

46th AWARD AWARDS WINNERS



ADVERTISING | DIGITAL

ID	Category	Entry	Client	Entrant Company	
13920	A.02 Banners & Rich Media Advertising	Banner Ad Changeroom	THE ICONIC	Dentsu Creative	BRONZE
13188	A.04 Digital Tools & Utilities	The Algorithm of Disrespect	Department of Social Services	BMF	BRONZE
14653	A.05 Websites	McDonalds X Squid Game: Dare To Play	McDonald's AU	Akcelo	BRONZE
13227	A.06 Integrated Digital Campaigns	Clash of Commuters	Samsung	Clemenger BBDO	SILVER

ADVERTISING | DIRECT

ID	Category	Entry	Client	Entrant Company	
13143	B.01 Direct Mail, Individual	Packed Full of History	Samsung	Clemenger BBDO	SILVER
14021	B.02 Direct Mail, Campaign	Toastcards - Vogel's Very Thin	Goodman Fielder New Zealand	DDB Group Aotearoa	BRONZE
13170	B.03 Direct Response, any media	TasmanAi	Tourism Tasmania	BMF	SILVER
13186	B.03 Direct Response, any media	The Algorithm of Disrespect	Department of Social Services	BMF	BRONZE
13239	B.03 Direct Response, any media	Get Almost Almost Anything, Maybe Even Andy	Uber Eats Australia	Special Australia	SILVER
13828	B.03 Direct Response, any media	The Cardboard Cake	Wholegreen Bakery	The Hallway	BRONZE
14693	B.03 Direct Response, any media	The Hidden Eye Test	1001 Optometry	VML Australia	SILVER
13738	B.04 Direct Response Integrated Campaigns	Get Almost Almost Anything, Maybe Even Andy	Uber Eats Australia	Special Australia	SILVER
14028	B.05 Retail	Certified Toasters	Goodman Fielder New Zealand	DDB Group Aotearoa	GOLD
13739	B.07 Direct Innovation	Get Almost Almost Anything, Maybe Even Andy	Uber Eats Australia	Special Australia	BRONZE
14240	B.07 Direct Innovation	Certified Toasters	Goodman Fielder New Zealand	DDB Group Aotearoa	SILVER
14468	B.07 Direct Innovation	The Hidden Eye Test	1001 Optometry	VML Australia	BRONZE

ADVERTISING | EXPERIENTIAL

ID	Category	Entry	Client	Entrant Company	
13229	C.01 Events & Experiences	Clash of Commuters	Samsung	Clemenger BBDO	BRONZE
14174	C.01 Events & Experiences	Worst Children’s Library	Samsung Electronics New Zealand	DDB Group Aotearoa	SILVER
14196	C.01 Events & Experiences	The Banana Pass	Hort Innovation	Thinkerbell	BRONZE
13804	C.02 Guerrilla Marketing and Stunts	THE MATCH THAT SELLS	Silver Wolf Whiskey	TBWA Thailand \ Juice	BRONZE
14249	C.02 Guerrilla Marketing and Stunts	The Bunnings Warehouse Party	Bunnings	Bunnings	BRONZE
13210	C.03 Installations	The Impossible Selfie	Samsung	Clemenger BBDO	BRONZE
13440	C.03 Installations	The Spot	Bristol Myers Squibb + La Roche Posay	Ogilvy Australia	SILVER
13923	C.04 Retail	Banner Ad Changeroom	THE ICONIC	Dentsu Creative	BRONZE
14662	C.04 Retail	McDonalds X Squid Game: Dare To Play	McDonald's AU	Akcelo	BRONZE
13131	C.05 Best Use of Technology	Ghost Skins	Samsung	Cheil PengTai Beijing & Cheil Hong Kong	BRONZE
14377	C.05 Best Use of Technology	UNPLYABL	Queensland Government	Publicis Worldwide	BRONZE
14430	C.05 Best Use of Technology	Volkswagen RooBadge	Volkswagen Australia	DDB Group Australia	SILVER

ADVERTISING | HEALTH & WELLNESS

ID	Category	Entry	Client	Entrant Company	
13871	D.01 Animal Health	The Cat Conversion System	Mars Petcare, WHISKAS	Clemenger BBDO	BRONZE
13569	D.02 Consumer, Patient and Professional Products	Shark Week	Modibodi	TBWA\Fabric	SILVER
13957	D.02 Consumer, Patient and Professional Products	Slather SPF - The Sun Is Not Your Friend	Slather SPF	SDWM	BRONZE
14461	D.02 Consumer, Patient and Professional Products	The Hidden Eye Test	1001 Optometry	VML Australia	BRONZE
13446	D.04 Disease Awareness	Make New Zealand The Best Place In The World To Have Herpes	The New Zealand Herpes Foundation	Motion Sickness	GOLD
14691	D.04 Disease Awareness	The Hidden Eye Test	1001 Optometry	VML Australia	BRONZE
14038	D.05 Health Awareness and Social Responsibility	Worst Children's Library	Samsung Electronics New Zealand	DDB Group Aotearoa	SILVER
14203	D.05 Health Awareness and Social Responsibility	36 Months	36 Months	FINCH	BRONZE
14585	D.05 Health Awareness and Social Responsibility	Shift 20 Initiative: Casting Call	Dylan Alcott Foundation	Special Australia	BRONZE
13708	D.06 Health Brands & Services	The Cassette	Palliative Care Queensland	Cocogun	BRONZE
14462	D.06 Health Brands & Services	The Hidden Eye Test	1001 Optometry	VML Australia	BRONZE
13756	D.07 Business-to-Business	Shift 20 Initiative: Casting Call	Dylan Alcott Foundation	Special Australia	BRONZE

ADVERTISING | INTEGRATED

ID	Category	Entry	Client	Entrant Company	
13056	E.01 Integrated Campaign	Go A Little Extra	ALDI Australia	BMF	BRONZE
13741	E.01 Integrated Campaign	Get Almost Almost Anything, Maybe Even Andy	Uber Eats Australia	Special Australia	SILVER
13967	E.01 Integrated Campaign	Just Enough Bank	Bankwest	Bear Meets Eagle On Fire	SILVER

ADVERTISING | PR & PROMOTION

ID	Category	Entry	Client	Entrant Company	
14211	F.01 Creative Use of Media	The Comments Section	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	BRONZE
14281	F.01 Creative Use of Media	Meet Me at the Coke Sign	The Coca-Cola Company	Ogilvy Australia	SILVER
14442	F.01 Creative Use of Media	Ads at Record Speeds	Superloop	Leo Australia	BRONZE
13109	F.02 Best Use of Content	Night Fishing	Hyundai Motor Company	INNOCEAN Seoul	BRONZE
13172	F.02 Best Use of Content	TasmanAi	Tourism Tasmania	BMF	BRONZE
13577	F.02 Best Use of Content	Shark Week	Modibodi	TBWA\Fabric	BRONZE
13936	F.02 Best Use of Content	Uncovered	Samsung	Clemenger BBDO	BRONZE
13938	F.03 Best Use of Digital and Social Media	Uncovered	Samsung	Clemenger BBDO	BRONZE
13992	F.03 Best Use of Digital and Social Media	The Cat Conversion System	Mars Petcare, WHISKAS	Clemenger BBDO	BRONZE
14213	F.03 Best Use of Digital and Social Media	The Comments Section	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	SILVER
14522	F.03 Best Use of Digital and Social Media	Reshaping Rugby. The World's First TikTok Final	2degrees Mobile	TBWA\New Zealand	SILVER
14561	F.03 Best Use of Digital and Social Media	#NewYearsUnresolution	Unilever - Dove	Ogilvy Australia	BRONZE
13232	F.04 Best Use of Events and Stunts	Clash of Commuters	Samsung	Clemenger BBDO	SILVER
13666	F.04 Best Use of Events and Stunts	The Human Pickle	Heinz	TBWA\Australia	BRONZE
14176	F.04 Best Use of Events and Stunts	Worst Children’s Library	Samsung Electronics New Zealand	DDB Group Aotearoa	GOLD
14455	F.04 Best Use of Events and Stunts	ANZ x AFC Day One	ANZ Bank New Zealand	TBWA\New Zealand	BRONZE
13753	F.05 Best Use of Paid Talent and Influencers	Get Almost Almost Anything, Maybe Even Andy	Uber Eats Australia	Special Australia	SILVER
14566	F.05 Best Use of Paid Talent and Influencers	Made For Down Under	Bonds	Special Australia	GOLD
13818	F.06 Best Use of Unpaid Talent and Influencers	Hey Drake, this yours?	Sydney Water	It's Friday	BRONZE
14568	F.08 PR Amplification for a Campaign	Made For Down Under	Bonds	Special Australia	BRONZE
13993	F.11 PR-Led Campaign, Integrated	The Cat Conversion System	Mars Petcare, WHISKAS	Clemenger BBDO	SILVER
13667	F.12 Product Launch	The Human Pickle	Heinz	TBWA\Australia	BRONZE
14567	F.12 Product Launch	Made For Down Under	Bonds	Special Australia	SILVER
14623	F.13 Public Affairs Campaign	36 Months	36 Months	Supermassive	GOLD
13814	F.14 Reactive Response	Hey Drake, this yours?	Sydney Water	It's Friday	SILVER
13442	F.15 Sponsorships & Partnerships	The Spot	Bristol Myers Squibb + La Roche Posay	Ogilvy Australia	BRONZE
13754	F.15 Sponsorships & Partnerships	Get Almost Almost Anything, Maybe Even Andy	Uber Eats Australia	Special Australia	SILVER
13942	F.15 Sponsorships & Partnerships	Uncovered	Samsung	Clemenger BBDO	SILVER
14545	F.15 Sponsorships & Partnerships	Reshaping Rugby. The World’s First TikTok Final	2degrees Mobile	TBWA\New Zealand	BRONZE
14575	F.15 Sponsorships & Partnerships	ANZ x AFC Day One	ANZ Bank New Zealand	TBWA\New Zealand	BRONZE

ADVERTISING | PRESS & OUTDOOR

ID	Category	Entry	Client	Entrant Company	
13443	G.01 Ambient & Special Build	The Spot	Bristol Myers Squibb + La Roche Posay	Ogilvy Australia	BRONZE
14580	G.01 Ambient & Special Build	The Black Friday Sale	Kitchen Warehouse	Special Australia	BRONZE
13177	G.02 Poster Advertising, Existing Sites	Off Season: Become a Winter Person	Tourism Tasmania	BMF	BRONZE
13520	G.02 Poster Advertising, Existing Sites	Off Season: Become a Winter Person	Tourism Tasmania	BMF	BRONZE
14467	G.02 Poster Advertising, Existing Sites	The Hidden Eye Test	1001 Optometry	VML Australia	SILVER
14583	G.02 Poster Advertising, Existing Sites	The Black Friday Sale - Pasta Machines	Kitchen Warehouse	Special Australia	BRONZE
13183	G.05 Poster Advertising Campaigns	Off Season	Tourism Tasmania	BMF	BRONZE
13392	G.05 Poster Advertising Campaigns	From Space to Your Place	Telstra	TBWA\Australia	BRONZE
13448	G.05 Poster Advertising Campaigns	EAT IT	Karanghape Road Business Association	Motion Sickness	BRONZE
13673	G.05 Poster Advertising Campaigns	Welcome To Melbourne	Specsavers	TBWA\Australia	SILVER
13750	G.05 Poster Advertising Campaigns	The Black Friday Sale	Kitchen Warehouse	Special Australia	BRONZE
14416	G.05 Poster Advertising Campaigns	Four Bars	Telstra	Bear Meets Eagle On Fire	SILVER
14466	G.05 Poster Advertising Campaigns	The Hidden Eye Test	1001 Optometry	VML Australia	BRONZE

14487	G.05 Poster Advertising Campaigns	Just Enough Bank	Bankwest	Bear Meets Eagle On Fire	BRONZE
13518	G.09 Press Advertising Campaigns	From Space to Your Place	Telstra	TBWA\Australia	BRONZE

ADVERTISING | RADIO & AUDIO

ID	Category	Entry	Client	Entrant Company	
13409	H.01 Branded Audio and Podcasts, Individual	Study Break	Nestle	TBWA\Eleven	BRONZE
14353	H.02 Branded Audio and Podcasts, Campaign	Dream Team	Football Australia	Ogilvy Australia	SILVER
13618	H.04 Radio Advertising, over 30 seconds	"Last Broadcast" Cris Bundoquin	KBP, Kapisanan Ng Mga Brodkaster Ng Pilipinas	TBWA\SMP	SILVER
13911	H.06 Radio Advertising Campaigns	52 Weekends	Carlton & United Breweries	Droga5 ANZ, part of Accenture Song	BRONZE
14201	H.08 Innovative Use of Radio & Audio	Dream Team	Football Australia	Ogilvy Australia	BRONZE
14432	H.08 Innovative Use of Radio & Audio	Volkswagen RooBadge	Volkswagen Australia	DDB Group Australia	GOLD

ADVERTISING | RETAIL

ID	Category	Entry	Client	Entrant Company	
13197	I.11 Best Integrated Marketing Campaign	Go A Little Extra	ALDI Australia	BMF	BRONZE
14241	I.11 Best Integrated Marketing Campaign	Certified Toasters	Goodman Fielder New Zealand	DDB Group Aotearoa	GOLD
13211	I.13 Best Customer Experience Initiative	The Impossible Selfie	Samsung	Clemenger BBDO	BRONZE

ADVERTISING | SOCIAL MEDIA

ID	Category	Entry	Client	Entrant Company	
14215	I.02 Best use of Social Media, Campaign	The Comments Section	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	SILVER
13943	I.03 Community Building and Engagement	Uncovered	Samsung	Clemenger BBDO	BRONZE
14108	I.03 Community Building and Engagement	The Forbidden Flagmoji	Solid Lines	DDB Group Australia	BRONZE
14042	I.04 Content Creation	Samsung No Bad Seats	Samsung	We Are Social Australia	BRONZE
13055	I.05 Co-Created & User Generated Content	TasmanAi	Tourism Tasmania	BMF	SILVER
13944	I.05 Co-Created & User Generated Content	Uncovered	Samsung	Clemenger BBDO	SILVER
14217	I.05 Co-Created & User Generated Content	The Comments Section	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	BRONZE
13621	I.06 Social Videos, Individual	Uncle KFC’s Rice Bowl	KFC Thailand	Wolf BKK	GOLD
13959	I.06 Social Videos, Individual	Slather SPF - The Sun Is Not Your Friend	Slather SPF	SDWM	BRONZE
14212	I.06 Social Videos, Individual	The Comments Section	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	BRONZE
14572	I.06 Social Videos, Individual	Made For Down Under	Bonds	Special Australia	SILVER
13700	I.08 Tactical	Brat Club Classic	Goodman Fielder	Connecting Plots	BRONZE
13816	I.08 Tactical	Hey Drake, this yours?	Sydney Water	It's Friday	GOLD
13578	I.09 Use of Talent and Influencers	Shark Week	Modibodi	TBWA\Fabric	BRONZE
13817	I.09 Use of Talent and Influencers	Hey Drake, this yours?	Sydney Water	It's Friday	GOLD
14573	I.09 Use of Talent and Influencers	Made For Down Under	Bonds	Special Australia	GOLD

DESIGN | BOOK DESIGN

ID	Category	Entry	Client	Entrant Company	
14173	J.09 Other	Worst Children’s Library	Samsung Electronics New Zealand	DDB Group Aotearoa	BRONZE

DESIGN | BRANDING

ID	Category	Entry	Client	Entrant Company	
13573	J.12 Brand Refresh, Large Identity	triple j Rejuvenated	ABC (Australian Broadcasting Corporation)	Howatson+Company	SILVER
13575	J.19 Logos	triple j Rejuvenated	ABC (Australian Broadcasting Corporation)	Howatson+Company	BRONZE

DESIGN | GRAPHIC DESIGN

ID	Category	Entry	Client	Entrant Company	
14499	J.20 Applied Print Graphics	Just Enough Bank	Bankwest	Bear Meets Eagle On Fire	BRONZE
14436	J.26 Posters	Wherever We Go	Telstra	Bear Meets Eagle On Fire	GOLD
14508	J.26 Posters	Just Enough Bank	Bankwest	Bear Meets Eagle On Fire	BRONZE
13574	J.27 Other	triple j Rejuvenated	ABC (Australian Broadcasting Corporation)	Howatson+Company	BRONZE

DESIGN | PACKAGING DESIGN

ID	Category	Entry	Client	Entrant Company	
13147	J.31 Promotional & Special Edition	Packed Full of History	Samsung	Clemenger BBDO	SILVER

DESIGN | PRODUCT DESIGN

ID	Category	Entry	Client	Entrant Company	
14610	J.34 Connected Products & Wearable Technology	Volkswagen RooBadge	Volkswagen Australia	DDB Group Australia	SILVER
13835	J.37 Product Innovation	The Cardboard Cake	Wholegreen Bakery	The Hallway	BRONZE
14611	J.37 Product Innovation	Volkswagen RooBadge	Volkswagen Australia	DDB Group Australia	BRONZE

CRAFT | ANIMATION AND VISUAL EFFECTS

ID	Category	Entry	Client	Entrant Company	
13491	K.02 3D Animation	The Cassette	Palliative Care Queensland	Cocogun	BRONZE
14406	K.02 3D Animation	Wherever We Go	Telstra	Bear Meets Eagle On Fire	SILVER
13048	K.06 Special Effects	KIA 'EV Range' (90s)	KIA	DIVISION	BRONZE
13646	K.06 Special Effects	Beef 'Ship'	Meat and Livestock Australia	The Sweetshop	SILVER
13049	K.07 Visual Effects	KIA 'EV Range' (90s)	KIA	DIVISION	BRONZE
14086	K.07 Visual Effects	Earth Defender	Novo Amor/Believe	Heckler Singapore	BRONZE
13035	K.08 Campaign	Better on a Better Mobile Network	Telstra	Revolver	SILVER

CRAFT | ART DIRECTION

ID	Category	Entry	Client	Entrant Company	
13021	K.11 Experiential Art Direction	The Waiting Workforce	JPMorganChase	The Glue Society	BRONZE
13531	K.11 Experiential Art Direction	Vivid 'Nest'	Destination NSW	Photoplay	BRONZE
14160	K.11 Experiential Art Direction	Breadywear	Goodman Fielder New Zealand	DDB Group Aotearoa	SILVER
14527	K.11 Experiential Art Direction	Into Art	Telstra	TBWA\Australia	BRONZE
13523	K.12 Film Art Direction, Individual	Experience Beautiful Internet	Telstra	TBWA\Australia	BRONZE
14445	K.12 Film Art Direction, Individual	Together is for Christmas	Telstra	Bear Meets Eagle On Fire	SILVER
14449	K.12 Film Art Direction, Individual	Wherever Your Business Goes	Telstra	Bear Meets Eagle On Fire	GOLD
14136	K.13 Film Art Direction, Campaign	Better on a Better Mobile Network	Telstra	Bear Meets Eagle On Fire	GOLD
14425	K.13 Film Art Direction, Campaign	Silent Films	Telstra	Bear Meets Eagle On Fire	BRONZE
13477	K.15 Poster Art Direction, Campaign	EAT IT	Karanghape Road Business Association	Motion Sickness	BRONZE
14434	K.15 Poster Art Direction, Campaign	wherever we go	Telstra	Bear Meets Eagle On Fire	BRONZE
14469	K.15 Poster Art Direction, Campaign	The Hidden Eye Test	1001 Optometry	VML Australia	SILVER
14576	K.15 Poster Art Direction, Campaign	Coopers Forever Original '1 of 1'	Coopers	Special Australia	SILVER
13148	K.16 Print Art Direction, Individual	Packed Full of History	Samsung	Clemenger BBDO	BRONZE

CRAFT | CASTING

ID	Category	Entry	Client	Entrant Company	
13455	K.18 Casting for Film Advertising	Stay Normal	Heaps Normal	Scoundrel	BRONZE
13713	K.18 Casting for Film Advertising	Athletes In The Making	AAMI	Scoundrel	SILVER
13770	K.18 Casting for Film Advertising	Cop Enough	WA Police Union	KWP+Partners	BRONZE
14146	K.19 Influencers, Talent & Celebrity	Get Andy	Uber Eats	FINCH	BRONZE
13040	K.21 Campaign	Better on a Better Mobile Network	Telstra	Revolver	SILVER
13471	K.21 Campaign	Make New Zealand The Best Place In The World To Have Herpes	The New Zealand Herpes Foundation	Motion Sickness	SILVER

CRAFT | CINEMATOGRAPHY

ID	Category	Entry	Client	Entrant Company	
13062	K.22 Branded Content & Entertainment	KIA 'EV Range' (90s)	KIA	DIVISION	BRONZE
13046	K.23 TV and Cinema Commercials	Donkey	Telstra	Revolver	SILVER
13317	K.23 TV and Cinema Commercials	Fear Not	Modibodi	FINCH	BRONZE
14413	K.23 TV and Cinema Commercials	Silent Films	Telstra	Bear Meets Eagle On Fire	SILVER

CRAFT | COPYWRITING

ID	Category	Entry	Client	Entrant Company	
13237	K.26 Best Film Script, Individual	Turn Back Too Far	Uber Eats	Special Australia	SILVER
14223	K.26 Best Film Script, Individual	Toyota HiLux 'In A Pickle'	Toyota Motor Corporation Australia	Saatchi & Saatchi Australia	BRONZE
14451	K.26 Best Film Script, Individual	Wherever Your Business Goes	Telstra	Bear Meets Eagle On Fire	SILVER
14497	K.27 Best Film Script, Campaign	Just Enough Bank	Bankwest	Bear Meets Eagle On Fire	BRONZE
13201	K.29 Best Radio or Audio Script Writing, Campaign	Go A Little Extra	ALDI Australia	BMF	BRONZE
14053	K.29 Best Radio or Audio Script Writing, Campaign	52 Weekends	Carlton & United Breweries	Droga5 ANZ, part of Accenture Song	BRONZE
13686	K.31 Best use of Copywriting, Campaign	Welcome To Melbourne	Specsavers	TBWA\Australia	BRONZE
14385	K.31 Best use of Copywriting, Campaign	Better on a Better Mobile Network	Telstra	Bear Meets Eagle On Fire	GOLD
14498	K.31 Best use of Copywriting, Campaign	Just Enough Bank	Bankwest	Bear Meets Eagle On Fire	BRONZE

CRAFT | DIGITAL CRAFT

ID	Category	Entry	Client	Entrant Company	
13862	K.42 Websites	Love Creep	Ministry of Social Development	Assembly	SILVER

CRAFT | DIRECTION

ID	Category	Entry	Client	Entrant Company	
13328	K.44 Branded Content & Entertainment - Non Fiction	Make New Zealand the Best Place in the World to have Herpes. With Donkey	New Zealand Herpes Foundation	FINCH	BRONZE
12991	K.46 TV and Cinema Commercials	Donkey	Telstra	Revolver	SILVER
12993	K.46 TV and Cinema Commercials	Considering What?	Channel 4	Revolver	GOLD
13126	K.46 TV and Cinema Commercials	In A Pickle	Toyota Motor Corporation Australia	Scoundrel	SILVER
13248	K.46 TV and Cinema Commercials	A Tale As Old As Websites	Squarespace	Revolver	BRONZE
13386	K.46 TV and Cinema Commercials	Beef 'Ship'	Meat and Livestock Australia	The Sweetshop	BRONZE
13712	K.46 TV and Cinema Commercials	Athletes In The Making	AAMI	Scoundrel	BRONZE
14260	K.46 TV and Cinema Commercials	The Shoemaker	Telstra	Revolver	SILVER
12992	K.49 Campaign	Better on a Better Mobile Network	Telstra	Revolver	GOLD
13558	K.49 Campaign	Make New Zealand the Best Place in the World to Have Herpes	New Zealand Herpes Foundation	FINCH	BRONZE
14296	K.49 Campaign	A Put Your Phone On Silent Film	Telstra	FINCH	BRONZE

CRAFT | EDITING

ID	Category	Entry	Client	Entrant Company	
13607	K.50 Branded Content, Entertainment & Social	Through My Eyes	UNHCR	Heckler	SILVER
14004	K.50 Branded Content, Entertainment & Social	Consent - Can't Wait	Australian Government	ARC	BRONZE
13034	K.51 TV and Cinema Commercials	Overthinker	Medical Assurance Society	ARC	BRONZE
13038	K.51 TV and Cinema Commercials	Thirsty For More	Pepsi Max	ARC	BRONZE
14396	K.51 TV and Cinema Commercials	Telstra - Small Business	Telstra	The Editors	BRONZE
14595	K.51 TV and Cinema Commercials	Rick's Rescue	Apple	TBWA\ Media Arts Lab Australia	BRONZE

CRAFT | ILLUSTRATION

ID	Category	Entry	Client	Entrant Company	
14433	K.54 Posters	wherever we go	Telstra	Bear Meets Eagle On Fire	SILVER

CRAFT | PHOTOGRAPHY

ID	Category	Entry	Client	Entrant Company	
14624	K.60 Photography for Design	Magnificent	Yotkan Ancient City in Xinjiang, China	The Nine Shanghai	BRONZE
13475	K.64 Campaign	EAT IT	Karanghape Road Business Association	Motion Sickness	SILVER

CRAFT | PRODUCTION DESIGN

ID	Category	Entry	Client	Entrant Company	
14540	K.66 Digital	Reshaping Rugby. The World's First TikTok Final	2degrees Mobile	TBWA\New Zealand	BRONZE
13045	K.69 TV and Cinema Commercials	Donkey	Telstra	Revolver	SILVER
13522	K.69 TV and Cinema Commercials	Experience Beautiful Internet	Telstra	TBWA\Australia	BRONZE
13526	K.69 TV and Cinema Commercials	Forever Original	Coopers	The Glue Society	BRONZE
13654	K.69 TV and Cinema Commercials	In A Pickle	Toyota Motor Corporation Australia	Scoundrel	BRONZE

13703	K.69 TV and Cinema Commercials	Go A Little Extra	ALDI	Good Oil Films	BRONZE
14360	K.69 TV and Cinema Commercials	The Shoemaker	Telstra	Revolver	GOLD
13036	K.70 Campaign	Better on a Better Mobile Network	Telstra	Revolver	GOLD
14441	K.70 Campaign	Silent Films	Telstra	Bear Meets Eagle On Fire	BRONZE

CRAFT | SOUND DESIGN & USE OF MUSIC

ID	Category	Entry	Client	Entrant Company	
13345	K.71 Best Use of Adapted Music	Together Is For Christmas	Telstra	Rumble Studios	BRONZE
13605	K.71 Best Use of Adapted Music	Puppies & Kittens	Petbarn	Howatson+Company	SILVER
14394	K.71 Best Use of Adapted Music	Wherever We Go	Telstra	Bear Meets Eagle On Fire	BRONZE
13377	K.72 Best Use of Existing Music	Don't Waste a Beat	The Shane Warne Legacy	FINCH	BRONZE
14627	K.72 Best Use of Existing Music	The Cassette	Palliative Care Queensland	Level Two Music	SILVER
13562	K.73 Original Composition	Homegrown Sound	Sprout	TBWA\Australia	SILVER
13609	K.73 Original Composition	Hospitals United For Sick Kids - Blip: Lightyears From Home	Hospitals United For Sick Kids	Sonar Music	SILVER
13639	K.73 Original Composition	NEST	VIVID	Sonar Music	SILVER
13617	K.74 Excellence in Audio	Hospitals United For Sick Kids - Blip: Lightyears From Home	Hospitals United For Sick Kids	Sonar Music	GOLD
13872	K.74 Excellence in Audio	Together Is For Christmas	Telstra	Rumble Studios	BRONZE
13241	K.75 Sound Design	The Sound of Violence	Save the Children	Cheil Hong Kong	BRONZE
13346	K.75 Sound Design	Wherever We Go	Telstra	Rumble Studios	BRONZE
13616	K.75 Sound Design	Hospitals United For Sick Kids - Blip: Lightyears From Home	Hospitals United For Sick Kids	Sonar Music	SILVER
13945	K.75 Sound Design	Uncovered	Samsung	Clemenger BBDO	SILVER
14620	K.75 Sound Design	Rick’s Rescue	Apple	TBWA\ Media Arts Lab Australia	GOLD

CRAFT | TYPOGRAPHY

ID	Category	Entry	Client	Entrant Company	
14419	K.81 Posters, Campaign	Four Bars	Telstra	Bear Meets Eagle On Fire	SILVER
14470	K.81 Posters, Campaign	The Hidden Eye Test	1001 Optometry	VML Australia	GOLD
13571	K.82 Type Design	triple j Rejuvenated	ABC (Australian Broadcasting Corporation)	Howatson+Company	BRONZE

FILM & ENTERTAINMENT | BRANDED CONTENT & ENTERTAINMENT

ID	Category	Entry	Client	Entrant Company	
13962	L.01 Fiction Film up to 5 mins, Individual	Slather SPF - The Sun Is Not Your Friend	Slather SPF	SDWM	BRONZE
13113	L.03 Fiction Film 5-30 mins, Individual	Night Fishing	Hyundai Motor Company	INNOCEAN Seoul	BRONZE
13606	L.03 Fiction Film 5-30 mins, Individual	Uncle KFC's Rice Bowl	KFC Thailand	Wolf BKK	GOLD
13579	L.07 Non-Fiction Film up to 5 mins, Individual	Shark Week	Modibodi	TBWA\Fabric	BRONZE
13133	L.13 Games	Ghost Skins	Samsung	Cheil PengTai Beijing & Cheil Hong Kong	BRONZE
14378	L.13 Games	UNPLYABL	Queensland Government	Publicis Worldwide	BRONZE
14129	L.17 Music Videos	Homegrown Sound	Sprout	TBWA\Australia	SILVER
13946	L.18 Sports	Uncovered	Samsung	Clemenger BBDO	BRONZE

FILM & ENTERTAINMENT | FILM ADVERTISING

ID	Category	Entry	Client	Entrant Company	
13200	L.21 Cinema Commercials Up to 60 Seconds	Go A Little Extra	ALDI Australia	BMF	BRONZE
13207	L.21 Cinema Commercials Up to 60 Seconds	Go Further	7-Eleven	Clemenger BBDO	BRONZE
14411	L.21 Cinema Commercials Up to 60 Seconds	Silent Films - Four Legged Friend	Telstra	Bear Meets Eagle On Fire	GOLD
14438	L.21 Cinema Commercials Up to 60 Seconds	Silent Films - Mirror Mirror	Telstra	Bear Meets Eagle On Fire	BRONZE
14439	L.21 Cinema Commercials Up to 60 Seconds	Silent Films - Magnetic Boy	Telstra	Bear Meets Eagle On Fire	GOLD
13347	L.22 Cinema Commercials Over 60 Seconds	Finding Jade	ONE NEW ZEALAND	FCB Aotearoa	BRONZE
14218	L.22 Cinema Commercials Over 60 Seconds	The Comments Section	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	BRONZE
14427	L.22 Cinema Commercials Over 60 Seconds	Together is for Christmas	Telstra	Bear Meets Eagle On Fire	BRONZE
14415	L.23 Cinema Only Campaigns	Silent Films	Telstra	Bear Meets Eagle On Fire	GOLD
14454	L.25 TV Commercials Less than 30 Seconds	Better on a Better Mobile Network Bussleton Jetty	Telstra	Bear Meets Eagle On Fire	BRONZE
14457	L.25 TV Commercials Less than 30 Seconds	Better on a Better Mobile Network Warmun	Telstra	Bear Meets Eagle On Fire	BRONZE
14458	L.25 TV Commercials Less than 30 Seconds	Better on a Better Mobile Network Rocky Cape	Telstra	Bear Meets Eagle On Fire	BRONZE
14319	L.26 TV Commercials 30 Seconds	Made For Down Under	Bonds	Special Australia	BRONZE

14510	L.26 TV Commercials 30 Seconds	Just Enough Bank - Romance	Bankwest	Bear Meets Eagle On Fire	BRONZE
14511	L.26 TV Commercials 30 Seconds	Just Enough Bank - Cheese	Bankwest	Bear Meets Eagle On Fire	BRONZE
14513	L.26 TV Commercials 30 Seconds	Just Enough Bank - Best Friend	Bankwest	Bear Meets Eagle On Fire	BRONZE
13208	L.27 TV Commercials Over 30 Seconds	Go Further	7-Eleven	Clemenger BBDO	BRONZE
13540	L.27 TV Commercials Over 30 Seconds	Summer	Grab	GIGIL	BRONZE
13620	L.27 TV Commercials Over 30 Seconds	Normal For Me	Breast Cancer Foundation NZ	Revolver	SILVER
13889	L.27 TV Commercials Over 30 Seconds	Toyota HiLux 'In A Pickle'	Toyota Motor Corporation Australia	Saatchi & Saatchi Australia	BRONZE
14082	L.27 TV Commercials Over 30 Seconds	Canned Laughter	Uber Eats	Special Australia	BRONZE
14220	L.27 TV Commercials Over 30 Seconds	The Comments Section	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	SILVER
14426	L.27 TV Commercials Over 30 Seconds	Together is for Christmas	Telstra	Bear Meets Eagle On Fire	BRONZE
14448	L.27 TV Commercials Over 30 Seconds	Wherever Your Business Goes	Telstra	Bear Meets Eagle On Fire	SILVER
14621	L.27 TV Commercials Over 30 Seconds	Rick's Rescue	Apple	TBWA\ Media Arts Lab Australia	BRONZE
13709	L.28 TV Commercial Campaigns	Always Free. Always Entertaining.	ABC (Australian Broadcasting Corporation)	Howatson+Company	BRONZE
14456	L.28 TV Commercial Campaigns	Better on a Better Mobile Network	Telstra	Bear Meets Eagle On Fire	GOLD
14516	L.28 TV Commercial Campaigns	Just Enough Bank	Bankwest	Bear Meets Eagle On Fire	SILVER
14450	L.30 Business-to-Business	Wherever Your Business Goes	Telstra	Bear Meets Eagle On Fire	SILVER

INNOVATION | BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company	
13746	M.01 Brand Engagement	Healthier Ways	Zespri Kiwifruits	Dentsu Creative	BRONZE
14123	M.01 Brand Engagement	The mycar Chargers	mycar Tyre & Auto	TBWA\Australia	BRONZE
14694	M.01 Brand Engagement	The Hidden Eye Test	1001 Optometry	VML Australia	SILVER
14242	M.02 Business Transformation	Certified Toasters	Goodman Fielder New Zealand	DDB Group Aotearoa	GOLD
13234	M.03 Early Stage	Volkswagen RooBadge	Volkswagen Australia	DDB Group Australia	BRONZE

INNOVATION | NON-BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company	
14110	M.06 Creative Expression	The Forbidden Flagmoji	Solid Lines	DDB Group Australia	GOLD

MEDIA | CHANNELS

ID	Category	Entry	Client	Entrant Company	
13972	N.01 Use of Ambient Media	Hilux Hybrid - 3.5 Tonne Headline	Toyota New Zealand	Saatchi & Saatchi New Zealand	SILVER
13947	N.03 Use of Branded Entertainment and Content	Uncovered	Samsung	Clemenger BBDO	BRONZE
14558	N.03 Use of Branded Entertainment and Content	The Break Chair	KitKat	VML Australia	BRONZE
13745	N.04 Use of Digital Platforms	Healthier Ways	Zespri Kiwifruits	Dentsu Creative	BRONZE
14543	N.04 Use of Digital Platforms	Reshaping Rugby. The World's First TikTok Final	2degrees Mobile	TBWA\New Zealand	SILVER
14559	N.04 Use of Digital Platforms	The Break Chair	KitKat	VML Australia	BRONZE
13444	N.05 Use of Events and Stunts	The Spot	Bristol Myers Squibb + La Roche Posay	Ogilvy Australia	SILVER
13747	N.05 Use of Events and Stunts	Get Almost Almost Anything, Maybe Even Andy	Uber Eats Australia	Special Australia	BRONZE
14169	N.05 Use of Events and Stunts	Worst Children's Library	Samsung Electronics New Zealand	DDB Group Aotearoa	GOLD
13685	N.06 Use of Print, Press & Outdoor	Welcome To Melbourne	Specsavers	TBWA\Australia	SILVER
14471	N.06 Use of Print, Press & Outdoor	The Hidden Eye Test	1001 Optometry	VML Australia	GOLD
14577	N.06 Use of Print, Press & Outdoor	Coopers Forever Original '1 of 1'	Coopers	Special Australia	BRONZE
13619	N.07 Use of Technology	Last Broadcast	KBP, Kapisanan Ng Mga Brodkaster Ng Pilipinas	TBWA\SMP	BRONZE
13114	N.08 Use of TV & Other Screens	Night Fishing	Hyundai Motor Company	INNOCEAN Seoul	SILVER
14410	N.08 Use of TV & Other Screens	Better on a Better Mobile Network	Telstra	Bear Meets Eagle On Fire	SILVER
14243	N.10 Use of New Media	Certified Toasters	Goodman Fielder New Zealand	DDB Group Aotearoa	GOLD

PURPOSE | CHARITY

ID	Category	Entry	Client	Entrant Company	
13467	O.02 Branded Content and Entertainment, Campaign	Make New Zealand The Best Place In The World To Have Herpes	The New Zealand Herpes Foundation	Motion Sickness	GOLD
13244	O.03 Design, Individual	The Touch Annual Report	Orbis	Cheil Hong Kong	SILVER
13245	O.07 Direct, Individual	The Touch Annual Report	Orbis	Cheil Hong Kong	BRONZE
14514	O.08 Direct, Campaign	Legacy Lager	Legacy Club Services	VML Australia	BRONZE
12996	O.10 Film Advertising, Individual	Normal For Me	Breast Cancer Foundation NZ	Revolver	BRONZE

13473	O.11 Film Advertising, Campaign	Make New Zealand The Best Place In The World To Have Herpes	The New Zealand Herpes Foundation	Motion Sickness	SILVER
14132	O.12 Innovation	The University of Dyslexic Thinking	Made By Dyslexia	DDB Group Australia	BRONZE
13468	O.13 Integrated Campaign	Make New Zealand The Best Place In The World To Have Herpes	The New Zealand Herpes Foundation	Motion Sickness	GOLD
14135	O.13 Integrated Campaign	The University of Dyslexic Thinking	Made By Dyslexia	DDB Group Australia	BRONZE
13472	O.14 PR & Promotion	Make New Zealand The Best Place In The World To Have Herpes	The New Zealand Herpes Foundation	Motion Sickness	GOLD
14068	O.14 PR & Promotion	The Finger	WWF New Zealand	Droga5 ANZ, part of Accenture Song	BRONZE
14137	O.14 PR & Promotion	The University of Dyslexic Thinking	Made By Dyslexia	DDB Group Australia	SILVER
13849	O.17 Radio & Audio, Individual	Rescued Jingles	Kaibosh	VML New Zealand	BRONZE
14085	O.18 Radio & Audio, Campaign	Shit Mo's Save Lives	Movember	Movember	BRONZE
13755	O.21 Business-to-Business	Shift 20 Initiative: Casting Call	Dylan Alcott Foundation	Special Australia	BRONZE

PURPOSE | CREATIVITY FOR GOOD

ID	Category	Entry	Client	Entrant Company	
13991	O.22 Advertising & Marketing Communications	The Cat Conversion System	Mars Petcare, WHISKAS	Clemenger BBDO	BRONZE
14179	O.23 Design	Worst Children’s Library	Samsung Electronics New Zealand	DDB Group Aotearoa	SILVER
14692	O.23 Design	The Hidden Eye Test	1001 Optometry	VML Australia	BRONZE
13641	O.24 Product Design	Washtag	Sixfifty Trading Corporation	TBWA\SMP	BRONZE
13238	O.26 Equality	Ghost Skins	Samsung	Cheil PengTai Beijing & Cheil Hong Kong	BRONZE
13456	O.26 Equality	Real-Time Reo	Whānau Ora	Motion Sickness	BRONZE
14113	O.26 Equality	The Forbidden Flagmoji	Solid Lines	DDB Group Australia	SILVER
14349	O.26 Equality	The Fee Speech	No Sunday Blues	Clemenger BBDO	SILVER

STRATEGY | STRATEGY

ID	Category	Entry	Client	Entrant Company	
13217	P.01 Creative Strategy	Go Big on the Little Things	ALDI Australia	BMF	SILVER
13469	P.01 Creative Strategy	Make New Zealand The Best Place In The World To Have Herpes	The New Zealand Herpes Foundation	Motion Sickness	SILVER
13971	P.01 Creative Strategy	The Not Fine Print	Chorus	Saatchi & Saatchi New Zealand	BRONZE
14081	P.01 Creative Strategy	Germ Z	Beauty Elements Ventures, Inc.	GIGIL	BRONZE
14140	P.01 Creative Strategy	The University of Dyslexic Thinking	Made By Dyslexia	DDB Group Australia	GOLD
14388	P.02 B2B Creative Strategy	The QuickBooks Re-Review	Intuit QuickBooks	R/GA Australia	BRONZE

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