

# DEATH TO ANONYMITY

SKULLS • M M X V I I

BEST OF SHOW					
Parent category	Category	Submission Agency	Submission Client	Entry	Credits
Film & Television Advertising	Brand - Individual	Meerkats	St John Ambulance	St John 'Life Goes On'	Josh Edge Creative Director, Rikki Burns Associate Creative Director, Gordon Haynes Copywriter, Luke Williams Creative, Anneliese Sullivan Creative, Richard Vilensky Director, Jenny Crabb Producer, Tony Bannan Editor, Brad Habib Sound Mixer, Josh Hogan Original Score, Jaemie Manners, Colourist, Maria Elena Amatulli Production Coordinator, Jason Lees Studio Artist, Benedikte Sophie Middleton, Producer
GOLD					
Parent category	Category	Submission Agency	Submission Client	Entry	Credits
Film & Television Advertising	Brand - Individual	Meerkats	St John Ambulance	St John 'Life Goes On'	Josh Edge Creative Director, Rikki Burns Associate Creative Director, Gordon Haynes Copywriter, Luke Williams Creative, Anneliese Sullivan Creative, Richard Vilensky Director, Jenny Crabb Producer, Tony Bannan Editor, Brad Habib Sound Mixer, Josh Hogan Original Score, Jaemie Manners, Colourist, Maria Elena Amatulli Production Coordinator, Jason Lees Studio Artist, Benedikte Sophie Middleton, Producer
Direct Marketing	Digital Direct Response - Individual	Marketforce	Avivo	The R Word	Pat Lennox, Creative Director, Ben Green Creative Director, Joe Hawkins Creative Group Head, Chris Andrawes Lead Digital Director, Neil Martin Head of Art, Ben Derham Technical Lead, David Thomas Front End Developer, Allan Myles Cinematographer
Digital Marketing	Online Film	&Partners	NaturePlay WA	Free Benji	Davood Tabeshfar Copywriter, Bryan Dennis Art Director, Paul Komadina, Editor/Director/Sound Engineer
SILVER					
Parent category	Category	Submission Agency	Submission Client	Entry	Credits
Print Advertising	Newspaper - Retail - Individual	The Brand Agency	Bankwest	Pipes	Marcus Tesoriero Executive Creative Director, Melita Masters Copywriter, Nathan Teoh Senior Art Director, Brendon Lewis Business Director, Emily Nelson Senior Account Manager
Out of Home Advertising	Interactive Out of Home - Individual	Marketforce	Mindarie Regional Council	Face Your Waste	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Joe Hawkins Creative Group Head, Lauren Regolini Art Director, Alida Henson, Copywriter
Radio & Audio Advertising	Retail - Individual	The Studio, at Southern Cross Austereo	West Australian Academy of Performing Arts	Copyright Infringement	Mitch Mitchell Creative Director/Writer, Aussie Moore Writer, Carl Step Producer
Radio & Audio Advertising	Retail - Individual	Meerkats	HealthEngine	Traumatised Toothbrush	Martin Beecroft, Chief Creative Officer, Josh Edge Creative Director, Gordon Haynes Copywriter, Luke Williams Copywriter, Benedikte Sophie Middleton, Producer, Brad Habib Sound Designer
Radio & Audio Advertising	Retail - Individual	Rare	No Birds	Our cars aren't sexy.	Brett Wheeler Executive Creative Director, Liz Hammond Creative Director, Steve Brown Senior Writer
Direct Marketing	Direct Mail - Campaign	J. Walter Thompson	RAC WA	RAC Insurance: Wrapping Paper	Paul Coghlan Creative Director, Tim Newton Senior Creative, Wilora Keeley Senior Creative
Integrated Campaigns	Integrated Campaign - Community / Charity	303 MullenLowe Perth	Western Power	360 Aware	Richard Berney Executive Creative Director, Dean Hunt Creative Lead, Steve Lorimer Senior Art Director, Madeleine De Pierres Senior Designer, Dave Wilson Senior Copywriter, Douglas Lemnos UX Designer, Todd Baker Client Services Director, John Linton Planning Director, Bec Oliver Media Director, Lucinda Kittney Media Planner
Brand Design	Campaign Design	303 Mullenlowe	Perth Advertising & Design Club	The Skulls	Dean Hunt Creative Director/Writer, Vinay Chhana Head of Design, Madeleine De Pierres Senior Designer, Andrew Allingham Senior Designer
Brand Design	Packaging - Individual	Manifesto Design	St Leger Wines	Le Marais Natural Sweet	Luisa Rheinlander, Designer/Art Director, Malcolm Lindsay Illustrator
Brand Design	Packaging - Individual	Juicebox	Runamuk Cider Co	Runamuk Cider Co Brand	Daniel St Vincent Senior Copywriter, Vaughn Hockey Art Director
Promotional & Experiential	Best New Product Launch & Relaunch or Multi-product Promotion at Retail - Campaign	Marketforce	Telethon Speech & Hearing	Designer Hearing	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Creativity for Good	Advertising & Marketing Communications - Community / Charity	&Partners	NaturePlay WA	Free Benji	Davood Tabeshfar Copywriter, Bryan Dennis Art Director, Paul Komadina, Editor/Director/Sound Engineer
K. Creativity for Good	Advertising & Marketing Communications - Brand	Marketforce	Avivo	The R Word	Pat Lennox, Creative Director, Ben Green Creative Director, Joe Hawkins Creative Group Head, Chris Andrawes Lead Digital Director, Neil Martin Head of Art, Ben Derham Technical Lead, David Thomas Front End Developer, Lemmy Rudgerg Editor/DOP
L. Communication Crafts	Best Writing	&Partners	NaturePlay WA	Free Benji	Davood Tabeshfar Copywriter
L. Communication Crafts	Best Art Direction and Design	303 Mullenlowe	Perth Advertising & Design Club	The Skulls	Dean Hunt Creative Director/Writer, Vinay Chhana Head of Design, Madeleine De Pierres Senior Designer, Andrew Allingham Senior Designer
L. Communication Crafts	Best Illustration	303 Mullenlowe	Perth Advertising & Design Club	The Skulls	Dean Hunt Creative Director/Writer, Vinay Chhana Head of Design, Madeleine De Pierres Senior Designer, Andrew Allingham Senior Designer
Communication Crafts	Best Direction	Sandbox	St John Ambulance	Life Goes On	Richard Vilensky Director, Allan Myles Cinematographer, Tony Bannan Editor, Brad Habib Sound Mixer, Jaemie Manners Colourist, Jenny Crabb Producer, Maria Elena Amatulli Production Coordinator, Sophie Middleton Agency Producer, Josh Edge Creative Director, Rikki Burns Associate Creative Director
Communication Crafts	Best Direction	Kick Films	Nature Play	Free Benji	Paul Komadina, Editor/Director/Sound Engineer, Davood Tabeshfar Copywriter, Bryan Dennis Art Director
Communication Crafts	Best Cinematography	Ross Metcalf	Kimberley Aboriginal Medical Services	Her Rules, Her Game - WKAFI	Ross Metcalf DOP
Communication Crafts	Best Editing	Rhythm Content	Kimberley Aboriginal Medical Services	Her Rules, Her Game - WKAFI	Adam Rule, Director/Editor
Communication Crafts	Best Editing	Kick Films	Nature Play	Free Benji	Paul Komadina, Director/Editor
BRONZE					
Parent category	Category	Submission Agency	Submission Client	Entry	Credits
Film & Television Advertising	Brand - Individual	Marketforce	Lotterywest	Powerball Problems Whales	Pat Lennox, Creative Director, Ben Green Creative Director
Out of Home Advertising	Transit - Individual	Gatecrasher	Perth Zoo	See you at Perth Zoo	Adam Baker, Creative Director/Writer, Lori Candini Creative Director, Henry Billington Art Director, Hayley Kaptein Copywriter
Radio & Audio Advertising	Retail - Individual	Meerkats	West Australian Ballet	Dracula	Martin Beecroft, Chief Creative Officer, Josh Edge Creative Director, Rikki Burns Associate Creative Director, Anneliese Sullivan, Copywriter, Benedikte Sophie Middleton, Producer
Radio & Audio Advertising	Retail - Campaign	Rare	No Birds	Our cars aren't sexy, but our prices are	Brett Wheeler Executive Creative Director, Liz Hammond Creative Director, Steve Brown Senior Writer
Digital Marketing	Use of Social Media	Marketforce	Avivo	The R Word	Pat Lennox, Creative Director, Ben Green Creative Director, Joe Hawkins Creative Group Head, Chris Andrawes Lead Digital Director, Neil Martin Head of Art, Ben Derham Technical Lead, David Thomas Front End Developer
Brand Design	Branding Scheme \$20,000 -	The Brand Agency	Fable Bakery	Fable Bakery	Daniel Agostino Head of Design, Mindy Lee, Designer
Brand Design	Branding Scheme \$20,000 -	Rare	Metropolitan Redevelopment Authority	Yagan Square	Brett Wheeler Executive Creative Director, Enrico Bettesworth Design Director
Brand Design	Campaign Design	Block	Buy West Eat Best	Plating Up WA	Mark Braddock Creative Director, Louis Boys Art Director/Copywriter
Digital Design	Digital Installations (Kiosks, Projections etc)	Sandbox	Nike/Archetype Media	Air House	Ben Wright Creative Director, Sam Price Installation Artist/Creative Director
Promotional & Experiential	Best Use of Experiential Marketing in a Promotional Campaign	Marketforce	Telethon Speech & Hearing	Designer Hearing	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Creativity for Good	Advertising & Marketing Communications - Community / Charity	Marketforce	Mindarie Regional Council	Face Your Waste	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Creativity for Good	Design - Community / Charity	Marketforce	Mindarie Regional Council	Face Your Waste	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Communication Crafts	Best Art Direction and Design	Block	City of Swan	New Junction	Mark Braddock Creative Director, Cameron Murray Art Director/Designer
Communication Crafts	Best Typography	Juicebox	Bunbury Geographie Regional Tourism Partnership	Bunbury Geographie • Brand	Joel Pember Creative Director, Mike Boag Designer
Communication Crafts	Best Typography	Meerkats	West Australian Ballet	Dracula	Martin Beecroft, Chief Creative Officer, Josh Edge Creative Director, Melissa Radman Design Director, Anneliese Sullivan, Copywriter, Benedikte Sophie Middleton, Producer, Joseph Dennis Designer/Typographyer
Communication Crafts	Best Editing	Sandbox	St John Ambulance	Life Goes On	Josh Edge Creative Director, Rikki Burns Associate Creative Director, Benedikte Sophie Middleton, Producer, Richard Vilensky Director, Jenny Crabb Producer, Tony Bannan Editor, Brad Habib Sound Mixer, Jaemie Manners, Colourist, Maria Elena Amatulli Production Coordinator
FINALISTS					

Parent category	Category	Submission Agency	Submission Client	Entry	Credits
Brand Design	Publications (Books, Annual Reports, Brochures, Catalogues etc) - Individual	Block	Block	Block Manifesto	Mark Braddock Creative Director, Louis Boys Art Director/Copywriter
Brand Design	Branding Scheme \$20,000 -	Rhythm Content	Rhythm Content	Rhythm Content	Adam Rule Creative Director, Vinay Chhana Designer, Lisa Chhana Project Manager
Brand Design	Branding Scheme \$20,000 -	Juicebox	Bunbury Regional Art Galleries	BRAG • Brand	Vaughn Hockey Art Director
Brand Design	Branding Scheme \$20,000 -	Two from Two	The Ripe Bunch	Yarri Restaurant + Bar	Brett Layton Designer, Malcolm Lindsay Illustrator, Nathan Shanahan Website Developer
Brand Design	Campaign Design	Block	Otherside Brewing Co.	Ovn A Bit	Mark Braddock Creative Director, Cameron Murray Art Director/Designer
Brand Design	Packaging - Individual	Block	Otherside Brewing Co.	Red Beer'd Packaging	Mark Braddock Creative Director, Art Director, Designer
Brand Design	Packaging - Range	Two from Two	Nomad Chocolate	Nomad Chocolate	Brett Layton Designer, Malcolm Lindsay Illustrator
Brand Design	Brand Expression in Moving Image	The Brand Agency	Design Institute of Australia	Design Institute of Australia WA Awards	Daniel Agostino Head of Design, Mindy Lee, Designer, Clayton West Digital Designer
Brand Design	Logos	Rare	MRA	Yagon Square	Brett Wheeler Executive Creative Director, Enrico Bettsworth Design Director
Digital Design	Websites	The Brand Agency	WA Police	Police Recruitment- Next Steps	Janice Law Illustrator, Clayton West Lead Designer, Daniel Agostino Head of Design
Digital Design	Websites	Block	Ned McNeillage	Ned McNeillage Website	Mark Braddock Creative Director, Cameron Murray Designer/Programmer
Print Advertising	Newspaper - Retail - Individual	Meerkats	St John Ambulance	Restart a Heart	Gordon Haynes Copywriter, Joseph Dennis Designer, Josh Edge Creative Director, Melissa Radman, Design Director, Martin Beecroft Chief Creative Officer
Print Advertising	Newspaper - Retail - Individual	Rare	No Birds	Neon	Brett Wheeler Executive Creative Director, Liz Hammond Creative Director, Steve Brown Senior Writer
Out of Home Advertising	Transit - Campaign	Gatecrasher	Transperth	Give way to the bus	Henry Billington Art Director, Hayley Kaptein Copywriter, Adam Barker Creative Director, Lori Canalini Creative Director
Out of Home Advertising	Street Furniture - Individual	The Brand Agency	Bankwest	Pipes	Marcus Tesoriero Executive Creative Director, Nathan Teoh Senior Art Director, Melita Masters Copywriter
Out of Home Advertising	Targeted Indoor / POS - Individual	Rare	Brightwater	Mary	Brett Wheeler Executive Creative Director, Liz Hammond Creative Director, Steve Brown Senior Writer
Out of Home Advertising	Interactive Out of Home - Individual	The Brand Agency	WALGA/Roadwise	Exerciser Reviver	Marcus Tesoriero Executive Creative Director, Steve Straw Creative Director, Lachy Banton Copywriter, Nial Stephen Art Director, Daniel Agostino Head of Design, Brandon D'Silva, Virtual Guest, Katrina Strugnell Production Manager, John McGovarin, Content Creator
Radio & Audio Advertising	Retail - Individual	Rare	No Birds	Sensible and sexy	Brett Wheeler Executive Creative Director, Liz Hammond Creative Director, Steve Brown Senior Writer
Radio & Audio Advertising	Retail - Individual	Rare	No Birds	Strip Tease	Brett Wheeler Executive Creative Director, Liz Hammond Creative Director, Steve Brown Senior Writer
Radio & Audio Advertising	Brand - Individual	Rare	WACA	When a player goes out to go in	Brett Wheeler Executive Creative Director, Liz Hammond Creative Director, Steve Brown Senior Writer, Nick Gallagher Sound Engineer
Radio & Audio Advertising	Brand - Campaign	Rare	WACA	You're one of us	Brett Wheeler Executive Creative Director, Liz Hammond Creative Director, Steve Brown Senior Writer, Nick Gallagher Sound Engineer
Radio & Audio Advertising	Community Service & Charity - Individual	Marketforce	Mindarie Regional Council	Face Your Waste Clinton	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Promotional & Experiential	Best Use of Experiential Marketing in a Promotional Campaign	Marketforce	Mindarie Regional Council	Face Your Waste	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Promotional & Experiential	Best Use of Ambient and Guerrilla Marketing in a Promotional Campaign	Marketforce	Mindarie Regional Council	Face Your Waste	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Digital Marketing	Innovative Use of Technology	The Brand Agency	WALGA/Roadwise	Exerciser Reviver	Marcus Tesoriero Executive Creative Director, Steve Straw Creative Director, Lachy Banton Copywriter, Nial Stephen Art Director, Daniel Agostino Head of Design, Brandon D'Silva, Virtual Guest, Katrina Strugnell Production Manager, John McGovarin, Content Creator
Digital Marketing	Innovative Use of Technology	Marketforce	Avivo	The R Word	Pat Lennox, Creative Director, Ben Green Creative Director, Joe Hawkins Creative Group Head, Chris Andrewes Lead Digital Director, Neil Martin Head of Art, Ben Derham Technical Lead, David Thomas Front End Developer
Integrated Campaigns	Integrated Campaign - Brand	Rare	Bedshed	The Bedroom Report	Brett Wheeler Executive Creative Director, Liz Hammond Creative Director, Steve Brown Senior Writer, Davood Tabeshfar Senior Writer, Enrico Bettsworth Design Director, Ben Wright Senior Designer, Illustrator, Monique Gordon Head of Digital Design,
Creativity for Good	Advertising & Marketing Communications - Community / Charity	Marketforce	Telethon Speech & Hearing	Designer Hearing	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Creativity for Good	Design - Community / Charity	Marketforce	Telethon Speech & Hearing	Designer Hearing	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Communication Crafts	Best Writing	Juicebox	Woodside	Terry La Rue's Homegrown Heroes Masterclass • Fringe World Campaign	Daniel St Vincent Senior Copywriter
Communication Crafts	Best Writing	Marketforce	Celebrate WA	Poem	Matt Wilson Copywriter, Hayden Griffiths Art Director, Pat Lennox Chief Creative Officer, Ben Green Creative Director
Communication Crafts	Best Art Direction and Design	Marketforce	Mindarie Regional Council	Face Your Waste	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Communication Crafts	Best Art Direction and Design	Marketforce	Telethon Speech & Hearing	Designer Hearing	Pat Lennox Chief Creative Officer, Ben Green Creative Director, Lauren Regolini Art Director, Alida Henson, Copywriter
Communication Crafts	Best Illustration	The Brand Agency	The Brand Agency	Branded Wall Mural	Daniel Agostino Head of Design, Carly Groves Designer,
Communication Crafts	Best Illustration	The Brand Agency	Mental Health Commission	The Medix	Marcus Tesoriero Executive Creative Director, Lachy Banton Copywriter, Nial Stephen Art Director
Communication Crafts	Best Illustration	Juicebox	Feral Brewing Co	Feral F-15 • Anniversary Ale Brand	Vaughn Hockey Art Director
Communication Crafts	Best Direction	Open Spaces Productions	Minderoo Foundation	Red Dot	Matt Pitcher, Director, Beatrice Masia Executive Producer
Communication Crafts	Best Direction	The Penguin Empire	Lotterywest	Lotterywest Powerball Problems - Mechanic TVC	Robert Forsyth Director, Kelvin Munro Producer, Pat Lennox Chief Creative Officer, Ben Green Creative Director
Communication Crafts	Best Direction	Kick Films	Silver Chain	Falls	Paul Komodina Director, Josh Edge Creative Director, Gordon Haynes Creative, Rikki Burns Creative, Anneliese Sullivan Creative, Tony Bannan Post Production Supervisor, Jaemie Manners Colourist, Nick Gallagher Sound Design, Mike Fragomeni Music
Communication Crafts	Best Motion Design	Sandbox	Puma/Archetype Media	Thunder Desert	Ben Wright Creative Direction, Regan Matthews Creative Direction, Sam Price Director & Animator
Communication Crafts	Best Use of Sound - Radio	Meerkats	Silver Chain	Dementia	Anneliese Sullivan Copywriter, Josh Edge Creative Director, Martin Beecroft Chief Creative Officer, Sophie Middleton Producer, Nicole Beer Producer, Nick Gallagher Sound Designer
Communication Crafts	Best Use of Sound - Television	Soundbyte Studios	St John	Life Goes On	Richard Vilensky Director, Jenny Crabb Producer, Allan Myles Cinematographer, Maria Elena Amatulli Production Coordinator, Tony Bannan Editor, Jaemie Manners Colourist, Josh Hogan Composer, Brad Habib Sound Mixer, Josh Edge Creative Director, Rikki Burns Creative, Sophie Middleton Producer
Communication Crafts	Best Experiential Direction	The Brand Agency	City of Perth	Winter Fest	Daniel Agostino Head of Design, Janice Law Designer, Carly Groves Designer, Katrina Strugnell Production Manager

STUDENT	
Category	Category
Advertising	Christopher Lu
Brand Design	Jasmine Vout
Photography	Amy Harries