



47th AWARD Awards Winners

CLASSIC | DIGITAL

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

CLASSIC | DIRECT

ID	Category	Entry	Client	Entrant Company	
15125	B.03 Direct Response, any media	Patrol. It's Out There.	Nissan Oceania	TBWA\Australia	BRONZE
16344	B.03 Direct Response, any media	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	BRONZE
15044	B.04 Direct Response Integrated Campaigns	Australia's Driving Test	AAMI	Leo Australia	BRONZE
15489	B.04 Direct Response Integrated Campaigns	The Māori Roll Call	Whānau Ora	Motion Sickness	GOLD
14889	B.05 Retail	The Retail Promo That Lit Up Cannabis Culture	HELL Pizza	Yarn	BRONZE
15191	B.05 Retail	Want fries with... that?	Burger King	Pitchblack	GOLD
16167	B.05 Retail	Vaseline and The Real Nigerian Prince	Unilever International	Leo Singapore	BRONZE
14999	B.07 Direct Innovation	Haven	Suncorp Insurance	Leo Australia	SILVER
16053	B.07 Direct Innovation	Magnif-eye	1001 Optometry	VML Australia	BRONZE
16455	B.07 Direct Innovation	Build Your Own Super Bowl	Uber Eats	Special Australia	GOLD
14998	B.08 Creative Use of Data	Haven	Suncorp Insurance	Leo Australia	BRONZE
15654	B.08 Creative Use of Data	Fantasy Herd	Goodman Fielder	McCann New Zealand	SILVER

CLASSIC | HEALTH & WELLNESS

ID	Category	Entry	Client	Entrant Company	
16055	C.02 Consumer, Patient and Professional Products	Magnif-eye	1001 Optometry	VML Australia	SILVER
16254	C.02 Consumer, Patient and Professional Products	Vaseline and The Real Nigerian Prince	Unilever International	Leo Singapore	BRONZE
16443	C.02 Consumer, Patient and Professional Products	Expensive Sh*t	Kimberly-Clark	McCann New Zealand	BRONZE
15524	C.04 Disease Awareness	The Sunburnt Car	mycar	TBWA\Australia	BRONZE
16057	C.04 Disease Awareness	Magnif-eye	1001 Optometry	VML Australia	BRONZE
15243	C.05 Health Awareness and Social Responsibility	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand	BRONZE
15309	C.05 Health Awareness and Social Responsibility	SAFE SKETCH	SAVE THE CHILDREN	Cheil Hong Kong	SILVER
15337	C.05 Health Awareness and Social Responsibility	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong	BRONZE
16268	C.05 Health Awareness and Social Responsibility	Futures	Musicians Making A Difference	Supermassive	SILVER
16058	C.06 Health Brands & Services	Magnif-eye	1001 Optometry	VML Australia	SILVER

CLASSIC | INTEGRATED

ID	Category	Entry	Client	Entrant Company	
14990	D.01 Integrated Campaign	Macca's Grinch Meal	McDonalds Australia	Wieden+Kennedy Sydney	BRONZE
15111	D.01 Integrated Campaign	One chip for every Kiwi	Griffin's Snacks	Pitchblack	GOLD
15354	D.01 Integrated Campaign	New Zealand Is One Big Toyota Ad	Toyota New Zealand	Saatchi & Saatchi New Zealand	SILVER

15388	D.01 Integrated Campaign	Australia's Driving Test	AAMI	Leo Australia	BRONZE
15530	D.01 Integrated Campaign	The Māori Roll Call	Whānau Ora	Motion Sickness	GOLD

CLASSIC | PR & PROMOTION

ID	Category	Entry	Client	Entrant Company	
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	GOLD
16269	E.03 Best Use of Digital and Social Media	App O'Clock	Telstra	+61	BRONZE
16476	E.03 Best Use of Digital and Social Media	Dirty Old Secrets	Seasol International	Howatson+Company	BRONZE
15555	E.04 Best Use of Events and Stunts	Back to Kai Tak	Cathay	Leo Hong Kong	BRONZE
16030	E.04 Best Use of Events and Stunts	How Engineers Australia made history with In Her Corner	Engineers Australia	Bastion	BRONZE
16442	E.04 Best Use of Events and Stunts	Expensive Sh*t	Kimberly-Clark	McCann New Zealand	GOLD
16467	E.04 Best Use of Events and Stunts	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	SILVER
15084	E.05 Best Use of Paid Talent and Influencers	Skinny For Life	Skinny	Colenso BBDO	SILVER
16256	E.05 Best Use of Paid Talent and Influencers	Vaseline and The Real Nigerian Prince	Unilever International	Leo Singapore	BRONZE
16164	E.14 Sponsorships & Partnerships	Bankwest - Pride	Bankwest	Bear Meets Eagle On Fire	BRONZE
16422	E.14 Sponsorships & Partnerships	Turbine Made	ACCIONA Energía	Clemenger BBDO	BRONZE

CLASSIC | PRESS & OUTDOOR

ID	Category	Entry	Client	Entrant Company	
15857	F.01 Ambient & Special Build	Snickers Train	Mars Australia	T&P Australia	BRONZE
16468	F.01 Ambient & Special Build	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	SILVER
16469	F.03 Poster Advertising, Interactive Sites	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	GOLD
15542	F.05 Poster Advertising Campaigns	Outside, your comfort zone.	Kathmandu	Motion Sickness	BRONZE
15721	F.05 Poster Advertising Campaigns	Text Me When You Land	Optus	Droga5 ANZ, part of Accenture Song	SILVER

CLASSIC | RADIO & AUDIO

ID	Category	Entry	Client	Entrant Company	
15380	G.03 Radio Advertising, 0-30 seconds	Street Condoms	Delivereasy	Colenso BBDO	BRONZE
15381	G.03 Radio Advertising, 0-30 seconds	Crippled Pigeons	Delivereasy	Colenso BBDO	SILVER
14910	G.06 Radio Advertising Campaigns	Transit Tales	Mastercard	Rumble Studios	BRONZE
14922	G.07 Sonic Branding	Austrade (Australia's Nation Brand)	Austrade (Australia's Nation Brand)	Smith & Western Sound	BRONZE
15953	G.07 Sonic Branding	Fiji Airways Sonic Branding	Fiji Airways	MassiveMusic	BRONZE
16111	G.07 Sonic Branding	Double You	Westpac Australia	The Tuesday Club	SILVER
14995	G.08 Innovative Use of Radio & Audio	The Losing Sound	The Truth About Addiction & Stories of Hope	Rumble Studios	GOLD
16081	G.08 Innovative Use of Radio & Audio	Coke Studio: Uncovered	Australia Coca-Cola	BRING	SILVER

CLASSIC | RETAIL

ID	Category	Entry	Client	Entrant Company	
15192	H.02 Retail Technology Game Changer	Cheat Codes	Mercury	McCann New Zealand	BRONZE
16060	H.02 Retail Technology Game Changer	Magnif-eye	1001 Optometry	VML Australia	BRONZE
15539	H.04 Best New Pop-up Store	Karangahape Returns	KBA	Motion Sickness	BRONZE
15653	H.06 Best Use of Digital for Commerce (non social media)	Fantasy Herd	Goodman Fielder	McCann New Zealand	BRONZE
16062	H.06 Best Use of Digital for Commerce (non social media)	Magnif-eye	1001 Optometry	VML Australia	SILVER
16157	H.07 Best Retail Catalogue	Bake Friday	Kitchen Warehouse	Special Australia	SILVER

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	BRONZE
15591	I.13 Live Experiences	DiDi Kick Ons	DiDi	BRING	BRONZE
16446	I.13 Live Experiences	Expensive Sh*t	Kimberly-Clark	McCann New Zealand	GOLD
16472	I.13 Live Experiences	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	BRONZE
16149	I.15 Sports	How Engineers Australia made history with In Her Corner	Engineers Australia	Bastion	BRONZE

BRAND EXPERIENCE & ENTERTAINMENT | EXPERIENTIAL

ID	Category	Entry	Client	Entrant Company	
15506	I.01 Events & Experiences	DiDi Kick Ons	DiDi	BRING	BRONZE
16445	I.02 Guerrilla Marketing and Stunts	Expensive Sh*t	Kimberly-Clark	McCann New Zealand	SILVER
16470	I.02 Guerrilla Marketing and Stunts	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	BRONZE
16410	I.03 Installations	The Sunburnt Car	mycar	TBWA\Australia	BRONZE
16471	I.03 Installations	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	SILVER
15540	I.04 Retail	Karangahape Returns	KBA	Motion Sickness	BRONZE
16207	I.04 Retail	Bake Friday	Kitchen Warehouse	Special Australia	BRONZE
15000	I.05 Best Use of Technology	Haven	Suncorp Insurance	Leo Australia	SILVER
15339	I.05 Best Use of Technology	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong	SILVER
16066	I.05 Best Use of Technology	Magnif-eye	1001 Optometry	VML Australia	GOLD
16286	I.05 Best Use of Technology	Codemates	Telstra	+61	BRONZE
16317	I.05 Best Use of Technology	Mum-nipulate the Algorithm	Kitchen Warehouse	Special Australia	BRONZE
16067	I.06 Innovation in Activations	Magnif-eye	1001 Optometry	VML Australia	SILVER

BRAND EXPERIENCE & ENTERTAINMENT | GAMING

ID	Category	Entry	Client	Entrant Company	
15340	I.08 Gaming Led Brand Experience	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong	BRONZE
15646	I.08 Gaming Led Brand Experience	Fantasy Herd	Goodman Fielder	McCann New Zealand	BRONZE
16284	I.09 Community	Codemates	Telstra	+61	SILVER
15120	I.10 Partnerships	Patrol. It's Out There.	Nissan Oceania	TBWA\Australia	BRONZE

DESIGN | BOOK DESIGN

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

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	BRONZE
15826	J.13 Applied Print Graphics	No Blanket Value	Whānau Ora	Motion Sickness	SILVER
15845	J.15 Integrated Graphics	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire	SILVER
15874	J.15 Integrated Graphics	Real To Our Core	Magners	Good Drinks Australia	SILVER
16198	J.17 Point of Sale	The Girl & Ghost	Telstra	Bear Meets Eagle On Fire	BRONZE
15896	J.18 Posters	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire	BRONZE
16419	J.18 Posters	Fascinating	Shenzhen Tourism Bureau, China	The Nine Shanghai	SILVER
16519	J.18 Posters	Blak Powerhouse Campaign 2026	We Are Warriors & Powerhouse Museum	R/GA Australia	BRONZE

DESIGN | PACKAGING DESIGN

ID	Category	Entry	Client	Entrant Company	
15795	J.23 Promotional & Special Edition	The Long Play	The Spinoff	Daylight	BRONZE

DESIGN | PRODUCT DESIGN

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

DESIGN | SPATIAL DESIGN

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

CRAFT | ANIMATION AND VISUAL EFFECTS

ID	Category	Entry	Client	Entrant Company	
14944	K.01 2D Animation	Diary of a Head Injury	Headway	Assembly	BRONZE
15683	K.02 3D Animation	Fragile Oceans	Australian Marine Conservation Society (AMCS)	Collider	BRONZE
15899	K.02 3D Animation	The Girl & Ghost	Telstra	Bear Meets Eagle On Fire	GOLD
15402	K.06 Special Effects	Get Your Pickle On	Picklebet	The Sweetshop	BRONZE
15409	K.07 Visual Effects	Flight of the Finch	Allianz Australia	Alt.vfx	BRONZE
15419	K.07 Visual Effects	Drumroll	Telstra x Iphone	Blockhead VFX	BRONZE
15881	K.08 Campaign	Villains	Telstra	Bear Meets Eagle On Fire	SILVER

CRAFT | ART DIRECTION

ID	Category	Entry	Client	Entrant Company	
15193	K.09 Digital Art Direction, Individual	Cheat Codes	Mercury	McCann New Zealand	BRONZE
15437	K.11 Experiential Art Direction	Bless My Wish	BMW China	KARMA	GOLD
15491	K.11 Experiential Art Direction	Straight To The Heart	Heart Of The City	Motion Sickness	BRONZE
15541	K.11 Experiential Art Direction	Karangahape Returns	KBA	Motion Sickness	BRONZE
16411	K.11 Experiential Art Direction	The Sunburnt Car	mycar	TBWA\Australia	GOLD
15532	K.12 Film Art Direction, Individual	The Māori Roll Call	Whānau Ora	Motion Sickness	BRONZE
15879	K.12 Film Art Direction, Individual	Villains	Telstra	Bear Meets Eagle On Fire	GOLD
16241	K.12 Film Art Direction, Individual	Enterprise - Together builds better	Telstra	+61	BRONZE
16208	K.13 Film Art Direction, Campaign	Satellite Messaging	Telstra	Bear Meets Eagle On Fire	SILVER
15898	K.14 Poster Art Direction, Individual	Creativity is Calling	Advertising Council Australia	Bear Meets Eagle On Fire	BRONZE
14989	K.15 Poster Art Direction, Campaign	Macca's Sauce Lids	McDonalds Australia	Wieden+Kennedy Sydney	BRONZE
15199	K.15 Poster Art Direction, Campaign	Speed Demons	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand	BRONZE
15457	K.15 Poster Art Direction, Campaign	Bless My Wish	BMW China	KARMA	BRONZE
14945	K.16 Print Art Direction, Individual	Diary of a Head Injury	Headway	Assembly	BRONZE
16431	K.16 Print Art Direction, Individual	The Misleading Times	Reform Political Advertising	Clemenger BBDO	BRONZE
16392	K.17 Print Art Direction, Campaign	Fascinating	Shenzhen Tourism Bureau, China	The Nine Shanghai	SILVER

CRAFT | CASTING

ID	Category	Entry	Client	Entrant Company	
15036	K.18 Casting for Film Advertising	Didi - Yes I Didi	Didi	Citizen Jane Casting	GOLD
15293	K.18 Casting for Film Advertising	It's Better With Spark	Spark	The Sweetshop	SILVER
15401	K.18 Casting for Film Advertising	We Go There	SBS	The Sweetshop	BRONZE

15405	K.18 Casting for Film Advertising	Get Your Pickle On	Picklebet	The Sweetshop	BRONZE
15919	K.18 Casting for Film Advertising	The Māori Roll Call	Whānau Ora	Supernormal	BRONZE
15064	K.19 Influencers, Talent & Celebrity	Ausify Your Algo	Music Australia	Bureau of Everything	BRONZE
15882	K.19 Influencers, Talent & Celebrity	Villains	Telstra	Bear Meets Eagle On Fire	BRONZE
15744	K.20 Voice Performance	Unlikely Version	Australian Red Cross Lifeblood	M+C Saatchi Group	BRONZE
15690	K.21 Campaign	Proudly Tested On Animals	Koala	Collider	BRONZE
15869	K.21 Campaign	Worries	Bankwest	Bear Meets Eagle On Fire	SILVER

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	BRONZE
16394	K.22 Branded Content & Entertainment	Pick Up Garbage To Protect Qinghai-Tibet Plateau	China UnionPay	The Nine Shanghai	SILVER
14801	K.23 TV and Cinema Commercials	Same Same	Samsung NZ	FINCH	BRONZE
14826	K.23 TV and Cinema Commercials	Batteries Included	Volkswagen	FINCH	SILVER
15129	K.23 TV and Cinema Commercials	The Promise	Lotto New Zealand	Good Oil	SILVER
15294	K.23 TV and Cinema Commercials	It's Better With Spark	Spark	The Sweetshop	BRONZE
15407	K.23 TV and Cinema Commercials	Get Your Pickle On	Picklebet	The Sweetshop	BRONZE
15922	K.23 TV and Cinema Commercials	The Māori Roll Call	Whānau Ora	Supernormal	SILVER

CRAFT | COPYWRITING

ID	Category	Entry	Client	Entrant Company	
15186	K.26 Best Film Script, Individual	The Molenbergathon	Goodman Fielder	McCann New Zealand	BRONZE
15268	K.26 Best Film Script, Individual	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand	SILVER
15894	K.27 Best Film Script, Campaign	Villains	Telstra	Bear Meets Eagle On Fire	BRONZE
15366	K.28 Best Radio or Audio Script Writing, Individual	Street Condoms	Delivereasy	Colenso BBDO	SILVER
15377	K.28 Best Radio or Audio Script Writing, Individual	Crippled Pigeons	Delivereasy	Colenso BBDO	GOLD
15379	K.28 Best Radio or Audio Script Writing, Individual	Killer Bees	Delivereasy	Colenso BBDO	GOLD
15871	K.31 Best use of Copywriting, Campaign	Worries	Bankwest	Bear Meets Eagle On Fire	SILVER
15778	K.32 Verbal Identity	Come Down For Air	Tourism Tasmania	BMF	BRONZE
16485	K.32 Verbal Identity	Incommon	Sydney Jewish Museum	Howatson+Company	BRONZE
16271	K.33 Social Media, Individual	App O'Clock	Telstra	+61	BRONZE

CRAFT | DIGITAL CRAFT

ID	Category	Entry	Client	Entrant Company	
16280	K.38 Internet of Things	Codemates	Telstra	+61	BRONZE
15001	K.39 Services & Utilities	Haven	Suncorp Insurance	Leo Australia	BRONZE

CRAFT | DIRECTION

ID	Category	Entry	Client	Entrant Company	
14930	K.43 Branded Content & Entertainment - Fiction	Yes, I DiDI	DiDI	Hooves	SILVER
15924	K.43 Branded Content & Entertainment - Fiction	Julie's Raya 2026: Where'd My Memory Go?	Julie's Biscuits	GOVT VCCP	SILVER
15468	K.44 Branded Content & Entertainment - Non Fiction	The Fatal Decision	Street Doctors	The Glue Society	BRONZE
15073	K.45 Events and Experiences	Fountain of Filth	Channel 4	The Glue Society	GOLD
14731	K.46 TV and Cinema Commercials	The Girl and The Ghost	Telstra	Revolver	GOLD
14759	K.46 TV and Cinema Commercials	Bring a Book to Life	Amazon Books	Revolver	SILVER
14773	K.46 TV and Cinema Commercials	Speed Demons: Backseat Whisperer	NZTA Waka Kotahi	FINCH	BRONZE
14809	K.46 TV and Cinema Commercials	The Māori Roll Call	Whānau Ora	Supernormal	SILVER
14858	K.46 TV and Cinema Commercials	Everything is Fine	Coinbase	Revolver	BRONZE
15070	K.46 TV and Cinema Commercials	Fridge	Life360	Revolver	BRONZE

15248	K.46 TV and Cinema Commercials	We Go There	SBS	The Sweetshop	BRONZE
15295	K.46 TV and Cinema Commercials	It's Better With Spark	Spark	The Sweetshop	SILVER
15327	K.46 TV and Cinema Commercials	Get Your Pickle On	Picklebet	The Sweetshop	BRONZE
15300	K.49 Campaign	Speed Demons	New Zealand Transport Authority Waka Kotahi	FINCH	SILVER

CRAFT | EDITING

ID	Category	Entry	Client	Entrant Company	
14879	K.51 TV and Cinema Commercials	Get Your Pickle On	Picklebet	ARC	BRONZE
15079	K.51 TV and Cinema Commercials	“Yes I DiDi”	DiDi	The Editors	SILVER
14782	K.52 Campaign	Speed Demons	New Zealand Transport Authority Waka Kotahi	FINCH	BRONZE

CRAFT | ILLUSTRATION

ID	Category	Entry	Client	Entrant Company	
16453	K.54 Posters	The Gallery of Hidden Salt	Health Promotion Board	TBWA\Singapore	BRONZE

CRAFT | PHOTOGRAPHY

ID	Category	Entry	Client	Entrant Company	
15867	K.64 Campaign	Become A Winter Person	Tourism Tasmania	BMF	BRONZE
16080	K.64 Campaign	Fascinating	Shenzhen Tourism Bureau, China	The Nine Shanghai	SILVER
16454	K.64 Campaign	Pick Up Garbage To Protect Qinghai-Tibet Plateau	China UnionPay	The Nine Shanghai	GOLD

CRAFT | PRODUCTION

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

CRAFT | PRODUCTION DESIGN

ID	Category	Entry	Client	Entrant Company	
15438	K.68 Experiential	Bless My Wish	BMW China	KARMA	SILVER
16412	K.68 Experiential	The Sunburnt Car	mycar	TBWA\Australia	GOLD
14825	K.70 TV and Cinema Commercials	Batteries Included	Volkswagen	FINCH	BRONZE
14830	K.70 TV and Cinema Commercials	Platform	Suntory Minus 196	FINCH	SILVER
15302	K.70 TV and Cinema Commercials	Booze Maths	WAKA KOTAHĪ NZTA	The Sweetshop	BRONZE
15533	K.70 TV and Cinema Commercials	The Māori Roll Call	Whānau Ora	Motion Sickness	BRONZE
15915	K.70 TV and Cinema Commercials	The Girl and The Ghost	Telstra	Revolver	BRONZE
15313	K.71 Campaign	Speed Demons	New Zealand Transport Authority Waka Kotahi	FINCH	BRONZE

CRAFT | SOUND DESIGN & USE OF MUSIC

ID	Category	Entry	Client	Entrant Company	
15158	K.73 Best Use of Existing Music	Flight Of The Finch	Allianz Australia	Mosaic Music & Sound	SILVER
15877	K.73 Best Use of Existing Music	Volkswagen EV Batteries Included	Volkswagen Australia	Level Two	SILVER
15952	K.73 Best Use of Existing Music	Spark NZ’s ‘It’s Better With Spark’	Spark New Zealand	Level Two	GOLD
14738	K.74 Original Composition	Yes, I DiDi	DiDi	Electric Sheep Music	GOLD
15217	K.74 Original Composition	Picklebet Brand Campaign 2025 - Original Compositions	Picklebet	Kerfuffle	BRONZE
16048	K.74 Original Composition	Reserved For Good Mates	Coopers	Electric Sheep Music	BRONZE
16147	K.74 Original Composition	Double You	Westpac Australia	The Tuesday Club	SILVER
16502	K.74 Original Composition	Pick Up Garbage To Protect Qinghai-Tibet Plateau	China UnionPay	The Nine Shanghai	BRONZE
14957	K.75 Excellence in Audio	Wherever We Go Again	Telstra	Rumble Studios	BRONZE

14949	K.76 Sound Design	Diary of a Head Injury	Headway	Assembly	GOLD
14958	K.76 Sound Design	Wherever We Go Again	Telstra	Rumble Studios	BRONZE
14985	K.76 Sound Design	UMI NORI Collection VII	UMI NORI	Rumble Studios	SILVER
15461	K.76 Sound Design	Suntory -196 - 'Extreme Japanese Spirit'	Suntory Global Spirits	Sonar Music	BRONZE
15595	K.76 Sound Design	So Pour A Sapporo	Sapporo	Electric Sheep Music	SILVER
15965	K.76 Sound Design	Fantl Sport	Fantl Sport	Liquid Studios	BRONZE
15545	K.77 Best use of an Australian Recording Artist or Producer	Telstra x Avalanches - 'Second Life Sounds'	Telstra	Sonar Music	SILVER
15745	K.77 Best use of an Australian Recording Artist or Producer	Unlikely Version	Australian Red Cross Lifeblood	M+C Saatchi Group	BRONZE
16012	K.77 Best use of an Australian Recording Artist or Producer	Australia, The Rooster's Calling	RED ROOSTER	DIVISION	BRONZE
16371	K.77 Best use of an Australian Recording Artist or Producer	Can't Do That If You're Driving	Uber Australia	Special Australia	BRONZE
14729	K.78 Campaign	Feel New in Sydney	Destination NSW	Otis Studios	BRONZE

CRAFT | TYPOGRAPHY

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

FILM

ID	Category	Entry	Client	Entrant Company	
14935	L.01 Branded Content, Fiction (up to 5 mins) Individual	Yes, I DiDi	DiDi	Hooves	SILVER
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	SILVER
15910	L.01 Branded Content, Fiction (up to 5 mins) Individual	Creativity is Calling	AWARD	Revolver	BRONZE
16481	L.02 Branded Content, Fiction (5 - 30 mins) Campaign	Dirty Old Secrets	Seasol International	Howatson+Company	SILVER
15184	L.05 Branded Content, Fiction (over 30 mins) Individual	The Molenbergathon	Goodman Fielder	McCann New Zealand	BRONZE
15119	L.13 Cinema Commercials Up to 60 Seconds	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand	BRONZE
15708	L.14 Cinema Commercials Over 60 Seconds	Villains	Telstra	Bear Meets Eagle On Fire	BRONZE
16456	L.16 Interactive Film Advertising	Build Your Own Super Bowl	Uber Eats	Special Australia	SILVER
14912	L.18 TV Commercials 30 Seconds	Worries - Doll	Bankwest	Bear Meets Eagle On Fire	BRONZE
16162	L.18 TV Commercials 30 Seconds	Worries - Future	Bankwest	Bear Meets Eagle On Fire	BRONZE
15266	L.19 TV Commercials Over 30 Seconds	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand	BRONZE
15848	L.19 TV Commercials Over 30 Seconds	Villains	Telstra	Bear Meets Eagle On Fire	BRONZE
16159	L.19 TV Commercials Over 30 Seconds	The Man LAROI	Uber Eats Australia	Special Australia	BRONZE
16372	L.19 TV Commercials Over 30 Seconds	Can't Do That If You're Driving	Uber Australia	Special Australia	BRONZE
15492	L.20 TV Commercial Campaigns	Outside, your comfort zone.	Kathmandu	Motion Sickness	BRONZE
15650	L.20 TV Commercial Campaigns	Speed Demons	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand	BRONZE
15862	L.20 TV Commercial Campaigns	Worries	Bankwest	Bear Meets Eagle On Fire	BRONZE
15934	L.20 TV Commercial Campaigns	The Māori Roll Call	Whānau Ora	Motion Sickness	GOLD

INNOVATION & TECH | BRAND INNOVATION AND TECH

ID	Category	Entry	Client	Entrant Company	
15002	M.01 Brand Engagement	Haven	Suncorp Insurance	Leo Australia	GOLD
16376	M.01 Brand Engagement	HVL 360° Album Trailer - Shot on iPhone	Apple	TBWA\ Media Arts Lab ISEA	SILVER
15004	M.02 Business Transformation	Haven	Suncorp Insurance	Leo Australia	SILVER
15349	M.05 AI Augmented creativity	Hearing 1945	Binggrae & The Ministry of Patriots and Veterans Affair	Innocean South Korea	BRONZE
15395	M.05 AI Augmented creativity	Skinny For Life	Skinny	Colenso BBDO	SILVER
16070	M.05 AI Augmented creativity	Magnif-eye	1001 Optometry	VML Australia	BRONZE

INNOVATION & TECH| NON-BRAND INNOVATION

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

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	SILVER
15341	N.04 Use of Digital Platforms	TOXIC BACKFIRE	SAMSUNG	Cheil Hong Kong	BRONZE
16071	N.04 Use of Digital Platforms	Magnif-eye	1001 Optometry	VML Australia	SILVER
16322	N.04 Use of Digital Platforms	HVL 360° Album Trailer - Shot on iPhone	Apple	TBWA\ Media Arts Lab ISEA	SILVER
16473	N.05 Use of Events and Stunts	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	SILVER
16474	N.06 Use of Print, Press & Outdoor	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	SILVER
16072	N.07 Use of Technology	Magnif-eye	1001 Optometry	VML Australia	SILVER
16362	N.07 Use of Technology	The Recycling Rethink	Pepsi	Special Australia	BRONZE
15394	N.09 Use of Integrated Media	Australia's Driving Test	AAMI	Leo Australia	BRONZE
15858	N.10 Use of New Media	Snickers Train	Mars Australia	T&P Australia	BRONZE

SOCIAL & CREATOR

ID	Category	Entry	Client	Entrant Company	
14847	O.06 Social Videos, Individual	The Unseen Dads	Thai Samsung Electronics Co., Ltd.	Choojai and Friends	BRONZE
15185	O.06 Social Videos, Individual	The Molenbergathon	Goodman Fielder	McCann New Zealand	BRONZE
15705	O.06 Social Videos, Individual	Expensive Sh*t	Kimberly-Clark	McCann New Zealand	BRONZE
15123	O.09 Use of Talent and Influencers	Patrol. It's Out There.	Nissan Oceania	TBWA\Australia	BRONZE
15914	O.09 Use of Talent and Influencers	Google Pixel x Oscar Piastri Switcher Story	Google Pixel	Emotive	BRONZE
16255	O.09 Use of Talent and Influencers	Vaseline and The Real Nigerian Prince	Unilever International	Leo Singapore	SILVER
15124	O.10 Creator Collaboration	Patrol. It's Out There.	Nissan Oceania	TBWA\Australia	BRONZE

CREATIVITY FOR GOOD

ID	Category	Entry	Client	Entrant Company	
15005	P.01 Advertising & Marketing Communications	Haven	Suncorp Insurance	Leo Australia	BRONZE
15534	P.01 Advertising & Marketing Communications	The Māori Roll Call	Whānau Ora	Motion Sickness	GOLD
16044	P.05 Service Innovation and Design	The Losing Sound	The Truth About Addiction & Stories of Hope	Rumble Studios	BRONZE
			Australia		
15535	P.06 Equality	The Māori Roll Call	Whānau Ora	Motion Sickness	GOLD
16107	P.06 Equality	How Engineers Australia made history with In Her Corner	Engineers Australia	Bastion	BRONZE
15006	P.07 Sustainability	Haven	Suncorp Insurance	Leo Australia	GOLD

CHARITY

ID	Category	Entry	Client	Entrant Company	
16270	Q.02 Branded Content and Entertainment, Campaign	Futures	Musicians Making A Difference	Supermassive	SILVER
15317	Q.05 Digital, Individual	SAFE SKETCH	SAVE THE CHILDREN	Cheil Hong Kong	SILVER
14948	Q.10 Film Advertising, Individual	Diary of a Head Injury	Headway	Assembly	SILVER
15310	Q.12 Innovation & Tech	SAFE SKETCH	SAVE THE CHILDREN	Cheil Hong Kong	SILVER
16260	Q.18 Radio & Audio, Campaign	Futures	Musicians Making A Difference	Supermassive	SILVER

BUSINESS TO BUSINESS

ID	Category	Entry	Client	Entrant Company	
15805	R.01 Brand Experience & Entertainment	Bee to B2B	Volkswagen	McCann New Zealand	BRONZE
16428	R.11 PR-Led Campaigns	Turbine Made	ACCIONA Energía	Clemenger BBDO	BRONZE

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	SILVER
15397	S.01 Creative Strategy	Australia's Driving Test	AAMI	Leo Australia	BRONZE
15536	S.01 Creative Strategy	The Māori Roll Call	Whānau Ora	Motion Sickness	GOLD
16025	S.01 Creative Strategy	The Ad that Could Only be Seen on SBS	Special Broadcasting Service	Droga5 ANZ, part of Accenture Song	GOLD
16028	S.01 Creative Strategy	Booze Maths	New Zealand Transport Agency - Waka Kotahi	McCann New Zealand	SILVER
16355	S.01 Creative Strategy	Better on a Better Network	Telstra	Bear Meets Eagle On Fire	BRONZE
15573	S.02 Creative Effectiveness	Go A Little Extra	Aldi Australia	BMF	SILVER
15607	S.02 Creative Effectiveness	Make New Zealand The Best Place In The World To Have Herpes	The New Zealand Herpes Foundation	Motion Sickness	GOLD
15682	S.02 Creative Effectiveness	The Happiness List	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song	BRONZE
16364	S.02 Creative Effectiveness	The Hidden Eye Test	1001 Optometry	VML Australia	BRONZE
16490	S.02 Creative Effectiveness	If You Can Take It, It's Yours	SELLEYS	Howatson+Company	BRONZE
15009	S.03 Sustained Impact	Building A More Resilient Australia	Suncorp Insurance	Leo Australia	GOLD
15584	S.03 Sustained Impact	Good Different	ALDI Australia	BMF	SILVER