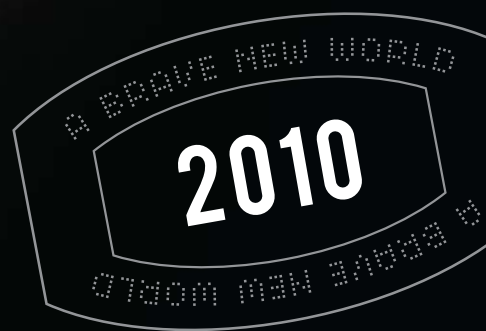


2010 MEDIA FEDERATION AWARDS



A BRAVE NEW WORLD

2010 MEDIA FEDERATION AWARDS
WINNERS AND FINALISTS

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ADVERTISING
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WELCOME



The Media Federation Awards programme has once again brought the industry together to showcase and celebrate our great work. It is fantastic to see work from all areas of our industry, and from all states; a true sign of how advanced the Australian market is.

The Awards programme has grown again with entry numbers increasing by 8% to a record 337 entries. Just as encouraging, is the significant growth we have seen in entry

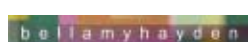
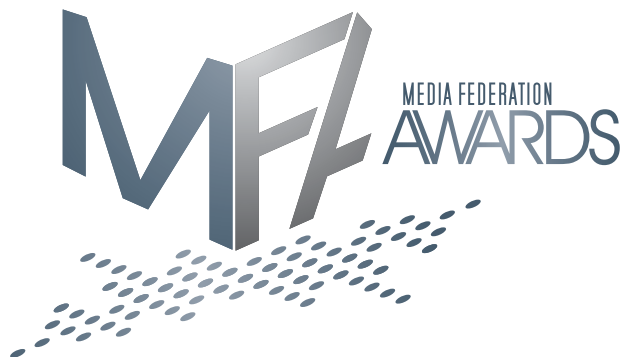
numbers from NGen members.

The winners and finalists across all categories are clear examples of truly brave work that demonstrated amazing results in each case. I thank the winners and finalists, their respective clients and co-collaborators for their work.

I would also like to take this opportunity to thank all our sponsors for their support in 2010. We look forward to continuing our partnership with you into the future.

Special thanks must also go out to my fellow Awards Steering Committee members for their tireless support of what is now the marketing fraternity's biggest and bravest award programme.

Regards,
Henry Tajer
President
Media Federation of Australia



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A BRAVE NEW WORLD
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JUDGES**
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WINNER

AGENCY
Starcom MediaVest Group

CAMPAIGN
Pedigree Adoption Drive

CLIENT
Mars Petcare – Pedigree

COLLABORATING PARTNER
TBWA



OBJECTIVES

Faced with lacklustre results despite two years of TV advertising, Pedigree sought to increase the number of dogs adopted through its Pedigree Adoption Drive (PAD) from a few hundred to 3,000 in the space of three months. To achieve this, the brand needed to raise awareness of the PAD programme from 15% to 30%, and increase consumer preference of Pedigree products by demonstrating its commitment to its philosophy and strapline – “Everything we do is for the love of dogs”.

CAMPAIGN

Interviews with new dog owners, shelter workers and recent dog adopters revealed that people were more likely to adopt if they understood the circumstances behind each dog. Research also showed that people often viewed “shelter dogs” as “damaged goods” and more likely to be aggressive.

In order to shake this perception and inform and engage possible adopters, the Pedigree Adoption Drive placed thousands of yellow, life-sized, cardboard cut-out dogs in streets and parks around the country. Each “yellow dog” featured an individual dog’s story and information on how to adopt via PAD. The “yellow dogs” attracted attention and spurred media coverage via Twitter and online blogs, which linked to the pedigreeadoptiondrive.com site.

Pedigree also invested in a partnership with Network Ten, which saw the broadcaster integrate the PAD campaign into its AFL coverage; heightening the brand’s image and further increasing awareness of the drive. Selected dogs also appeared on TV programs – *Before the Game* and *Australia’s Funniest Home Video Show* – where they interacted with the TV personalities to demonstrate that “shelter dogs” were “family friendly”, in addition to print and online activity.

RESULTS

The Pedigree Adoption Drive successfully used dogs’ personal stories to form an emotional connection between prospective adopters and abandoned dogs and 3,365 dogs were adopted within two months of the campaign launch. PAD awareness increased to 32% and more than \$170,000 was raised. TNS tracking also revealed that 54% of people had a more favourable opinion of the Pedigree brand post-campaign.



JUDGES' COMMENTS

This campaign is innovative, integrated and articulates what communications can deliver. A well-executed medium that you could take home and engage with. Integrated across multiple channels and a great creative idea, it wins on all four legs due to its multichannel touchpoints.

BEVERAGES

WINNER

AGENCY
ZenithOptimedia

TITLE
Tooheys Extra Dry:
6 Beers Of Separation

CLIENT
Lion Nathan

COLLABORATING PARTNERS
BMF
Holler

COMMENDATION

AGENCY
OMD Fuse Melbourne

TITLE
Kids Can Do BIG Things

CLIENT
Fonterra Brands Australia

COLLABORATING PARTNERS
Creative Results
Showtime Attractions

FINALISTS

AGENCY
MediaCom

TITLE
Corona – From Where You'd Rather Be

CLIENT
Carlton & United Breweries

AGENCY
MediaCom

TITLE
Yellowglen At The Races

CLIENT
Foster's Wines

COLLABORATING PARTNERS
TCO
The Project Factory

JUDGES' COMMENTS
It was innovation that put 6 Beers in the number one place. Consumers were able to participate on multiple platforms. Good ideas have no owner, it was a great collaborative effort.



OBJECTIVES

In light of increased competition, not only from traditional competitors such as Foster's, but also from new products on the market such as imported beers, boutique beers and mixed-drink options, Tooheys Extra Dry wanted to retain its market share with the 18 to 24-year-old demographic.

The belief was that this age group was fickle in its brand loyalty, and that Tooheys Extra Dry had to encourage actual engagement with the brand in order to promote loyalty, and increase sales of the product.

CAMPAIGN

The campaign was based on the idea that everyone in the world is connected by six degrees of separation. It questioned if you could meet the person who inspires you most in this world in six steps or less, by meeting people over a beer. Four contest winners went on a world-wide trip with a six pack, travel money, a camera crew and 18 days to prove the question.

The campaign involved two steps: finding the four people to go on the trip, and letting the masses know about it.

In order to spread the campaign, a destination hub, 6beersofseparation.com.au, was created. A range of content, including long-form videos, were also distributed via Foxtel, iTunes, YouTube, MySpace, Facebook, Heavy.com, mobile sites and various youth partnerships. Mainstream media touchpoints included TV, print and outdoor executions, as well as a feature film, screened in selected cinemas. The campaign was also promoted via product packaging.

RESULTS

The trip itself was a success, as the four contestants met their heroes in six steps. During the campaign period, sales increased by 9.5%, and market share increased by 15%. The content was watched over 700,000 times online, with over 67,000 hours spent viewing in total.

Additionally, over 630,000 unique visitors went to each of the digital destinations, with an average of 70,000 views per month.



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Think Outside...



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ADVERTISING
STANDARDS
BUREAU

FOOD & GROCERY

WINNER

AGENCY

Bellamyhayden

TITLE

Macleans – Amazing Science

CLIENT

GlaxoSmithKline

COLLABORATING PARTNER

Mad Science

FINALISTS

AGENCY

Ikon Communications

TITLE

Changing The Energy Snack Game

CLIENT

Horticulture Australia

COLLABORATING PARTNER

Eleven Communications

AGENCY

OMD

TITLE

The Most Successful Launch Of 5
Gum In The World

CLIENT

Wrigley

AGENCY

Starcom MediaVest Group

TITLE

Pura Light Start – The Good Life Guide

CLIENT

National Foods



OBJECTIVES

Toothbrush brand Macleans was faced with a big problem – its rival Colgate, which not only outsells the brand 4:1 but is also purchased by 70% of households. Macleans needed to give consumers a reason to kick their Colgate habit and partnering with Bellamyhayden the brand set out to get shoppers excited about Macleans toothpaste. Identifying mothers as a key target, the brand aimed to double sales with a low-spend marketing push.

CAMPAIGN

Macleans and Bellamyhayden created a touring stage show “Amazing Science”, which aimed to educate kids about “the science of the mouth” in a fun and entertaining way.

The 60-minute science spectacular was carefully created to meet curriculum requirements, and was provided free to 100 NSW schools. The program featured explosions, smoke, lights and audience participation, and goody bags featuring Macleans products as well as experiments the kids could download at home and complete with their parents. It also included a letter of explanation to mum to help them further involved.

RESULTS

Macleans generated an uplift in sales in local Woolworths supermarkets in the four weeks after the “Amazing Science” activity. During 2009 Macleans delivered a 2% increase in sales nationally, this was despite an overall 2% decline in the family toothpaste category, as well as a drop in Colgate sales. Web traffic to the Macleans site increased year-on-year as children logged on for further experiments.

JUDGES' COMMENTS
A comprehensive entry. It was well rounded, well written and put in great effort to show results. It also proved the effectiveness was driven by the activity – isolated the impact.



BEST INTEGRATED MEDIA CAMPAIGN

SPONSORED BY

MCN
MultiChannelNetwork

WINNER

AGENCY

Starcom MediaVest Group

TITLE

Pedigree Adoption Drive

CLIENT

Mars Petcare – Pedigree

COLLABORATING PARTNER

TBWA

COMMENDATION

AGENCY

Starcom MediaVest Group

TITLE

Great Driving Adventures

CLIENT

Subaru Australia

COLLABORATING PARTNERS

Leo Burnett

SMG Red

FINALISTS

AGENCY

Bellamyhayden

TITLE

Acts of Max With Pepsi Max

CLIENT

Pepsico Beverages Australia

COLLABORATING PARTNERS

Amnesia Razorfish

Clemenger BBDO

Eighty K's

Tango Communications

AGENCY

Ikon Communications

TITLE

Open Happiness (09/10)

CLIENT

Coca-Cola Australia

COLLABORATING PARTNERS

Maverick

Naked Communications

Ogilvy

TCO

Zing

AGENCY

Slingshot Media Ventures

TITLE

Man v Machine – Terminator Salvation

CLIENT

Sony Pictures Home Entertainment



OBJECTIVES

As the market leader in the dog food category, Pedigree was looking for a way to consolidate its leadership position and differentiate the brand from its competitors. Pedigree set out to double awareness of its Pedigree Adoption Drive (PAD) campaign from 15% to 30% and find new homes for 3000 dogs in three months. Pedigree also aimed to demonstrate its commitment to its tagline "Everything we do is for the love of dogs".

CAMPAIGN

Pedigree wanted to dispel the myth that shelter dogs were "damaged" and believed the best way to convince people to welcome a shelter dog into their homes was to personalise the dogs, through individual stories. Pedigree, Starcom and TBWA created thousands of life-sized cardboard cut-outs of dogs and placed them in public spaces and encouraged people to take a cut-out dog home as the first step to adopting a real shelter dog.

TV advertising was complimented by appearances by the dogs on shows such as *Before the Game* and *Australia's Funniest Home Video Show*, the TV content was also distributed online in addition to a viral campaign on YouTube. The campaign also included Facebook activity, online and print advertising and generated "canine" interest stories in online and print lifestyle media.

RESULTS

As a result of the campaign, the number of dogs in shelter homes hit its lowest-ever level with some shelters running out of adoptees and starting a waiting list of wannabe owners. In two months, 3,365 dogs were rescued and \$170,000 was raised for the cause. Awareness of the Pedigree Adoption Drive reached 32% and 54% of people gave a more favourable opinion of the Pedigree brand, according to TNS tracking.



JUDGES' COMMENTS
This campaign used the strong insight that people felt that dogs from a shelter were 'damaged goods', and used different examples of integration in each channel. It not only demonstrated great effectiveness, it proved the line 'Everything we do is for the love of dogs' was more than just a strap line.

SPONSORED BY

NEWS LIMITED
where ideas spread™

BEST LONG TERM EVOLVING CAMPAIGN

WINNER

AGENCY
OMD

TITLE
Back To Normal (2007/2008) & World
Now Open (2009)

CLIENT
Johnson & Johnson Pacific

FINALISTS

AGENCY
Mindshare

TITLE
Thanks A Million Oz!

CLIENT
Tourism New Zealand

AGENCY
UM

TITLE
Rexona Australia's Greatest Athlete

CLIENT
Unilever Australia

COLLABORATING PARTNERS
Octagon
Soap
Tempo PR

OBJECTIVES

Saddled with a double-digit sales decline, a price increase and trailing two other brands in the \$96 million NSA (Non Sedating Antihistamine) category, allergy brand Zyrtec faced an uphill battle to gain ground on its competitors. As if this wasn't enough to contend with, Zyrtec also faced a challenge from new entrants into the market and an increased media spend among its two main competitors, Telfast and Claratyne. Armed with the knowledge that Zyrtec had a stronger post-trial conversion rate than its competitors, the goal was to stimulate trial despite being the most expensive brand consumers could purchase over the counter.

CAMPAIGN

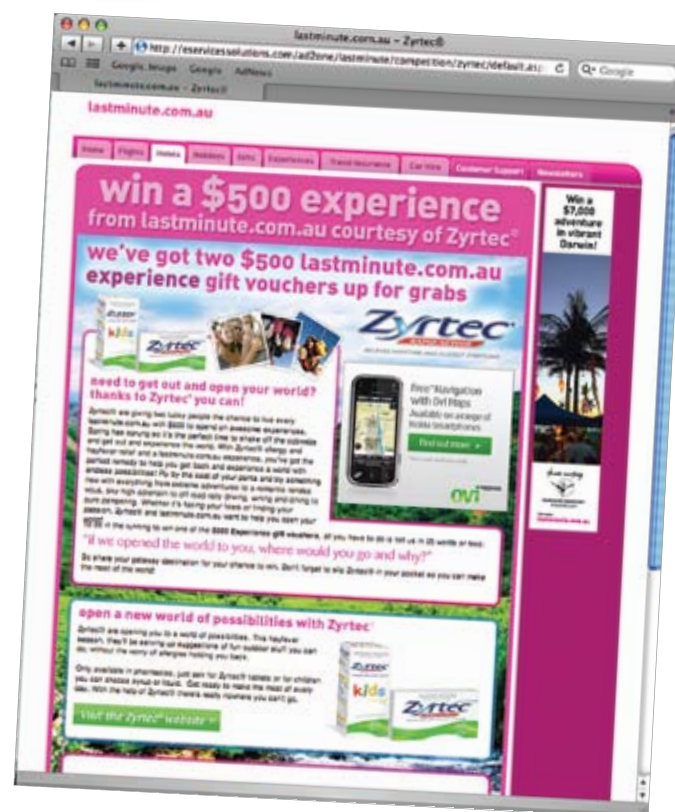
The two-year media strategy was underpinned by a research-driven consumer insight which revealed that "feeling in control" was crucial for allergy sufferers. Losing control by being unprepared for allergy attacks while at work, managing family life, and enjoying outdoor activities caused allergy sufferers anxiety.

The insight led to the idea "Be there when the pollen is" in a bid to enable allergy sufferers to regain control over attacks and feel empowered. OMD tracked pollen, shared this information with consumers through a widget and maximised Zyrtec's media presence on TV state-by-state during key periods depending on seasonal variations, particularly during the morning when 70% of attacks occur.

But a constant presence was also devised, which was helped by the deployment of online activity in 2008 for the first time. Online ad spend's overall share of the budget was increased from 1.3% to 6.5%. Instead of an online blitz, partnerships were developed with key sites such as Lastminute.com.au, to encourage trial and capture data. Other year-on-year changes to the media plan saw free-to-air allocation decreased in favour of STV, while magazine advertising replaced radio. Overall, \$3 out of every \$4 was spent on TV.

RESULTS

In 2008, brand awareness improved by 7%, and trial increased by 5%, with Zyrtec ranked as the top brand for future consideration in terms of purchase. In 2009, value sales rose by 1.7%.



JUDGES' COMMENTS
This was a clear and concise campaign that showed great evolution of thinking.

BEST STRATEGIC LAUNCH CAMPAIGN

SPONSORED BY



WINNER

AGENCY
Mindshare

TITLE
Land Rover Defender 90 – Road To The Pro

CLIENT
Land Rover Australia

FINALISTS

AGENCY
Bellamyhayden

TITLE
Hit Refresh With Pepsi

CLIENT
Pepsico Beverages Australia

COLLABORATING PARTNERS
Amnesia Razorfish
Clemenger BBDO
Eighty K's
Tango Communications

AGENCY
OMD

TITLE
The Most Successful Launch Of 5 Gum In The World

CLIENT
Wrigley



OBJECTIVES

Land Rover's Defender 90 vehicle had reached saturation point among its traditional target audience. The car, which is known for being indestructible, is favoured by farmers, mining communities and the army. However, its core audience was unlikely to buy the new model, particularly given the economic downturn and the car's reputation for longevity. As a result, Mindshare was tasked with creating a new Australian market for the Defender 90.

CAMPAIGN

With growth in rural areas tapped out, Mindshare turned its attention to fashion-conscious urbanites. With an affordable \$45,000 price tag, Mindshare identified young, image-conscious consumers who valued authenticity and were keen to stand out from the crowd as the Defender 90's ideal bedfellow.

Given that 80% of Australians live within 80 miles of the sea and 50% of the country's homes sit less than eight miles from a beach, Mindshare decided to associate the car with an iconic Australian pastime – surfing.

Mindshare approached surfing brand Quiksilver, and equipped six professional surfers with four Defenders and filmed them on their way to the Quiksilver Pro Event. The "Defender 90 – Road to The Pro" saw the surfers blogging on their way to the event and featured heavy Landrover branding. It was broadcast across Nine Network, One HD, Fox Sports and Fuel TV, and blogs, videos and photos were delivered across TV, online and mobile.

RESULTS

Coverage of the content partnership reached seven million households, and attracted 220,352 views of video content, with a further 81,146 views on mobiles. The sales target was exceeded by a massive 78% and Land Rover sold out of all allocated Defender 90s in the Australian market on pre-sales alone – \$1 million of sales above forecast. This was all achieved on a budget of just \$300,000, which generated \$1 million of media value.



JUDGES' COMMENTS
Great single-minded campaign that didn't stray from the original insight, all the way through to brilliant execution. Very brave and innovative idea and strategy.



SPONSORED BY

ninemsn

BEST USE OF STRATEGIC INSIGHT

WINNER

AGENCY
PHD Australia

TITLE
Putting Fitness First

CLIENT
New Balance

COMMENDATION

AGENCY
Bellamyhayden

TITLE
Putting Weight Watchers In Fashion

CLIENT
Weight Watchers

FINALISTS

AGENCY
Bellamyhayden

TITLE
Celebrating The Ups And Downs Of Everyday Life

CLIENT
Weight Watchers

COLLABORATING PARTNER
BMF

AGENCY
MediaCom

TITLE
Undie Pride

CLIENT
Bonds Industries

COLLABORATING PARTNER
The Campaign Palace

OBJECTIVES

New Balance wanted to persuade serious fitness fanatics that it is the number one brand of choice for hard training. The brand challenged PHD to generate a sales increase of 10% for the brand, with the target audience split into two halves: "fitness runners" for running and "fitness consumers" for apparel.

CAMPAIGN

The campaign was led by a research-driven insight, which revealed that the brand of clothing a personal trainer wears disproportionately lifts the credibility of that brand among people who are training. The insight consistently cropped up in research conducted across focus groups, brand tracking and online diaries blogged by runners.

The solution was to harness the power of "implicit association" through a commercial partnership with gym chain Fitness First, which happened to also be a PHD client.

PHD approached Fitness First and proposed that New Balance deployed their media budget to fund the design and manufacture of an entire clothing range for the chain's Australian personal trainers over five years.

In total, 3,500 Fitness First trainers and 400 class instructors were kitted out with New Balance apparel. But, the commercial tie-up didn't end here. The campaign also included the launch of in-store retail areas selling New Balance products in the foyers of 59 Fitness First clubs.

As well as funding uniforms for staff, New Balance committed 30% of the next year's budget to Fitness First media and invested in the cost of installing branded retail outlets in every club.

RESULTS

The initiative gained exposure among 400,000 fitness fanatics, and the activity led to a 20% increase in New Balance's apparel business and a six-figure sales boost. Moreover, New Balance gained an established retail presence and a new revenue sales channel in 59 Fitness First gyms that it previously didn't have.

JUDGES' COMMENTS
This entry stood out in a very contested category. Simple and single-minded idea.

B[®]
new balance



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

WINNER

AGENCY
MediaCom

TITLE
Asahi – Internetwork

CLIENT
Carlton & United Breweries

COLLABORATING PARTNER
Right Angle Publishing

FINALISTS

AGENCY
Initiative

TITLE
Harvey World Travel: Destinations

CLIENT
Harvey World Travel

AGENCY
Slingshot Media Ventures

TITLE
Man v Machine – Terminator Salvation

CLIENT
Sony Pictures Home Entertainment

OBJECTIVES

Japanese beer brand Asahi wanted to grow sales, while still retaining its premium credentials with a budget of just \$75,000 in a category that spends \$44.2 million on advertising per year.

The strategy was to build and develop an online community of early adopters who had an interest in art, fashion and music, to act as a credible platform for future development of the Asahi brand. Drinkers were distilled even further, with MediaCom identifying “passionates” as those who represent 10% of Asahi drinkers, but account for 80% of its volume. “Occasionals” are those who drink Asahi, but less often. They still share interests with “passionates”.

CAMPAIGN

The key was to engage and aggregate the leaders and followers of those fringe interest “early adopters” in a way that would enable Asahi to have a dialogue with them.

MediaCom built a semi-private branded social network – The Internetwork – to act as an advocacy platform for “passionates” to draw in “occasionals”. Asahi could then deliver a bespoke CRM program to drive audiences to supporting venues where they could drink Asahi and mix in a context of art, culture, design and fashion.

The Internetworks delivered content from handpicked contributors perceived to be opinion leaders in art, music, fashion, design and publishing. The contributors documented the things that inspire them, the process of creation and what was happening in their work. Users were drawn in firstly through the networks of the influencer, then through related sites and networks, then through PR, social media, word of mouth and events. Traffic was initially driven through the Two and Three Thousand newsletters – a targeted weekly opt-in DM that already communicated with the core Asahi audience.

The second part of the strategy – Asahi Silver and Black, was primarily out-of-home and events, and used mysterious creative designed to create dialogue among “occasionals”.

RESULTS

Sales increased nationally by 11% year-on-year. In Victoria, which was more heavily engaged through The Internetwork, sales were up 26% year-on-year.



JUDGES' COMMENTS
In a brave new world, being true to your brand and audience is critical. Asahi didn't have a big budget or audience, but it focused hard on engaging the right people with authentic connections. A lovely idea, executed with real clarity. Well done!!



BEST USE OF A LARGE BUDGET (OVER \$3MILLION)

WINNER

AGENCY

Bellamyhayden

TITLE

Acts Of Max With Pepsi Max

CLIENT

Pepsico Beverages Australia

COLLABORATING PARTNERS

Amnesia Razorfish

Clemenger BBDO

Eighty K's

Tango Communications

FINALISTS

AGENCY

Initiative

TITLE

ix35: Mi Aspiration

CLIENT

Hyundai Motor Corp. Australia

COLLABORATING PARTNER

Innocean

AGENCY

Mindshare

TITLE

Thanks A Million Oz!

CLIENT

Tourism New Zealand

AGENCY

UM

TITLE

Coles and MasterChef

CLIENT

Coles

COLLABORATING PARTNER

Network Ten



OBJECTIVES

Pepsi Max's core male demographic was growing up and dropping out of the cola category. What's more, the brand was losing its edge against rival Coke Zero.

Bellamyhayden identified that Pepsi Max needed to increase its emotional connection with men aged 20 to 29-years-old and developed two positioning ideas – living life to the full, and Pepsi Max is for daring people – but the approach still needed to deliver volume share increases in grocery, petrol and convenience stores.

CAMPAIGN

Bellamyhayden created "Acts of Max" – entertainment and inspiration delivered to blokes when they are most in need of a "pick-me-up". To ensure "Acts of Max" were delivered in moments of need, Pepsi reduced its investment in TV and upped its spend in digital and experiential advertising.

The activity incorporated ads on buses and bus shelters to target men on the move, and "Max Angels" delivered "Acts of Max" personally to commuters in the form of branded movie tickets and cab charge vouchers with cans of Max. Radio ads, sponsorship and live reads promoted a competition to win a lunchtime visit from the "Max Angels". Pepsi Max partnered with Ninemsn to create the "Maxed Club" – a virtual gentleman's club hosted by celebrity Holly Valance.

Content was also distributed online around "procrastination destinations" such as sport and gaming sites. TV ads aired in bloke-centric programming and Pepsi Max sponsored properties such as *The Jesters* and *Punked*. All up, Pepsi invested \$7.86 million in the campaign.

RESULTS

Pepsi knocked Coca-Cola off the top position in the no-sugar cola market for the first time ever. Awareness was increased in the demographic, and share increases in national grocery were up 2%, worth \$10.8 million, and 1% in petrol and convenience, worth \$0.5 million. Altogether, 144,000 cans were sampled, the Nova radio promotion saw 4,950 entries in three weeks and, with negotiation, the agency managed a budget stretch of 242%.



JUDGES' COMMENTS
Well activated and consistent central idea that ran throughout the whole campaign. The large budget was used effectively and without waste.



BEST DEMONSTRATION OF RESULTS

SPONSORED BY

AUSTRALIAN
ASSOCIATION
OF NATIONAL
ADVERTISERS

WINNER

AGENCY

Ikon Communications

TITLE

RADAR: World's First Smart Property Search Experience

CLIENT

Commonwealth Bank Of Australia

COLLABORATING PARTNERS

BMF

The White Agency

COMMENDATION

AGENCY

UM

TITLE

It's Hard To Have A Gaytime On Your Own

CLIENT

Unilever Australia

COLLABORATING PARTNER

Soap

FINALISTS

AGENCY

Bellamyhayden

TITLE

Putting Weight Watchers In Fashion

CLIENT

Weight Watchers

AGENCY

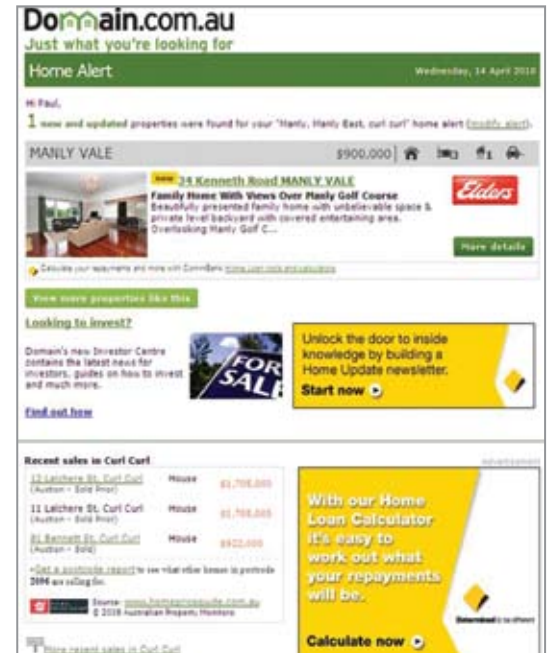
OMD

TITLE

Neutrogena Wave

CLIENT

Johnson & Johnson Pacific



OBJECTIVES

During a period of financial uncertainty and home buyer anxiety, the Commonwealth Bank of Australia (CBA) challenged Ikon to boost consumers favourable sentiment and intention to take a CBA home loan as well as upping brand recommendation. Ikon was tasked with generating a 50% return on marketing investment, and a 10% increase in key brand metrics, as well as increasing year-on-year monthly online loan funding by 20% – all the while ensuring a year-round presence.

CAMPAIGN

Ikon unleashed a two-pronged approach, which defied the category norm by moving CBA away from a conventional “best rate, buy now” messaging towards a more customer experience orientated, holistic approach. The second part raised CBA's online activity to an unprecedented level of sophistication.

The campaign was led by a research-driven insight that home buyers wanted a trusted source of information to walk them through the home loan process. Ikon resolved to engage home buyers through a continuous online dialogue that went beyond the home loan application stage.

CBA teamed with property site Domain.com.au to build a property search and home financing tool to empower home buyers to make confident, informed decisions – the result was Radar. The tool provides search functionality based on property features and lifestyle needs, loan calculations, integrated CBA loan pre-approval, an iPhone app, alerts and a “Home Update” newsletter. The site was supported by creative versioning and retargeting, interactive search banners and search marketing activity.

RESULTS

Online marketing activity generated a 229% ROI, equating to \$500,000 a month – far exceeding the 50% target. Favourable sentiment increased by 21%, intention to takeup a CBA loan rose 22%, and brand recommendation was up 29%. Radar delivers 700 completed applications a month, leading to 80 funded loans. Overall, year-on-year online sales increased by 60%.

JUDGES' COMMENTS
The insight led to the development of the Radar application, which embedded the home loan application process into the property search for the ideal home. The campaign lifted sales 60% year-on-year with the ROI more than doubling the investment, and all consumer sentiment metrics showed significant gains.

AUTOMOTIVE

WINNER

AGENCY
Mindshare

TITLE
Land Rover Defender 90 – Road To The Pro

CLIENT
Land Rover Australia

FINALISTS

AGENCY
MediaCom

TITLE
Volkswagen Boot Tetris™

CLIENT
Volkswagen Group Australia

COLLABORATING PARTNERS
Play
Tribal DDB

AGENCY
Starcom MediaVest Group

TITLE
Great Driving Adventures

CLIENT
Subaru Australia

COLLABORATING PARTNERS
Leo Burnett
SMG Red



OBJECTIVES

Land Rover wanted to promote the new Defender 90 to a new target market. The brand believed that the traditional buyers of the Defender 90 – farmers, miners and the army – had already purchased the car and were unlikely to buy another one to upgrade.

As a result, the brand moved away from rural communities and looked to urban communities, where SUV's could attract sales because of their fashion status rather than their off-road ability. More specifically, Land Rover wished to target younger, image-conscious consumers, and in particular those connected with Australia's surf culture.

CAMPAIGN

Land Rover formed a partnership with Quiksilver, gave six Quiksilver-sponsored pro-surfers four Defender 90s, and filmed their road trip up the east coast, where they stopped at surf breaks, surf stores and Land Rover dealerships. The surfing road trip climaxed at the Quiksilver Pro Event in Queensland, which was sponsored by Land Rover.

During the road trip, a variety of branded content was distributed online, ranging from blogs, to photos and video posts. Land Rover also created three short films, which promoted the trip and the Defender 90 and were distributed via online, TV and mobile. The Quiksilver Pro Event was saturated with Land Rover branding, and the event was broadcast via online streaming, as well as live broadcasts on Fuel TV, and coverage on Nine Network, One HD and Fox Sports.

RESULTS

The Quiksilver event reached around seven million households via TV and online, with 76,000 spectators visiting the event. The "Defender 90 Road to the Pro" site had 10,980 visits. There were 220,352 views of the short film content online, and 81,146 video views on mobile.

The campaign generated "purchase intent" among the target audience, with 2,576 members of the specific target audience signing up to find out more about the Defender 90. Mobile activity generated 1,251 brochure requests and 1,663 "call for info" requests. Test drives also doubled.

Sales targets were exceeded by 78% – \$1 million above forecast. Within a week of the campaign finishing, all Defender 90s allocated for the Australian market also sold out on pre-sale.



JUDGES' COMMENTS

What was most impressive about this campaign was the brave approach of creating its own platform 'Road to the Pro'. An innovative and integrated channel mix delivered this single-minded idea, earning both significant media coverage and great results.

IT & CONSUMER DURABLES

WINNER

AGENCY
MediaCom

TITLE
Alienware Clan Challenge

CLIENT
Dell

COLLABORATING PARTNER
TCO

FINALIST

AGENCY
Ikon Communications

TITLE
Bringing Meaning Back Into Unlimited

CLIENT
Vodafone Hutchison Australia

COLLABORATING PARTNERS
Host
Tongue

OBJECTIVES

Dell needed to convince a niche target audience of hardcore gamers that its Alienware machines are the best and fastest gaming systems available. Dell tasked MediaCom with doubling Alienware's sales from 2.5% to 5%.

CAMPAIGN

Research revealed the most devoted gamers play their favourite games in "clans", or groups of players, who work together as a team to complete a game or objective. MediaCom created the Alienware Clan Challenge, the biggest "Call of Duty" gaming tournament in Australian history. The tournament was promoted via a mix of online advertising, social media and PR across mainstream and gaming titles, the action from the Alienware Clan Challenge was streamed online, and a short film of the event was created and later distributed.

RESULTS

Dell sold 59 computers alone when it announced the tournament's call for entries. Sixty teams (287 players) entered the online tournament and the finals were attended by a mix of gaming and mainstream media, generating PR worth \$550,000. Alienware sales grew by more than 40% on the previous quarter and, by the final two weeks of the campaign, this rose to over 66%. Brand awareness also doubled from 2% to 4%. The campaign was so successful it is now being rolled out across the globe.



JUDGES' COMMENTS
Great insight into niche audience. The campaign tapped into audience insight. Results.

FINANCE/INSURANCE/GOVERNMENT/CORPORATE & REALESTATE

WINNER

AGENCY
Ikon Communications

TITLE
RADAR: World's First Smart Property Search Experience

CLIENT
Commonwealth Bank Of Australia

COLLABORATING PARTNERS
BMF
The White Agency

FINALIST

AGENCY
UM

TITLE
40 Hour Famine

CLIENT
World Vision

COLLABORATING PARTNER
Network Ten

OBJECTIVES

Commonwealth Bank of Australia (CBA) wanted to move away from rate-led online communications for its home loans. Its research had found home buyers were less interested in low rates, and more interested in finding a trusted source of advice. CBA briefed Ikon to increase key brand metrics, such as favourable sentiment, intention and brand recommendation, by 10%, increase total monthly online home loan funding by 20% year-on-year, generate a 50% return on marketing investment and maintain a consistent year-round presence.

CAMPAIGN

In collaboration with Domain.com, CBA created Radar – a branded property search and home financing tool which helped customers in their purchase decision. The tool helped consumers with searches based on specific property features and lifestyle choice, and also provided loan calculations, online CBA home loan pre-approval and property alerts. There was also a Domain iPhone app with a home loan calculator and a "click-to-call" capability. Interactive online banners and paid search marketing was also used.

RESULTS

Online marketing generated a 229% ROI. An independent brand study found those exposed to Radar experienced a 21% increase in favourable sentiment towards CBA home loans, a 22% increase in intention to uptake a CBA home loan, and a 29% increase in CBA brand recommendation. The campaign also generated a 60% uplift in total online home loan funding year-on-year.



JUDGES' COMMENTS
A simple campaign that delivered in a high category. Clearly media led, with great category insight and good demonstration of results.

SPONSORED BY



MEDIA / ENTERTAINMENT / TRAVEL & LEISURE

WINNER

AGENCY

Carat

TITLE

Shifting Australia's Attitude To Annual Leave

CLIENT

Tourism Australia

COLLABORATING PARTNERS

Channel Seven

Southern Star Entertainment

FINALISTS

AGENCY

Initiative

TITLE

Harvey World Travel: Destinations

CLIENT

Harvey World Travel

AGENCY

MEC

TITLE

Transformers: Revenge Of The Fallen

CLIENT

Paramount Pictures Australia

COLLABORATING PARTNER

Aura Interactive

AGENCY

Slingshot Media Ventures

TITLE

Man v Machine – Terminator Salvation

CLIENT

Sony Pictures Home Entertainment



OBJECTIVES

In an attempt to support Tourism Australia's "No Leave, No Life" initiative, a television series was created to raise awareness and change people's attitudes to taking annual leave within Australia.

The key objective of "No Leave, No Life" is to encourage hardworking Australians to unlock some of the 123 million days of stockpiled annual leave and holiday in Australia. The campaign was designed to promote recall for "No Leave, No Life" above 35% by February 2010, up from 25% at November 2009.

CAMPAIGN

Each week Ernie Dingo surprised hard working Australians and took them on a holiday they'd never forget. While on holiday, a comedian covered the recipient's responsibilities at work, providing comic relief to the audience and promoting the idea that leave can be taken without causing chaos in the workplace.

The program was contracted to deliver a minimum of 730,000 metro viewers per episode. The majority of media investment was funneled into the paid-for and promotional-spot campaign, to position the program as a Channel Seven property.

Advertising appeared in magazines such as *Who*, *Famous*, *New Idea* and *That's Life* along with Yahoo!7 TV. The series was hosted at Noleavenolife.com and a YouTube channel was established featuring trailers, webisodes and bloopers. The campaign also promoted holidays that were accessible within a two-week period.

RESULTS

The program was a huge success, with episode one delivering 735,000 metro viewers, the highest rating program on Channel Seven and the highest rating program in its timeslot. The audience was 22% greater than the same timeslot in 2008.

Prompted recall for "No Leave, No Life" came in above target, rising from 25% in November 2009 to 43% in February 2010. Trade partners also reaped dividends and, combined with 64% in added value, led to "No Leave, No Life" achieving its objectives.



JUDGES' COMMENTS
The sophisticated use of data and segmentation crystallised both a social problem in Australia and a big opportunity. The creation of the 'No Leave, No Life' program was a brave idea that delivered significant results that all involved can be proud of.



CLOTHING / COSMETICS & RETAIL

WINNER

AGENCY

Bellamyhayden

TITLE

Celebrating The Ups And Downs Of
Everyday Life

CLIENT

Weight Watchers

COLLABORATING PARTNER

BMF

COMMENDATION

AGENCY

PHD Australia

TITLE

eBay – Virtually A Store

CLIENT

eBay

FINALIST

AGENCY

PHD Australia

TITLE

Putting Fitness First

CLIENT

New Balance



OBJECTIVES

Based on the fact that Weight Watchers' enrolments had dropped at an average rate of 10% year-on-year since 2002, the brand wanted to increase enrolments by approaching a new target audience – women under 40 with smaller weight-loss goals.

Brand tracking showed that 40% of the potential audience could not commit to Weight Watchers because their lives were too busy, and that the top drivers for weight loss are "fits my life", "for me" and "easy". The brand wanted to promote programs that would fit easily into people's lives and made room for the occasional slip-up, such as the odd snack or eating unhealthily at a social event. Weight Watchers wanted to communicate that a slip-up does not mean failure.

CAMPAIGN

Using the tagline "Approved By Life", Weight Watchers promoted the idea that the brand fits with both the ups and downs of everyday life.

The campaign launched on New Year's Day, flying an "Approved By Life" helibanner over Sydney beaches, where free low-calorie ice-cream was given away to highlight that weight loss does not need to be about total restriction. Weight Watchers chalk stencils were placed outside pizza shops and cake shops, and brand logos were placed on coffee cups, to show the brand as flexible.

Tactical radio spots targeted traditional snacking times, late nights at work and school drop-offs and pick-ups, to show people a busy weekday would not get in the way. Finally, Weight Watchers' TV spots associated the brand with "food-loving environments" in shows such as *My Kitchen Rules*, *Guess Who's Coming to Dinner*, and *Ready, Steady, Cook*.

RESULTS

The brand combated spiralling enrolments, reporting 36,918 enrolments in Q1 2010, compared with 34,120 enrolments in Q1 2009. This was an 8% increase in the brand's target of 34,200 enrolments.



JUDGES' COMMENTS

A nice insight that led to a great communications idea that broke with convention in the weight-loss industry. This entry epitomises a brave execution, and clearly proved that it was the activity alone that drove the result.

BEST MEDIA INNOVATION

WINNER

AGENCY

Starcom MediaVest Group

TITLE

Pedigree Adoption Drive

CLIENT

Mars Petcare – Pedigree

COLLABORATING PARTNER

TBWA

FINALIST

AGENCY

Ikon Communications

TITLE

RADAR: World's First Smart Property Search Experience

CLIENT

Commonwealth Bank Of Australia

COLLABORATING PARTNERS

BMF

The White Agency



OBJECTIVES

The Pedigree Adoption Drive (PAD) sought to raise awareness for the plight of homeless dogs, however, after two years of advertising, the initiative had only found homes for a few hundred dogs.

The goal for 2009 was to increase awareness of the Pedigree Adoption Drive from 15% to 30% and find new homes for 3,000 dogs in the space of three months. To justify the future investment in the program, the campaign needed to increase consumer preference for Pedigree products by proving that Pedigree really was true to its philosophy.

CAMPAIGN

Interviews with shelter workers and recent adopters revealed people were much more inclined to adopt after they understood the circumstances behind each dog. The strategy was to personalise the plight of shelter dogs by taking their life stories to the people of Australia. Pedigree couldn't physically take all the shelter dogs out to meet people, so it created thousands of life sized cardboard cut-outs of the dogs and took them to streets and parks around the country. Each cut-out dog was the Pedigree brand yellow, introduced an individual dog and explained how people could adopt them or support the drive.

RESULTS

The public responded positively to the "yellow dogs", with Twitter ablaze with stories of people taking them home on trains and buses, and online blogs drove traffic to Pedigreeadoptiondrive.com.au. As a result of the campaign, the number of dogs in shelter homes hit its lowest ever level. The Pedigree Adoption Drive beat target with 32% awareness of the campaign, 3,365 dogs were adopted after two months and over \$170,000 was raised. Some shelters even ran out of dogs and had to start a waiting list.

TNS tracking showed the campaign gave 54% of people a more favourable opinion of the Pedigree brand and Pedigree received hundreds of messages from those who had seen the campaign, demonstrating its positive effect on both the cause and the brand preference.

JUDGES' COMMENTS

A great example of a company living their philosophy through media. Real insight based on emotion, not guilt, and resulting in a beautiful execution which influences the global market.

PARTNERSHIP AWARD

WINNER

COMPANY

Network Ten

TITLE

Pedigree Adoption Drive

CLIENT

Mars Petcare – Pedigree

COLLABORATING PARTNER

Starcom MediaVest Group

FINALISTS

COMPANY

The Australian

TITLE

The Next 100

CLIENT

Microsoft

COLLABORATING PARTNER

UM

COMPANY

Nine Network

TITLE

The Simple Life: Launching Windows 7

CLIENT

Microsoft

COLLABORATING PARTNERS

PBL

UM

OBJECTIVES

In order to raise awareness for the Pedigree Adoption Drive (PAD) campaign, Pedigree needed to join forces with a media partner who was willing to look beyond traditional media executions such as TV, print and out-of-home ads.

Network Ten wanted to target the key demographic of families – traditionally more inclined to buy dogs from pet shops and breeders. In order to do this, the campaign needed to demystify the perception that shelter dogs were more aggressive or hostile.

CAMPAIGN

Network Ten approached the campaign with the strategy that Australian families love sport. From that springboard, Ten decided to integrate the campaign with its AFL coverage.

Ten attempted to equate AFL teams with the family unit, with a visual campaign that replaced human AFL team members with individual shelter dogs that could be adopted as part of the campaign. Dogs were placed in AFL positions on the team according to their size and strengths, comparable to the human characteristics required to play that position. A new team of dogs was promoted every week, with 176 dogs featured over eight weeks.

Dog teams were also featured on *Before the Game*, *Ten News*, *AFL Record* and across *Ten.com.au*. Viewers were prompted to go to the PAD site to adopt a dog.

RESULTS

Following the campaign, PAD reached 32% awareness level, and 54% of people gave Pedigree a more favourable rating. The campaign achieved 10% higher than its target of 3000 rescued dogs.

JUDGES' COMMENTS

We chose Pedigree as a winner because of a clear passion and commitment by the sales team to understand the real challenge leading to a true 'surprise and delight' moment and a result that really mattered.



PRO-BONO / CAUSE MARKETING INCENTIVE (IN RECOGNITION OF PAM LANE)

WINNER

AGENCY

PHD Australia

TITLE

SiBD Stay in Bed Day

CLIENT

Mitochondrial Disease

COLLABORATING PARTNER

Whybin TBWA

OBJECTIVES

The Australian Mitochondrial Disease Foundation (AMDF) wanted to build awareness and raise funds for further research via advertising and PR. PHD were tasked with helping to raise awareness of Mitochondrial Disease to help raise an initial \$150,000 in the first year of operation.

CAMPAIGN

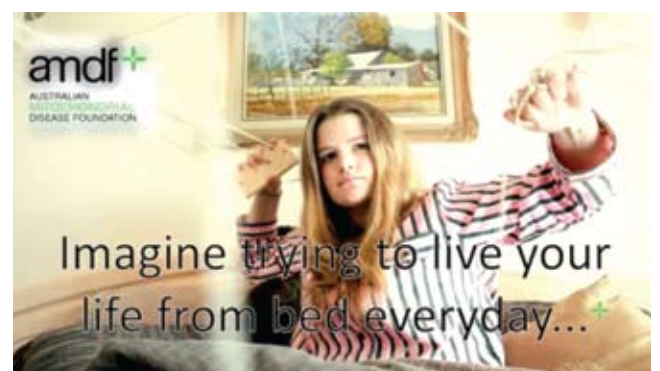
The "Stay in Bed Day" campaign centered around the insight that those affected by Mitochondrial Disease spend a lot of time in bed, due to a lack of energy.

All campaign communications drove people to a website featuring information about the disease and online donation facilities. Radio and press ads, written by Whybin TBWA, were placed pro bono in media properties across NSW to the value of \$190,000. The "paid" media component of the campaign was followed up with an Australia-wide PR blitz, resulting in 317 stories on television, radio and print, reaching an estimated 21 million Australians.

RESULTS

The campaign raised more \$250,000 in funds and boosted awareness and media support for the cause. The funds have since been channelled into three major clinical research projects for the disease. As a result of the campaign, AMDF can also be considered a recognisable and successful charity.

STAY  IN
BED DAY



JUDGES' COMMENTS

A great idea, which ties the campaign execution to the symptoms of the disease.

NGEN AWARD (IN SUPPORT OF THE BUTTERFLY FOUNDATION)

WINNER

NAME

Amanda Margariti

AGENCY

Ikon Communications

TITLE

The Waif Is Over

CLIENT COMMENDATION

NAME

Paul Den

AGENCY

MediaCom

TITLE

The Butterfly Effect

FINALISTS

NAME

Amy Tucker and Pip Bingemann

AGENCY

Ikon Communications

TITLE

Hear My Story

NAME

Amy Pak and Lucinda Abbott

AGENCY

Maxus Sydney

TITLE

Passing On The Butterfly Effect

NAME

Alex Ryan

AGENCY

MediaCom

TITLE

My Friend Sally



OBJECTIVES

The Butterfly Foundation presented NGen members with a brief to develop a campaign to drive awareness of the foundation's work with people with eating disorders. The brief charged NGen members with raising awareness and empowering sufferers, their family and friends to engage the help of The Butterfly Foundation. Three thousand people reach out to The Butterfly Foundation each year. This needed to be increased by 25%, or 750 more people, per year.

CAMPAIGN

Eight percent of Australians currently live with anorexia nervosa or bulimia nervosa and they are the third most common chronic illnesses for women aged 15 to 24-years-old. Ikon's Amanda Margariti came up with the idea of creating a virtual fitting room in key Westfield shopping centres around Australia. Fashion retailer Sportsgirl had already developed a "Statement of Commitment to Positive Body Image" and would come on board as a major sponsor. "The Waif Is Over" campaign, to launch during National Body Awareness Week in September, would give all women, regardless of body shape, the opportunity to virtually try on the latest fashion styles from top designers around the world, as well as the new season range from Sportsgirl.

The virtual fitting room allows outfits to be customised to all shapes and sizes, helping women to overcome the barriers of negative body image and size obsession by not providing an outlet for the issues to surface. The virtual fitting rooms would be complemented with digital signage within the centres, and inclusion within the Westfield EDM.

Additionally, ACP Magazines' *Cleo*, *Cosmopolitan* and *Dolly* would run a special November issue featuring photos of the women who participated in the virtual fitting room. Digital elements of the campaign also include a Facebook fan page, and a downloadable widget which features a daily positive affirmation.

JUDGES' COMMENTS

Based on a true insight that could be leveraged within influencers it reflected a "Brave New World". The campaign used a blend of old and new media in the right environment.