

47TH AWARD AWARDS

Finalists Announced



Creativity
is Calling



CLASSIC | DIGITAL

ID	Category	Entry	Client	Entrant Company
15134	A.01 Apps	Cheat Codes	Mercury	McCann New Zealand
14996	A.03 Creative Technology	Haven	Suncorp Insurance	Leo Australia
16049	A.03 Creative Technology	Magnif-eye	1001 Optometry	VML Australia
16158	A.03 Creative Technology	Mum-nipulate the Algorithm	Kitchen Warehouse	Special Australia
14997	A.04 Digital Tools & Utilities	Haven	Suncorp Insurance	Leo Australia
16051	A.04 Digital Tools & Utilities	Magnif-eye	1001 Optometry	VML Australia
16283	A.04 Digital Tools & Utilities	Codemates	Telstra	+61
16313	A.06 Integrated Digital Campaigns	Mum-nipulate the Algorithm	Kitchen Warehouse	Special Australia
15320	A.07 Other	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong

CLASSIC | DIRECT

ID	Category	Entry	Client	Entrant Company
15142	B.01 Direct Mail, Individual	All Brads Welcome	McDonald's	McCann New Zealand
16037	B.01 Direct Mail, Individual	The Misleading Times	Reform Political Advertising	Clemenger BBDO
15125	B.03 Direct Response, any media	Patrol. It's Out There.	Nissan Oceania	TBWA\ Australia
15335	B.03 Direct Response, any media	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong
16261	B.03 Direct Response, any media	App O'Clock	Telstra	+61
16309	B.03 Direct Response, any media	How To Break A Honda	HONDA AUSTRALIA	Howatson+Company
16344	B.03 Direct Response, any media	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
15015	B.04 Direct Response Integrated Campaigns	The Hard Rated Homecoming	Asahi Beverages NZ Limited	Droga5 ANZ, part of Accenture Song
15044	B.04 Direct Response Integrated Campaigns	Australia's Driving Test	AAMI	Leo Australia
15189	B.04 Direct Response Integrated Campaigns	One chip for every Kiwi	Griffin's Snacks	Pitchblack
15489	B.04 Direct Response Integrated Campaigns	The Māori Roll Call	Whānau Ora	Motion Sickness
16359	B.04 Direct Response Integrated Campaigns	National Gardening League	Yates Australia	Howatson+Company
14889	B.05 Retail	The Retail Promo That Lit Up Cannabis Culture	HELL Pizza	Yarn
15117	B.05 Retail	The Guinea Pig Scheme	ONE New Zealand	McCann New Zealand
15191	B.05 Retail	Want fries with... that?	Burger King	Pitchblack
15538	B.05 Retail	Karangahape Returns	Whānau Ora	Motion Sickness
16167	B.05 Retail	Vaseline and The Real Nigerian Prince	Unilever International	Leo Singapore
16316	B.05 Retail	Mum-nipulate the Algorithm	Kitchen Warehouse	Special Australia
14999	B.07 Direct Innovation	Haven	Suncorp Insurance	Leo Australia
15387	B.07 Direct Innovation	Australia's Driving Test	AAMI	Leo Australia
16053	B.07 Direct Innovation	Magnif-eye	1001 Optometry	VML Australia
16361	B.07 Direct Innovation	The Recycling Rethink	Pepsi	Special Australia
16455	B.07 Direct Innovation	Build Your Own Super Bowl	Uber Eats	Special Australia

14998	B.08 Creative Use of Data	Haven	Suncorp Insurance	Leo Australia
15654	B.08 Creative Use of Data	Fantasy Herd	Goodman Fielder	McCann New Zealand
16021	B.08 Creative Use of Data	The Suzuki Index	Suzuki Automotive	ATime&Place
16054	B.08 Creative Use of Data	Magnif-eye	1001 Optometry	VML Australia
16327	B.08 Creative Use of Data	Mum-nipulate the Algorithm	Kitchen Warehouse	Special Australia

CLASSIC | HEALTH & WELLNESS

ID	Category	Entry	Client	Entrant Company
16055	C.02 Consumer, Patient and Professional Products	Magnif-eye	1001 Optometry	VML Australia
16254	C.02 Consumer, Patient and Professional Products	Vaseline and The Real Nigerian Prince	Unilever International	Leo Singapore
16443	C.02 Consumer, Patient and Professional Products	Expensive Sh*t	Kimberly-Clark	McCann New Zealand
15087	C.04 Disease Awareness	Do it after you do it.	Emen8 – Thorn Harbour Health	Think-HQ
15524	C.04 Disease Awareness	The Sunburnt Car	mycar	TBWA\ Australia
16057	C.04 Disease Awareness	Magnif-eye	1001 Optometry	VML Australia
14947	C.05 Health Awareness and Social Responsibility	Diary of a Head Injury	Headway	Assembly
15118	C.05 Health Awareness and Social Responsibility	Belted Jerseys	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
15243	C.05 Health Awareness and Social Responsibility	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
15309	C.05 Health Awareness and Social Responsibility	SAFE SKETCH	SAVE THE CHILDREN	Cheil Hong Kong
15337	C.05 Health Awareness and Social Responsibility	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong
15594	C.05 Health Awareness and Social Responsibility	Family Roast	Medibank	Colenso BBDO
15753	C.05 Health Awareness and Social Responsibility	How Ya Travellin'?	Healthy Heads in Trucks & Sheds	Keep Left
16036	C.05 Health Awareness and Social Responsibility	The Losing Sound	The Truth About Addiction & Stories of Hope Australia	Rumble Studios
16056	C.05 Health Awareness and Social Responsibility	Magnif-eye	1001 Optometry	VML Australia
16268	C.05 Health Awareness and Social Responsibility	Futures	Musicians Making A Difference	Supermassive
16407	C.05 Health Awareness and Social Responsibility	The Sunburnt Car	mycar	TBWA\ Australia
15940	C.06 Health Brands & Services	Family Roast	Medibank	Colenso BBDO
16058	C.06 Health Brands & Services	Magnif-eye	1001 Optometry	VML Australia

CLASSIC | INTEGRATED

ID	Category	Entry	Client	Entrant Company
14990	D.01 Integrated Campaign	Macca's Grinch Meal	McDonalds	Wieden+Kennedy Sydney
15111	D.01 Integrated Campaign	One chip for every Kiwi	Griffin's Snacks	Pitchblack
15354	D.01 Integrated Campaign	New Zealand Is One Big Toyota Ad	Toyota New Zealand	Saatchi & Saatchi New Zealand
15388	D.01 Integrated Campaign	Australia's Driving Test	AAMI	Leo Australia
15530	D.01 Integrated Campaign	The Māori Roll Call	Whānau Ora	Motion Sickness
15724	D.01 Integrated Campaign	The Bags	Doordash	Clemenger BBDO
16019	D.01 Integrated Campaign	The Suzuki Index	Suzuki Automotive	ATime&Place
16288	D.01 Integrated Campaign	Second Life Sounds	Telstra	+61

CLASSIC | PR & PROMOTION

ID	Category	Entry	Client	Entrant Company
15198	E.01 Creative Use of Media	Belted Jerseys	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
16142	E.01 Creative Use of Media	Just Enough Bank	Bankwest	Bear Meets Eagle On Fire
15010	E.02 Best Use of Content	The Ad that Could Only be Seen on SBS	Special Broadcasting Service	Droga5 ANZ, part of Accenture Song
16332	E.02 Best Use of Content	Dirty Old Secrets	Seasol International	Howatson+Company
15390	E.03 Best Use of Digital and Social Media	Australia's Driving Test	AAMI	Leo Australia
15656	E.03 Best Use of Digital and Social Media	Fantasy Herd	Goodman Fielder	McCann New Zealand
16269	E.03 Best Use of Digital and Social Media	App O'Clock	Telstra	+61
16476	E.03 Best Use of Digital and Social Media	Dirty Old Secrets	Seasol International	Howatson+Company
15555	E.04 Best Use of Events and Stunts	Back to Kai Tak	Cathay	Leo Hong Kong
15978	E.04 Best Use of Events and Stunts	Democracy Sauce	Mars Australia	Ogilvy Australia
16030	E.04 Best Use of Events and Stunts	How Engineers Australia made history with In Her Corner	Engineers Australia	Bastion

16442	E.04 Best Use of Events and Stunts	Expensive Sh*t	Kimberly-Clark	McCann New Zealand
16467	E.04 Best Use of Events and Stunts	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
15084	E.05 Best Use of Paid Talent and Influencers	Skinny For Life	Skinny	Colenso BBDO
16256	E.05 Best Use of Paid Talent and Influencers	Vaseline and The Real Nigerian Prince	Unilever International	Leo Singapore
15149	E.06 Best Use of Unpaid Talent and Influencers	Dame Fiona Kidman's Thoughts on Film	Vendetta Films	VML Australia
16009	E.06 Best Use of Unpaid Talent and Influencers	Foo Fighters Rider	Tourism Tasmania	BMF
16103	E.10 PR-Led Campaign, Integrated	How Engineers Australia made history with In Her Corner	Engineers Australia	Bastion
16275	E.10 PR-Led Campaign, Integrated	The Lifetime of Greatness Project	Tourism Tropical North Queensland	Supermassive
14890	E.11 Product Launch	The Retail Promo That Lit Up Cannabis Culture	HELL Pizza	Yarn
15229	E.11 Product Launch	Sugar Liquidation Sale™	Asahi Beverages NZ Limited	Droga5 ANZ, part of Accenture Song
15289	E.11 Product Launch	Bringing Koala Ears Back to Aussie Beaches	Edgewell Personal Care	TBWA\ Australia
16059	E.11 Product Launch	Magnif-eye	1001 Optometry	VML Australia
16430	E.12 Public Affairs Campaign	The Misleading Times	Reform Political Advertising	Clemenger BBDO
15697	E.13 Reactive Response	The Happiness List	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
14953	E.14 Sponsorships & Partnerships	QBE Heartfelt Guernsey	QBE Insurance	The Core Agency
16164	E.14 Sponsorships & Partnerships	Bankwest - Pride	Bankwest	Bear Meets Eagle On Fire
16422	E.14 Sponsorships & Partnerships	Turbine Made	ACCIONA Energía	Clemenger BBDO

CLASSIC | PRESS & OUTDOOR

ID	Category	Entry	Client	Entrant Company
14987	F.01 Ambient & Special Build	Macca's Sauce Lids	McDonalds	Wieden+Kennedy Sydney
15055	F.01 Ambient & Special Build	However It Dies - Death by Boot	Mobile Muster	Enigma Communications
15857	F.01 Ambient & Special Build	Snickers Train	Mars Australia	Ogilvy Australia
16468	F.01 Ambient & Special Build	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
15383	F.02 Poster Advertising, Existing Sites	However it Dies - Death by Washing Machine	Mobile Muster	Enigma Communications
16469	F.03 Poster Advertising, Interactive Sites	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
16139	F.04 Poster Advertising, Tactical	Halloween Hijack	Doritos AU	Akcelo
15122	F.05 Poster Advertising Campaigns	Speed Demons	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
15138	F.05 Poster Advertising Campaigns	You Know Where	McDonald's	McCann New Zealand
15542	F.05 Poster Advertising Campaigns	Outside, your comfort zone.	Kathmandu	Motion Sickness
15721	F.05 Poster Advertising Campaigns	Text Me When You Land	Optus	Droga5 ANZ, part of Accenture Song
16292	F.05 Poster Advertising Campaigns	wherever we go again	Telstra	Bear Meets Eagle On Fire

CLASSIC | RADIO & AUDIO

ID	Category	Entry	Client	Entrant Company
15043	G.03 Radio Advertising, 0-30 seconds	STICKY PORK STIR FRY	Australian Pork Limited	Dig
15380	G.03 Radio Advertising, 0-30 seconds	Street Condoms	Delivereasy	Colenso BBDO
15381	G.03 Radio Advertising, 0-30 seconds	Crippled Pigeons	Delivereasy	Colenso BBDO
15382	G.03 Radio Advertising, 0-30 seconds	Killer Bees	Delivereasy	Colenso BBDO
15260	G.04 Radio Advertising, over 30 seconds	The Shanty for Missing Chums	Asahi Beverages NZ Limited	Droga5 ANZ, part of Accenture Song
15386	G.04 Radio Advertising, over 30 seconds	Getting Over and Ex	Kimberley Clark	Eardrum
15702	G.04 Radio Advertising, over 30 seconds	The Aesthetics Judge	New World	McCann New Zealand
15703	G.04 Radio Advertising, over 30 seconds	The Texture Judge	New World	McCann New Zealand
14910	G.06 Radio Advertising Campaigns	Transit Tales	Mastercard	Rumble Studios
15699	G.06 Radio Advertising Campaigns	The Judges	New World	McCann New Zealand
15777	G.06 Radio Advertising Campaigns	The Wait Is Over	Patties Food Group	TBWA\ Australia
14913	G.07 Sonic Branding	TPG	TPG	Smith & Western Sound
14922	G.07 Sonic Branding	Austrade (Australia's Nation Brand)	Austrade (Australia's Nation Brand)	Smith & Western Sound
15953	G.07 Sonic Branding	Fiji Airways Sonic Branding	Fiji Airways	MassiveMusic
16111	G.07 Sonic Branding	Double You	Westpac Australia	The Tuesday Club
14995	G.08 Innovative Use of Radio & Audio	The Losing Sound	The Truth About Addiction & Stories of Hope Australia	Rumble Studios
15276	G.08 Innovative Use of Radio & Audio	WX1	Auckland Transport	FEDERATION

15791	G.08 Innovative Use of Radio & Audio	The Long Play	The Spinoff	Daylight
16081	G.08 Innovative Use of Radio & Audio	Coke Studio: Uncovered	Coca-Cola	BRING

CLASSIC | RETAIL

ID	Category	Entry	Client	Entrant Company
15192	H.02 Retail Technology Game Changer	Cheat Codes	Mercury	McCann New Zealand
16060	H.02 Retail Technology Game Changer	Magnif-eye	1001 Optometry	VML Australia
14885	H.03 Best Customer Experience Initiative	The Retail Promo That Lit Up Cannabis Culture	HELL Pizza	Yarn
16061	H.03 Best Customer Experience Initiative	Magnif-eye	1001 Optometry	VML Australia
16293	H.03 Best Customer Experience Initiative	SlamPay	NBA Store	2045 Agency
15539	H.04 Best New Pop-up Store	Karangahape Returns	Whānau Ora	Motion Sickness
15196	H.06 Best Use of Digital for Commerce (non social media)	The Guinea Pig Scheme	ONE New Zealand	McCann New Zealand
15653	H.06 Best Use of Digital for Commerce (non social media)	Fantasy Herd	Goodman Fielder	McCann New Zealand
16062	H.06 Best Use of Digital for Commerce (non social media)	Magnif-eye	1001 Optometry	VML Australia
16320	H.06 Best Use of Digital for Commerce (non social media)	Mum-nipulate the Algorithm	Kitchen Warehouse	Special Australia
16157	H.07 Best Retail Catalogue	Bake Friday	Kitchen Warehouse	Special Australia

BRAND EXPERIENCE & ENTERTAINMENT | ENTERTAINMENT

ID	Category	Entry	Client	Entrant Company
16302	I.11 Immersive Experiences	HVL 360° Album Trailer - Shot on iPhone	Apple	TBWA\ Media Arts Lab ISEA
15591	I.13 Live Experiences	DiDi Kick Ons	DiDi	BRING
16446	I.13 Live Experiences	Expensive Sh*t	Kimberly-Clark	McCann New Zealand
16472	I.13 Live Experiences	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
14790	I.14 Music Videos	STAMPEDE	Genesis Owusu / Ourness	FINCH
16149	I.15 Sports	How Engineers Australia made history with In Her Corner	Engineers Australia	Bastion

BRAND EXPERIENCE & ENTERTAINMENT | EXPERIENTIAL

ID	Category	Entry	Client	Entrant Company
15432	I.01 Events & Experiences	Vanessa's Place	Transport Accident Commission (TAC)	The Taboo Group
15506	I.01 Events & Experiences	DiDi Kick Ons	DiDi	BRING
15604	I.01 Events & Experiences	Straight To The Heart	Heart Of The City	Motion Sickness
15556	I.02 Guerrilla Marketing and Stunts	Back to Kai Tak	Cathay	Leo Hong Kong
16445	I.02 Guerrilla Marketing and Stunts	Expensive Sh*t	Kimberly-Clark	McCann New Zealand
16470	I.02 Guerrilla Marketing and Stunts	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
16410	I.03 Installations	The Sunburnt Car	mycar	TBWA\ Australia
16471	I.03 Installations	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
15540	I.04 Retail	Karangahape Returns	Whānau Ora	Motion Sickness
16161	I.04 Retail	The Recycling Rethink	Pepsi	Special Australia
16207	I.04 Retail	Bake Friday	Kitchen Warehouse	Special Australia
15000	I.05 Best Use of Technology	Haven	Suncorp Insurance	Leo Australia
15339	I.05 Best Use of Technology	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong
16066	I.05 Best Use of Technology	Magnif-eye	1001 Optometry	VML Australia
16286	I.05 Best Use of Technology	Codemates	Telstra	+61
16317	I.05 Best Use of Technology	Mum-nipulate the Algorithm	Kitchen Warehouse	Special Australia
16353	I.05 Best Use of Technology	The Recycling Rethink	Pepsi	Special Australia
16067	I.06 Innovation in Activations	Magnif-eye	1001 Optometry	VML Australia

BRAND EXPERIENCE & ENTERTAINMENT | GAMING

ID	Category	Entry	Client	Entrant Company
15340	I.08 Gaming Led Brand Experience	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong
15646	I.08 Gaming Led Brand Experience	Fantasy Herd	Goodman Fielder	McCann New Zealand
16284	I.09 Community	Codemates	Telstra	+61

15120	I.10 Partnerships	Patrol. It's Out There.	Nissan Oceania	TBWA\ Australia
16285	I.10 Partnerships	Codemates	Telstra	+61

DESIGN | BOOK DESIGN

ID	Category	Entry	Client	Entrant Company
15955	J.01 Complete Publications	Pub Publishing	Balter Brewing Company	ATime&Place

DESIGN | BRANDING

ID	Category	Entry	Client	Entrant Company
14919	J.05 Brand Refresh, Small Identity	Forever Golden	Football Australia	M+C Saatchi Group
16515	J.05 Brand Refresh, Small Identity	One Day Brand Refresh	One Day	R/GA Australia
15998	J.06 Brand Refresh, Large Identity	It's about life	Villawood Properties	Town Square
15562	J.07 New Branding Schemes, Small Identity	Punk Healthcare	TMRW	Today the Brave
15435	J.09 Brand Expression in Collateral	Bless My Wish	BMW China	KARMA
15786	J.09 Brand Expression in Collateral	Become A Winter Person	Tourism Tasmania	BMF
16516	J.12 Logos	One Day Logo	One Day	R/GA Australia

DESIGN | GRAPHIC DESIGN

ID	Category	Entry	Client	Entrant Company
15818	J.13 Applied Print Graphics	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire
15826	J.13 Applied Print Graphics	No Blanket Value	Whānau Ora	Motion Sickness
15686	J.14 Data Visualisation	The Biggest Lifeguard	SHINSEGAE PROPERTY	Innocean South Korea
15845	J.15 Integrated Graphics	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire
15874	J.15 Integrated Graphics	Real To Our Core	Magners	Good Drinks Australia
16198	J.17 Point of Sale	The Girl & Ghost	Telstra	Bear Meets Eagle On Fire
15896	J.18 Posters	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire
16419	J.18 Posters	Fascinating	Shenzhen Tourism Bureau, China	The Nine Shanghai
16519	J.18 Posters	Blak Powerhouse Campaign 2026	We Are Warriors & Powerhouse Museum	R/GA Australia

DESIGN | PACKAGING DESIGN

ID	Category	Entry	Client	Entrant Company
15148	J.23 Promotional & Special Edition	Bikkie Belt	The Arnott's Group	Saatchi & Saatchi Australia
15795	J.23 Promotional & Special Edition	The Long Play	The Spinoff	Daylight

DESIGN | PRODUCT DESIGN

ID	Category	Entry	Client	Entrant Company
15840	J.27 Interactive Design	Calls to Santa	Telstra	Bear Meets Eagle On Fire
16423	J.28 Product Innovation	Turbine Made	ACCIONA Energía	Clemenger BBDO
16424	J.30 Sustainable	Turbine Made	ACCIONA Energía	Clemenger BBDO

DESIGN | SPATIAL DESIGN

ID	Category	Entry	Client	Entrant Company
15436	J.34 Installation Design	Bless My Wish	BMW China	KARMA

CRAFT | ANIMATION AND VISUAL EFFECTS

ID	Category	Entry	Client	Entrant Company
14944	K.01 2D Animation	Diary of a Head Injury	Headway	Assembly
15683	K.02 3D Animation	Fragile Oceans	Australian Marine Conservation Society (AMCS)	Collider
15899	K.02 3D Animation	The Girl & Ghost	Telstra	Bear Meets Eagle On Fire
15905	K.02 3D Animation	wherever we go again	Telstra	Bear Meets Eagle On Fire
15202	K.06 Special Effects	"The Adventure of Ampy"	Ampol Australia	Sedona Productions
15402	K.06 Special Effects	Get Your Pickle On	Picklebet	The Sweetshop

15409	K.07 Visual Effects	Flight of the Finch	Allianz Australia	Alt.vfx
15419	K.07 Visual Effects	Drumroll	Telstra x Iphone	Blockhead VFX
15422	K.07 Visual Effects	Scammaggeddon	Telstra	Blockhead VFX
15859	K.07 Visual Effects	EV Range	Kia Australia	Alt.vfx
15881	K.08 Campaign	Villains	Telstra	Bear Meets Eagle On Fire
16176	K.08 Campaign	Ahead of the Game	BETR	TBWA\ Australia
16213	K.08 Campaign	wherever we go again	Telstra	Bear Meets Eagle On Fire

CRAFT | ART DIRECTION

ID	Category	Entry	Client	Entrant Company
15193	K.09 Digital Art Direction, Individual	Cheat Codes	Mercury	McCann New Zealand
15437	K.11 Experiential Art Direction	Bless My Wish	BMW China	KARMA
15491	K.11 Experiential Art Direction	Straight To The Heart	Heart Of The City	Motion Sickness
15541	K.11 Experiential Art Direction	Karangahape Returns	Whānau Ora	Motion Sickness
16411	K.11 Experiential Art Direction	The Sunburnt Car	mycar	TBWA\ Australia
15256	K.12 Film Art Direction, Individual	It's Better With Spark	Spark	The Sweetshop
15532	K.12 Film Art Direction, Individual	The Māori Roll Call	Whānau Ora	Motion Sickness
15879	K.12 Film Art Direction, Individual	Villains	Telstra	Bear Meets Eagle On Fire
16241	K.12 Film Art Direction, Individual	Enterprise - Together builds better	Telstra	+61
16379	K.12 Film Art Direction, Individual	HVL 360° Album Trailer - Shot on iPhone	Apple	TBWA\ Media Arts Lab ISEA
16208	K.13 Film Art Direction, Campaign	Satellite Messaging	Telstra	Bear Meets Eagle On Fire
15898	K.14 Poster Art Direction, Individual	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire
16140	K.14 Poster Art Direction, Individual	Halloween Hijack	Doritos AU	Akcelo
14989	K.15 Poster Art Direction, Campaign	Macca's Sauce Lids	McDonalds	Wieden+Kennedy Sydney
15199	K.15 Poster Art Direction, Campaign	Speed Demons	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
15457	K.15 Poster Art Direction, Campaign	Bless My Wish	BMW China	KARMA
15849	K.15 Poster Art Direction, Campaign	Together	The Coca-Cola Company	Ogilvy Australia
15897	K.15 Poster Art Direction, Campaign	Don't Think. Just Nova.	NOVA Entertainment	R/GA Australia
16214	K.15 Poster Art Direction, Campaign	wherever we go again	Telstra	Bear Meets Eagle On Fire
16452	K.15 Poster Art Direction, Campaign	The Gallery of Hidden Salt	Health Promotion Board	TBWA\ Singapore
14945	K.16 Print Art Direction, Individual	Diary of a Head Injury	Headway	Assembly
16431	K.16 Print Art Direction, Individual	The Misleading Times	Reform Political Advertising	Clemenger BBDO
16392	K.17 Print Art Direction, Campaign	Fascinating	Shenzhen Tourism Bureau, China	The Nine Shanghai
16489	K.17 Print Art Direction, Campaign	Incommon	Sydney Jewish Museum	Howatson+Company

CRAFT | CASTING

ID	Category	Entry	Client	Entrant Company
14732	K.18 Casting for Film Advertising	Reserved for Good Mates	Coopers	Revolver
14886	K.18 Casting for Film Advertising	Australia, The Rooster's Calling	RED ROOSTER	DIVISION
15036	K.18 Casting for Film Advertising	Didi - Yes I Didi	Didi	Citizen Jane Casting
15094	K.18 Casting for Film Advertising	Small Town Genius	Coca-Cola Oceania	Good Oil
15293	K.18 Casting for Film Advertising	It's Better With Spark	Spark	The Sweetshop
15298	K.18 Casting for Film Advertising	Booze Maths	WAKA KOTAHI NZTA	The Sweetshop
15401	K.18 Casting for Film Advertising	We Go There	SBS	The Sweetshop
15405	K.18 Casting for Film Advertising	Get Your Pickle On	Picklebet	The Sweetshop
15919	K.18 Casting for Film Advertising	The Māori Roll Call	Whānau Ora	Supernormal
15064	K.19 Influencers, Talent & Celebrity	Ausify Your Algo	Music Australia	Bureau of Everything
15882	K.19 Influencers, Talent & Celebrity	Villains	Telstra	Bear Meets Eagle On Fire
15744	K.20 Voice Performance	Unlikely Version	Australian Red Cross Lifeblood	M+C Saatchi Group
14767	K.21 Campaign	A Match Made in Seek	Seek	Revolver
15690	K.21 Campaign	Proudly Tested On Animals	Koala	Collider
15869	K.21 Campaign	Worries	Bankwest	Bear Meets Eagle On Fire

CRAFT | CINEMATOGRAPHY

ID	Category	Entry	Client	Entrant Company
15917	K.22 Branded Content & Entertainment	Julie's Raya 2026: Where'd My Memory Go?	Julie's Biscuits	GOVT VCCP
16347	K.22 Branded Content & Entertainment	HVL 360° Album Trailer - Shot on iPhone	Apple	TBWA\ Media Arts Lab ISEA
16394	K.22 Branded Content & Entertainment	Pick Up Garbage To Protect Qinghai-Tibet Plateau	China UnionPay	The Nine Shanghai
14801	K.23 TV and Cinema Commercials	Same Same	Samsung NZ	FINCH
14826	K.23 TV and Cinema Commercials	Batteries Included	Volkswagen	FINCH
14834	K.23 TV and Cinema Commercials	Here's To Reason	Nine Entertainment - The Age	FINCH
15129	K.23 TV and Cinema Commercials	The Promise	Lotto New Zealand	Good Oil
15294	K.23 TV and Cinema Commercials	It's Better With Spark	Spark	The Sweetshop
15305	K.23 TV and Cinema Commercials	Booze Maths	WAKA KOTAHI NZTA	The Sweetshop
15321	K.23 TV and Cinema Commercials	"The Adventure of Ampy"	Ampol Australia	Sedona Productions
15407	K.23 TV and Cinema Commercials	Get Your Pickle On	Picklebet	The Sweetshop
15922	K.23 TV and Cinema Commercials	The Māori Roll Call	Whānau Ora	Supernormal
16393	K.23 TV and Cinema Commercials	Fascinating	Shenzhen Tourism Bureau, China	The Nine Shanghai
16085	K.24 Social First	Cricket Shot on iPhone	Apple	TBWA\ Media Arts Lab
15312	K.25 Campaign	Speed Demons	New Zealand Transport Authority Waka Kotahi	FINCH

CRAFT | COPYWRITING

ID	Category	Entry	Client	Entrant Company
15065	K.26 Best Film Script, Individual	Algorithmia	Music Australia	Bureau of Everything
15186	K.26 Best Film Script, Individual	The Molenbergathon	Goodman Fielder	McCann New Zealand
15268	K.26 Best Film Script, Individual	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
15894	K.27 Best Film Script, Campaign	Villains	Telstra	Bear Meets Eagle On Fire
15366	K.28 Best Radio or Audio Script Writing, Individual	Street Condoms	Delivereasy	Colenso BBDO
15377	K.28 Best Radio or Audio Script Writing, Individual	Crippled Pigeons	Delivereasy	Colenso BBDO
15379	K.28 Best Radio or Audio Script Writing, Individual	Killer Bees	Delivereasy	Colenso BBDO
16229	K.28 Best Radio or Audio Script Writing, Individual	Double You	Westpac Australia	The Tuesday Club
16388	K.29 Best Radio or Audio Script Writing, Campaign	Feed Your Wild Side	Jack Link's	Special Australia
15780	K.31 Best use of Copywriting, Campaign	Come Down For Air	Tourism Tasmania	BMF
15871	K.31 Best use of Copywriting, Campaign	Worries	Bankwest	Bear Meets Eagle On Fire
16017	K.31 Best use of Copywriting, Campaign	Pub Publishing	Balter Brewing Company	ATime&Place
16179	K.31 Best use of Copywriting, Campaign	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire
16478	K.31 Best use of Copywriting, Campaign	Dirty Old Secrets	Seasol International	Howatson+Company
16484	K.31 Best use of Copywriting, Campaign	Incommon	Sydney Jewish Museum	Howatson+Company
15778	K.32 Verbal Identity	Come Down For Air	Tourism Tasmania	BMF
16485	K.32 Verbal Identity	Incommon	Sydney Jewish Museum	Howatson+Company
16271	K.33 Social Media, Individual	App O'Clock	Telstra	+61

CRAFT | DIGITAL CRAFT

ID	Category	Entry	Client	Entrant Company
16280	K.38 Internet of Things	Codemates	Telstra	+61
15001	K.39 Services & Utilities	Haven	Suncorp Insurance	Leo Australia
16068	K.39 Services & Utilities	Magnif-eye	1001 Optometry	VML Australia

CRAFT | DIRECTION

ID	Category	Entry	Client	Entrant Company
14930	K.43 Branded Content & Entertainment - Fiction	Yes, I DiDI	DiDI	Hooves
15924	K.43 Branded Content & Entertainment - Fiction	Julie's Raya 2026: Where'd My Memory Go?	Julie's Biscuits	GOVT VCCP
16242	K.43 Branded Content & Entertainment - Fiction	Enterprise - Together builds better	Telstra	+61
14859	K.44 Branded Content & Entertainment - Non Fiction	In Living Memory	British Heart Foundation	The Glue Society

15468	K.44 Branded Content & Entertainment - Non Fiction	The Fatal Decision	Street Doctors	The Glue Society
15073	K.45 Events and Experiences	Fountain of Filth	Channel 4	The Glue Society
14731	K.46 TV and Cinema Commercials	The Girl and The Ghost	Telstra	Revolver
14747	K.46 TV and Cinema Commercials	Same Same	Samsung NZ	FINCH
14756	K.46 TV and Cinema Commercials	Batteries Included	Volkswagen	FINCH
14759	K.46 TV and Cinema Commercials	Bring a Book to Life	Amazon Books	Revolver
14773	K.46 TV and Cinema Commercials	Speed Demons: Backseat Whisperer	NZTA Waka Kotahi	FINCH
14809	K.46 TV and Cinema Commercials	The Māori Roll Call	Whānau Ora	Supernormal
14858	K.46 TV and Cinema Commercials	Everything is Fine	Coinbase	Revolver
15070	K.46 TV and Cinema Commercials	Fridge	Life360	Revolver
15131	K.46 TV and Cinema Commercials	The Promise	Lotto New Zealand	Good Oil
15248	K.46 TV and Cinema Commercials	We Go There	SBS	The Sweetshop
15295	K.46 TV and Cinema Commercials	It's Better With Spark	Spark	The Sweetshop
15301	K.46 TV and Cinema Commercials	Booze Maths	WAKA KOTAHI NZTA	The Sweetshop
15327	K.46 TV and Cinema Commercials	Get Your Pickle On	Picklebet	The Sweetshop
15355	K.46 TV and Cinema Commercials	Uber Eats, Jim Courier Courier	Uber Eats	Rabbit
15365	K.46 TV and Cinema Commercials	YFoundations, Young & Alone	YFoundations	Rabbit
15373	K.46 TV and Cinema Commercials	Goya	Uber Eats	The Sweetshop
15403	K.46 TV and Cinema Commercials	Light, As You Like It	Audi	The Glue Society
15464	K.46 TV and Cinema Commercials	BNZ Payap	BNZ	Reel Factory
15470	K.46 TV and Cinema Commercials	Beers Do Come True	Balter	Scoundrel
15598	K.46 TV and Cinema Commercials	Coopers - March To The Beat Of Your Own Beer	Coopers	Exit Films
15688	K.46 TV and Cinema Commercials	So, Pour A Sapporo	Sapporo	Collider
16166	K.46 TV and Cinema Commercials	A Match Made in Seek	Seek	Revolver
14779	K.49 Campaign	Can't Do That If You're Driving	Uber Australia	FINCH
14824	K.49 Campaign	This Body Says	Just Eat Takeaway	FINCH
15300	K.49 Campaign	Speed Demons	New Zealand Transport Authority Waka Kotahi	FINCH

CRAFT | EDITING

ID	Category	Entry	Client	Entrant Company
16360	K.50 Branded Content, Entertainment & Social	HVL 360° Album Trailer - Shot on iPhone	Apple	TBWA\ Media Arts Lab ISEA
14879	K.51 TV and Cinema Commercials	Get Your Pickle On	Picklebet	ARC
14981	K.51 TV and Cinema Commercials	Life Keeps Coming	My Muscle Chef	Photoplay
15079	K.51 TV and Cinema Commercials	"Yes I DiDi"	DiDi	The Editors
15921	K.51 TV and Cinema Commercials	The Māori Roll Call	Whānau Ora	Supernormal
14782	K.52 Campaign	Speed Demons	New Zealand Transport Authority Waka Kotahi	FINCH

CRAFT | ILLUSTRATION

ID	Category	Entry	Client	Entrant Company
15799	K.54 Posters	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire
16453	K.54 Posters	The Gallery of Hidden Salt	Health Promotion Board	TBWA\ Singapore
15797	K.57 Campaign	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire

CRAFT | PHOTOGRAPHY

ID	Category	Entry	Client	Entrant Company
16480	K.61 Portraits	Dirty Old Secrets	Seasol International	Howatson+Company
15864	K.63 Wildlife, Environment and Architecture	Become A Winter Person	Tourism Tasmania	BMF
15823	K.64 Campaign	Delivering to 2,655 Post Codes	Australia Post	Photoplay
15867	K.64 Campaign	Become A Winter Person	Tourism Tasmania	BMF
16080	K.64 Campaign	Fascinating	Shenzhen Tourism Bureau, China	The Nine Shanghai
16237	K.64 Campaign	Footy Country	Telstra	The Tuesday Club
16454	K.64 Campaign	Pick Up Garbage To Protect Qinghai-Tibet Plateau	China UnionPay	The Nine Shanghai

CRAFT | PRODUCTION

ID	Category	Entry	Client	Entrant Company
14902	K.65 Achievement in Production	The Girl and The Ghost	Telstra	Revolver
15172	K.65 Achievement in Production	CommBank Brand	CommBank	MOFA
15923	K.65 Achievement in Production	The Māori Roll Call	Whānau Ora	Supernormal

CRAFT | PRODUCTION DESIGN

ID	Category	Entry	Client	Entrant Company
16245	K.66 Branded Content & Entertainment	Enterprise - Together builds better	Telstra	+61
15072	K.67 Digital	Second Life Sounds, Performance Film	Telstra	Revolver
16160	K.67 Digital	Second Life Sounds, Design Film	Telstra	Revolver
15438	K.68 Experiential	Bless My Wish	BMW China	KARMA
16412	K.68 Experiential	The Sunburnt Car	mycar	TBWA\ Australia
14825	K.70 TV and Cinema Commercials	Batteries Included	Volkswagen	FINCH
14830	K.70 TV and Cinema Commercials	Platform	Suntory Minus 196	FINCH
15296	K.70 TV and Cinema Commercials	It's Better With Spark	Spark	The Sweetshop
15302	K.70 TV and Cinema Commercials	Booze Maths	WAKA KOTAHI NZTA	The Sweetshop
15533	K.70 TV and Cinema Commercials	The Māori Roll Call	Whānau Ora	Motion Sickness
15630	K.70 TV and Cinema Commercials	Telstra - Drumroll	Telstra / Apple	Exit Films
15883	K.70 TV and Cinema Commercials	Villains	Telstra	Bear Meets Eagle On Fire
15915	K.70 TV and Cinema Commercials	The Girl and The Ghost	Telstra	Revolver
14804	K.71 Campaign	This Body Says	Just Eat Takeaway	FINCH
15313	K.71 Campaign	Speed Demons	New Zealand Transport Authority Waka Kotahi	FINCH
16209	K.71 Campaign	Satellite Messaging	Telstra	Bear Meets Eagle On Fire

CRAFT | SOUND DESIGN & USE OF MUSIC

ID	Category	Entry	Client	Entrant Company
15241	K.72 Best Use of Adapted Music	This Is How We Waltz - 'Til It's Done	Football Australia	Otis Studios
15742	K.72 Best Use of Adapted Music	This Is How We Waltz- 'Til It's Done	Football Australia	Ogilvy Australia
14908	K.73 Best Use of Existing Music	Long Way to the Shop	Mitsubishi Motors	Richards Rose
15158	K.73 Best Use of Existing Music	Flight Of The Finch	Allianz Australia	Mosaic Music & Sound
15877	K.73 Best Use of Existing Music	Volkswagen EV Batteries Included	Volkswagen Australia	Level Two
15901	K.73 Best Use of Existing Music	The Girl & Ghost	Telstra	Bear Meets Eagle On Fire
15952	K.73 Best Use of Existing Music	Spark NZ's 'It's Better With Spark'	Spark New Zealand	Level Two
16126	K.73 Best Use of Existing Music	Childhood Is Precious	The Mirabel Foundation	Cocogun
14738	K.74 Original Composition	Yes, I DiDi	DiDi	Electric Sheep Music
14961	K.74 Original Composition	McDonalds Grinch	McDonalds	Rumble Studios
14966	K.74 Original Composition	Ausify	Creative Australia	Rumble Studios
15090	K.74 Original Composition	Hyundai Kona	Hyundai	Mosaic Music & Sound
15217	K.74 Original Composition	Picklebet Brand Campaign 2025 - Original Compositions	Picklebet	Kerfuffle
15364	K.74 Original Composition	Go All Out	Rugby World Cup	Rumble Studios
15444	K.74 Original Composition	Can't Do That If You're Driving	Uber Australia	Special Australia
15508	K.74 Original Composition	Coke Studio: Uncovered	Coca-Cola	BRING
15586	K.74 Original Composition	On My Way	BWS	BMF
15732	K.74 Original Composition	Serve Yourself	The Coca-Cola Company	VML Australia
16048	K.74 Original Composition	Reserved For Good Mates	Coopers	Electric Sheep Music
16147	K.74 Original Composition	Double You	Westpac Australia	The Tuesday Club
16246	K.74 Original Composition	Enterprise - Together builds better	Telstra	+61
16502	K.74 Original Composition	Pick Up Garbage To Protect Qinghai-Tibet Plateau	China UnionPay	The Nine Shanghai
14957	K.75 Excellence in Audio	Wherever We Go Again	Telstra	Rumble Studios
14965	K.75 Excellence in Audio	Ausify	Creative Australia	Rumble Studios

16004	K.75 Excellence in Audio	CRA Fire Frequency	CRA	MassiveMusic
14949	K.76 Sound Design	Diary of a Head Injury	Headway	Assembly
14952	K.76 Sound Design	The System	Arnold Thomas Becker	Rumble Studios
14958	K.76 Sound Design	Wherever We Go Again	Telstra	Rumble Studios
14985	K.76 Sound Design	UMI NORI Collection VII	UMI NORI	Rumble Studios
15190	K.76 Sound Design	Get Your Pickle On	Picklebet	Bang Bang Studios
15350	K.76 Sound Design	Hearing 1945	Binggrae & The Ministry of Patriots and Veterans Affair	Innocean South Korea
15371	K.76 Sound Design	Flight Of The Finch	Allianz Australia	Mosaic Music & Sound
15461	K.76 Sound Design	Suntory -196 - 'Extreme Japanese Spirit'	Suntory Global Spirits	Sonar Music
15595	K.76 Sound Design	So Pour A Sapporo	Sapporo	Electric Sheep Music
15965	K.76 Sound Design	Fantl Sport	Fantl Sport	Liquid Studios
15440	K.77 Best use of an Australian Recording Artist or Producer	Telstra Enterprise - 'Together Builds Better'	Telstra	Sonar Music
15545	K.77 Best use of an Australian Recording Artist or Producer	Telstra x Avalanches - 'Second Life Sounds'	Telstra	Sonar Music
15745	K.77 Best use of an Australian Recording Artist or Producer	Unlikely Version	Australian Red Cross Lifeblood	M+C Saatchi Group
16012	K.77 Best use of an Australian Recording Artist or Producer	Australia, The Rooster's Calling	RED ROOSTER	DIVISION
16371	K.77 Best use of an Australian Recording Artist or Producer	Can't Do That If You're Driving	Uber Australia	Special Australia
16374	K.77 Best use of an Australian Recording Artist or Producer	The Man LAROI	Uber Eats Australia	Special Australia
14729	K.78 Campaign	Feel New in Sydney	Destination NSW	Otis Studios
14734	K.78 Campaign	Put Your Imagination To Work	Canva	Otis Studios

CRAFT | TYPOGRAPHY

ID	Category	Entry	Client	Entrant Company
16120	K.85 Other	The Am Dash	Cocogun	Cocogun

FILM

ID	Category	Entry	Client	Entrant Company
14935	L.01 Branded Content, Fiction (up to 5 mins) Individual	Yes, I DiDi	DiDi	Hooves
15242	L.01 Branded Content, Fiction (up to 5 mins) Individual	The Ad that Could Only be Seen on SBS	Special Broadcasting Service	Droga5 ANZ, part of Accenture Song
15719	L.01 Branded Content, Fiction (up to 5 mins) Individual	Unfading Love	Thai Life Insurance	Ogilvy Group Thailand
15910	L.01 Branded Content, Fiction (up to 5 mins) Individual	Creativity is Calling	AWARD	Revolver
16481	L.02 Branded Content, Fiction (5 - 30 mins) Campaign	Dirty Old Secrets	Seasol International	Howatson+Company
15332	L.03 Branded Content, Fiction (5 - 30 mins) Individual	Safetynovela	Philippine Airlines	BBDO Guerrero
15184	L.05 Branded Content, Fiction (over 30 mins) Individual	The Molenbergathon	Goodman Fielder	McCann New Zealand
15037	L.07 Branded Content, Non-Fiction (up to 5 mins) Individual	Algorithmia	Music Australia	Bureau of Everything
16444	L.11 Branded Content, Non-Fiction (over 30 mins) Individual	Expensive Sh*t	Kimberly-Clark	McCann New Zealand
15119	L.13 Cinema Commercials Up to 60 Seconds	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
15822	L.13 Cinema Commercials Up to 60 Seconds	The Girl & Ghost	Telstra	Bear Meets Eagle On Fire
16492	L.13 Cinema Commercials Up to 60 Seconds	Batteries Included	Volkswagen	Clemenger BBDO
15003	L.14 Cinema Commercials Over 60 Seconds	The Happiness List	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
15316	L.14 Cinema Commercials Over 60 Seconds	The Brutal Pick-Up	Lyka	OUTSIDE IN
15708	L.14 Cinema Commercials Over 60 Seconds	Villains	Telstra	Bear Meets Eagle On Fire
16251	L.16 Interactive Film Advertising	Meal Replacement Ad Replacement	TerryWhite Chemmart	VML Australia
16456	L.16 Interactive Film Advertising	Build Your Own Super Bowl	Uber Eats	Special Australia
15663	L.17 TV Commercials Less than 30 Seconds	Speed Demons - Late Runner	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
14912	L.18 TV Commercials 30 Seconds	Worries - Doll	Bankwest	Bear Meets Eagle On Fire
15157	L.18 TV Commercials 30 Seconds	The Cub	Simplot Australia	Clemenger BBDO
15856	L.18 TV Commercials 30 Seconds	Worries - Mother	Bankwest	Bear Meets Eagle On Fire
16162	L.18 TV Commercials 30 Seconds	Worries - Future	Bankwest	Bear Meets Eagle On Fire
15266	L.19 TV Commercials Over 30 Seconds	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
15839	L.19 TV Commercials Over 30 Seconds	The Girl & Ghost	Telstra	Bear Meets Eagle On Fire
15848	L.19 TV Commercials Over 30 Seconds	Villains	Telstra	Bear Meets Eagle On Fire
16018	L.19 TV Commercials Over 30 Seconds	Beers Do Come True	Balter Brewing Company	ATime&Place

16159	L.19 TV Commercials Over 30 Seconds	The Man LAROI	Uber Eats Australia	Special Australia
16372	L.19 TV Commercials Over 30 Seconds	Can't Do That If You're Driving	Uber Australia	Special Australia
16493	L.19 TV Commercials Over 30 Seconds	Batteries Included	Volkswagen	Clemenger BBDO
15031	L.20 TV Commercial Campaigns	A match made in Seek	SEEK	Droga5 ANZ, part of Accenture Song
15492	L.20 TV Commercial Campaigns	Outside, your comfort zone.	Kathmandu	Motion Sickness
15650	L.20 TV Commercial Campaigns	Speed Demons	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
15862	L.20 TV Commercial Campaigns	Worries	Bankwest	Bear Meets Eagle On Fire
15934	L.20 TV Commercial Campaigns	The Māori Roll Call	Whānau Ora	Motion Sickness
16206	L.20 TV Commercial Campaigns	Satellite Messaging	Telstra	Bear Meets Eagle On Fire

INNOVATION & TECH | BRAND INNOVATION AND TECH

ID	Category	Entry	Client	Entrant Company
15002	M.01 Brand Engagement	Haven	Suncorp Insurance	Leo Australia
16376	M.01 Brand Engagement	HVL 360° Album Trailer - Shot on iPhone	Apple	TBWA\ Media Arts Lab ISEA
15004	M.02 Business Transformation	Haven	Suncorp Insurance	Leo Australia
16043	M.04 Product Innovation	The Losing Sound	The Truth About Addiction & Stories of Hope Australia	Rumble Studios
15349	M.05 AI Augmented creativity	Hearing 1945	Binggrae & The Ministry of Patriots and Veterans Affairs	Innocean South Korea
15395	M.05 AI Augmented creativity	Skinny For Life	Skinny	Colenso BBDO
16070	M.05 AI Augmented creativity	Magnif-eye	1001 Optometry	VML Australia

INNOVATION & TECH | NON-BRAND INNOVATION

ID	Category	Entry	Client	Entrant Company
16122	M.06 Creative Expression	The Am Dash	Cocogun	Cocogun

MEDIA | CHANNELS

ID	Category	Entry	Client	Entrant Company
15244	N.03 Use of Branded Entertainment and Content	The Ad that Could Only be Seen on SBS	Special Broadcasting Service	Droga5 ANZ, part of Accenture Song
15341	N.04 Use of Digital Platforms	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong
16031	N.04 Use of Digital Platforms	Build Your Own Super Bowl	Uber Eats	Special Australia
16071	N.04 Use of Digital Platforms	Magnif-eye	1001 Optometry	VML Australia
16322	N.04 Use of Digital Platforms	HVL 360° Album Trailer - Shot on iPhone	Apple	TBWA\ Media Arts Lab ISEA
16473	N.05 Use of Events and Stunts	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
16474	N.06 Use of Print, Press & Outdoor	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
16072	N.07 Use of Technology	Magnif-eye	1001 Optometry	VML Australia
16362	N.07 Use of Technology	The Recycling Rethink	Pepsi	Special Australia
15394	N.09 Use of Integrated Media	Australia's Driving Test	AAMI	Leo Australia
15858	N.10 Use of New Media	Snickers Train	Mars Australia	Ogilvy Australia

SOCIAL & CREATOR

ID	Category	Entry	Client	Entrant Company
16458	O.02 Best use of Social Media, Campaign	PRODUCT DEMOLITION	Samsung Australia	Clemenger BBDO
16482	O.03 Community Building and Engagement	Dirty Old Secrets	Seasol International	Howatson+Company
16496	O.04 Content Creation	The Bags	Doordash	Clemenger BBDO
14847	O.06 Social Videos, Individual	The Unseen Dads	Thai Samsung Electronics Co., Ltd.	Choojai and Friends
15185	O.06 Social Videos, Individual	The Molenbergathon	Goodman Fielder	McCann New Zealand
15705	O.06 Social Videos, Individual	Expensive Sh*t	Kimberly-Clark	McCann New Zealand
16462	O.07 Social Videos, Campaign	How To Break A Honda	HONDA AUSTRALIA	Howatson+Company
15066	O.09 Use of Talent and Influencers	Ausify Your Algo	Music Australia	Bureau of Everything
15123	O.09 Use of Talent and Influencers	Patrol. It's Out There.	Nissan Oceania	TBWA\ Australia
15914	O.09 Use of Talent and Influencers	Google Pixel x Oscar Piastrri Switcher Story	Google Pixel	Emotive
15983	O.09 Use of Talent and Influencers	Kween Yasmin	Canva	GIGIL
16255	O.09 Use of Talent and Influencers	Vaseline and The Real Nigerian Prince	Unilever International	Leo Singapore

15124	O.10 Creator Collaboration	Patrol. It's Out There.	Nissan Oceania	TBWA\ Australia
16274	O.10 Creator Collaboration	The Longest Runway	247 Represent	2045 Agency
16083	O.11 Multi-Platform Social Campaign	Coke Studio: Uncovered	Coca-Cola	BRING

CREATIVITY FOR GOOD

ID	Category	Entry	Client	Entrant Company
15005	P.01 Advertising & Marketing Communications	Haven	Suncorp Insurance	Leo Australia
15396	P.01 Advertising & Marketing Communications	Australia's Driving Test	AAMI	Leo Australia
15534	P.01 Advertising & Marketing Communications	The Māori Roll Call	Whānau Ora	Motion Sickness
16413	P.01 Advertising & Marketing Communications	The Sunburnt Car	mycar	TBWA\ Australia
16044	P.05 Service Innovation and Design	The Losing Sound	The Truth About Addiction & Stories of Hope Australia	Rumble Studios
15535	P.06 Equality	The Māori Roll Call	Whānau Ora	Motion Sickness
16107	P.06 Equality	How Engineers Australia made history with In Her Corner	Engineers Australia	Bastion
14771	P.07 Sustainability	The Air Pollution Jersey	Lamphun Warriors F.C. and Northern Thailand Breathe Council	FLASH BOMBER
15006	P.07 Sustainability	Haven	Suncorp Insurance	Leo Australia

CHARITY

ID	Category	Entry	Client	Entrant Company
16270	Q.02 Branded Content and Entertainment, Campaign	Futures	Musicians Making A Difference	Supermassive
15176	Q.03 Design, Individual	SAFE SKETCH	SAVE THE CHILDREN	Cheil Hong Kong
16483	Q.04 Design, Campaign	Incommon	Sydney Jewish Museum	Howatson+Company
15317	Q.05 Digital, Individual	SAFE SKETCH	SAVE THE CHILDREN	Cheil Hong Kong
16488	Q.06 Digital, Campaign	Incommon	Sydney Jewish Museum	Howatson+Company
15303	Q.07 Direct, Individual	SAFE SKETCH	SAVE THE CHILDREN	Cheil Hong Kong
16318	Q.08 Direct, Campaign	Incommon	Sydney Jewish Museum	Howatson+Company
14948	Q.10 Film Advertising, Individual	Diary of a Head Injury	Headway	Assembly
15310	Q.12 Innovation & Tech	SAFE SKETCH	SAVE THE CHILDREN	Cheil Hong Kong
15816	Q.13 Integrated Campaign	Officially Un-sponsored	Wheelchair Rugby Australia	Ogilvy Australia
15014	Q.14 PR & Promotion	Boy Walking	KidsCan	Droga5 ANZ, part of Accenture Song
16260	Q.18 Radio & Audio, Campaign	Futures	Musicians Making A Difference	Supermassive
16486	Q.20 Social, Campaign	Incommon	Sydney Jewish Museum	Howatson+Company
15817	Q.21 Business-to-Business	Officially Un-sponsored	Wheelchair Rugby Australia	Ogilvy Australia

BUSINESS TO BUSINESS

ID	Category	Entry	Client	Entrant Company
15805	R.01 Brand Experience & Entertainment	Bee to B2B	Volkswagen	McCann New Zealand
16427	R.02 Creativity for Good	Turbine Made	ACCIONA Energía	Clemenger BBDO
15806	R.09 Integrated Campaigns	Bee to B2B	Volkswagen	McCann New Zealand
16190	R.09 Integrated Campaigns	Enterprise - Together builds better	Telstra	+61
16428	R.11 PR-Led Campaigns	Turbine Made	ACCIONA Energía	Clemenger BBDO
15831	R.15 Social & Creator	Kween Yasmin	Canva	GIGIL

CREATIVE EFFECTIVENESS

ID	Category	Entry	Client	Entrant Company
14986	S.01 Creative Strategy	New Zealand Is One Big Toyota Ad	Toyota New Zealand	Saatchi & Saatchi New Zealand
14991	S.01 Creative Strategy	Macca's Grinch Meal	McDonalds Australia	Wieden+Kennedy Sydney
15007	S.01 Creative Strategy	Haven	Suncorp Insurance	Leo Australia
15351	S.01 Creative Strategy	House of Credit Card Fears	Westpac New Zealand	Saatchi & Saatchi New Zealand
15397	S.01 Creative Strategy	Australia's Driving Test	AAMI	Leo Australia
15536	S.01 Creative Strategy	The Māori Roll Call	Whānau Ora	Motion Sickness
15575	S.01 Creative Strategy	A match made in Seek	SEEK	Droga5 ANZ, part of Accenture Song
15620	S.01 Creative Strategy	Commuter Camo	Nestlé AU	VML Australia

15713	S.01 Creative Strategy	How Results Came To Uber Eats By Chasing Andy Murray	Uber Eats Australia	Special Australia
15747	S.01 Creative Strategy	Doubt Never Did	CommBank	M+C Saatchi Group
15936	S.01 Creative Strategy	Family Roast	Medibank	Colenso BBDO
16025	S.01 Creative Strategy	The Ad that Could Only be Seen on SBS	Special Broadcasting Service	Droga5 ANZ, part of Accenture Song
16028	S.01 Creative Strategy	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand
16073	S.01 Creative Strategy	Magnif-eye	1001 Optometry	VML Australia
16077	S.01 Creative Strategy	Flight Patterns	Cebu Pacific Air, Inc.	Ogilvy Manila
16355	S.01 Creative Strategy	Better on a Better Network	Telstra	Bear Meets Eagle On Fire
15573	S.02 Creative Effectiveness	Go A Little Extra	Aldi Australia	BMF
15607	S.02 Creative Effectiveness	Make New Zealand The Best Place In The World To Have Herpes	The New Zealand Herpes Foundation	Motion Sickness
15682	S.02 Creative Effectiveness	The Happiness List	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
15792	S.02 Creative Effectiveness	Together is for Christmas	Telstra	Bear Meets Eagle On Fire
15939	S.02 Creative Effectiveness	Family Roast	Medibank	Colenso BBDO
15946	S.02 Creative Effectiveness	Zombie Proof	Kia Australia	Innocean Australia
16364	S.02 Creative Effectiveness	The Hidden Eye Test	1001 Optometry	VML Australia
16447	S.02 Creative Effectiveness	50 Years of IKEA in Australia	IKEA AU	Havas Host
16490	S.02 Creative Effectiveness	If You Can Take It, It's Yours	SELLEYS	Howatson+Company
15009	S.03 Sustained Impact	Building A More Resilient Australia	Suncorp Insurance	Leo Australia
15584	S.03 Sustained Impact	Good Different	ALDI Australia	BMF

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