Direct Winner 2017



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix	'	•	•	
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
Gold Spike				
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
Silver Spike				
PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINE-CLUB	ALLIANCE FRANÇAISE DE SINGAPOUR, Singapore	SINGAPORE
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
CORRECTING HISTORY	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
SCHOOL FOR JUSTICE	FREE A GIRL MOVEMENT INDIA	A SCHOOL AND EDUCATION PROGRAMME	FLEISHMANHILLARD INDIA, Mumbai	INDIA
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
CHILD REPLACEMENT PROGRAMME	PEDIGREE	DOG ADOPTION	COLENSO BBDO, Auckland	NEW ZEALAND
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	VELOCITY FREQUENT FLYER POINTS	CHE PROXIMITY, Sydney	AUSTRALIA
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	VELOCITY FREQUENT FLYER POINTS	CHE PROXIMITY, Sydney	AUSTRALIA
EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC., Tokyo	JAPAN
CHILD REPLACEMENT PROGRAMME	PEDIGREE	DOG ADOPTION	COLENSO BBDO, Auckland	NEW ZEALAND
Bronze Spike				
THE LONG-LASTING UNIFORM	I.P. TRADING	HYGIENE	BBDO BANGKOK	THAILAND
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE RESPONSIVE LOOKBOOK	DIESEL	JOGGJEANS	FRED & FARID SHANGHAI	CHINA
ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWA\MELBOURNE	AUSTRALIA
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
SAFETY BAGS	TESCO	FRUIT & VEGGIE PLASTIC BAGS	CHEIL WORLDWIDE, Hong Kong	HONG KONG
THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	THE CAPTAIN'S RIDE	HAVAS AUSTRALIA, Sydney	AUSTRALIA
DEAD WHALE	GREENPEACE PHILIPPINES	DEAD WHALE	DENTSU JAYME SYFU, Makati City	THE PHILIPPINES
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
HEAT TECH WINDOW	UNIQLO	HEAT TECH	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
ALERT AD	VICTORIAN GOVERNMENT	FIRE READY VICTORIA	BWM DENTSU, Melbourne	AUSTRALIA
THE RESPONSIVE LOOKBOOK	DIESEL	JOGGJEANS	FRED & FARID SHANGHAI	CHINA
SHACKLETON'S RETURN	HYUNDAI MOTOR	HYUNDAI MOTOR BRAND CAMPAIGN	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
CORRECTING HISTORY	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES
SCHOOL FOR JUSTICE	FREE A GIRL MOVEMENT INDIA	A SCHOOL AND EDUCATION PROGRAMME	FLEISHMANHILLARD INDIA, Mumbai	INDIA
SNAPLICATIONS	MCDONALD'S AUSTRALIA	HR / EMPLOYMENT	VML, Sydney	AUSTRALIA
ALERT AD	VICTORIAN GOVERNMENT	FIRE READY VICTORIA	BWM DENTSU, Melbourne	AUSTRALIA
ADIDAS TALE OF TWO	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
CORRECTING HISTORY	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA\SANTIAGO MANGADA PUNO, Makati City	THE PHILIPPINES