

FILM CRAFT SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Direction				
ANYTHING FOR LOVE	McDONALD'S	McDONALD'S CYT	THE SWEET SHOP, Bangkok	THAILAND
WOK	TIGER	TIGER	THE SWEET SHOP, Bangkok	THAILAND
MEN IN BLACK SAFETY DEFENDERS	AIR NEW ZEALAND	IN-FLIGHT SAFETY VIDEO	THE SWEET SHOP, Bangkok	THAILAND
GO STRONG	FONterra BRANDS NEW ZEALAND, ANCHOR	ANCHOR MASTERBRAND	COLENSO BBDO, Auckland	NEW ZEALAND
AMBUJA KHALI	AMBUJA CEMENT	AMBUJA CEMENT	EARLYMAN FILMS, Mumbai	INDIA
EVERY SECOND COUNTS	ST KILDA FILM FESTIVAL	ST KILDA FILM FESTIVAL	FINCH, Sydney	AUSTRALIA
DENG ADUT	WSU	UNIVERSITY	FINCH, Sydney	AUSTRALIA
DATE NIGHT	FOXTEL	PAID TV	FINCH, Sydney	AUSTRALIA
HELLO	NZ TRANSPORT AGENCY	DRIVE PHONE FREE	CURIOUS FILM, Sydney	AUSTRALIA
RUBBER BOY	PETRONAS	PETRONAS	LEO BURNETT MALAYSIA, Kuala Lumpur	MALAYSIA
ROCKET CAR	OLD SPICE	OLD SPICE	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
WHALE	OLD SPICE	OLD SPICE	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
RETHINK ROLE MODELS	SAMSUNG	BRAND AWARENESS	IRIS WORLDWIDE, Sydney	AUSTRALIA
#MINOHODOSHIRAZU (DON'T KNOW YOUR PLACE)	NIKE	NIKE	DICTIONARY FILMS, Tokyo	JAPAN
DADS #SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
A02 Script				
EVERY SECOND COUNTS	ST KILDA FILM FESTIVAL	ST KILDA FILM FESTIVAL	FINCH, Sydney	AUSTRALIA
DADS #SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA, Mumbai	INDIA
IMPACT	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
SWIM	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
CYCLE	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
FIREFLY MAN	INDEPENDENT INCUBATOR	OCEDDEL	DRILL, Tokyo	JAPAN
RETHINK ROLE MODELS	SAMSUNG	BRAND AWARENESS	IRIS WORLDWIDE, Sydney	AUSTRALIA
A03 Casting				
DENG ADUT	WSU	UNIVERSITY	FINCH, Sydney	AUSTRALIA
A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS INDIA, Mumbai	INDIA
FLUBBLES	MICROSOFT	OFFICE 365	VML, Sydney	AUSTRALIA
A04 Production Design / Art Direction				
A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWAISINGAPORE	SINGAPORE
WOK	TIGER	TIGER	THE SWEET SHOP, Bangkok	THAILAND
A KIND DRONE	ENIGMO	BUYMA	DENTSU INC., Tokyo	JAPAN
DENG ADUT	WSU	UNIVERSITY	FINCH, Sydney	AUSTRALIA
WORLD'S FIRST KAWAII MISO SOUP	MARUKOME	WORLD'S FIRST KAWAII MISO SOUP	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
ART OF TIME	SEIKO HOLDINGS CORPORATION	BRAND	DENTSU INC., Tokyo	JAPAN
RIDE OF THE AAMIS	SUNCORP	AAMI INSURANCE	OGILVY & MATHER MELBOURNE	AUSTRALIA
A05 Cinematography				
QUESTION THE ANSWERS	MONASH UNIVERSITY	MONASH UNIVERSITY	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
ANYTHING FOR LOVE	McDONALD'S	McDONALD'S CYT	THE SWEET SHOP, Bangkok	THAILAND
HEALTH IS	HCF	HEALTH INSURANCE	THE SWEET SHOP, Melbourne	AUSTRALIA
'UP.'	AUSTRALIAN DEFENCE FORCE RECRUITING	AUSTRALIAN AIR FORCE	HAVAS WORLDWIDE AUSTRALIA, Sydney	AUSTRALIA
TREASURE TODAY	MEMORIESLAB	MEMORIESLAB	FRED & FARID SHANGHAI	CHINA
THE MAGIC OF TECHNOLOGY	TELSTRA	TELSTRA	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
THIS AUSTRALIAN LIFE	TAL	LIFE INSURANCE	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
RETHINK ROLE MODELS	SAMSUNG	BRAND AWARENESS	IRIS WORLDWIDE, Sydney	AUSTRALIA
SHARK WITH DANCES	HUAWEI	OGILVY SHANGHAI	OGILVY & MATHER SHANGHAI	CHINA
FEELS LIKE HOME	QANTAS	QANTAS	EXIT FILMS, Sydney	AUSTRALIA
A06 Editing				
WOK	TIGER	TIGER	THE SWEET SHOP, Bangkok	THAILAND
DATE NIGHT	FOXTEL	PAID TV	FINCH, Sydney	AUSTRALIA
'UP.'	AUSTRALIAN DEFENCE FORCE RECRUITING	AUSTRALIAN AIR FORCE	HAVAS WORLDWIDE AUSTRALIA, Sydney	AUSTRALIA
THIS AUSTRALIAN LIFE	TAL	LIFE INSURANCE	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
RETHINK ROLE MODELS	SAMSUNG	BRAND AWARENESS	IRIS WORLDWIDE, Sydney	AUSTRALIA
#MINOHODOSHIRAZU (DON'T KNOW YOUR PLACE)	NIKE	NIKE	CUTTERS, Tokyo	JAPAN
A07 Use of Original Music				
ANOTHER WORLD AWAITS YOU	SAMSUNG ELECTRONICS AUSTRALIA	SAMSUNG SUHD	SONG ZU, Sydney	AUSTRALIA
MAMAMETAL LAZY BOY	KATAOKA&CO.,LTD	VAN HOUTEN COCOA	AOI PRO, Tokyo	JAPAN
MAMAMETAL HOUSE MAID	KATAOKA&CO.,LTD	VAN HOUTEN COCOA	AOI PRO, Tokyo	JAPAN
MAMAMETAL COMING HOME LATE	KATAOKA&CO.,LTD	VAN HOUTEN COCOA	AOI PRO, Tokyo	JAPAN
RETHINK ROLE MODELS	SAMSUNG	BRAND AWARENESS	IRIS WORLDWIDE, Sydney	AUSTRALIA
ONE B1G GIG	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE AUSTRALIA	PHOTOPLAY FILMS, Sydney	AUSTRALIA
DEAR FATHER	MINISTRY OF EDUCATION,CULTURE,SPORTS,SCIENCE AND TECHNOLOGY	TOBITATE RYUGAKU JAPAN	HAKUHODO PRODUCT'S, Tokyo	JAPAN
A08 Use of Licensed or Adapted Music				
DENG ADUT	WSU	UNIVERSITY	FINCH, Sydney	AUSTRALIA
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND
THE ANTHEM	SAMSUNG	SAMSUNG GALAXY S7	LEO BURNETT SYDNEY	AUSTRALIA

THE FADING SYMPHONY	MND AUSTRALIA	MND AUSTRALIA	THE WORKS SYDNEY	AUSTRALIA
'NEVER WALK ALONE'	DANCHURCHAI (DCA)	DCA MINE ACTION	GREY GROUP, Singapore	SINGAPORE
A09 Sound Design				
THE BEATLES	MAGNUM PHOTOS FUND	PHOTO LIBRARY	TBWA/SINGAPORE	SINGAPORE
GO STRONG	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MASTERBRAND	COLENSO BBDO, Auckland	NEW ZEALAND
TIGER BEER WOK	HEINEKEN ASIA PACIFIC	TIGER BEER	SONG ZU SINGAPORE, Singapore	SINGAPORE
RETHINK ROLE MODELS	SAMSUNG	BRAND AWARENESS	IRIS WORLDWIDE, Sydney	AUSTRALIA
AHHH GRRR. THIS IS PURE.	PURE INTERNATIONAL	PURE FITNESS / PURE YOGA	PURE INTERNATIONAL, Hong Kong	HONG KONG
A10 Animation				
SHOW THEM WHAT YOU'VE GOT	OTSUKA PHARMACEUTICAL CO.	CALORIEMATE	AOI PRO, Tokyo	JAPAN
RAJASTHAN TOURISM LOGO REVEAL	RAJASTHAN TOURISM	SERVICE	STUDIO EEKSAURUS, Mumbai	INDIA
WE – A FILM BY CADBURY MARVELLOUS CREATIONS	MONDELÉZ INTERNATIONAL	CADBURY AUSTRALIA	SAPIENTNITRO, Southbank, Vic	AUSTRALIA
A11 Visual Effects				
CHASE IT	HONDA AUSTRALIA	HONDA CIVIC	Alt.VFX, Brisbane	AUSTRALIA
WILD HORSE CHASE	HONDA AUSTRALIA	HONDA CR-V	Alt.VFX, Brisbane	AUSTRALIA
A12 Achievement in Production				
A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWA/SINGAPORE	SINGAPORE
HIGH SCHOOL GIRL?	SHISEIDO CO. / SHISEIDO JAPAN	SHISEIDO'S PRODUCTS (MAJOLICA MAJORCA / INTEGRATE)	WATTS OF TOKYO INC.	JAPAN
ART OF TIME	SEIKO HOLDINGS CORPORATION	SEIKO	AOI PRO, Tokyo	JAPAN
SHOW THEM WHAT YOU'VE GOT	OTSUKA PHARMACEUTICAL CO.	CALORIEMATE	AOI PRO, Tokyo	JAPAN
THE LUCKY ONES	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON, Sydney	AUSTRALIA