

THE 2006 MADC AWARDS WINNERS AND FINALISTS LIST



Category 1 – Best of Show - Sponsored by CHE

George Patterson Y&R for The Big Ad

Category 2 – Most Outstanding Contribution by a Creative Person - Sponsored by BADJAR

Emma Hill

Category 3 – Honorary Life Membership - Sponsored by Mike Reed & Partners Post Production

Fysh Rutherford

Category 4 – Blackley Award – Creative Leader of the Year

James McGrath

Category 5 - Client of the Year - Sponsored by Digital Pictures

Fosters Australia for George Patterson Y&R – Boony

Category 6 -2005 Mentor Award - Sponsored by CHE

Angie Bird

Category 7 - Best Press Advertisement - Sponsored by Aquent

Award	BRONZE
Title of Work	Laundry
Agency	cummins&partners
Client Company	Virgin Blue

Award	FINALIST
Title of Work	Charles
Agency	George Patterson Y&R
Client Company	Cottons

Award	FINALIST
Title of Work	Telescope
Agency	M&C Saatchi
Client Company	TRUenergy

Category 8 - Best Press Campaign - Sponsored by The Age

There were no finalists in this category

Category 9 - Best Small Space Press Advertisement - Sponsored by The Age

Award	BRONZE
Title of Work	Take the tube to London
Agency	JWT
Client Company	Kraft Foods Ltd

Award	BRONZE
Title of Work	Fit things in
Agency	Y&R Melbourne
Client Company	Australian Defence Force

Award	FINALIST
Title of Work	Squeeze it into your backpack.
Agency	JWT
Client Company	Kraft Foods Ltd

Award	FINALIST
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Title of Work	Travel packages now available.
Agency	JWT Melbourne
Client Company	Kraft Foods Ltd

Category 10 - Best Small Space Press Campaign - Sponsored by The Age

Award	BRONZE
Title of Campaign	Tube
Title of Work	Vegemite Tube
Agency	JWT Melbourne
Client Company	Kraft Foods Ltd

Category 11 - Best Magazine Advertisement - Sponsored by Aquent

Award	SILVER
Title of Work	Miss July
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	BRONZE
Title of Work	Pray The Wind Doesn't Change
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	BRONZE
Title of Work	Abuse
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	BRONZE
Title of Work	How Ugly Will They Make Me
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	BRONZE
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Title of Work	Big Heads
Agency	Clemenger BBDO Melbourne
Client Company	SCA

Award

FINALIST

Title of Work	Stand out
Agency	Whybin TBWA
Client Company	Pacific Brands- Grosby

Award

FINALIST

Title of Work	Very Hairy
Agency	Whybin TBWA
Client Company	Pacific Brands- Grosby

Award

FINALIST

Title of Work	Laundry
Agency	cummins&partners
Client Company	Virgin Blue

Award

FINALIST

Title of Work	Bratwurst
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award

FINALIST

Title of Work	Wedding Album
Agency	JWT Melbourne
Client Company	Simon West Jewellery

Award

FINALIST

Title of Work	Emergency Speech
Agency	AJF Partnership
Client Company	Herald & Weekly Times

Award

FINALIST

Title of Work	Junket
Agency	Smart
Client Company	Tiger Sound

Award	FINALIST
Title of Work	Globetotters -
Agency	DDB Group Melbourne
Client Company	Heinz Australia

Category 12 - Best Magazine Campaign

Award	GOLD
Title of Campaign	Run Yourself Ugly
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	BRONZE
Title of Campaign	Underwear (Magazine)
Agency	The Campaign Palace/Red Cell
Client Company	Target

Award	FINALIST
Title of Campaign	Grosby- Stand out, Very Hairy in Nude or Bush
Agency	Whybin TBWA
Client Company	Pacific Brands- Grosby

Award	FINALIST
Title of Campaign	Dogs
Agency	JWT Melbourne
Client Company	Ford

Category 13 - Best Point of Purchase

Award	BRONZE
Title of Work	Model Horse
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award	BRONZE
Title of Work	Wrestlers
Agency	Clemenger BBDO Melbourne
Client Company	SCA

Award	BRONZE
Title of Work	Horse's Ass
Agency	Clemenger BBDO Melbourne
Client Company	SCA

Award	FINALIST
Title of Work	Contortionist
Agency	Clemenger BBDO Melbourne
Client Company	SCA

Award	FINALIST
Title of Work	Girls Girls Girls
Agency	Smart
Client Company	Bic

Award	FINALIST
Title of Work	Crash test Dummy
Agency	Smart
Client Company	Bic

Award	FINALIST
Title of Work	Nuclear Boy
Agency	Smart
Client Company	Bic

Award	FINALIST
Title of Work	CALENDAR
Agency	JWT

Client Company FORD MOTOR COMPANY

Award FINALIST

Title of Work Infinity
Agency Spinach Advertising
Client Company SSL Australia

Category 14 - Best Point of Purchase Campaign

Award BRONZE

Title of Campaign Smashed Fruit
Agency George Patterson Y&R
Client Company Cadbury Schweppes

Award BRONZE

Title of Campaign Sorbent Clean & Fresh Toilet Wipes Campaign
Agency Clemenger BBDO Melbourne
Client Company SCA

Award FINALIST

Title of Campaign Best get ready
Agency Publicis Mojo Australia
Client Company Nike Australia

Award FINALIST

Title of Campaign Failsafe
Agency Smart
Client Company Bic

Category 15 - Best Outdoor

Award BRONZE

Title of Work Because You're Worth It
Agency George Patterson Y&R
Client Company Foster's Australia

Award	FINALIST
Title of Work	Squeeze
Agency	JWT
Client Company	Kraft Foods Ltd

Award	FINALIST
Title of Work	Slowing down won't kill you
Agency	Grey
Client Company	TAC

Award	FINALIST
Title of Work	Monaro
Agency	M&C Saatchi
Client Company	TRUenergy

Award	FINALIST
Title of Work	Electric Fence
Agency	M&C Saatchi
Client Company	TRUenergy

Award	FINALIST
Title of Work	Reverse Psychology
Agency	CHE
Client Company	Nando's

Category 16 - Best Outdoor Campaign

Award	BRONZE
Title of Campaign	Because You're Worth It
Agency	George Patterson Y&R
Client Company	Foster's Australia

Category 17 - Best Transit

Award	GOLD
Title of Work	Fresco
Agency	Publicis Mojo Australia
Client Company	Nestle Peters Ice-cream

Award	BRONZE
Title of Work	Smashed Fruit- Cherry
Agency	George Patterson Y&R
Client Company	CADBURY SCHWEPPEPES

Award	BRONZE
Title of Work	Smashed Fruit- Apple
Agency	George Patterson Y&R
Client Company	CADBURY SCHWEPPEPES

Award	FINALIST
Title of Work	Smashed Fruit- Orange
Agency	George Patterson Y&R
Client Company	CADBURY SCHWEPPEPES

Award	FINALIST
Title of Work	Girls Girls Girls
Agency	Smart
Client Company	Bic

Category 18 - Best Flat Mail

Award	BRONZE
Title of Work	Big Pocket
Agency	M&C Saatchi Melbourne
Client Company	ANZ

Award	FINALIST
Title of Work	Big Ticket
Agency	The Blue Group
Client Company	Metlink

Award	FINALIST
Title of Work	Nursery Rhymes
Agency	DDB Group Melbourne
Client Company	ANZ

Category 19 - Best Dimensional Mail

Award	BRONZE
Title of Work	Pencil Case
Agency	AJF Partnership
Client Company	ANZ Financial Planning

Award	FINALIST
Title of Work	Paperweight
Agency	CHE
Client Company	ADP Employer Services

Award	FINALIST
Title of Work	Rugby
Agency	M&C Saatchi
Client Company	Australia Post

Award	FINALIST
Title of Work	AU Pliers
Agency	DDB Group Melbourne
Client Company	Australian Unity

Award	FINALIST
Title of Work	SEDA Chewed Box
Agency	DDB Group Melbourne
Client Company	Seeing Eye Dogs Australia

Category 20 - Best Non-Commerical Direct Mail

Award	BEST OF CATEGORY
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Title of Work	Robots
Agency	M&C Saatchi
Client Company	ANZ Bank

Category 21 - Best Unaddressed Mail - Sponsored by Salmat

Award	BRONZE
Title of Work	Scratch A Beard
Agency	Clemenger BBDO Melbourne
Client Company	Gillette

Category 22 - Best Direct Response Advertising

There are no finalist in this category

Category 23 - Best Direct Marketing Integrated Campaign - Sponsored by Salmat

Award	GOLD
Title of Campaign	Boony
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award	SILVER
Title of Campaign	iquit campaign
Agency	Twenty20 and Mindstream Digital
Client Company	Salesforce

Category 24 - Best Ambient/Non - Traditional Media - Sponsored by Spark Impact

Award	SILVER
Title of Work	Talking Boony Figurine
Agency	George Patterson Y&R

Client Company

Foster's Australia

Award

BRONZE

Title of Work

Fresco

Agency

Publicis Mojo Australia

Nestle Peters Ice-cream

Client Company

Award

BRONZE

Title of Work

Escalator

Agency

Clemenger BBDO Melbourne

Client Company

MasterFoods

Award

FINALIST

Title of Work

Harry Potter

Agency

Leap

Client Company

The Sun Theatre

Award

FINALIST

Title of Work

Puke

Agency

Publicis Mojo Australia

Client Company

Nike Australia

Award

FINALIST

Title of Work

Mirror

Agency

Publicis Mojo Australia

Client Company

Nike Australia

Award

FINALIST

Title of Work

The Rijksmuseum

Agency

George Patterson Y&R

Client Company

National Gallery of Victoria

Award

FINALIST

Title of Work

Uncover a different side of Melbourne

Agency

Publicis Mojo Australia

Client Company

Tourism Victoria

Category 25 - Best Ambient/Non - Traditional Media Campaign

Award	BRONZE
Title of Campaign	Talking Boony Campaign
Agency	George Patterson Y&R
Client Company	Foster's Australia

Category 26 - Best 15 Second Television Commercial

Award	BRONZE
Title of Work	Mutant Foot
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	FINALIST
Title of Work	Flat Top
Agency	cummins&partners
Client Company	realestate.com.au

Award	FINALIST
Title of Work	Mower
Agency	cummins&partners
Client Company	realestate.com.au

Award	FINALIST
Title of Work	Parisian
Agency	Clemenger BBDO Melbourne
Client Company	Just Jeans

Award	FINALIST
Title of Work	Lycra
Agency	The Campaign Palace/Red Cell
Client Company	Berri

Award	FINALIST
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Title of Work	Spoon
Agency	DDB Group Melbourne
Client Company	Heinz Australia

Category 27 - Best 30 Second Television Commercial - Sponsored by Clemenger BBDO

Award	BRONZE
Title of Work	Shutdown
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award	BRONZE
Title of Work	Handed Down
Agency	DDB Group Melbourne
Client Company	Heinz Australia

Award	FINALIST
Title of Work	Bowls
Agency	Whybin TBWA
Client Company	GMC

Award	FINALIST
Title of Work	Agent Provocateur
Agency	Spinach Advertising
Client Company	First National Real Estate

Award	FINALIST
Title of Work	Shoe Repairer
Agency	cummins&partners
Client Company	Clarks Shoes

Award	FINALIST
Title of Work	Mask
Agency	cummins&partners

Client Company Virgin Blue

Award

FINALIST

Title of Work

Goose

Agency

Clemenger BBDO Melbourne

Client Company

Just Jeans

Award

FINALIST

Title of Work

Mutant Foot

Agency

Publicis Mojo Australia

Client Company

Nike Australia

Award

FINALIST

Title of Work

Cock

Agency

George Patterson Y&R

Client Company

Austereo

Award

FINALIST

Title of Work

Boony

Agency

George Patterson Y&R

Client Company

Foster's Australia

Award

FINALIST

Title of Work

ROBOTS

Agency

M&C Saatchi Melbourne

Client Company

ANZ Bank

Award

FINALIST

Title of Work

COP

Agency

Smart

Client Company

Underworks

Award

FINALIST

Title of Work

Attack

Agency

DDB Group Melbourne

Client Company

ANZ Bank

Award	FINALIST
Title of Work	Tools
Agency	DDB Group Melbourne
Client Company	PZ Cussons

Category 28 - Best 45+ Second Television Commercial - Sponsored by George Patterson Y&R

Award	GOLD
Title of Work	The Big Ad
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award	SILVER
Title of Work	Maureen
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	BRONZE
Title of Work	Reincarnate
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	BRONZE
Title of Work	Blokebots
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award	FINALIST
Title of Work	Quality Control
Agency	George Patterson Y&R
Client Company	George Patterson Y&R

Award	FINALIST
Title of Work	Cascade Water Shortage

Agency George Patterson Y&R
Client Company Foster's Australia

Award FINALIST
Title of Work Cascade Drums O' Beer
Agency George Patterson Y&R
Client Company Foster's Australia

Award FINALIST
Title of Work Shoe Repairer
Agency cummins&partners
Client Company Clarks Shoes

Award FINALIST
Title of Work Daicos
Agency Publicis Mojo Australia
Client Company Toyota Motor Company Australia

Award FINALIST
Title of Work Dermott
Agency Publicis Mojo Australia
Client Company Toyota Motor Company Australia

Award FINALIST
Title of Work Haunted
Agency Grey
Client Company TAC

Award FINALIST
Title of Work COP
Agency Smart
Client Company Underworks

Award FINALIST
Title of Work Foreclay
Agency JWT Melbourne
Client Company Ford

Category 29 - Best Television Campaign - Sponsored by BADJAR

Award

Award	SILVER
Title of Campaign	Reincarnate
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award

Award	BRONZE
Title of Campaign	Blokebots Campaign
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award

Award	FINALIST
Title of Campaign	If only you got Virgin Blue service everywhere
Agency	cummins&partners
Client Company	Virgin Blue

Award

Award	FINALIST
Title of Campaign	Number 57
Agency	DDB Group Melbourne
Client Company	Heinz

Category 30 - Best Cinema Commercial - Sponsored by DubSat

Award

Award	BRONZE
Title of Work	Mutant Foot
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award

Award	BRONZE
Title of Work	Reincarnate
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	BRONZE
Title of Work	Haunted
Agency	Grey
Client Company	TAC

Award	FINALIST
Title of Work	Mobile phone
Agency	Whybin TBWA
Client Company	Moonlight Cinema

Award	FINALIST
Title of Work	Shoe Repairer
Agency	cummins&partners
Client Company	Clarks Shoes

Award	FINALIST
Title of Work	Sleeping Beauty
Agency	The Campaign Palace/Red Cell
Client Company	Target

Award	FINALIST
Title of Work	Foreclay
Agency	JWT melbourne
Client Company	Ford

Category 31 - Best 30 Second Radio Commercial - Sponsored by Adstream

Award	SILVER
Title of Work	Chicken
Agency	Smart
Client Company	Bic

Award	BRONZE
Title of Work	Per Favor
Agency	See Life Differently
Client Company	National Australia Bank

Award	BRONZE
Title of Work	Guinea Pig
Agency	Smart
Client Company	Bic

Award	BRONZE
Title of Work	Isolation Chamber
Agency	Smart
Client Company	Bic

Award	FINALIST
Title of Work	Boony
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award	FINALIST
Title of Work	No Break
Agency	Clemenger BBDO Melbourne
Client Company	TAC (Transport Accident Commission)

Category 32 - Best 45+ Second Radio Commercial - Sponsored by Gastoo

Award	BEST OF CATEGORY
Title of Work	Leaf Blower
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award	FINALIST
Title of Work	Brocky
Agency	George Patterson Y&R
Client Company	Foster's Australia

Category 33 - Best Radio Campaign - Sponsored by AudioNet

Award SILVER

Title of Campaign Failsafe

Agency Smart

Client Company Bic

Award FINALIST

Title of Campaign VB Motor Sport

Agency George Patterson Y&R

Client Company Foster's Australia

Category 34 - Best Integrated Campaign - Sponsored by AudioNet**Award** SILVER

Title of Campaign Reincarnate

Agency Publicis Mojo Australia

Client Company Nike Australia

Award SILVER

Title of Campaign Boony

Agency George Patterson Y&R

Client Company Foster's Australia

Award BRONZE

Title of Campaign Run Yourself Ugly

Agency Publicis Mojo Australia

Client Company Nike Australia

Category 35 - Best Community Service/Charity Advertisement - Print**Award** BRONZE

Title of Work Longest Night Appeal - Brick

Agency Grey

Client Company Open Family

Award FINALIST

Title of Work Keyboard

Agency Whybin TBWA
Client Company TV Week

Award FINALIST

Title of Work Sketch
Agency Whybin TBWA
Client Company No TV Week

Award FINALIST

Title of Work Crying Tree
Agency DDB Group Melbourne
Client Company Wilderness Society

Category 36 - Best Community Service/Charity Advertisement - Television

Award BEST OF CATEGORY

Title of Work Stop the Noise
Agency Leo Burnett Melbourne
Client Company Scope Victoria

Award FINALIST

Title of Work Life Time
Agency Clemenger BBDO Melbourne
Client Company Very Special Kids

Category 37 - Best Community Service/Charity Advertisement - Radio - Sponsored by AudioNet

Award SILVER

Title of Work Vicious Circle Boy
Agency Grey
Client Company Open Family

Award BRONZE

Title of Work Vicious Circle Girl
Agency Grey

Client Company

Open Family

Category 38 - Best Community Service/Charity Campaign

Award

BRONZE

Title of Campaign

Longest Night Appeal

Agency

Grey

Client Company

Open Family

Award

FINALIST

Title of Campaign

No Charity Week

Agency

Whybin Tbwa

Client Company

No TV Week

Award

FINALIST

Title of Campaign

Let's start training

Agency

Grey

Client Company

Ecorecycle

Award

FINALIST

Title of Campaign

Hope street

Agency

Cell/ the council

Client Company

Hope Street

Category 39 - Best Student Entry - Sponsored by George Patterson Y&R

Award

SILVER

Title of Work

Swing

Student

Sam Holst

Client Company

Transport Accident Commission (TAC)

Award

BRONZE

Title of Work

Clearasil Products ambient media campaign

Student

Natalie Djurdjevska

Client Company Clearasil

Award BRONZE

Title of Work Save it for the game

Student Jason English-Rees

Client Company Parker Brothers

Award BRONZE

Title of Work Western Bulldogs

Student Tian Murphy

Client Company Western Bulldogs

Award FINALIST

Title of Work Audi-corners

Student Patrick Langton

Client Company Audi

Award FINALIST

Title of Work Death Bed

Student Iza Dawkins

Client Company Sun Smart

Award FINALIST

Title of Work Bad morning

Student Jason English-Rees

Client Company Nova 100

Category 40 - Best Consumer Site - Sponsored by Tribal DDB

Award SILVER

Title of Work Fat4.com

Agency tundra

Client Company fat4

Award SILVER

Title of Work Brown Brothers Website redesign

Agency DDB Group Melbourne
Client Company Brown Brothers

Award SILVER
Title of Work SKITTLES Gummies
Agency Clemenger Proximity/Clemenger BLUE Digital
Client Company MasterFoods

Award BRONZE
Title of Work Yellow Pages 2006
Agency DDB Group Melbourne
Client Company Yellow Pages / Sensis

Award BRONZE
Title of Work Alannah Hill
Agency Lemonade
Client Company Alannah Hill

Award BRONZE
Title of Work adidas +10 Playoffs
Agency Sputnik Agency
Client Company adidas Australia

Award BRONZE
Title of Work Pirates of the Caribbean - The Black Pearl, Volvo Ocean Race (VOR) team site
Agency Spin New Media
Client Company Buena Vista International

Award BRONZE
Title of Work XYZSTUDIOS.COM
Design Group XYZ Studios
Client Company XYZ Studios

Award BRONZE
Title of Work Kylie Online Costume Collection
Design Group David Trewern Design

Client Company

The Arts Centre

Award

FINALIST

Title of Work

Global Corporate Challenge 2005 Web site

Agency

Reactive Media

Client Company

Global Corporate Challenge

Award

FINALIST

Title of Work

Flash Group Web site

Agency

Reactive Media

Client Company

Flash Group

Award

FINALIST

Title of Work

I quit!

Agency

Twenty20 and Mindstream Digital

Client Company

Salesforce

Award

FINALIST

Title of Work

Spiderbait Web site

Agency

Reactive Media

Client Company

Spiderbait

Award

FINALIST

Title of Work

Lee Jeans - High Rize

Agency

Spin New Media

Client Company

Icon Clothing

Award

FINALIST

Title of Work

Life.lab Website

Agency

Igloo Design

Client Company

Digital Harbour

Award

FINALIST

Title of Work

The Arts Centre Website

Design Group

David Trewern Design

Client Company

The Arts Centre

Award	FINALIST
Title of Work	Hocking Stuart website redesign
Agency	DDB Group Melbourne
Client Company	Hocking Stuart

Award	FINALIST
Title of Work	Elwood Website
Agency	SEE
Client Company	Elwood Jeans

Category 41 - Best Digital Campaign - Sponsored by Tribal DDB

Award	SILVER
Title of Campaign	Boony
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award	BRONZE
Title of Campaign	Lee Jeans - High Rize
Agency	Spin Communications
Client Company	Icon Clothing

Award	FINALIST
Title of Campaign	I quit
Agency	Twenty20 and Mindstream Digital
Client Company	Salesforce

Award	FINALIST
Title of Campaign	Find It In Yellow
Agency	George Patterson Y&R
Client Company	Yellow Pages

Category 42 - Best CDROM, DVD, Kiosks & Installations/Presentations

Award	BRONZE
Title of Work	Mini at L'Oreal Fashion Week
Agency	SEE
Client Company	MINI Australia

Category 43 - Best Digital Advertising

Award	BRONZE
Title of Work	The Big Ad
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award	BRONZE
Title of Work	MARS and SNICKERS are back - microsite
Agency	Clemenger BLUE Digital
Client Company	MasterFoods

Award	FINALIST
Title of Work	Small Ad
Agency	Sputnik Agency
Client Company	Jay Jays

Award	FINALIST
Title of Work	Tool Box
Agency	George Patterson Y&R
Client Company	Australian Defence Force

Award	FINALIST
Title of Work	MARS and SNICKERS are back - Online ads
Agency	Clemenger BLUE Digital
Client Company	MasterFoods

Category 44 - Best Packaging (Label and Physical Shape) - Sponsored by CPI

Papers

Award

	BRONZE
Title of Work	A.O.
Design Group	Cowan
Client Company	Uncle Toby's

Award

	FINALIST
Title of Work	Il Fornaio
Design Group	Hoyne Design
Client Company	Il Fornaio

Award

	FINALIST
Title of Work	Graphite Range
Agency	DDB Group Melbourne
Client Company	PZ Cussons

Category 45 - Best Beverage Packaging (Label and Physical Shape) - Sponsored by CPI Papers

There were no finalists for this category

Category 46 - Best Beverage Packaging (Label Only) - Sponsored by CPI Papers

Award

	SILVER
Title of Work	Philip Shaw Wines Labelling
Design Group	Square Circle Triangle
Client Company	Philip Shaw Wines

Award

	BRONZE
Title of Work	Yering Farm Farmyard Series
Design Group	Ethos
Client Company	Yering Farm

Award

	BRONZE
Title of Work	Oi'Mera Olive Oil

Design Group
Client Company

Watts Design
Ol'Mera

Award

FINALIST

Title of Work
Design Group
Client Company

Cascade Packaging
Davidson Design
Foster's Australia

Award

FINALIST

Title of Work
Design Group
Client Company

Early Harvest
Davidson Design
Foster's Australia

Award

FINALIST

Title of Work
Design Group
Client Company

Birra Beer Label
Asprey Creative
Pizza e Birra

Category 47 - Best Corporate Identity - Sponsored by Chilli Promotions

Award

BRONZE

Title of Work
Design Group
Client Company

Fitline
Cornwell Design
Fitline Personal Training

Award

BRONZE

Title of Work
Design Group
Client Company

RG Madden
Cornwell Design
RG Madden

Award

BRONZE

Title of Work
Design Group
Client Company

Dan Magree Photography Corporate
Identity
Davidson Design
Dan Magree Photography

Award

BRONZE

Title of Work	Billard Leece Partnership
Design Group	Cornwell Design
Client Company	Billard Leece Partnership

Award

FINALIST

Title of Work	The Undertaker
Design Group	Hoyne Design
Client Company	The Undertaker

Award

FINALIST

Title of Work	International Fine Wines/Bibendum
Design Group	Kleimeyer Design
Client Company	International Fine Wines/Bibendum

Award

FINALIST

Title of Work	Olga Berg Corporate Identity
Design Group	Paper Stone Scissors
Client Company	Olga Berg

Award

FINALIST

Title of Work	Sugar
Design Group	Paper Stone Scissors
Client Company	The Group

Award

FINALIST

Title of Work	Epicure at the MCG Identity
Design Group	Gollings Pidgeon
Client Company	Epicure Catering

Award

FINALIST

Title of Work	City of Wodonga Identity
Design Group	GollingsPidgeon
Client Company	City of Wodonga

Award

FINALIST

Title of Work	Degree
Design Group	Cornwell Design
Client Company	Piccolo Developments

Award	FINALIST
Title of Work	Lyons Architects
Design Group	Cornwell Design
Client Company	Lyons Architects

Award	FINALIST
Title of Work	Hickory Developments
Design Group	Cornwell Design
Client Company	Hickory Developments

Award	FINALIST
Title of Work	Melbourne Fringe Festival 05
Design Group	Cornwell Design
Client Company	Melbourne Fringe Festival

Award	FINALIST
Title of Work	Melbourne Neuropsychiatry Centre Visual Identity and stationery
Design Group	Three60
Client Company	Melbourne Neuropsychiatry Centre

Category 48 - Best Brochure, Catalogue or Annual Report Design - Sponsored by CPI Papers

Award	SILVER
Title of Work	St.Johns Ambulance Annual Report
Agency	Lemonade
Client Company	St.Johns Ambulance

Award	BRONZE
Title of Work	Sugar
Design Group	Paper Stone Scissors
Client Company	The Group

Award	BRONZE
Title of Work	Timber

Design Group
Client Company

Paper Stone Scissors
The Group

Award

Title of Work
Design Group
Client Company

BRONZE
2 Oliver Lane
Three60
MarksHenderson

Award

Title of Work
Agency
Client Company

FINALIST
Run Yourself Ugly: Brochure
Publicis Mojo Australia
Nike Australia

Award

Title of Work
Design Group
Client Company

FINALIST
Spicers Paper Precision Promotion
Ethos
Spicers Paper

Award

Title of Work
Design Group
Client Company

FINALIST
Olga Berg Summer 2005
Paper Stone Scissors
Olga Berg

Award

Title of Work
Design Group
Client Company

FINALIST
Olga Berg Winter 2006
Paper Stone Scissors
Olga Berg

Award

Title of Work
Design Group
Client Company

FINALIST
Mink
Hoyne Design
The Prince: Mink

Award

Title of Work
Design Group
Client Company

FINALIST
Lyons Architects Newsletter
Cornwell Design
Lyons Architects

Award	FINALIST
Title of Work	Nike Holiday 05
Design Group	Cornwell Design
Client Company	Nike Australia

Award	FINALIST
Title of Work	Melbourne Prize for Urban Sculpture Brochure
Design Group	Cornwell Design
Client Company	Melbourne Prize Trust

Category 49 - Best Book Design - Sponsored by Southern Colour

Award	BEST OF CATEGORY
Title of Work	Billard Leece 10 Year Anniversary Book
Design Group	Cornwell Design
Client Company	Billard Leece Partnership

Category 50 - Best Signage/Environmental Design

Award	BEST OF CATEGORY
Title of Work	Degree Environmental
Design Group	Cornwell Design
Client Company	Piccolo Developments

Award	FINALIST
Title of Work	Coffee Darling
Design Group	Hoyne Design
Client Company	Coffee Darling

Award	FINALIST
Title of Work	GHD Environmental
Design Group	Cornwell Design
Client Company	GHD

Award	FINALIST
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Title of Work	Fitline Environmental
Design Group	Cornwell Design
Client Company	Fitline Personal Training

Award

FINALIST

Title of Work	Melbourne Prize for Urban Sculpture Environmental
Design Group	Cornwell Design
Client Company	Melbourne Prize Trust

Category 51 - Best Editorial Design (Newspaper General News) - Sponsored by The Age

There are no finalists in this category

Category 52 - Best Editorial Design (Features) - Sponsored by The Age

There are no finalists in this category

Category 53 - Best Magazine Design

Award

BRONZE

Title of Work	SummerWinter No. 2
Design Group	Three60
Client Company	Stonefox Productions

Category 54 - Best Self Promotion Design

Award

BEST OF CATEGORY

Title of Work	GPYR Reception Magnet Wall
Agency	George Patterson Y&R
Client Company	George Patterson Y&R

Award

FINALIST

Title of Work	Scary Good
Agency	George Patterson Y&R

Client Company George Patterson Y&R

Award FINALIST

Title of Work Paper Stone Scissors Calendar Postcards

Design Group Paper Stone Scissors

Client Company Paper Stone Scissors

Category 55 - Best Miscellaneous Design

Award BRONZE

Title of Work Tabcorp Integrated Resort Proposal

Design Group GollingsPidgeon

Client Company Tabcorp Holdings Limited

Award FINALIST

Title of Work Taxi at Federation Square

Design Group Hoyne Design

Client Company The Mathis Group

Award FINALIST

Title of Work Sports Treasures

Design Group Spark Studio

Client Company Australia Post

Category 56 - Best Illustration - Sponsored by Eckersleys

Award BEST OF CATEGORY

Title of Work Australian Sommelier's Association

Design Group Hoyne Design

Client Company Australian Sommelier's Association

Category 57 - Best Illustration Campaign - Sponsored by Eckersleys

Award BEST OF CATEGORY

Title of Campaign	Yering Farm Farmyard Series
Design Group	Ethos
Client Company	Yering Farm

Award

FINALIST

Title of Campaign	Royal Elastics_Various Shoe Campaign
Design Group	Qube Konstrukt
Client Company	Furst Media

Award

FINALIST

Title of Campaign	Fitline Illustration Campaign
Design Group	Cornwell Design
Client Company	Fitline Personal Training

Award

FINALIST

Title of Campaign	Toyota Yaris
Agency	Qube Konstrukt for Saatchi&Saatchi
Client Company	Toyota

Category 58 - Best Copywriting - Sponsored by gasinc

Award

SILVER

Title of Work	The Big Ad
Agency	George Patterson Y&R
Client Company	Foster's Australia

Award

SILVER

Title of Work	Reincarnate
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award

BRONZE

Title of Work	iquit!
Agency	Twenty20 and Mindstream Digital
Client Company	Salesforce

Award

BRONZE

Title of Work	Maureen
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award BRONZE

Title of Work	Vicious Circle Boy
Agency	Grey
Client Company	Open Family

Award BRONZE

Title of Work	Run Yourself Ugly: Brochure
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award FINALIST

Title of Work	Choose Your Own Adventure
Agency	cummins&partners
Client Company	Jason Rose and Jason Kilgour

Award FINALIST

Title of Work	Junket
Agency	Smart
Client Company	Tiger Sound

Award FINALIST

Title of Work	Fresco
Agency	Publicis Mojo Australia
Client Company	Nestle Peters Ice-Cream

Award FINALIST

Title of Work	Vicious Circle Girl
Agency	Grey
Client Company	Open Family

Category 59 - Best Copywriting Campaign - Sponsored by AudioNet

There are no finalists in this category

Category 60 - Best Art Direction - Sponsored by Heaven Pictures

Award

SILVER

Title of Work

Mutant Foot

Agency

Publicis Mojo Australia

Client Company

Nike Australia

Award

BRONZE

Title of Work

Smashed Fruit - Cherry

Agency

George Patterson Y&R

Client Company

Cadbury Schweppes

Award

BRONZE

Title of Work

Smashed Fruit - Apple

Agency

George Patterson Y&R

Client Company

Cadbury Schweppes

Award

BRONZE

Title of Work

Cascade Drums O' Beer

Agency

George Patterson Y&R

Client Company

Foster's Australia

Award

BRONZE

Title of Work

Run Yourself Ugly Brochure

Agency

Publicis Mojo Australia

Client Company

Nike Australia

Award

BRONZE

Title of Work

Reincarnate

Agency

Publicis Mojo Australia

Client Company

Nike Australia

Award

FINALIST

Title of Work

iquit!

Design Group

Twenty20 and Mindstream Digital

Client Company

Salesforce

Award	FINALIST
Title of Work	Smashed Fruit - Orange
Agency	George Patterson Y&R
Client Company	Cadbury Schweppes

Award	FINALIST
Title of Work	Train
Agency	The Campaign Palace/Red Cell
Client Company	Target

Award	FINALIST
Title of Work	Flower
Agency	The Campaign Palace/Red Cell
Client Company	Target

Award	FINALIST
Title of Work	Universal Enterprises
Design Group	Paper Stone Scissors
Client Company	Paper Stone Scissors

Award	FINALIST
Title of Work	Mink
Design Group	Hoyne Design
Client Company	The Prince: Mink

Category 61 - Best Art Direction Campaign - Sponsored by Risk Sound

Award	SILVER
Title of Campaign	Reincarnate
Agency	Publicis Mojo Australia
Client Company	nike Australia

Award	BRONZE
Title of Campaign	Smashed Fruit
Agency	George Patterson Y&R
Client Company	Cadbury Schweppes

Award	BRONZE
Title of Campaign	Run Yourself Ugly
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Category 62 - Best Typography

Award	SILVER
Title of Work	Nike Free Sole
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Award	BRONZE
Title of Work	Crepuscule
Design Group	Paper Stone Scissors
Client Company	Monash University School of Music

Award	FINALIST
Title of Work	Australian Legends Fashion Designers
Design Group	Spark Studio
Client Company	Australia Post

Award	FINALIST
Title of Work	Fitline Typography
Design Group	Cornwell Design
Client Company	Fitline Personal Training

Category 63 - Best Photography - Sponsored by Exit Films

Award	BRONZE
Title of Work	Wrestlers
Agency	Stuart Crossett for Clemenger BBDO Melbourne
Client Company	Sorbent

Award	BRONZE
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Title of Work	Longest Night
Agency	Stuart Crossett for Grey Worldwide
Client Company	Open Family

Award

FINALIST

Title of Work	it's not the printer. It's the paper
Agency	Garth Oriander for O'keefe Murphy Gaff
Client Company	Reflex

Award

FINALIST

Title of Work	Camp Fire
Agency	Stuart Crossett for Leo Burnett Melbourne
Client Company	Barokes

Award

FINALIST

Title of Work	Beach
Agency	Stuart Crossett for Leo Burnett Melbourne
Client Company	Barokes

Award

FINALIST

Title of Work	Horse
Agency	Stuart Crossett for Clemenger BBDO Melbourne
Client Company	Sorbent

Award

FINALIST

Title of Work	Contortionist
Agency	Stuart Crossett for Clemenger BBDO Melbourne
Client Company	Sorbent

Category 64 - Best Photography Campaign

Award

BRONZE

Title of Campaign	Sorbent
Agency	Stuart Crossett for Clemenger BBDO

Client Company	Melbourne Sorbent
Award	FINALIST
Title of Campaign	Nokia 8800
Agency	Jamie MacFadyen for Bates Singapore
Client Company	Nokia

Award	FINALIST
Title of Campaign	Saha
Agency	CHE
Client Company	Hardie Grant

Award	FINALIST
Title of Campaign	Croce Colosimo
Agency	Eryk Photography for E-Production
Client Company	Croce Colosimo Couture

Award	FINALIST
Title of Campaign	Dan Magree Corporate Identity
Agency	Dan Magree for Davidson Design
Client Company	Dan Magree Photography

Category 65 - Best Original Music - Sponsored by activemotion

Award	SILVER
Title of Work	Lobster
Agency	Level Two Music for Publicis Mojo
Client Company	just jeans

Award	BRONZE
Title of Work	Chihuahua
Agency	Dare Music and Front of House for JWT
Client Company	Ford Motor Company

Award	BRONZE
Title of Work	Kayser Brazilian Cottons

Agency Paper Stone Scissors
Client Company Paper Stone Scissors

Award FINALIST

Title of Work Clouds
Agency Dare Music
Client Company Mitsubishi

Award FINALIST

Title of Work Make up
Agency Dare Music
Client Company Mitsubishi

Award FINALIST

Title of Work McCoy
Agency The Campaign Palace/Red Cell
Client Company Berri

Award FINALIST

Title of Work 'The Heart Of AFL'
Agency Risk Sound
Client Company Herald Weekly Times

Award FINALIST

Title of Work Couple
Agency Prolific Music for Leo Burnett Sydney
Client Company Mc Donalds

Category 66 - Best Soundtrack (Television or Radio)

Award SILVER

Title of Work Big Ad
Agency Cezary Skubiszewski for George
Patterson Y&R
Client Company Fosters Australia

Award BRONZE

Title of Work	Reflex Innocent Printer
Agency	Level Two Music for O'Keefe, Murphy, Gaff (OMG Advertising)
Client Company	REFLEX

Award	FINALIST
Title of Work	Chihuahua
Agency	Dare Music and Front of House for JWT
Client Company	Ford Motor Company

Award	FINALIST
Title of Work	Slot Car
Agency	Dare Music and Front of House for JWT
Client Company	Ford Motor Company

Award	FINALIST
Title of Work	Don't Take Taste Lightly
Agency	Risk Sound for KWP
Client Company	Coopers

Award	FINALIST
Title of Work	Mutant Foot
Agency	Publicis Mojo Australia
Client Company	Nike Australia

Category 67 - Best Film Direction - Sponsored by TIDE

Award	SILVER
Title of Work	THE HINTED
Agency	Exit Films for DDB, LONDON
Client Company	ARLA FOODS

Award	BRONZE
Title of Work	McCoy
Agency	The Pound for The Campaign Palace/Red Cell
Client Company	Berri

Award	BRONZE
Title of Work	INNOCENT PRINTER
Agency	Renegade for O'Keefe, Murphy Gaff (OMG Advertising)
Client Company	REFLEX
Award	BRONZE
Title of Work	QUALITY CONTROL
Agency	Renegade for George Patterson Y&R
Client Company	BOAG'S DRAUGHT
Award	BRONZE
Title of Work	Bagpipes
Agency	Radical Media for BWM
Client Company	Telstra
Award	FINALIST
Title of Work	Swing
Agency	Sam Holst, Lost Films
Client Company	Transport Accident Commission (TAC)
Award	FINALIST
Title of Work	Boony
Agency	Renegade for George Patterson Y&R
Client Company	Fosters Australia
Award	FINALIST
Title of Work	CATAPULT
Agency	Exit Films for Saatchi, Sydney
Client Company	LION NATHAN
Award	FINALIST
Title of Work	Lobster
Agency	Exit Films for Publicis Mojo , Melbourne
Client Company	Just Jeans
Award	FINALIST

Title of Work	Give your kids the right answers
Agency	Radical Media for BWM
Client Company	Telstra

Category 68 - Best Cinematography - Sponsored by M&C Saatchi

Award	SILVER
Title of Work	THE HINTED
Agency	Exit Films for DDB, LONDON
Client Company	ARLA FOODS

Award	SILVER
Title of Work	McCoy
Agency	Campaign Palace/Red Cell
Client Company	Berri

Award	BRONZE
Title of Work	CATAPULT
Agency	Exit Films for SAATCHI, SYDNEY
Client Company	LION NATHAN

Award	FINALIST
Title of Work	New Era
Agency	Wilson Everard Advertising
Client Company	Haymes Paint

Category 69 - Best Post Production Special Effects - Sponsored by activemotion

Award	BRONZE
Title of Work	Twisties - Double Twist
Agency	Digital Pictures Iloura for Clemenger Sydney
Client Company	Smith's Snackfood Company

Award	FINALIST
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Title of Work	Ebay
Agency	Digital Pictures Iloura for Ogilvy & Mather Taipei
Client Company	ebay Taiwan

Category 70 - Best Animation - Traditional

Award	BEST OF CATEGORY
Title of Work	'Cinema'
Agency	Glen Art Productions for Publicis Mojo
Client Company	Cadbury Australia

Award	FINALIST
Title of Work	Factory Fly By
Agency	Boing Productions for BADJAR
Client Company	Mc Cormick's Foods

Award	FINALIST
Title of Work	I Want One
Agency	XYZ Studios for Wilson Everard
Client Company	Honda

Category 71 - Best Animation - Computer

Award	BRONZE
Title of Work	Twisties - Double Twist
Agency	Digital Pictures Iloura for Clemenger Sydney
Client Company	Smith's Snack food Company

Award	BRONZE
Title of Work	Noise Festival TVC
Agency	Qube Konstrukt
Client Company	Noise

Award	FINALIST
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Title of Work	Coke - A Little Wild
Agency	Digital Pictures Iloura for Publicis Mojo Auckland
Client Company	Coca Cola

Award	FINALIST
Title of Work	AGideas 05
Agency	XYZ Studios
Client Company	The Design Foundation

Category 72 - Best Editing - Sponsored by gasinc

Award	GOLD
Title of Work	Haunted
Agency	Mike Reed & Partners Post Productions for Grey Worldwide
Client Company	TAC

Award	SILVER
Title of Work	Innocent Printer
Agency	Mike Reed & Partners Post Production for O'Keefe Murphy Gaff
Client Company	Australian Paper

Award	SILVER
Title of Work	Turn Your Back
Agency	EuroRSCG
Client Company	ninemsn