

# 38th AWARD Awards Winners

## A Film & Video

### A.02 Television Commercial, Individual. 30 Seconds

Entry N°	Title	Client	Entrant Company	Gong
A.02-519	Bus	Foxtel	TBWA\Sydney	<b>Bronze</b>

### A.03 Television Commercial, Individual. Over 30 Seconds

Entry N°	Title	Client	Entrant Company	Gong
A.03-502	Roll Home With A Chiko	Chiko	Cummins&Partners Melbourne	<b>Bronze</b>
A.03-507	A BC Fing Musical	BCF Boating Camping Fishing	Clemenger BBDO Brisbane	<b>Bronze</b>
A.03-509	Welcome to the other side	Lion	DDB Group New Zealand	<b>Bronze</b>
A.03-514	Hello	New Zealand Transport Agency	Clemenger BBDO Wellington	<b>Gold</b>
A.03-516	Mum's Wish	New Zealand Lotteries	DDB Group New Zealand	<b>Silver</b>
A.03-519	Meet the Tinkletons	ALDI Australia	BMF	<b>Bronze</b>
A.03-520	Style Is Why	OPSM	The POOL COLLECTIVE	<b>Bronze</b>
A.03-522	'Good Chat'	Toyota New Zealand	Saatchi & Saatchi New Zealand	<b>Silver</b>

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<b>A.03-525</b>	<b>Date</b>	Foxtel	TBWA\Sydney	<b>Silver</b>
<b>A.03-532</b>	<b>Anything for Love</b>	McDonald's	The Sweet Shop	<b>Silver</b>
<b>A.03-535</b>	<b>You Never Lamb Alone</b>	Meat & Livestock Australia	The Monkeys	<b>Silver</b>
<b>A.03-536</b>	<b>Operation Boomerang</b>	Meat & Livestock Australia	The Monkeys	<b>Silver</b>
<b>A.03-538</b>	<b>The Anthem</b>	Samsung	Leo Burnett Sydney	<b>Bronze</b>
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## **A.04 Television Commercial, Campaign, Less Than 30**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>A.04-501</b>	<b>NOTHING BEATS THE PERFECT AUSSIE CHRISTMAS</b>	ALDI Australia	BMF	<b>Bronze</b>
	- <b>Pudding - 15</b>			
	- <b>Champagne - 15</b>			
	- <b>Mince Pies - 15</b>			
	- <b>Lobster Tails - 15</b>			
	- <b>Fudge - 15</b>			

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## A.05 Television Commercial, Campaign. 30 Seconds

Entry N°	Title	Client	Entrant Company	Gong
A.05-500	<b>The Boys</b>	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne	<b>Gold</b>
	<ul style="list-style-type: none"><li>- Talcum Powder</li><li>- Lunges</li><li>- Cycle</li></ul>			

## A.06 Television Commercial, Campaign. Any Length

Entry N°	Title	Client	Entrant Company	Gong
A.06-505	<b>NOTHING BEATS THE PERFECT AUSSIE CHRISTMAS</b>	ALDI Australia	BMF	<b>Bronze</b>
	<ul style="list-style-type: none"><li>- The Tinkeltons - 60</li><li>- Champagne - 15</li><li>- Fudge - 15</li><li>- Lobster Tails - 15</li></ul>			
A.06-510	<b>Phase 1</b>	Foxtel	TBWA\Sydney	<b>Silver</b>
	<ul style="list-style-type: none"><li>- Date</li><li>- Bus</li><li>- Karen</li><li>- Karen Returns</li><li>- Mobile Cinema</li><li>- Prelude</li></ul>			

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## **A.07 Large Format Screens, Individual. Any Length**

<b>Entry N°</b>	<b>Title</b>	<b>Client</b>	<b>Entrant Company</b>	<b>Gong</b>
<b>A.07-500</b>	<b>Every Second Counts</b>	St Kilda Film Festival	FINCH	<b>Silver</b>
<b>A.07-503</b>	<b>Welcome to the other side</b>	Lion	DDB Group New Zealand	<b>Bronze</b>
<b>A.07-504</b>	<b>CAMRY SUPERHERO</b>	TOYOTA	Saatchi & Saatchi Sydney	<b>Bronze</b>
<b>A.07-505</b>	<b>Mum's Wish</b>	SKY Television New Zealand	DDB Group New Zealand	<b>Silver</b>
<b>A.07-509</b>	<b>Style is Why</b>	OPSM	Marcel Sydney	<b>Bronze</b>
<b>A.07-511</b>	<b>Pocket Money</b>	ANZ	TBWA\Melbourne	<b>Bronze</b>
<b>A.07-515</b>	<b>Date</b>	Foxtel	TBWA\Sydney	<b>Silver</b>

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## **A.08 Large Format Screens, Campaign. Any Length**

Entry N°	Title	Client	Entrant Company	Gong
<b>A.08-500</b>	<b>House of Little Moments Season 2</b>	Uni President	ADK TAIWAN	<b>Bronze</b>
	<ul style="list-style-type: none"><li>- Golden Theme Park</li><li>- World Class Insensitive Shrimp</li><li>- Hero Has No Tears</li></ul>			

## **A.09 Charity, Individual. Any Length**

Entry N°	Title	Client	Entrant Company	Gong
<b>A.09-500</b>	<b>Suicide Notes Talk Too Late</b>	Movember	Cummins&Partners Melbourne	<b>Silver</b>
<b>A.09-502</b>	<b>The Lucky Ones</b>	Parkinson's NSW	J. Walter Thompson Sydney	<b>Gold</b>
<b>A.09-507</b>	<b>MND - The Fading Symphony</b>	MND Australia	Photoplay Films	<b>Silver</b>

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## A.10 Charity, Campaign. Any Length

Entry N°	Title	Client	Entrant Company	Gong
A.10-500	Letters of Gallipoli II	Legacy	GPY&R Melbourne	Silver
	<ul style="list-style-type: none"><li>- Letters of Gallipoli, Life in the Trenches</li><li>- Letters of Gallipoli, Never the Same</li><li>- Letters of Gallipoli, Caught in the Firing Line</li></ul>			
A.10-501	The Unexpected Homeless	The Salvation Army	TBWA\Auckland	Silver
	<ul style="list-style-type: none"><li>- Richard</li><li>- Rachel</li><li>- Terry</li></ul>			

## A.11 Interactive Film, Individual. Any Length

Entry N°	Title	Client	Entrant Company	Gong
A.11-503	Google Play, "Through the Dark"	Google	R/GA Sydney	Silver

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## A.12 Interactive Film, Campaign. Any Length

Entry N°	Title	Client	Entrant Company	Gong
A.12-500	Thoughts	New Zealand Transport Agency	Clemenger BBDO Wellington	<b>Silver</b>

- **Thoughts Overview**
- **Chopper's Thoughts**
- **Rhys Darby's Thoughts**
- **Simon McKinney's Thoughts**
- **Cori Gonzales-Macuer's Thoughts**

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## **B**      Craft In Advertising

### **B.01**    Film - Direction

Entry N°	Title	Client	Entrant Company	Gong
<b>B.01-504</b>	<b>Date Night</b>	FOXTEL	FINCH	<b>Bronze</b>
<b>B.01-507</b>	<b>STOP IT AT THE START</b>	Department of Social Services	FINCH	<b>Bronze</b>
<b>B.01-510</b>	<b>Driver's Seat</b>	ŠKODA	FINCH	<b>Bronze</b>
<b>B.01-513</b>	<b>What's your why?</b>	Rebel Sport	FINCH	<b>Bronze</b>
<b>B.01-515</b>	<b>Rocket Car</b>	Old Spice	Revolver/Will O'Rourke	<b>Gold</b>
<b>B.01-516</b>	<b>Whale</b>	Old Spice	Revolver/Will O'Rourke	<b>Silver</b>
<b>B.01-520</b>	<b>A Life's Work</b>	R.M.Williams	FINCH	<b>Bronze</b>
<b>B.01-521</b>	<b>Rethink Speed</b>	Transport Accident Commission	FINCH	<b>Silver</b>
<b>B.01-533</b>	<b>80 Years Of Torment</b>	Rustlers	Revolver/Will O'Rourke	<b>Bronze</b>
<b>B.01-534</b>	<b>Spring Lamb 2016</b>	Meat and Livestock Australia (MLA)	Plaza Films	<b>Bronze</b>



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<b>B.01-536</b>	<b>Never A Sellout</b>	TurboTax	Revolver/Will O'Rourke	<b>Bronze</b>
<b>B.01-539</b>	<b>Style Is Why</b>	OPSM	The POOL COLLECTIVE	<b>Bronze</b>
<b>B.01-541</b>	<b>Chase It</b>	Honda	Goodoil Films	<b>Bronze</b>
<b>B.01-542</b>	<b>What Is Up?</b>	Australian Defence Force	Goodoil Films	<b>Silver</b>
<b>B.01-550</b>	<b>Strong, Silent Type</b>	Toyota	Goodoil Films	<b>Silver</b>
<b>B.01-554</b>	<b>Operation Boomerang</b>	Meat & Livestock Association MLA	Rabbit	<b>Bronze</b>
<b>B.01-557</b>	<b>Best Toy Ever</b>	IKEA	The Sweet Shop	<b>Silver</b>
<b>B.01-558</b>	<b>Pool Kid</b>	Thomas Cook	The Sweet Shop	<b>Bronze</b>
<b>B.01-559</b>	<b>Anything for Love</b>	McDonald's	The Sweet Shop	<b>Silver</b>
<b>B.01-561</b>	<b>Google Play, "Through the Dark"</b>	Google	R/GA Sydney	<b>Silver</b>
<b>B.01-566</b>	<b>Mum's Wish</b>	Lotto New Zealand	The Sweet Shop	<b>Silver</b>
<b>B.01-567</b>	<b>Anchor 'Go Strong'</b>	Fonterra	Exit Films	<b>Silver</b>

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<b>B.01-568</b>	<b>Five Year Plan</b>	Old Spice	The Sweet Shop	<b>Silver</b>
<b>B.01-570</b>	<b>The Best Holidays Are Created Together</b>	House of Travel	Exit Films	<b>Bronze</b>
<b>B.01-571</b>	<b>Rethink Role Models</b>	Samsung	Exit Films	<b>Silver</b>
<b>B.01-572</b>	<b>Hello</b>	New Zealand Transport Agency	Curious Film	<b>Silver</b>
<b>B.01-577</b>	<b>When You Drive, Never Drink</b>	Heineken	The Glue Society	<b>Silver</b>
<b>B.01-578</b>	<b>Wonderful Life</b>	Ikea	The Glue Society	<b>Bronze</b>

### **B.02** Film - Cinematography

Entry N°	Title	Client	Entrant Company	Gong
<b>B.02-501</b>	<b>Insuring This Australian Life</b>	TAL	Revolver/Will O'Rourke	<b>Bronze</b>
<b>B.02-502</b>	<b>Question The Answers</b>	Monash University	Revolver/Will O'Rourke	<b>Bronze</b>
<b>B.02-514</b>	<b>Rescue Helicopter Service</b>	Westpac	Revolver/Will O'Rourke	<b>Bronze</b>
<b>B.02-518</b>	<b>Style Is Why</b>	OPSM	The POOL COLLECTIVE	<b>Silver</b>
<b>B.02-520</b>	<b>What Is Up?</b>	Australian Defence Force	Goodoil Films	<b>Gold</b>

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<b>B.02-521</b>	<b>Strong, Silent Type</b>	Toyota	Goodoil Films	<b>Bronze</b>
<b>B.02-522</b>	<b>What's your why?</b>	Rebel Sport	FINCH	<b>Silver</b>
<b>B.02-523</b>	<b>Driver's Seat</b>	ŠKODA	FINCH	<b>Bronze</b>
<b>B.02-524</b>	<b>A Life's Work</b>	R.M.Williams	FINCH	<b>Silver</b>
<b>B.02-526</b>	<b>Like father, Like daughter</b>	NRMA	Y&R Group Sydney	<b>Bronze</b>
<b>B.02-534</b>	<b>Anchor 'Go Strong'</b>	Fonterra	Exit Films	<b>Silver</b>
<b>B.02-535</b>	<b>The Best Holidays Are Created Together</b>	House of Travel	Exit Films	<b>Silver</b>
<b>B.02-536</b>	<b>Rethink Role Models</b>	Samsung	Exit Films	<b>Silver</b>

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### B.03 Film - Editing

Entry N°	Title	Client	Entrant Company	Gong
B.03-500	St.Kilda Film Festival Trailer 2016	St.Kilda Council	The Institute of Post Production	<b>Bronze</b>
B.03-501	Date Night	Foxtel	FINCH	<b>Silver</b>
B.03-512	Tiger Beer - Wok	Heineken - Tiger Beer	Heckler	<b>Silver</b>
B.03-516	HCF 'Health Is'	HCF Health Insurance	The Butchery	<b>Bronze</b>
B.03-517	McDonald's 'Anything For Love'	McDonald's	The Butchery	<b>Silver</b>
B.03-520	Domestic Violence 'Stop it at the Start'	Australian Government Department of Social Service	ARC EDIT	<b>Bronze</b>
B.03-521	House of Travel 'The Best Holidays are Created Together	House of Travel	ARC EDIT	<b>Bronze</b>
B.03-522	NAB 'Journey'	National Australia Bank	ARC EDIT	<b>Bronze</b>
B.03-523	NZ Lotto 'Mum's Wish'	NZ Lotteries	ARC EDIT	<b>Silver</b>
B.03-524	Anchor 'Go Strong'	Fontera Brands	ARC EDIT	<b>Silver</b>
B.03-525	Airforce 'What Is Up?'	Australian Defence Force	The Editors	<b>Gold</b>

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<b>B.03-526</b>	<b>Samsung #dowhatyoucant 'Jessica Ashwood'</b>	Samsung Electronics Australia	The Editors	<b>Bronze</b>
<b>B.03-527</b>	<b>Samsung 'Re-think Role Models'</b>	Samsung Electronics Australia	The Editors	<b>Silver</b>
<b>B.03-531</b>	<b>Best Toy Ever</b>	IKEA	The Sweet Shop	<b>Bronze</b>
<b>B.03-534</b>	<b>NRMA 'Like Father, Like Daughter'</b>	NRMA	ARC EDIT	<b>Bronze</b>
<b>B.03-535</b>	<b>The Naked Ute</b>	Volkswagen	Revolver/Will O'Rourke	<b>Bronze</b>

### **B.04** Film - Animation

Entry N°	Title	Client	Entrant Company	Gong
<b>B.04-505</b>	<b>The Innovator</b>	The Woolmark Company	Buck	<b>Silver</b>
<b>B.04-507</b>	<b>Chartered Accountants - Cake</b>	Chartered Accountants	Heckler	<b>Bronze</b>
<b>B.04-509</b>	<b>Harder on Your Own - Snow White</b>	Pfizer	With Collective	<b>Bronze</b>
<b>B.04-510</b>	<b>A #BetterWayToFly</b>	Air New Zealand	Blockhead	<b>Silver</b>
<b>B.04-511</b>	<b>Google Play, "Through the Dark"</b>	Google	R/GA Sydney	<b>Silver</b>
<b>B.04-514</b>	<b>FDA - The Real Cost - Straw City</b>	FDA	Alt.vfx	<b>Silver</b>

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**B.04-517**    **AirBnb - A different Paris**    AirBnb    Photoplay Films    **Bronze**

### **B.05**    **Film - Digital Visual Effects**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.05-502</b>	<b>You Make the Game</b>	AFL	FINCH	<b>Bronze</b>
<b>B.05-503</b>	<b>EV - Tiny</b>	EECA	Ogilvy & Mather New Zealand	<b>Silver</b>
<b>B.05-507</b>	<b>Hahn Superdry 'Never Settle'</b>	Lion	Alt.vfx	<b>Silver</b>
<b>B.05-508</b>	<b>Steinlager - Tokyo Dry</b>	Steinlager	Palace	<b>Silver</b>
<b>B.05-510</b>	<b>Honda Civic - Chase It</b>	Honda Australia	Alt.vfx	<b>Silver</b>
<b>B.05-511</b>	<b>Quantum Break - The Cemetery</b>	Xbox	Alt.vfx	<b>Gold</b>
<b>B.05-512</b>	<b>TAC - Speed</b>	Transport Accident Commission	Blackbird	<b>Gold</b>
<b>B.05-513</b>	<b>Think Again - Glass Body</b>	Mental Health Commission	Blackbird	<b>Bronze</b>

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### B.06 Film - Original Music

Entry N°	Title	Client	Entrant Company	Gong
B.06-505	Welcome to the other side	Lion	DDB Group New Zealand	<b>Bronze</b>
B.06-509	Pool Kid	Thomas Cook	The Sweet Shop	<b>Silver</b>
B.06-514	Anchor 'Go Strong'	Fonterra	Exit Films	<b>Silver</b>
B.06-515	The Best Holidays Are Created Together	House of Travel	Exit Films	<b>Bronze</b>

### B.07 Film - Best Use and/or Arrangement of Existing Music

Entry N°	Title	Client	Entrant Company	Gong
B.07-505	Subaru 'Do'	Subaru	Nylon Studios	<b>Bronze</b>
B.07-508	Hello	New Zealand Transport Agency	Clemenger BBDO Wellington	<b>Silver</b>
B.07-511	"I know just the place"	Tourism & Events Queensland	J. Walter Thompson Sydney	<b>Bronze</b>
B.07-512	NAB AFL Auskick	NAB	Level Two Music	<b>Bronze</b>
B.07-517	Plucka	KFC	Ogilvy Australia	<b>Bronze</b>
B.07-521	Google Play, "Through the Dark"	Google	R/GA Sydney	<b>Gold</b>

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<b>B.07-523</b>	<b>Magic</b>	Heinz	The Sweet Shop	<b>Bronze</b>
<b>B.07-528</b>	<b>NRMA 500 Miles</b>	NRMA	We Love Jam Studios	<b>Silver</b>
<b>B.07-529</b>	<b>Rethink Role Models</b>	Samsung	Exit Films	<b>Silver</b>
<b>B.07-531</b>	<b>TIGER BEER MELTING POT</b>	HEINEKEN ASIA PACIFIC PTE. LTD	Song Zu	<b>Silver</b>

### **B.08** **Film - Sound Desian**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>B.08-502</b>	<b>Defence Force Recruiting 'What Is Up?'</b>	Defence Force Recruiting	Nylon Studios	<b>Gold</b>
<b>B.08-504</b>	<b>Samsung 'Rethink Role Models'</b>	Samsung Electronics Australia	Nylon Studios	<b>Bronze</b>
<b>B.08-507</b>	<b>TIGER BEER WOK</b>	HEINEKEN ASIA PACIFIC PTE. LTD	Song Zu	<b>Bronze</b>
<b>B.08-515</b>	<b>Anchor 'Go Strong'</b>	Fonterra	Exit Films	<b>Silver</b>



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## **B.09** Film - Music Video

Entry N°	Title	Client	Entrant Company	Gong
<b>B.09-500</b>	<b>Butter</b>	Born Dirty	Revolver/Will O'Rourke	<b>Bronze</b>

## **B.13** Print - Art Direction, Campaign

Entry N°	Title	Client	Entrant Company	Gong
<b>B.13-501</b>	<b>Loving the night</b>	McDonald's	TBWA\THAILAND	<b>Silver</b>

- **Loving the night 1**
- **Loving the night 2**
- **Loving the night 3**

<b>B.13-505</b>	<b>StairMountain, TapNut, DoorLock</b>	Parkinson's NSW	J. Walter Thompson Sydney	<b>Bronze</b>
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- **StairMountain**
- **TapNut**
- **DoorLock**

# 38th AWARD Awards Winners

## **B.15 Print - Photography, Campaign**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.15-500</b>	<b>Loving the night</b>	McDonald's	TBWA\THAILAND	<b>Silver</b>
	<ul style="list-style-type: none"><li>- Loving the night 1</li><li>- Loving the night 2</li><li>- Loving the night 3</li></ul>			

## **B.21 Illustration - Poster Advertising**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.21-506</b>	<b>WWF Iceberg Campaign</b>	WWF Philippines	Leo Burnett Group Manila	<b>Bronze</b>

## **B.33 Digital - Digital Utilities and Tools**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.33-505</b>	<b>Reword</b>	Headspace	Leo Burnett Melbourne	<b>Bronze</b>

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## **B.35 Digital - Social Media**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.35-502</b>	<b>V Skills</b>	Frucor Australia	TKT Sydney	<b>Bronze</b>
<b>B.35-505</b>	<b>Stoneleigh no.50</b>	Pernod Ricard Winemakers	Society	<b>Bronze</b>

## **B.40 Digital - Animation**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.40-501</b>	<b>V Skills Picking Llamas from Alpacas</b>	Frucor Australia	TKT Sydney	<b>Bronze</b>
<b>B.40-506</b>	<b>Google Play, "Through the Dark"</b>	Google	R/GA Sydney	<b>Bronze</b>

## **B.43 Branded Entertainment and Content**

Entry N°	Title	Client	Entrant Company	Gong
<b>B.43-500</b>	<b>Every Second Counts</b>	St Kilda Film Festival	FINCH	<b>Silver</b>
<b>B.43-504</b>	<b>Google Play, "Through the Dark"</b>	Google	R/GA Sydney	<b>Silver</b>

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C Print

**C.02 Consumer Magazine, Campaign**

Entry N°	Title	Client	Entrant Company	Gong
<b>C.02-500</b>	<b>Irresistible Packshots</b>	Dine	Clemenger BBDO Sydney	<b>Bronze</b>

- **The Woolen Tin**
- **The Woolen Can**
- **The Woolen Pouch**

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## D Integrated Campaign

### D.01 Integrated Campaign

Entry N°	Title	Client	Entrant Company	Gong
D.01-501	<b>The Boys</b>	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne	<b>Silver</b>
	<ul style="list-style-type: none"> <li>- TV - Talcum Powder</li> <li>- TV - Trim</li> <li>- TV - Lunges</li> <li>- Outdoor - Digital Interactive Outdoor billboard</li> <li>- Poster - In-store &amp; POS</li> <li>- Other - Online films</li> <li>- Other - Online youtube pre-rolls</li> </ul>			
D.01-502	<b>Hungerithm</b>	Mars Chocolate Australia	Clemenger BBDO Melbourne	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Other - POS</li> <li>- Outdoor - Digital in-store display</li> <li>- Other - Online launch film</li> <li>- Digital display - time &amp; context targeted</li> <li>- Mobile display - time &amp; context targeted</li> <li>- Radio - Spotify radio &amp; display - time &amp; mood targeted</li> <li>- youTube pre-roll - interest targeted</li> <li>- Reactive Social Content - Promoted tweets,Facebook</li> <li>- Other - Destop website</li> <li>- Other - Mobile website</li> </ul>			
D.01-512	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>
D.01-543	<b>The Naked Ute</b>	Volkswagen	DDB Sydney	<b>Bronze</b>

# 38th AWARD Awards Winners

## E Poster & Outdoor

### E.01 Outdoor Supersite & Spectacular, Maxiscape &

Entry N°	Title	Client	Entrant Company	Gong
E.01-501	<b>The Boys</b>	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne	<b>Silver</b>

### E.05 Outdoor, Campaign, Any Format

Entry N°	Title	Client	Entrant Company	Gong
E.05-502	<b>Error Message Adshels</b>	SKY Television New Zealand	DDB Group New Zealand	<b>Bronze</b>

- **Your mother didn't complain**
- **That's what she said**
- **Like Dinesh's Girlfriend**

E.05-503	<b>X-Ray Casts</b>	Fonterra Brands New Zealand, Anchor	Colenso BBDO	<b>Silver</b>
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- **X-Ray Casts Indoor Poster**
- **X-Ray Casts Billboard**
- **X-Ray Casts DM Pack**

E.05-514	<b>Lockout Law Memorials</b>	Keep Sydney Open	M&C Saatchi Sydney	<b>Silver</b>
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- **Memorials 1**
- **Memorials 2**
- **Memorials 3**

E.05-516	<b>Packs That Scare Gulls</b>	Hungry Jack's	Clemenger BBDO Sydney	<b>Silver</b>
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## **E.08 Charity, Individual. Any Size/Format**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.08-500</b>	<b>SMS Last Words</b>	GLOBAL ROAD SAFETY PARTNERSHIP	Havas Shanghai	<b>Bronze</b>
<b>E.08-502</b>	<b>Life Saving Stickers</b>	Australian Road Safety Foundation	GPY&R Brisbane	<b>Gold</b>

## **E.10 Interactive and/or Moving Outdoor, Individual**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.10-500</b>	<b>The Boys</b>	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne	<b>Silver</b>
<b>E.10-502</b>	<b>The Conscious Crossing</b>	KiwiRail	Clemenger BBDO Wellington	<b>Silver</b>

## **E.11 Interactive and/or Moving Indoor, Individual**

Entry N°	Title	Client	Entrant Company	Gong
<b>E.11-502</b>	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>

# 38th AWARD Awards Winners

## E.12 Interactive and/or Moving Point of Sale, Individual

Entry N°	Title	Client	Entrant Company	Gong
E.12-500	The 2 Litre Towel	Australian Weaving	M&C Saatchi Melbourne	<b>Bronze</b>



# 38th AWARD Awards Winners

## F Public Relations

### F.01 Best Integrated Campaign Led by PR

Entry N°	Title	Client	Entrant Company	Gong
F.01-503	Meet Graham	Transport Accident Commission	Clemenger BBDO Melbourne	Gold
F.01-505	brainBAND	Samsung Australia	Leo Burnett Sydney	Silver
F.01-506	Do you care enough to be a cop?	New Zealand Police	Ogilvy & Mather New Zealand	Bronze
F.01-511	Pocket Money	ANZ	TBWA\Melbourne	Bronze

### F.02 Charity, Best Integrated Campaign Led by PR

Entry N°	Title	Client	Entrant Company	Gong
F.02-501	The Unconventional Oven	Kidsafe	DDB Group Melbourne	Bronze
F.02-505	The Riderless Bike	The Steve Waugh Foundation	Havas Creative Group	Silver

# 38th AWARD Awards Winners

## G Radio

### G.01 Up To and Including 30 Seconds

Entry N°	Title	Client	Entrant Company	Gong
G.01-508	Free Coffee Mug URXXL	SKY Television New Zealand	DDB Group New Zealand	<b>Bronze</b>
G.01-509	Free Hoodie URXXL	SKY Television New Zealand	DDB Group New Zealand	<b>Bronze</b>
G.01-511	Probably the Carlsberg Radio Campaign	Independent Liquor	TBWA\Auckland	<b>Bronze</b>

### G.02 Over 30 Seconds

Entry N°	Title	Client	Entrant Company	Gong
G.02-500	Roll Home With A Chiko	Chiko	Cummins&Partners Melbourne	<b>Silver</b>
G.02-501	Free SoHo URXXL	SKY Television New Zealand	DDB Group New Zealand	<b>Silver</b>
G.02-504	Probably the Carlsberg Radio Campaign	Independent Liquor	TBWA\Auckland	<b>Bronze</b>
G.02-508	Knock Off Clock	Victoria Bitter / Carlton United Breweries	Clemenger BBDO Melbourne	<b>Bronze</b>

# 38th AWARD Awards Winners

## G.03 Campaign

Entry N°	Title	Client	Entrant Company	Gong
G.03-507	<b>Silicon Valley URXXL</b>	SKY TV	DDB Group New Zealand	<b>Silver</b>
	<ul style="list-style-type: none"> <li>- Free Coffee</li> <li>- Free Hoodie</li> <li>- Free Soho</li> <li>- Case Study</li> </ul>			
G.03-508	<b>ALDI LIQUOR TRANSLATOR</b>	ALDI Australia	BMF	<b>Silver</b>
	<ul style="list-style-type: none"> <li>- El Toro Macho</li> <li>- Highland Earl Blended Scotch Whiskey</li> <li>- Renberg Cider</li> </ul>			
G.03-509	<b>NOTHING BEATS THE PERFECT AUSSIE CHRISTMAS</b>	ALDI Australia	BMF	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Fudge</li> <li>- Prawns</li> <li>- Lobster Tails</li> <li>- Mince Pies</li> </ul>			
G.03-516	<b>Probably the Carlsberg Radio Campaign</b>	Independent Liquor	TBWA\Auckland	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- TBC</li> <li>- TBC</li> <li>- TBC</li> </ul>			

# 38th AWARD Awards Winners

## **G.04 Charity, Individual, Any Length**

Entry N°	Title	Client	Entrant Company	Gong
<b>G.04-502</b>	<b>Bedroom</b>	Vinnies	M&C Saatchi Sydney	<b>Bronze</b>

## **G.07 Production In Radio, Campaign**

Entry N°	Title	Client	Entrant Company	Gong
<b>G.07-500</b>	<b>Command the Unsullied</b>	SKY TV	DDB Group New Zealand	<b>Bronze</b>

- Dave
- Jono
- Jane

## **G.08 Copywriting**

Entry N°	Title	Client	Entrant Company	Gong
<b>G.08-500</b>	<b>Roll Home With A Chiko</b>	Chiko	Cummins&Partners Melbourne	<b>Silver</b>
<b>G.08-506</b>	<b>Probably the Carlsberg Radio campaign</b>	Independent liquor	TBWA\Auckland	<b>Bronze</b>

# 38th AWARD Awards Winners

## **G.09 Innovative Use of Radio**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>G.09-501</b>	<b>The Airborne Ad</b>	Australia Post	GPY&R Melbourne	<b>Bronze</b>
<b>G.09-502</b>	<b>Wonderful Hold Music</b>	Myer	Clemenger BBDO Melbourne	<b>Silver</b>
<b>G.09-503</b>	<b>Silicon Valley URXXL</b>	SKY Television New Zealand	DDB Group New Zealand	<b>Silver</b>

## **G.11 Best Use Of Music**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>G.11-501</b>	<b>Roll Home With A Chiko</b>	Chiko	Cummins&Partners Melbourne	<b>Silver</b>
<b>G.11-504</b>	<b>Christmas 2017</b>	ALDI	Rumble Studios	<b>Bronze</b>

# 38th AWARD Awards Winners

## H Direct Marketing

### H.04 Direct Response Advertising, Campaign. Single Medium

Entry N°	Title	Client	Entrant Company	Gong
H.04-500	<b>The Boys</b> <ul style="list-style-type: none"><li>- Talcum Powder</li><li>- Trim</li><li>- Lunges</li><li>- Cycle</li><li>- Cricket</li></ul>	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne	<b>Silver</b>
H.04-505	<b>Naked Ute</b>	Volkswagen	DDB Sydney	<b>Bronze</b>

### H.06 Charity, Individual

Entry N°	Title	Client	Entrant Company	Gong
H.06-500	<b>You're Accepted</b>	Minus18	GPY&R Melbourne	<b>Bronze</b>

# 38th AWARD Awards Winners

## H.08 Copywriting for Direct, Individual

Entry N°	Title	Client	Entrant Company	Gong
H.08-502	Silicon Valley URXXL	SKY Television New Zealand	DDB Group New Zealand	<b>Bronze</b>

## H.09 Art Direction for Direct, Individual

Entry N°	Title	Client	Entrant Company	Gong
H.09-504	Google Play, "Through the Dark"	Google	R/GA Sydney	<b>Bronze</b>

## H.10 Integrated Solutions

Entry N°	Title	Client	Entrant Company	Gong
H.10-501	<b>The Boys</b>  <ul style="list-style-type: none"> <li>- TV - Talcum Powder</li> <li>- TV - Trim</li> <li>- TV - Lunges</li> <li>- Outdoor - Digital Interactive Outdoor billboard</li> <li>- Poster - In-store &amp; POS</li> <li>- Other - Online films</li> <li>- Other - Online youtube pre-rolls</li> </ul>	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne	<b>Bronze</b>
H.10-504	<b>Cheers To A Legend</b>	Diageo	Leo Burnett Sydney	<b>Bronze</b>
H.10-507	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>
H.10-519	<b>The Naked Ute</b>	Volkswagen	DDB Sydney	<b>Bronze</b>

## 38th AWARD Awards Winners

### H.11 Alternative Media, Individual

Entry N°	Title	Client	Entrant Company	Gong
H.11-503	Meet Graham	Transport Accident Commission	Clemenger BBDO Melbourne	Gold
H.11-504	LandCruiser Emergency Network	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney	Silver
H.11-505	The Conscious Crossing	KiwiRail	Clemenger BBDO Wellington	Silver
H.11-507	X-Ray Casts	Fonterra Brands New Zealand, Anchor	Colenso BBDO	Bronze

### H.13 Digital Direct Response, Individual

Entry N°	Title	Client	Entrant Company	Gong
H.13-500	Hungerithm	Mars Chocolate Australia	Clemenger BBDO Melbourne	Bronze
H.13-501	LandCruiser Emergency Network	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney	Bronze
H.13-505	Pocket Money	ANZ	TBWA\Melbourne	Silver
H.13-512	#Comeonin	Sydney Opera House	DDB Sydney	Bronze



# 38th AWARD Awards Winners

## H.14 Digital Direct Response, Campaign

Entry N°	Title	Client	Entrant Company	Gong
H.14-503	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Silver</b>

## H.15 Electronic Direct Mail

Entry N°	Title	Client	Entrant Company	Gong
H.15-500	<b>Qantas Out of Office Travelogue</b>	Qantas	The Monkeys	<b>Bronze</b>

# 38th AWARD Awards Winners

## I Design

### I.04 Packaging, Individual

Entry N°	Title	Client	Entrant Company	Gong
I.04-501	<b>Packs That Scare Gulls</b>	Hungry Jack's	Clemenger BBDO Sydney	<b>Bronze</b>

### I.07 Integrated Design

Entry N°	Title	Client	Entrant Company	Gong
I.07-500	<b>Air-Ink</b>	Tiger Beer	Marcel Sydney	<b>Silver</b>

### I.08 Entertainment Design

Entry N°	Title	Client	Entrant Company	Gong
I.08-503	<b>Google Play, "Through the Dark"</b>	Google	R/GA Sydney	<b>Gold</b>
I.08-504	<b>The Teleporter Adventures</b>	Commonwealth Bank	M&C Saatchi Sydney	<b>Bronze</b>

## 38th AWARD Awards Winners

### I.09 Large Identity and Application (Above \$50,000)

Entry N°	Title	Client	Entrant Company	Gong
I.09-502	Qantas Rebrand	Qantas	Houston Group	Gold

### I.10 Medium Identity and Application (\$20,000 - \$50,000)

Entry N°	Title	Client	Entrant Company	Gong
I.10-501	See Things Differently	Art Gallery of WA	303 MullenLowe Perth	Bronze

### I.12 Environmental Design

Entry N°	Title	Client	Entrant Company	Gong
I.12-500	GAYNZ	ANZ	Revolver/Will O'Rourke	Bronze
I.12-501	The Conscious Crossing	KiwiRail	Clemenger BBDO Wellington	Silver
I.12-502	Tiger Trading Co.	Tiger Beer	Revolver/Will O'Rourke	Silver
I.12-505	The Tailor Made Store	Chadstone Shopping Centre	Revolver/Will O'Rourke	Gold
I.12-507	Wonderland	MYER	Y&R Group Sydney	Bronze

# 38th AWARD Awards Winners

## I.13 Product Design

Entry N°	Title	Client	Entrant Company	Gong
I.13-501	<b>brainBAND</b>	Samsung Australia	Leo Burnett Sydney	<b>Silver</b>
I.13-503	<b>Monster Crayons</b>	Act for Kids	Publicis Brisbane	<b>Bronze</b>

## I.20 Logos

Entry N°	Title	Client	Entrant Company	Gong
I.20-501	<b>4A Centre for Contemporary Asian Art Rebrand</b>	4A Centre for Contemporary Asian Art	Futurebrand	<b>Bronze</b>
I.20-502	<b>Qantas Logo</b>	Qantas	Houston Group	<b>Silver</b>

## I.22 Weird and Wonderful

Entry N°	Title	Client	Entrant Company	Gong
I.22-501	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>

# 38th AWARD Awards Winners

## J Digital

### J.04 Microsite - Business to Consumer

Entry N°	Title	Client	Entrant Company	Gong
J.04-501	Hungerithm	Mars Chocolate Australia	Clemenger BBDO Melbourne	<b>Bronze</b>
J.04-502	Meet Graham	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Silver</b>

### J.07 Digital Campaign - Business to Consumer

Entry N°	Title	Client	Entrant Company	Gong
J.07-501	Hungerithm	Mars Chocolate Australia	Clemenger BBDO Melbourne	<b>Silver</b>
J.07-505	V Skills	Fruco Australia	TKT Sydney	<b>Bronze</b>
J.07-507	The Boys	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne	<b>Silver</b>
J.07-514	The Naked Ute	Volkswagen	DDB Sydney	<b>Bronze</b>

## 38th AWARD Awards Winners

### J.13 Online Ad - Charity

Entry N°	Title	Client	Entrant Company	Gong
J.13-501	<b>The Annoying Lump</b>	New Zealand Breast Cancer Foundation	Colenso BBDO	<b>Silver</b>
J.13-502	<b>The Unexpected Homeless</b>	The Salvation Army	TBWA\Auckland	<b>Bronze</b>

### J.18 Mobile - Other

Entry N°	Title	Client	Entrant Company	Gong
J.18-513	<b>Google Play, "Through the Dark"</b>	Google	R/GA Sydney	<b>Bronze</b>

### J.19 Mobile - Charity

Entry N°	Title	Client	Entrant Company	Gong
J.19-501	<b>'Missing Child' Lock Screens</b>	Save The Children	Cheil Hong Kong	<b>Bronze</b>

# 38th AWARD Awards Winners

## J.20 Digital Kiosk, Point of Sale, On-site, Outdoor Digital

Entry N°	Title	Client	Entrant Company	Gong
J.20-501	Meet Graham	Transport Accident Commission	Clemenger BBDO Melbourne	Gold

## J.22 Online Promotion, Campaign

Entry N°	Title	Client	Entrant Company	Gong
J.22-500	Hungerithm	Mars Chocolate Australia	Clemenger BBDO Melbourne	Gold

## J.25 Online Film, 3 Minutes or Less

Entry N°	Title	Client	Entrant Company	Gong
J.25-502	Every Second Counts	St Kilda Film Festival	FINCH	Silver
J.25-515	Hello	New Zealand Transport Agency	Clemenger BBDO Wellington	Silver
J.25-537	You Never Lamb Alone	Meat & Livestock Australia	The Monkeys	Silver

## 38th AWARD Awards Winners

### J.26 Online Film, Over 3 Minutes

Entry N°	Title	Client	Entrant Company	Gong
J.26-509	Google Play, "Through the Dark"	Google	R/GA Sydney	<b>Bronze</b>

### J.28 Social Media

Entry N°	Title	Client	Entrant Company	Gong
J.28-501	The Boys	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne	<b>Bronze</b>
J.28-502	Hungerithm	Mars Chocolate Australia	Clemenger BBDO Melbourne	<b>Silver</b>
J.28-512	Command the Unsullied	SKY TV	DDB Group New Zealand	<b>Bronze</b>
J.28-518	Betty	Chicken Treat	Marketforce	<b>Bronze</b>
J.28-539	#Comeonin	Sydney Opera House	DDB Sydney	<b>Silver</b>
J.28-540	Naked Ute	Volkswagen	DDB Sydney	<b>Bronze</b>



## 38th AWARD Awards Winners

### J.30 Apps

Entry N°	Title	Client	Entrant Company	Gong
J.30-504	Sound Storm	National Acoustic Laboratories	Nomad/Deepend	<b>Bronze</b>

### J.31 Apps - Charity

Entry N°	Title	Client	Entrant Company	Gong
J.31-501	Reword	Headspace	Leo Burnett Melbourne	<b>Gold</b>

### J.32 Emerging Digital/ Connected Products

Entry N°	Title	Client	Entrant Company	Gong
J.32-503	LandCruiser Emergency Network	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney	<b>Silver</b>
J.32-504	brainBAND	Samsung Australia	Leo Burnett Sydney	<b>Bronze</b>

# 38th AWARD Awards Winners

## K Innovation

### K.01 Creative Innovation / Technological Innovation

Entry N°	Title	Client	Entrant Company	Gong
K.01-500	<b>Reword</b>	Headspace	Leo Burnett Melbourne	<b>Bronze</b>
K.01-506	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>
K.01-507	<b>LandCruiser Emergency Network</b>	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney	<b>Bronze</b>
K.01-511	<b>The Conscious Crossing</b>	KiwiRail	Clemenger BBDO Wellington	<b>Bronze</b>

# 38th AWARD Awards Winners

## L Promotion & Experiential

### L.01 Best use of Experiential Marketing in a Promotional

Entry N°	Title	Client	Entrant Company	Gong
L.01-502	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>
L.01-506	<b>GAYNZ</b>	ANZ	Revolver/Will O'Rourke	<b>Bronze</b>
L.01-516	<b>MIFF Emotional Trailers</b>	Melbourne International Film Festival	AIRBAG	<b>Bronze</b>

### L.02 Best use of Ambient and/or Guerilla Marketing in a

Entry N°	Title	Client	Entrant Company	Gong
L.02-502	<b>SMS Last Words</b>	GLOBAL ROAD SAFETY PARTNERSHIP	Havas Shanghai	<b>Bronze</b>
	<ul style="list-style-type: none"> <li>- Outdoor - Shanghai Huangxin Road</li> <li>- TV - Iqiyi</li> <li>- TV - Cntv</li> <li>- TV - Oriental TV</li> <li>- Other - Youku</li> <li>- Other - Tudou</li> </ul>			
L.02-509	<b>Packs That Scare Gulls</b>	Hungry Jack's	Clemenger BBDO Sydney	<b>Bronze</b>
L.02-510	<b>X-Ray Casts</b>	Fonterra Brands New Zealand, Anchor	Colenso BBDO	<b>Silver</b>

# 38th AWARD Awards Winners

## L.03 Best New Product Launch and Re-Launch or Multi-

Entry N°	Title	Client	Entrant Company	Gong
L.03-508	The 2 Litre Towel	Australian Weaving	M&C Saatchi Melbourne	<b>Bronze</b>

## L.04 Best Sponsorship or Partnership Campaign

Entry N°	Title	Client	Entrant Company	Gong
L.04-504	The Breast Cancer Screenings	Rialto Channel	DDB Group New Zealand	<b>Bronze</b>

## L.05 Best use of Other Digital Media in a Promotional

Entry N°	Title	Client	Entrant Company	Gong
L.05-501	Hungerithm	Mars Chocolate Australia	Clemenger BBDO Melbourne	<b>Silver</b>

- Desktop Website
- Mobile website
- Reactive Social media content - Twitter, Facebook
- Other - POS
- Radio - Spotify radio & displays - time & mood targeted
- Other - Online launch film
- Digital in-store display
- Digital display - time & context targeted
- Mobile display - time & context targeted

L.05-502	Meet Graham	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>
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L.05-504	LandCruiser Emergency Network	Toyota Motor Corporation Australia	Saatchi & Saatchi Sydney	<b>Silver</b>
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L.05-505	brainBAND	Samsung Australia	Leo Burnett Sydney	<b>Silver</b>
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# 38th AWARD Awards Winners

**L.05-507**     **Silicon Valley URXXL**     SKY Television New Zealand     DDB Group New Zealand     **Silver**

## **L.06**     **Best use of Social Media Marketing in a Promotional**

Entry N°	Title	Client	Entrant Company	Gong
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<b>L.06-502</b>	<b>Do you care enough to be a cop?</b>	New Zealand Police	Ogilvy & Mather New Zealand	<b>Bronze</b>
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<b>L.06-510</b>	<b>Pocket Money</b>	ANZ	TBWA\Melbourne	<b>Bronze</b>
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<b>L.06-519</b>	<b>#Comeonin</b>	Sydney Opera House	DDB Sydney	<b>Bronze</b>
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## **L.07**     **Best use of Promotion and Experiential Marketing in a**

Entry N°	Title	Client	Entrant Company	Gong
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<b>L.07-501</b>	<b>You're Accepted</b>	Minus18	GPY&R Melbourne	<b>Bronze</b>
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- website
- Other - Social Media (facebook)
- Print - TimeOut magazine
- Radio - JoyFM

<b>L.07-502</b>	<b>Monster Crayons</b>	Act For Kids	Publicis Brisbane	<b>Bronze</b>
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<b>L.07-506</b>	<b>The Unconventional Oven</b>	Kidsafe	DDB Group Melbourne	<b>Bronze</b>
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<b>L.07-512</b>	<b>The Riderless Bike</b>	Steve Waugh Foundation	Havas Creative Group	<b>Silver</b>
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# 38th AWARD Awards Winners

## **M**     **Market Disruption & Product/ Service Development**

### **M.01**   **Consumer Product/Service**

Entry N°	Title	Client	Entrant Company	Gong
<b>M.01-505</b>	<b>The Conscious Crossing</b>	KiwiRail	Clemenger BBDO Wellington	<b>Silver</b>

### **M.02**   **Interactive Design for Product/Service**

Entry N°	Title	Client	Entrant Company	Gong
<b>M.02-500</b>	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>

### **M.05**   **Industry or Category Disruption**

Entry N°	Title	Client	Entrant Company	Gong
<b>M.05-500</b>	<b>Hungerithm</b>	Mars Chocolate Australia	Clemenger BBDO Melbourne	<b>Gold</b>
<b>M.05-501</b>	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>

## 38th AWARD Awards Winners

### M.06 Charity

Entry N°	Title	Client	Entrant Company	Gong
M.06-503	Amnesty Unblocker	Amnesty International	Colenso BBDO	Silver
M.06-504	The Ugly Xmas Rashie	Cancer Council Australia	RUMBLE Creative & Media	Bronze
M.06-506	Give a Leg Up	Vinnies	M&C Saatchi Sydney	Bronze

# 38th AWARD Awards Winners

## **N**    **Branded Entertainment & Content**

### **N.02**    **Mobile**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>N.02-500</b>	<b>Hungerithm</b>	Mars Chocolate Australia	Clemenger BBDO Melbourne	<b>Gold</b>
<b>N.02-501</b>	<b>V Skills</b>	Frucor Australia	TKT Sydney	<b>Bronze</b>
<b>N.02-506</b>	<b>Uncrushable</b>	M.J. Bale	TBWA\Sydney	<b>Bronze</b>
<b>N.02-507</b>	<b>Google Play, "Through the Dark"</b>	Google	R/GA Sydney	<b>Silver</b>

### **N.06**    **Documentaries - TV**

<u>Entry N°</u>	<u>Title</u>	<u>Client</u>	<u>Entrant Company</u>	<u>Gong</u>
<b>N.06-500</b>	<b>All I Need</b>	UBank	The Monkeys	<b>Silver</b>



# 38th AWARD Awards Winners

## **N.08 Documentaries - Online**

Entry N°	Title	Client	Entrant Company	Gong
<b>N.08-501</b>	<b>All I Need</b>	UBank	The Monkeys	<b>Bronze</b>
<b>N.08-504</b>	<b>Millennials for Martial Law</b>	CARMMA	TBWA\SANTIAGO MANGADA PUNO	<b>Bronze</b>

## **N.09 Documentaries - Online, Campaign/Series**

Entry N°	Title	Client	Entrant Company	Gong
<b>N.09-503</b>	<b>All I Need</b>	UBank	The Monkeys	<b>Bronze</b>
	- All I Need			
	- All I Need			
	- All I Need			

## **N.11 Documentaries - Charity**

Entry N°	Title	Client	Entrant Company	Gong
<b>N.11-500</b>	<b>Letters of Gallipoli</b>	Legacy	GPY&R Melbourne	<b>Silver</b>

## 38th AWARD Awards Winners

### **N.12 Entertainment - TV**

Entry N°	Title	Client	Entrant Company	Gong
<b>N.12-500</b>	<b>All I Need</b>	UBank	The Monkeys	<b>Bronze</b>

### **N.14 Entertainment - Online**

Entry N°	Title	Client	Entrant Company	Gong
<b>N.14-500</b>	<b>V Skills Applying Sunscreen</b>	Frucor Australia	TKT Sydney	<b>Silver</b>
<b>N.14-504</b>	<b>V Skills Jumping Over Stuff</b>	Frucor Australia	TKT Sydney	<b>Bronze</b>
<b>N.14-522</b>	<b>Google Play, "Through the Dark"</b>	Google	R/GA Sydney	<b>Bronze</b>
<b>N.14-525</b>	<b>Operation Boomerang</b>	Meat & Livestock Australia	The Monkeys	<b>Bronze</b>

# 38th AWARD Awards Winners

## N.15 Entertainment - Online, Campaign/Series

Entry N°	Title	Client	Entrant Company	Gong
<b>N.15-501</b>	<b>The Boys</b> <ul style="list-style-type: none"><li>- Impact</li><li>- Swim</li><li>- Cycle</li><li>- Talc</li><li>- Showers</li><li>- Trim</li><li>- Lunges</li><li>- Cricket</li><li>- Stuck</li><li>- Impact</li></ul>	Bonds / Pacific Brands Underwear Australia	Clemenger BBDO Melbourne	<b>Gold</b>
<b>N.15-502</b>	<b>V Skills</b> <ul style="list-style-type: none"><li>- Applying Sunscreen</li><li>- Picking Lamas from Alpacas</li><li>- Nailing a Sickie</li><li>- Folding a Fitted Sheet</li><li>- Smoke Bombing</li><li>-</li><li>-</li><li>-</li><li>-</li><li>-</li></ul>	Frucor Australia	TKT Sydney	<b>Silver</b>

# 38th AWARD Awards Winners

**N.15-514**    **Real Estate Tips From The Terminally Ill**    UBank    The Monkeys    **Silver**

- Individual Interview: Julie
- Individual Interview: Karen
- Individual Interview: Ken
- Individual Interview: Kris
- Individual Interview: Shannon
- Individual Interview: Nicole

## **N.16**    **Entertainment - Film**

Entry N°	Title	Client	Entrant Company	Gong
<b>N.16-501</b>	<b>Every Second Counts</b>	St Kilda Film Festival	FINCH	<b>Gold</b>
<b>N.16-508</b>	<b>Real Estate Tips From The Terminally Ill</b>	UBank	The Monkeys	<b>Bronze</b>

## **N.18**    **Experiential - Installation**

Entry N°	Title	Client	Entrant Company	Gong
<b>N.18-500</b>	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>
<b>N.18-501</b>	<b>GAYNZ</b>	ANZ	Revolver/Will O'Rourke	<b>Bronze</b>

## 38th AWARD Awards Winners

### **N.20 Experiential - Interactive**

Entry N°	Title	Client	Entrant Company	Gong
<b>N.20-500</b>	<b>Hungerithm</b>	Mars Chocolate Australia	Clemenger BBDO Melbourne	<b>Silver</b>
<b>N.20-501</b>	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>
<b>N.20-506</b>	<b>Google Play, "Through the Dark"</b>	Google	R/GA Sydney	<b>Silver</b>

### **N.21 Experiential - Charity**

Entry N°	Title	Client	Entrant Company	Gong
<b>N.21-500</b>	<b>The Riderless Bike</b>	Steve Waugh Foundation	Havas Creative Group	<b>Bronze</b>

# 38th AWARD Awards Winners

## O Creativity For Good

### O.01 Advertising & Marketing Communications

Entry N°	Title	Client	Entrant Company	Gong
O.01-502	Reword	Headspace	Leo Burnett Melbourne	<b>Bronze</b>
O.01-509	Hello	New Zealand Transport Agency	Clemenger BBDO Wellington	<b>Silver</b>
O.01-517	The Unconventional Oven	Kidsafe	DDB Group Melbourne	<b>Silver</b>
O.01-519	Amnesty Unblocker	Amnesty International	Colenso BBDO	<b>Bronze</b>
O.01-523	Pocket Money	ANZ	TBWA\Melbourne	<b>Silver</b>

## 38th AWARD Awards Winners

### O.02 Design

Entry N°	Title	Client	Entrant Company	Gong
O.02-506	<b>The Conscious Crossing</b>	KiwiRail	Clemenger BBDO Wellington	<b>Silver</b>
O.02-514	<b>Meet Graham</b>	Transport Accident Commission	Clemenger BBDO Melbourne	<b>Gold</b>