

# Ambient/Guerilla/Outdoor

## Bronze

AMV BBDO, London

Mars Petcare

Dog Dates

Clemenger BBDO, M'bourne

DrinkWise

The Internet Remembers

ITG Connect

Biffa

Sin Bin

Shackleton, Madrid

Renfe

Expensive Art

Zulu Alpha Kilo, Toronto

Consonant Skincare

Reskinning Queen St.

# Ambient/Guerilla/Outdoor

## Silver

AMV BBDO, London

Hiscox

The Hack

CHE Proximity, Australia

RACV

Taken in Victoria

VCCP Spain

Liberty Group

Maillot 45

# Ambient/Guerilla/Outdoor

Gold

JWT, London

HSBC

We are not an Island

# Branded Content

## Bronze

CHE Proximity, Australia	Velocity Frequent Flyer Programme	The Earnambassadors
Zulu Alpha Kilo	Tim Horton's	The Away Game

# Branded Content

## Silver

Clemenger BBDO, Sydney

Clemenger BBDO, Sydney

Colenso BBDO, Auckland

Tourism Australia

Frucor

DB Breweries

Aussie News Today

Wasteland with a V

Drinking It For You

# Branded Content

## Gold

AMV BBDO, London

Clemenger BBDO, Sydney

Essity

Wrigley's

Viva la Vulva

Extra Support Acts

# Digital B2B

Bronze

LDV United

Special Olympics

Dare to Sponsor

# Digital B2B

Silver

DARE.WIN, France

DARE.WIN

Fortnite Job Interview



# Digital B2C

## Bronze

CHE Proximity, Australia

Clemenger BBDO, Sydney

Ogilvy, Spain

Proximity, London

NRMA

Tourism Australia

ING Direct

The Economist

Safety Hub

Aussie News Today

Back to '99

World Cup

# Digital B2C

## Silver

CHE Proximity, Australia

Clemenger BBDO, M'bourne

Lego Marketing

Velocity

Department of Premier & Cabinet

Lego

Earnambassadors

Deadly Questions

Build for Real

# Digital B2C

Gold

Happiness, Brussels

OVK/PEVR

BlindMeters

# Direct Mail B to B

Bronze

Lebowski, Sweden

Nethouse

Irresistible Button

# Direct Mail B to C

## Bronze

Proximity, London

Proximity, Colombia

Wunderman, London

TV Licensing

Mars Snickers

BT Sport

Will You Be In?

The Soccer Team of  
Confusion

Premier Delivery  
Service

# Innovation

## Bronze

CHE Proximity, Australia

Cossette, Toronto

NRMA

Accor Hotels

Safety Hub

Seeker

# Innovation

## Silver

CHE Proximity, Australia

Clemenger BBDO, M'bourne

Happiness, Brussels

Ogilvy, Spain

Velocity

Myer

VOO

ING Direct

Earnambassadors

Naughty or Nice

Buffer Rage

Back to '99

# Innovation

Gold

Colenso BBDO, Auckland

Spark

Kupu



# Integrated

## Bronze

CHE Proximity, M'bourne

RACV

Overconfidence Cover

Clemenger BBDO, M'bourne

Myer

Naughty or Nice

Darwin BBDO, Brussels

Fairtrade Belgium

67 Cent Campaign

LDV United, Brussels

Special Olympics

Dare To Sponsor

Proximity, Colombia

Mars Snickers

The Soccer Team of

Confusion

Proximity, London

The Economist

World Cup

# Integrated

## Gold

AMV BBDO, London

CHE Proximity, Australia

Essity

Velocity

Bloodnormal

Earnambassadors

# Mobile

## Bronze

CHE Proximity, Australia

Clemenger BBDO, M'bourne

Colenso BBDO, Auckland

Happiness, Brussels

Shackleton, Madrid

NRMA

DrinkWise

Bank of NZ

Bru Water

Shackleton

Safety Hub

The Internet  
Remembers

Convert It

Social Plates

Xmas Mode

# Mobile

Gold

Colenso BBDO, Auckland

Spark

Kupu

# Not For Profit

## Bronze

AMV BBDO

The Valuable 500

Diversish

Clemenger BBDO, M'bourne

Department of Premier & Cabinet

Deadly Questions

Cossette, Toronto

SickKids Foundation

Air Time

Darwin BBDO, Brussels

Fairtrade Belgium

67 Cent Campaign

Ogilvy, Spain

No Somos Delito

Voice of Freedom

Ogilvy, Spain

CEAR

Sound of the Sea

# Not For Profit

Silver

Happiness, Brussels

OVK/PEVR

BlindMeters

# Not For Profit

## Gold

AMV BBDO

Plastic Oceans International

Trash Isles

FCB/Six, Toronto

PFLAG Canada

Destination Pride

# Radical New Strategy

Gold

CHE Proximity, Australia

Velocity Frequent Flyer Programme

The Earnambassadors

Clemenger BBDO, Sydney

Wrigley's

Extra Support Acts

JWT, London

HSBC

Not an Island



# Traditional Media

## Bronze

Clemenger BBDO, Sydney

Colenso BBDO, Auckland

Cossette, Toronto

Shackleton, Madrid

Shackleton, Madrid

Dry July

Skinny New Zealand

SickKids Foundation

El Pais

Prisa Radio

Ducking Autocorrect

Anything to Keep  
Prices Low

Air Time

What do you think?

Exta No

# Best Art Direction

AMV BBDO, London

Essity

Viva la Vulva