



YoungGuns 2011

Advertising Award

Winners & Finalists

Jury Chairman Statement



Toby Talbot
ECD
DDB New Zealand

Well, it wasn't exactly the cruisiest award show I have ever judged.

On paper, the idea of being a stone's throw from Bondi Beach with some of the smartest creatives on the planet had potential.

The reality: A record number of entries, 12 hour days. Horizontal rain. The delightful Swiss Grand Hotel (renamed the Swiss Cheese on account of the holes in the roof letting in the aforementioned rain). And then of course there was the internet, or lack of it at crucial times. Like when we judged digital.

That said, our hosts - Michael, Jason, Kristian and the lovely Livia – coped admirably and overcame all obstacles. And the jury were as patient as saints.

For me, the winning YoungGun idea had to be the sort of game changer that people would reference in years to come. And yes, it was digital.

Air Walk Invisible Pop Up Store, an idea conceived by Alexander Nowak & Felix Richter from Y&R New York wasn't just a great digital innovation. As a concept, it points the way for how retail could be in the future.

Honourable mention should go to three other Gold Bullets that really excited the jury.

Skittles 'Touch the Rainbow /Cat' is almost the polar opposite of Air Walk in that it is a deliberate 'non-innovation innovation'. We loved its brutal simplicity and humour. So on brand too.

Land Rover 'Compulsive Liar' from Y&R New York is such a beautifully conceived and written spot that it bore repeat viewing time and time again. Hence two Gold Bullets, one for the words and one for being a great spot.

And lastly, Mayhem. What a masterful extension of a campaign this is. Our central character is that holy grail, a genuinely ownable and original vehicle. And it's for insurance for Chrissakes! Hats off.

That's about it from me.

Enjoy the work. It's testament to me that YoungGuns is still as relevant today as it was when it started eleven years ago.

Oh to be 29 again.

Cheers,

Toby

The creative leaders and influencers of tomorrow

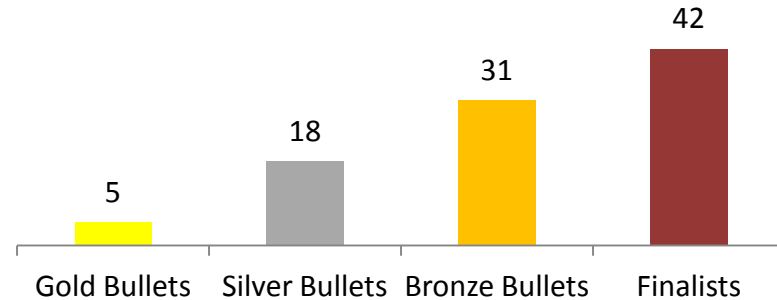
— 2011 is YoungGuns biggest year since we started out recognizing young talent in 2000.

— First our 100+ online jury evaluated and then the 12 strong deliberation jury led by Toby Talbot, ECD DDB New Zealand, debated and discussed the amazing work across a long week.

— In the Advertising Award **54 bullets** were awarded to young talent in 15 countries.

— A YoungGuns Bullet signifies the leaders of tomorrow, the ones to “Become the Hunted” for their talent.

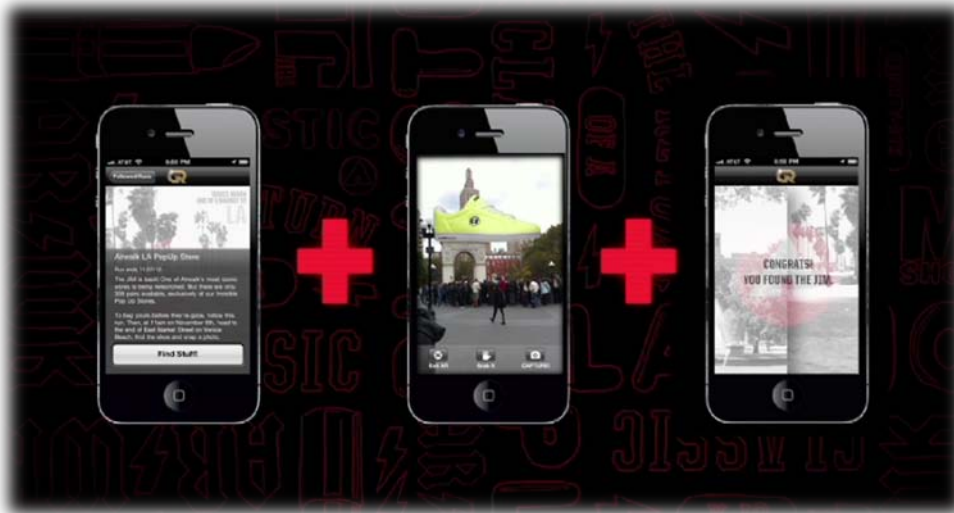
— All work can be viewed in the showcase @ www.ygaward.com



Countries	Gold Bullets	Silver Bullets	Bronze Bullets	Finalist	Total Bullets	Total Recognized
Australia		1	3	6	4	10
Canada			3	1	3	4
China		1		1	1	2
Czech Republic				2	0	2
France		2	1	3	3	6
Germany		1			1	1
India			1	3	1	4
Indonesia			1		1	1
Netherlands		1	1	1	2	3
New Zealand		4	5	5	9	14
Poland	1				1	1
Singapore			2	2	2	4
South Africa	1	2	1	1	5	5
United Kingdom		1	2	5	3	8
United States	3	5	11	12	19	31

2011 Professional YoungGuns Of the Year

- 2011 Professional YoungGuns of the Year are **Mr Alexander Nowak & Mr Felix Richter** from Y&R New York for Airwalk Invisible Pop Up Store





Gold Bullets

— Consumer Magazine Campaigns

Bonux

Miss Anna Gadecka & Mr Yigit Unan

Leo Burnett Sp.Z.O.O





Gold Bullets

- **Copywriting & TV More than 30 seconds**
Pathological Liar
Ms Julia Neumann
Y&R New York





Gold Bullets

- Public & Community Service – Print Campaigns
- Last Ones Left
- Mr Jared Osmond & Miss Lizali Blom & Mr Miguel Nunes
- TBWA\HUNT\LASCARIS Johannesburg



YOU ARE LOOKING AT EVERY BLUE SWALLOW LEFT IN SOUTH AFRICA.



YOU ARE LOOKING AT EVERY DUGONG LEFT IN AFRICAN WATERS.



YOU ARE LOOKING AT EVERY NORTHERN WHITE RHINO LEFT ON THE PLANET.



YOU ARE LOOKING AT EVERY WATTLED CRANE LEFT IN SOUTH AFRICA.



Gold Bullets

— **TV Campaigns > 30 seconds, or of differing lengths**

Mayhem

Mr Chris Rodriguez & Mr Matt Miller & Mr Ryan Wolin
Leo Burnett Chicago





2011 Gold Bullets

Title	Category / Division	Eligible Creatives	Agency	Client	Country	Bullets
Bonux Maps	Consumer magazine campaigns	Miss Anna Gadecka & Mr Yigit Unan	Leo Burnett Sp.Z.O.O	Proctor & Gamble	Poland	Gold
Pathological Liar	Copywriting - Individual	Ms Julia Neumann	Y&R New York	Land Rover	United States	Gold
Last Ones Left	Public & Community Service - Print campaigns	Mr Jared Osmond & Miss Lizali Blom & Mr Miguel Nunes	TBWA\HUNT\LASCARIS Johannesburg	Endangered Wildlife Trust	South Africa	Gold
Mayhem	TV campaigns > 30 seconds, or of differing lengths	Mr Chris Rodriguez & Mr Matt Miller & Mr Ryan Wolin	Leo Burnett Chicago	All State	United States	Gold
Pathological Liar	TV more than 30 seconds	Ms Julia Neumann	Y&R New York	Land Rover	United States	Gold



2011 Silver Bullets

Title	Category / Division	Eligible Creatives	Agency	Client	Country	Bullets
Lucky Dog	Cinema commercials (any length)	Mr Brett Colliver	DDB New Zealand	New Zealand Lotteries	New Zealand	Silver
Skate Pinball	Content and Engagement Campaigns	Miss Victoria Daltrey & Mr Will Bingham	Colenso BBDO	Frucor Beverages Ltd	New Zealand	Silver
Headless Body in Topless Bar	Content and Engagement Campaigns	Mr Alexander Nowak & Mr Felix Richter & Mr David Canning	Y&R New York	New York Post	United States	Silver
Stella Artois Black - The Black Diamond	Content and Engagement Campaigns	Ms Julia Stenius & Mr Mico Toledo	Mother	Anheuser-Busch InBev	United Kingdom	Silver
Car For Sale	Maverick Media - Up to and including 3 ex	Mr Freddie Coltart & Mr Matt Williams	Ogilvy New Zealand	Waitakere City Council	New Zealand	Silver
Keep Fighting The Good Fight	Print Crafts - Illustration Campaigns	Mr Carlos Wigle & Mr Juan Carlos Pagan & Ms Nina Horowitz	DDB New York	NY Art Directors Club	United States	Silver
BYO Cup Day	Promotions	Mr Eamonn Dixon & Miss Elle Bullen & Mr James Orr	Leo Burnett Melbourne	7-Eleven	Australia	Silver
Steinlager - We believe	Promotions	Mr Rory McKechnie	DDB New Zealand	Lion Nathan New Zealand	New Zealand	Silver
Germany will find you	Public & Community Service - Integrated	Mr Marcell Francke	Kempertrautmann GMBH	Initiative Vermisste Kinder	Germany	Silver
Disposable Forest	Public & Community Service - Out of Home	Mr Gongxing Wang & Mr Lianhui Hao & Mr Shiyang He & Mr Shujie Qi	Ogilvy Beijing	Greenpeace	China	Silver
Blind Spot	TV 30 seconds	Mr Matt Miller & Mr Ryan Wolin	Leo Burnett Chicago	Allstate	United States	Silver
Flag	TV 30 seconds	Mr Matt Miller	Leo Burnett Chicago	Allstate	United States	Silver
McDonalds Regret Tests	TV campaigns > 30 seconds, or of differing lengths	Mr Kenneth van Reenen & Mr Greig Watt & Jade Manning & Mr Vincent Osmond & Mr Hital	DDB South Africa	McDonalds South Africa	South Africa	Silver
The Birds	TV Crafts - Animation	Miss Souen Le Van	Marcel Paris	FRANCE 24	France	Silver
Hitchhiker	TV Crafts - Direction	Mr Thomas Jullien	BSUR Agency	MINI International	Netherlands	Silver
Love to Meet You	TV more than 30 seconds	Mr Ryan Barkhuizen & Mr Simon Lotze	FoxP2	Brandhouse	South Africa	Silver
The Birds	TV more than 30 seconds	Miss Souen Le Van	Marcel Paris	FRANCE 24	France	Silver
Dirty Cops	TV more than 30 seconds	Ms Julia Neumann	Y&R New York	Land Rover	United States	Silver



2011 Bronze Bullets

Title	Category / Division	Eligible Creatives	Agency	Client	Country	Bullets
Tide Fold A Stain	Art Direction - Campaigns	Mr Amod Dani & Mr Ganesh Nayak	Leo Burnett India	Proctor & Gamble	India	Bronze
Diwali - Stereotype	Bottom Drawer	Mr Adam Barnes & Mr James O'Sullivan	Ogilvy New Zealand	Auckland Council	New Zealand	Bronze
Volkswagen See Film Differently - Deli	Cinema commercials (any length)	Mr Daniel Seager & Mr Steve Hall	DDB UK	Volkswagen	United Kingdom	Bronze
Movie Flowcharts	Copywriting - Campaigns	Mr David Troquier & Mr Gregory Ferembach	BETC EuroRSCG	CANAL+	France	Bronze
Keep Fighting The Good Fight	Copywriting - Campaigns	Mr Carlos Wigle & Mr Juan Carlos Pagan & Ms Nina Horowitz	DDB New York	NY Art Directors Club	United States	Bronze
Million Emotions	Direct Response - Low volume mailings (niche market, up to 10,000 approx)	Mr David Martin & Mr James Kuczynski	BBDO New York	Proctor & Gamble	United States	Bronze
Catalogue & Teeshirt Folding Machine	Direct Response - Low volume mailings (niche market, up to 10,000 approx)	Mr James Tucker & Mr Simon Vicars	DDB New Zealand	AS Colour	New Zealand	Bronze
Share the Joy	Integrated Campaigns	Miss Christie Cooper	DDB New Zealand	Cadbury	New Zealand	Bronze
Stella Artois Black - The Black Diamond	Integrated Campaigns	Ms Julia Stenius & Mr Mico Toledo	Mother	Anheuser-Busch InBev	United Kingdom	Bronze
Shoe, Ironing Board, Chair	Outdoor campaigns (can be a mixture of different mediums)	Mr John Larigakis	DDB Canada / Vancouver	British Columbia Lottery Cor	Canada	Bronze
James Ready Pop Up Billboards	Outdoor campaigns (can be a mixture of different mediums)	Mr Steve Persico	Leo Burnett Toronto	James Ready	Canada	Bronze
Nothing But Potential - "Look Down", "Down Here", "Walk	Outdoor campaigns (can be a mixture of different mediums)	Mr Steve Persico	Leo Burnett Toronto	Raising The Roof	Canada	Bronze
Find Your Start: Live Writing Projection	Outdoor general (other executions than those listed above)	Mr Jono Aidney & Mr Rob McDowell	Sugar	Bank of New Zealand	New Zealand	Bronze
See The Person	Public & Community Service - Integrated	Miss Elle Bullen & Mr James Orr	Leo Burnett Melbourne	Scope	Australia	Bronze
Open Book	Public & Community Service - Integrated	Mr Daniel Grech & Miss Jessica Brophy & Miss Stefanie Digianvincenzo	DDB Melbourne	Reach	Australia	Bronze
ACM Angels	Public & Community Service - Print campaigns	Mr Greg Wood & Mr Jake Siddall & Mr Lachlan McPherson & Mr Sokpart Pao	PublicisMojo Auckland	Auckland City Mission	New Zealand	Bronze
Facades	Public & Community Service - Print campaigns	Miss Clarinta Subrata & Mr Jeroel Leyble & Mr Primus Nair & Mr Shivram Gopinath	BBDO Proximity Singapore	Traffick Lights	Singapore	Bronze
The Guide Dogs Interviews	Public & Community Service - Television / Cinema	Ms Becky Alperstein & Mr Henry Kember	The Monkeys	Guide Dogs (NSW)	Australia	Bronze
UNICEF Screen off campaign	Public & Community Service - Television / Cinema campaigns	Miss Tania Huiny Lutan	Lowe Indonesia	UNICEF Indonesia	Indonesia	Bronze



2011 Bronze Bullets

Title	Category / Division	Eligible Creatives	Agency	Client	Country	Bullets
McDonalds Guests	Radio campaigns (any length)	Mr Kenneth van Reenen & Mr Greig Watt & Jade Manning & Mr Vincent Osmond & Mr Hital	DDB South Africa	McDonalds South Africa	South Africa	Bronze
Mayhem	Radio campaigns (any length)	Mr Danny Streadbeck & Mr Jimmy Pardi & Mr Matt Miller	Leo Burnett Chicago	Allstate	United States	Bronze
Neighbor	Radio over 30 seconds	Mr Matt Miller	Leo Burnett Chicago	Allstate	United States	Bronze
Pudding Face	Out Of Home - Technology Innovation	Ms Brittany Poole & Mr Ken Slater	CP+B	Jell-O	United States	Bronze
Musical Fitting Rooms	Out Of Home - Technology Innovation	Mr Lester Lee & Ms Selena Soh	DDB Singapore	Starhub Pte Ltd	Singapore	Bronze
GPS	TV 30 seconds	Mr Chris Rodriguez & Mr Matt Miller	Leo Burnett Chicago	Allstate	United States	Bronze
Lawn Game	TV 30 seconds	Mr Matt Miller	Leo Burnett Chicago	Allstate	United States	Bronze
It Gets Better	TV Crafts - Editing	Mr Jesse Juriga & Mr Steve Peck	BBH New York	Google	United States	Bronze
EA NCAA True Friend	TV less than 30 seconds	Mr Jason Rosenberg & Mr Kris Kennedy	Heat	EA Sports	United States	Bronze
There is a Soldier in All of Us	TV more than 30 seconds	Mr Chase Madrid	TBWA/Chiat/Day	Activision	United States	Bronze
Douglas Fir	TV more than 30 seconds	Mr Chris Rodriguez & Mr Matt Miller	Leo Burnett Chicago	Allstate	United States	Bronze
Hitchhiker	TV more than 30 seconds	Mr Thomas Jullien	BSUR Agency	MINI International	Netherlands	Bronze

2011 Finalists

Title	Category / Division	Eligible Creatives	Agency	Client	Country	Bullets
Harvey Nichols Winter Sale	Art Direction - Campaigns	Mr Miguel Gonzalez & Mr Pablo Arellano	DDB UK	Harvey Nichols	United Kingdom	Finalist
Keep Fighting The Good Fight	Art Direction - Campaigns	Mr Carlos Wagle & Mr Juan Carlos Pagan & Ms Nina Horowitz	DDB New York	NY Art Directors Club	United States	Finalist
Botanical	Art Direction - Individual	Miss Anais Boileau & Mr Samuel Volk	Marcel Paris	WWF	France	Finalist
Potato Peelers	Cinema commercials (any length)	Mr Nicholas Kelly	Clemenger BBDO	Melbourne International Fil	Australia	Finalist
Heinz Sketchup	Consumer magazine campaigns	Mr Amod Dani & Mr Ganesh Nayak	Leo Burnett India	Heinz	India	Finalist
Philips Obsessed with sound	Content and Engagement Campaigns	Mr Bart Mol & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Philips	Netherlands	Finalist
Yes, Virginia: Building An Entertainment Brand	Content and Engagement Campaigns	Mr Chris Plehal & Mr Joseph Merkley & Mr Sujay Debsikdar	JWT New York	Macy's	United States	Finalist
Sky Adult Brochures	Copywriting - Campaigns	Mr Brett Colliver & Ms Simone Louis	DDB Group NZ	Sky TV	New Zealand	Finalist
Douglas Fir	Copywriting - Individual	Mr Chris Rodriguez & Mr Matt Miller	Leo Burnett Chicago	Allstate	United States	Finalist
GPS	Copywriting - Individual	Mr Chris Rodriguez & Mr Matt Miller	Leo Burnett Chicago	Allstate	United States	Finalist
Dirty Cops	Copywriting - Individual	Ms Julia Neumann	Y&R New York	Land Rover	United States	Finalist
Musical Fitting Rooms	Maverick Media - Up to and including 3 ex	Mr Lester Lee and Ms Selena Soh	DDB Singapore	Starhub Pte Ltd	Singapore	Finalist
All Blacks Shirt	Newspapers	Miss Louise Evans & Ms Nicole Yeoman	Y&R New Zealand	Tuatara Breweries	New Zealand	Finalist
Disposable Forest	Outdoor general (other executions than those listed above)	Mr Gongxing Wang & Mr Lianhui Hao & Mr Shiyang He & Mr Shujie Qi	Ogilvy Beijing	Greenpeace	China	Finalist
A to Z of endangered wildlife	Print Crafts - Illustration	Miss Elen Winata & Mr Eugene Tan & Mr Pann Lim	Kinetic Singapore	Fox International Channels	Singapore	Finalist
Fidel (1 part of 2)	Print Crafts - Illustration	Mr Conor Barry & Mr Thiago Jacon	Y&R PRAGUE	Museum of Communism	Czech Republic	Finalist
Kim (2 part of 2)	Print Crafts - Illustration	Mr Conor Barry & Mr Thiago Jacon	Y&R PRAGUE	Museum of Communism	Czech Republic	Finalist
Volkswagen Fleet	Print Crafts - Illustration Campaigns	Mr Daniel Seager & Mr Steve Hall	DDB UK	Volkswagen	United Kingdom	Finalist
Unbearably Sour, Gun, Snake, Guillotine	Print Crafts - Illustration Campaigns	Miss Anupama Sirsalewal	Ogilvy & Mather	Perfetti Van Melle, India	India	Finalist
Tide Fold A Stain	Print Crafts - Illustration Campaigns	Mr Amod Dani & Mr Ganesh Nayak	Leo Burnett India	Proctor & Gamble	India	Finalist
Harvey Nichols Daylight Robbery Summer Sale	Print Crafts - Photography Campaigns	Mr Will Lowe	DDB UK	Harvey Nichols	United Kingdom	Finalist
Honey Integrated campaign	Promotions	Mr Peter Hughes	Arnoldworldwide	Jack Daniel's	USA	Finalist

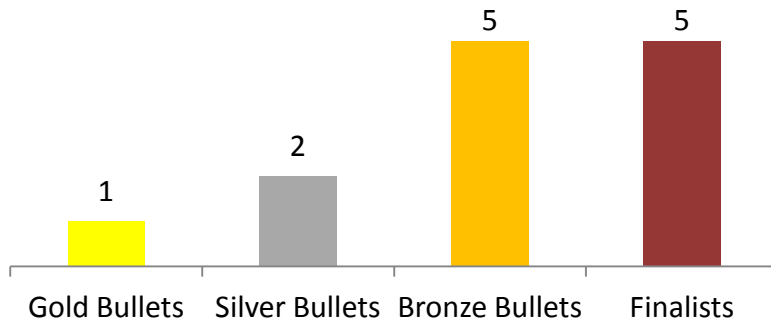
2011 Finalists

Title	Category / Division	Eligible Creatives	Agency	Client	Country	Bullets
Car For Sale	Public & Community Service - Integrated	Mr Freddie Coltart & Mr Matt Williams	Ogilvy New Zealand	Waitakere City Council	New Zealand	Finalist
Sneak Up Ads	Public & Community Service - One to One	Ms Emily Beautrais & Ms Katrina Jarratt	Clemenger BBDO	New Zealand Transport Agency	New Zealand	Finalist
What Do I Look Like?	Public & Community Service - Radio	Mr Eamonn Dixon	Leo Burnett Melbourne	Scope	Australia	Finalist
Anonymous	Public & Community Service - Television / Cinema	Mr Daniel Bonder & Mr Yusong Zhang	DDB Canada/Toronto	Toronto Crime Stoppers	Canada	Finalist
Moths	Public & Community Service - Television / Cinema	Mr Matt Swinburne & Mr Mike Felix	Leo Burnett Sydney	WWF	Australia	Finalist
Pigeon	Radio over 30 seconds	Mr Matt Miller	Leo Burnett Chicago	Allstate	United States	Finalist
IKEA Holidays Radio	Radio up to and including 30 seconds	Mr Tim Cairns	The Monkeys	IKEA	Australia	Finalist
Games Signatures	Something Else	Mr Evan Roberts	George Patterson Y&R	AFL	Australia	Finalist
Whopper Lust	Something Else	Ms Brittany Poole & Mr Peter Brown	CP+B	Burger King	United States	Finalist
Movie Flowcharts	Trade & professional magazine campaigns	Mr David Troquier & Mr Gregory Ferembach	BETC EuroRSCG	CANAL+	France	Finalist
Raccoon	TV 30 seconds	Mr Matt Miller & Mr Ryan Wolin	Leo Burnett Chicago	Allstate	United States	Finalist
Afterglow	TV 30 seconds	Mr Alex Esseveld & Mr Rene Delgado	Leo Burnett Chicago	Sealy	United States	Finalist
SKY Adult Movies	TV campaigns 30 seconds	Mr Brett Colliver & Miss Simone Louis	DDB New Zealand	SKY Television	New Zealand	Finalist
EA NCAA Doctor	TV less than 30 seconds	Mr Jason Rosenberg & Mr Kris Kennedy	Heat	EA Sports	United States	Finalist
The Projection	TV more than 30 seconds	Mr Mickael Krikorian	La Chose	Amnesty International	France	Finalist
Guide Dogs Interviews	TV more than 30 seconds	Ms Becky Alperstein & Mr Henry Kember	The Monkeys	Guide Dogs (NSW)	Australia	Finalist
Le President	TV more than 30 seconds	Mr Mico Toledo	Mother	Anheuser-Busch InBev	United Kingdom	Finalist
'Alexia'	TV more than 30 seconds	Mr David Wigglesworth & Mr Ed Redgrave	St Luke's	RNIB	United Kingdom	Finalist
It Gets Better	TV more than 30 seconds	Mr Jesse Juriga & Mr Steve Peck	BBH New York	Google	United States	Finalist
Salvation Army - Blankets for the living	TV more than 30 seconds	Mr Adam Abelson & Mr Ryan Liedeman	Leo Burnett South Africa	Salvation Army South Africa	South Africa	Finalist

2011 Young Talent Ranking

Rank	Young Talent	Agency	Country
1st	Alexander Nowak	Y&R New York	United States
1st=	Felix Richter	Y&R New York	United States
3rd	Matt Miller	Leo Burnett Chicago	United States
4th	Julia Neumann	Y&R New York	United States
5th	Chris Joakim	BBDO Toronto	Canada
5th=	Mike Donaghey	BBDO Toronto	Canada
5th=	Nina Fides Garcia	DDB Philippines	Philippines
8th	Chris Rodriguez	Leo Burnett Chicago	United States
9th	Gongxing Wang	Ogilvy Beijing	China
9th=	Lianhui Hao	Ogilvy Beijing	China
9th=	Shiyang He	Ogilvy Beijing	China
9th=	Shujie Qi	Ogilvy Beijing	China
13th	Guillaume Ganty	La Chose	France
13th=	Victor Sidoroff	La Chose	France
13th=	Ryan Wolin	Leo Burnett Chicago	United States
13th=	Steve Perisco	Leo Burnett Toronto	Canada
17th	Bart Mol	TribalDDB Amsterdam	Netherlands
17th=	Pol Hoenderboom	TribalDDB Amsterdam	Netherlands
17th=	Robbin Cenijn	TribalDDB Amsterdam	Netherlands
20th	Alex Romans	Johannes Leonardo	United States
20th=	Ben Clare	Johannes Leonardo	United States
20th=	Elen Winata	Kinetic Singapore	Singapore
23rd	Carlos Andres Rodriguez Monroy	Lowe/SSP3	Colombia
23rd =	Emmie Nostitz	Johannes Leonardo	United States

YoungGuns 2011 Advertising Agency of the Year Leo Burnett Chicago

Gold Bullets X 1

- _TV Campaigns > 30 seconds, or of differing lengths
- Mayhem - Mr Chris Rodriguez & Mr Matt Miller & Mr Ryan Wolin

Silver Bullets x 2

- _TV 30 seconds
- Blind Spot - Mr Matt Miller & Mr Ryan Wolin
- Flag - Mr Matt Miller

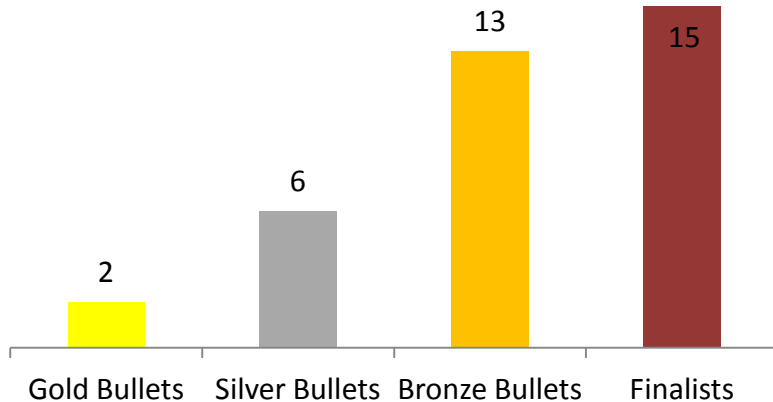
Bronze Bullets x 5

- _TV 30 seconds
- GPS - Mr Chris Rodriguez & Mr Matt Miller
- Lawn Game - Mr Matt Miller
- _TV More than 30 seconds
- Douglas Fir - Mr Chris Rodriguez & Mr Matt Miller
- _Radio Over 30 seconds
- Neighbour – Mr Matt Miller

Finalists x 5

- _TV 30 seconds
- Raccoon - Mr Matt Miller & Mr Ryan Wolin
- Afterglow - Mr Alex Esseveld & Mr Rene Delgado
- _Radio Over 30 seconds
- Pigeon – Mr Matt Miller
- _Copywriting
- GPS- Mr Chris Rodriguez & Mr Matt Miller
- Douglas Fir - Mr Chris Rodriguez & Mr Matt Miller

YoungGuns 2011 Network of the Year Leo Burnett Worldwide

Countries	Gold Bullets	Silver Bullets	Bronze Bullets	Finalist	Total Bullets	Total Recognized
Australia		3	2	3	5	8
Canada		1	3	2	4	6
India			2	2	2	4
Poland	1				1	1
Spain			1	2	1	3
South Africa				1	0	1
United States	1	2	5	5	8	13

— Gold Bullets X 2

- 1 X TV campaigns > 30 seconds, or of differing lengths
- 1 x Consumer magazine campaigns

— Silver Bullets x 6

- 2 x TV 30 seconds
- 1 x Promotions
- 1 x Best Event Activation
- 1 x Government Websites
- 1 x Corporate Communications

— Bronze Bullets x 13

- 1 x Public & Community Service - Integrated
- 1 x Self Promotion
- 2 x Outdoor campaigns (can be a mixture of different mediums)
- 1 x Book Cover
- 1 x Art Direction - Campaigns
- 1 x Packaging Design
- 1 x Corporate Identity
- 2 x TV 30 seconds TV 30 seconds
- 1 x TV more than 30 seconds
- 1 x Radio campaigns (any length)
- 1 x Radio over 30 seconds

— Finalists x 15

- 1 x Public & Community Service - Radio
- 1 x Public & Community Service - Television / Cinema
- 1 x Web Design (Flash)
- 2 x Poster
- 1 x Typography
- 1 x Consumer magazine campaigns
- 1 x Print Crafts - Illustration
- 1 x Campaigns TV more than 30 seconds
- 1 x Point of Sale
- 2 x TV 30 seconds
- 1 x Radio over 30 seconds
- 2 x Copywriting - Individual