



# 2011 Media Federation Awards

# MASTERY

IN PURSUIT of PERFECTION

# WINNERS AND FINALISTS

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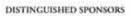










































# INTRODUCTION

**WELCOME** to the 2011 Media Federation Awards programme!

Every year the communications landscape becomes more sophisticated and more complex, yet each year the industry steps up to showcase exceptional solutions that deliver hardcore results. This year is certainly no exception.

It is very exciting to see the phenomenal growth and fantastic work that is coming from NGen within the awards programme. There is no doubt our industry has a bright future.

This year we saw work from the winners and finalists that mastered many communications platforms and reached far beyond the traditional paid landscape. Congratulations to the finalists, winners and their clients for the great work.

I would like to thank all our sponsors for their support in 2011. The way in which the media and industry bodies support this program demonstrates true collaboration and commitment. We look forward to continuing our partnership with you into the future.

A very special thanks also to the Awards Steering Committee members for their focused commitment and unbelievable passion for what is now the marketing fraternity's biggest awards programme.



Regards, Tracie Michael Media Federation Awards







# AdNews

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#### **MEDIA FEDERATION MEMBERS 2011**









paykelmedia

























#### **HONORARY MEMBERS**









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**Agency:** Happy Soldiers

**Campaign:** 'The First Pillow With

An Expiry Date' **Client:** Tontine

**Collaborating partners:** 

MediaCom, Zarr Marketing



The Tontine entry stood above some brilliant category winners by mastering every element of the complicated communications landscape. The transformative business idea was founded on a simple but significant insight that spanned the entire customer journey, continuing to deliver well beyond the paid media investment with every pillow case change.



#### **OBJECTIVES**

Tontine's Grand Prix winning campaign gave its competitors nightmares and the company itself a peaceful night's sleep. A campaign that ticks all the boxes. A strategic insight that cut through with the precision of a laser beam. The radical nature of the media idea transformed the product both literally through an innovative date stamp on the product and financially on the back of bumper sales. Tontine had more than 50% share of the pillow category, but sales were dwindling as people held onto their old pillows and competitors swiped share from the market leader. Tontine needed to stimulate purchases and drive a 30% increase in sales and tasked agency Happy Soldiers to create a communications idea to get people to reconsider their relationship with their pillow. The agency uncovered an "ugly truth" about the ecosystem of bugs and fungi that collects in a pillow over time and created a Tontineonly solution: the "date stamp" - a use-by date that would remind people to buy a new pillow.

#### **CAMPAIGN**

The campaign needed to work two-fold by first revealing the "ugly truth" to the nation and then providing the solution. The campaign focused investment on high-reaching evening media to create scary news for the evening current affairs programs. TV and radio advertising, along with PR via current affairs programming, revealed the "ugly truth" to the nation, while SEM drove traffic to Tontine's site. The following morning, breakfast media was used to remind people of the campaign and create news. Breakfast TV and radio, PR via Seven's Sunrise and online news stories, newspaper wraps and events were used to ensure maximum awareness. The five-day media campaign created word-of-mouth and gained editorial integration on TV and radio programs. PR was employed to maximise impact and increase the credibility of the messaging and "pillow exchanges" created social media activity and accompanied in-store promotions.

#### **RESULTS**

The date stamp changed Tontine's entire business: from the machinery, the production line, packaging, trade relationships and consumer behaviour. In the five-day activation period sales increased by 345% - far exceeding the 30% target by 1000%. The sales growth was maintained over the following three months. All this on a media budget of \$1.5 million. Proof that simple ideas achieve staggering results if executed with verve. A worthy winner.



APN Outdoor proudly supports the MFA Awards.
www.apnoutdoor.com.au









Agency: MediaCom

Campaign: 'Battle Of The Steaks' **Client:** Treasury Wine Estates Collaborating partner:DDB

#### **FINALISTS**

**Agency:** MediaCom

Campaign: VB 'Interventions'

**Client:** 

Carlton & United Breweries

Collaborating partner: Droga5

**Agency:** TEAM COKE – Naked Communications, Ikon Communications, The Conscience Organisation

Campaign: Glaceau

vitaminwater 'Casting Call'

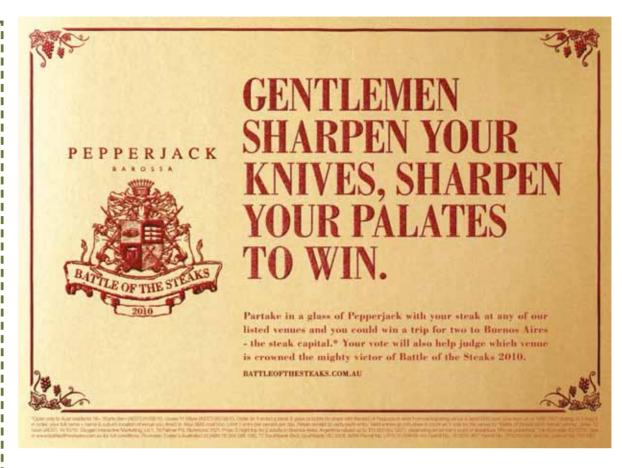
Client: Coca-Cola South Pacific

Collaborating partners:

SMART, Urban

#### **JUDGES**' **COMMENTS**

We loved the way this campaign used media that worked with both trade and consumers. Ultimately this lead to great results all round.



#### **OBJECTIVES**

Boutique wine brand Pepperjack was the number one red wine in its price category but needed to build customer support among pubs and restaurants to maintain its growth without becoming overtly commercial. Pepperjack tasked MediaCom Melbourne with building sales by 20% and ensuring long-term trade support from restaurants, without diluting its credibility as a boutique wine brand.

#### **CAMPAIGN**

MediaCom Melbourne knew Pepperjack's young, savvy target market were never far from their mobiles, and are committed to supporting local communities and businesses as well as being interested in the origin of food. They combined these insights with the national institution of a good glass of red wine and a steak, to create the 'Battle of the Steaks' campaign. The national promotion was centered around an interactive mobile site where users could vote for the best steak establishment and engage with the brand. To enter consumers just had to buy a steak and a glass or bottle of Pepperjack. The promotion was supported by out-of-home, print and mobile advertising, search activity, sponsorships of bars and restaurants sections through Fairfax Digital and trade promotions, all driving users to the mobile site.

#### **RESULTS**

More than 30,000 consumers visited the mobile site with 1,600 votes cast for more than 850 pubs and hotels. The campaign boosted Pepperjack's brand awareness by 5%, bolstered sales by 39% year-onyear and sold an extra 18,000 bottles of Pepperjack. The activity also led to 210 new venues signing up to sell Pepperjack and the boutique wine's share of the total red wine market increased by 100% year-on-year.



# **AUTOMOTIVE**

#### WINNER

**Agency:** Initiative

Campaign: 'Get More Value' Client: Kia Motors Australia

Collaborating partners:

Austereo, Innocean Worldwide

#### **FINALISTS**

Agency: MediaCom

Campaign: 'Audi A1: The Next

Big Thing' Client: Audi

Collaborating partners:

Rapp Collins, Mass Media,

The Projects

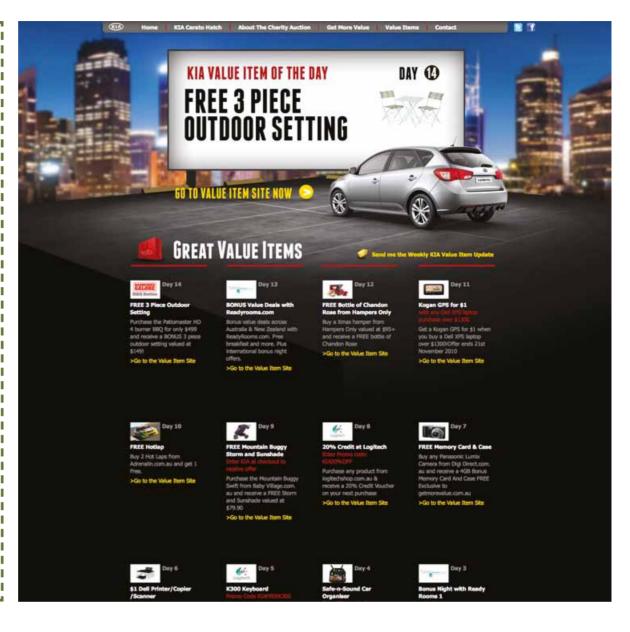
**Agency: MEC** 

Campaign: 'A New Kind Of

Company Car'

Client: Mitsubishi Motors

Australia



#### **JUDGES**' **COMMENTS**



We felt the campaign showed strong innovation, bringing the concept of 'Kia As Value' to life via creation of their own media channel, which was rooted at the centre of the campaign and focused on the real benefit of the product. It also stood out as an innovative media solution, which generated critical mass through strong execution.



#### **OBJECTIVES**

Korean car manufacturer Kia was set to launch its Cerato Hatch into the small car segment, the biggest and most competitive car market in Australia. Faced with stiff competition from established players, Kia needed to shift its brand away from perceptions of being "cheap" and align it with "value" in order to get customers to reconsider the brand. Working with media agency Initiative, Kia created a branded deals site for the launch of the Kia Cerato Hatch and encouraged consumers to "get more value". The campaign not only needed to decrease brand rejection by 10% it also had to increase consideration by 10%, generate 2,500 dealer leads and grow Kia's brand association with "value" by 30%.

#### **CAMPAIGN**

Initiative identified a core target market of people aged 30-50, who were likely to seek value in their everyday lives and were highly engaged with online shopping and already using vouchers. The campaign centered around an interactive website that provided consumers with access to daily value deals which were linked to features of the Cerato model, for example, the site showcased iPod connectivity in the car with Ticketek vouchers. The site was promoted via TV, outdoor and digital display advertising as well as radio and online executions which highlighted the daily deals. A blog was employed to share broader tips on how to get more value in life, and social media, SEM and SEO were all employed to ensure maximum traffic to the site.

#### RESULTS

The campaign surpassed all the specified objectives; generating 4,000 dealer leads - 60% higher than planned, increasing brand consideration by 33% and decreasing brand rejection by 44%. The campaign also increased Kia's brand association with value by 250%. The sustained social media and search activity helped drive engagement online, with 45,000 unique visitors to the website and online conversations about the brand increasing from 50 per month to 315.



# FINANCE/INSURANCE/GOVERNMENT/CORPORATE & REAL ESTATE



#### **JUDGES' COMMENTS**

This campaign had the right dose of strategy and execution mixed with excellent results.



#### WINNER

**Agency:** Slingshot Media Ventures Campaign: 'Be MedicineWise' Client: NPS MedicineWise Collaborating partners: Folk, SMG Red

**FINALISTS** 

**Agency:** Mindshare

Campaign: 'Creating A New

Weather Vernacular' **Client:** Nu Energy

Agency: ZenithOptimedia Campaign: 'Break Up'

**Client:** NAB

Collaborating partner:

Clemenger BBDO Melbourne

#### **OBJECTIVES**

It is estimated that 190,000 Australians are hospitalised each year at a cost of \$660 million due to the misuse of medicines. With Australians increasingly taking their health into their own hands and consulting Dr Google to diagnose and medicate, NPS - the independent organisation which promotes the safe use of medicines - needed to boost its profile. The challenge for NPS MedicineWise (previously National Prescribing Service) was two-fold: encourage Australians to seek out more information before taking medications and to establish the organisation as an impartial and trusted source for medicinal information and advice. Working with Slingshot Media Ventures, NPS aimed to challenge people's blind faith in doctors, humanise medicinal information for everyday people and encourage discussion and greater understanding.

#### **CAMPAIGN**

Slingshot created Be MedicineWise week as a launch platform to generate awareness, forge discussion and raise curiosity around the event and the issue. The campaign enlisted ambassadors, such as Sunrise's Mel Doyle, to help humanise and simplify the content. The ambassadors featured in TV, print, outdoor, radio and online advertising as well as featuring in integrated editorial activity in collaboration with media partners. Expert ambassadors, such as GPs and NPS spokespeople infiltrated online discussions via Yahoo!Answers and a Kidspot community group.

#### RESULTS

The concept of 'Be MedicineWise Week' was warmly embraced by the media, resulting in substantial editorial coverage in the form of 946 editorial items. Even more remarkable is that the result was achieved without the aid of a PR agency. The reach and media value of the campaign doubled, leading to a big uplift in awareness and a 50% boost in online traffic to the campaign website. The organic traction pushed the campaign towards meeting its target a whole month ahead of schedule, and within 80% of the budget.







Keep up to date with current advertising standards issues at www.adstandards.com.au and subscribe to our bulletins and newsletters.



Agency: Starcom

Campaign: 'Whiskas Pledge'

**Client:** Mars Petcare Collaborating partner:

**BD** Network

#### **FINALISTS**

Agency: UM

Campaign: 'Chasing Magnum

Gold'

**Client:** Unilever

Collaborating partners: Lowe,

Soap, Respublica, Eye Corp

**Agency:** Mindshare

Campaign: 'Huggies Pull-Ups: Champion Of Relaxed Learning'

Client: Kimberly-Clark Australia Collaborating partners: Ogilvy,

Ignite Media Brands

#### **IUDGES**' **COMMENTS**



Whiskas brought cat talk out of the closet by connecting cat owners privately and celebrating them publicly with the creation of the world's largest online cat community. A big idea developed from a strong insight, Whiskas used an innovative range of channels to encourage cat owners to pledge their love of Whiskas online. The campaign delivered 300% over the anticipated response, increased market share and penetration and encouraged 330,167 cat owners to pledge their love of Whiskas!







#### **OBJECTIVES**

Australia's cat population was declining and market leader Whiskas was also losing share. The cat food brand needed to convince lapsed buyers to reconsider the brand, assert Whiskas' position as category leader and increase market share of Whiskas Pouch to 18.6%. Starcom Melbourne identified a gap in the market to connect like-minded cat lovers, who were embarrassed to mention their cats in public for fear of being labelled a "crazy cat lady" in dog-loving Australia. Starcom Melbourne created Whiskas Pledge, an online "safe haven" enabling cat owners to share their cat stories and pledge their love for Whiskas.

#### **CAMPAIGN**

The campaign kicked off with targeted digital activity across Facebook, online grocery shopping sites and eDM lists to encourage cat owners to connect on the Whiskas website. Once the site was populated the campaign went mass media with magazine, out-of-home sampling panels, TV advertsing, and in-program segments to explain the pledge. A user-generated content promotion gave consumers the chance to have their cat appear on Whiskas packaging. The promotion was supported by magazines, newspapers, online takeovers, video prerolls, Facebook advertising and media stunts. The campaign moved to earned media as consumers created social media campaigns to attract votes for their cats.

#### RESULTS

More than 330,000 cat owners pledged their love for Whiskas, delievering more than 300% above the anticipated response. 405,680 spent an average of 5 minutes and 18 seconds on the site submitting 854,491 votes. The Whiskas website received an average of 7,100 visitors per day - up from 300 prior to the campaign - with 48,633 cat lovers creating a full profile for their pet which was well over the 20,000 objective. The activity resulted in a 26.8% increase in sales of Whiskas Pouch, a 19.6% market share and an increased penetration growth of +4% points. TNS tracking results also reveal the Australian cat population grew 1.3% or 27,037 cats vear-on-vear. It is the first time cat numbers have increased in ten vears.



# **CLOTHING/COSMETICS & RETAIL**







#### WINNER

Agency: UM

Campaign: 'Lynx Lodge'

**Client:** Unilever

Collaborating partners: Soap, Notorious, 5Senses, Zu Toronto

#### **FINALIST**

Agency: OMD-Fuse

Campaign: 'Clinique Superfood

Superskin'

Client: Clinique

Collaborating Partners: M2M,

Frank PR

#### **JUDGES**' **COMMENTS**



Yet another beautifully executed piece of Lynx brand extension.

#### **OBJECTIVES**

Cheeky lads brand Lynx was in trouble. The brand's identity in the market was diminishing as a result of increased spending by competitors and deep discounting by rival brands. Lynx needed to re-establish the brand as cool and relevant with its teen market in order to steal share back from rival brands. UM created the Lynx Lodge - the ultimate schoolies destination campaign, offering one lucky guy and his mates a holiday at the Lodge with the sexy Lynx Minxes.

#### **CAMPAIGN**

The campaign rolled out in two phases, the first featured online content and editorial driven through social media, blogs, viral content, YouTube videos and Facebook. The content, such as the "Too hot for TV" commercial drove users to a Lynx website which featured information about the activities and staff at the Lodge. The campaign moved to mass media for the second phase with TV teasers, editorial and advertorial in ZOO Weekly magazine. A Lynx hot tub activation in Sydney recreated features from the Lodge and the activity was supported by search activity and advertising on video and gaming websites.

#### RESULTS

More than 263,000 visitors checked into the Lodge section of the Lynx website, spending over 900,000 hours indulging in the fantasy. The media jumped on the story, generating 3.2 million PR impressions and the Lynx-branded YouTube channel attracted more than 550,000 views - a 566% increase on the previous two years. Most importantly, identification that Lynx "truly understands needs" increased by 52%. Price-driven category sales grew 26% versus the previous period and share increased by 14% against competitors.



# IT & CONSUMER DURABLES

#### WINNER

**Agency:** Happy Soldiers

Campaign: 'The First Pillow With

An Expiry Date' **Client:** Tontine

Collaborating partners: MediaCom, Zarr Marketing

#### **FINALISTS**

Agency: UM

Campaign: 'Australia Kinects'

Client: Microsoft Australia Collaborating partners:

Ensemble, PPR, Reprise, Rinsed

**Agency: MEC** 

Campaign: 'Intelligence That

Wins Wars'

**Client:** Activision

**Agency:** Mindshare

Campaign: 'Australian Smart

Business Series' **Client: IBM** 

Collaborating partners:

The Australian, Ogilvy, Neo,

News Digital Media

#### **JUDGES**' **COMMENTS**



This was a media idea that genuinely changes consumer behaviour and impacts the client's business strategy.







Faced with a stagnant category and growing competition from retailer own-label brands, pillow giant Tontine needed a way to shake up the market and get people purchasing pillows. Tontine was market leader with more than 50% share of the pillow category, but sales were dwindling as people held onto their old pillows. The manufacturer needed to stimulate purchases and drive a 30% increase in sales. Happy Soldier uncovered the "ugly truth" that over time pillows collect an ecosystem of bugs and fungi and came up with the "date stamp" - a use-by date to remind people to repeat purchase.

#### **CAMPAIGN**

The campaign focused investment on high-reaching evening media to create scary news for the evening current affairs programs. TV and radio advertising along with PR via current affairs programming revealed the "ugly truth" to the nation, with SEM driving traffic to Tontine's site. The following morning, breakfast media was used to remind people of the horrors of the night before, create news and direct attention to pillow exchange events. Breakfast TV and radio, PR via Seven's Sunrise and online news stories, newspaper wraps and events were used to ensure maximum awareness. The creative was tailored to the content it appeared around. The five-day media campaign created word-of-mouth and gained editorial integration on TV and radio programs. PR was employed to maximise impact and increase the credibility of the messaging, pillow exchanges created social media activity and accompanied in-store promotions.

#### RESULTS

The date stamp changed Tontine's entire business, from the machinery, production line, packaging, trade relationships and consumer behaviour. In the five-day activation period sales increased by 345% - far exceeding the 30% target by 1000%. The sales growth maintained over the following three months.



# We've got your number







**JUDGES**'

**COMMENTS** 

A great example

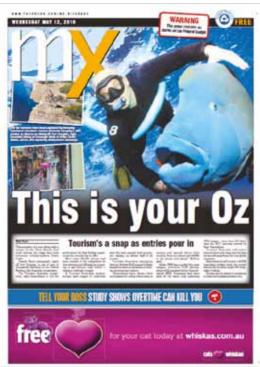
of a modern

and evolving

campaign.

involving











#### **OBJECTIVES**

Tourism Australia (TA) had a problem. Australia had become too familiar a destination for tourists and was being overlooked as travellers opted for more exciting and unique destinations. TA needed to reinvigorate its image, encourage people to re-appraise Australia as a tourism destination and grow the active tourism market. Working with media agency Carat Sydney, TA created a campaign that was "nothing like any other tourism campaign". The aim was to attract 10,000 promotion entries, 50,000 unique visitors to the site throughout the launch, and drive prompted recall of the campaign by 50%.

#### **CAMPAIGN**

Building on research which revealed 8 out of 10 Australians are proud to promote their country, TA set about encouraging Aussies to tell the world about what made their country unique. People were invited to upload images and stories to a website with the line "There's nothing like...". The campaign then rolled out featuring the user-generated content to promote Australia's unique destinations. TA partnered with major media houses to ensure editorial integration across print, TV and online, such as Network Nine promotions, the *Today* show weather crosses, Ninemsn and News Digital Media. The advertising was tailored and localised to the areas it appeared in. A tactical SEM campaign helped drive awareness and traffic to the website. A one-hour prime time special featuring destinations aired on Channel Seven and the campaign was supported by heavy promotion, including newspaper liftouts.

#### RESULTS

The campaign attracted 28,890 people - making it the largest ever user-generated promotion in Australia. The website attracted 199,795 unique visitors during the launch period, achieved a 51% prompted recall score and boosted people's intention to come to Australia to 78% from 67% pre-campaign. Most importantly the campaign grew the active Australian tourism market, with bookings increasing by 8% year-on-year to 70%. Visits also grew by 3% year-on-year to 60%, while the agency turned a budget of \$3.9 million into exposure valued at \$145 million.

#### WINNER

**Agency:** Carat Sydney

Campaign: 'There's Nothing

Like Australia'

Client: Tourism Australia Collaborating partner: DDB

#### **FINALIST**

**Agency:** Starcom

Campaign: 'Emirates: FIFA

World Cup'

**Client:** Emirates



Ind 1 35



# 5% MAKES A BIG DIFFERENCE

The difference between the genetic makeup of an average chimpanzee and successful businessman is a mere 5%.

What if we said you could evolve your TV campaign in the same way just by changing the way you divide your media spend by 5%?

We've just completed a compelling study that examines what happens when you add SBS to a typical TV buy. We're calling it the Premium 5.

The SBS network has the unique ability to reach all-important Light Viewers. Coupled with this audience's propensity as premium, high value viewers, results proved that an investment as small as 5% in our network has a dramatic effect on achieving campaign objectives.\*

This might be the first you've heard of The Premium 5, but expect to hear a lot more about how it will make TV buying even more effective in the future.





PAN TROGLODYTES (Timmy)



HOMO SAPIENS





Agency: Slingshot Media

Ventures

Campaign:

'Be MedicineWise'

**Client:** NPS MedicineWise

Collaborating partners:

Folk, SMG Red

#### **FINALISTS**

Agency: ZenithOptimedia

Campaign: 'Break Up'

**Client:** NAB

Collaborating partner:

Clemenger BBDO Melbourne

Agency: MediaCom

Campaign: 'Audi A1: The

Next Big Thing'

Client: Audi

Collaborating partners:

Rapp Collins, Mass Media,

The Projects







#### **OBJECTIVES**

Health and medicines are complex categories for which the appetite for information is high and the wealth of information available to consumers is immense. With Australians increasingly taking their health into their own hands and consulting Dr Google, NPS, an independent organisation promoting the safe use of medicines, needed to bolster its credibility. The launch objectives for NPS were clear: to establish trust in NPS credentials and encourage curiosity about the safe use of medicines. NPS tasked Slingshot Media Ventures (SMV) with a long-term goal to grow awareness of Be MedicineWise by 30% in the first six months, growing to 60% in year three.

#### **CAMPAIGN**

SMV created 'Be MedicineWise Week' as a launch platform to generate awareness, forge discussion and raise curiosity around the event and the issue. The campaign aimed to position NPS as an impartial. trusted medicine advisor. With trust and imparticiality crucial elements of the campaign, SMV and NPS enlisted trusted celebrity ambassadors, such as Sunrise television presenter, Mel Doyle, to help humanise and simplify the content. The campaign involved a range of media partners, including Seven Network, Pacific Magazines, Fairfax Radio, Body & Soul, Yahoo!7 and Kidspot to create integrated editorial activity and run advertising.

#### **RESULTS**

Who needs a PR agency when you've got a media idea that gains cut through with media outlets on its own steam? Without a PR agency, Slingshot worked closely with NPS to generate editorial coverage amounting to 946 individual items. The press coverage doubled reach and media value, with awareness of the campaign also doubling and web traffic increasing by 50%. An impressive result which meant the campaign met its target a month ahead of schedule and within 80% of the budget.



#### **JUDGES**' **COMMENTS**



A differentiating campaign that humanised a very dry category and translated into consumer conversation.





THE ORIGINAL AND STILL THE BEST MULTI CHANNEL NETWORK

mcn.com.au







**Agency:** Happy Soldiers

Campaign: 'The First Pillow With

An Expiry Date' **Client:** Tontine

**Collaborating partners:** MediaCom, Zarr Marketing

#### **FINALISTS**

Agency: ZenithOptimedia Campaign: 'Break Up'

**Client:** NAB

Collaborating partner:

Clemenger BBDO Melbourne

Agency: UM

Campaign: 'Chasing Magnum

Gold'

**Client:** Unilever

Collaborating partners: Lowe,

Soap, Res Publica, Eye Corp

Agency: Naked Communications

Campaign: 'Enabling An Active

Lifestyle'

**Client:** GSK

Collaborating partners:

JayGrey Sydney, Maxus Melbourne

**Agency:** Initiative

Campaign: 'Get More Value' Client: Kia Motors Australia

Collaborating partners: Austereo,

Innocean Worldwide





#### **OBJECTIVES**

Pillow manufacturer Tontine needed a way to shake up the stagnant pillow market and get people purchasing new pillows. Tontine had more than 50% share of the pillow category, but sales were dwindling as people held onto their old pillows and competitors swiped a share of the market. Tontine tasked agency Happy Soldiers to create a communications idea to get people to reconsider their relationship with their pillow, stimulate purchases and drive a 30% increase in sales. The agency created a campign exposing the "ugly truth" about the ecosystem of bugs and fungi that collects in a pillow over time and created the "date stamp" - a use-by date for Tontine pillows that would remind people to buy a new pillow.

#### **CAMPAIGN**

The integrated campaign incorporated TV, radio, print, online, social media, search marketing, in-store activity and a huge helping of PR to maximise the impact over the five-day campaign. The media focused investment on high-reaching evening media to create scary news for the evening current affairs programs and breakfast media to remind people of the "horrors" from the night before. The campaign involved TV, radio and newspaper advertising, along with PR via current affairs programming in the evenings, Channel Seven's Sunrise and online news stories in the mornings. PR was employed to maximise impact, drive word-of-mouth and increase the credibility of the messaging. In-store promotions and "pillow exchanges" created social media activity and search activity directed people to the Tontine site.

#### RESULTS

The date stamp changed Tontine's entire business: from the machinery, production line, packaging, trade relationships and consumer behaviour. In the five-day activation period sales increased by 345% - far exceeding the 30% target by 1000%. The sales growth was maintained over the following three months. All this on a media budget of \$1.5 million.

#### **JUDGES' COMMENTS**



A clear winner. Media was able to have an influence over product.

Carried it through to the retail environment and had a fundamental affect on the business. Landed it on the consumer sweet spot. Revolutionised the category.

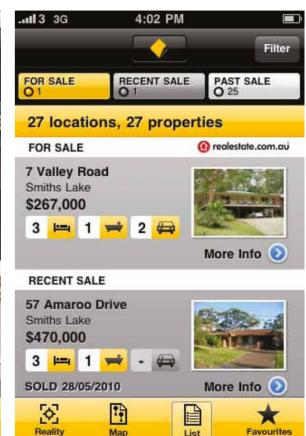












**Agency:** Ikon Communications Campaign: 'The Commonwealth Bank Property Guide iPhone Application'

Client: Commonwealth Bank of

Australia

Collaborating partners: Vivant,

The White Agency, RP Data

#### **FINALISTS**

**Agency: MEC** 

**Campaign:** 'Intelligence That Wins

Wars'

**Client:** Activision

**Agency:** Initiative

Campaign: 'The Optima

Experience'

Client: Kia Motors Australia

Collaborating partner: SMG Red

**Agency:** Razor

Campaign: 'Nike Liveboard'

Client: Nike Pacific

**Collaborating partner:** US Sydney

#### **OBJECTIVES**

Commonwealth Bank of Australia (CBA) wanted a way to counteract aggressive competitor pricing and a way to target customers who were also seeking a trusted source of advice. Research revealed that 72% of customers use a laptop or mobile phone to access relevant property information on the go, but despite this much of the relevant information was difficult to find and use. Ikon identified a gap for an easily accessible property guide mobile app to take users through the process of property search, research and financing all on one single platform. Ikon's brief was to position CBA as a trusted advisor to property buyers, drive consumer uptake and usage of the mobile app by attracting 100,000 downloads in the first six months and generate a return on marketing investment of more than 50%.

#### **CAMPAIGN**

The Commonwealth Bank Property Guide iPhone App uses augmented reality and google maps to give homebuyers a virtual insight into homes: mapping sales history, property listings, demographics and median prices along with financial tools, such as calculators, videos and guides. The app also featured "click to call" and "arrange an appointment" functionality. The app was promoted via a teaser campaign featuring PR, video seeding and advertorial, targeting key tech influencer channels such as CNET. Once the app launched in iTunes, Ikon launched a heavy mobile advertising campaign to drive awareness and trigger action, this was also supported by re-targeting of those exposed to the teaser campaign.

#### RESULTS

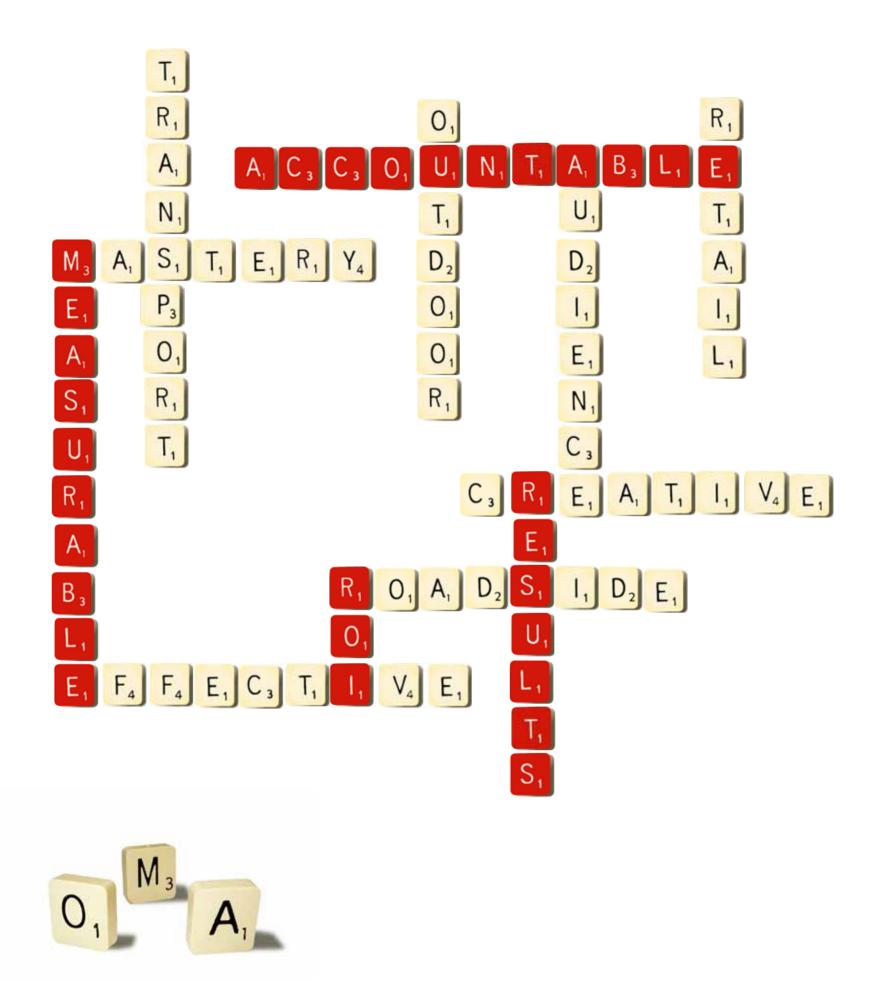
The use of the augmented reality technology was an Australian first in property search and was the first to cover all facets of the home buying process. Consumer uptake and usage of the mobile app exceeded its target, attracting 117,246 downloads in 24 weeks and was the number one lifestyle app and number three overall app in Australian iTunes. The app notched up 455,000 user sessions and averaged more than 45 calls per week to CBA resulting in a 109% return on investment - more than double the initial investment.

#### **JUDGES**' **COMMENTS**



Ikon's idea was genuinely insight-led and enormously innovative in a category characterised by formulaic marketing and conservative thinking. Their iPhone app was hugely popular and, most importantly, provided meaningful utility to people in the market for a home loan which in turn delivered great business results for Commbank.





**Out-of-Home** puts all the right pieces together for the best results



# **BEST DEMONSTRATION OF RESULTS**



#### WINNER

**Agency:** Happy Soldiers

Campaign: 'The First Pillow

With An Expiry Date'

**Client:** Tontine

Collaborating partners: MediaCom, Zarr Marketing

**FINALISTS** 

Agency: OMD

Campaign: 'Clean & Fresh'

**Client:** SCA Hygiene

Australasia

**Agency:** UM

Campaign: 'Chasing Magnum

Gold'

**Client:** Unilever

**Collaborating partners:** 

Lowe, Soap, Respublica,

Eye Corp

Agency: OMD

Campaign: 'Yellow Pages

Hidden Pizza'

**Client:** Yellow Pages - Sensis

Collaborating partner:

Clemenger Proximity

Agency: Match Media

Campaign: 'I Heart My Dog'

Client: Pfizer Australia

Collaborating partner:

Orchard Marketing



#### **OBJECTIVES**

The pillow category was stagnant and needed a shake-up. Market leader Tontine was facing growing competition from retailer own-label brands and despite owning more than 50% market share, the pillow manufacturer wanted to stimulate purchases in the category. Tontine turned to agency Happy Soliders to create a communications idea to drive a 30% increase in sales. Happy Soldiers created an idea based around exposing the "ugly truth" about the ecosystem of bugs and fungi that collect in pillows over time and created a Tontine-only solution: a "date stamp" to remind people when it was time to buy a new pillow.

#### **CAMPAIGN**

Tontine's campaign incorporated high-reaching evening and breakfast media over a fiveday period to drive maximum awareness. It mixed TV, radio and print advertising with heavy PR to create editorial integration on TV and radio programs, such as A Current Affair and Sunrise. PR, social media and word-of-mouth were used to create awareness of in-store promotions and pillow exchanges which created social media activity and buzz around the brand.

#### RESULTS

Tontine pillow sales increased by 345% during the campaign period – far exceeding the 30% target by 1000%. The sales growth maintained over the following three months. The date stamp changed Tontine's entire business: from the machinery, the production line, packaging, trade relationships and consumer behaviour. All this on a media budget of \$1.5 million.





### AANA...

Protecting commercial freedoms

Shaping self regulation and industry standards

Promoting efficient and accountable media and agency partnerships

Sharing marketing best practice and innovation

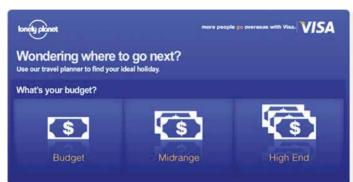
















**Agency: OMD** 

Campaign: 'The Travel

Companion' Client: Visa

Collaborating partner: Lonely

Planet

#### **FINALISTS**

**Agency:** Starcom

Campaign: 'Whiskas Pledge'

**Client:** Mars Petcare Collaborating partner:

**BD** Network

Agency: Naked Communications

Campaign: 'Telstra Youth'

Client: Telstra

Collaborating partners: OMD,

**DDB** 

**Agency:** Razor

**Campaign:** 'Humanising Diabetes

For Roche'

**Client:** 

Roche Diagnostics Australia

Collaborating partners:

Southern Star, MCN









#### **OBJECTIVES**

Visa wanted to shift travellers' trust and dependency away from cash to credit, but it faced a challenge with just over one-third (35%) of its target market believing Visa was more secure than cash. OMD's brief was to increase Visa's trustworthiness by 20% and position the brand as a reliable and trustworthy currency option.

#### CAMPAIGN

Research identified an opportunity for Visa to ingrain itself as a "true companion" to customers during the pre-trip planning process by adding value and impartial guidance as they plan their holiday. OMD created the Visa Travel Companion, which provided tools and expertise relevant to each stage of the planning process. The 100% online campaign harnessed the trust and integrity of Lonely Planet, which is the number one travel guidance site for novice travellers. At each stage of the process – research, planning, booking and pre-departure – Visa  $\,$ provided widgets, editorial features and forums, as well as custommade tools. Travellers were provided with customised factsheets, travel and money tips and mobile phrase books. OMD also developed a partnership with Wotif.com, an online travel network, to capture any peripheral travellers.

#### RESULTS

The campaign delivered a 37% increase in trust for the brand – 17% above its objective - with 48% of the target market now believing Visa is more secure than cash. Combined interactions and downloads of the Visa Travel Companion hit 170,090 during the campaign period. OMD's strategy is now used globally as a benchmark for Visa and by Lonely Planet for strategic partnerships. The strategy has also been expanded to a Visa Travel Companion mobile app, which is free for card holders and has more than 15,000 downloads to date.

#### **IUDGES**' **COMMENTS**



This entry showed that they utilised research to understand how the consumer operates in this category, to ensure engagement.





# BEST USE OF A SMALL BUDGET (UP TO \$300,000)

#### WINNER

**Agency:** MEC

Campaign: 'Intelligence That

Wins Wars'

**Client:** Activision

#### **FINALISTS**

**Agency:** Naked Communications **Campaign:** 'Harnessing People Power To Let People Know Speed

Kills'

**Client:** Transport Accident

Commission

Collaborating partner:

Photoplay Films

Agency: OMD-Fuse

Campaign: 'Clinique Superfood

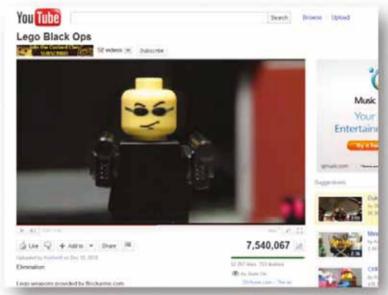
Superskin'

Client: Clinique

Collaborating partners: M2M,

Frank PR







# JUDGES' COMMENTS



A true insight into a hard-to-please audience delivered a breakthrough campaign that mastered contact, content and context. The work not only curated casual conversations in a positive way, it drove significant bottom line returns that significantly outweighed the investment.

"

#### **OBJECTIVES**

Activision wanted to boost sales of its *Call of Duty: Black Ops* video game by targeting casual gamers. Faced with heavy competition from other game launches and a budget of just \$50,000, Activision tasked MEC with increasing consideration and adding \$300,000 sales of *Call of Duty: Black Ops* video games. MEC's strategy was to find leading influencers within the gaming community and enlist them to help create conversation within the casual gaming community, through community moderation and content, to engage with the target market of casual gamers.

#### **CAMPAIGN**

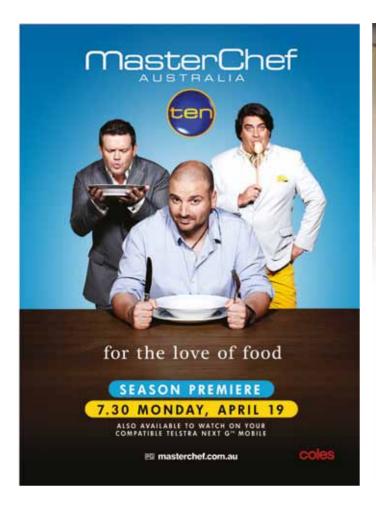
MEC grew existing social media conversations by linking positive game reviews to build credibility; posting comments; seeding user-generated content and linking to new content created about *Black Ops*. Influential YouTube director, Keshen8, was enlisted to create the "Lego Black Ops" video in order to bring the game experience to life. This content was seeded through Keshen8's subscriber base and posted on community sites to kickstart the launch.

#### **RESULTS**

Australia was the most successful market globally for *Call of Duty: Black Ops*. The return on investment for the campaign equated to an additional \$864,000 in sales – a 12% uplift during the campaign period. As a result of the campaign, 49% of all conversations about *Black Ops* occured in casual gaming communities – a 40% increase over the objective – and the number of forums about the game grew by 44%. The "Lego Black Ops" video generated 3.1 million views during the campaign and has attracted more than 7.5 million views to date. The media value generated by the "Lego Black Ops" video at campaign end was \$2.3 million – a 46 times return on investment.



## PARTNERSHIP AWARD





#### **IUDGES' COMMENTS**



It's unarguably the current benchmark of media partnerships in Australia and has not only driven the advertising agenda but also the business agenda for Coles.



#### WINNER

**Agency:** Ten Connect

Campaign: 'Coles MasterChef

Partnership' **Client:** Coles

Collaborating partners: UM,

Fremantle Enterprises

#### **FINALISTS**

Company: Powered By Nine

Campaign: 'Transforming Lamb

Through Fashion'

**Client:** Meat and Livestock

Australia

Collaborating partners: BMF,

UM, Hausmann

Company: SMG Red

Campaign: 'Our Baristas Have

Talent'

Client: Gloria Jean's Coffees

#### **OBJECTIVES**

When Coles jumped on board with MasterChef for the first series, the retailer identified an opportunity to align its brand with a TV event built around fresh ingredients and a passion for food. For series two, Coles briefed Ten Connect, a strategic unit within Network Ten, to develop a campaign to genuinely re-engage their customers. Coles wanted to be positioned as the home of fresh food, a territory its rival Woolworths had owned for some time.

#### **CAMPAIGN**

Ten Connect created integrated opportunities in-program and on the MasterChef website to position Coles as a retailer which understood the needs of families, provided fresh quality ingredients and shared recipes - while delivering everyday value to customers. Ten created the Coles Pantry in-program and supported this feature heavily through billboards and themed play-outs. The pantry also featured in Coles' advertising with chef Curtis Stone, who reinforced the tagline "To cook like a MasterChef cooks, shop like a MasterChef shops". Stone also appeared regularly in the show as a judge, including a challenge where contestants visited a Coles store and picked a family to cook for in their home. MasterChef recipe cards, which were available in Coles the day after meals were cooked, were heavily promoted in-program and supported by point-of-sale advertising. Ten created billboards, onair promotions, in-program play-outs and online video content, all of which was supported by a heavy impact advertising campaign to ensure the Coles brand became synonymous with MasterChef and fresh food.

#### RESULTS

The program sponsorship has been credited with delivering "massive" sales increases for Coles, which experienced dramatic surges in sales of particular ingredients the day after they featured on the show. Sales of pistachios grew by 125%, red cabbage by 89%, fillet steak by 56% and sales of Pink Ling fish spiked 1421% after it was featured on the show.



# PRO-BONO/CAUSE MARKETING INCENTIVE

In recognition of Pam Lane



#### WINNER

**Agency:** NGen Charity

Committee

Campaign: 'Media Agencies

Live Below The Line'

**Client:** 

The Oaktree Foundation





#### **JUDGES' COMMENTS**



In a category such as this, all entries were outstanding. However, we believe that 'Live Below The Line' delivered on the true philosophy and approach that really does make a difference and delivers significant benefits to the community. We are really proud of this group whose contribution is completely voluntary and has a clear dedicated and ongoing commitment.



#### **OBJECTIVES**

The Oaktree Foundation is a not-for-profit charity run by individuals aged under 26 years who are working to help bring an end to extreme poverty. With more than 10,000 charities in Australia vying for free airtime to promote their causes, getting media and public attention and support is difficult. The Oaktree Foundation briefed the NGen Charity Committee to help generate awareness and donations for its work to help the 1.4 billion people who live in extreme poverty on less than \$2 a day.

#### **CAMPAIGN**

NGen Charity Committee created the 'Live Below The Line' challenge, which encouraged media agency staff to live on \$2 a day for five days. The aim of the challenge was to gain support from media publishers, though not in the usual form of cash donations, but through media companies donating free media space. The campaign used industry publications, such as AdNews, to spread the news and recruit participants, as well as posters and digital screens in agency office spaces and blanket emails to media publishers and agencies. Online pledge pages were created for each agency, to provide a destination for media owners to lend their support.

#### RESULTS

The challenge was taken up by 75 media professionals – including two managing partners, who received close to 60 pledges in two weeks, totalling close to \$900,000 worth of donated media space. The space was used to run an above-the-line campaign for The Oaktree Foundation, which delivered an 80% increase in donations year-onyear as a result of the campaign.



# ngen award

In support of



#### WINNER

Entrants: Alex Ryan

& Sam Geer

Agency: MediaCom

Campaign: 'Lessons Learned'

# CLIENT COMMENDATION

Entrant: Gemma Lasenby

**Agency:** UM

Campaign: 'Blue For A Day'

#### **FINALISTS**

Entrants: Patrick McDonald

& Geoff Carbet **Agency:** PHD

Campaign: 'At Home And Away –

Be Proud To Be Gay'

**Entrants:** Dean Challis

& Paul Den

**Agency:** MediaCom **Campaign:** 'Frenemies'

**Entrant:** Jessica Krimuldens

**Agency:** MediaCom

Campaign: 'Actin' Up Your Way To

Summer Bay'

Entrants: Angus McLean

& Edwin Onggo

Agency: Mindshare

Campaign: 'Schoolville'



#### **JUDGES' COMMENTS**



Sam and Alex demonstrated a brilliant understanding of the strategic task. What really set 'Lessons Learned' apart from the other entries was that content was created by recent school leavers who were identified as aspirational to school students. The judging panel, which included the chief executive of ACON, felt this idea would be the most likely to bring about genuine behavioural change in young people.



#### **OBIECTIVES**

ACON, a community-based organisation promoting health and well-being for the lesbian, gay, bisexual and transgender (LGBT) community, wanted to empower youth communities to take responsibility for homophobic bullying. Incidences of verbal and physical bullying towards LGBT youths is higher than in general communities, with 85% of LGBT people having experienced homophobic violence. NGen's brief was to reduce the incidence of verbal and physical bullying of lesbian, gay, bisexual and transgender youth, by decreasing both the reported gay bullying incidents and decreasing the number of abusive comments towards gay youth on social networks and forums.

#### **CAMPAIGN**

MediaCom's Alex Ryan and Sam Geer identified the need to translate widespread knowledge of the issue into action and generate true behavioural change. In order to engage the elusive 13–17 target market, the campaign would engage a secondary target of influencers in the form of "recent school leavers". This group is admired by the target market and have a strong affinity for the target market, as well as some life experience. Alex and Sam's research found the majority of recent school leavers experienced guilt about observing LGBT bullying without taking action, with 90% expressing the desire to "go back in time and do something about it". The 'Lessons Learned' campaign would create a Facebook application that allows users to contribute to a

The 'Lessons Learned' campaign would create a Facebook application that allows users to contribute to a digital yearbook, to share memories, regrets and most importantly lessons – particularly around LGBT bullying – in order to educate and influence younger generations.

The application would sit at the centre of the campaign, with the lessons learned to be used in the creative messaging for TV, outdoor and digital advertising, as well as an educational booklet for schools.

The campaign would create strategic partnerships with the NRL, AFL and *Home and Away* to create awareness and help drive mass adoption. Out-of-home advertising would target students in transit before and after school, targeting them with messaging while they are amoung friends in a bid to drive discussion. Online display advertising, including banners, will feature content from the application to target youth environments and drive traffic to the app.

The educational booklet will form one of the key pillars of the campaign, featuring content from the app it will provide teachers and parents with a credible educational tool.



#### **JUDGES' COMMENTS**

66

Gemma's idea 'Blue For A Day' was highly commended by the judges because it uniquely reframed the strategic challenge. All other entries concentrated on tackling the minority aspects of living as a LGBT youth whereas 'Blue For A Day' dramatised the fact that the majority of people are against homophobic bullying. This essentially re-cast the bullies as the minority group – an enormously clever approach which won unanimous praise for the entire panel and in particular the chief executive of ACON.





# A ROLL CALL OF MFA GRAND PRIX WINNERS THROUGH THE YEARS







#### 2011

**Agency:** Happy Soliders

**Client:** Tontine

**Campaign:** 'The First Pillow With

An Expiry Date'

#### 2009

Agency: Bellamyhayden

Client: GlaxoSmithKline

**Campaign:** 'Sensodyne: The Chill Test'

#### 2007

Agency: The Campaign Palace

Campaign: 'Shattering Convention Within

The Mortgage Category'

**Client:** Westpac Home Loans

#### 2005

**Agency:** Starcom Brisbane

**Campaign:** 'How to "Ace" the Competition'

Client: Colorado Group

#### 2003

**Agency:** Mindshare

Campaign: 'Journey To Work'

**Client:** ING Direct

#### 2001

**Agency:** Bellamyhayden

Campaign: 'Wiping The Floor With Media

Strategy'

Client: 3M

#### 1999

**Agency:** The Media Palace

**Campaign:** 'Twisties – Media Is The Mood:

Boredom Relief Strategy'

**Client:** The Smith's Snackfood Company

#### 2010

Agency: Starcom MediaVest Group

Campaign: 'Pedigree Adoption Drive'

**Client:** Mars Petcare – Pedigree

#### 2008

Agency: OMD Fuse

Campaign: 'V-Raw'

Client: Frucor Danone

#### 2006

Agency: Universal McCann

Campaign: 'Launching An Airline On The

Smell Of A Lynx Can'

Client: Unilever

#### 2004

Agency: Bellamyhayden & Carat Australia

**Campaign:** 'KFC Cricket – Suuuper Stuff That!'

Client: KFC

#### 2002

**Agency: OMD** 

Campaign: 'Fishing The NT'

**Client:** Northern Territory Tourist Commission

#### 2000

**Agency:** The Media Palace

Campaign: 'Hahn Premium Media As A

Style Accessory'

Client: Lion Nathan





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