

FILM CRAFT WINNER 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
HIGH SCHOOL GIRL?	SHISEIDO CO., LTD. / SHISEIDO JAPAN CO., LTD.	SHISEIDO'S PRODUCTS (MAJOLICA MAJORCA / INTEGRATE)	WATTS OF TOKYO INC.	JAPAN
Gold Spike				
ROCKET CAR	OLD SPICE	OLD SPICE	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
DATE NIGHT	FOXTEL	PAID TV	FINCH, Sydney	AUSTRALIA
Gold Spike Campaign				
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
Silver Spike				
DENG ADUT	WSU	UNIVERSITY	FINCH, Sydney	AUSTRALIA
WHALE	OLD SPICE	OLD SPICE	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
WORLD'S FIRST KAWAI MISO SOUP	MARUKOME	WORLD'S FIRST KAWAI MISO SOUP	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
SHARK WITH DANCES	HUAWEI	OGLIVY SHANGHAI	OGLIVY & MATHER SHANGHAI	CHINA
THE LUCKY ONES	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON, Sydney	AUSTRALIA
Silver Spike Campaign				
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
Bronze Spike				
DATE NIGHT	FOXTEL	PAID TV	FINCH, Sydney	AUSTRALIA
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
A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWA/SINGAPORE	SINGAPORE
'UP.'	AUSTRALIAN DEFENCE FORCE RECRUITING	AUSTRALIAN AIR FORCE	HAVAS WORLDWIDE AUSTRALIA, Sydney	AUSTRALIA
TREASURE TODAY	MEMORIESLAB	MEMORIESLAB	FRED & FARID SHANGHAI	CHINA
THIS AUSTRALIAN LIFE	TAL	LIFE INSURANCE	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
RETHINK ROLE MODELS	SAMSUNG	BRAND AWARENESS	IRIS WORLDWIDE, Sydney	AUSTRALIA
ANOTHER WORLD AWAITS YOU	SAMSUNG ELECTRONICS AUSTRALIA	SAMSUNG SUHD	SONG ZU, Sydney	AUSTRALIA
DENG ADUT	WSU	UNIVERSITY	FINCH, Sydney	AUSTRALIA
'NEVER WALK ALONE'	DANCHURCHAID (DCA)	DCA MINE ACTION	GREY GROUP, Singapore	SINGAPORE
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
A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWA/SINGAPORE	SINGAPORE
SHOW THEM WHAT YOU'VE GOT	OTSUKA PHARMACEUTICAL CO.	CALORIEMATE	AOI PRO, Tokyo	JAPAN