

# Caxton Awards 2006 FINALIST SUMMARY LIST

Entry #	Category Name	Title	Agency Name	Client
01.001	Automotive	Genuine Parts	DDB New Zealand	Volkswagon
01.011	Automotive	Arctic	Saatchi & Saatchi Sydney	Toyota
01.012	Automotive	Ocean	Saatchi & Saatchi Sydney	Toyota
01.013	Automotive	Aussie	Saatchi & Saatchi Sydney	Toyota
01.014	Automotive	Picasso	Clemenger Harvie Edge Melbourne	Mazda
02.500	Banking, Insurance, and Financial services	Tie	12:20	Insure Simply
02.502	Banking, Insurance, and Financial services	Spear	12:20	Insure Simply
02.503	Banking, Insurance, and Financial services	Jump	12:20	Insure Simply
03.002	Charity and Community Service	Cancer Smoking	Marketforce	The Cancer Council
03.003	Charity and Community Service	Shark Fin	DDB New Zealand	Coastguard
03.007	Charity and Community Service	Diggers	Clemenger BBDO Sydney	Eternal Flame Foundation
03.008	Charity and Community Service	Balloons	M&C Saatchi Sydney	The Asthma Foundation of Victoria
03.012	Charity and Community Service	Legs	The Furnace	International Campaign to Ban Landmines
03.023	Charity and Community Service	Uluru	DDB Sydney	Clean Up Australia

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Entry #	Category Name	Title	Agency Name	Client
04.004	Consumer Durables	Viera Horse	Clemenger BBDO Wellington	Panasonic New Zealand
04.005	Consumer Durables	BOSE- Noise Reduction Headphones (Screaming)	Saatchi & Saatchi Auckland	BOSE
04.006	Consumer Durables	BOSE- Noise Reduction Headphones (Barking)	Saatchi & Saatchi Auckland	BOSE
04.007	Consumer Durables	BOSE- Noise Reduction Headphones (Roaring)	Saatchi & Saatchi New Zealand - Auckland	BOSE
05.013	Corporate, Government,Public Service	Car Park	Saatchi & Saatchi Sydney	Toyota
05.020	Corporate, Government,Public Service	Dab	The Brand Agency	The Water Corporation
05.029	Corporate, Government,Public Service	Playbrick	RARE creativethinking	St John Ambulance
05.520	Corporate, Government,Public Service	Lotto Wallet	Marketforce	LotteryWest
06.005	Drinks (Alcoholic & Non-Alcoholic)	Groundwork- Shipping	M&C Saatchi Limited	DB Breweries Ltd
06.006	Drinks (Alcoholic & Non-Alcoholic)	Groundwork- Dishes	M&C Saatchi Limited	DB Breweres Ltd
06.007	Drinks (Alcoholic & Non-Alcoholic)	Groundwork- Guitar	M&C Saatchi Limited	DB Breweries Ltd
07.001	Fashion, Clothing & Accessories, Cosmetics, Toiletries & Health Care	Stilletos	303 Advertising Perth	The Betts Group Pty Ltd
08.008	Food, Groceries products and Confectionary	Sell By Date	Clemenger Harvie Edge Melbourne	Bakers Delight
10.009	Media & Entertainment	TV2- Legally Blonde	Saatchi & Saatchi Auckland	TV2- Legally Blonde

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Entry #	Category Name	Title	Agency Name	Client
10.031	Media & Entertainment	Pull My Finger	Belgiovane Williams Mackay	Comedy Channel
12.500	Retail	Seagull	Three Drunk Monkeys	foxtel
13.002	Telecommunicatians	Telecom- Rugby (Photo message your half time order)	Saatchi & Saatchi Auckland	Telecom
14.007	Travel & Leisure	Surfboard	Cummins & Partners	Virgin Blue
14.013	Travel & Leisure	Hamster	Leo Burnett Melbourne	Connex
14.014	Travel & Leisure	Beaver	Leo Burnett Melbourne	Connex
14.018	Travel & Leisure	Nativity Scene	George Patterson Y&R Melbourne	Melbourne Cricket Club
15.010	Best Campaign	Ocean	Saatchi & Saatchi Sydney	Toyota
15.013	Best Campaign	BOSE- Noise Reduction Headphones	Saatchi & Saatchi New Zealand - Auckland	BOSE
15.022	Best Campaign	Beaver	Leo Burnett Melbourne	Connex
16.500	Best small space ad	Balloons	M&C Saatchi Sydney	The Asthma Foundation of Victoria
20.001	Best classified ad	Air Strip	George Patterson Y&R Melbourne	Australian Defence Force
21.010	Best Topical ad	Lance	Publicis Mojo Melbourne	Nike
21.025	Best Topical ad	Red Card	JWT Auckland	Nestle New Zealand Limited

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Entry #	Category Name	Title	Agency Name	Client
21.028	Best Topical ad	Nativity Scene	George Patterson Y&R Melbourne	Melbourne Cricket Club
22.001	Most innovative use of the newspaper medium	Lotto Wallet	Marketforce	LotteryWest
22.004	Most innovative use of the newspaper medium	Stilletos	303 Advertising Perth	The Betts Group Pty Ltd
22.006	Most innovative use of the newspaper medium	TV2- Legally Blonde	Saatchi & Saatchi New Zealand - Auckland	TV2- Legally Blonde
22.007	Most innovative use of the newspaper medium	Sell By Date	Clemenger Harvie Edge Melbourne	Bakers Delight
22.008	Most innovative use of the newspaper medium	Dab	The Brand Agency	The Water Corporation
22.010	Most innovative use of the newspaper medium	Tab	McCann-Erickson Brisbane	Clorox Australia
23.001	Best copywriting	Cancer Smoking	Marketforce	The Cancer Council
23.003	Best copywriting	Solving the problems of the World	Lowe Hunt Sydney	Nestle
23.500	Best copywriting	Dumb, American Pie, Friday 13th	DDB New Zealand	Sky Television
24.011	Best art direction	Ocean, Arctic, Aussie Campaign	Saatchi & Saatchi Sydney	Toyota
24.014	Best art direction	Face	Saatchi & Saatchi Sydney	Lexus Australia
24.018	Best art direction	Hamster, Beaver, Chicken Feet Campaign	Leo Burnett Melbourne	Connex
25.010	Best photography	Tie, Jump, Spear Campaign	12:20	Insure Simply

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Entry #	Category Name	Title	Agency Name	Client
26.001	Best illustration	Picasso	Clemenger Harvie Edge Melbourne	Mazda
26.007	Best illustration	Nativity Scene	George Patterson Y&R Melbourne	Melbourne Cricket Club
26.503	Best illustration	Bedroom, Hallway, Living Room Campaign	Saatchi & Saatchi Sydney	UNIFEM
26.700	Best illustration	Air Balloon, Motel, Pool Campaign	Saatchi & Saatchi Sydney	Toyota
28.001	Automotive, travel and leisure	Face	Saatchi & Saatchi Sydney	Lexus Australia
28.500	Automotive, travel and leisure	Slice of Horse	Whybin TBWA	State Library of Victoria
30.002	Domestic products	Astronaut	DDB New Zealand	Sky Television
30.003	Domestic products	Kennedy	DDB New Zealand	Sky Television
30.004	Domestic products	Coke	DDB New Zealand	Sky Television
30.006	Domestic products	Starbucks	DDB New Zealand	Sky Television
30.007	Domestic products	Apple	DDB New Zealand	Sky Television
34.001	Best campaign in newspaper inserted magazines or supplements	Coke, Apple, Starbucks Campaign	DDB New Zealand	Sky Television
34.002	Best campaign in newspaper inserted magazines or supplements	Dumb	DDB New Zealand	Sky Television