

41ST AWARD AWARDS WINNERS



ADVERTISING

DIGITAL

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---------------------------------------|---------------------|----------------------------|--------------------------------------|--------|
| 4005-A.01 | A.01 Apps | NRMA Safety Hub | Insurance Australia Group | CHE Proximity | BRONZE |
| 4180-A.01 | A.01 Apps | We Remit | Wechatpay | Tencent | BRONZE |
| 3940-A.02 | A.02 Banners & Rich Media Advertising | Data Drag Race | FCA Australia | Cummins&Partners Melbourne | BRONZE |
| 4947-A.03 | A.03 Creative Technology | PowerShare Stations | Samsung Australia | Leo Burnett | BRONZE |
| 4111-A.04 | A.04 Digital Tools & Utilities | NRMA Safety Hub | Insurance Australia Group | CHE Proximity | BRONZE |
| 4537-A.04 | A.04 Digital Tools & Utilities | We Remit | Wechatpay | Tencent | BRONZE |
| 3651-A.05 | A.05 Websites | LO5T | Lotto New Zealand | DDB Group New Zealand | SILVER |
| 3716-A.05 | A.05 Websites | Near Miss Memorials | Kiwirail | DDB Group New Zealand | BRONZE |
| 4913-A.06 | A.06 Integrated Digital Campaigns | Signature Searches | Google | R/GA | SILVER |
| 5091-A.06 | A.06 Integrated Digital Campaigns | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS | GOLD |
| 5102-A.06 | A.06 Integrated Digital Campaigns | Losing Lena | Code Like A Girl/Creatable | Clemenger BBDO Sydney | SILVER |

DIRECT

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|-----------------------------------|----------------------------|--------------------------|--------|
| 3857-B.01 | B.01 Direct Mail, Individual | Black Laundry | Lion | DDB Group New Zealand | BRONZE |
| 3730-B.03 | B.03 Direct Response, any media | LO5T | Lotto New Zealand | DDB Group New Zealand | SILVER |
| 3914-B.03 | B.03 Direct Response, any media | Black Laundry | Lion | DDB Group New Zealand | BRONZE |
| 4436-B.03 | B.03 Direct Response, any media | Bring On Winter | Air New Zealand | Host/Havas Sydney | BRONZE |
| 4950-B.03 | B.03 Direct Response, any media | VB Tea | Carlton & United Breweries | Clemenger BBDO Melbourne | SILVER |
| 4328-B.04 | B.04 Direct Response Integrated Campaigns | The Campaign for One | ALDI Australia | BMF | SILVER |
| 4337-B.05 | B.05 Retail | The Campaign for One | ALDI Australia | BMF | BRONZE |
| 4876-B.05 | B.05 Retail | Bonds Re-Loved | Bonds | Leo Burnett | BRONZE |
| 4242-B.06 | B.06 Self-Promotion | The Restaurant of Mistaken Orders | Daiki Angel Help inc. | TBWA\HAKUHODO | GOLD |

EXPERIENTIAL

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|-------------------------------------|-------------------------------------|-------------------------------------|---------------------------|--------|
| 3917-C.01 | C.01 Events & Experiences | Black Laundry | Lion | DDB Group New Zealand | SILVER |
| 4402-C.01 | C.01 Events & Experiences | Donate With A Mate | Pedigree | Clemenger BBDO Sydney | SILVER |
| 4872-C.01 | C.01 Events & Experiences | A Future Without Change | Monash University | VMLY&R | SILVER |
| 4338-C.02 | C.02 Guerrilla Marketing and Stunts | The Campaign for One | ALDI Australia | BMF | BRONZE |
| 4721-C.02 | C.02 Guerrilla Marketing and Stunts | scUber | Tourism and Events Queensland | Publicis Worldwide | GOLD |
| 4775-C.02 | C.02 Guerrilla Marketing and Stunts | Shark Bait | Uber Eats | Special Group New Zealand | BRONZE |
| 3381-C.03 | C.03 Installations | Grave of Thrones | Foxtel | DDB Sydney | SILVER |
| 3722-C.03 | C.03 Installations | The Most Challenging Pingpong Table | Japan Para Table Tennis Association | TBWA\HAKUHODO | GOLD |
| 3830-C.03 | C.03 Installations | Signs of Love | ANZ Bank Australia | TBWA\Melbourne | GOLD |
| 5011-C.03 | C.03 Installations | A Future Without Change | Monash University | VMLY&R | BRONZE |

HEALTH & WELLNESS

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|---------------------|------------|-----------------------|--------|
| 4590-D.04 | D.04 Disease Awareness | Down To Test | NSW HEALTH | Bastion Banjo | BRONZE |
| 3903-D.05 | D.05 Health Awareness and Social Responsibility | Near Miss Memorials | KiwiRail | DDB Group New Zealand | SILVER |

INTEGRATED

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|--------------------------|--------------------------------|-------------------------------|---------------------------|--------|
| 3734-E.01 | E.01 Integrated Campaign | LO5T | Lotto New Zealand | DDB Group New Zealand | BRONZE |
| 4133-E.01 | E.01 Integrated Campaign | Towards Zero | Transport Accident Commission | AIRBAG | SILVER |
| 4433-E.01 | E.01 Integrated Campaign | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington | BRONZE |
| 4638-E.01 | E.01 Integrated Campaign | Cover for their Overconfidence | RACV | CHE Proximity | SILVER |

PR & PROMOTION

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|--|--------------------------------------|-------------------------------------|---------------------------|--------|
| 3736-F.01 | F.01 Creative Use of Media | LO5T | Lotto New Zealand | DDB Group New Zealand | SILVER |
| 3831-F.01 | F.01 Creative Use of Media | Signs of Love | ANZ Bank Australia | TBWA\Melbourne | BRONZE |
| 5078-F.01 | F.01 Creative Use of Media | Australian Open Ambush | Uber | Special Group Australia | GOLD |
| 4427-F.02 | F.02 Best Use of Content | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington | SILVER |
| 4856-F.03 | F.03 Best Use of Digital and Social Media | The Unsaid | NZ Transport Agency | Clemenger BBDO Wellington | BRONZE |
| 3382-F.04 | F.04 Best Use of Events and Stunts | Grave of Thrones | Foxtel | DDB Sydney | GOLD |
| 3877-F.04 | F.04 Best Use of Events and Stunts | Signs of Love | ANZ Bank Australia | TBWA\Melbourne | SILVER |
| 4723-F.04 | F.04 Best Use of Events and Stunts | scUber | Tourism and Events Queensland | Publicis Worldwide | BRONZE |
| 4312-F.05 | F.05 Best Use of Paid Talent and Influencers | Kicking Down Barriers For Disability | ANZ Bank Australia | TBWA\Melbourne | BRONZE |
| 5068-F.05 | F.05 Best Use of Paid Talent and Influencers | Tonight, Shazza & Kim are eating... | Uber | Special Group Australia | GOLD |
| 3954-F.06 | F.06 Best Use of Unpaid Talent and Influencers | Michelin Impossible | Kentucky Fried Chicken Pty. Limited | Ogilvy Sydney | BRONZE |
| 4289-F.06 | F.06 Best Use of Unpaid Talent and Influencers | Bring On Winter | Air New Zealand | Host/Havas Sydney | BRONZE |
| 4607-F.06 | F.06 Best Use of Unpaid Talent and Influencers | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity | BRONZE |
| 4093-F.07 | F.07 Media Relations | 100% Pure New Australia-Land | Tourism New Zealand | TBWA\Sydney | BRONZE |
| 4246-F.08 | F.08 PR Amplification for a Campaign | New Australia-Land | Meat & Livestock Australia | The Monkeys | SILVER |
| 4616-F.08 | F.08 PR Amplification for a Campaign | VB Solar | Carlton & United Breweries | Clemenger BBDO Melbourne | BRONZE |
| 4247-F.11 | F.11 PR-Led Campaign, Integrated | New Australia-Land | Meat & Livestock Australia | The Monkeys | BRONZE |
| 4565-F.11 | F.11 PR-Led Campaign, Integrated | Tap Initiative | TAB | M&C Saatchi | BRONZE |
| 4095-F.14 | F.14 Reactive Response | 100% Pure New Australia-Land | Tourism New Zealand | TBWA\Sydney | SILVER |
| 4860-F.14 | F.14 Reactive Response | The Unsaid | NZ Transport Agency | Clemenger BBDO Wellington | SILVER |
| 3856-F.15 | F.15 Sponsorships & Partnerships | Signs of Love | ANZ Bank Australia | TBWA\Melbourne | SILVER |

PRESS & OUTDOOR

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|-----------------------------------|--|---------------------|---------------------------|--------|
| 3383-G.01 | G.01 Ambient & Special Build | Grave of Thrones | Foxtel | DDB Sydney | GOLD |
| 3858-G.01 | G.01 Ambient & Special Build | Signs of Love | ANZ Bank Australia | TBWA\Melbourne | SILVER |
| 4419-G.01 | G.01 Ambient & Special Build | ABN Rescue | CGU | The Monkeys | BRONZE |
| 4548-G.01 | G.01 Ambient & Special Build | Handheld Concert | Rokid | The Nine Shanghai | SILVER |
| 3375-G.04 | G.04 Poster Advertising, Tactical | Strayaday | McDonald's | DDB Sydney | BRONZE |
| 3386-G.05 | G.05 Poster Advertising Campaigns | Strayaday | McDonald's | DDB Sydney | BRONZE |
| 3478-G.05 | G.05 Poster Advertising Campaigns | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington | BRONZE |
| 4581-G.08 | G.08 Press Advertising, Tactical | The Mitey Battle | Bega Foods | Thinkerbell | SILVER |
| 5026-G.08 | G.08 Press Advertising, Tactical | Kellogg's isn't Kellogg's without Aussie farmers | Kellogg's | Wunderman Thompson | BRONZE |

RADIO & AUDIO

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|-----------------------------------|-----------------------------|-----------------------|--------|
| 3572-H.02 | H.02 Branded Audio and Podcasts, Campaign | 13GOAT | Mountain Goat Beer | The Monkeys | SILVER |
| 4197-H.03 | H.03 Radio Advertising, 0-30 seconds | Come Down For Air: Cheese | Tourism Tasmania | BMF | BRONZE |
| 3950-H.04 | H.04 Radio Advertising, over 30 seconds | Working Late Tonight? (Trains) | McDonald's New Zealand | DDB Group New Zealand | SILVER |
| 3953-H.04 | H.04 Radio Advertising, over 30 seconds | Working Late Tonight? (Lake) | McDonald's New Zealand | DDB Group New Zealand | SILVER |
| 3958-H.04 | H.04 Radio Advertising, over 30 seconds | Working Late Tonight? (Satellite) | McDonald's New Zealand | DDB Group New Zealand | SILVER |
| 4192-H.04 | H.04 Radio Advertising, over 30 seconds | Come Down For Air: Dock | Tourism Tasmania | BMF | BRONZE |
| 3658-H.06 | H.06 Radio Advertising Campaigns | Ugly, but good for you | Baiada - Lilydale/Steggles | M&C Saatchi | BRONZE |
| 3913-H.06 | H.06 Radio Advertising Campaigns | L&P - Tastes Like | Coca-cola Amatil | DDB Group New Zealand | SILVER |
| 3959-H.06 | H.06 Radio Advertising Campaigns | Working Late Tonight? | McDonald's New Zealand | DDB Group New Zealand | GOLD |
| 4354-H.06 | H.06 Radio Advertising Campaigns | Come Down For Air | Tourism Tasmania | BMF | BRONZE |
| 5085-H.06 | H.06 Radio Advertising Campaigns | The Internet Remembers | DrinkWise | The Monkeys | BRONZE |
| 3464-H.07 | H.07 Sonic Branding | Westpac Chopper Sting | Westpac Banking Corporation | DDB Sydney | SILVER |
| 3567-H.08 | H.08 Innovative Use of Radio & Audio | 13GOAT | Mountain Goat Beer | The Monkeys | GOLD |

SOCIAL MEDIA

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|--------------------|----------------------------|--------------------------------------|--------|
| 4293-I.01 | I.01 Best use of Social Media, Individual | Bring On Winter | Air New Zealand | Host/Havas Sydney | BRONZE |
| 4617-I.01 | I.01 Best use of Social Media, Individual | VB Solar | Carlton & United Breweries | Clemenger BBDO Melbourne | BRONZE |
| 5093-I.02 | I.02 Best use of Social Media, Campaign | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS | SILVER |
| 5094-I.03 | I.03 Community Building and Engagement | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS | BRONZE |
| 4437-I.05 | I.05 Co-Created & User Generated Content | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington | BRONZE |
| 5052-I.05 | I.05 Co-Created & User Generated Content | Signature Searches | Google | R/GA | BRONZE |
| 5095-I.05 | I.05 Co-Created & User Generated Content | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS | GOLD |
| 5096-I.07 | I.07 Social Videos, Campaign | Good Morning World | Tourism New Zealand | Special Group NZ & Special Group AUS | SILVER |
| 4294-I.08 | I.08 Tactical | Bring On Winter | Air New Zealand | Host/Havas Sydney | BRONZE |
| 4378-I.09 | I.09 Use of Talent and Influencers | Bring On Winter | Air New Zealand | Host/Havas Sydney | BRONZE |
| 5104-I.09 | I.09 Use of Talent and Influencers | Losing Lena | Code Like A Girl/Creatable | Clemenger BBDO Sydney | GOLD |

CRAFT**ANIMATION AND VISUAL EFFECTS**

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---------------------|--|-----------------------------|------------------------|--------|
| 3521-K.02 | K.02 3D Animation | Up, Up and Toupee | Virgin Australia Airlines | Revolver/Will O'Rourke | SILVER |
| 3790-K.02 | K.02 3D Animation | If you have the will, we have the way | Bank of Melbourne | Alt.vfx | BRONZE |
| 4114-K.02 | K.02 3D Animation | 5G Explained by 5Game Characters | Optus | Alt.vfx | BRONZE |
| 4635-K.02 | K.02 3D Animation | Powershop 'A Power Company You Can Love' | Powershop | Assembly | SILVER |
| 3515-K.03 | K.03 Colour Grading | Wedding | Spark | FINCH | BRONZE |
| 4597-K.03 | K.03 Colour Grading | Lets | Latitude | Heckler | BRONZE |
| 3548-K.07 | K.07 Visual Effects | Up, Up and Toupee | Virgin Australia Airlines | Revolver/Will O'Rourke | SILVER |
| 3934-K.07 | K.07 Visual Effects | Lets | Latitude Financial Services | Heckler | SILVER |
| 4847-K.07 | K.07 Visual Effects | Westpac Business Baker of Beirut | Westpac Banking Corporation | Blockhead VFX | SILVER |
| 4951-K.07 | K.07 Visual Effects | G Flip - "Stupid" | G Flip | Rabbit Content | BRONZE |

ART DIRECTION

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|-------------------------------------|-------------------------------------|-------------------------------------|---------------------------|--------|
| 3335-K.10 | K.10 Experiential Art Direction | Grave of Thrones | Foxtel | Revolver/Will O'Rourke | GOLD |
| 3550-K.10 | K.10 Experiential Art Direction | Signs of Love | ANZ Bank Australia | Revolver/Will O'Rourke | SILVER |
| 3698-K.10 | K.10 Experiential Art Direction | The Most Challenging Pingpong Table | Japan Para Table Tennis Association | TBWA\HAKUHODO | BRONZE |
| 4781-K.10 | K.10 Experiential Art Direction | Shark Bait | Uber Eats | Special Group New Zealand | BRONZE |
| 4349-K.11 | K.11 Film Art Direction, Individual | 5G Explained by 5Guitarists | Optus | Bear Meets Eagle on Fire | SILVER |
| 4352-K.11 | K.11 Film Art Direction, Individual | 5G Explained by 5Game Characters | Optus | Bear Meets Eagle on Fire | SILVER |
| 4476-K.11 | K.11 Film Art Direction, Individual | Tokyo Dry 2 | Lion | Good Oil | SILVER |
| 4355-K.12 | K.12 Film Art Direction, Campaign | Optus 5G Campaign | Optus | Bear Meets Eagle on Fire | SILVER |
| 3362-K.14 | K.14 Poster Art Direction, Campaign | Homework / Music / Tidy-up | Chupa Chups (Snack To Home Limited) | Cheil Hong Kong | BRONZE |
| 3364-K.16 | K.16 Print Art Direction, Campaign | Homework / Music / Tidy-up | Chupa Chups (Snack To Home Limited) | Cheil Hong Kong | BRONZE |

CASTING

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|--------------------------------------|--------------------------------|----------------------|-----------------|--------|
| 3509-K.17 | K.17 Casting for Film Advertising | Wedding | Spark | FINCH | SILVER |
| 4405-K.17 | K.17 Casting for Film Advertising | The Miracle Ham | ALDI Australia | Good Oil | BRONZE |
| 4475-K.17 | K.17 Casting for Film Advertising | Rescue a Pet. Rescue a Family. | Pet Refuge | Good Oil | BRONZE |
| 4495-K.17 | K.17 Casting for Film Advertising | There's someone for everything | Trade Me New Zealand | Good Oil | BRONZE |
| 3850-K.18 | K.18 Influencers, Talent & Celebrity | Skewered by Celeste Barber | HelloFresh | Emotive | BRONZE |
| 4911-K.18 | K.18 Influencers, Talent & Celebrity | #SubtlySponsoredPosts | Samsung Australia | Leo Burnett | BRONZE |
| 3528-K.19 | K.19 Street Casting | Scars | TAL Insurance | Scoundrel | SILVER |
| 4080-K.20 | K.20 Voice Performance | Led by None | General Pants | TBWA\Sydney | BRONZE |

CINEMATOGRAPHY

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|--------------------------------|---------------------------------|-----------------------------|-----------------|--------|
| 3400-K.22 | K.22 TV and Cinema Commercials | Come Down For Air: Scallop Pie | Tourism Tasmania | FINCH | GOLD |
| 3510-K.22 | K.22 TV and Cinema Commercials | Wedding | Spark | FINCH | SILVER |
| 3522-K.22 | K.22 TV and Cinema Commercials | Scars | TAL Insurance | Scoundrel | SILVER |
| 3665-K.22 | K.22 TV and Cinema Commercials | Embrace The Magnificent Unknown | Yalumba | FINCH | BRONZE |
| 4485-K.22 | K.22 TV and Cinema Commercials | Rescue a Pet. Rescue a Family. | Pet Refuge | Good Oil | BRONZE |
| 5114-K.22 | K.22 TV and Cinema Commercials | Good Morning World | Tourism New Zealand | Sweetshop | GOLD |
| 4657-K.23 | K.23 Social First | Let's | Latitude Financial Services | CHE Proximity | BRONZE |

COPYWRITING

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|----------------------------|-------------------------------|-----------------|--------|
| 3513-K.24 | K.24 Best Film Script, Individual | Wedding | Spark | FINCH | BRONZE |
| 4567-K.24 | K.24 Best Film Script, Individual | Before the Jump | TAB | M&C Saatchi | BRONZE |
| 3390-K.25 | K.25 Best Film Script, Campaign | Help When It Matters | Westpac Banking Corporation | DDB Sydney | BRONZE |
| 3659-K.27 | K.27 Best Radio or Audio Script Writing, Campaign | Ugly, but good for you | Baiada - Lilydale/Steggles | M&C Saatchi | BRONZE |
| 4359-K.27 | K.27 Best Radio or Audio Script Writing, Campaign | Come Down For Air | Tourism Tasmania | BMF | BRONZE |
| 3662-K.28 | K.28 Best use of Copywriting, Individual | Brewed in Honor of Legends | Pinnacle Drinks - John Boston | M&C Saatchi | BRONZE |
| 4661-K.28 | K.28 Best use of Copywriting, Individual | The Mitey Battle | Bega Foods | Thinkerbell | BRONZE |

DIGITAL CRAFT

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|----------------------------------|-----------------------|-------------------------|-----------------------|--------|
| 3738-K.38 | K.38 User Experience Design (UX) | LO5T | Lotto New Zealand | DDB Group New Zealand | SILVER |
| 4489-K.38 | K.38 User Experience Design (UX) | City of Possibilities | Singapore Tourism Board | AIRBAG | SILVER |
| 3910-K.39 | K.39 User Interface Design (UI) | Near Miss Memorials | KiwiRail | DDB Group New Zealand | SILVER |
| 3911-K.40 | K.40 Websites | Near Miss Memorials | KiwiRail | DDB Group New Zealand | SILVER |

| DIRECTION | | | | | |
|-----------|--|--|-----------------------------|------------------------|--------|
| ID | Category | Entry | Client | Entrant Company | Gong |
| 3337-K.41 | K.41 Branded Content & Entertainment - Fiction | Next Episode | Old Spice | Revolver/Will O'Rourke | GOLD |
| 3490-K.41 | K.41 Branded Content & Entertainment - Fiction | I'm Drinking It For You | DB Export | Sweetshop | GOLD |
| 3489-K.43 | K.43 Events and Experiences | Grave of Thrones | Foxtel | Revolver/Will O'Rourke | GOLD |
| 3590-K.43 | K.43 Events and Experiences | Signs of Love | ANZ Bank Australia | Revolver/Will O'Rourke | SILVER |
| 3726-K.43 | K.43 Events and Experiences | The Hack | Hiscox | Revolver/Will O'Rourke | BRONZE |
| 3334-K.44 | K.44 TV and Cinema Commercials | Every Home Is Worth Protecting | NRMA | Revolver/Will O'Rourke | BRONZE |
| 3395-K.44 | K.44 TV and Cinema Commercials | Wedding | Spark | FINCH | SILVER |
| 3446-K.44 | K.44 TV and Cinema Commercials | Huxley | Vodafone | Sweetshop | BRONZE |
| 3459-K.44 | K.44 TV and Cinema Commercials | Scars | TAL Insurance | Scoundrel | SILVER |
| 3469-K.44 | K.44 TV and Cinema Commercials | Storm The Court | Reebok | Scoundrel | SILVER |
| 3906-K.44 | K.44 TV and Cinema Commercials | The Miracle Ham | ALDI Australia | Good Oil | BRONZE |
| 4090-K.44 | K.44 TV and Cinema Commercials | Baker of Beirut | Westpac Banking Corporation | DDB Sydney | BRONZE |
| 4140-K.44 | K.44 TV and Cinema Commercials | Rescue a Pet. Rescue a Family. | Pet Refuge | Good Oil | BRONZE |
| 4212-K.44 | K.44 TV and Cinema Commercials | Ari | Westpac Banking Corporation | Exit Films | GOLD |
| 4522-K.44 | K.44 TV and Cinema Commercials | Up, Up and Toupee | Virgin Australia Airlines | Revolver/Will O'Rourke | BRONZE |
| 4711-K.44 | K.44 TV and Cinema Commercials | Choke | Amazon Prime Video | Revolver/Will O'Rourke | SILVER |
| 4340-K.45 | K.45 Social First | Dolly's Dream - Are your Words doing Damage? | Dolly's Dream | OTTO | BRONZE |
| 4654-K.45 | K.45 Social First | Let's | Latitude Financial Services | CHE Proximity | SILVER |

| EDITING | | | | | |
|-----------|--|---------------------------------------|---------------------|-----------------|--------|
| ID | Category | Entry | Client | Entrant Company | Gong |
| 4184-K.47 | K.47 Branded Content, Entertainment & Social | Steinlager 'Tokyo Dry 2' | Asahi | The Editors | BRONZE |
| 3519-K.48 | K.48 TV and Cinema Commercials | NZTA 'Totally Compos Mentis' | NZ Transport Agency | ARC EDIT | SILVER |
| 3709-K.48 | K.48 TV and Cinema Commercials | ALDI Christmas 'The More The Merrier' | ALDI Australia | ARC EDIT | BRONZE |
| 4158-K.48 | K.48 TV and Cinema Commercials | Lean On Me | Pet Refuge | The Editors | BRONZE |
| 4161-K.48 | K.48 TV and Cinema Commercials | Wedding Speech | Spark | The Editors | SILVER |
| 4637-K.48 | K.48 TV and Cinema Commercials | Huxley | Vodafone | The Editors | BRONZE |

| ILLUSTRATION | | | | | |
|--------------|----------------------|----------|-------------------------------------|-----------------|--------|
| ID | Category | Entry | Client | Entrant Company | Gong |
| 3365-K.50 | K.50 Posters | Homework | Chupa Chups (Snack To Home Limited) | Cheil Hong Kong | BRONZE |
| 3367-K.51 | K.51 Press and Print | Homework | Chupa Chups (Snack To Home Limited) | Cheil Hong Kong | BRONZE |

| PRODUCTION DESIGN | | | | | |
|-------------------|--------------------------------|-----------------------------|-----------------------------------|------------------------|--------|
| ID | Category | Entry | Client | Entrant Company | Gong |
| 3740-K.60 | K.60 Digital | LOST | Lotto New Zealand | DDB Group New Zealand | BRONZE |
| 3491-K.61 | K.61 Experiential | Grave of Thrones | Foxtel | Revolver/Will O'Rourke | GOLD |
| 3551-K.61 | K.61 Experiential | Signs of Love | ANZ Bank Australia | Revolver/Will O'Rourke | SILVER |
| 3485-K.63 | K.63 TV and Cinema Commercials | Best Day Ever | Lemon & Paeroa (Coca Cola Amatil) | Sweetshop | BRONZE |
| 3524-K.63 | K.63 TV and Cinema Commercials | Be A BCing Expert | BCF | FINCH | BRONZE |
| 3613-K.63 | K.63 TV and Cinema Commercials | 5G Explained by 5Guitarists | Optus | Revolver/Will O'Rourke | SILVER |
| 4504-K.63 | K.63 TV and Cinema Commercials | 5G Explained by 5Geniuses | Optus | Revolver/Will O'Rourke | SILVER |

| SOUND DESIGN AND USE OF MUSIC | | | | | |
|-------------------------------|--------------------------------|--------------------------------|-----------------------------|-----------------------|--------|
| ID | Category | Entry | Client | Entrant Company | Gong |
| 3834-K.64 | K.64 Best Use of Adapted Music | Rescue a Pet. Rescue a Family. | Pet Refuge | DDB Group New Zealand | SILVER |
| 5125-K.64 | K.64 Best Use of Adapted Music | Ari | Westpac Banking Corporation | Level Two Music | BRONZE |

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|-----------|---------------------------------|--|---------------------------|-----------------------|--------|
| 3564-K.65 | K.65 Best Use of Existing Music | Best Day Ever | Coca Cola Amatil | DDB Group New Zealand | SILVER |
| 4344-K.65 | K.65 Best Use of Existing Music | Dolly's Dream - Are your Words doing Damage? | Dolly's Dream | OTTO | SILVER |
| 5136-K.65 | K.65 Best Use of Existing Music | Up, Up and Toupee | Virgin Australia Airlines | DDB Sydney | BRONZE |
| 3452-K.66 | K.66 Original Composition | I'm Drinking It For You | DB Export | Sweetshop | GOLD |
| 4435-K.66 | K.66 Original Composition | The Miracle Ham | ALDI Australia | Good Oil | SILVER |
| 4912-K.66 | K.66 Original Composition | #SubtlySponsoredPosts | Samsung Australia | Leo Burnett | BRONZE |
| 3795-K.68 | K.68 Sound Design | Frog ID "Can you solve the Mystery?" | Australian Museum | 303 MullenLowe | BRONZE |
| 4794-K.68 | K.68 Sound Design | Spinifex Gum - Dream Baby Dream | Spinifex Gum | SDWM | BRONZE |
| 5142-K.68 | K.68 Sound Design | Dinosaur vs Unicorn | AA Insurance | Liquid Studios | BRONZE |

TYPOGRAPHY

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|--|---------------------------|------------------------------------|----------------------------|--------|
| 4038-K.70 | K.70 Advertising Press and Print, Campaign | The very happy meal font. | McDonald's Japan | Beacon/Leo Burnett Tokyo | BRONZE |
| 3853-K.71 | K.71 Moving Image | MACHINE | AUDI Australia | D.A.M | BRONZE |
| 3363-K.74 | K.74 Type Design | BayBayan | Cultural Center of the Philippines | TBWA\Santiago Mangada Puno | GOLD |

DESIGN

BOOK DESIGN

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|-------------------------------------|------------------|------------------------------------|-----------------|--------|
| 4528-J.03 | J.03 Children and Young Adult Books | One Mindful Mind | NeuroGen Brain and Spine Institute | TBWA\India | SILVER |

BRANDING

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|------------------------------------|------------------------------------|-----------------------------|--------|
| 4221-J.10 | J.10 Brand Refresh, Small Identity | The Lester Prize Brand Identity | The Lester | Block Branding | SILVER |
| 3855-J.12 | J.12 Brand Refresh, Large Identity | Toyota Australia Rebrand | Toyota Australia | Houston Group | BRONZE |
| 4234-J.12 | J.12 Brand Refresh, Large Identity | Come Down For Air | Tourism Tasmania | BMF | BRONZE |
| 4729-J.12 | J.12 Brand Refresh, Large Identity | Charles Sturt University Rebrand | Charles Sturt University | Houston Group | BRONZE |
| 4846-J.12 | J.12 Brand Refresh, Large Identity | Rundle Mall Brand Identity Refresh | Rundle Mall | Simple Integrated Marketing | BRONZE |
| 4240-J.13 | J.13 New Branding Schemes, Small Identity | The Restaurant of Mistaken Orders | Daiki Angel Help inc. | TBWA\HAKUHODO | BRONZE |
| 3545-J.16 | J.16 Brand Expression in Collateral | BayBayan | Cultural Center of the Philippines | TBWA\Santiago Mangada Puno | SILVER |
| 4603-J.19 | J.19 Logos | Pentridge Cellars Brand Logo | Pentridge Cellars | LIQUORICE BRAND AND DIGITAL | BRONZE |

GRAPHIC DESIGN

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|-----------------------------|---|------------------------------------|-----------------------|--------|
| 4530-J.20 | J.20 Applied Print Graphics | One Mindful Mind | NeuroGen Brain and Spine Institute | TBWA India | SILVER |
| 4864-J.21 | J.21 Data Visualisation | Mastercard Australian Open - "Forces at Play" | Mastercard | Rabbit Content | SILVER |
| 4909-J.21 | J.21 Data Visualisation | Mastercard Australian Open - "Journeys" | Mastercard Australian Open | Rabbit Content | BRONZE |
| 3611-J.26 | J.26 Posters | New Zealand meets Japan | Lion | DDB Group New Zealand | BRONZE |
| 4457-J.26 | J.26 Posters | AUDI Black | AUDI | BMF | BRONZE |
| 4556-J.27 | J.27 Other | MACHINE | AUDI Australia | D.A.M | SILVER |

PRODUCT DESIGN

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|-------------------------------------|-------------------------------------|-----------------|--------|
| 4966-J.34 | J.34 Connected Products & Wearable Technology | Silent Whistle | Samsung Australia | Leo Burnett | SILVER |
| 3723-J.36 | J.36 Interactive Design | The Most Challenging Pingpong Table | Japan Para Table Tennis Association | TBWA\HAKUHODO | GOLD |
| 4492-J.36 | J.36 Interactive Design | City of Possibilities | Singapore Tourism Board | AIRBAG | BRONZE |

SPATIAL DESIGN

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|----------------------------------|--|------------------------|--------|
| 3336-J.43 | J.43 Installation Design | Signs of Love | ANZ Bank Australia | Revolver/Will O'Rourke | SILVER |
| 3353-J.43 | J.43 Installation Design | Grave of Thrones | Foxtel | DDB Sydney | SILVER |
| 3466-J.43 | J.43 Installation Design | Samsung Electric Playground | Samsung Australia | Cheil Australia | BRONZE |
| 3921-J.43 | J.43 Installation Design | Black Laundry | Lion | DDB Group New Zealand | BRONZE |
| 4415-J.43 | J.43 Installation Design | ABN Rescue | CGU | The Monkeys | BRONZE |
| 4547-J.46 | J.46 Set & Stage Design | Handheld Concert | Rokid | The Nine Shanghai | BRONZE |
| 4852-J.47 | J.47 Wayfinding, Signage & Environmental Graphics | Moonlight AR Navigational System | The Designers Institute of New Zealand | Raydar | BRONZE |

FILM & ENTERTAINMENT**BRANDED CONTENT & ENTERTAINMENT**

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|--|-------------------------|-------------------------------|-------------------------|--------|
| 5154-L.05 | L.05 Fiction Film over 30 mins, Individual | Top End Wedding | Tourism NT | Mr. Condor | BRONZE |
| 4174-L.11 | L.11 Non-Fiction Film over 30 mins, Individual | MACHINE | AUDI Australia | FINCH | BRONZE |
| 3741-L.13 | L.13 Games | LO5T | Lotto New Zealand | DDB Group New Zealand | GOLD |
| 5080-L.15 | L.15 Live Broadcast | Australian Open Ambush | Uber Eats | Special Group Australia | GOLD |
| 3923-L.16 | L.16 Live Experiences | Black Laundry | Lion | DDB Group New Zealand | BRONZE |
| 3616-L.17 | L.17 Music Videos | New Zealand meets Japan | Lion | DDB Group New Zealand | BRONZE |
| 5166-L.17 | L.17 Music Videos | Matesong | Tourism Australia | M&C Saatchi | BRONZE |
| 4832-L.18 | L.18 Sports | Towards Zero | Transport Accident Commission | AIRBAG | BRONZE |
| 4612-L.19 | L.19 User Generated | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity | GOLD |

FILM ADVERTISING

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|--|---|-----------------------------|-------------------------|--------|
| 3352-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Ari | Westpac Banking Corporation | DDB Sydney | BRONZE |
| 3389-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Baker of Beirut | Westpac Banking Corporation | DDB Sydney | BRONZE |
| 3563-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Best Day Ever | Coca Cola Amatil | DDB Group New Zealand | BRONZE |
| 4001-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Come Down For Air: Scallop Pie | Tourism Tasmania | BMF | BRONZE |
| 4153-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Come Down For Air: Mountain | Tourism Tasmania | BMF | BRONZE |
| 4157-L.20 | L.20 Cinema Commercials Up to 60 Seconds | Come Down For Air: Icy Dip | Tourism Tasmania | BMF | BRONZE |
| 3387-L.21 | L.21 Cinema Commercials Over 60 Seconds | Ari | Westpac Banking Corporation | DDB Sydney | SILVER |
| 3537-L.21 | L.21 Cinema Commercials Over 60 Seconds | The Life After Transit Lounge | Partners Life | FINCH | SILVER |
| 3952-L.21 | L.21 Cinema Commercials Over 60 Seconds | The Miracle Ham | ALDI Australia | BMF | GOLD |
| 4267-L.21 | L.21 Cinema Commercials Over 60 Seconds | NRMA Home Insurance for Koalas | NRMA Insurance | The Monkeys | BRONZE |
| 3743-L.23 | L.23 Interactive Film Advertising | LO5T | Lotto New Zealand | DDB Group New Zealand | GOLD |
| 5072-L.24 | L.24 TV Commercials Less than 30 Seconds | Tonight, Shazza & Kim are eating... | Uber | Special Group Australia | BRONZE |
| 3985-L.25 | L.25 TV Commercials 30 Seconds | ALDI Good Different – Tuna | ALDI Australia | BMF | BRONZE |
| 4025-L.25 | L.25 TV Commercials 30 Seconds | The Procrastination Place | V Energy, Frucor Suntory | Clemenger BBDO Sydney | SILVER |
| 4317-L.25 | L.25 TV Commercials 30 Seconds | Natural Gas - Once you've got it, you'll get it - Cooktop | Jemena | CHE Proximity | BRONZE |

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|-----------|-------------------------------------|---|-----------------------------|--------------------------|--------|
| 4343-L.25 | L.25 TV Commercials 30 Seconds | Natural Gas - Once you've got it, you'll get it - Fireplace | Jemena | CHE Proximity | BRONZE |
| 4366-L.25 | L.25 TV Commercials 30 Seconds | 5G Explained by 5Game Characters | Optus | Bear Meets Eagle on Fire | SILVER |
| 3326-L.26 | L.26 TV Commercials Over 30 Seconds | BCF Camp Pain | BCF | The Monkeys | BRONZE |
| 3354-L.26 | L.26 TV Commercials Over 30 Seconds | Baker of Beirut | Westpac Banking Corporation | DDB Sydney | BRONZE |
| 3388-L.26 | L.26 TV Commercials Over 30 Seconds | Ari | Westpac Banking Corporation | DDB Sydney | GOLD |
| 3538-L.26 | L.26 TV Commercials Over 30 Seconds | The Life After Transit Lounge | Partners Life | FINCH | SILVER |
| 3562-L.26 | L.26 TV Commercials Over 30 Seconds | Best Day Ever | Coca Cola Amatil | DDB Group New Zealand | SILVER |
| 3621-L.26 | L.26 TV Commercials Over 30 Seconds | Huxley | Vodafone | DDB Group New Zealand | SILVER |
| 4000-L.26 | L.26 TV Commercials Over 30 Seconds | Come Down For Air: Scallop Pie | Tourism Tasmania | BMF | SILVER |
| 4002-L.26 | L.26 TV Commercials Over 30 Seconds | Come Down For Air: Icy Dip | Tourism Tasmania | BMF | BRONZE |
| 4003-L.26 | L.26 TV Commercials Over 30 Seconds | Come Down For Air: Mountain | Tourism Tasmania | BMF | SILVER |
| 4031-L.26 | L.26 TV Commercials Over 30 Seconds | The Miracle Ham | ALDI Australia | BMF | SILVER |
| 4266-L.26 | L.26 TV Commercials Over 30 Seconds | NRMA Home Insurance for Koalas | NRMA Insurance | The Monkeys | BRONZE |
| 5165-L.26 | L.26 TV Commercials Over 30 Seconds | Matesong | Tourism Australia | M&C Saatchi | SILVER |
| 3905-L.27 | L.27 TV Commercial Campaigns | Come Down For Air | Tourism Tasmania | BMF | GOLD |
| 4372-L.27 | L.27 TV Commercial Campaigns | Optus 5G Campaign | Optus | Bear Meets Eagle on Fire | SILVER |

INNOVATION

BRAND INNOVATION

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|------------------------------|--------------------|-------------------------------------|-----------------------|--------|
| 3924-M.01 | M.01 Brand Engagement | Black Laundry | Lion | DDB Group New Zealand | SILVER |
| 4265-M.01 | M.01 Brand Engagement | Viewer Verdict | Kentucky Fried Chicken Pty. Limited | Ogilvy Sydney | BRONZE |
| 4426-M.01 | M.01 Brand Engagement | Donate With A Mate | Pedigree | Clemenger BBDO Sydney | SILVER |
| 4668-M.02 | M.02 Business Transformation | KYOYU | Canon Australia | Leo Burnett | BRONZE |
| 4965-M.03 | M.03 Early Stage | Silent Whistle | Samsung Australia | Leo Burnett | BRONZE |

NON-BRAND INNOVATION

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|-------------------------|-----------------------------|--------|-----------------|--------|
| 4391-M.07 | M.07 Product Innovation | Minnie the AI Super-Decoder | AdNews | LIDA Australia | BRONZE |

MEDIA

CHANNELS

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|-------------------------|---------------------------|---------------------------|--------|
| 3879-N.01 | N.01 Use of Ambient Media | Signs of Love | ANZ Bank Australia | TBWA\Melbourne | GOLD |
| 5079-N.03 | N.03 Use of Branded Entertainment and Content | Australian Open Ambush | Uber Eats | Special Group Australia | SILVER |
| 4121-N.04 | N.04 Use of Digital Platforms | NRMA Safety Hub | Insurance Australia Group | CHE Proximity | BRONZE |
| 4613-N.04 | N.04 Use of Digital Platforms | The Earnbassadors | Velocity Frequent Flyer | CHE Proximity | BRONZE |
| 3385-N.05 | N.05 Use of Events and Stunts | Grave of Thrones | Foxtel | DDB Sydney | GOLD |
| 4785-N.05 | N.05 Use of Events and Stunts | Shark Bait | Uber Eats | Special Group New Zealand | BRONZE |
| 5021-N.05 | N.05 Use of Events and Stunts | A Future Without Change | Monash University | VMLY&R | BRONZE |
| 4582-N.06 | N.06 Use of Print, Press & Outdoor | The Mitey Battle | Bega Foods | Thinkerbell | BRONZE |
| 4120-N.07 | N.07 Use of Technology | NRMA Safety Hub | Insurance Australia Group | CHE Proximity | BRONZE |
| 5083-N.08 | N.08 Use of TV & Other Screens | Australian Open Ambush | Uber Eats | Special Group Australia | GOLD |

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|-----------|--------------------------------|----------|-------------------|-----------------------|--------|
| 5161-N.08 | N.08 Use of TV & Other Screens | Matesong | Tourism Australia | M&C Saatchi | SILVER |
| 3748-N.09 | N.09 Use of Integrated Media | LO5T | Lotto New Zealand | DDB Group New Zealand | BRONZE |

PLANNING

APG CREATIVE STRATEGY

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|--|-------------------------------------|---------------------------|--------|
| 3965-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | DSS PHASE 2: From deflection to action: the campaign that rallied millions of Australians to help stop violence against women at the start | Department of Social Services | BMF | BRONZE |
| 3972-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | The More the Merrier: ALDI's Christmas invite that opened up Aussie hearts, minds & wallets | ALDI Australia | BMF | BRONZE |
| 4143-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Come Down For Air | Tourism Tasmania | BMF | SILVER |
| 4363-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Hello | NZ Transport Agency | Clemenger BBDO Wellington | BRONZE |
| 4369-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Rat's Tale | NZ Transport Agency | Clemenger BBDO Wellington | GOLD |
| 4373-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Give Nothing to Racism | New Zealand Human Rights Commission | Clemenger BBDO Wellington | BRONZE |
| 4448-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Belted Survivors | NZ Transport Agency | Clemenger BBDO Wellington | GOLD |
| 4596-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | Working Holiday Maker | Tourism Australia | M&C Saatchi | BRONZE |
| 4886-P.01 | P.01 Audience Insight and Social Behaviour/Cultural Insight | The Unsaid | NZ Transport Agency | Clemenger BBDO Wellington | SILVER |
| 3976-P.02 | P.02 Brave Brands | ALDI Good Different Phase 1 & 2: How a German supermarket became Australia's most trusted brand | ALDI Australia | BMF | SILVER |
| 3983-P.02 | P.02 Brave Brands | TAL: From 'life insurance' to 'insurance for life' | TAL Insurance | BMF | BRONZE |
| 4487-P.02 | P.02 Brave Brands | R.I.P. Simon: giving a brand a new lease on life, by publicly killing its mascot | LifeDirect / Trade Me | VMLY&R | BRONZE |
| 4838-P.02 | P.02 Brave Brands | The Palau Pledge - A brave strategy, grounded in sound reason | Palau Legacy Project | Host/Havas Sydney | SILVER |
| 3977-P.03 | P.03 Challenger Brand Strategy | ALDI Good Different Phase 2: Questioning the cult of loyalty | ALDI Australia | BMF | GOLD |
| 3987-P.03 | P.03 Challenger Brand Strategy | Super is Boring | WA Super | Meerkats | BRONZE |
| 4171-P.03 | P.03 Challenger Brand Strategy | Come Down For Air | Tourism Tasmania | BMF | GOLD |
| 4141-P.04 | P.04 Data Enhanced Creativity | ALDI Good Different Phase 2: Questioning the cult of loyalty | ALDI Australia | BMF | BRONZE |
| 5034-P.04 | P.04 Data Enhanced Creativity | How identifying pain points along the Australian Defence Force's recruitment process led to breakthrough innovations | Australian Defence Force | Host/Havas Sydney | BRONZE |

BRAND BUILDING

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|-------------------------------|---|----------------------------|--------------------------|--------|
| 4862-P.05 | P.05 Iconic Brand | How exporting the attitude of a nation for over 15 years took a brand from the bottom of the world to the top of its category | Air New Zealand | Host/Havas Sydney | Bronze |
| 4900-P.05 | P.05 Iconic Brand | From American brand to Aussie icon - a story about fitting in. | McDonald's Australia | DDB Sydney | Silver |
| 4139-P.06 | P.06 Long-term Brand Building | ALDI Good Different Phase 1 & 2: How a German supermarket became Australia's most trusted brand | ALDI Australia | BMF | Gold |
| 4688-P.06 | P.06 Long-term Brand Building | Great Northern Brewing Company | Carlton & United Breweries | Clemenger BBDO Melbourne | Bronze |
| 4743-P.06 | P.06 Long-term Brand Building | That's Why I Pick Woolies | Woolworths | Greenhouse | Bronze |
| 5144-P.06 | P.06 Long-term Brand Building | From American brand to Aussie icon - a story about fitting in. | McDonald's Australia | DDB Sydney | Bronze |

PURPOSE**CHARITY**

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|-----------------------------------|--|---|----------------------------|--------|
| 4751-O.07 | O.07 Direct, Individual | The Half Biscuit | RSA / Legacy | VMLY&R | BRONZE |
| 4764-O.08 | O.08 Direct, Campaign | Curing Homesickness | Sydney Children's Hospitals Foundation | CHE Proximity | SILVER |
| 3457-O.10 | O.10 Film Advertising, Individual | Dolly's Dream - Are your Words doing Damage? | Dolly's Dream | OTTO | BRONZE |
| 3930-O.10 | O.10 Film Advertising, Individual | Liliosa Hilao | The Campaign Against the Return of the Marcoses to Malacañang | TBWA\Santiago Mangada Puno | BRONZE |
| 4786-O.14 | O.14 PR & Promotion | Curing Homesickness | Sydney Children's Hospitals Foundation | CHE Proximity | BRONZE |
| 5109-O.14 | O.14 PR & Promotion | A Team of One | Tencent Foundation, China Organ Donation | Loong | SILVER |
| 5132-O.14 | O.14 PR & Promotion | Burnt Christmas Tree | Australian Red Cross | DDB Sydney | SILVER |
| 5171-O.19 | O.19 Social, Individual | SaferkidsPH Toys | UNICEF Philippines | TBWA\Santiago Mangada Puno | BRONZE |

CREATIVITY FOR GOOD

| ID | Category | Entry | Client | Entrant Company | Gong |
|-----------|---|-------------------------------------|-------------------------------------|-----------------------|--------|
| 4272-O.21 | O.21 Advertising & Marketing Communications | NRMA Home Insurance for Koalas | NRMA Insurance | The Monkeys | BRONZE |
| 4155-O.24 | O.24 Service Innovation and Design | NRMA Safety Hub | Insurance Australia Group | CHE Proximity | SILVER |
| 3705-O.25 | O.25 Equality | The Most Challenging Pingpong Table | Japan Para Table Tennis Association | TBWA\HAKUHODO | BRONZE |
| 3881-O.25 | O.25 Equality | Signs of Love | ANZ Bank Australia | TBWA\Melbourne | SILVER |
| 4798-O.25 | O.25 Equality | Spinifex Gum - Dream Baby Dream | Spinifex Gum | SDWM | SILVER |
| 5105-O.25 | O.25 Equality | Losing Lena | Code Like A Girl/Creatable | Clemenger BBDO Sydney | GOLD |
| 4853-O.26 | O.26 Sustainability | The Lion's Share | The Lion's Share Fund | FINCH | GOLD |