**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 |

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| 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 - ACON and Thorne 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 | T&P Australia |
| 16030 | E.04 Best Use of Events and Stunts | How Engineers Australia made history with In Her Corner | Engineers Australia | Bastion |

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| 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 | T&P 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 |

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|---|---|---|---|---|
| 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 |

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|---|---|---|---|---|
| 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 |
| 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 |

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|---|---|---|---|---|
| 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 |

**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 |
| 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 |

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|---|---|---|---|---|
| 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 |
|---|---|---|---|---|
| 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 |
| 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 |

## 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 |

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|---|---|---|---|---|
| 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 |

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|---|---|---|---|---|
| 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 Affair | 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 | T&P 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 Piastri 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 Unsponsored | 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 Unsponsored | 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 |

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| 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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