

Category 1: The CHE Award for Best of Show

- George Patterson Y&R for Burst, Cadbury Schweppes

Category 2: The CHE Award for Mentor of the Year

- Myra Hood, RMIT University for Good Things happen when kids are in control, School for Schools, Oaktree Foundation

Category 3: The MRPPP Award for Honorary Life Membership

- Ron Mather, The Cavalry

Category 4: The Blackley Award for Creative Leader of the Year

- Exit Films

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

- Paul McMillan, Clemenger BBDO

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

Bronze:

- Frances Ratford for Trashed Typeface, Swinburne University of Technology

Finalists:

- Daniel Peterson for I'm a slave for you, Swinburne University
- Chris Ellis and Aron Tzimas for Phone Line, Surf Washing Detergent

Category 7: The Leo Burnett Award for Client of the Year

- Cadbury Schweppes for George Patterson Y&R – Schwebpevessence Campaign
- NAB for Clemenger BBDO Melbourne – NAB re-Launch

Category 8: The AudioNET Award for Best Integrated Campaign

Bronze:

- GREY for Pictures Of You, Transport Accident Commission

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

Bronze:

- GREY for Black Arm Band Stubby Holder, Transport Accident Commission
- DDB Group Melbourne for Payslip, MyCareer.com.au

Finalists:

- JWT for Carbon Footprint, We Are What We Do
- Clemenger BBDO Melbourne for Height Chart, Melbourne Citymission

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:

- Clemenger BBDO Melbourne for Colour In, Mercedes-Benz
- Publicis Mojo Australia for Escape Up The Great Alpine Road, Tourism Victoria

2008 MADC AWARDS WINNERS & FINALISTS LIST



Category 12: The The Age Award for Best Press Campaign

Bronze:

- Leo Burnett for Dr Martin Merton There's no 'I' in carriage, Connex

Finalists:

- Publicis Mojo for Adventure Happens, Tourism Victoria
- Lifelounge for Drop Everything, STA Travel
- Lifelounge for So Cheap, STA Travel

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

Gold:

- The Campaign Palace for Mole, The Cancer Council

Finalist:

- JWT Melbourne for Four Quarters, Kraft Foods

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

No Finalists in the Category

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

Bronze:

- cumminsnitro for Girls Foot Mould, Clarks

Finalist:

- cumminsnitro for Boys Foot Mould, Clarks

Category 16: The MADC Award for Best Magazine Campaign

Finalist:

- cumminsnitro for Working it, Nestle

Category 17: The MADC Award for Best Point of Purchase

Bronze:

- Clemenger BBDO Melbourne for Joust, Samurai and Tank, Mars Snackfood Australia
- cumminsnitro for Girls Foot Mould, Clarks

Finalists:

- Leo Burnett for Invade Their Airspace - Pelican, Kite and Parachute, Suzuki
- CHE for Hot Choc Easter, Bakers Delight
- cumminsnitro for Boys Foot Mould, Clarks

Category 18: The GREY Award for Best Outdoor

Finalists:

- GREY for Dotted Line, Transport Accident Commission
- Leo Burnett for Magnifying Glass, Seek

Category 19: The Qube Konstrukt Award for Best Outdoor Campaign

Bronze:

- Marilyn & Sons for Dunlop Industrial Campaign, Dunlop Footwear

Category 20: The MADC Award for Best Transit

Bronze:

- M&C Saatchi for Stamp, Australia Post

Finalists:

- Leo Burnett for Hamburger, Connex
- Leo Burnett for Backpack, Connex
- Lifelounge for Daks, Flowers and Groceries, STA Travel
- CHE for Hot Choc Easter, Bakers Delight

2008 MADC AWARDS WINNERS & FINALISTS LIST



Category 21: The MADC Award for Best Flat Mail

Bronze:

- Wunderman for Recycled Mail Pack, Origin
- M&C Saatchi for Postage Meters, Australia Post

Finalists:

- Clemenger Proximity Melbourne for Moving, Rathdowne Fabrics
- M&C Saatchi for Sew Chic, ANZ
- M&C Saatchi for Computer Paper, Esanda

Category 22: The MADC Award for Best Dimensional Mail

Silver:

- Clemenger Proximity Melbourne for Coffin, Hyne Timber

Bronze:

- cumminsnitro for Cookie Cutter Feet, Clarks

Finalist:

- Clemenger Proximity Melbourne for Tongue, Mars Petcare Australia

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

Finalist:

- cumminsnitro for Loyalty Card, Stuart Crossett Photography

Category 24: The MADC Award for Best Unaddressed Mail

Bronze:

- Clemenger Proximity Melbourne for Tongue, Mars Petcare Australia

Finalists:

- Clemenger Proximity Melbourne for Balls All Over The Place, Avanti Tennis Coaching
- Leo Burnett for There's no 'l' in Carriage, Connex

Category 25: The MADC Award for Best Direct Response Advertising

Silver:

- Clemenger BBDO Melbourne and CSM Melbourne for Plastic Cup, Foster's Group

Bronze:

- George Patterson Y&R for Membership Has Its Rewards, AFL

Finalists:

- George Patterson Y&R for Barry Hall Hall Excitement Machine Machine, AFL
- George Patterson Y&R for Barry Hall Hall Moving the Ball, AFL

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

No Finalists in the Category

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

Silver:

- M&C Saatchi for Credits, ANZ

Bronze:

- DDB Group Melbourne for Christine, Heinz

Finalists:

- GREY for Manufacturing, WorkSafe Victoria
- Marilyn & Sons for Exceptionally Average (Pachelbel's Cannon), Dunlop Footwear
- George Patterson Y&R for Symphony, Foster's Australia
- cumminsnitro for Feet Factory, Clarks

2008 MADC AWARDS WINNERS & FINALISTS LIST



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

Gold:

- GREY for Pictures Of You, Transport Accident Commission
- George Patterson Y&R for BURST, Cadbury Schweppes

Bronze:

- Publicis Mojo Australia for Bourke, Toyota Motor Corporation Australia

Finalists:

- Leo Burnett for Uncurious Creatures, Seek
- Clemenger BBDO Melbourne for Brewtopia, Foster's Group
- Clemenger BBDO Melbourne for Skytroop, Foster's Group
- GREY for Flying Fish Tackle, Simplot

Category 29: The Flagstaff Studios Award for Best Television/Cinema Campaign

Finalists:

- GREY for WorkSafe Supervisors Campaign, WorkSafe Victoria
- Publicis Mojo Australia for Toyota AFL, Toyota Motor Corporation Australia

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

Silver:

- Clemenger BBDO Melbourne for You're Speaking for Everyone, TAC

Bronze:

- Leo Burnett for Busy Man 'Punctuation', Connex

Finalist:

- Leo Burnett for Do I Sound Different?, Scope

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

Bronze:

- GREY for Anne, Transport Accident Commission
- Clemenger BBDO Melbourne for Disclaimer, RACV
- GREY for Lost and Found Prank, Sustainability Victoria

Finalist:

- GREY for Martin, Transport Accident Commission

Category 32: The AudioNET Award for Best Radio Campaign

Bronze:

- Clemenger BBDO Melbourne for Advertising Computer Campaign, Foster's Group
- GREY for Pictures Of You Radio Campaign, Transport Accident Commission

Finalist:

- Leo Burnett for No Pauses, Connex

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

Bronze:

- cumminsnitro for Saboteur, MS Australia

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

No Finalists in the Category

2008 MADC AWARDS WINNERS & FINALISTS LIST



Category 37: The Tribal DDB Award for Best Digital Campaign

Bronze:

- Clemenger BLUE for M&M'S Election, MasterFoods

Category 38: The MADC Award for Best Microsite

Bronze:

- Clemenger BLUE for M&M's Election, MasterFoods
- Publicis Mojo for HP. Idol Hands, Hewlet Packard
- Visual Jazz for Defencejobs Games, Defence Force Recruiting

Finalists:

- Clemenger BLUE for Dream Generator, National Australia Bank
- Clemenger BLUE for Life, National Australia Bank
- Clemenger BLUE for Weigh up your lunch, Department of Human Services, Victoria
- Visual Jazz for Holden Epica, GM Holden Ltd
- Visual Jazz for Evolution Ends Here, GM Holden Ltd
- Visual Jazz for ADFA - First Six Weeks, Defence Force Recruiting
- Visual Jazz for The Real Sea Patrol, Defence Force Recruiting

Category 39: The Tribal DDB Award for Best Website

Bronze:

- Marilyn & Sons for Dunlop Volley website, Dunlop Footwear
- Igloo for MyFun, Warner Village Themeparks
- Citrus for Sportsgirl eCommerce, Sportsgirl
- Visual Jazz for Defencejobs, Defence Force Recruiting
- HIVE Creative for Henley Properties Website, Henley Properties

Finalists:

- Igloo for Igloo, Igloo
- Lifelounge for Lifelounge.com, Lifelounge.com
- DTDigital for All-New Honda Accord site, Honda Australia
- belong for belong website, belong
- Sputnik Agency for Who On Earth Cares, Australian Conservation Foundation
- Sputnik Agency for Sputnik Agency Website, Sputnik Agency

Category 40: The MADC Award for Best Online Game

Bronze:

- Clemenger BLUE for Xtreme Xmas, Clemenger BLUE

Finalists:

- Clemenger BLUE for Celebration Dance, National Australia Bank
- Sputnik Agency for RACV Driving Quiz, RACV
- Visual Jazz for Advanced Urban Ops, Defence Force Recruiting
- Visual Jazz for Supreme Air Combat, Defence Force Recruiting
- Visual Jazz for Australian Army Artillery, Defence Force Recruiting

Category 41: The MADC Award for Best Use of Mobile

Finalist:

- George Patterson Y&R for Warnie Mobile Ap, Fosters

Category 42: The Qube Konstrukt Award for Digital Innovation

Finalists:

- NetX for SEEK Inkling, SEEK
- Spin for Toyota Game Day Live 2007, Bigpond
- Sputnik Agency for Who On Earth Cares, Australian Conservation Foundation

2008 MADC AWARDS WINNERS & FINALISTS LIST



Category 43: The The PR Edge Award for Best Viral

Finalists:

- GREY for Roger The Superfish, Simplot
- George Patterson Y&R for Symphony, Foster's Australia
- Publicis Mojo for Billabong STICK, Nestle Peters

Category 44: The MADC Award for Best Online Advertisement

Bronze:

- M&C Saatchi for Migrants, ANZ
- George Patterson Y&R for Moving Game, Yellow Pages

Finalists:

- Clemenger BLUE for Protection against 3652 days of weather, Dulux
- Leo Burnett for Bomb, WOTIF
- cumminsnitro for Virgin Blue - Help Todd Escape, Virgin Blue
- George Patterson Y&R for Painting, Sensis

Category 45: The MADC Award for Best CD Rom, DVD or Installations/Presentations

No Finalists in the Category

Category 46: The K.W.Doggett Fine Paper Award for Best Packaging Design

Bronze:

- HUB Group for Kid You Not, Brown Brothers

Finalist:

- Storm Design/Brand DNA for Barnaby & Brown Packaging, Barnaby & Brown

Category 47: The MADC Award for Best Packaging Design (Label Only)

Bronze:

- Marilyn & Sons for Tiger's Tale Wine Label, Edwards Wines
- HUB Group for Kid You Not, Brown Brothers
- Square Circle Triangle for Sweet Angelina & Sweet Nicoli, PRB Wines / Wahgunyah Wines

Finalist:

- Marilyn & Sons for Edwards Wine Label, Edwards Wines

Category 48: The Chilli Promotions Award for Best Corporate Identity Design

Silver:

- Elmwood Design for First Republic, First Republic
- Three60 for Visual Thing, Visual Thing

Bronze:

- HUB Group for Kid You Not, Brown Brothers
- Clemenger BBDO Melbourne for NAB Launch, NAB

Finalists:

- ERD Communications for The Lidi Group Brand Identity, The Lidi Group
- Lemonade for Rogerseller identity, Rogerseller
- Watts Design for Camilo, Camilo
- Igloo for Madam De Biers, Red Rock Leisure

Category 49: The K.W.Doggett Fine Paper Award for Best Brochure, Catalogue, Annual Report or Prospectus Design

Silver:

- Three60 for Imagine No.9, LIFEwithBIRD

Bronze:

- Three60 for Harrolds Autumn/Winter 2008, Harrolds
- ERD Communications for Brilliant Paper Promotion, Edwards Dunlop Paper

Finalists:

- ERD Communications for Alumina Limited Annual Report, Alumina Limited
- ERD Communications for Participation = Prosperity + Potential, The Business Council of Australia
- R-Co. for Hayman Residences Brochure, Mulpha Group

Category 50: The Southern Colour Award for Best Book Design

Bronze:

- The Surgery for Reception Copy, The Surgery

Category 51: The MADC Award for Best Signage/Environmental Design

Bronze:

- Clemenger BBDO Melbourne for NAB Launch, NAB

Finalist:

- Qube Konstrukt for Pancake Parlour - Shop Interior Graphics, Pancake Parlour

Category 52: The The Age Award for Best Editorial Design

No Finalists in the Category

Category 53: The MADC Award for Best Self Promotion Design

Silver:

- Qube Konstrukt for Consort, Qube Konstrukt

Bronze:

- The Surgery for Reception Copy, The Surgery

Finalists:

- AJF Partnership for AJF Christmas Card, AJF Partnership
- Lifelounge for 22 Flavours, Lifelounge and Street Smart

Category 54: The MADC Award for Best Miscellaneous Design

Bronze:

- Elmwood Design for Mary Fox Stationery, Mary Fox
- Lifelounge for Grating Cards, Lifelounge
- Head Pictures for Reflections of a Sound - Silverchair, Eleven

Finalists:

- Lemonade for Melbourne Ballet Company Invitation, Melbourne Ballet Company
- Lemonade for Rogerseller Launch Pack, Rogerseller
- Elmwood Design for Chapel Street Mailer, Elmwood Design

Category 55: The MADC Award for Interactive Craft

Bronze:

- Damian Royce, Clemenger BLUE Melbourne and Digital Pictures for Celebration Dance, National Australia Bank

2008 MADC AWARDS WINNERS & FINALISTS LIST



Category 56: The Eckersley's Award for Best Illustration

Silver:

- Square Circle Triangle for Sweet Angelina and Sweet Nicoli, PRB Wines / Wahgunyah Wines

Bronze:

- Qube Konstrukt for Publicis Mojo NZ, Coke side of life, Coca Cola

Finalist:

- Jane Reiseger, Lemonade for Rogerseller Illustrations, Rogerseller

Category 57: The gasinc Award for Best Copywriting

Silver:

- Katie Britton and Michael Derepas, George Patterson Y&R for another bloody water bottles

Bronze:

- Andrew Woodhead, Leo Burnett for There's no 'I' in Carriage, Connex

Finalists:

- Paul Kennedy, M&C Saatchi for Postage Meters, Australia Post
- Brendon Guthrie, GREY for Monsters, Open Family

Category 58: The Heaven Pictures Photography Award for Best Art Direction

Silver:

- Martin Brown, Marilyn & Sons for Dunlop Industrial Campaign, Dunlop Footwear

Category 59: The Eckersley's Award for Best Typography

Silver:

- Three60 for Imagine No.9, LIFEwithBIRD

Bronze:

- Zoe Coombe, The Surgery for Reception Copy, The Surgery

Finalists:

- Paul Johnston and Phil van Bruchem, JWT Melbourne for Paul, JWT Womb
- Simon Murray and Tim Forte, Marmalade for Fare Evasion Karma, Metlink Melbourne
- Jarrad Turner, Igloo for Sidebar, Red Rock Leisure
- Luke Lucas, Lifelounge for Lukano Solid, Lifelounge

Category 60: The Exit Films Award for Best Photography

Silver:

- Simon Harsent for Publicis Mojo Australia, Boat House, Tourism Victoria

Bronze:

- Simon Harsent for Publicis Mojo Australia, Lush Gullies, Tourism Victoria
- Ross Honeysett for ERD Communications, Brilliant Paper Promotion, Edwards Dunlop Paper

Finalists:

- Garry Moore Photography for Clemenger BBDO Melbourne, Don't Ask, Jeep Chrysler
- Stuart Crossett Photography for cumminsnitro, Stihl Hedge Trimmer, Stihl

Category 61: The MADC Award for Best Photography Campaign

Finalists:

- Chris von Menge for Marmalade, Fare Evasion Karma, Metlink Melbourne
- Stuart Crossett Photography for Slave Advertising, Uniting Church Australia

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Category 62: The MADC Award for Best Original Music

Bronze:

- Level Two Music for George Patterson Y&R, Boags 'Waiter', Boags

Finalists:

- Level Two Music for Marmalade, Metlink 'Better Way', Metlink
- Dare Music for JWT Melbourne, Ford - Different, Ford Motor Company Australia
- Dare Music for Leo Burnett China, Anchor Beer Changeless, Asia Pacific Breweries Ltd

Category 63: The George Patterson Y&R Award for Best Sound Design

Bronze:

- Paul LeCouteur and Cezary Skubiszewski for George Patterson Y&R, Symphony, Foster's Australia

Finalists:

- Risk Sound for DDB Group Melbourne, Name On It, Victorian Ambulance Service
- Risk Sound for M&C Saatchi, Aging Woman, ANZ
- Final Sound for cumminsnitro, Feet Factory, Clarks Children's Shoes
- Gusto Music for Leo Burnett, Wotif - DOLL, Wotif.com

Category 64: The Mushroom Music Publishing Award for Best Use of Existing Music & Re-recordings of Existing Song

Silver:

- Level Two Music for George Patterson Y&R, Burst, Schweppes
- Level Two Music for GREY, Pictures of You, Transport Accident Commission
- Level Two Music for BMF, Tooheys Extra Dry 'Harvested', Tooheys

Bronze:

- Cezary Skubiszewski for George Patterson Y&R, Symphony, Foster's Australia
- Level Two Music for Clemenger BBDO, NAB Auskick 'Kick-to-Kick', National Australia Bank

Finalists:

- Level Two Music for Lowe Worldwide, Nokia N Series Fairy Tale, Nokia
- Nylon for Clemenger BBDO Melbourne, Climb Ev'ry Mountain, NAB
- Cezary Skubiszewski for Badjar Ogilvy, Silk Glove, Fosters Australia

Category 65: The Red Bee Media Australia Award for Best Film Direction

Gold:

- Mark Molloy, Exit Films for GREY, Pictures Of You, TAC
- Garth Davis, Exit Films for George Patterson Y&R, Burst, Cadbury Schweppes

Silver:

- Garth Davis, Exit Films for M&C Saatchi Sydney, Henri, Herringbone
- Mark Molloy, Exit Films for Lowe Worldwide, Fairy Tale, Nokia

Bronze:

- Dogboy, The Pound for Publicis Mojo, Legendary Moments - Francis Bourke, Toyota/AFL

Finalists:

- Dogboy, The Pound for Publicis Mojo, Legendary Moments - Tony 'Plugger' Lockett, Toyota/AFL
- Mark Molloy, Exit Films for Leo Burnett, Uncurious Creatures, Seek
- Mark Molloy, Exit Films for George Patterson Y&R, Waiters, James Boag's
- Patrick Hughes, @radical.media for JWT, Ford Falcon Ute 'Utopia', Ford

2008 MADC AWARDS WINNERS & FINALISTS LIST



Category 66: The gasinc Award for Best Cinematography

Gold:

- Greig Fraser, Exit Films for George Patterson Y&R, Burst, Cadbury Schweppes
- Greig Fraser, Exit Films for Lowe Worldwide, Fairy Tale, Nokia

Silver:

- Greig Fraser, Exit Films for M&C Saatchi, Sydney, Henri, Herringbone

Bronze:

- Greig Fraser, Exit Films for George Patterson Y&R, Waiters, James Boag's
- Greig Fraser, Exit Films for GREY, Pictures Of You, TAC

Finalists:

- Keith Wagstaff and Rob Murray, @radical.media for DRAFTFCB, Honda Accord Euro 'Different Beat', Honda Australia
- Tim Hudson, @radical.media for JWT, Ford Falcon Ute 'Utopia', Ford

Category 67: The activemotion Award for Best Post Production Special Effects

Bronze:

- Iloura for Marmalade for Metlink – Better Way, Metlink

Finalists:

- Jim Bullard, MRPPP for BADJAR Ogilvy for Tuesday, Australia Post
- Iloura for Crispin Porter + Bogusky USA for ASK - Babes with Blades, Ask.com
- Iloura for TBWA/Hakuhodo China for Nissan - Livina, Nissan

Category 68: The MRPPP Award for Best Animation

Bronze:

- Tim Kentley, XYZ Studios for BBDO New York, Footnap, Havaianas
- Iloura for Marmalade, VicRoads - Share the Road - Tunnel Launch, VicRoads
- Iloura for HAKUHODO Inc Japan, UBE SHADOW, Ubekosan Japan
- Iloura for Marmalade, VicRoads - Share the Road - Model City, VicRoads

Finalists:

- Iloura for M&C Saatchi Sydney, Optus - Turbo Crew, Optus
- Iloura for McCann Erickson Melbourne, HOLDEN EPICA - CRYSTAL, Holden
- Tim Kentley, XYZ Studios for cumminsnitro, Sprout, Australian Made Campaign Limited
- Xavier Irvine, Catfish for Exit Films, Reading Cinemas 'Get out of the house', Reading Cinemas

Category 69: The MADC Award for Best Editing

Silver:

- Rohan Zerna for Lowe Worldwide, Fairy Tale, Nokia
- Jack Hutchings, The Butchery for GREY, Pictures Of You, Transport Accident Commission

Bronze:

- Jack Hutchings, The Butchery for George Patterson Y&R, Burst, Cadbury Schweppes
- Rohan Zerna for George Patterson Y&R, Waiters, James Boag's
- Jack Hutchings, The Butchery for M&C Saatchi Sydney, Henri, Herringbone

Finalist:

- Jack Hutchings, The Butchery for Mother, Moment of Truth, Boots