

45th AWARD Awards Winners | Day One

Day One Virtual Announcements - Bronze awards and Silver or Gold winners
 Golds will be presented at the Gold Pencil Award Party, Thursday 15 August



DESIGN | BRANDING

ID	Category	Entry	Client	Entrant Company	Gong
11350	J.11 Brand Refresh, Medium Identity	Ansarada Brand Transformation	Ansarada	R/GA Australia	Bronze
11467	J.16 Brand Expression in Collateral	Off Cuts	Tourism Tasmania	BMF	Silver or Gold
12253	J.17 Campaign Logos	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song	Bronze

DESIGN | GRAPHIC DESIGN

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

DESIGN | PRODUCT DESIGN

ID	Category	Entry	Client	Entrant Company	Gong
11469	J.35 Consumer & Industrial	Off Cuts	Tourism Tasmania	BMF	Bronze
12805	J.35 Consumer & Industrial	CLUTCH Glue	CLUTCH Glue	AHAY Society	Bronze
12387	J.37 Product Innovation	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO	Silver or Gold
11470	J.39 Sustainable	Off Cuts	Tourism Tasmania	BMF	Bronze
12390	J.39 Sustainable	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO	Silver or Gold

DESIGN | SPATIAL DESIGN

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

CRAFT | ANIMATION AND VISUAL EFFECTS

ID	Category	Entry	Client	Entrant Company	Gong
11801	K.01 2D Animation	Smooth	ROLLiN Car Insurance	DIVISION	Silver or Gold
11601	K.02 3D Animation	Benee Bagels	ASB Youthline	Assembly	Bronze
11186	K.07 Visual Effects	Imported From Drylandia	Carlton & United Breweries	Revolver	Silver or Gold

CRAFT | ART DIRECTION

ID	Category	Entry	Client	Entrant Company	Gong
12113	K.09 Digital Art Direction, Campaign	Taycan Arcade	Porsche Australia	DDB Group Australia	Bronze
12635	K.09 Digital Art Direction, Campaign	ROLLiN' Insurance - Digital Toolkit	ROLLiN' Insurance	Bear Meets Eagle On Fire	Silver or Gold
11376	K.10 Experiential Art Direction	Blak Powerhouse	We Are Warriors	R/GA Australia	Silver or Gold
12192	K.10 Experiential Art Direction	Hi-Vis Humanity	Department of Transport & Planning	Clemenger BBDO Australia	Bronze
11512	K.11 Film Art Direction, Individual	Right and Wrong	NOOOF Design Lab	The Nine Shanghai	Silver or Gold
12121	K.11 Film Art Direction, Individual	Mancestry	Movember	DDB Group Australia	Silver or Gold
11794	K.12 Film Art Direction, Campaign	Almost Anything	Uber Eats	The Sweetshop	Bronze
12255	K.12 Film Art Direction, Campaign	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song	Bronze

12407	K.14 Poster Art Direction, Campaign	Boysen Bug off Plants	Pacific Paint (Boysen) Philippines	TBWA\SMP	Bronze
12642	K.14 Poster Art Direction, Campaign	Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Silver or Gold

CRAFT | CASTING

ID	Category	Entry	Client	Entrant Company	Gong
11184	K.17 Casting for Film Advertising	Increase representation in advertising	The Dylan Alcott Foundation	The Glue Society	Silver or Gold
11240	K.17 Casting for Film Advertising	Answer Me	Tencent	Banana Balloon	Silver or Gold
11387	K.17 Casting for Film Advertising	Under My Skin	Thai Life Insurance Public Company	Ogilvy Group Thailand	Bronze
11513	K.17 Casting for Film Advertising	A Jest, Surely	ABC	FINCH	Silver or Gold
12140	K.17 Casting for Film Advertising	Treasured By Teachers #BeThatTeacher	Department Of Education	Clemenger BBDO Australia	Bronze
12540	K.17 Casting for Film Advertising	Kia's Getting A Ute	KIA	Scoundrel	Bronze
11769	K.18 Influencers, Talent & Celebrity	Get Almost Anything - Real Magic	Uber Eats	The Sweetshop	Silver or Gold
11776	K.18 Influencers, Talent & Celebrity	Almost Anything - Period Romance	Uber Eats	The Sweetshop	Bronze
11715	K.19 Street Casting	Be That Teacher	Australian Government Department of Education	FINCH	Silver or Gold
12293	K.19 Street Casting	There's No One Like Me	Strength To Give	Collider	Bronze

CRAFT | CINEMATOGRAPHY

ID	Category	Entry	Client	Entrant Company	Gong
11293	K.21 Branded Content & Entertainment	Play It Safe	Sydney Opera House	Revolver	Silver or Gold
11451	K.22 TV and Cinema Commercials	Let Your Body Go To Work	Te Whatu Ora & Te Aka Whai Ora	Good Oil	Bronze

CRAFT | COPYWRITING

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

CRAFT | DIGITAL CRAFT

ID	Category	Entry	Client	Entrant Company	Gong
11709	K.40 Websites	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Silver or Gold

CRAFT | DIRECTION

ID	Category	Entry	Client	Entrant Company	Gong
11190	K.41 Branded Content & Entertainment - Fiction	Answer Me	Tencent	Banana Balloon	Silver or Gold
12797	K.41 Branded Content & Entertainment - Fiction	Play It Safe	Sydney Opera House	Revolver	Silver or Gold
11181	K.44 TV and Cinema Commercials	Wine	Uber Eats	Revolver	Silver or Gold
11196	K.44 TV and Cinema Commercials	1 Square Meter	Hornbach AG	Revolver	Silver or Gold
11286	K.44 TV and Cinema Commercials	Hailstorm	NRMA Insurance	Revolver	Bronze
11486	K.44 TV and Cinema Commercials	A Jest, Surely	ABC	FINCH	Bronze

11742	K.44 TV and Cinema Commercials	This is Footy Country	Telstra	Exit Films	Silver or Gold
11761	K.44 TV and Cinema Commercials	Almost Anything - Real Magic	Uber Eats	The Sweetshop	Bronze
11784	K.44 TV and Cinema Commercials	Almost Anything - Period Romance	Uber Eats	The Sweetshop	Bronze
12064	K.44 TV and Cinema Commercials	Kia's Getting A Ute	KIA	Scoundrel	Bronze
11688	K.45 Social First	I'm Dying Inside	Modibodi	FINCH	Silver or Gold

CRAFT | EDITING

ID	Category	Entry	Client	Entrant Company	Gong
11803	K.47 Branded Content, Entertainment & Social	Play It Safe	Sydney Opera House	ARC EDIT	Silver or Gold
11903	K.47 Branded Content, Entertainment & Social	Far Enough	Senator Briggs	ARC EDIT	Bronze
12512	K.47 Branded Content, Entertainment & Social	Kia's Getting a Ute	Kia	ARC EDIT	Bronze
11714	K.48 TV and Cinema Commercials	This Is Footy Country	Telstra	The Editors	Silver or Gold
11732	K.48 TV and Cinema Commercials	Hailstorm	NRMA Insurance	The Editors	Bronze
11878	K.48 TV and Cinema Commercials	Everyone has a thing	eBay	Revolver	Silver or Gold

CRAFT | ILLUSTRATION

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

CRAFT | PHOTOGRAPHY

ID	Category	Entry	Client	Entrant Company	Gong
12439	K.53 Conceptual	Van Gogh	West Australian Ballet	VML Australia	Bronze

CRAFT | PRODUCTION DESIGN

ID	Category	Entry	Client	Entrant Company	Gong
11179	K.59 Branded Content & Entertainment	Play It Safe	Sydney Opera House	Revolver	Silver or Gold
11645	K.59 Branded Content & Entertainment	The Public Diagnosis	The Brain Cancer Centre	FINCH	Silver or Gold
12907	K.61 Experiential	POLLAST!C	Better Packaging Co.	The Glue Society	Bronze
12782	K.62 Press and Print	Shift 20 Initiative: Braille Boards	Dylan Alcott Foundation	Special Australia	Bronze
11519	K.63 TV and Cinema Commercials	Go Big On The Little Things	ALDI	FINCH	Bronze
11884	K.63 TV and Cinema Commercials	1 Square Meter	Hornbach AG	Revolver	Silver or Gold
12420	K.63 TV and Cinema Commercials	Tyroflage	Tyro	Scoundrel	Bronze
12453	K.63 TV and Cinema Commercials	The Original Mouthful	McDonald's	Revolver	Bronze
12857	K.63 TV and Cinema Commercials	Right and Wrong	NOOOF Design Lab	The Nine Shanghai	Silver or Gold

CRAFT | SOUND DESIGN & USE OF MUSIC

ID	Category	Entry	Client	Entrant Company	Gong
11521	K.64 Best Use of Adapted Music	Hello Tomorrow	Spark NZ	FINCH	Bronze
11879	K.64 Best Use of Adapted Music	Everyone has a thing	eBay	Revolver	Silver or Gold
12648	K.65 Best Use of Existing Music	The Mo is Calling	Movember	Level Two Music	Silver or Gold
11834	K.66 Original Composition	Dream Maker	Mars Pedigree	Liquid Studios	Bronze
11846	K.66 Original Composition	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12366	K.66 Original Composition	Lifeline Release Line	Lifeline	Thinkerbell	Bronze
12369	K.66 Original Composition	Imported From Drylandia	Carlton & United Breweries	Rumble Studios	Silver or Gold

12791	K.66 Original Composition	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Silver or Gold
12856	K.66 Original Composition	Magnificent	Yotkan Ancient City in Xinjiang, China	The Nine Shanghai	Silver or Gold
12823	K.67 Production in Audio	TOUCH	Mastercard	Howatson+Company	Silver or Gold
12914	K.67 Production in Audio	Red Rock Deli Remixed by Pnau	Red Rock Deli	Special Australia	Bronze
11831	K.68 Sound Design	Darkness Follows	Child Safety On	Liquid Studios	Silver or Gold
12271	K.68 Sound Design	ROLLiN Smooth	ROLLin - IAG	Rumble Studios	Silver or Gold

CRAFT | TYPOGRAPHY

ID	Category	Entry	Client	Entrant Company	Gong
12645	K.73 Posters, Campaign	NRMA Insurance - Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Bronze
11297	K.74 Type Design	Ladies of Tang Dynasty	Daming Palace	The Nine Shanghai	Bronze

INNOVATION | BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company	Gong
12527	M.01 Brand Engagement	Hello Christmas	Telstra	The Monkeys, part of Accenture Song	Silver or Gold
12596	M.01 Brand Engagement	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze

INNOVATION | NON-BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company	Gong
12082	M.06 Early Stage	The First Digital Nation COP 28 Progress	The Government of Tuvalu	The Monkeys, part of Accenture Song	Silver or Gold
12391	M.07 Product Innovation	SHELLMET	Koushi Chemical Industry	TBWA\HAKUHODO	Silver or Gold

PURPOSE | CHARITY

ID	Category	Entry	Client	Entrant Company	Gong
11708	O.02 Branded Content and Entertainment, Campaign	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Silver or Gold
12123	O.04 Design, Campaign	Mancestry	Movember	DDB Group Australia	Bronze
12838	O.06 Digital, Campaign	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Bronze
12609	O.11 Film Advertising, Campaign	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia	Silver or Gold
11706	O.13 Integrated Campaign	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Bronze
12612	O.13 Integrated Campaign	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia	Bronze
11651	O.14 PR & Promotion	Second Chance Champions	Transplant Australia	Dentsu Creative	Silver or Gold
11684	O.14 PR & Promotion	The Plastic Forecast	Minderoo Foundation	M&C Saatchi	Silver or Gold
12614	O.14 PR & Promotion	Shift 20 Initiative	Dylan Alcott Foundation	Special Australia	Silver or Gold

PURPOSE | CREATIVITY FOR GOOD

ID	Category	Entry	Client	Entrant Company	Gong
11845	O.21 Advertising & Marketing Communications	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Silver or Gold
12957	O.21 Advertising & Marketing Communications	10 vs 10	Dove	Ogilvy Australia	Silver or Gold
11531	O.22 Design	In Her Boots	Diageo Australia	Leo Burnett Australia	Bronze
11572	O.22 Design	Winnie-The-Pooh: The Deforested Edition	Who Gives A Crap	TBWA\Australia	Bronze
11489	O.25 Equality	Correct the Internet	Team Heroine	DDB Group Aotearoa	Silver or Gold
12825	O.25 Equality	TOUCH	Mastercard	Howatson+Company	Bronze
12865	O.25 Equality	The First Wheelchair Ballkid	MASTERCARD	Eleven, a division of TBWA\Australia	Silver or Gold
11573	O.26 Sustainability	Winnie-The-Pooh: The Deforested Edition	Who Gives A Crap	TBWA\Australia	Silver or Gold