

PADC Skulls 2017 Award Winners				Gold	Silver	Bronze
Category	Sub-Category	Recipient	Client & Work			
Brand Design						
Brand Design	Branding Scheme \$20,000 +	Block	Curtin Student Guild Rebrand		1	
Brand Design	Branding Scheme \$20,000 -	Rare	Senses Australia			1
Brand Design	Branding Scheme \$20,000 -	Block	Otherside Brewing Company			1
Brand Design	Branding Scheme \$20,000 -	Block	Block Rebrand			1
Brand Design	Branding Scheme \$20,000 -	303 MullenLowe	Sportnext			1
Brand Design	Branding Scheme \$20,000 -	Meerkats	Cable Beach Resort, Kichi Kichi		1	
Brand Design	Point-of-sale / Posters - Individual	Block	PADC Diamond Skulls 2017 Certificates			1
Brand Design	Point-of-sale / Posters - Series	Block	Otherside Brewing Company 'Pilot' Series Posters			1
Brand Design	Packaging - Range	Braincells	Cassels & Sons Brewing Company			1
Brand Design	Packaging - Range	Block	Otherside Brewing Company Packaging		1	
Brand Design	Logos	Block	Ned's Hed, Ned McNeilage			1
Digital Design						
Digital Design	Digital Installations (Kiosks, Projections etc)	Meerkats	Synergy Future Home	1		
Digital Design	User Experience Design (UX)	Meerkats	Synergy Future Home		1	
Digital Marketing						
Digital Marketing	Online Video Adverts (Paid Media)	Marketforce	WA Electoral Commission, Darklord Policy Announcement			1
Digital Marketing	Online Video Adverts (Paid Media)	Marketforce	Dawsons Garden World, Kill the Romance			1
Digital Marketing	Online Video Adverts (Paid Media)	The Brand Agency	Kleenhear, Fast Forward		1	
Digital Marketing	Online Video Adverts (Paid Media)	The Brand Agency	City of Perth, Let's Thursday Like We Friday		1	
Digital Marketing	Online Video Adverts (Paid Media)	Marketforce	WA Electoral Commission, Darklord Inauguration		1	
Digital Marketing	Social Video (Earned Media)	J. Walter Thompson	Parkinsons NSW, The Hold	1		
Digital Marketing	Social Video (Earned Media)	J. Walter Thompson	WA Police Union, Street Experience	1		
Digital Marketing	Use of Social Media	303 MullenLowe	Ikea, National Recycling Week		1	
Digital Marketing	Use of Social Media	Gatecrasher	Cancer Council WA, Stick it to Number 2	1		
Film & Television Advertising						
Film & Television Advertising	Retail - Campaign	The Brand Agency	Kleenheat, Less talk. More energy.		1	
Film & Television Advertising	Brand - Individual	Breadbox Marketing	Golden Eggs, Egg Aisle Anxiety			1
Film & Television Advertising	Community Service & Charity - Individual	The Brand Agency	Mental, Health Commission, Meth Can Take Control - Crime		1	
Film & Television Advertising	Community Service & Charity - Individual	Gatecrasher	Cancer Council WA, Stick it to Number 2		1	
Film & Television Advertising	Community Service & Charity - Individual	J. Walter Thompson	Parkinsons NSW, The Hold	1		
Film & Television Advertising	Community Service & Charity - Campaign	The Brand Agency	Road Safety Commission, Priorities			1
Film & Television Advertising	Branded Content - Individual	Marketforce	WA Electoral Commission, Darklord Inauguration			1
Film & Television Advertising	Branded Content - Individual	Marketforce	WA Electoral Commission, Darklord Policy Announcement			1
Film & Television Advertising	Branded Content - Individual	Juicebox	Feral Brewing Company, Brewed by Instinct Short Film	1		
Print Advertising						
Print Advertising	Magazine - Retail - Individual	Meerkats	Force Technology, EFM Print Advertising			1
Print Advertising	Newspaper - Brand - Individual	Rare	Seven West Media, Drill		1	
Out of Home Advertising						
Out of Home Advertising	Outdoor - Individual	The Brand Agency	Road Safety Commission, Small Distractions - Text			1
Out of Home Advertising	Outdoor - Campaign	303 MullenLowe	Royal Life Saving Society WA, Passwords With A Purpose	1		
Out of Home Advertising	Transit - Individual	AT Creative	Liquorbarons, The far From ordinary Bus			1
Out of Home Advertising	Targeted Indoor / POS - Individual	The Brand Agency	Road Safety Commission, Beer Coaster			1
Direct Marketing						
Direct Marketing	Direct Mail - Individual	Katie Pelosi Design	Metro Homes, Hamlen			1
Radio & Audio Advertising						
Radio & Audio Advertising	Retail - Individual	Meerkats	Muzz Buzz, Croissant			1
Radio & Audio Advertising	Retail - Individual	Meerkats	Jesters, Real Angus in a Pie			1
Radio & Audio Advertising	Retail - Individual	Southern Cross Austereo	Water Corporation, The long ad for short showers			1
Radio & Audio Advertising	Retail - Individual	Marketforce	Formidable Strength & Conditioning, Unhealthy Friendships - Baby			1
Radio & Audio Advertising	Retail - Individual	Marketforce	Formidable Strength & Conditioning, Unhealthy Friendships - Dress			1
Radio & Audio Advertising	Retail - Campaign	Marketforce	LotteryWest, Lotto Superdraw			1
Radio & Audio Advertising	Brand - Individual	Marketforce	WA Electoral Commission, Darklord Radio Station			1
Radio & Audio Advertising	Community Service & Charity - Individual	J. Walter Thompson	WA Police Union, Quotes: Everybody has a home		1	
Radio & Audio Advertising	Community Service & Charity - Individual	J. Walter Thompson	WA Police Union, How much to...? - Blood filled syringe			1
Radio & Audio Advertising	Community Service & Charity - Campaign	J. Walter Thompson	WA Police Union, Quotes	1		
Radio & Audio Advertising	Community Service & Charity - Campaign	J. Walter Thompson	WA Police Union, Tough Interviews		1	
Radio & Audio Advertising	Community Service & Charity - Campaign	J. Walter Thompson	WA Police Union, How much to...?			1

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Promotional & Experiential Marketing						
Promotional & Experiential Marketing	Best Use of Experiential Marketing in a Promotional Campaign	Rare	Department of Training, Drone Versus Dog		1	
Promotional & Experiential Marketing	Best Use of Ambient and or Guerrilla Marketing in a Promotional Campaign	Gatecrasher	Transperth, Radio Lollipop			1
Promotional & Experiential Marketing	Best Use of Ambient and or Guerrilla Marketing in a Promotional Campaign	303 MullenLowe	Royal Life Saving Society WA, Passwords with a Purpose	1		
Integrated Campaign						
Integrated Campaign	Integrated Campaign - Brand	Marketforce	Dawsons Garden World, Kill the Romance			1
Integrated Campaign	Integrated Campaign - Brand	At Creative	Vesco Foods, Made Of Incredible Stuff			1
Integrated Campaign	Integrated Campaign - Brand	Marketforce	WA Electoral Commission, Darklord	1		
Integrated Campaign	Integrated Campaign - Community / Charity	J. Walter Thompson	WA Police Union, 1.5%			1
Integrated Campaign	Integrated Campaign - Community / Charity	303 MullenLowe	Road Safety Commission, Could be Cometti	1		
Integrated Campaign	Integrated Campaign - Community / Charity	J. Walter Thompson	WA Police Union, It's Tough Enough	1		
Integrated Campaign	Integrated Campaign - Community / Charity	Gatecrasher	Stick it to Number 2	1		
Creativity for Good						
Creativity for Good	Advertising & Marketing Communications - Community / Charity	J. Walter Thompson	Parkinsons NSW, The Hold			1
Creativity for Good	Advertising & Marketing Communications - Community / Charity	Gatecrasher	Cancer Council WA, Stick it to Number 2		1	
Communication Crafts						
Communication Crafts	Best Writing	The Brand Agency	City of Perth, Let's Thursday Like We Friday			1
Communication Crafts	Best Writing	Juicebox	Feral Brewing Company, Short Film Script	1		
Communication Crafts	Best Art Direction and Design	Block	Otherside Brewing Co 'Pilot' Series Posters			1
Communication Crafts	Best Art Direction and Design	Block	Block		1	
Communication Crafts	Best Art Direction and Design	Block	Otherside Brewing Company, Core Range Packaging		1	
Communication Crafts	Best Typography	303 MullenLowe	Closed Circuit Display			1
Communication Crafts	Best Typography	The Brand Agency	City of Perth, Winter Arts Season			1
Communication Crafts	Best Typography	J. Walter Thompson	Murdoch University, Free Your Think		1	
Communication Crafts	Best Photography	Elizabeth Looker	Royal Life Saving Society WA, Passwords With A Purpose	1		
Communication Crafts	Best Direction	Sandbox Productions	Golden Eggs, Eggsiety			1
Communication Crafts	Best Direction	Open Spaces Productions	Kleenheat, Summer 2017		1	
Communication Crafts	Best Direction	The Penguin Empire	Kleenheat NG & LPG Winter Campaign 2017			1
Communication Crafts	Best Direction	The Penguin Empire	Cancer Council WA, Make Smoking History 'Please Help Me Quit'			1
Communication Crafts	Best Editing	Sandbox Productions	WA Electoral Commission, Booth			1
Communication Crafts	Best Motion Design	303 MullenLowe	The Design Institute of Australia, WA Branch Break Something. Make Something.			1
Communication Crafts	Best Original Composition	Brainestorm	Cancer Council WA, Stick It to Number Two			1
BEST OF SHOW						
Out of Home Advertising Promotional & Experiential Marketing	Outdoor - Campaign & Best Use of Ambient and or Guerrilla Marketing in a Promotional Campaign	303 MullenLowe	Royal Life Saving Society WA, Passwords With A Purpose	1		
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Student Skulls			
Student Skulls	Brand Design Winner	Rachel Wong	Air PT Brand Design and Identity
Student Skulls	Advertising Winner	Carl Bolmgrem & Glen Symmons	Makes Fitness Fit Anywhere
Student Skulls	Photography	Benn Tudor	Interminable