN**

ID	Category	Entry	Client	Entrant Company
11346	J.43 Installation Design	Blak Powerhouse	We Are Warriors	R/GA Australia

**CRAFT | ANIMATION AND VISUAL EFFECTS**

ID	Category	Entry	Client	Entrant Company
11801	K.01 2D Animation	ROLLiN Car Insurance 'Smooth'	ROLLiN Car Insurance	DIVISION
11601	K.02 3D Animation	Benee Bagels	ASB   Youthline	Assembly
11687	K.03 Colour Grading	Mobster's Lament	ABC	FINCH
11888	K.04 Moving Image Graphics	Find the Point of Change	Deloitte Digital	Assembly
12319	K.06 Special Effects	Zombie	Hoyts	MOFA
11186	K.07 Visual Effects	Imported from Drylandia	Carlton & United Breweries	Revolver
12177	K.07 Visual Effects	Movember - The Mo is Calling	Movember	Heckler

**CRAFT | ART DIRECTION**

ID	Category	Entry	Client	Entrant Company
11806	K.08 Digital Art Direction, Individual	ROLLiN Car Insurance 'Smooth'	ROLLiN Car Insurance	DIVISION
12113	K.09 Digital Art Direction, Campaign	Taycan Arcade	Porsche Australia	DDB Group Australia
12635	K.09 Digital Art Direction, Campaign	ROLLiN' Insurance - Digital Toolkit	ROLLiN Insurance	Bear Meets Eagle On Fire
11376	K.10 Experiential Art Direction	Blak Powerhouse	We Are Warriors	R/GA Australia
12192	K.10 Experiential Art Direction	Hi-Vis Humanity	Department of Transport & Planning	Clemenger BBDO Australia
11512	K.11 Film Art Direction, Individual	Right and Wrong	NOOOF Design Lab	The Nine Shanghai
11918	K.11 Film Art Direction, Individual	Hits Different	Tennis Australia	BMF
12121	K.11 Film Art Direction, Individual	Mancestry	Movember	DDB Group Australia
12465	K.11 Film Art Direction, Individual	Imported from Drylandia	Carlton & United Breweries	Clemenger BBDO Australia
11794	K.12 Film Art Direction, Campaign	Almost Anything	Uber Eats	The Sweetshop
12255	K.12 Film Art Direction, Campaign	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song
12268	K.14 Poster Art Direction, Campaign	Fern Synergy	New Zealand Olympic Committee	Saatchi & Saatchi New Zealand
12407	K.14 Poster Art Direction, Campaign	Boysen Bug off Plants	Pacific Paint (Boysen) Philippines	TBWA\SMP
12642	K.14 Poster Art Direction, Campaign	NRMA Insurance - Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire
12718	K.14 Poster Art Direction, Campaign	Uncloud	Minderoo Foundation	M&C Saatchi

**CRAFT | CASTING**

ID	Category	Entry	Client	Entrant Company
11184	K.17 Casting for Film Advertising	Increase representation in advertising	The Dylan Alcott Foundation	The Glue Society
11240	K.17 Casting for Film Advertising	Answer Me	Tencent	Banana Balloon
11387	K.17 Casting for Film Advertising	Under My Skin	Thai Life Insurance Public Company Limited	Ogilvy Group Thailand
11513	K.17 Casting for Film Advertising	A Jest, Surely	ABC	FINCH
11524	K.17 Casting for Film Advertising	I'm Dying Inside	Modibodi	FINCH
12140	K.17 Casting for Film Advertising	Treasured By Teachers #BeThatTeacher	Department Of Education	Clemenger BBDO Australia
12540	K.17 Casting for Film Advertising	Kia's Getting A Ute	KIA	Scoundrel
12604	K.17 Casting for Film Advertising	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia
11769	K.18 Influencers, Talent & Celebrity	Almost Anything - Real Magic	Uber Eats	The Sweetshop
11776	K.18 Influencers, Talent & Celebrity	Almost Anything - Period Romance	Uber Eats	The Sweetshop
12548	K.18 Influencers, Talent & Celebrity	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia
11715	K.19 Street Casting	Be That Teacher	Australian Government Department of Education	FINCH
12293	K.19 Street Casting	There's No One Like Me	Strength To Give	Collider
12587	K.20 Voice Performance	ROLLiN Car Insurance 'Smooth'	ROLLiN Car Insurance	DIVISION

**CRAFT | CINEMATOGRAPHY**

ID	Category	Entry	Client	Entrant Company
11293	K.21 Branded Content & Entertainment	Play It Safe	Sydney Opera House	Revolver
11451	K.22 TV and Cinema Commercials	Let Your Body Go To Work	Te Whatu Ora & Te Aka Whai Ora	Good Oil
11517	K.22 TV and Cinema Commercials	Mobster's Lament	ABC	FINCH
11886	K.22 TV and Cinema Commercials	There's Something In The Water	Rugby Australia, Rugby NZ	Revolver
12911	K.23 Social First	Yours to Take	Budweiser	Chisel

**CRAFT | COPYWRITING**

ID	Category	Entry	Client	Entrant Company
11238	K.24 Best Film Script, Individual	Answer Me	Tencent	Banana Balloon
11694	K.24 Best Film Script, Individual	Australia's National Sport Is....	TAB	FINCH
12462	K.24 Best Film Script, Individual	Kia's Getting a Ute	Kia Australia Pty Ltd	Innocean Australia
12504	K.24 Best Film Script, Individual	This is Footy Country	Telstra	The Monkeys, part of Accenture Song
12793	K.24 Best Film Script, Individual	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song
12821	K.26 Best Radio or Audio Script Writing, Individual	TOUCH	Mastercard	Howatson+Company
11863	K.28 Best use of Copywriting, Individual	'TIL IT'S DONE	Football Australia - The Matildas	Ogilvy Australia
11659	K.29 Best use of Copywriting, Campaign	We speak late night	McDonald's NZ	DDB Group Aotearoa
12646	K.29 Best use of Copywriting, Campaign	NRMA Insurance - Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire
11865	K.30 Verbal Identity	'TIL IT'S DONE	Football Australia - The Matildas	Ogilvy Australia

**CRAFT | DIGITAL CRAFT**

ID	Category	Entry	Client	Entrant Company
12003	K.38 User Experience Design (UX)	TenSevenSeven	Michael Hill Jeweller	CHEP Network
11709	K.40 Websites	The Plastic Forecast	Minderoo Foundation	M&C Saatchi

**CRAFT | DIRECTION**

ID	Category	Entry	Client	Entrant Company
11190	K.41 Branded Content & Entertainment - Fiction	Answer Me	Tencent	Banana Balloon
11689	K.41 Branded Content & Entertainment - Fiction	I'm Dying Inside	Modibodi	FINCH
12797	K.41 Branded Content & Entertainment - Fiction	Play It Safe	Sydney Opera House	Revolver
11562	K.42 Branded Content & Entertainment - Non Fiction	The Public Diagnosis	The Brain Cancer Centre	FINCH
11804	K.42 Branded Content & Entertainment - Non Fiction	Timberland - This is Not a Boot	Timberland	The Sweetshop
11181	K.44 TV and Cinema Commercials	Wine	Uber Eats	Revolver
11182	K.44 TV and Cinema Commercials	Too good to leave behind	Heinz	Revolver
11196	K.44 TV and Cinema Commercials	1 Square Meter	Hornbach AG	Revolver
11286	K.44 TV and Cinema Commercials	Hailstorm	NRMA Insurance	Revolver
11326	K.44 TV and Cinema Commercials	Michael Hill Christmas: A Christmas to Remember	Michael Hill	Larchmont
11473	K.44 TV and Cinema Commercials	Let Your Body Go To Work	Te Whatu Ora & Te Aka Whai Ora	Good Oil
11486	K.44 TV and Cinema Commercials	A Jest, Surely	ABC	FINCH
11692	K.44 TV and Cinema Commercials	Australia's National Sport Is....	TAB	FINCH
11742	K.44 TV and Cinema Commercials	This is Footy Country	Telstra	Exit Films
11761	K.44 TV and Cinema Commercials	Almost Anything - Real Magic	Uber Eats	The Sweetshop
11784	K.44 TV and Cinema Commercials	Almost Anything - Period Romance	Uber Eats	The Sweetshop
11861	K.44 TV and Cinema Commercials	Vogel's - Risk a Little Something	Goodman Fielder	The Sweetshop
12064	K.44 TV and Cinema Commercials	Kia's Getting A Ute	KIA	Scoundrel
12294	K.44 TV and Cinema Commercials	Let's Go For A Drive	Volkswagen	Revolver
11688	K.45 Social First	I'm Dying Inside	Modibodi	FINCH
11810	K.45 Social First	ROLLiN Car Insurance 'Smooth'	ROLLiN Car Insurance	DIVISION
12583	K.46 Voice	ROLLiN Car Insurance 'Smooth'	ROLLiN Car Insurance	DIVISION

**CRAFT | EDITING**

ID	Category	Entry	Client	Entrant Company
11291	K.47 Branded Content, Entertainment & Social	Answer Me	Tencent	Banana Balloon
11341	K.47 Branded Content, Entertainment & Social	Australias National Sport Is...	TAB	ARC EDIT
11803	K.47 Branded Content, Entertainment & Social	Play It Safe	Sydney Opera House	ARC EDIT
11814	K.47 Branded Content, Entertainment & Social	Get Almost Anything	Uber Eats	ARC EDIT
11903	K.47 Branded Content, Entertainment & Social	Far Enough	Senator Briggs	ARC EDIT
11927	K.47 Branded Content, Entertainment & Social	The Chase of Carrera	Tag Hauer	ARC EDIT
12108	K.47 Branded Content, Entertainment & Social	Lets Go For A Drive	Volkswagen	ARC EDIT
12158	K.47 Branded Content, Entertainment & Social	Canterbury '120 Years'	Canterbury of New Zealand	The Sweetshop
12512	K.47 Branded Content, Entertainment & Social	Kia's Getting a Ute	Kia	ARC EDIT
11714	K.48 TV and Cinema Commercials	This Is Footy Country	Telstra	The Editors
11732	K.48 TV and Cinema Commercials	Hailstorm	NRMA	The Editors
11862	K.48 TV and Cinema Commercials	Vogel's - Risk a Little Something	Goodman Fielder	The Sweetshop
11878	K.48 TV and Cinema Commercials	Everyone has a thing	eBay	Revolver
12416	K.48 TV and Cinema Commercials	Super Rugby - There's Something in The Water	Rugby Australia	Heckler

**CRAFT | ILLUSTRATION**

ID	Category	Entry	Client	Entrant Company
11809	K.49 Moving Image	ROLLiN Car Insurance 'Smooth'	ROLLiN Car Insurance	DIVISION
12625	K.49 Moving Image	ROLLiN' Insurance - Digital Toolkit	ROLLiN Insurance	Bear Meets Eagle On Fire
11643	K.50 Posters	Would You Rather	NZ Transport Agency - WAKA KOTAHI	FCB New Zealand

**CRAFT | PHOTOGRAPHY**

ID	Category	Entry	Client	Entrant Company
11747	K.53 Conceptual	Samsung 'Farewell, dear Selfie'	Samsung	The Pool Collective
11887	K.53 Conceptual	Pepsi 'Tastes OK'	PepsiCo	The Pool Collective
12439	K.53 Conceptual	Van Gogh	West Australian Ballet	VML Australia
11395	K.57 Still Life & Studio	Beat the Migraine Blackout	Organon	Ward6
11477	K.58 Wildlife, Environment and Architecture	Come Down For Air - Waterhole	Tourism Tasmania	BMF

**CRAFT | PRODUCTION DESIGN**

ID	Category	Entry	Client	Entrant Company
11179	K.59 Branded Content & Entertainment	Play It Safe	Sydney Opera House	Revolver
11645	K.59 Branded Content & Entertainment	The Pubic Diagnosis	The Brain Cancer Centre	FINCH
11796	K.60 Digital	ROLLiN Car Insurance 'Smooth'	ROLLiN Car Insurance	DIVISION
12248	K.61 Experiential	The Debutante Ball	Diageo Australia	Leo Burnett Australia
12907	K.61 Experiential	POLLASTIC	Better Packaging Co.	The Glue Society
12782	K.62 Press and Print	Shift 20 Initiative: Braille Boards	Dylan Alcott Foundation	Special Australia
11180	K.63 TV and Cinema Commercials	Everyone has a thing	eBay	Revolver
11271	K.63 TV and Cinema Commercials	IKEA 'Show Off Your Savvy'	IKEA	DIVISION
11503	K.63 TV and Cinema Commercials	Dream Maker	MARS Pedigree	Good Oil
11519	K.63 TV and Cinema Commercials	Go Big On The Little Things	ALDI	FINCH
11884	K.63 TV and Cinema Commercials	1 Square Meter	Hornbach AG	Revolver
12420	K.63 TV and Cinema Commercials	Tyroflage	Tyro	Scoundrel
12453	K.63 TV and Cinema Commercials	The Original Mouthful	McDonald's	Revolver



12630	K.63 TV and Cinema Commercials	Unloan - Feel the Crunch	Unloan	Clockwork Films
12857	K.63 TV and Cinema Commercials	Right and Wrong	NOOOF Design Lab	The Nine Shanghai

## CRAFT | SOUND DESIGN & USE OF MUSIC

ID	Category	Entry	Client	Entrant Company
11521	K.64 Best Use of Adapted Music	Hello Tomorrow	Spark NZ	FINCH
11879	K.64 Best Use of Adapted Music	Everyone has a thing	eBay	Revolver
11950	K.64 Best Use of Adapted Music	Pong	Porsche Cars Australia	Bang Bang Studios
12503	K.64 Best Use of Adapted Music	This is Footy Country	Telstra	The Monkeys, part of Accenture Song
12713	K.64 Best Use of Adapted Music	Carlton Draught 'Long Live The Keg'	Carlton Draught	Sonar Music
12648	K.65 Best Use of Existing Music	The Mo is Calling	Movember	Heckler Sound
11834	K.66 Original Composition	Dream Maker	Mars Pedigree	Liquid Studios
11846	K.66 Original Composition	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song
12149	K.66 Original Composition	Canterbury '120 Years'	Canterbury of New Zealand	The Sweetshop
12366	K.66 Original Composition	Lifeline Release Line	Lifeline	Thinkerbell
12369	K.66 Original Composition	Imported from Drylandia	Carlton & United Breweries	Rumble Studios
12791	K.66 Original Composition	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song
12856	K.66 Original Composition	Magnificent	Yotkan Ancient City in Xinjiang, China	The Nine Shanghai
12917	K.66 Original Composition	Red Rock Deli Remixed by Pnau	Red Rock Deli	Special Australia
11851	K.67 Production in Audio	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song
12266	K.67 Production in Audio	ROLLIN Smooth	ROLLin - IAG	Rumble Studios
12823	K.67 Production in Audio	TOUCH	Mastercard	Howatson+Company
12914	K.67 Production in Audio	Red Rock Deli Remixed by Pnau	Red Rock Deli	Special Australia
11831	K.68 Sound Design	Darkness Follows	Child Safety On	Liquid Studios
11951	K.68 Sound Design	Pong	Porsche Cars Australia	Bang Bang Studios
12271	K.68 Sound Design	ROLLIN Smooth	ROLLin - IAG	Rumble Studios
12381	K.68 Sound Design	Imported from Drylandia	Carlton & United Breweries	Rumble Studios
12779	K.68 Sound Design	Red Rock Deli Remixed by Pnau	Red Rock Deli	Special Australia
12824	K.68 Sound Design	TOUCH	Mastercard	Howatson+Company

## CRAFT | TYPOGRAPHY

ID	Category	Entry	Client	Entrant Company
12080	K.71 Moving Image	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song
12645	K.73 Posters, Campaign	NRMA Insurance - Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire
11297	K.74 Type Design	Ladies of Tang Dynasty	Daming Palace	The Nine Shanghai

## FILM & ENTERTAINMENT | BRANDED CONTENT & ENTERTAINMENT

ID	Category	Entry	Client	Entrant Company
11386	L.01 Fiction Film up to 5 mins, Individual	Under My Skin	Thai Life Insurance Public Company Limited	Ogilvy Group Thailand
12135	L.01 Fiction Film up to 5 mins, Individual	UN Australia	Meat & Livestock Australia	The Monkeys, part of Accenture Song
12201	L.01 Fiction Film up to 5 mins, Individual	The Great Debate	TAB	The Monkeys, part of Accenture Song
12871	L.01 Fiction Film up to 5 mins, Individual	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song
12258	L.02 Fiction Film up to 5 mins, Campaign	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song
11188	L.03 Fiction Film 5-30 mins, Individual	Answer Me	Tencent	Banana Balloon
12673	L.04 Fiction Film 5-30 mins, Campaign	I'm Dying Inside	Modibodi	Howatson+Company
12826	L.05 Fiction Film over 30 mins, Individual	TOUCH	Mastercard	Howatson+Company

12496	L.13 Games	The Pizza Hunt	Pizza Hut	VML Australia
11849	L.17 Music Videos	Bagels by BENEÉ	ASB Bank	The Monkeys Aotearoa, part of Accenture Song
12867	L.17 Music Videos	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song
12601	L.18 Sports	Rip Curl Virtual Pro	Rip Curl	VML Australia
12895	L.19 User Generated	The Original Mouthful	McDonald's Australia	DDB Group Australia

## FILM & ENTERTAINMENT | FILM ADVERTISING

ID	Category	Entry	Client	Entrant Company
11362	L.20 Cinema Commercials Up to 60 Seconds	Go Big on the Little Things	ALDI Australia	BMF
12206	L.20 Cinema Commercials Up to 60 Seconds	The Lighthouse	Volkswagen Group Australia	DDB Group Australia
11335	L.21 Cinema Commercials Over 60 Seconds	CP Chicken : Go For Launch	CP Chicken	Wolf BKK
12870	L.21 Cinema Commercials Over 60 Seconds	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song
12260	L.22 Cinema Only Campaigns	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song
12520	L.25 TV Commercials 30 Seconds	iPhone 15 Face ID - Nice Try!	APPLE	TBWA\Media Arts Lab
11329	L.26 TV Commercials Over 30 Seconds	CP Chicken : Go For Launch	CP Chicken	Wolf BKK
11334	L.26 TV Commercials Over 30 Seconds	Robinson Department Store : The Air drummer	Robinson Department Store	Wolf BKK
11369	L.26 TV Commercials Over 30 Seconds	Go Big on the Little Things	ALDI Australia	BMF
11436	L.26 TV Commercials Over 30 Seconds	The Speech	Lion New Zealand	DDB Group Aotearoa
11438	L.26 TV Commercials Over 30 Seconds	Neighbours	Goodman Fielder	DDB Group Aotearoa
11638	L.26 TV Commercials Over 30 Seconds	Would You Rather	NZ Transport Agency - WAKA KOTAHI	FCB New Zealand
12331	L.26 TV Commercials Over 30 Seconds	Imported from Drylandia	Carlton & United Breweries	Clemenger BBDO Australia
12434	L.26 TV Commercials Over 30 Seconds	The Lighthouse	Volkswagen Group Australia	DDB Group Australia
12436	L.26 TV Commercials Over 30 Seconds	A Jest, Surely	Australian Broadcasting Corporation	Howatson+Company
12457	L.26 TV Commercials Over 30 Seconds	Kia's Getting a Ute	Kia Australia Pty Ltd	Innocean Australia
12480	L.26 TV Commercials Over 30 Seconds	NRMA Insurance - Until Then - Hailstorm	IAG for NRMA Insurance	Bear Meets Eagle On Fire
12498	L.26 TV Commercials Over 30 Seconds	This is Footy Country	Telstra	The Monkeys, part of Accenture Song
12564	L.26 TV Commercials Over 30 Seconds	Mobster's Lament	Australian Broadcasting Corporation	Howatson+Company
12623	L.26 TV Commercials Over 30 Seconds	ROLLiN Insurance - Smooth	ROLLiN' Insurance	Bear Meets Eagle On Fire
12770	L.26 TV Commercials Over 30 Seconds	Get Almost Almost Anything - Period Romance	Uber Australia	Special Australia
12772	L.26 TV Commercials Over 30 Seconds	Get Almost Almost Anything - Magic	Uber Australia	Special Australia
12775	L.26 TV Commercials Over 30 Seconds	Don't Forget Uber Eats	Uber Eats	Special Australia
12562	L.27 TV Commercial Campaigns	Reserve Now, Ride Later	Uber Australia	Special Australia

## INNOVATION | BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company
11897	M.01 Brand Engagement	Find Your Drive	Toyota	HERO
12527	M.01 Brand Engagement	Hello Christmas	Telstra	The Monkeys, part of Accenture Song
12596	M.01 Brand Engagement	Rip Curl Virtual Pro	Rip Curl	VML Australia
12567	M.04 Product Innovation	Hear Gear	Colgate-Palmolive	VML Australia

## INNOVATION | NON-BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company
12082	M.06 Early Stage	The First Digital Nation COP 28 Progress	The Government of Tuvalu	The Monkeys, part of Accenture Song
12391	M.07 Product Innovation	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO
12864	M.07 Product Innovation	The First Wheelchair Ballkid	MASTERCARD	Eleven, a division of TBWA\Australia

**MEDIA | CHANNELS**

ID	Category	Entry	Client	Entrant Company
11986	N.01 Use of Ambient Media	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
11615	N.03 Use of Branded Entertainment and Content	The Adternship	Foodstuffs NZ - PAK'nSAVE	FCB New Zealand
11757	N.03 Use of Branded Entertainment and Content	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song
12675	N.03 Use of Branded Entertainment and Content	I'm Dying Inside	Modibodi	Howatson+Company
12597	N.04 Use of Digital Platforms	Rip Curl Virtual Pro	Rip Curl	VML Australia
12874	N.04 Use of Digital Platforms	Australia's Most Wanted Fly	Reckitt	Havas Host
11526	N.05 Use of Events and Stunts	The Spider-Man 2 Spectacular Save	Sony Interactive Entertainment Australia	Akcelo
11987	N.05 Use of Events and Stunts	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
12198	N.05 Use of Events and Stunts	Postcodes of Origin	Lion	Thinkerbell
12237	N.05 Use of Events and Stunts	Hammerbarn	BBC Studios and Bunnings Warehouse	Dentsu Creative
12344	N.05 Use of Events and Stunts	Even Harry Styles	Stats NZ	VML New Zealand
12598	N.05 Use of Events and Stunts	Rip Curl Virtual Pro	Rip Curl	VML Australia
11613	N.06 Use of Print, Press & Outdoor	Borrow The Brand	Foodstuffs NZ - PAK'nSAVE	FCB New Zealand
11628	N.06 Use of Print, Press & Outdoor	Puppy News-pee-per	TUX	FCB New Zealand
11670	N.07 Use of Technology	Fax-4-Kiwiburger	McDonald's NZ	DDB Group Aotearoa
11612	N.08 Use of TV & Other Screens	Borrow The Brand	Foodstuffs NZ - PAK'nSAVE	FCB New Zealand

**PURPOSE | CHARITY**

ID	Category	Entry	Client	Entrant Company
11649	O.01 Branded Content and Entertainment, Individual	Second Chance Champions	Transplant Australia	Dentsu Creative
11708	O.02 Branded Content and Entertainment, Campaign	The Plastic Forecast	Minderoo Foundation	M&C Saatchi
12606	O.02 Branded Content and Entertainment, Campaign	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia
12123	O.04 Design, Campaign	Mancestry	Movember	DDB Group Australia
12838	O.06 Digital, Campaign	The Plastic Forecast	Minderoo Foundation	M&C Saatchi
12124	O.07 Direct, Individual	Mancestry	Movember	DDB Group Australia
11646	O.08 Direct, Campaign	Second Chance Champions	Transplant Australia	Dentsu Creative
12607	O.08 Direct, Campaign	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia
12938	O.10 Film Advertising, Individual	Steely Stan	TrackSAFE Foundation & KiwiRail	Federation
12609	O.11 Film Advertising, Campaign	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia
11698	O.12 Innovation	The Plastic Forecast	Minderoo Foundation	M&C Saatchi
11706	O.13 Integrated Campaign	The Plastic Forecast	Minderoo Foundation	M&C Saatchi
12612	O.13 Integrated Campaign	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia
12698	O.13 Integrated Campaign	We Are The Warning	Minderoo Foundation	M&C Saatchi
11651	O.14 PR & Promotion	Second Chance Champions	Transplant Australia	Dentsu Creative
11684	O.14 PR & Promotion	The Plastic Forecast	Minderoo Foundation	M&C Saatchi
12614	O.14 PR & Promotion	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia
12644	O.15 Press & Outdoor, Individual	Shift 20 Initiative: Braille Boards	Dylan Alcott Foundation	Special Australia
12368	O.17 Radio & Audio, Individual	Lifeline Release Line	Lifeline	Thinkerbell
12173	O.20 Social, Campaign	Ancient Influencers	Movember New Zealand	Dentsu Aotearoa

**PURPOSE | CREATIVITY FOR GOOD**

ID	Category	Entry	Client	Entrant Company
11845	O.21 Advertising & Marketing Communications	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song
12251	O.21 Advertising & Marketing Communications	The Debutante Ball	Diageo Australia	Leo Burnett Australia
12529	O.21 Advertising & Marketing Communications	Hello Christmas	Telstra	The Monkeys, part of Accenture Song
12957	O.21 Advertising & Marketing Communications	10 vs 10	Dove	Ogilvy Australia
11531	O.22 Design	In Her Boots	Diageo Australia	Leo Burnett Australia
11572	O.22 Design	Winnie-The-Pooh: The Deforested Edition	Who Gives A Crap	TBWA\Australia
12392	O.23 Product Design	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO
12485	O.23 Product Design	Hear Gear	Colgate-Palmolive	VML Australia
12803	O.23 Product Design	CLUTCH Glue	CLUTCH Glue	AHAY Society
11489	O.25 Equality	Correct the Internet	Team Heroine	DDB Group Aotearoa
11556	O.25 Equality	The Invi-tate-ion	Fck The Cupcakes	Innocean Australia
12825	O.25 Equality	TOUCH	Mastercard	Howatson+Company
12865	O.25 Equality	The First Wheelchair Ballkid	MASTERCARD	Eleven, a division of TBWA\Australia
11499	O.26 Sustainability	The Greenprint	Volkswagen New Zealand	DDB Group Aotearoa
11573	O.26 Sustainability	Winnie-The-Pooh: The Deforested Edition	Who Gives A Crap	TBWA\Australia

**STRATEGY | STRATEGY**

ID	Category	Entry	Client	Entrant Company
11344	P.01 Creative Strategy	Ansarada Brand Transformation	Ansarada	R/GA Australia
11938	P.01 Creative Strategy	Through Their Eyes	Maybelline New York	HERO
11989	P.01 Creative Strategy	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network
12085	P.01 Creative Strategy	The Great Debate	TAB	The Monkeys, part of Accenture Song
12127	P.01 Creative Strategy	Mancestry	Movember	DDB Group Australia
12222	P.01 Creative Strategy	Black Friday	Bushfire Foundation	Cummins&Partners Melbourne
12362	P.01 Creative Strategy	Shop ALDI First	ALDI Australia	BMF
12460	P.01 Creative Strategy	Overcooked Generosity	ALDI Australia	BMF
12472	P.01 Creative Strategy	Everyday Journeys	Road Safety Commission	The Brand Agency
12476	P.01 Creative Strategy	The Not-So-Fancy Offer	HCF	Clemenger BBDO Australia
12530	P.01 Creative Strategy	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song
12561	P.01 Creative Strategy	Hits Different	Tennis Australia	BMF
12569	P.01 Creative Strategy	Unleash Your Second Half	Colonial First State	It's Friday
12615	P.01 Creative Strategy	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia
12760	P.01 Creative Strategy	Uber Carshare: Australia's Second Car	Uber Australia	Special Australia
12819	P.01 Creative Strategy	Your Second Favourite Beer	Matilda Bay Brewery	Howatson+Company
12839	P.01 Creative Strategy	The Great Unsubscribe	Australian Broadcasting Corporation	Howatson+Company
12896	P.01 Creative Strategy	The Original Mouthful	McDonald's Australia	DDB Group Australia
12936	P.01 Creative Strategy	Last Performance	Partners Life	Special New Zealand