M Promotion and Experiential

M.01 Best use of experiential marketing in a promotional campaign

Entry N°	Title	Client	Entrant Company
M.01-501	**STEAK BANKSY**	Art Series Hotels	NAKED COMMUNICATIONS
M.01-510	**MOBILE MEDIC**	Defence Force Recruiting	GEORGE PATTERSON Y&R MELBOURNE
M.01-522	**TIGER ENERGY PLAYGROUND**	Kraft Philippines	ACE SAATCHI & SAATCHI PHILIPPINES
M.01-523	**BLEAAGGRH - HAVE A SUCK AND STICK IT TO THEM**	PAKn'SAVE	DRAFTFCB AUCKLAND
M.01-531	**DONATION GLASSES**	Pedigree Adoption Drive Trust	COLENSO BBDO & FINCH

M.02 Best use of ambient and/or guerilla marketing in a promotional campaign

Entry N°	Title	Client	Entrant Company
M.02-506	**NISSANLEAF - A WORLD WITHOUT PETROL**	Nissan Motor Co Australia	WHYBIN\TBWA MELBOURNE
M.02-509	**CONNECT**	Coca-Cola	OGILVY SYDNEY
M.02-510	**BLEAAGGRH - HAVE A SUCK AND STICK IT TO THEM**	PAKn'SAVE	DRAFTFCB AUCKLAND
M.02-513	**"Sorry about the twigs, folks"**	DB Breweries - Monteith's	Colenso BBDO New Zealand
M.02-514	**THE WINE THAT SOLD BEER**	DB Breweries	COLENSO BBDO AUCKLAND
M.02-516	**we are explorers**	Levi Strauss & Co.	JWT Shanghai

M.03 Best new product launch & re-launch or multi-product promotion at retail

Entry N°	Title	Client	Entrant Company
M.03-502	**V RENTALS**	Frucor	CLEMENGER BBDO SYDNEY
M.03-507	**NISSANLEAF - A WORLD WITHOUT PETROL**	Nissan Motor Co Australia	WHYBIN\TBWA MELBOURNE
M.03-512	**NRMA - CAR CREATION**	INSURANCE AUSTRALIA GROUP	WHYBIN\TBWA Sydney

M.04 Best sponsorship or partnership campaign

Entry N°	Title	Client	Entrant Company
M.04-500	**THE GRAVITY COFFEE RUN**	Gravity Coffee	SPECIAL GROUP
M.04-503	**M.J. BALE -GRAZED ON GREATNESS**	M.J BALE	WHYBIN\TBWA SYDNEY
M.04-507	**STAND INS**	National Australia Bank	CLEMENGER BBDO MELBOURNE

M.05 Best use of other digital media in a promotional campaign

Entry N°	Title	Client	Entrant Company
M.05-504	**MIMEISTHAI**	Ted x Sydney	CLEMENGER BBDO SYDNEY
M.05-507	**NAME TUNNELS**	Amnesty International	M&C SAATCHI SYDNEY

M.06 Best use of social media marketing in a promotional campaign

Entry N°	Title	Client	Entrant Company
M.06-500	**AUSTRALIA DAY LAMB - BARBIE GIRL**	Meat and Livestock Australia	BMF
M.06-501	**SIGNED FINDS BY VINNIES**	St Vincent de Paul Society	GEORGE PATTERSON Y&R SYDNEY
M.06-502	**STEAL BANKSY**	Art Series Hotels	NAKED COMMUNICATIONS
M.06-508	**NIKE SHE RUNS THE NIGHT**	Nike Asia-Pacific	JOY.
M.06-514	**CEASE FIRE**	D&AD	Ogilvy & Mather Advertising Shanghai