I Direct Marketing

I.01 Flat Direct Mail

Entry N°	Title	Client	Entrant Company
I.01-506	**Guilt Trips Instructional Guide**	V/Line	McCann Melbourne

I.03 "Direct Response Advertising, individual"

Entry N°	Title	Client	Entrant Company
I.03-502	**TNZ-TE ARAROA THE LONG PATHWAY**	TOURISM NEW ZEALAND	Whybin\TBWA Sydney
I.03-503	**NRMA -BUS SHELTER**	INSURANCE AUSTRALIA GROUP	WHYBIN\TBWA SYDNEY

I.04 "Direct Response Advertising, campaign - single medium"

Entry N°	Title	Client	Entrant Company
I.04-503	**MEET THE MEAT OF YOUR DREAMS**	PAKn'SAVE	DRAFTFCB AUCKLAND

I.05 Non Commercial Direct Mail

Entry N°	Title	Client	Entrant Company
I.05-507	**Overtime Pizza**	MADC	Leo Burnett Melbourne

I.06 "Community service & charity, individual"

Entry N°	Title	Client	Entrant Company
I.06-001	**HOMEPAGE FOR THE HOMELESS**	Ladder	GEORGE PATTERSON Y&R MELBOURNE
I.06-503	**A MESSAGE FROM JENNIFER**	Parkinson's Victoria	DDB GROUP MELBOURNE
I.06-504	**NAME TUNNELS**	Amnesty International	M&C SAATCHI SYDNEY
I.06-513	**DONATION GLASSES**	Pedigree Adoption Drive Trust	COLENSO BBDO & FINCH

I.07 "Community service & charity, campaign"

Entry N°	Title	Client	Entrant Company
I.07-001	**MOBILE MEDIC**	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE
I.07-501	**SIGNED FINDS BY VINNIES**	St Vincent de Paul Society	GEORGE PATTERSON Y&R SYDNEY

I.08 "Copywriting for Direct, individual - any medium"

Entry N°	Title	Client	Entrant Company
I.08-501	**Best of Britain**	Heinz HP Sauce	BD Network

I.09 "Art Direction for Direct, individual - any medium"

Entry N°	Title	Client	Entrant Company
I.09-505	**TNZ-TE ARAROA THE LONG PATHWAY**	TOURISM NEW ZEALAND	Whybin\TBWA Sydney

I.10 Integrated Solutions

Entry N°	Title	Client	Entrant Company
I.10-003	**M.J BALE -GRAZED ON GREATNESS**	M.J BALE	WHYBIN\TBWA SYDNEY
I.10-500	**FAIR GO BRO**	Virgin Mobile Australia	HAVAS WORLDWIDE AUSTRALIA
I.10-505	**GUILT TRIPS**	V/Line	MCCANN MELBOURNE
I.10-506	**NRMA -CAR CREATION**	INSURANCE AUSTRALIA GROUP	WHYBIN\TBWA SYDNEY
I.10-507	**STAND INS**	National Australia Bank	CLEMENGER BBDO MELBOURNE

I.11 "Alternative media, individual"

Entry N°	Title	Client	Entrant Company
I.11-001	**TIGER ENERGY PLAYGROUND**	Kraft Philippines	ACE SAATCHI & SAATCHI PHILIPPINES
I.11-512	**THE WINE THAT SOLD BEER**	DB Breweries	COLENSO BBDO AUCKLAND

I.13 "Digital Direct Response, individual"

Entry N°	Title	Client	Entrant Company
I.13-001	**BUILD WITH CHROME**	Google Australia	M&C SAATCHI SYDNEY

I.14 "Digital Direct Response, campaign"

Entry N°	Title	Client	Entrant Company
I.14-506	**THE BIRTHDAY PROJECT**	Bonds - Pacific Brands Underwear Group	CLEMENGER BBDO MELBOURNE