

2009 MADC AWARDS WINNERS & FINALISTS LIST

Special Awards (voted by the MADC 2009 Committee)

Category 1: The MADC Award for Best of Show

- Clemenger BBDO Melbourne for The Four'N Twenty Magic Salad Plate Integrated Campaign, Patties Foods: Four'N Twenty

Category 2: The CHE Award for Mentor of the Year

- Georgie Seccull, Swinburne TAFE for Be your own Boss, Homelessness in Australia, a project of The Big Issue

Category 3: The MADC Award for Honorary Life Membership

- Bruce Edwards, Educator – Graphic Design

Category 4: The Blackley Award for Creative Leader of the Year – Sponsored by Crunch IT

- James McGrath, Executive Creative Director - Clemenger BBDO Melbourne

Category 5: The MADC Award for Account Service of the Year

- Ricci Meldrum, Group Account Director – Clemenger BBDO Melbourne

Category 7: The MADC Award for Client of the Year

- Foster's Australia for Clemenger BBDO, Foster's Australia Campaign

Category 6: The George Patterson Y&R Award for Best Student Entry

Finalists:

- Hugh Southall, RMIT University for Green M&M, M&Ms

Category 8: The AudioNET Award for Best Integrated Campaign

Gold:

- Clemenger BBDO Melbourne for The Four'N Twenty Magic Salad Plate, Patties Foods

Silver:

- Clemenger BBDO Melbourne for Team Dry, Foster's Group
- Clemenger BBDO Melbourne for Drop the Bomb, Foster's Group

Bronze:

- George Patterson Y&R for Sensibles, Schweppes Australia

Finalist:

- Clemenger BBDO Melbourne for Leftover Sugar, Mars Snackfood

Category 9: The MADC Award for Best Ambient/Non - Traditional Media

Bronze:

- day&age for Kid's Crossing, Victorian Government/VicRoads

Finalists:

- Lifelounge for Body-O-Matic, WorkSafe Victoria
- The Campaign Palace for Pinball, Target Australia

- DDB Melbourne for Trojan, Henkel
- CumminsNitro for Houses for the Homeless, Realestate.com.au
- GREY for Measuring Tape Seatbelt, Fernwood Health Clubs
- Clemenger BBDO Melbourne for Leftover Sugar, Starburst

Category 10: The MADC Award for Best Ambient/Non - Traditional Media Campaign

No Finalists in the Category

Category 11: The The Age Award for Best Press Advertisement

Finalists:

- GREY for Peli-can, Simplot Australia
- GREY for Maze, Transport Accident Commission

Category 12: The The Age Award for Best Press Campaign

Silver:

- Publicis Mojo for Goldfields, Tourism Victoria

Category 13: The The Age Award for Best Small Space Press Advertisement

Bronze:

- George Patterson Y&R for Force Field, Australian Defence Force

Category 14: The The Age Award for Best Small Space Press Campaign

Finalist:

- AJF Partnership Pty Ltd for City of Melbourne, City of Melbourne

Category 15: The B&T Award for Best Magazine Advertisement

Bronze:

- GREY for Tuna & Beans, Simplot Australia

Finalists:

- DDB Melbourne for Trojan, Henkel
- DDB Melbourne for Guess Whose Mum's Got a Whirlpool – Bert, Whirlpool

Category 16: The Crunch IT Award for Best Magazine Campaign

Bronze:

- DDB Melbourne for Guess Whose Mum's Got a Whirlpool, Whirlpool

Finalists:

- George Patterson Y&R for The Laminex Collection, The Laminex Group
- George Patterson Y&R for Big League, AFL

Category 17: The MADC Award for Best Point of Purchase

Bronze:

- The Campaign Palace for Floor Mat, Target Australia

Finalists:

- Lifelounge for All Day I Dream About Sneakers, adidas
- GREY for Peli-can, Simplot Australia
- Rapp Melbourne for Humidicrib, Ambulance Victoria
- CHE for Daily Vitamin, Bakers Delight

Category 18: The MADC Award for Best Outdoor

Bronze:

- GREY for Tuna & Beans, Simplot Australia

Finalists:

- GREY for Candle, Transport Accident Commission
- DDB Melbourne for Calder, UBD

Category 19: The MADC Award for Best Outdoor Campaign

Finalists:

- The Campaign Palace for Australia's Biggest Toy Sale, Target Australia
- DDB Melbourne for Lost Cars, UBD
- George Patterson Y&R for Big League, AFL

Category 20: The MADC Award for Best Transit

Bronze:

- GREY for Peli-can, Simplot Australia

Finalist:

- The Campaign Palace for Toy Trucks, Target Australia

Category 21: The MADC Award for Best Flat Mail

Bronze:

- Clemenger BBDO Melbourne for Dent, Mercedes-Benz

Finalists:

- Lifelounge for Certificate of Enlarged Faculties, Spring Valley
- M&C Saatchi for Recession Greeting Cards, Repco
- Leo Burnett for Shrinking Window, Australia Post
- Clemenger BBDO Melbourne for Pass the Parcel, Oz Child
- Clemenger BBDO Melbourne for Envelope, Eternal Beauty

Category 22: The MADC Award for Best Dimensional Mail

Bronze:

- M&C Saatchi for Lessons in Leadership, Save the Children Australia

Finalists:

- Lifelounge for Thumb, WorkSafe Victoria
- Clemenger BBDO Melbourne for The Four'N Twenty Magic Salad Plate, Four'N Twenty

Category 23: The MADC Award for Best Non-Commerical Direct Mail

Bronze:

- George Patterson Y&R for The Wicked Sick Project, George Patterson Y&R

Finalist:

- Clemenger BBDO Melbourne for Menu, Dog Aid Australia

Category 24: The MADC Award for Best Unaddressed Mail

Finalists:

- Lifelounge for All Day I Dream About Sneakers, adidas
- Clemenger BBDO Melbourne for Menu, Dog Aid Australia

Category 25: The MADC Award for Best Direct Response Advertising

Silver:

- Clemenger BBDO Melbourne for Make Yourself Beautiful, World Society for the Protection of Animals (WSPA)

Bronze:

- Lifelounge for Body-O-Matic, WorkSafe Victoria
- Clemenger BBDO Melbourne for The Four'N Twenty Magic Salad Plate, Four'N Twenty
- Clemenger BBDO Melbourne for Leftover Sugar, Starburst
- CumminsNitro for Houses for the Homeless, Realestate.com.au

Finalists:

- Lifelounge for Solo Man Bib, Cadbury Schweppes
- Clemenger BBDO Melbourne for Let's Talk, Mercedes-Benz
- Clemenger BBDO Melbourne for Make Yourself Beautiful, World Society for the Protection of Animals (WSPA)
- George Patterson Y&R for Sensibles, Spring Valley
- George Patterson Y&R for Energy Totem, Schweppes Australia
- George Patterson Y&R for Army Intell, Defence Force Recruiting
- Leo Burnett for Seek Coffee Cups, SEEK

Category 26: The Adstream Award for Best 15 Second Television/Cinema Commercial

Finalist:

- Whybin\TBWA for Kennel, Mars Petcare (Pedigree)

Category 27: The Maurice Dowd / Clemenger BBDO Award for Best 30 Second Television/Cinema Commercial

Silver:

- Clemenger BBDO Melbourne for What's that Taste in my Mouth, Foster's Group

Bronze:

- Clemenger BBDO Melbourne for The Future of Beer is in Our Hands, Foster's Group
- Clemenger BBDO Melbourne for The Four'N Twenty Magic Salad Plate, Patties Foods
- Clemenger BBDO Melbourne for Team Dry 'Bicep Dancer', Foster's Group

Finalists:

- Clemenger BBDO Melbourne for Angry, Foster's Group
- Clemenger BBDO Melbourne for To Be Sure, HBA
- Publicis Mojo for Screaming Match, Coca-Cola

Category 28: The George Patterson Y&R Award for Best 45+ Second Television/Cinema Commercial

Silver:

- Clemenger BBDO Melbourne for Woman Whisperer, Foster's Group
- CumminsNitro for Pam Nesia – A Chocumentary, MARS Snackfood
- George Patterson Y&R for Big League, AFL

Bronze:

- Clemenger BBDO Melbourne for Speak Woman, Foster's Group
- Publicis Mojo for Cameron Diaz, Nestle Peters
- Publicis Mojo for Kevin Bartlett, Toyota Motor Corporation Australia

Finalists:

- Clemenger BBDO Melbourne for Urban Orchard, Foster's Group
- George Patterson Y&R for Junk Ballet, Schweppes Australia

- Publicis Mojo for Neil Armstrong, Nestle Peters
- Publicis Mojo for Michael Jackson, Nestle Peters
- Publicis Mojo for Bruce Doull , Toyota Motor Corporation Australia

Category 29: The @radical.media Award for Best Television/Cinema Campaign

Bronze:

- Publicis Mojo for Namesakes, Nestle Peters

Finalists:

- GREY for Young Workers, WorkSafe Victoria

Category 30: The Adstream Award for Best 30 Second Radio Commercial

Finalists:

- The Foundry for Daylight Savings, Snooze
- JWT Melbourne for Never Leave – Hardware, Ford

Category 31: The Bang Bang Studios Award for Best 45+ Second Radio Commercial

Silver:

- GREY for Mum, Transport Accident Commission

Finalists:

- George Patterson Y&R for Left, Right, Defence Force Recruiting
- George Patterson Y&R for Leprechaun Hunt, Intralot

Category 32: The AudioNET Award for Best Radio Campaign

Bronze:

- George Patterson Y&R for Luck Factory, Intralot

Category 33: The MADC Award for Community Service/Charity Advertisement - Print

No Finalists in the Category

Category 34: The Dubsat Award for Best Community Service/Charity Advertisement - Television

Gold:

- The Campaign Palace for Separation, Quit Victoria

Finalist:

- Clemenger BBDO Melbourne for Father & Son, DrinkWise

Category 35: The AudioNET Award for Best Community Service/Charity Advertisement - Radio

No Finalists in the Category

Category 36: The MADC Award for Best Community Service/Charity Campaign

Finalist:

- M&C Saatchi for Lessons in Leadership, Save the Children Australia

Category 37: The Tribal DDB Award for Best Digital Campaign

Finalist:

- George Patterson Y&R for Sensibles, Schweppes Australia

Category 38: The MADC Award for Best Microsite

Silver:

- George Patterson Y&R for Sensibles, Schweppes Australia

Finalists:

- George Patterson Y&R for Energy Totem, Schweppes Australia
- Clemenger BBDO Melbourne for NAB Community, NAB

Category 39: The Tribal DDB Award for Best Website

Finalists:

- M&C Saatchi for Lessons in Leadership, Save the Children Australia
- DTDigital for Australian Coal Association, "NewGenCoal.com.au", Australian Coal Association
- Reactive for Crumpler, Crumpler

Category 40: The MADC Award for Best Online Game

Finalist:

- Visual Jazz for Navy - Secure the Deck, Defence Force Recruiting

Category 41: The MADC Award for Best Use of Mobile

Finalists:

- M&C Saatchi for 2020 Leadership Billboard, Save the Children Australia
- Visual Jazz for Supreme Air Combat - iPhone Game, Defence Force Recruiting
- Publicis Digital for Melbourne Wicked in Winter, Tourism Victoria

Category 42: The MADC Award for Digital Innovation

Finalist:

- George Patterson Y&R for Sensibles, Schweppes Australia

Category 43: The PR Edge Award for Best Viral

No Finalists in the Category

Category 44: The MADC Award for Best Viral Film

No Finalists in the Category

Category 45: The Crunch IT Award for Best Online Advertisement

Bronze:

- Publicis Digital for Melbourne Wicked in Winter, Tourism Victoria

Finalists:

- Clemenger BBDO Melbourne for Let's Talk, Mercedes-Benz
- George Patterson Y&R for The Wicked Sick Project, George Patterson Y&R

Category 46: The MADC Award for Best CD Rom, DVD or Installations/Presentations

No Finalists in the Category

Category 47: The K.W.Doggett Fine Paper Award for Best Packaging Design

Finalists:

- Acorn Brand Design for Heinz Pure New Zealand Vegetables, Heinz Australia
- Leo Burnett for Hawthorn Premium Pale Ale, Hawthorn Brewing Co.
- Hub Group for Milk, Milk & Co

Category 48: The MADC Award for Best Packaging Design (Label Only)

Finalists:

- Design By Pidgeon for Preshafruit Juices, Donny Boy Fresh Food Company
- Leo Burnett for Hawthorn Premium Pale Ale, Hawthorn Brewing Co.

Category 49: The Chilli Promotions Award for Best Corporate Identity Design

Bronze:

- Canyon Brand Design for Chef Sonia Brand Identity, Chef Sonia

Finalists:

- Canyon Brand Design for Canyon Brand Identity, Canyon
- Canyon Brand Design for Elk Brand Identity, Elk Home Baking
- Qube Konstrukt for Cream Film Visual Identity, Cream Film

Category 50: The K.W.Doggett Fine Paper Award for Best Brochure, Catalogue, Annual Report or Prospectus Design

Bronze:

- ERD for Melbourne Recital Centre - Opus '09 Nos 1 & 2, Melbourne Recital Centre

Finalists:

- Elmwood Design for Abercromby's Knock Knock, Abercrombies
- Clemenger BBDO Melbourne for Reduce the Badness, Simply Energy
- Lemonade for Rogerseller Catalogue, Rogerseller
- Clear Design for Life Recycled, K.W.Doggett Fine Paper
- Canyon for Shift #1, AIGP

Category 51: The Southern Colour Award for Best Book Design

Bronze:

- Design By Pidgeon for Venice Biennale, New Australian Pavilion: Di Stasio Ideas Competition - Book Design, Café Di Stasio

Finalists:

- Clemenger BBDO Melbourne for Reduce the Badness, Simply Energy
- Lemonade for Little Black Book, Rose Street Artist Market
- Kleimeyer Industries for Beyond Sacred, Laverty Collection
- Qube Konstrukt for MADC Annual 2008, Melbourne Advertising and Design Club (MADC)

Category 52: The MADC Award for Best Signage/Environmental Design

Gold:

- day&age for Kids' Crossing, Victorian Government/VicRoads

Finalist:

- Büro North for Balancea Signage and Environmental Graphics, Sunland Group

Category 53: The The Age Award for Best Editorial Design

Finalist:

- T-world for T-world: Issue #04 and Issue #5, T-world

Category 54: The MADC Award for Best Self Promotion Design

Finalists:

- ERD for ERD Website and Posters, ERD
- BELKIZ by Baseline for Belkiz Feedaway, BELKIZ by Baseline

Category 55: The MADC Award for Best Miscellaneous Design

Silver:

- Hoyne Design for Earth Hour, Australia Post

Bronze:

- ERD for Melbourne Recital Centre - Opus '09 Nos 1 & 2 Program and Launch Posters, Melbourne Recital Centre

Finalists:

- Hoyne Design for Living Green, Australia Post
- Marmalade for Licence Town, VicRoads
- Lemonade for 30 Strong Poster, 4th Annual Poster Competition

Category 56: The MADC Award for Interactive Craft

Finalists:

- M&C Saatchi for Lessons in Leadership Website, Save the Children Australia
- Clemenger BBDO Melbourne for Team Dry, Foster's Group

Category 57: The MADC Award for Best Illustration

Silver:

- Hoyne Design for Earth Hour, Australia Post

Finalists:

- Hoyne Design for Living Green, Australia Post
- George Patterson Y&R for Wheels of Fortune, Tour de cure

Category 58: The @radical.media Award for Best Copywriting

Silver:

- GREY for Mum, Transport Accident Commission

Bronze:

- DDB Melbourne for Guess Whose Mum's Got a Whirlpool, Whirlpool

Finalists:

- Lifelounge for All Day I Dream About Sneakers, adidas
- George Patterson Y&R for The Wicked Sick Project, George Patterson Y&R

Category 59: The @radical.media Award for Best Art Direction

Bronze:

- ERD for Melbourne Recital Centre - Opus '09 Nos 1 & 2 Program, Melbourne Recital Centre
- Publicis Mojo for Paint, Tourism Victoria
- Publicis Mojo for Books, Tourism Victoria

Finalists:

- Lifelounge for All Day I Dream About Sneakers, adidas
- GREY for Peli-can, Simplot Australia
- DDB Melbourne for Guess Whose Mum's Got a Whirlpool, Whirlpool
- George Patterson Y&R for The Paper Baron, Australian Defence Force
- George Patterson Y&R for The Laminex Collection, The Laminex Group

Category 60: The MADC Award for Best Typography

Finalist:

- Lifelounge for Big Mouth, WorkSafe Victoria

Category 61: The Exit Films Award for Best Photography

Silver:

- Simon Harsent, Publicis Mojo for The Dandenongs 'Theatre', Tourism Victoria

Bronze:

- Maikka Trupp, ERD for Melbourne Recital Centre - Opus '09 Nos 1 & 2, Melbourne Recital Centre
- Chris Von Menge for Ad partners, Stop Being a Part of the Scenery, Scouts Australia

Finalists:

- Garth Oriander, Sweet Design for Woyzeck, Malthouse Theatre
- Hoyne Design for Sitting Pretty, Hoyne Design
- David Mitchener for Smart, Tic Tac Fresh Since 76, Ferrero

Category 62: The MADC Award for Best Photography Campaign

Silver:

- Simon Harsent for Publicis Mojo, Goldfields, Tourism Victoria

Bronze:

- Chris Budgeon for DDB Melbourne, Guess Whose Mum's Got A Whirlpool, Whirlpool
- Chris Von Menge for Ad Partners, Stop Being a Part of the Scenery, Scouts Australia

Finalists:

- Christian Blanchard for Nobody Was Thirsty, Nobody Denim
- Lou D'Angelo for Saatchi & Saatchi, Lexus Range, Lexus
- Chris Budgeon for Leo Burnett Sydney, Wasting Energy, Energy Australia
- Christopher Tovo for George Patterson Y&R, AFL 'In a league of it's own', AFL
- Chris Von Menge for Marmalade, Beware of the Cars, VicRoads

Category 63: The Activemotion Award for Best Original Music

Silver:

- Jason Murphy and Blair Joscelyne, Gasinc Pty Ltd for The Campaign Palace, Join In, Origin

Bronze:

- Jonathan Dreyfus, @radical.media for The Surgery, Otto, LeasePlan

Finalists:

- Level Two Music for Jung Von Matt, R & V Music, Markenfilm Berlin
- Gusto Music for Mic, Cruze, Chevrolet
- Front of House for Whybin TBWA, Laughter, Camp Quality
- Dare Music for TBWA Bordeaux, Mauritius Tourism: Reve, Mauritius Tourism
- dgmusichouse for GREY, The Young Man and the Sea, Simplot Australia

Category 64: The George Patterson Y&R Award for Best Sound Design

Silver:

- Front of House / Dare for Frontier Advertising, Kelly, Beyond Blue
- Gusto Music for Publicis Mojo, The Summer Parade, Nestle Peters

Bronze:

- Final Sound for Badjar Ogilvy, Tink, Fosters
- Final Sound for DDB Sydney, Switch, Unilever

Finalists:

- Front of House for Grey Worldwide, The Cell, Transport Accident Commission
- Exit Films for Droga 5 Sydney, VB - Drinking Partner, Foster's Group
- Bang Bang Studios for The Boilerroom, Safer Streets, Department of Justice, Victorian Government
- Final Sound for Clemenger Harvie Edge, Unexpected, Mazda

Category 65: The MADC Award for Best Use of Existing Music & Re-recordings of Existing Song

Bronze:

- Level Two Music for Publicis Mojo Sydney, Ninja Kittens, Toyota
- Level Two Music / @radical.media for Colenso BBDO, Fold, Vodafone
- Level Two Music / @radical.media for Colenso BBDO, Split, Vodafone/Innovations

Category 66: The Red Bee Media Australia Award for Best Film Direction

Silver:

- Mark Molloy, Exit Films for JWT Auckland, The Road not Taken, Ford Motor Company
- Prodigy Films for Clemenger BBDO Melbourne, 'Woman Whisperer', Foster's Group
- @radical.media for Colenso BBDO, Fold, Vodafone/Innovations

Bronze:

- Mark Molloy, Exit Films for Clemenger BBDO Melbourne, It's Strongbow Season, Fosters Group
- @radical.media for Publicis Mojo, Signs, Coca Cola Adriatic and Balkans BU

Finalists:

- Adrian Bosich, Exit Films for George Patterson Y&R, House Full, Department of Sustainability & Environment
- Adrian Bosich, Exit Films for George Patterson Y&R, Mother & Baby, Department of Sustainability & Environment
- Garth Davis, Exit Films for Publicis Mojo Sydney, Ninja Kittens, Toyota
- Mark Molloy, Exit Films for TAG, Destiny, Xbox
- Michael Delaney, Exit Films for George Patterson Y&R, Jolt, Coolmelbourne.org

- Renegade Films for Clemenger BBDO Melbourne, Magic Salad Plate, Four'N Twenty
- Zealot Films for Frontier Advertising, Finding A Way Back – Tom, Beyond Blue
- Zealot Films for Frontier Advertising, Finding A Way Back – Kelly, Beyond Blue
- @radical.media for Colenso BBDO, Split, Vodafone/Innovations

Category 67: The MADC Award for Best Cinematography

Gold:

- Exit Films for JWT Auckland, The Road Not Taken, Ford Motor Company

Silver:

- Revolver Films for George Patterson Y&R, Big League, AFL

Finalists:

- Exit Films for Clemenger BBDO Melbourne, It's Strongbow Season, Foster's Group
- @radical.media for Colenso BBDO, Split, Vodafone/Innovations
- @radical.media for Grey Worldwide, The Young Man and the Sea, Simplot Australia
- @radical.media for Publicis Mojo, Signs, Coca Cola Adriatic and Balkans BU

Category 68: The Activemotion Award for Best Editing

Silver:

- Jack Hutchings, The Butchery for JWT Auckland, The Road not Taken, Ford Motor Company

Bronze:

- Digital Pictures for Clemenger BBDO Melbourne, It's Strongbow Season, Foster's Group
- Michael Houlahan, MRPPP for Frontier Advertising, Finding a Way Back – Kelly, Beyond Blue

Finalists:

- Jack Hutchings, The Butchery for Publicis Mojo, Cadburys Old Gold ~ Mayan, Cadbury
- Peter Sciberras, The Butchery for Jung Von Matt, R+V Insurance - Ballet Dancer, R&V Insurance
- Peter Sciberras, The Butchery for Wieden + Kennedy, Heineken – Beertender, Heineken
- Rohan Zerna Films for George Patterson Y&R, Mother & Baby, Department of Sustainability & Environment
- Digital Pictures for DDB Sydney, Cool Your World Naturally, Lipton

Category 69: The Dubsat Award for Best Post Production Special Effects

Bronze:

- Iloura for Clemenger BBDO Melbourne, Father and Son, Drinkwise Australia

Finalists:

- Iloura for Colenso BBDO, Split, Vodafone
- XYZ Studios for Leo Burnett Sydney, Champion Kids, McDonalds
- MRPPP for O & M Korea, Launching, Nature Republic

Category 70: The MADC Award for Best Animation

Bronze:

- Iloura for George Patterson Y&R, Cadbury Schweppes - Spring Valley - Infomercial 6, Cadbury Schweppes
- Iloura for Publicis Mojo, Nestle Drumstick - Summer Parade, Nestle Drumstick
- XYZ Studios for Draft FCB Melbourne, Enviro Update, Honda
- XYZ Studios for Leo Burnett Sydney, Ticks, World Wildlife Fund for Nature

Finalists:

- Iloura for Draft FCB Melbourne, Honda Jazz – London, Honda
- Iloura for Whybin TBA Sydney, Ebay - Bargain Hunter, Ebay
- XYZ Studios for BBDO New York, Journey, Chrysler LLC
- XYZ Studios for Leo Burnett Sydney, Champion Kids, McDonalds