

Entrant's ID	Agency	Category	Client	Entry Title
55	BMF	A1. Retail/Etail	ALDI Australia	How a campaign for one convinced Australia to give ALDI another go
50	BMF	A1. Retail/Etail	ALDI Australia	How a never-ending ham helped ALDI beat its own Christmas record
152	DDB Sydney	A2. Food, Confectionery and	McDonald's Australia	Reigniting Macca's Emotional Advantage
97	Ogilvy Australia	A2. Food, Confectionery and	KFC	Secret Menu
76	Ogilvy Australia	A2. Food, Confectionery and	KFC	Michelin Impossible
172	The Monkeys	A3. Beverages	Beam Suntory	How Canadian Club became the boss of summer
159	Special Group Australia	A3. Beverages	Carlton & United Breweries	Why uncomplicating the complicated is always a winning strategy
161	Leo Burnett Sydney	A3. Beverages	Captain Morgan	How a 17th-century buccaneer beat influencers at their own game (and sold a lot of rum in the process).
208	CHE Proximity	A4. Other Consumer Goods	Samsung	Microcodes - How a tiny idea generated massive results
166	Leo Burnett Sydney	A4. Other Consumer Goods	Samsung	#SubtlySponsoredPost: How Samsung overtook Apple in a-not-so subtle way.
22	The Works	A5. Health and Wellbeing	Amgen	The Big O: Speaking out against a silent disease. A strategy that convinced women osteoporosis is as serious as the Big C
175	The Monkeys	A6. Financial Services	NRMA Insurance	Every Home Is Worth Protecting
77	AJF GrowthOps	A6. Financial Services	Bendigo Bank	Four big reasons to try number five
65	BMF	A6. Financial Services	TAL	Less death, more life: How TAL regained category leadership by changing the meaning of life insurance
213	Integer\TBWA Group Sydney	A6. Financial Services	HCF	Unleashing your company culture to create an unfair advantage.
27	Mr Wolf	A6. Financial Services	NobleOak Life Insurance	Bringing the nobility back to life insurance
192	CHE Proximity	A6. Financial Services	Aussie Home Loans	How Aussie reignited growth by saving people from mortgage mumbo jumbo

187	The Monkeys	A7. Other Services	Telstra	You don't need Australia's best network campaign...until you do
63	BMF	A7. Other Services	Deakin University	Deakin rewrites the playbook and takes on the big league
104	whiteGREY Australia	A7. Other Services	Powershop Australia	From niche to growth - how enabling a sustainable movement turned Powershop into one of Australia's fastest growing brands.
177	AFFINITY	A8. Travel, Leisure and Media	Tourism Central Coast	Building a Big Billion Dollar Tourism Brand Through "Little Adventures"
61	BMF	A8. Travel, Leisure and Media	Agoda	How brand building took Agoda off the beaten track and onto a path to growth
74	Thinkerbell	A8. Travel, Leisure and Media	Accor Hotels	Wintervention - Reinventing a tired offer
67	BMF/Clemenger BBDO Sydney	A8. Travel, Leisure and Media	Tourism Tasmania	Come Down for Air: Breathing new life into Tasmania's tourism industry
122	Special Group New Zealand	A8. Travel, Leisure and Media	Tourism New Zealand	Good Morning World
92	Town Square	A8. Travel, Leisure and Media	City of Ballarat	Made of Ballarat
71	Thinkerbell	A9. Government	Victoria Police	'When you need us, not the sirens' - Creating new ways to contact the police
178	303 MullenLowe	A9. Government	Alcohol. Think Again	"You Did It When You Were My Age" - the campaign that turned teenage angst into parental permission to say 'no' to supplying alcohol
45	UM Brisbane, RACQ, Clemenger Brisbane	B1. Best Smaller State Campaign	RACQ Bank - Home Loans	RACQ Home Loans FY19
139	Richards Rose	B10. Long Term Effects	Mitsubishi Motors Australia	How Mitsubishi has the time of its life again and again and again.
173	AFFINITY	B10. Long Term Effects	Tourism Central Coast	Building a Big Billion Dollar Tourism Brand Through "Little Adventures"
189	NAB	B10. Long Term Effects	NAB	The Sustained Effectiveness Case for NAB "Mini Legends"
60	BMF	B10. Long Term Effects	ALDI Australia	ALDI Good Different
26	Fenton Stephens	B10. Long Term Effects	Ryobi	Building a brand in the shed.

89	Ogilvy Australia	B11. Marketing Solutions Other Than Advertising	KFC	Michelin Impossible
205	CHE Proximity	B11. Marketing Solutions Other Than Advertising	Sydney Children's Hospitals Foundation	Curing Homesickness
95	Ogilvy Australia	B11. Marketing Solutions Other Than Advertising	KFC	Viewer Verdict
110	whiteGREY Australia	B11. Marketing Solutions Other Than Advertising	Powershop Australia	From niche to growth - how enabling a sustainable movement turned Powershop into one of Australia's fastest growing brands.
103	Ogilvy Australia	B11. Marketing Solutions Other Than Advertising	KFC	Secret Menu
75	Thinkerbell	B12. Media Led Idea or Media Partnership	Accor Hotels	Wintervention - Reinventing a tired offer
224	CHE Proximity	B12. Media Led Idea or Media Partnership	Samsung	Microcodes - How a tiny idea generated massive results
176	AFFINITY	B14. Use of Data	Tourism Central Coast	Building a Big Billion Dollar Tourism Brand Through "Little Adventures"
164	Rare	B14. Use of Data	Bedshed	The Bedroom Report: A retail strategy for long-term brand growth
181	The Works	B15. Positive Change	Amgen	The Big O: Speaking out against a silent disease. A strategy that convinced women osteoporosis is as serious as the Big C
197	Facebook Australia	B15. Positive Change	Buy From the Bush	Buy From The Bush
106	whiteGREY Australia	B15. Positive Change	Powershop Australia	From niche to growth - how enabling a sustainable movement turned Powershop into one of Australia's fastest growing brands.
56	BMF	B16. Challenger Brands	ALDI Australia	How a campaign for one convinced Australia to give ALDI another go
193	The Monkeys	B16. Challenger Brands	Beam Suntory	How Canadian Club Challenged Beer as the Boss of Summer

169	Leo Burnett Sydney	B16. Challenger Brands	Samsung	#SubtlySponsoredPost: How Samsung overtook Apple in a-not-so subtle way.
78	AJF GrowthOps	B16. Challenger Brands	Bendigo Bank	Four big reasons to try number five
62	BMF	B16. Challenger Brands	Agoda	How brand building took Agoda off the beaten track and onto a path to growth
68	BMF/Clemenger BBDO Sydney	B16. Challenger Brands	Tourism Tasmania	Come Down for Air: Breathing new life into Tasmania's tourism industry
142	AnalogFolk	B16. Challenger Brands	Hyundai	Big show, small admission price at the Hyundai Venue
52	BMF	B2. Short Term Effects	ALDI Australia	How a never-ending ham helped ALDI beat its own Christmas record
10	Redhanded	B2. Short Term Effects	MFAA	Don't Kill Competition
209	CHE Proximity	B2. Short Term Effects	Samsung	Microcodes - How a tiny idea generated massive results
206	CHE Proximity	B3. New Product or Service	Sydney Children's Hospitals Foundation	Curing Homesickness
170	Leo Burnett Sydney	B3. New Product or Service	Samsung	#SubtlySponsoredPost: How Samsung overtook Apple in a-not-so subtle way.
94	Ogilvy Australia	B3. New Product or Service	KFC	Viewer Verdict
211	CHE Proximity	B4. Small Budget	Samsung	Microcodes - How a tiny idea generated massive results
72	Thinkerbell	B5. Micro Budget	Bega Foods	"The Mitey Battle" - Driving brand growth through word of mouth
182	The Monkeys	B6. Most Original Thinking	NRMA Insurance	Rising above the category comedy show
57	BMF	B6. Most Original Thinking	ALDI Australia	How a campaign for one convinced Australia to give ALDI another go
191	The Monkeys	B6. Most Original Thinking	Telstra	How Telstra convinced Australia they needed the best network, by admitting when they don't
85	Ogilvy Australia	B6. Most Original Thinking	KFC	Michelin Impossible
195	Special Group New Zealand	B6. Most Original Thinking	Tourism New Zealand	Good Morning World
101	Ogilvy Australia	B6. Most Original Thinking	KFC	Secret Menu

204	CHE Proximity	B6. Most Original Thinking	Sydney Children's Hospitals Foundation	Curing Homesickness
140	AnalogFolk	B6. Most Original Thinking	Hyundai	Big show, small admission price at the Hyundai Venue
210	CHE Proximity	B6. Most Original Thinking	Samsung	Microcodes - How a tiny idea generated massive results
188	The Monkeys	B7. Insights & Strategic Thinking	Telstra	When it really matters, only the best network will do
58	BMF	B7. Insights & Strategic Thinking	ALDI Australia	How a Campaign for One convinced Australia to give ALDI another go
202	CHE Proximity	B7. Insights & Strategic Thinking	Aussie Home Loans	How Aussie reignited growth by saving people from mortgage mumbo jumbo
184	The Monkeys	B7. Insights & Strategic Thinking	NRMA Insurance	Snapping Australians out of their home insurance apathy
102	Ogilvy Australia	B7. Insights & Strategic Thinking	KFC	Secret Menu
86	Ogilvy Australia	B7. Insights & Strategic Thinking	KFC	Michelin Impossible
66	BMF	B7. Insights & Strategic Thinking	TAL	Less death, more life: How TAL regained category leadership by changing the meaning of life insurance
69	BMF/Clemenger BBDO Sydney	B7. Insights & Strategic Thinking	Tourism Tasmania	Come Down for Air: Breathing new life into Tasmania's tourism industry
160	UNION	B7. Insights & Strategic Thinking	Bankwest	Less bank for your buck. The risky brand promise that paid dividends.
157	The Monkeys	B7. Insights & Strategic Thinking	Australia Post	Spread the Merry
107	whiteGREY Australia	B7. Insights & Strategic Thinking	Powershop Australia	From niche to growth - how enabling a sustainable movement turned Powershop into one of Australia's fastest growing brands.
183	The Monkeys	B7. Insights & Strategic Thinking	Beam Suntory	How a fresh insight breathed new life into "Over Beer?"
185	The Monkeys	B8. Brand Value	NRMA Insurance	How a Koala added \$96m of value to the NRMA Insurance brand

216	Integer/TBWA Group Sydney	B8. Brand Value	HCF	Unleashing your company culture to grow your brand.
190	The Monkeys	B9. Return on Investment	Beam Suntory	How Canadian Club's Greatest Challenge delivered its Greatest ROI
87	Ogilvy Australia	B9. Return on Investment	KFC	Michelin Impossible
59	BMF	B9. Return on Investment	ALDI Australia	How a Campaign for One convinced Australia to give ALDI another go
168	Leo Burnett Sydney	B9. Return on Investment	Samsung	#SubtlySponsoredPost: How Samsung overtook Apple in a-not-so subtle way.
225	AFFINITY	B9. Return on Investment	Tourism Central Coast	Building a Big Billion Dollar Tourism Brand Through "Little Adventures"