



MEDIA FEDERATION  
AWARDS

2009 WINNERS & FINALISTS

# WELCOME



The Media Federation Awards program has once again brought the industry together to showcase and indeed celebrate our great work. In a year of immense uncertainty, the Awards program has continued to grow. Entries were up 10% on 2008, a staggering 72 entries were received in the NGen category and a record 130 judges participated in the program.

This year's winners and finalists have highlighted just how far we, as an industry, have come. They have demonstrated, evolved thinking, evolved insight, evolved creativity, as well as evolved collaboration with clients and partners - very fitting given this year's theme of "evolution". It is very clear to all within the marketing and advertising industry that media is now a driving force. Boy, have we evolved!

I would like to take this opportunity to thank all of our sponsors for their support in 2009. We look forward to continuing our partnership with all of you into the future.

Special thanks must also go out to my fellow Awards Steering Committee members for their tireless support of what is now the marketing fraternity's biggest awards program.



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Chairman, Media Federation Awards



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Richard Cann (02) 9213 8294

**NEWS EDITOR**  
Nikki MacLennan (02) 9213 8308

**JOURNALISTS**  
Heather Jennings (02) 9213 8284  
Michelle Elliott (02) 9213 8323  
Helen Schuller (02) 9213 8286

**DESIGNERS**  
Rebecca Downing (02) 9213 8297  
Daniel Pritchard

**PUBLISHER**  
Jeremy Light (02) 9213 8289

**GROUP SALES MANAGER**  
James Yaffa (02) 9213 8293

**NATIONAL ADVERTISING MANAGER**  
Sarah Lindsay (02) 9213 8288

**SALES EXECUTIVE**  
Edwina Templeton (02) 9213 8292

**SALES ASSISTANT**  
Leah Taylor (02) 9213 8254

**AD PRODUCTION MANAGER**  
Renee Robertson (02) 9213 8290

**CIRCULATION MANAGER**  
Lamyra Sadi (02) 9213 8214

**GROUP PRODUCTION MANAGER**  
Matthew Gunn (02) 9213 8210

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# The Judges

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 PETER MILLER, Adstream  
 GRANT SIEVERS, AGB Nielsen Media Research  
 PAUL SUTCLIFFE, APN Outdoor  
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 MARK GILBERT, Atari  
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 MICHELLE HOBBS, Bellamyhayden  
 LOUISE GENGE, BPay  
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 LACHLAN JONES, Davinci Selectwork  
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 BRIAN HOGAN, Regional Television Marketing  
 PETER DAVIS, Sanitarium  
 OMRI GODIYN, SBS  
 ENDA O'SULLIVAN, Schweppes  
 PAULA FLETCHER, Seven Network  
 LUCIANNE DAVEY, Shell  
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 ANDREW REEVES, ZenithOptimedia  
 ALEX SMITH, ZenithOptimedia  
 SUSIE WALL, ZenithOptimedia

# Grand Prix

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## WINNER

**TITLE**  
Sensodyne: The Chill Test

**AGENCY**  
Bellamyhayden

**CLIENT**  
GlaxoSmithKline

**DIRECTOR**  
Gary Peace

**DIRECTOR BABE**  
Natalie Musico

**IMPLEMENTATION BABE**  
Helen Cusworth

**STRATEGIST**  
Alison Chong

**COLLABORATIVE PARTNER**  
C4 (activation)



## OBJECTIVES

GlaxoSmithKline toothpaste brand Sensodyne was faced with a new competitor targeting consumers with sensitive teeth, Colgate Sensitive, that was growing twice as fast as Sensodyne. Colgate was spending four times as much on advertising and with 70% of Australians already using the Colgate brand, it made it an easy upgrade for consumers.

Bellamyhayden were tasked with the challenge of growing Sensodyne sales by 6.5% year-on-year, with a budget of \$1.5 million. The brief was to win new users before Colgate did, by targeting consumers who were in denial about their sensitive teeth.

## CAMPAIGN

The category convention is to advertise on TV, with 93% of category spend going to the medium. However, competitor Colgate enjoyed a 48% share of voice on TV compared to Sensodyne's 5%. Instead, Bellamyhayden created The Chill Test, a brand experience that aimed to communicate to consumers at the "point of pain".

Located in 20 Westfield shopping centres and running for 20 weeks, brand ambassadors dressed as tooth fairies handed out glasses of cold water to test consumers' sensitive teeth.

Additional communication channels included online, flyers and detailed self assessment and education packs, a competition and collateral distributed through local dentists. A low-weight TV campaign accounted for one-third of the budget, 25% less than in 2008.

## RESULTS

The Chill Test led to 225,000 interactions, 145% up on planned volumes, with 20% of interactions resulting in a consultation. Spontaneous brand awareness had grown by 71% over the first 15 weeks of the campaign, while there was a 15% rise in the attribute "is worth paying more for".

The Chill Test delivered 20% better sales than for weeks in which the promotion did not run. Average monthly unit sales were up by 16% compared to before the campaign. Sensodyne grew its market share year-on-year by 12%, well ahead of the 6.5% target.

## Judges' comments

“The Grand Prix panel was looking for an entry that showed the evolution of thinking. Sensodyne: The Chill Test was a simply great idea that delivered on consumer insight, had high involvement and comprehensive results.”

# Finance/Insurance/Government/ Corporate & Real Estate

**SPONSORED BY**



## WINNER

**TITLE**

Comes With Music

**AGENCY**

Ikon Communications;  
Goodby Silverstein & Partners

**CLIENT**

Commonwealth Bank of Australia

**CLIENT SERVICE DIRECTOR**

Pat Crowley

**CONNECTIONS PLANNER**

Chris Christofi

**COMMUNICATIONS STRATEGIST**

Georgia Thomas

**COLLABORATIVE PARTNER**

Goodby Silverstein & Partners (creative)

## COMMENDATION

**TITLE**

Youi Launch

**AGENCY**

Universal McCann

**CLIENT**

Youi

## FINALISTS

**TITLE**

Figured It Out Yet? Student Challenge

**AGENCY**

Bellamyhayden

**CLIENT**

The Institute of Chartered Accountants

**TITLE**

Reversing a Trend Overnight

**AGENCY**

Bellamyhayden

**CLIENT**

NRMA Motoring and Services

**TITLE**

BT Financial Group 'Curious Investor Behaviour'

**AGENCY**

Match

**CLIENT**

BT Financial Group

## OBJECTIVES

Commonwealth Bank's new debit card launch carried aggressive targets - deliver 94,900 new sign-ups and reverse the negative personal transaction growth of 2007/08, within its "Determined to be Different" positioning. Ikon needed to make a "vanilla" product offering appeal to its 18 to 39-year-old target market.

## CAMPAIGN

Could finance and music coexist? Ikon approached Sony BMG and the "Comes with music" idea was born. New account holders would receive a monthly \$20 download voucher from Bandit, Sony's online music website.

Ikon acted like a record label, following the nuances of music marketing. Television was used to bring music to life, focusing on youth music and lifestyle programming. Music is mobile, so interactive outdoor was used, and digital channels were employed to build credibility. A radio partnership with Nova saw the messaging top and tail songs by Sony BMG artists, and street press and music magazines rounded out the media plan.



## RESULTS

The campaign delivered 252,617 sign-ups, 266% over the target. Account balance growth hit \$649 million. Eighteen to 39-year-olds made up 79% of all new product holders, and redemption of the Bandit offer was at 11%, versus a target of 7%.



## Judges' comments

“ The use of music and partnering a banking client with one of your other clients, a music brand, was an evolution for the category and very innovative. Behaving like a music brand was an excellent strategy backed up by a great execution and channel selection. Well done! ”

# Food & Grocery

SPONSORED BY



## WINNER

**TITLE**  
Sensodyne: The Chill Test

**AGENCY**  
Bellamyhayden  
**CLIENT**  
GlaxoSmithKline

**DIRECTOR**  
Gary Peace

**DIRECTOR BABE**  
Natalie Musico

**IMPLEMENTATION BABE**  
Helen Cusworth

**STRATEGIST**  
Alison Chong

**COLLABORATIVE PARTNER**  
C4 (activation)

## FINALISTS

**TITLE**  
Optimum Yahoo!7 Pets  
**AGENCY**  
Starcom MediaVest, Melbourne  
**CLIENT**  
Mars Petcare – Optimum

**TITLE**  
Random Play With Mountain Dew  
**AGENCY**  
Bellamyhayden  
**CLIENT**  
Pepsico

**TITLE**  
Nutri-Grain Football Superstar  
**AGENCY**  
Mindshare  
**CLIENT**  
Kellogg



## OBJECTIVES

Sensodyne's new competitor, Colgate Sensitive, was growing twice as fast as Sensodyne. Colgate was spending four times as much on advertising and with 70% of Australians already using the Colgate brand, it made it an easy upgrade for consumers.

Sensodyne set out to win new users before Colgate did, by targeting consumers who were in denial about their sensitive teeth.

Bellamyhayden was tasked with the challenge of growing Sensodyne sales by 6.5% year-on-year.

## CAMPAIGN

Instead of investing media spend on TV, which Colgate has a 48% share of voice in compared to Sensodyne's 5%, Bellamyhayden created The Chill Test, a brand experience which aimed to communicate to consumers at the "point of pain".

Located in 20 Westfield shopping centres and running for 20 weeks, brand ambassadors dressed as tooth fairies handed out glasses of cold water to test consumers' sensitive teeth.

Additional communication channels included online, flyers and detailed self assessment and education packs, a competition and collateral distributed through local dentists. A low-weight television campaign accounted for one-third of the budget, 25% less than in 2008.

## RESULTS

Sensodyne grew its market share year-on-year by 12% while The Chill Test delivered 20% better sales than in retail weeks that the promotion did not run in.

Average monthly unit sales were up by 16% compared to before the campaign.



## Judges' comments

“The standard has been raised this year with the media agency taking the lead with creative thinking and good content-based ideas. The finalists surprised and delighted judges with creative and fresh thinking which drove results.”



# Best Long Term Evolving Campaign

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## WINNER

**TITLE**  
Magnum – Play It Again Sam

**AGENCY**  
Universal McCann

**CLIENT**  
Unilever

**COMMUNICATION STRATEGIST**  
Lisa McMillan

**IMPLEMENTATION SUPERVISOR**  
Michelle Kulbicki

**COLLABORATIVE PARTNERS**  
McCann Sydney (creative)  
Marketing Zoo (promotion)  
Soap (digital)

## FINALIST

**TITLE**  
Natural Country Charm

**AGENCY**  
Starcom MediaVest Group

**CLIENT**  
National Foods

## OBJECTIVES

Unilever presented Universal McCann the two-year challenge of reinforcing Magnum's position as the ultimate indulgence for women. In 2007 it targeted brand sales growth of 8% and building its indulgence measure from 37% to 40%. In 2008 it sought to grow sales by another 8%, push its indulgence measure to 46% and double the number of competition entries to 78,000.

## CAMPAIGN

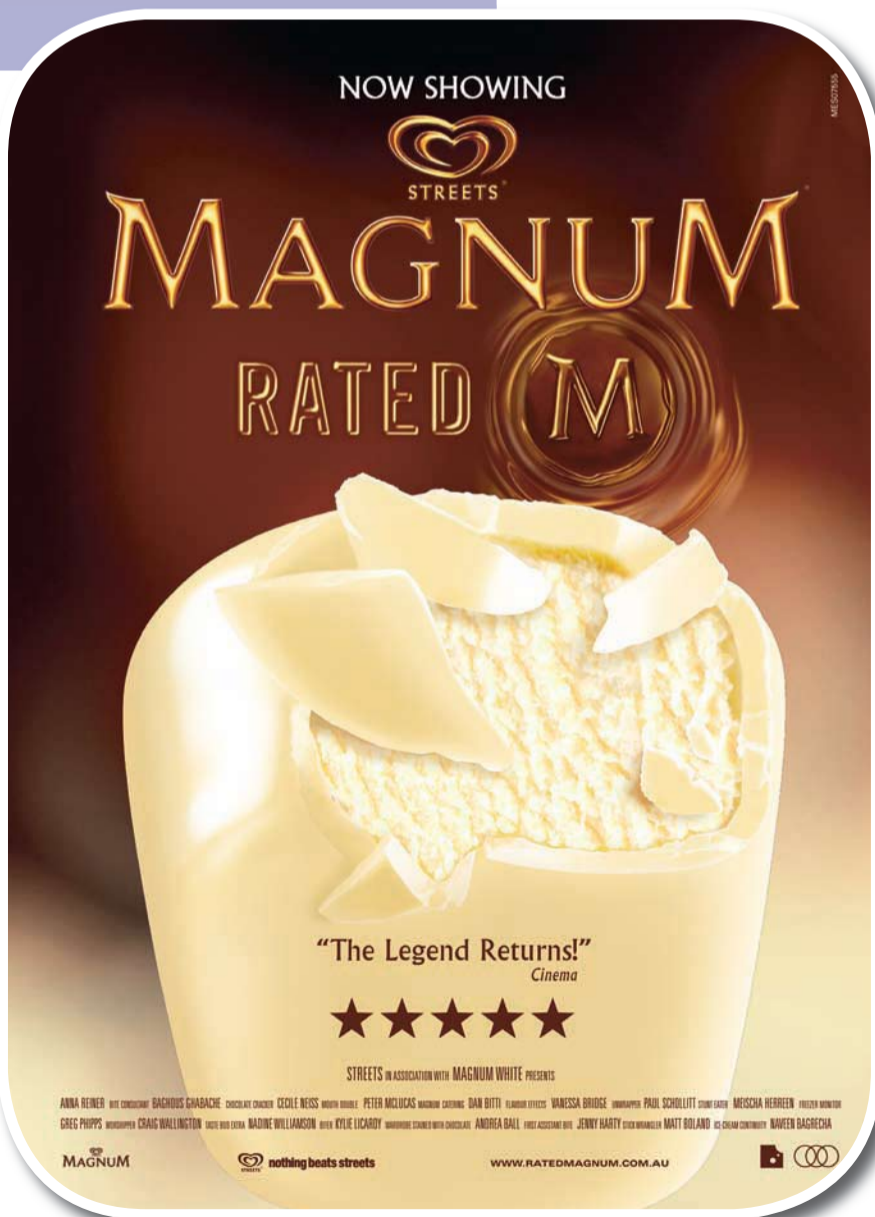
The "Rated M" idea was introduced in 2007 to link Magnum with the indulgence of movies. The concept evolved in 2008 to "A Night of Worship" for the launch of Ecuador Dark.

Ads were placed in movie-related environments such as film editorial, outdoor in and around cinemas, sponsorship of TV movies, and around search terms such as "gold class".

The campaign was supported by a consumer promotion built around brand experience, which saw a free upgrade to Gold Class at the movies on purchasing a Magnum.

## RESULTS

While sales for 2007 easily surpassed the target, the following year's increase was 94% greater, hitting 19.8% in 2008. The brand's indulgence measure also rose, from 44 in 2007 to 48 in 2008, exceeding its targets. Gold Class promotion entries soared by 233% in 2008 to 130,000.



## Judges' comments

“The Magnum ‘Play It Again Sam’ campaign ticked all four elements – an evident link between the task for communications and demonstrable results, a clear insight and clear idea platform, flawless execution and finally, the theme for the Awards, evolution. The campaign is a true signal of evolving work.”

STREETS IN ASSOCIATION WITH MAGNUM WHITE PRESENTS  
 ANNA REINER: ART DIRECTOR; BRACHIOS GRABACHE: CHOCOLATE CHALKER; CECILE NESS: MOUTH DOUBLE; PETER MICUCAS: MANDARIN CARBON; DAN BITTI: BRAND OFFICE; VANESSA BRIDGE: WRAPPER; PAUL SCHOLLITS: DUMPLIN; MEISCHA HERREIN: FRODO MOUNTAIN; GREG PHIPPS: WRAPPER; CRAIG WALLINGTON: TASTE TEST EXPERT; MADINE WILLIAMSON: GUY; KYLIE LICKARDY: MANDARIN CARBON WITH CHOCOLATE; ANDREA BALL: FREE ASSISTANT GUY; JENNY HARTY: GUY; MARIANNE MATT BOLAND: ICE CREAM CONTAINER; NAVEEN BAGRECHA  
 MAGNUM nothing beats streets WWW.RATEDMAGNUM.COM.AU

# Best Integrated Media Campaign

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**MCN**  
MultiChannelNetwork

## WINNER

**TITLE**  
Rexona Men Sport: Who Is Australia's Greatest Athlete?

**AGENCIES**  
Universal McCann; Octagon

**CLIENT**  
Unilever

**CLIENT SERVICE DIRECTOR**  
Anneliese Douglass

**COMMUNICATION STRATEGIST**  
Vicki Thompson

**ACCOUNT MANAGER**  
Daniel Cutrone

**COLLABORATIVE PARTNER**  
Octagon (creative & production)

## COMMENDATION

**TITLE**  
Pronamel: The Acid Wear Epidemic

**AGENCY**  
Bellamyhayden

**CLIENT**  
GlaxoSmithKline

**DIRECTOR**  
Gary Peace

**DIRECTOR BABE**  
Natalie Musico

**CHATTERIST**  
Jaselyn O'Sullivan

**STRATEGIST**  
Alison Chong

**IMPLEMENTATION BABE**  
Helen Cusworth

## FINALISTS

**TITLE**  
Fantastic Noodles "Pimp My Kettle"

**AGENCY**  
OMD

**CLIENT**  
Fantastic Snacks

**TITLE**  
ABC For Kids – Star Reviewers

**AGENCY**  
OMD, Melbourne

**CLIENT**  
Roadshow Entertainment

**TITLE**  
Random Play With Mountain Dew

**AGENCY**  
Bellamyhayden

**CLIENT**  
Pepsico



## OBJECTIVES

A relatively small player in the sports category, Rexona's goal was thought-leadership. A 2008 campaign starring Ricky Ponting established demanding sales and share goals for 2009. Universal McCann and Octagon's targets included increasing Rexona's male deodorant share to 34% and improving brand penetration by 5%.

## CAMPAIGN

Briefed with Rexona's positioning of "game ready protection", the agencies tapped the insight that every bloke is a sports expert and love to espouse their views on "who is the best".

The campaign sought to answer, "Who is Australia's Greatest Athlete?" by creating a TV series, featuring Australia's top athletes from sports including NRL, AFL, cricket and rugby.

Nine Network aired the show on Saturday afternoons between January and March, with repeats on Nine's late night news, Nine's digital channel and Fox Sports. TVCs around sports and top-rating programs, newspaper ads, an online hub, YouTube buyout, mobile and PR supported the show, with in-store presence at point of sale.

## RESULTS

Rexona experienced its highest-ever sales growth, with market share increasing to an average of 36.9%, beating the target of 34%.

Sixty percent of people who watched the show said they would choose Rexona. This figure dropped to 38% for people who were not aware of the show. Nine's ratings were 24% higher than expected for that timeslot.



## Judges' comments

“The simple but powerful insight that Australian males love sports, not just one code, led to unique and compelling content creation, beautifully integrated across all of the touch points most relevant to them. This produced a highly memorable campaign with strong brand health and sales results. Well done.”





# Best Strategic Launch Campaign

SPONSORED BY



## WINNER

**TITLE**  
Youi Launch

**AGENCY**  
Universal McCann

**CLIENT**  
Youi

**MANAGING DIRECTOR**  
Travis Johnson

**ACCOUNT MANAGER**  
Tristan Burrell

**MEDIA BUYER**  
Hester Tseung

**DIGITAL PLANNER**  
Andy Ryu

**STRATEGIST**  
James Sneddon

**CREATIVE & INSIGHTS DIRECTOR, YOUI**  
Bryan Cawood

## FINALISTS

**TITLE**  
Safer Drinking Culture Campaign

**AGENCY**  
Starcom MediaVest Group

**CLIENT**  
Queensland Government

**TITLE**  
BT Financial Group "Curious Investor Behaviour"

**AGENCY**  
Match

**CLIENT**  
BT Financial Group

## OBJECTIVES

Launching a new brand of car insurance into Australia, Youi sought to be one of the top four brands that consumers contact for a competitive quote within one year of launch. The budget for the campaign was equivalent to about 4% of the car insurance category spend.

## CAMPAIGN

Armed with the insight that Australians want insurance tailored to their individual needs and circumstances rather than being bundled as a "demographic within a postcode", Universal McCann identified three low-risk segments – "White Collar Commuters", "Mostly Home" and "Safe' White Collar Drivers".

The media strategy saw commuters targeted in *mX* and branded bottled water was distributed in train station commuter car parks. Stay-at-home mums, workers and retirees were targeted at home on the internet and daytime TV, while white collar drivers were targeted in secure carparks near high-rise offices, on radio while driving and with roadside billboards.

## RESULTS

Youi exceeded quote targets by 20.3%. Web traffic was used as an indicator for effectiveness, with Google Trends analysis showing that queries relating to Youi were at 4% of overall searches for the category by March 2009 – almost double BudgetDirect at 2.2% and over half of AAMI's 7.9%. Hitwise reported that by March 2009 Youi had overtaken Real Insurance, SGIO and SGIC for web traffic and was comparable to GIO.



## Judges' comments

“The Youi Launch campaign was a simple idea, executed well in all facets from inception to completion. There were very clear strategic territories designed, which guided execution leading to an outstanding result given budget and zero-based starting point. A well-told story and a testament to the power of media agencies as business consultants.”

# Best Use of a Small Budget (Up To \$300,000)

SPONSORED BY



## WINNER

**TITLE**  
Tooheys Extra Dry: TED696 Project

**AGENCY**  
ZenithOptimedia

**CLIENT**  
Lion Nathan

**CHANNEL PLANNER**  
David Cook

**INVESTMENT**  
Claire Richmond

**COLLABORATIVE PARTNERS**  
BMF (creative)

## FINALISTS

**TITLE**  
We Wouldn't Put a Price on Saving Lives

**AGENCY**  
Mindshare

**CLIENT**  
One Water

**TITLE**  
The Tomb Raider Challenge

**AGENCY**  
Ikon Communications

**CLIENT**  
Atari



## OBJECTIVES

Lion Nathan wanted to find more occasions for young adults to drink Tooheys Extra Dry, so it introduced a longneck, TED696ml. However, the longneck market is crowded and not an easy one for "cool" brands like Tooheys Extra Dry.

## CAMPAIGN

Longnecks are traditionally sold in brown paper bags, covering the bottle's branding. The bags represented an inexpensive medium that could be used to engage buyers and establish creativity.

Working with the insight that 18 to 24-year-old drinkers have a desire to express themselves, ZenithOptimedia worked with BMF to bring together the world's best street artists and TED696's target market to design brown paper bags around the theme 696.

PR, events, advertorials, online seeding, search and a project website were activated, all with the humble brown paper bag at the core.

The campaign created a new advertising medium, sending 700,000 paper bags with 696 designs to bottle-shops. In the process, competitor longnecks were wrapped in 696-branded bags too.

## RESULTS

Consumers submitted over 2000 bag designs from 104 countries, with an average of 9.5 minutes spent on the website.

Every \$1 spent on the campaign returned \$9 in sales, with 500,000 bottles of TED696 sold in eight weeks, beating sales forecasts.

## Judges' comments

“The quality has been fantastic across a huge number of entries. We've seen a truly diverse range of clients represented and the submissions have shown top marks for risk-taking and bravery. The Tooheys TED696 Project winner was a true standout, demonstrating there are still untapped media channels out there.”

# Best Use of Strategic Insight

SPONSORED BY



## WINNER

**TITLE**  
Snack Sized Donations

**AGENCY**  
PHD

**CLIENT**  
The Smith Family

**MANAGING DIRECTOR**  
Mark Holden

**DIGITAL STRATEGIST**  
Ali Parsyar

**DIGITAL DIRECTOR**  
Jonathan Axworthy

**MARKETING MANAGER, THE SMITH FAMILY**  
Lisa Allan

## FINALISTS

**TITLE**  
Youi Launch

**AGENCY**  
Universal McCann

**CLIENT**  
Youi

**TITLE**  
Mitchum Bags of Over Confidence

**AGENCY**  
Initiative

**CLIENT**  
Revlon

**TITLE**  
Optimum Yahoo!7 Pets

**AGENCY**  
Starcom MediaVest, Melbourne

**CLIENT**  
Mars Petcare – Optimum



## OBJECTIVES

With the economy slowing and media habits shifting, PHD needed to identify The Smith Family's core donating audiences and find new ways to generate donations.

## CAMPAIGN

Data mining of The Smith Family's donor base found that 35% of its regular donors were aged 25 to 35 - professional careerists, tertiary educated with high disposable incomes. However, group sessions showed PHD that this target was attracted to low-commitment lives.

This insight led the agency to step outside the typical channel planning role into areas of marketing and new product development. The idea of snack-sized donations via the mobile phone was created. To make donating easy, set amounts could be donated and charged to the customer's mobile bill, avoiding the need for credit cards.

A mobile campaign then targeted the 25 to 35-year-old target group.

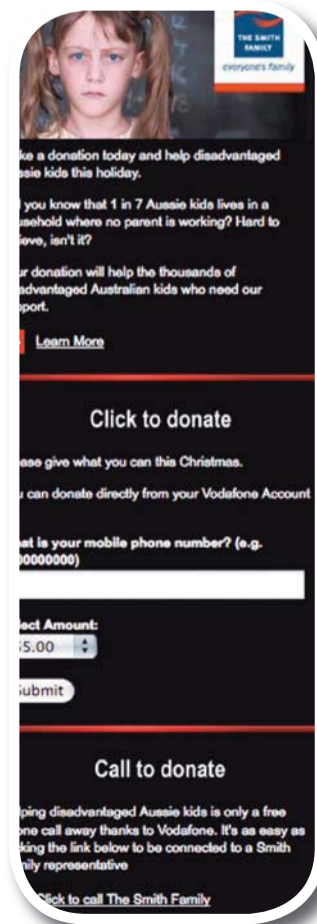
## RESULTS

The campaign prompted 7023 people to trial the new method of donating. The solution achieved the objective of finding a new route for generating donations, which is set to be used in The Smith Family's future activities.



## Judges' comments

“The media agency performed a thorough interrogation of its client's prospective contacts and donation barriers, leading to a single proposition of “commitment-free giving”.”



# Beverages

## WINNER

**TITLE**  
Tooheys Extra Dry: TED696 Project

**AGENCY**  
ZenithOptimedia

**CLIENT**  
Lion Nathan

**CHANNEL PLANNER**  
David Cook

**INVESTMENT**  
Claire Richmond

**COLLABORATIVE PARTNERS**  
BMF (creative)

## FINALISTS

**TITLE**  
Barefoot Radler Summer

**AGENCY**  
ZenithOptimedia

**CLIENT**  
Lion Nathan

**TITLE**  
Vitaminwater Revive

**AGENCY**  
Ikon Communications

**CLIENT**  
Coca-Cola

## OBJECTIVES

Lion Nathan needed to find more occasions for young adults to drink Tooheys Extra Dry, so it launched a longneck bottle, TED696ml.

The challenge set for ZenithOptimedia was to launch the brand into the crowded and competitive longneck market without damaging the cool factor Tooheys Extra Dry had built and without cannibalising its sales.

## CAMPAIGN

If TED696 could own the brown paper bag, Tooheys Extra Dry could dominate branding for the category.

ZenithOptimedia took the insight that 18 to 24-year-old drinkers have a desire to express themselves, and worked with BMF to commission street artists to help launch the TED696 Project, in which consumers were invited to create designs for the brown paper bags.

A seeding strategy, advertorials, and tip-ons in men's magazines followed, with an online hub allowing people to vote for the best designs. The winner was announced at an MTV gallery exhibition.

Bottleshops were given the bags, to wrap bottles of TED696 and its competitors too.

## RESULTS

Consumers from 104 countries submitted more than 2000 bag designs, and spent an average of 9.5 minutes on the website. Half a million bottles of TED696 were sold in eight weeks, beating sales forecasts. Every \$1 spent on the campaign returned \$9 of sales.



## Judges' comments

“Judges were unanimous in awarding the TED696 Project. The campaign was single-minded, insightful, innovative and complemented this year's Awards theme of evolution. The agency took an old category purchasing habit of the brown paper bag and contemporised it in a way that has never been done before. It was a great way to get the trade excited and activated at the same time. It was really clever how the competitors' products were also inserted in the bag at retail, a nice ambush tactic.”

# Automotive

## WINNER

**TITLE**  
Checking the Diary – Hyundai Tucson

**AGENCY**  
Initiative

**CLIENT**  
Hyundai Motor Company

**COMMUNICATION STRATEGIST**  
Uma Sekar

**BUSINESS MANAGER**  
Tim Bond

**PLANNER/BUYER**  
Camilla Baker

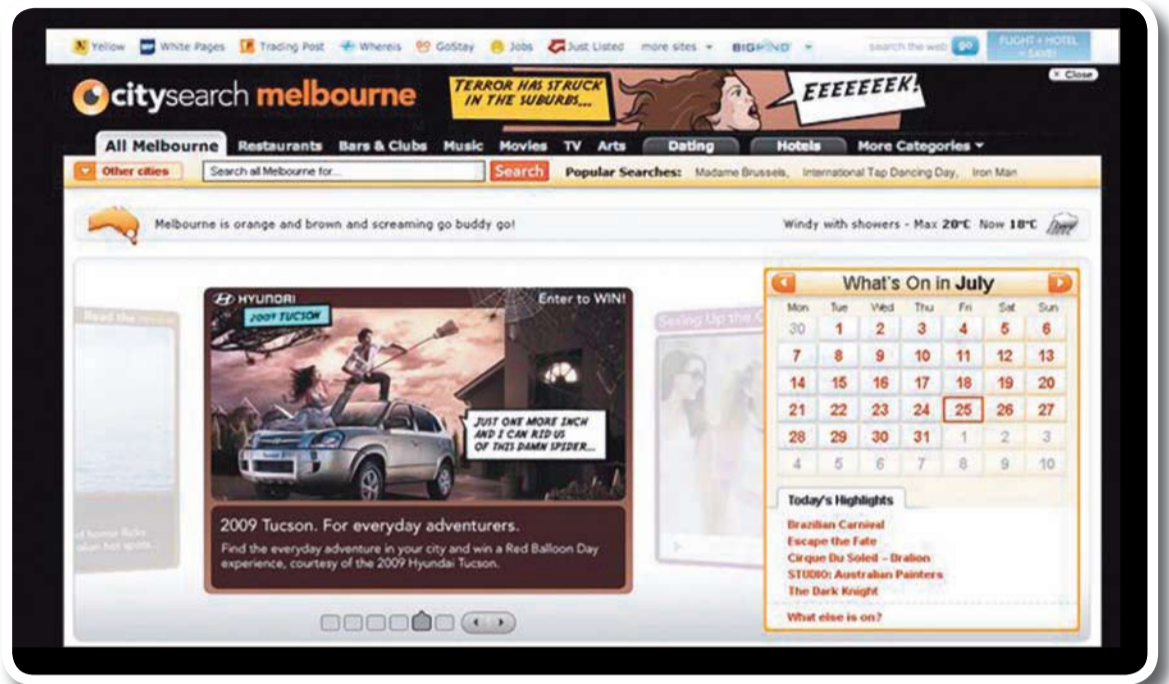
**COLLABORATIVE PARTNER**  
Singleton Ogilvy & Mather (creative)

## FINALIST

**TITLE**  
Cities Love Micra

**AGENCY**  
Carat

**CLIENT**  
Nissan Motor Company



## OBJECTIVES

The Hyundai Tucson had a 5% share of the SUV category, but the category was in decline due to rising fuel costs. Initiative found the Tucson's \$24,990 price was not in the consideration set for families who were looking at SUVs starting from \$30,000. To hit campaign objectives of increasing awareness by 20% and sales by 5% year-on-year, Initiative switched its target market to 25 to 35-year-old new car buyers in capital cities who have hectic lives.

## CAMPAIGN

Initiative built a strategic platform of "checking the diary" to target busy young people. The campaign used media that have a calendar element, with mobile phones chosen as a core medium. Mobile was complemented by What's On sections in magazines and websites, out-of-home and fitness media. Initiative partnered with Fitness First to create a downloadable mobile gym timetable and *Time Out* magazine for a calendar.

## RESULTS

The Hyundai Tucson almost tripled its market share, surpassing the Nissan X-Trail, Mitsubishi Outlander and Honda CRV to become Australia's third biggest-selling SUV. A \$2 million media spend translated to increased revenue for Hyundai of over \$13 million. Spontaneous awareness increased by 27% and monthly sales grew by 158% from 379 units to 978 units.



## Judges' comments

A very competitive category in a turbulent year. It has benefited the creative process and the winner and finalist both illustrated very unique approaches. Both showed a thorough understanding of the target audience beyond their involvement in the auto purchase process and importantly broke the mould in how car advertising is implemented. Not an easy task knowing the power and demands of the dealer networks.

# IT & Consumer Durables

## WINNER

**TITLE**  
The Tomb Raider Challenge

**AGENCY**  
Ikon Communications

**CLIENT**  
Atari

**STRATEGY DIRECTOR**  
Brett Dawson

**CLIENT SERVICE DIRECTOR**  
David Scott

**COMMUNICATIONS TRADER**  
Ewan Mitchell

**COLLABORATIVE PARTNER**  
New Dialogue (digital)

## FINALISTS

**TITLE**  
Telstra Mobile Codes

**AGENCY**  
OMD

**CLIENT**  
Telstra

**TITLE**  
Microsoft Office 2007 Parents Playground

**AGENCY**  
Universal McCann

**CLIENT**  
Microsoft

## OBJECTIVES

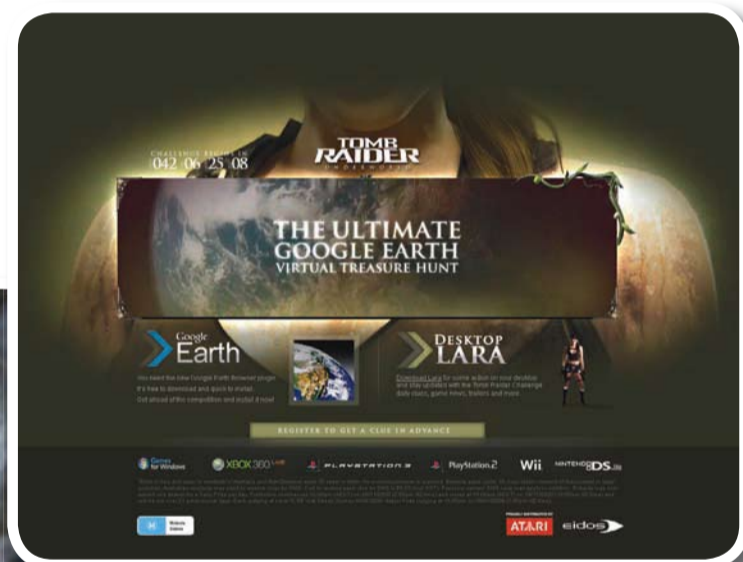
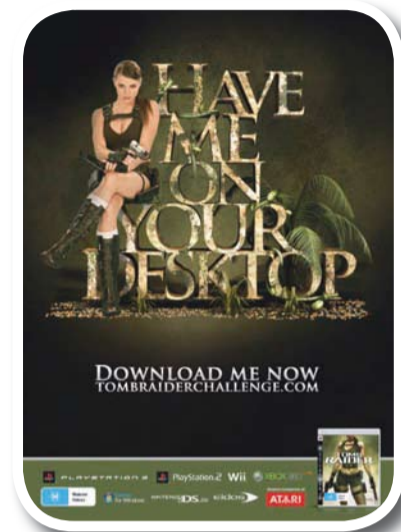
For the launch of *Tomb Raider: Underworld* Atari set its media agency Ikon Communications a three-month sales target of 20,000 units, meaning the game would have to outsell two previous Tomb Raider releases by 18%. Tomb Raider is Atari's marquee brand, but the game's initial code received poor feedback from gamers. Atari's credibility was at stake.

## CAMPAIGN

The game's hero Lara Croft spearheaded a 21-day virtual challenge to appeal to the competitive nature of gamers, who had to follow clues to find hidden digital artifacts hidden in Google Earth. Half of the \$500,000 campaign budget was spent on content creation for the challenge, including content for a website, widget and mobile site, supported by digital rich media display, a YouTube video, PR and limited magazine activity.

## RESULTS

The website recorded 286,616 page views and 56,218 unique visitors and 42,662 Desktop Lara downloads. Most importantly, the campaign delivered post launch sales of 22,804 units, 14% above the target.



## Judges' comments

Through the innovative use of media, the agency created a game within a game, breathing life into this product and generating fantastic results.



# Clothing/Cosmetics & Retail

## WINNER

### TITLE

Creating New Content Platforms for Nike Football

### AGENCY

Razor

### CLIENT

Nike

### PLANNING DIRECTOR

Jonathan Hopkins

### MEDIA MANAGER

Simon Flaxman

### MEDIA BUYER

Georgina Woodcock

### COLLABORATIVE PARTNER

Publicis Mojo (creative)

## COMMENDATION

### TITLE

Putting the Fun into Brushing

### AGENCY

MediaCom Sydney

### CLIENT

Procter & Gamble

### COLLABORATIVE PARTNERS

Walt Disney Channel (creative)

Walt Disney Television International (creative)

Walt Disney Studios Home Entertainment  
(production)

Where There's Smoke There's Fire (production)

Night & Day (creative)

Proximity (creative)

## FINALIST

### TITLE

"Campaign to Empower Women to Get Their  
Confidence Back" – Carefree Flexia

### AGENCY

OMD

### CLIENT

Johnson & Johnson – Carefree

## OBJECTIVES

Nike charged Razor with the task of engaging 14 to 19-year-old men, a group that are not big consumers of football media. Before the campaign video views on Nike's website were at just 2% of the 319,000 target universe. Nike gave Razor a budget of \$200,000 to raise this to 3%.

## CAMPAIGN

Razor found only 17% of its target engaged regularly with football media, but 76% buy football boots every season making retailers an important campaign focus.

The campaign used widgets and USBs to appeal to a target that thrives on having the latest thing. Razor created a widget seeded through social networks containing football news and information. Thirty-five thousand USBs in the shape of a Nike Mercurial football boot and containing video footage of training drills were distributed through retailers including Sports Power, which promoted the USBs in catalogues delivered to four million households.

## RESULTS

The campaign achieved 11,272 widget downloads – 2224 from Facebook, 4281 from MySpace, 111 from Bebo and 4656 downloaded to desktop – and 8770 video views. All brand objectives were exceeded, by up to seven percentage points.



## Judges' comments

“Very hard to pick a clear winner but in the end, we chose an entry that really understood the task at hand and its audience, and had a true understanding of how to connect with them. Most of all, we liked the creativity shown.”

# Media/Entertainment/Travel & Leisure

## WINNER

**TITLE**  
ABC For Kids – Star Reviewers  
**AGENCY**  
OMD, Melbourne  
**CLIENT**  
Roadshow Entertainment  
**STRATEGIST**  
David Dalgarno  
**BUSINESS MANAGER**  
Corina Cosma  
**PLANNER/TRADER**  
Cynthia Leong  
**MEDIA EXECUTIVE**  
Cecilia Ojany

## FINALISTS

**TITLE**  
Cultivating Household Champions  
**AGENCY**  
Starcom MediaVest Group  
**CLIENT**  
Network Ten  
**TITLE**  
Ride The Express  
**AGENCY**  
Universal McCann  
**CLIENT**  
Sony Pictures Releasing

**Star REVIEWER**

**Be the ABC FOR KIDS star reviewer for a year!**

Tell us what you think and you could be our star reviewers for a year and win a family entertainment system from LG

This fantastic LG entertainment system worth \$2817 includes:

- LG plasma television
- LG home theatre system
- LG portable DVD player

**HOW TO ENTER**

We are looking for five star reviewer teams to review ABC FOR KIDS DVD's. You and your child could be published together every month for a year and win a LG family entertainment system. To enter simply watch any ABC FOR KIDS DVD, go to [www.yahoo7.com.au/abcforkids](http://www.yahoo7.com.au/abcforkids), fill in your details and write a review in 50 words or less. The winners will be our star reviewers for one year and win the prize pictured above.

**ABC FOR KIDS**

An ABC FOR KIDS promo.

**Release of the month**  
**BINDI, THE JUNGLE GIRL – ROARI!**

**RATING** Packed full of fun, information and adventure, ROARI is a hit with kids of all ages

It's been a huge year for our favourite wildlife warrior, winning a Logie and a Daytime Emmy Award for Best, the Jungle Girl, and now it's time to ROAR! Join Bindi as she enters the world of the big cat and discover why the tigers once prince of the jungle is now an endangered species. Come behind the scenes at Australia Zoo where a breeding program begins with the arrival of three tiger cubs. And then leap and pounce with Bindi and The Crooners as they sing Prince Agha.

**What the kids are watching now!**

**In the Night Garden – Who's Here?**  
**RATING** The perfect way to help one to four year olds wind down before bed time. Mums and dads will love this too.

**Play School – At the Beach**  
**RATING** Sure to be a favourite with preschoolers (and to five year olds) and their parents. Come and Play At the Beach with Play School presenters Justin, Jay, Karen and Tia in a real classic. Enjoy the Ocean Motion in fun dance to the tune of Holey Moley, meet sea creatures, build sandcastles, go surfing with Big Ted, and share a picnic with all your Play School friends by the seaside.

**Fireman Sam – Rich and Famous**  
**RATING** Lots of fun for two to five year olds with a message for the whole family on fire safety.

The hero of the little Welsh village of Pontypandy, Fireman Sam shows how brave, emergency and rescue workers really are. When he wears the fire helmet, Fireman Sam is always there on time. Featuring endearing exposition animation with an all important fire safety message.

**For the very best in children's entertainment visit to [www.abcforkids.com.au](http://www.abcforkids.com.au).**

## OBJECTIVES

Roadshow Entertainment wanted to ensure its ABC for Kids brand retained its position as the number one children's brand in the DVD market and lead the category on sales growth and marketing innovation. With 79 DVD releases across 35 franchises, the campaign had to unify its activity.

## CAMPAIGN

OMD Melbourne recruited five real mum and kid teams to become the "ABC for Kids DVD Star Reviewers" for the upcoming year of DVD releases. A partnership with Seven Media Group helped promote the recruitment through TV, magazine and online advertising. The DVD reviews were placed on a Yahoo!7/Parenting microsite, *New Idea*, *Practical Parenting* and *That's Life*.

## RESULTS

ABC for Kids annual DVD sales grew by 25.3%, from \$21.3 million before the campaign to \$26.7 million in May 2009. This exceeded the market growth benchmark of 21% by more than four percentage points.

*Judges' comments*

“Star Reviewers’ demonstrated clear insight, which led to a simple but very effective execution across the campaign. The campaign led a clear process from insight through to idea, through to execution with articulate and effective results at the end.”

Your stories could end up in Australia's longest running magazine column

**WIN \$100**

**Now that's bad luck**  
My three-year-old grandson doesn't understand replays on TV. He was upset when a prominent AFL footballer broke his arm during a match. When the replay was shown later that evening he said: "Oh no! He's broken his arm again!"  
TAY WONGSA, HERRINGHILL, V.

**Practice makes perfect**  
At our Christmas gathering, the children were sitting around reading the Christmas cards we had all received. My eight-year-old niece asked: "Why do old people always have such neat handwriting?" My six-year-old nephew replied: "Cos they've had so long to practise!"  
KATE REID, NELSON BAY, NSW.

**It's not how they do it on TV**  
My seven-year-old son Jordan was reading the newspaper over my shoulder. The front page was about a crime, and he said: "They don't know he did it for sure. I bet the police haven't even dunked his head in water yet to get a confession! Maybe we should cut back on the TV."  
BRACEY BRUCE, HILLIARD, WA.

**Top bat**  
This is my two-year-old nephew Jacob, who looks set to be the Australian cricket team's captain one day.  
A. COOPER, WANNESSA, ACT.

**State of confusion**  
On the way home from school, my six-year-old was discussing his day with me. He was trying to recall the name of a girl he'd been playing with: "Yeah, that's it... Melbourne, her name was Melbourne," he said to himself. Then, following a bit of a pause, he said: "No, actually her name was Victoria." Well, he was close.  
JOEL GASKY, LOWER TEMPLESTONE, V.

**Bathtime beauty**  
My daughter Lillian is a very happy baby, especially when it comes to having her bath. With her long lashes, rosy cheeks and cute little smile, she just melts my heart.  
STEPHANE PECK, CRAIGESBURN, V.

**WIN \$25**

**WIN \$25**

**Why we loved it!**

Get the low-down on ABC for Kids' latest DVD release from our Star Reviewers!

**Alison Leader and her son Jonathan review Barney-Let's Pretend**

Barney - Let's Pretend entertains children with a mix of catchy sing-alongs, dancing and a heart-warming emphasis on loving each other. This DVD won points with me for its healthy approach to relationships and strong educational element. It is ideal for ages two and up. ALISON

I watched the DVD and wanted to see it again! I'm learning all about the alphabet. It's also teaching me to use my imagination to take me to faraway places. I like it when Barney chuddles and gives the children a hug. I want Mummy to play this more often. JONATHAN (with help from Mum)

For the best in children's entertainment, visit [www.abcforkids.com.au](http://www.abcforkids.com.au)

**ABC FOR KIDS**





# BEST 'ONE-OFF' MEDIA INNOVATION

SPONSORED BY  
**AdNews**

## WINNER

**TITLE**  
Snack Sized Donations  
**AGENCY**  
PHD  
**CLIENT**  
The Smith Family  
**MANAGING DIRECTOR**  
Mark Holden  
**DIGITAL STRATEGIST**  
Ali Parsyar  
**DIGITAL DIRECTOR**  
Jonathan Axworthy  
**MARKETING MANAGER, THE SMITH FAMILY**  
Lisa Allan

## COMMENDATION

**TITLE**  
The Tomb Raider Challenge  
**AGENCY**  
Ikon Communications  
**CLIENT**  
Atari  
**COLLABORATIVE PARTNER**  
New Dialogue (digital)

## FINALISTS

**TITLE**  
Act As You Want To Be Defined  
**AGENCY**  
Mindshare  
**CLIENT**  
Tourism New Zealand

**TITLE**  
Nutri-Grain Football Superstar  
**AGENCY**  
Mindshare  
**CLIENT**  
Kellogg

## OBJECTIVES

PHD used the insight that The Smith Family's potential donors can be scared off by commitment, to create "snack-sized" donations \$5, \$10, \$15 and \$20 that could be made with a mobile phone.

## CAMPAIGN

The act of donating needed to be completed quickly. A mobile site was created to allow for set snack-sized donations that would be charged to the user's mobile bill, eliminating the need for credit card use.

The agency lined up Vodafone and software company MIA as campaign partners.

The campaign used mobile banners on Vodafone Live – 830,307 impressions were served – SMS, mobile search and PR.

## RESULTS

The campaign saw 7023 individuals donate use the new method. The solution achieved the objective of finding a new route for generating donations and mobile donations are now an ongoing focus for The Smith Family.



## Judges' comments

“The campaign was brought to life in an innovative media platform of hassle-free, snack size donations by mobile phone, delivering great trial and the potential for repeat donations for the Smith Family.”

# Best Demonstration of Results



## COMMENDATION

**TITLE**  
Youi Launch  
**AGENCY**  
Universal McCann  
**CLIENT**  
Youi  
**MANAGING DIRECTOR**  
Travis Johnson  
**ACCOUNT MANAGER**  
Tristan Burrell  
**MEDIA BUYER**  
Hester Tseung  
**DIGITAL PLANNER**  
Andy Ryu  
**STRATEGIST**  
James Sneddon  
**CREATIVE & INSIGHTS DIRECTOR**  
Bryan Cawood, Youi

## FINALISTS

**TITLE**  
Safer Drinking Culture Campaign  
**AGENCY**  
Starcom MediaVest Group  
**CLIENT**  
Queensland Government  
**TITLE**  
In Control With Zyrtec  
**AGENCY**  
O&M, Sydney  
**CLIENT**  
Johnson & Johnson Pacific

**TITLE**  
Comes With Music  
**AGENCY**  
Ikon Communications; Goodby Silverstein & Partners  
**CLIENT**  
Commonwealth Bank of Australia

**TITLE**  
Sensodyne: The Chill Test  
**AGENCY**  
Bellamyhayden  
**CLIENT**  
GlaxoSmithKline

**TITLE**  
Kit Kat Chunky Chunga  
**AGENCY**  
ZenithOptimedia  
**CLIENT**  
Nestlé

# Partnership Award

SPONSORED BY



## WINNER

### TITLE

Vodafone Business Ambassador Program

### COMPANY

KahDo Urban Communication

### CLIENT

Vodafone

### DIRECTOR

Chris McMillan

### DIRECTOR

JP Nicou

### DIRECTOR

John Collingwood Smith

### ACCOUNT DIRECTOR

Carie Baxter

### COLLABORATING PARTNER

Ikon Communications (media)

## FINALIST

### TITLE

Australia

### COMPANY

PBL Media

### CLIENT

20th Century Fox

## OBJECTIVES

Vodafone was looking to address the fact that 42% of SMEs were unaware of the telco's offering. The campaign needed to drive acquisition of new SME customers, despite rival Telstra dominating share-of-voice five to one.

## CAMPAIGN

Research identified peer to peer referral and endorsement as valued by SMEs in making purchase decisions. Kahdo recruited drivers from businesses with up to five employees to drive cars that carry ads reading, "I chose Vodafone for my business". The credibility of this statement was strengthened by integrating the SME's own business ad on the back window of the vehicle. Each driver had to be a Vodafone business customer.

The campaign saw 70 different SME ads on Toyota Yaris cars launched across five major capital cities. Brand ambassadors were educated with key Vodafone messages to spread among their peers.

## RESULTS

Awareness of Vodafone in business improved from 65% in May 2008 to 69% in May 2009 and consideration of the brand improved from 23% to 26% in the same period. The driver recruitment alone saw 70 new Vodafone customers signed to business contracts.



## Judges' comments

"The Vodafone Business Ambassador Program nailed the insight on small business owners. It activated a less traditional way of talking to the target market in the form of word-of-mouth advocates driving tailored fleets to suit the small business owner needs. The clever adaptation of the Kahdo program also generated some terrific results for Vodafone."

# NGen Award

## WINNER

### TITLE

Friends Saving Friends

### ENTRANT

Sam Geer

### AGENCY

MediaCom

### CLIENT

Australian Red Cross Blood Service

## FINALISTS

### TITLE

Put the Mate Back into Donate

### ENTRANT

Naomi Buck

### AGENCY

OMD

### TITLE

The Human Web Experiment

### ENTRANT

Amelia Hodgson-Berry

### AGENCY

OMD

## OBJECTIVES

The Australian Red Cross Blood Service presented NGen members with the challenge to develop an emotive idea and communications strategy to build on the 2009 Year of the Blood Donor platform and turn this awareness into action in 2010. They were charged with prompting long term social change to generate at least 21,000 donations every week, with a campaign budget of \$1 million.

## CAMPAIGN

MediaCom's Sam Geer refined the core target to 16 to 29-year-olds, identifying this group as the most likely to influence current and future generations, and donate for many years to come.

His "Friends Saving Friends" idea involves creating a Facebook application that "digitally kills" a user's friends unless they "digitally donate". When "digitally donating" the user is taken to a microsite that encourages them to donate blood, while a Facebook message is sent to the friend they "saved".

A heavyweight ad campaign through Facebook is to be used to push people to download the application. PR and geographically targeted print ads listing recent "deaths" will support the Facebook campaign. Street press, *mX*, *NW* and *Famous* are some of titles to be used.



# Pro Bono/Cause Marketing Incentive – in recognition of Pam Lane

## WINNER

**TITLE**  
Making a Difference in Both Local and Global Communities

**AGENCY**  
Mindshare

**CHARITY**  
One Foundation

## Judges' comments

A big idea that galvanised the whole agency behind the initiative with a cultural benefit to the agency. The agency went above and beyond, leveraging media and media agency assets.



## OBJECTIVES

Mindshare aims to support cause related projects that are global as well as those that help local communities.

## CAMPAIGN

For the One Foundation - which markets the not for profit product One Water - Mindshare set its 120 staff the task of selling 2000 bottles of water by any means possible in just three hours, resulting in the agency raising \$32,950.

Mindshare sent four staff members to Africa for the installation of the first One Water "playpump", before it helped launch the brand in Australia by trading workshops with media sales reps for free media space. The strategy brought in \$1.2 million of free media, \$80,000 of free production and distribution through Woolworths.

The agency also supported the Red Cross Victorian Bushfire Appeal, Jeans for Genes, Biggest Morning Tea and Legacy.

## RESULTS

Highlights from Mindshare's pro bono program included the negotiation of \$2 million of free media and production, raising \$36,500 through fundraising events and helping to launch a new not for profit product from scratch.

“Imma let you finish but...”



**THIS YEAR  
THERE ARE TWO WINNERS...  
BRAND EQUITY AND  
SALES CONVERSION.**

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