

45th AWARD Awards Winners | Day Two

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



ADVERTISING | DIGITAL

ID	Category	Entry	Client	Entrant Company	Gong
12238	A.03 Creative Technology	Hello Christmas	Telstra	The Monkeys, part of Accenture Song	Bronze
12323	A.03 Creative Technology	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze
11493	A.06 Integrated Digital Campaigns	Correct the Internet	Team Heroine	DDB Group Aotearoa	Silver or Gold

ADVERTISING | DIRECT

ID	Category	Entry	Client	Entrant Company	Gong
11973	B.03 Direct Response, any media	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Silver or Gold
12523	B.03 Direct Response, any media	Hello Christmas	Telstra	The Monkeys, part of Accenture Song	Silver or Gold
11492	B.04 Direct Response Integrated Campaigns	Correct the Internet	Team Heroine	DDB Group Aotearoa	Silver or Gold
11974	B.04 Direct Response Integrated Campaigns	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Silver or Gold
11501	B.05 Retail	The Greenprint	Volkswagen New Zealand	DDB Group Aotearoa	Bronze
12816	B.05 Retail	Your Second Favourite Beer	Matilda Bay Brewery	Howatson+Company	Bronze
12948	B.05 Retail	Kentucky Fly	KFC Australia	Ogilvy Australia	Silver or Gold
12345	B.06 Self-Promotion	Manaakitanga Pencil	RUN Aotearoa	RUN Aotearoa	Silver or Gold
12940	B.07 Direct Innovation	Kentucky Fly	KFC Australia	Ogilvy Australia	Bronze

ADVERTISING | EXPERIENTIAL

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

ADVERTISING | HEALTH & WELLNESS

ID	Category	Entry	Client	Entrant Company	Gong
11848	D.02 Consumer, Patient and Professional Products	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Silver or Gold
12659	D.02 Consumer, Patient and Professional Products	I'm Dying Inside	Modibodi	Howatson+Company	Silver or Gold
11750	D.05 Health Awareness and Social Responsibility	Right to Care	Quezon City Gender and Development Council	Mullenlowe TREYNA	Silver or Gold
12956	D.05 Health Awareness and Social Responsibility	10 vs 10	Dove	Ogilvy Australia	Bronze

ADVERTISING | INTEGRATED

ID	Category	Entry	Client	Entrant Company	Gong
11306	E.01 Integrated Campaign	Correct the Internet	Team Heroine	DDB Group Aotearoa	Bronze
12558	E.01 Integrated Campaign	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze
12882	E.01 Integrated Campaign	The Original Mouthful	McDonald's Australia	DDB Group Australia	Bronze

ADVERTISING | PR & PROMOTION

ID	Category	Entry	Client	Entrant Company	Gong
12091	F.02 Best Use of Content	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Silver or Gold
11491	F.03 Best Use of Digital and Social Media	Correct the Internet	Team Heroine	DDB Group Aotearoa	Silver or Gold
12884	F.03 Best Use of Digital and Social Media	The Original Mouthful	McDonald's Australia	DDB Group Australia	Bronze
11604	F.04 Best Use of Events and Stunts	Even Harry Styles	Stats NZ	VML New Zealand	Silver or Gold
11978	F.04 Best Use of Events and Stunts	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Bronze
11847	F.05 Best Use of Paid Talent and Influencers	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12787	F.05 Best Use of Paid Talent and Influencers	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Silver or Gold
12341	F.06 Best Use of Unpaid Talent and Influencers	Even Harry Styles	Stats NZ	VML New Zealand	Silver or Gold
11979	F.08 PR Amplification for a Campaign	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Silver or Gold
12461	F.12 Product Launch	Kia's Getting a Ute	Kia Australia	Innocean Australia	Bronze
11981	F.13 Public Affairs Campaign	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Silver or Gold
12089	F.14 Reactive Response	England Bitter	Carlton & United Breweries	The Monkeys, part of Accenture Song	Bronze

ADVERTISING | PRESS & OUTDOOR

ID	Category	Entry	Client	Entrant Company	Gong
12735	G.01 Ambient & Special Build	Tastes Better With	Pepsi Max	Special Australia	Silver or Gold
12756	G.02 Poster Advertising, Existing Sites	Get Almost Almost Anything 2.0 - Dynamite/Vegemite	Uber Australia	Special Australia	Bronze
12757	G.02 Poster Advertising, Existing Sites	Get Almost Almost Anything 2.0 - Poodles/Noodles	Uber Australia	Special Australia	Bronze
11642	G.04 Poster Advertising, Tactical	'TIL IT'S DONE	Football Australia - The Matildas	Ogilvy Australia	Silver or Gold
11484	G.05 Poster Advertising Campaigns	different.	Samsung Electronics NZ	DDB Group Aotearoa	Bronze
11722	G.05 Poster Advertising Campaigns	We speak late night	McDonald's NZ	DDB Group Aotearoa	Silver or Gold
12502	G.05 Poster Advertising Campaigns	Until Then	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Silver or Gold
12534	G.05 Poster Advertising Campaigns	Ginger Beer	Mountain Goat Brewery	The Monkeys, part of Accenture Song	Bronze
12588	G.05 Poster Advertising Campaigns	Get Almost Almost Anything 2.0 - Yes/No Out of Home	Uber Australia	Special Australia	Silver or Gold
12886	G.05 Poster Advertising Campaigns	The Original Mouthful	McDonald's Australia	DDB Group Australia	Bronze
11627	G.06 Press Advertising, Single	Puppy News-pee-per	TUX	FCB New Zealand	Bronze
12641	G.06 Press Advertising, Single	Until Clouds Stop Throwing Stones	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Bronze
12954	G.09 Press Advertising Campaigns	10 vs 10	Dove	Ogilvy Australia	Silver or Gold

ADVERTISING | RADIO & AUDIO

ID	Category	Entry	Client	Entrant Company	Gong
11852	H.08 Innovative Use of Radio & Audio	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12492	H.08 Innovative Use of Radio & Audio	The Pizza Hunt	Pizza Hut	VML Australia	Bronze
12820	H.08 Innovative Use of Radio & Audio	TOUCH	Mastercard	Howatson+Company	Bronze

ADVERTISING | SOCIAL MEDIA

ID	Category	Entry	Client	Entrant Company	Gong
12175	I.02 Best use of Social Media, Campaign	I'm Dying Inside	Modibodi	Howatson+Company	Silver or Gold
12888	I.02 Best use of Social Media, Campaign	The Original Mouthful	McDonald's Australia	DDB Group Australia	Bronze
12493	I.03 Community Building and Engagement	The Pizza Hunt	Pizza Hut	VML Australia	Bronze
12594	I.03 Community Building and Engagement	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze
12889	I.03 Community Building and Engagement	The Original Mouthful	McDonald's Australia	DDB Group Australia	Bronze

11543	I.05 Co-Created & User Generated Content	The Wedding That Fans Built	Diageo Australia	Leo Burnett Australia	Bronze
12139	I.05 Co-Created & User Generated Content	Treasured By Teachers #BeThatTeacher	Department Of Education	Clemenger BBDO Australia	Bronze
12421	I.05 Co-Created & User Generated Content	Postcodes of Origin	Lion	Thinkerbell	Bronze
12868	I.06 Social Videos, Individual	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Bronze
12660	I.07 Social Videos, Campaign	I'm Dying Inside	Modibodi	Howatson+Company	Silver or Gold
12495	I.08 Tactical	The Pizza Hunt	Pizza Hut	VML Australia	Bronze
12343	I.09 Use of Talent and Influencers	Even Harry Styles	Stats NZ	VML New Zealand	Silver or Gold
12419	I.09 Use of Talent and Influencers	Postcodes of Origin	Lion	Thinkerbell	Bronze
12483	I.09 Use of Talent and Influencers	Kia's Getting a Ute	Kia Australia	Innocean Australia	Silver or Gold
12869	I.09 Use of Talent and Influencers	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Bronze
12876	I.09 Use of Talent and Influencers	Be Honest	Uber Eats	Special Australia	Silver or Gold

ADVERTISING | RETAIL

ID	Category	Entry	Client	Entrant Company	Gong
11453	I.10 Best Integrated Marketing Campaign	Go Big on the Little Things	ALDI Australia	BMF	Bronze
12818	I.10 Best Integrated Marketing Campaign	Your Second Favourite Beer	Matilda Bay Brewery	Howatson+Company	Bronze
12890	I.10 Best Integrated Marketing Campaign	The Original Mouthful	McDonald's Australia	DDB Group Australia	Bronze
12236	I.12 Best Customer Experience Initiative	Hammerbarn	BBC Studios and Bunnings Warehouse	Dentsu Creative	Bronze
12170	I.13 Best New Pop-up Store	Aid Aisle	FreshChoice	Dentsu Aotearoa	Bronze
12949	I.15 Best Use of Digital for Commerce (non social media)	Kentucky Fly	KFC Australia	Ogilvy Australia	Silver or Gold

FILM & ENTERTAINMENT | BRANDED CONTENT & ENTERTAINMENT

ID	Category	Entry	Client	Entrant Company	Gong
12135	L.01 Fiction Film up to 5 mins, Individual	UN Australia	Meat & Livestock Australia	The Monkeys, part of Accenture Song	Bronze
12201	L.01 Fiction Film up to 5 mins, Individual	The Great Debate	TAB	The Monkeys, part of Accenture Song	Bronze
12871	L.01 Fiction Film up to 5 mins, Individual	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Silver or Gold
12258	L.02 Fiction Film up to 5 mins, Campaign	Almost Opening Titles	Telstra	The Monkeys, part of Accenture Song	Bronze
11188	L.03 Fiction Film 5-30 mins, Individual	Answer Me	Tencent	Banana Balloon	Silver or Gold
12673	L.04 Fiction Film 5-30 mins, Campaign	I'm Dying Inside	Modibodi	Howatson+Company	Silver or Gold
12826	L.05 Fiction Film over 30 mins, Individual	TOUCH	Mastercard	Howatson+Company	Bronze
11849	L.17 Music Videos	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12867	L.17 Music Videos	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Silver or Gold
12895	L.19 User Generated	The Original Mouthful	McDonald's Australia	DDB Group Australia	Bronze

FILM & ENTERTAINMENT | FILM ADVERTISING

ID	Category	Entry	Client	Entrant Company	Gong
12206	L.20 Cinema Commercials Up to 60 Seconds	The Lighthouse	Volkswagen Group Australia	DDB Group Australia	Bronze
11335	L.21 Cinema Commercials Over 60 Seconds	CP Chicken : Go For Launch	CP Chicken	Wolf BKK	Bronze
12870	L.21 Cinema Commercials Over 60 Seconds	Play It Safe	Sydney Opera House	The Monkeys, part of Accenture Song	Silver or Gold
12434	L.26 TV Commercials Over 30 Seconds	The Lighthouse	Volkswagen Group Australia	DDB Group Australia	Bronze
12480	L.26 TV Commercials Over 30 Seconds	Until Then - Hailstorm	IAG for NRMA Insurance	Bear Meets Eagle On Fire	Silver or Gold
12498	L.26 TV Commercials Over 30 Seconds	This is Footy Country	Telstra	The Monkeys, part of Accenture Song	Silver or Gold
12623	L.26 TV Commercials Over 30 Seconds	Smoooth	ROLLiN' Car Insurance	Bear Meets Eagle On Fire	Bronze
12770	L.26 TV Commercials Over 30 Seconds	Get Almost Almost Anything - Period Romance	Uber Australia	Special Australia	Bronze
12772	L.26 TV Commercials Over 30 Seconds	Get Almost Almost Anything - Magic	Uber Australia	Special Australia	Bronze
12562	L.27 TV Commercial Campaigns	Reserve Now, Ride Later	Uber Australia	Special Australia	Silver or Gold

MEDIA | CHANNELS

ID	Category	Entry	Client	Entrant Company	Gong
11986	N.01 Use of Ambient Media	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Silver or Gold
11757	N.03 Use of Branded Entertainment and Content	Bagels by BENEE	ASB Bank	The Monkeys Aotearoa, part of Accenture Song	Bronze
12675	N.03 Use of Branded Entertainment and Content	I'm Dying Inside	Modibodi	Howatson+Company	Bronze
12597	N.04 Use of Digital Platforms	Rip Curl Virtual Pro	Rip Curl	VML Australia	Bronze
11987	N.05 Use of Events and Stunts	Climate Doctor's Certificate	School Strikes 4 Climate	CHEP Network	Silver or Gold
12344	N.05 Use of Events and Stunts	Even Harry Styles	Stats NZ	VML New Zealand	Silver or Gold
12598	N.05 Use of Events and Stunts	Rip Curl Virtual Pro	Rip Curl	VML Australia	Silver or Gold
11670	N.07 Use of Technology	Fax-4-Kiwiburger	McDonald's NZ	DDB Group Aotearoa	Silver or Gold

STRATEGY | STRATEGY

ID	Category	Entry	Client	Entrant Company	Gong
12085	P.01 Creative Strategy	The Great Debate	TAB	The Monkeys, part of Accenture Song	Bronze
12362	P.01 Creative Strategy	Shop ALDI First	ALDI Australia	BMF	Silver or Gold
12472	P.01 Creative Strategy	Everyday Journeys	Road Safety Commission	The Brand Agency	Bronze
12530	P.01 Creative Strategy	The First Digital Nation	The Government of Tuvalu	The Monkeys, part of Accenture Song	Silver or Gold
12839	P.01 Creative Strategy	The Great Unsubscribe	Australian Broadcasting Corporation	Howatson+Company	Bronze
12896	P.01 Creative Strategy	The Original Mouthful	McDonald's Australia	DDB Group Australia	Silver or Gold
12936	P.01 Creative Strategy	Last Performance	Partners Life	Special New Zealand	Silver or Gold