



# WINNER

We live in a world with infinite questions and answers. The possibilities are endless, and one size does not fit all.

Creativity is a powerful tool. It influences people, and alters behaviour. Creativity comes from anywhere, and anyone, at any time. Creativity solves the most complex of problems. It transforms and inspires, and is a vehicle for change.

In a world where there are infinite questions, creativity is the answer.

The Forty Seventh Annual AADC Awards.

**Infinite.**



# PRESIDENT'S ADDRESS

*Transcript from Paul Kitching's speech on the night:*

What an honour to join you in representing all of you here tonight and our wider industry in helping ensure we are on everyone's radar. My aim is to ensure we all "float each others boat" or however that saying goes!

I'm not sure I like the name the AADC... I mean it will do - but ARE we really the advertising and design industry? Is that all we do? Of course it isn't - we are the creative industry.

Yes, we are ad people and designers... but we are also illustrators, game-creators, photographers, make-up artists, ad sales execs, copywriters, animators, podcast creators, film makers, PR professionals, dancers, BD wannabes, travel writers, voice over talent, crisis comms experts, media buyers, on-air talent, producers, key grips, sculptors and so on... plus all the students across this wide realm. That is what the creative industry and the AADC is to me.

As I've said before: this is about community, about the next generation of creatives and how we ensure the Club remains relevant and inclusive for all.

It's why our quarterly Crunch events have been such a mad success. Who here has been to one? You loved it right... Crunch is a chance to meet someone new, maybe find out who got that tender that you didn't, get to say things like "Far out THEY won that job: Wow!" and just generally network with others across out creative industry.

I'm nearly there, but just want to pause and ask all of those who are on the AADC committee here to stand up - not just the Executive but on a Sub-Committee as well. Come on, this will be quick, I'm not going to ask you to sing. And I'm not gonna either. Please thank these people - they all volunteer their time for us for our industry. And we all have fun doing it.

If you want to be a part of the AADC come along to the final Crunch of the year —which will also be our AGM and Xmas Drinks (the Crunchmas)— and you can find out all about committee and how you can get amongst it. You won't regret it!

In closing, what is crucial for the AADC is how we evolve, how we strive for excellence, and how we encourage, acknowledge and congratulate our peers across the wider creative industry.

Like we are tonight. So thank you Nic, thank you Joe and thank all of you for your support. And congrats to all finalists; I can't wait to see who wins what!!

*Nic Eldridge, Co-President*



*Paul Kitching, Co-President*



Our goal to inspire, connect and promote the creative industries in Adelaide is so much more achievable with the support of our sponsors. Their ongoing generosity and commitment is truly paramount to our success, and we couldn't do what we do without them.

Thank you.

# OUR SPONSORS

## Platinum



## Gold



## Silver



# The Third Annual AADC Talks

2024



Written by the 2024 Chair of Talks, Joe Gosell:

On October 23rd, the AADC hosted **The Third Annual AADC Talks**, sponsored by **oOh!media**. It was our biggest Talks event yet, featuring more speakers and attendees than in the previous two years.

Following the same unique format - four thought-provoking locations around Adelaide - we had over **120** people walking and talking together, while **18** professional speakers from across the country shared their knowledge and experience in **15-minute talks**.

We began at the incredible **Mortlock Wing of the State Library**, where we heard from an animated **Josh Gurgiel**, Head of POLY, and internationally experienced **Christian Johansson**, CMO of Beyond Bank, as they explored creativity as a problem solver. **Dena Vassallo**, Founder of Society, then spoke boldly about exporting creativity, followed by **Aaron Dunn**, Founder of Stories We Tell, who shared his fascinating creative career journey.

From there, we meandered down North Terrace to the **Nexus Arts** performance space, where local artist **Vincy Chan** treated us to a wonderful piano performance. Then, **Michael Rossi**, Executive Manager from AEDA, took the stage to outline his vision. **Kirsty Muddle** and **Ben Coulson**, CEO and CCO of Dentsu Creative, challenged our creative thinking, before **Amber Martin**, Co-Founder of Hypnosis, opened up about her journey to agency ownership. **Gavin Sommer**, our resident perfumery expert, took us on a sensory journey, while **Conan Green**, Executive Creative Director, shared insights on maintaining creative spirit—even in the face of rejection.

After a spot of lunch, we were welcomed into **Trinity Church** by the golden voices of the **Sing!Oz** community choir. This was followed by the softly spoken yet incredibly powerful words of **Chiquita King**, Founder and MD of Cocogun. **Justin Astbury**, from Astbury Audio, and his AI twin demonstrated the possibilities of future audio tech, while **James Burnett**, CEO of Castra Brands, and **Amber Bonnie**, Founder of The Edison Agency, delivered two very different perspectives on creativity as a problem solver.

It was time for a beer, so we took over the **West Oak Hotel**, where **Liz Harper**, Director of Agency Partnerships at Springboards.ai, introduced their new creative agency AI platform. **Tim Pearce**, CEO of Frame, shared their incredible journey of exporting creativity to LA, before **Matty Graham**, Co-Founder of Bowlo Beer, entertained us with his eclectic career story. The day wrapped up with the wise words of expert marketer **Phillip Boyle**, Executive GM of Customer, Sales, and Marketing at SeaLink.

A huge thank you to everyone who attended, spoke, supported, and celebrated this fantastic day. This event keeps getting better every year - we can't wait to see you next time!

*The Talks wouldn't be possible without the help of our incredible partner, oOh!media. They saw our vision, believed in the cause and have helped to make this happen for the third year running.*





# MEET THE JURY

Each year, over 60 national and international industry heavyweights generously donate their time and energy to the task of viewing hundreds of entries across the categories of Advertising, Design, Craft, For Good & Student.



Chris Clausen,  
Head of Design,  
Coffee Cocoa Gunpowder



Danaé Gosset,  
Founder (Animation & Design  
Studio),  
Pencil TV



Dan Agostino,  
Head of Design – Brand Agency,  
The Brand Agency



Evi O,  
Creative Director,  
EVI.O



George Hedon,  
Founder,  
Pausefest



Gerard Fitzgerald,  
Executive Creative Director,  
MassiveMusic Singapore



Graham Read,  
Design Manager,  
Sustrans (Bristol)



James Muldoon,  
Founder & Designer,  
Partner Studio

## Professional Jury



Adam Katz,  
Founder &  
Chief Creative Officer,  
Company Policy



Alex Collares,  
Creative Director,  
Ogilvy Australia



Annette H Marcus,  
Creative Director,  
H Marcus Design



Anshika Khullar,  
Illustrator,  
Self-employed (UK)



Jenny Mak  
Creative Partner,  
DDB Sydney



Josh Aitken,  
Creative Director,  
McCann Sydney



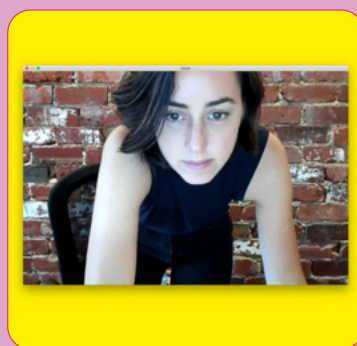
Kevin Blackburn,  
Creative Director,  
Made By Big



Kirsten Twigg,  
Chief Pep & Creative Officer,  
Pepi Brand House



Ant Melder,  
Creative Partner,  
Coffee Cocoa Gunpowder



Caroline Cox,  
Creative Director,  
Base Design



Chad Mackenzie,  
CCO,  
WhiteGREY



Charlotte Berry,  
Copywriter & Senior  
Communications Strategist,  
Innocean



Liza Enebis,  
Creative Director and Partner,  
Studio Dumbarr / DEPT®



Lloyd Osborne,  
Founder and Creative Director,  
Osborne Shiwan



Marcel Moniaga,  
Creative Director,



Mark Rivett,  
Composer / Arranger /  
Musician,  
Doggieman Media





Max Harkness,  
Co-Founder & Creative Director,  
Co Partnership



Melissa Radman,  
National Design Director,  
VML Perth



Michael Gie,  
Executive Producer,  
Rumble Studios Sydney



Mihir Chanchani,  
Executive Creative Director,  
Ogilvy (India)



Sean Izzard,  
Photographer,  
The Pool Collective & Sean  
Izzard Photography



Simon Westlake,  
Co-Founder / Creative Director,  
Biteable



Soomin Jung,  
Design Lead,  
Nike (USA)



Sophia Yeshi,  
Illustrator / Graphic Designer,  
Yeshi Designs



Mike Kennedy,  
Creative Director,  
Eddison Advertising



Mitch Dorf,  
Commercial Mixer,  
Formosa Group



Nancy Bugeja,  
CEO,  
HMGroup



Nancy Hartley,  
Founder / Creative Partner,  
Rumbletown Ventures  
/ Rumble Strategic Creative



Soren Luckins,  
Creative Director,  
Buro North, Melbourne



Teresa Truda,  
Digital Director,  
Dig Agency



Timothy Hall,  
Copywriter,  
Freelance



Twisha Patni,  
Senior Designer,  
Buck



Nubia Navarro aka Nubikini,  
Graphic Designer & Lettering  
Artist,  
Nubikini Studio



P.G. Aditiya,  
Founder,  
Talented



Paul Garbett,  
Creative Director,  
Studio Garbett



Peter Whiddon,  
Designer,  
Red Consultancy



Vikki Ross,  
Copywriter



Vishnu Srivatsav,  
National Creative Director,  
22 Feet Tribal (India)



Yah-Leng Yu,  
Creative Director,  
Foreign Policy



Ziggy Huang,  
Design Director,  
Round Studios



Rachel Denti,  
Lead Designer,  
Nike



Ralphie Barnett,  
Founder,  
Ralphie Co



Regina Stroombergen,  
Lead Creative Tinker,  
Thinkerbell



Rosanna Di Risio,  
Creative Director,  
ERD



Student Jury



Annalise Menzel,  
Executive Producer,  
Yes Darling



Becq Hinton,  
Head of Art,  
Super Duper



Cinzia Di Vito,  
Creative Director,  
The Sideways Theory



Corey Swaffer,  
Creative Director,  
kwpx



Damian Hamilton,  
Brand Keeper & Designer,  
Cornershop Design



Kellie Campbell-Illingworth,  
Partner,  
Parallax



Matt Minear,  
Creative Director,  
BAD



Michael Gagliardi,  
Creative Director,  
Black Sheep Advertising



Nick Brz,  
Creative Director,  
NATION



Pat Parisi,  
Creative Director,  
Simple



Rory Kennet-Lister,  
Creative Director,  
Showpony



Sarah Anesbury,  
Creative Director,  
The Creative Union

FREE BEER



# 2024 WINNERS

Any entry that has scored a high enough aggregated score will become a 'Finalist' and worthy of recognition within the year's body of work.



All finalists are displayed in the exhibition gallery on the night.

Entries that achieve high enough aggregate scores are elevated from 'Finalist' to 'Award' status. Each entry to reach this level will receive a trophy.



**The Gold Chair**

Every entry from the category of Advertising that reaches 'Award' level is eligible to win the Gold Chair, for best overall entry.

**The Master's Chair**

Every entry from the category of Craft that reaches 'Award' level is eligible to win the Master's Chair, for best overall entry.



**The Rita Siow Design Chair**

Every entry from the category of Design that reaches 'Award' level is eligible to win the Rita Siow Design Chair, for best overall entry.



**The Chair for Good**

Every entry from the category of For Good that reaches 'Award' level is eligible to win the Chair for Good, for best overall entry.



**Student of the Year**

Every entry from the category of Student that reaches 'Award' level is eligible to become Student of the Year, for best overall entry.





# WATERING CAN AWARDS

The silver watering can is awarded by the Co-Presidents each year for outstanding contribution above and beyond the call of duty to the advertising and design industry in South Australia.

After use in the television commercial by Clemenger in 1978, the silver watering can was donated by Adelaide & Wallaroo Fertilizer and has served as the trophy ever since.



## Past Recipients

- 1978 Street Remley
- 1979 Barry Tucker & Ian Kidd
- 1980 Don Gill & Andrew Killey
- 1981 Max Pepper
- 1982 Chriss Briscoe
- 1983 Idris Jones
- 1984 Jim Berinson
- 1985 Bernie Van Elsen
- 1986 Marsha Dearden
- 1987 David Minear & Peter Withy
- 1988 Jim Robinson
- 1989 Brenton Whittle
- 1990 Brian Braidwood
- 1991 Warren Wood
- 1992 Rita Siow
- 1993 Busch
- 1994 Richard Chataway & Michael Cusack
- 1995 Jack Van Gastel
- 1996 Jan Turbill
- 1997 Elspeth Baird
- 1998 Leanne Vine
- 1999 Chris Charlton
- 2000 Drew Lenmann & Mike Connell

- 2001 Phyllis Southgate
- 2002 Ernie Clark ACS
- 2003 Young & Rubicam Adelaide
- 2004 Marty Pepper
- 2005 Milton Wordly
- 2006 Phillip Lane
- 2007 Angela Heesom
- 2008 JohnChataway & Kent Smith
- 2009 Sputnik
- 2010 Les Francis
- 2011 Haylie Craig
- 2012 & 2013 Kim Boehm
- 2014 Greg Knagge & Geoff Robertson
- 2015 James Rickard
- 2016 Richard Coburn
- 2017 Justin Astbury & Justin Pounsett
- 2018 Di Willson
- 2019 Mark Evans
- 2020 John McLaren
- 2021 Angela Heesom
- 2022 Jamie Scott
- 2023 Dale Roberts

# THE WINNER

*Transcript from Nic Eldridge's speech on the night:*

I've been told that the aim of this part of the evening is to introduce the winner in such a way that it's not clear who they are until the last minute.

I'll give it a good shot but it'll be clear pretty quickly who this person is.

This year's recipient of the President's Award is highly successful in their field and has won numerous awards... but surprisingly, never this one.

The most common terms people raise when talking about them is that they are one of the good guys. Generous and humble but with a steely resolve to be the best they can be in their chosen craft.

Bucking the trend within the industry, authenticity is their super power and wearing their heart on their sleeve is their signature trait. This person cares deeply about those he works with, and the industry at large.

Interestingly, we almost lost them to the industry before they even got started.

If it wasn't for a career advisor commenting that their nerdy streak would be advantageous in other ways, the world of teaching was the most likely option. Their calm demeanour and generous spirit would have made them a fine teacher, but the teaching world's loss is our gain.

Was deemed the coolest Dad at day care, not because he's toured with rock stars, but because he's Chet's dad. The coolest kid in day care.

He studied Jazz Composition at The Conservatory of Music, played Bass with the Men in Black, and toured with the Hilltops Hoods, but his biggest claim to fame, according to those closest to him, was moonlighting in Swine.

He was in the right place at the right time to be mentored by Matt McKenzie Smith and then to begin working with Pete Best to learn the trade. He is now building a formidable reputation with his own business, Seeing Sounds.

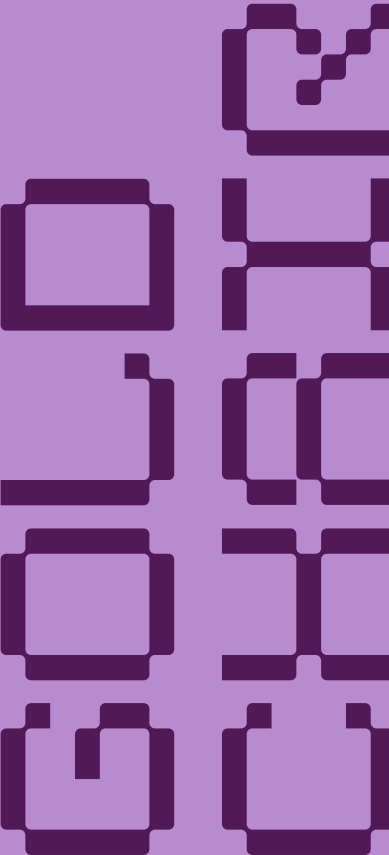
This year's winner of the prestigious Watering Can, if you hadn't worked it out yet, is Scott Illingworth.

Scott Illingworth



The Gold Chair is the most coveted of the AADC Awards and only one entry will reach this pinnacle.

The most outstanding complete piece in the annual exhibition, recognised for both originality and excellence, is presented with the Gold Chair.



| Past Recipients |  |
|-----------------|--|
| 1980            | McLeay Bros<br>TV Series   |
| 1981            | The Finger Print Co<br>Packaging   |
| 1982            | Lloyd's Christmas<br>George Patterson  |
| 1983            | Myer Trend<br>Shop Radio<br>George Patterson                                   |
| 1984            | SGIC, Television & Radio<br>Clemenger Adelaide                                 |
| 1985            | Coopers, Grand Prix Radio<br>Clemenger Adelaide                                |
| 1986            | SA Local Government<br>Rubbish Safety<br>Newilms                               |
| 1987            | Mountain Chardonnay<br>& Pinot Noir<br>Barrie Tucker Design                    |
| 1988            | Kesab<br>Multi-Media Campaign<br>Young & Rubicam                               |
| 1989            | Kesab<br>Plastic Surgery Poster<br>Young & Rubicam                             |
| 1990            | Adelaide Zoo<br>Give & Take TV<br>Young & Rubicam                              |
| 1991            | Adelaide Zoo<br>“Zoo Poo Song”<br>Young & Rubicam                              |
| 1992            | Lotteries Commission<br>“Old & Young Couple”<br>Young & Rubicam                |
| 1993            | Adelaide Zoo<br>Tamarin/Lyrebird/Oryx<br>Press Campaign<br>Young & Rubicam     |
| 1994            | Clemenger<br>‘Bomb/Menu/Folders’<br>Newspaper Campaign<br>Clemenger Adelaide   |
| 1995            | Bank SA<br>‘Ballam/Rainy Day/MeLeg Break’<br>TV Campaign<br>Clemenger Adelaide |
| 1996            | Cellarmaster<br>‘Black & White’<br>Packaging & Label Design<br>Ian Kidd Design |
| 1997            | Mitsubishi, ‘Dog’ TV<br>Young & Rubicam  |
| 1998            | Transport SA, TV Campaign<br>Young & Rubicam                                   |
| 1999            | SA Lotteries Commission<br>Outdoor Bus Shelter,<br>Clemenger BBDO              |
| 2000            | SA TAB, “Passionate Moments”<br>30sec Radio<br>Killey Withy Punshon            |

|      |  |
|------|--|
| 2001 | Beer Brothers<br>Packaging & Label Design<br>Ian Kidd Design   |
| 2002 | Yalumba, Outdoor<br>Killey Withy Punshon   |
| 2003 | Mitsubishi Motors<br>Pajero ‘Violin’<br>Young & Rubicam  |
| 2004 | Motor Accident Commission<br>Annual Report<br>Black Squid Design   |
| 2005 | Jim Barry Wines<br>‘Silly Mid On’ Wine Labels<br>Parallax Design   |
| 2006 | Design Hills Fresh<br>Cauliflower Labels<br>Black Squid  |
| 2007 | Henry’s Drive<br>“2007 Limestone Coast<br>Wine Show Judges Dinner”<br>Parallax Design                      |
| 2008 | Voice Design<br>Australian Graphic Design<br>Assoc. (AGDA)<br>2008 Pocket Guide                            |
| 2009 | Department of Health<br>“Out it Flu”<br>JAM Advertising  |
| 2010 | Adelaide City Council<br>“Already Home”<br>Clemenger BBDO  |
| 2015 | Mitsubishi Motors<br>“Accelerate”<br>Jamshop   |
| 2016 | Adelaide Football Club<br>“We Fly As One”<br>Showpony Advertising  |
| 2017 | SA Health<br>“Hands off our Ambos”<br>Showpony Advertising   |
| 2018 | Motor Accident Commission<br>“Fatigue”<br>Blackbocks Jamshop   |
| 2019 | SA Health<br>“Flu Prevention - Road Toll”<br>Showpony Advertising  |
| 2020 | SA Tourism Commission<br>“#BookThemOut”<br>TBWA/Adelaide   |
| 2021 | National Parks & Wildlife<br>Services SA<br>“Get The Full Picture”<br>TBWA/Adelaide                        |
| 2022 | Department of Human Services<br>“See Me for Me”<br>Showpony Adelaide                                       |
| 2023 | Kangaroo Island Tourism<br>Alliance (KITA)<br>“Kangaroo Island. Unfiltered.”<br>Fuller Brand Communication |

**Category & Sub-Category**  
Film & Video, Television Commercial

**Entrant**  
Rory Kennett-Lister

**Client**  
Fantastic Snacks

**Title**  
Yup to the Cup Phase 2

**Contributors**  
Parris Mesidis, Andy Scott, Chico Zuccato, Felipe Carrasco, Patrick Cotter, Laura Prior, Julia Palumbo, Ana Coelho, Lisa Browne



**The Pitch**  
Hot on the heels of the original YUP TO THE CUP Fantastic Cup Noodles campaign, in this TVC we enter a normal supermarket where things are far from normal.

Sure it’s the same catchy jingle and characters from the first campaign, but in this seriously offbeat sequel, you don’t buy cup noodles – cup noodles buy you.

(L-R) Andy Scott, Ana Coelho, Rory Kennett-Lister, Abby Moulton, Sophie Allchurch, Chico Zuccato, Laura Trelogan



**Category**  
Integrated Campaign

**Entrant**  
Abby Moulton

**Client**  
BreastScreen SA

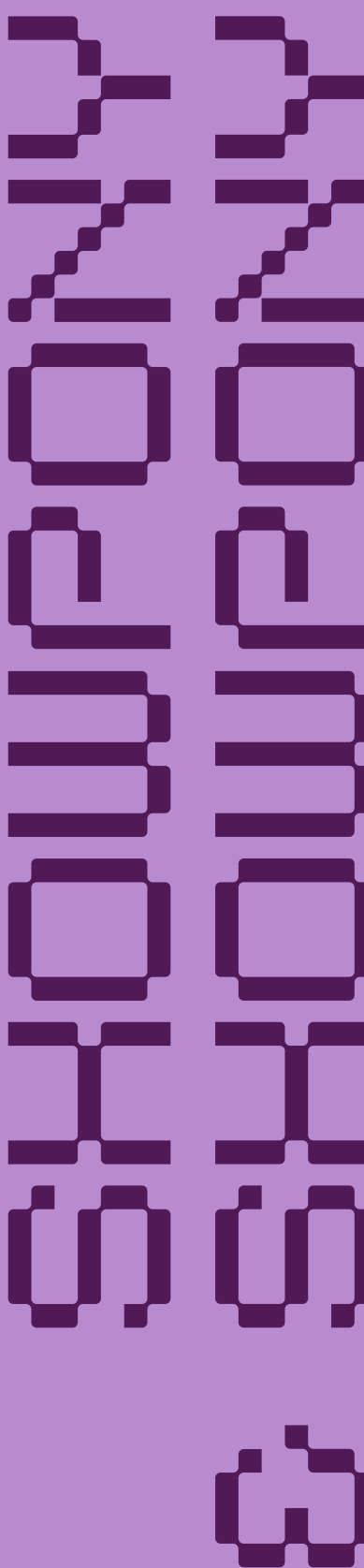
**Title**  
Make Time for the Girls

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Laura Marcus, Laura Trelogan, Alex O’Neil, Sophie Allchurch, Ella Wood, Patrick Cotter, Ana Coelho, Claudia VandenBrink, Meabh McElduff



**The Pitch**  
For women over 40, a regular breast screen is the best way to detect cancer early and reduce the risk of life-threatening impacts. However, women are still skipping their regular breast screens. There was a clear need to get women’s attention and tell some truths.

Leveraging society’s many nicknames and euphemisms for breasts, this irreverent campaign uses familiar vernacular to deliver an important message, designed to engage and empower women, prompt conversation and encourage action.

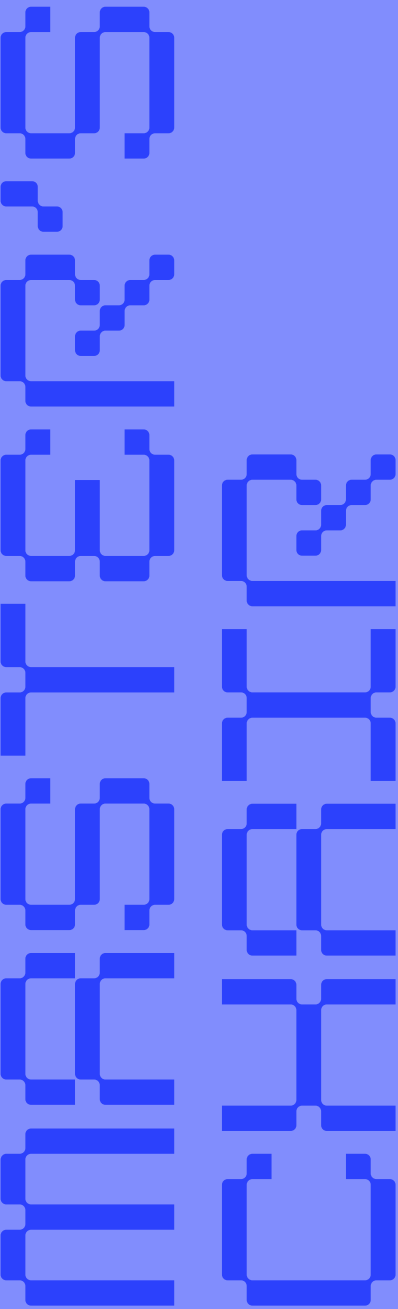




The name, Master’s Chair, was chosen to acknowledge the time honoured role of Master Craftsperson.

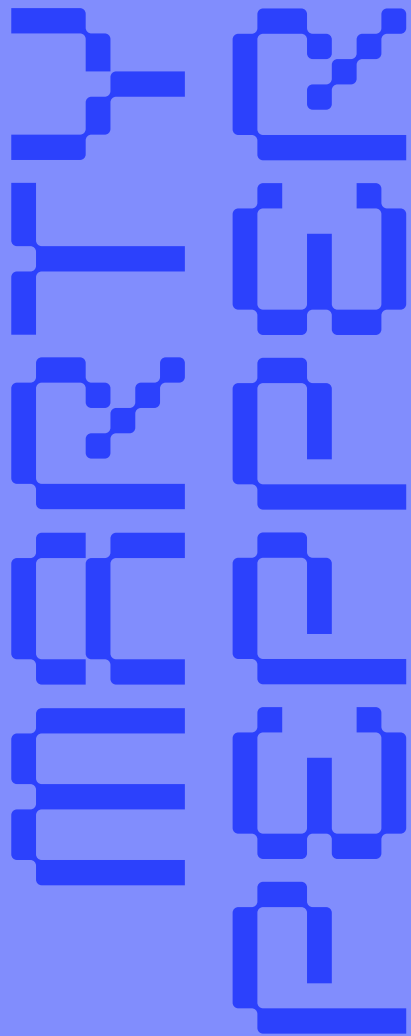
No matter how good an idea is, for a complete piece of advertising or design to be great and effective, it needs the contribution of a range of individuals.

The Master’s Chair recognises the contribution of those individuals.



| Past Recipients |  |
|-----------------|--|
| 1990            | Steve Callan & Peter Best<br>Radio Production<br>RAA ‘Gecko’   |
| 1991            | Mark Rivett<br>Original Music<br>Adelaide Zoo<br>“Keep On Pooing”  |
| 1992            | Michael Rowland<br>Illustration<br>Adelaide Festival<br>CTR Trust<br>“Something On Saturday”   |
| 1993            | Michael Cusack<br>Tv Animation<br>Dank “Fathers Day”   |
| 1994            | Robyn Watt<br>Art Direction<br>Orlando E3 “Fridge”   |
| 1995            | Michael Cusack<br>TV/Cinema Craft<br>Animation<br>Lipton’s Squeezabl<br>Tea Bags   |
| 1996            | Nick Burton<br>TV/Soundtrack<br>Tab “Neighbours”<br>&<br>Adrian Adams<br>Interactive Cd-Rom<br>Federal Bureau of<br>Consumer Affairs<br>“Consumer Power 2” |
| 1997            | Darren Burgess<br>TV Animation<br>WA Health Department<br>Anti Smoking Campaign  |
| 1998            | Street Remley<br>& Les Francis<br>Radio Production<br>NRMA “Hitch-Hiker”   |
| 1999            | Street Remley, Les Francis<br>& Leanne Vine<br>Radio Production<br>Aeroguard “Fishing”   |
| 2000            | Peter Best<br>TV Soundtrack Production<br>Transport SA “Jaws”  |
| 2001            | Marty Pepper<br>Flame Compositing<br>The Age Classifieds “Houses”  |
| 2002            | Michael Cusack<br>Animation<br>Inghams Drummos<br>“Can Can”  |
| 2003            | Michael Cusack<br>Animation<br>The Earth Sancturies<br>Foundation “Critters”   |
| 2004            | Richard Lyons<br>Photography<br>Bank SA<br>“Take Your Time Moving”   |

|      |  |
|------|--|
| 2005 | Richard Lyons<br>Photography<br>Kosmea Australia   |
| 2006 | Micheal Cusack<br>Animation<br>Masterfoods<br>Schamcko’s Shapz “Breakout”                          |
| 2007 | Richard Coburn<br>& Martyn Zub<br>“Fake Film Festival<br>Screen Opening”                           |
| 2008 | Martyn Zub<br>Kojo Pictures<br>“Beautiful Trailer”   |
| 2009 | Ernie Clark<br>ACS<br>Department Of Health<br>“Out it Flu”   |
| 2010 | Anthony De Leo<br>Voice<br>Longview Vineyard<br>“W.Wagtail”  |
| 2015 | Richard Coburn<br>KOJO<br>Hilltop Hoods<br>“Won’t Let You Down”                                    |
| 2016 | Justin Astbury<br>STAN/KOJO<br>“Wolf Creek Teaser<br>TV Series”                                    |
| 2017 | David Parkinson<br>Cinematography<br>Penny’s Hill “Winter”   |
| 2018 | Angela Heesom<br>Casting<br>Baby Einstein “Become”   |
| 2019 | Kent O’Halloran<br>Art Direction<br>Tourism NT<br>“Military History”                               |
| 2020 | Pat Parisi<br>Brand Identity<br>Rundle Mall  |
| 2021 | Angela Heesom<br>Casting<br>SAPOL<br>“Selfish Prick”   |
| 2022 | David Ockenden<br>Film & Video - Direction<br>Department of the Premier &<br>Cabinet “Future Jobs” |
| 2023 | Stephen Deeble<br>Film & Video - Editing<br>Think Road Safety “Love Riding”                        |



| Category & Sub-Category  |
|--|
| Film & Video, Post-Production  |
| Client   |
| RAA  |
| Title  |
| Better to be a Member - Campaign   |
| Agency   |
| KOJO Studios   |
| Contributors   |
| Post Production, KOJO Studios<br>Edit & Colour, Marty Pepper<br>Producer, Annalise Menzel (Yes Darling)<br>Director, Luke Shanahan<br>Post Producer, Georgia Lippe |
| (L-R) Nic Eldridge, Marty Pepper, Paul Kitching  |

**The Pitch**  
These commercials were edited to facilitate a fully animated Bee character, dialogue was recorded onset, then edited to create the timings. Animators then lip synced the character to the preset timings.

As the animation was blocked, the edit was adjusted to tighten the cut. The live footage was digitally cleaned up to make way for the Bee animation, road closures removed, hi vis gone.

Once the animation was complete the shots were colour graded to full integrate the Bee into the live action story.





The Chair for Good was first introduced in 2022, to highlight creative work that promotes, presents, enhances or supports an initiative that provides a benefit to the greater good.

Projects can be done pro bono, fee for service or even self-initiated.

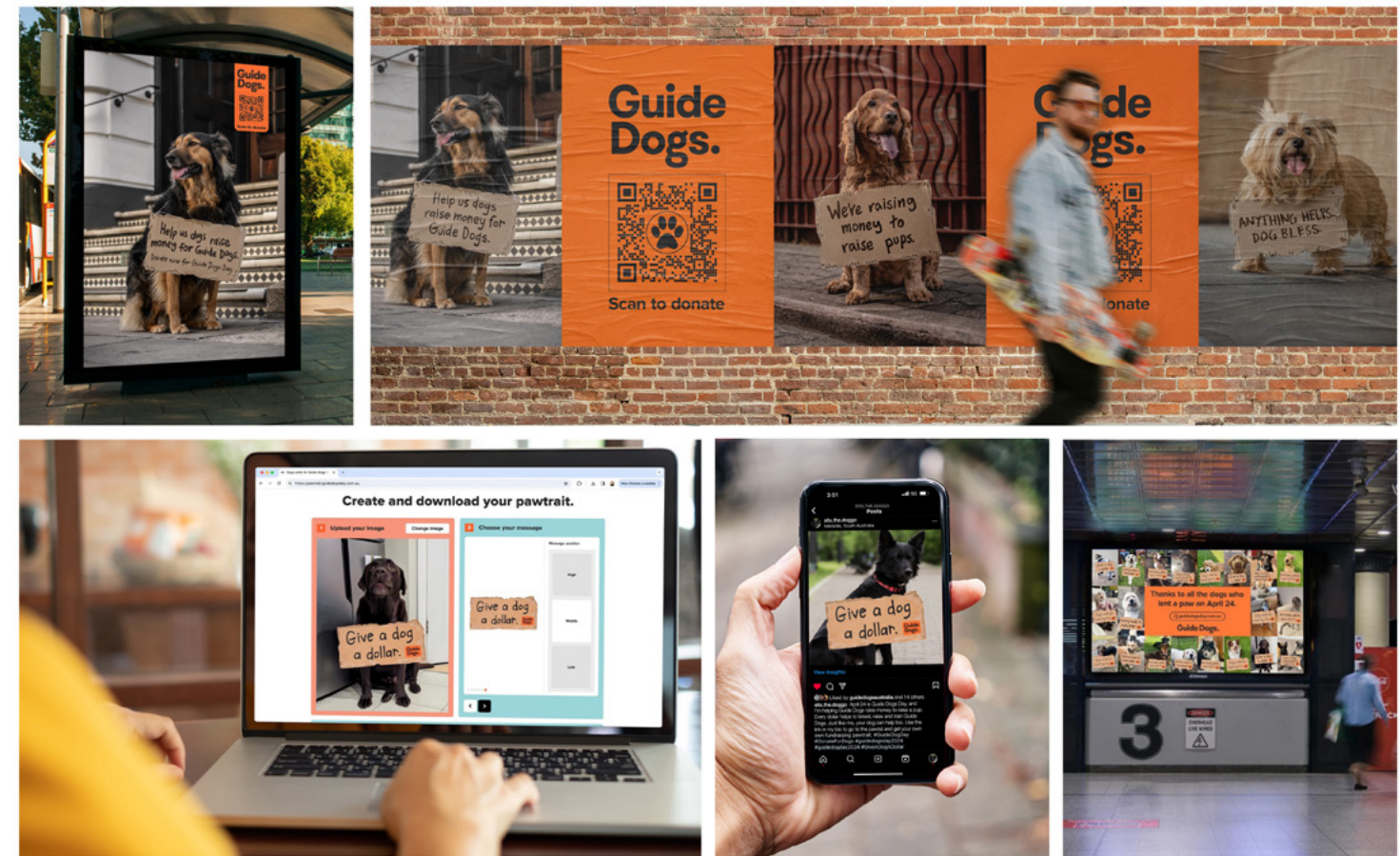
The Jury's assessment is on the intent of the project and the outcome as it relates to that intent.

## Past Recipients

2022 "See Me for Me"  
Department of Human Services  
Showpony Adelaide

2023 “Bloody Important Conversation Microsite”  
TABOOO Period Products  
Black Sheep Advertising

(L-R) Brenton Bleechmore, Corey Swaffer,  
Sam Talbot, Paul Kitching, Nic Eldridge



## Category

## Social Awareness

## Client

## Guide Dogs SA/NT

## Entrant

Brenton Bleechmore, Corey Swaffer, Jazz King, Ella-Maude Wilson

### Title

## Dogs Unite For Guide Dogs

## Contributors

Producer, Alex Cotterell  
Photographer, Richard Lyons  
Lead Web Developer, Caleb Chadwick  
Web Developer, James Apoeffis  
Digital Designer, Nick Bozic  
Finished Artist, Carlie Chenoweth  
Head of Advertising, Sam Talbot  
Media Director, Michelle Grogan  
Managing Director, Sam Davies  
Executive Director of Media, Nat Morley  
Digital Project Manager, Steve Pritchard  
Digital Strategist, Alex Stewart  
DOP/Editor/Sound, Taras Zagajewski

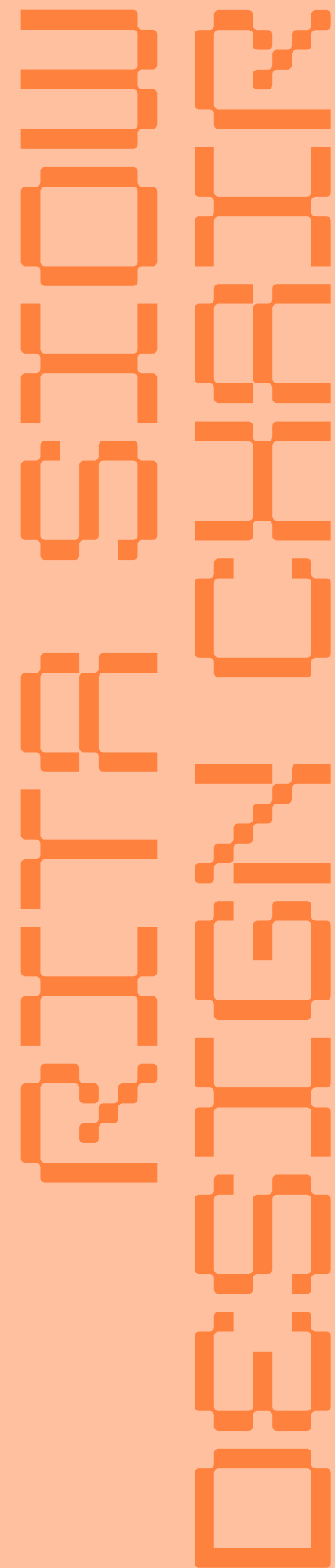
## The Pitch

If dogs had a favourite charity, surely it would be Guide Dogs. To ordinary dogs, Guide Dogs are legends. And if they could, ordinary dogs would fundraise their paws off for Guide Dogs. So we made that possible. 'Dogs Unite For Guide Dogs' was the world's first fundraising campaign run by dogs for dogs. It put the power into the paws of ordinary dogs. (With a little help from their owners of course.) Dogs beg; for biscuits, meals, and walkies. We gave all dogs the chance to put their begging skills to use for a bigger cause, leading up to International Guide Dogs Day on 24th April 2024.

We directly targeted and activated the 450,000+ households in SA/NT with registered dogs, to turn them into fundraising ambassadors. Everything drove to our campaign web 'pawtal', which allowed dog owners to create their own fundraising 'paw-trait' and amplify the call-to-action. And all the dogs encouraged humans to donate via the QR code and website.

We had a target of \$160,000 and we smashed it. Achieving \$250,000 on the day.





In 2021, with great pride and much sadness, we announced the creation of a third perpetual Chair for the AADC Awards, The Rita Siow Chair for the best overall entry in the category of Design.

Rita was a remarkable woman, designer, lecturer and mentor who unexpectedly and prematurely passed away in late 2020. Her impact on the creative industry and the AADC was immense and will be long lasting, having touched the professional and personal lives of so many.

Past Recipients

- 2021

“Gemtree Small Batch” for Gemtree  
Packaging Design  
Matt Remphrey, Parallax
- 2022

“Pairs Well With” for Penley  
Integrated Design Campaign  
Pat Parisi, Simple
- 2023

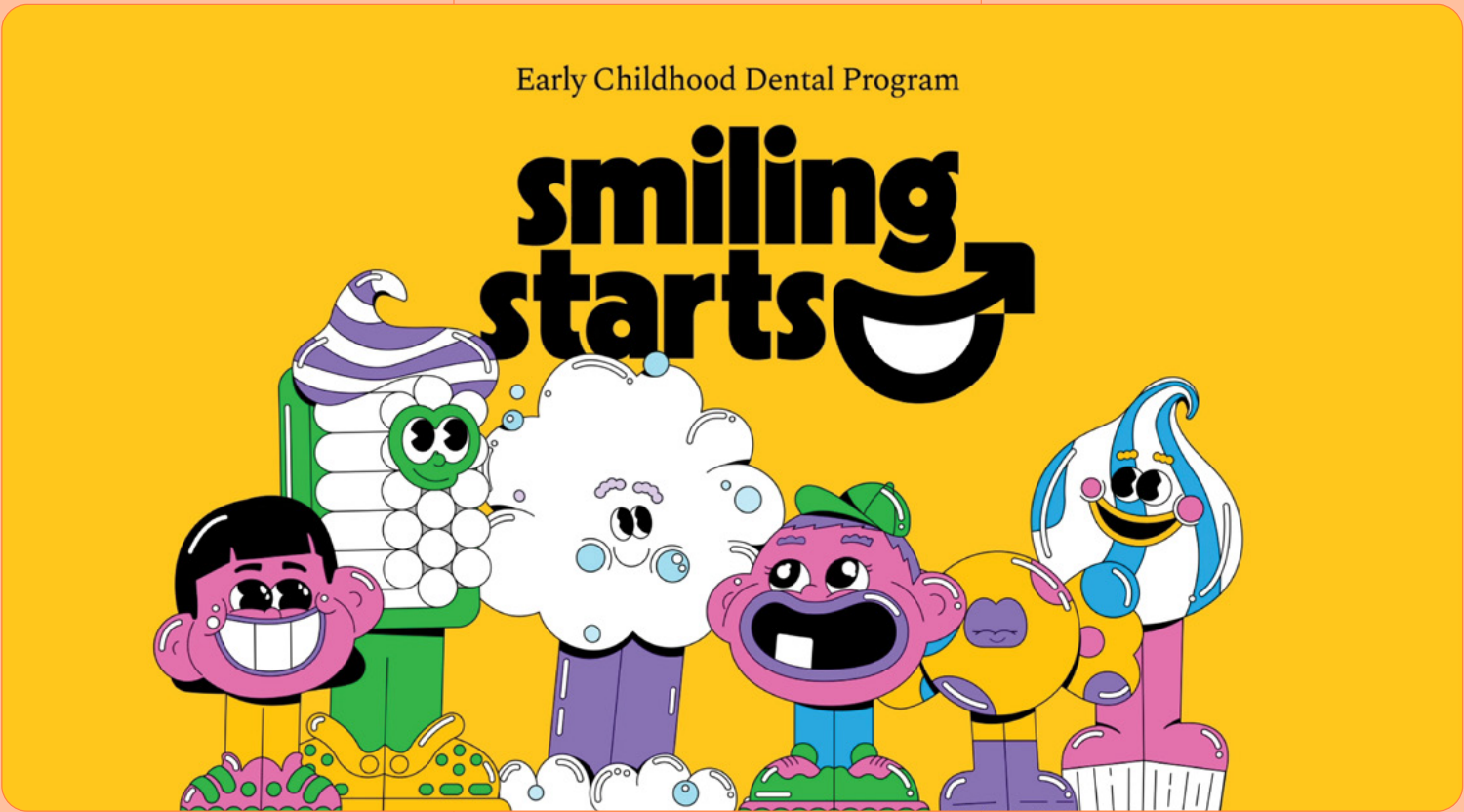
“Poltergeist Gin” for Callington Mill Distillery  
Wine, Beer & Spirits Packaging  
Matt Remphrey, Parallax



The Club commissioned Voice Design to conceptualise and design the Rita Siow Design Chair trophy, with local sculptor, Sally Wickes and glass artist, Llewelyn Ash engaged to bring it to life.



(L-R) Ryan Stephens, Michael Cervelli, Sam Brown, Pat Parisi



Early Childhood Dental Program

smiling starts

Category & Sub-Category  
Brand Identity, Large Corporate

Client  
Early Childhood Dental Program (WA Health)

Title  
Smiling Starts

The Pitch  
There’s a common misconception that baby teeth don’t matter as they’ll only fall out, though that couldn’t be further from the truth. Not only is it incorrect, but the need for good oral health care actually begins from the moment a child is born.

Dental programs for school-aged children are commonplace in Australia, though from the ages of 0–5 parents have largely been responsible for the oral health of their children, with accurate information hard to find, and misconceptions running rife.

To lead the promotion and education of good practices and support for WA families, the Western Australian government brought together the ‘Early Childhood Dental Program’, and we worked with them to shape it into the consumer-facing ‘Smiling Starts’.

Our challenge was to craft an energetic brand that focused on instilling good oral health habits, reducing dental anxiety (for parents and children) and changing perceptions of what a government-backed health service could look like.

Agency  
Simple

Contributors  
Sam Brown, Elly Glaser, Paige Weekley, Harry Tomlian, Ryan Stephens

With a diverse range of people from across the state needing to access the program, it was important for accessibility and inclusion to be at the forefront of our decision making. From choosing language that is genuine and non-judgemental, to curating a flexible and accessible colour palette inspired by nostalgic 90s Australian culture (the children of whom are now having children) Smiling Starts can easily communicate with humans of all ages, backgrounds and locations.

With a sense of journey and adventure at the heart of Smiling Starts, we developed a series of Smilestones that recognise and celebrate every moment of growing your first teeth. To address common misconceptions, we shaped clinical information into memorable expressions (now known as ‘mythbrushsters’) that have become bedtime routines. Central to this is the cast of illustrated Smiling Starts characters, who share the program’s mission and help to deliver important oral health tips across a broad range of collateral.





Each year, two local industry stalwarts from the Student Jury decide which entrant should take out Student of the Year, for best overall entry or collective of entries.

In 2024, the Student Jury Co-Chairs were Michael Gagliardi of Sauce and Annalise Menzel of Yes Darling.

Since the inception of this award in 2022, each awarded student has found themselves in full-time employment within Adelaide's creative industry — an incredible achievement for the students and the Club alike.

#### Past Recipients

2022 Sam Brown

2023 Jazz King

#### Category

Idea

#### Client

University of South Australia

#### Title

Flinders Private Hospital Rebrand

#### The Pitch

The Flinders Private Hospital rebrand captures the establishment's modern, functional, and innovative essence through a sleek visual system.

Integrating technological and architectural finesse, the design features a brandmark inspired by an aerial view of Bedford Park. The mark's shape reflects the interconnected ecosystem of facilities, highlighting the hospital's unique position amidst its indirect and tertiary competitors.

Built on minimalism, the brand employs a modular logo-mark that ensures versatility across various contexts while maintaining a consistent and strong identity.



#### Category

Craft

#### Client

Tae-Seung Piano School

#### Title

Parvis Magna Student Concert Program

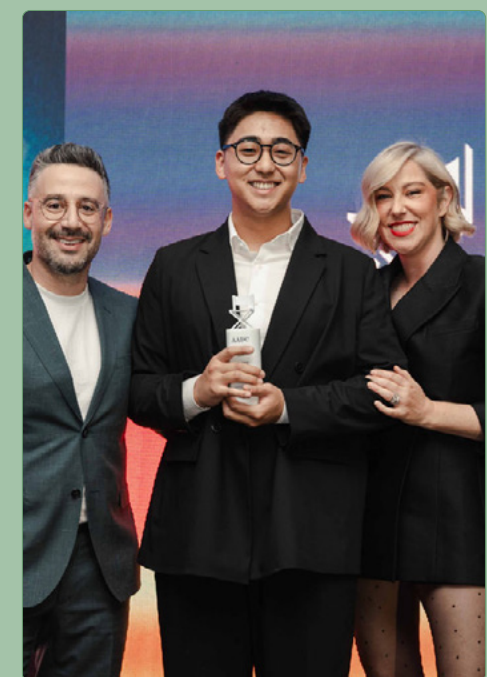
#### The Pitch

The student concert program is beautifully themed around the concept of floral growth, symbolising the journey of each student's musical development.

The theme captures the transformation from budding musicians to fully blossomed artists, each showcasing their unique identities and styles.

This visual and conceptual motif not only adds an aesthetic appeal but also serves as a metaphor for the students' personal and artistic growth throughout their musical education.

(L-R) Michael Gagliardi, Brian Park, Annalise Menzel



# Awards & Finalists

The Forty Seventh Annual  
AADC Awards

2023 AADC Awards







**Category & Sub-Category**  
Audio,  
Best Use of Music

**Client**  
SAPOL

**Title**  
Keep it Sweet

**Awarded to**  
Andy Scott

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Chico Zuccato, Patrick Cotter, Sam Cavallaro, Lachlan Varricchio, Alex O'Neil, Ana Coelho, Scott Illingworth



Award

**Category & Sub-Category**  
Film & Video,  
Television Commercial

**Client**  
Fantastic Snacks

**Title**  
Lighten Up (Office)

**Awarded to**  
Chico Zuccato

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Andy Scott, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans



Award

**Category & Sub-Category**  
Direct Marketing,  
Direct Response Advertising

**Client**  
Guide Dogs SA/NT

**Title**  
Dogs Unite For Guide Dogs

**Awarded to**  
Brenton Bleechmore, Corey Swaffer, Jazz King, Ella-Maude Wilson

**Agency**  
kwpX

**Contributors**  
Producer: Alex Cotterell, Photographer: Richard Lyons, Finished Artist: Carlie Chenoweth, Head of Advertising: Sam Talbot, Managing Director: Sam Davies, Executive Director of Media: Nat Morley, Media Director: Michelle Grogan, Lead Web Developer: Caleb Chadwick, Web Developer: James Apoeffis, Digital Designer: Nick Bozic, Digital Project Manager: Steve Pritchard, Digital Strategist: Alex Stewart, DOP/ Editor/Sound: Taras Zagajewski



Award

**Category & Sub-Category**  
Film& Video,  
Television Commercial

**Client**  
Fantastic Snacks

**Title**  
Lighten Up (Home)

**Awarded to**  
Chico Zuccato

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Andy Scott, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans





**Category & Sub-Category**  
Film & Video,  
Television Commercial

**Client**  
Fantastic Snacks

**Title**  
Yup to the Cup Phase 2

**Awarded to**  
Rory Kennett-Lister

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Andy Scott, Chico Zuccato, Felipe Carrasco, Patrick Cotter, Laura Prior, Julia Palombo, Ana Coelho, Lisa Browne



**Category**  
Integrated Campaign

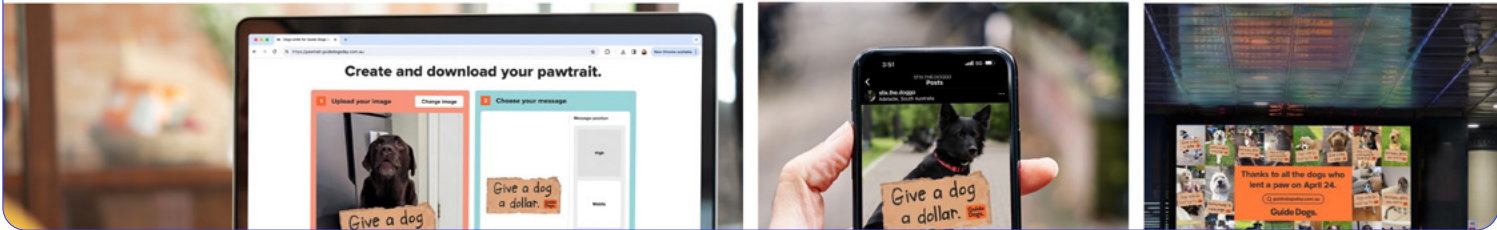
**Client**  
BreastScreen SA

**Title**  
Make Time for the Girls

**Awarded to**  
Abby Moulton

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Laura Marcus, Laura Tregloan, Alex O'Neil, Sophie Allchurch, Ella Wood, Patrick Cotter, Claudia VandenBrink, Ana Coelho, Meabh McElduff.



**Category**  
Integrated Campaign

**Client**  
Guide Dogs SA/NT

**Title**  
Dogs Unite For Guide Dogs

**Awarded to**  
Brenton Bleechmore,  
Corey Swaffer, Jazz King,  
Ella-Maude Wilson

**Agency**  
kwpix

**Contributors**  
ECD/Art Director: Brenton Bleechmore, ECD/Copywriter:

Corey Swaffer, Copywriter: Jazz King, Art Director: Ella-Maude Wilson, Photographer: Richard Lyons, Producer: Alex Cotterell, Finished Artist: Carlie Chenoweth, Head of Advertising: Sam Talbot, Managing Director: Sam Davies, Account Manager: Sophie Ross, Media Director: Michelle Grogan, Lead Web Developer: Caleb Chadwick, Web Developer: James

Apoeffs, Digital Designer: Nick Bozic, Digital Project Manager: Steve Pritchard, Digital Strategist: Alex Stewart, Taras Zagajewski – DOP/Editor/Sound, Executive Director of Media: Nat Morley.



**Category & Sub-Category**  
Outdoor & Poster,  
Small Format Outdoor

**Client**  
Sophie's Legacy

**Title**  
Sophie's Legacy – LOST

**Awarded to**  
Chico Zuccato

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Abby Moulton, Andy Scott, Laura Marcus, Althier Alianza, Laura Tregloan, Brooke Loveday, Sophie Allchurch, Claudia VandenBrink, Melissa Roberts, Ana Coelho





**Category & Sub-Category**  
Outdoor & Poster, Campaign

**Client**  
Guide Dogs SA/NT

**Title**  
Dogs Unite For Guide Dogs

**Awarded to**  
Brenton Bleechmore, Corey Swaffer, Jazz King, Ella-Maude Wilson

**Agency**  
kwpX

**Contributors**  
Brenton Bleechmore, Corey Swaffer, Ella-Maude Wilson, Jazz King, Alex Cotterell, Richard Lyons, Carlie Chenoweth, Sophie Ross, Sam Davies, Nat Morley, Michelle Grogan, Caleb Chadwick, James Apoeffis, Steve Pritchard, Alex Stewart, Sam Talbot



**Category**  
Audio, Radio Commercial

**Awarded to**  
Abby Moulton

**Client**  
Dog & Cat Management Board

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Abby Moulton, Laura Prior, Julia Palombo, Alex O'Neil, Ana Coelho, Scott Illingworth

**Title**  
Good Dogs Bad Days



**Category**  
Audio, Best Use of Music

**Awarded to**  
Matt Schirripa

**Client**  
SA Health

**Agency**  
Simple

**Contributors**  
Scott Illingworth, John Bartlett

**Title**  
Umm...ergency



**Category & Sub-Category**  
Audio, Radio Commercial

**Awarded to**  
Katheryn Korczak

**Client**  
South Australia Police

**Agency**  
NATION

**Contributors**  
Nick Brz, Judi Oehme, Greg Faull, Greg Knagge, Rachel Gates, Justin Astbury (Astbury Audio)

**Title**  
Stop Flirting with Death



**Category & Sub-Category**  
Audio, Radio Commercial

**Awarded to**  
Elly Glaser

**Client**  
SA Health

**Agency**  
Simple

**Contributors**  
Matt Schirripa, David Stocker, Kirsty Pozza, Pat Parisi, Scott Illingworth, John Bartlett

**Title**  
Umm...ergency?



**Category & Sub-Category**  
Audio, Best Use of Music

**Awarded to**  
Abby Moulton

**Client**  
Adelaide Economic Development Agency

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Laura Marcus, Althier Alianza, Annika Turon-Semmens, Ana Coelho, Laura Prior, Julia Palombo, Matthew Basso, Felipe Carrasco, Scott Illingworth.

**Title**  
See for yourself



**Category & Sub-Category**  
Audio, Best Use of Music

**Awarded to**  
Nerissa Douglas, Michael Gagliardi, Jarrod Knoblauch, Erik de Roos, Marianthi Livaditis, Chris Plummer, Louise Magor, Aaron Gill, Mark Webber, Nicola Tate, Annalise Menzel, Sharon Kerrigan, Katie Milwright, Mark Tipple, Rusty Marrett, Nick Frayne, Jeffrey Gaunt, Nic Datson, Sam Clarke, Justin Van Zyl, Django Nou, Ben Brooks, Chloe Spalding, John Laurie, Ryan Cantwell, Jono Baker, Angela Heesom, Natasha Stone, Bonnie Charles, Ebony Feltus, Carat, Jade Robinson, Marty Pepper, Justin Astbury, Georgia Lippe, Lenny Kravitz, Craig Ross, Chris Chalmers.

**Client**  
South Australian Tourism Commission

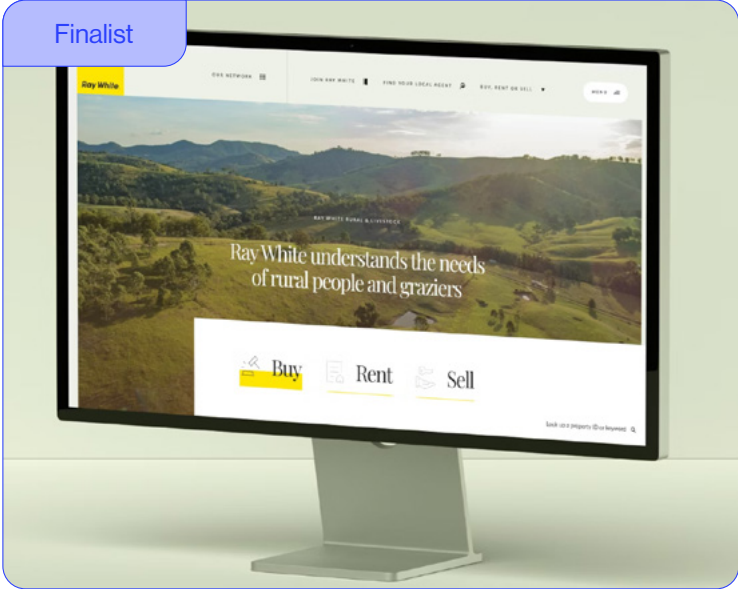
**Agency**  
Fuller

**Contributors**  
Will Fuller, Jordaine Chattaway, Jamie Shawyer, Emily Dawe,

**Title**  
Travel. Our Way.

**Awarded to**  
Jamie Shawyer





Finalist

**Category**  
Digital,  
Website

**Awarded to**  
George Sezenias

**Agency**  
Simple

**Contributors**  
Paige Weekley, Pat Parisi, Paul Charles, Sam Stevens, Tyson Van Prooijen, Suprim Golay

**Client**  
Ray White

**Title**  
raywhite.com



Finalist

**Category**  
Digital,  
Social Media Campaign

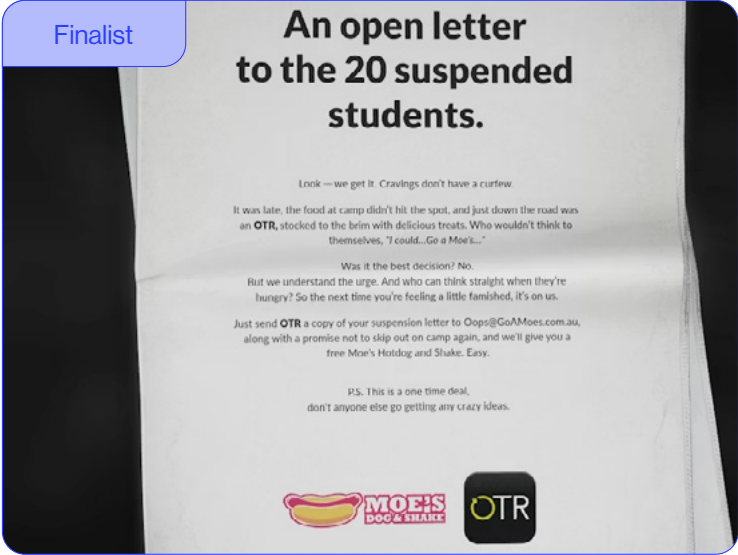
**Awarded to**  
Pat Parisi

**Agency**  
Simple

**Contributors**  
Elly Glaser, Paige Weekley, Ryan Stephens

**Client**  
Adelaide Economic Development Agency

**Title**  
The Santa Course



Finalist

**Category**  
Direct Marketing,  
Direct Response Advertising

**Awarded to**  
Rory Kennett-Lister

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Sophie Allchurch, Abby Moulton, Matthew Basso, Min Jung, Perri Kapmias, Chris Kim, Annika Turon-Semmens, Julia Palombo, Patrick Cotter, Mehernaz Jila

**Client**  
OTR

**Title**  
Suspension Letter



Finalist

**Category**  
Entertainment,  
Branded Video

**Awarded to**  
Johnny Velis & Becq Hinton

**Agency**  
Super-Duper & Grafton Create

**Contributors**  
Elliot Grafton, Georgie Woskett, Evraam Soliman

**Client**  
Porsche Australia

**Title**  
The Box



Finalist

**Category & Sub-Category**  
Digital,  
Integrated Digital Campaign

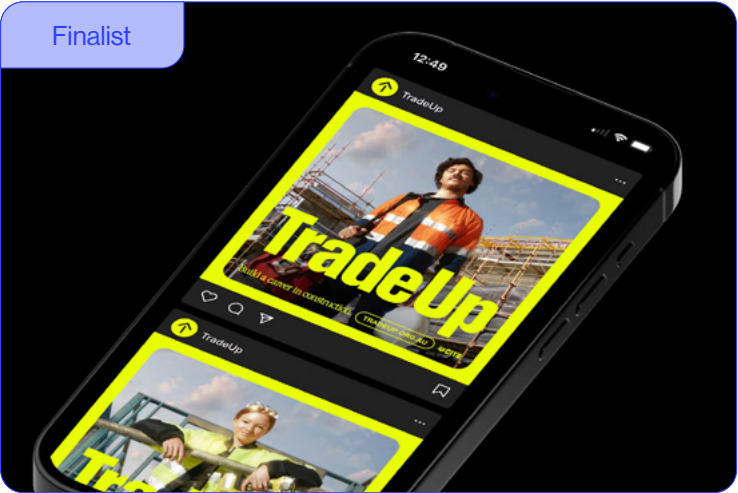
**Awarded to**  
Rory Kennett-Lister

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Abby Moulton, Andy Scott, Althier Alianza, Annika Turon-Semmens, Laura Prior, Julia Palombo, Matthew Basso, Felipe Carrasco, Patrick Cotter, Alex O'Neil, Scott Illingworth, Laura Marcus, Ana Coelho

**Client**  
Adelaide Economic Development Agency

**Title**  
See for yourself



Finalist

**Category & Sub-Category**  
Digital,  
Integrated Digital Campaign

**Awarded to**  
Joshua Newnes

**Agency**  
Fuller

**Contributors**  
Will Fuller, Michael Gagliardi, Marcus La Forgia, Joshua Newnes, Kylie Roux, Emily Dawe, Jarrod Knoblauch, Sean Kane, Todd Fischer, Andreas Heikaus, BJ Vigar, Philippa Lawrie, Ketut Gunaksa, Marko Rapaic, Antara Joglekar, Tom Cumming, Fiona Crowe, Mae King, Truce, Elise Trenordan, Nicola Tate, Toby Morris, Mitch Ayers, Scott Illingworth, Jonathan van der Knaap

**Client**  
Construction Industry Training Board (CITB)

**Title**  
Trade Up



Finalist

**Category & Sub-Category**  
Entertainment,  
Branded Content

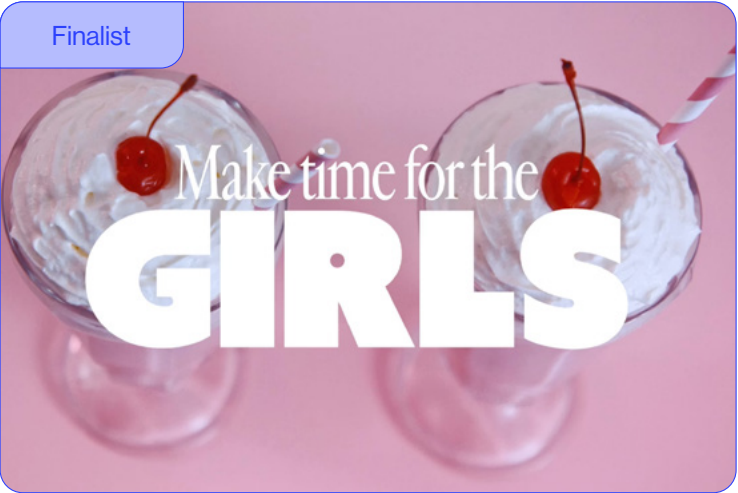
**Awarded to**  
Joshua Newnes

**Agency**  
Fuller

**Contributors**  
Will Fuller, Marcus La Forgia, Jamie Shawyer, Joshua Newnes, Emily Dawe, Jarrod Knoblauch, Sean Kane, Andreas Heikaus, Justin Van Zyl, Fiona Crowe, Megan Harvie

**Client**  
Kangaroo Island Tourism Alliance (KITA)

**Title**  
Bitter Sweet



Finalist

**Category & Sub-Category**  
Film & Video,  
Television Commercial

**Awarded to**  
Abby Moulton

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Laura Marcus, Laura Tregloan, Alex O'Neil, Sophie Allchurch, Ella Wood, Patrick Cotter, Claudia VandenBrink, Ana Coelho, Meabh McElduff

**Client**  
Breastscreen SA

**Title**  
Make time for the girls





**Finalist**

**Category & Sub-Category**  
Film & Video,  
Television Commercial

**Awarded to**  
Rory Kennett-Lister

**Agency**  
Showpony Adelaide

**Client**  
Fantastic Snacks

**Contributors**  
Parris Mesidis, Andy Scott, Chico Zuccato, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans

**Title**  
Fantastic Snacks – Lighten Up



**Finalist**

**Category & Sub-Category**  
Film & Video, Television Commercial

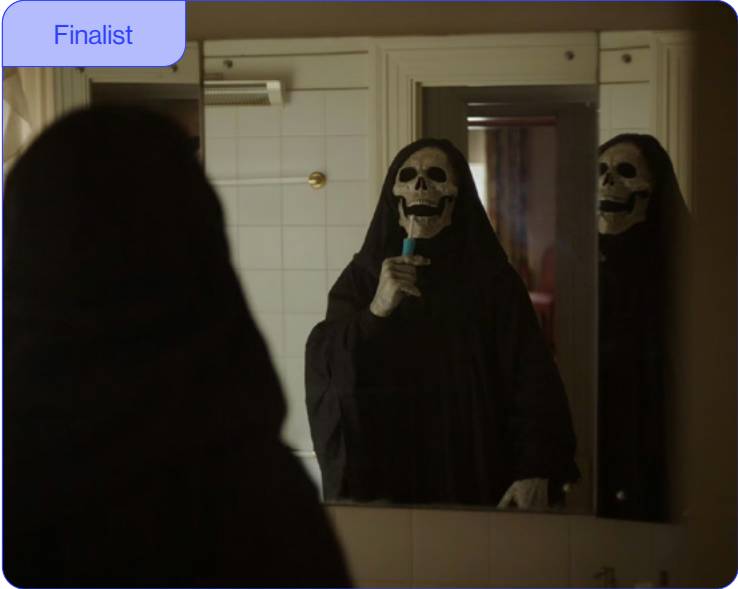
**Contributors**  
Brenton Bleechmore, Josh Fanning, Sam Talbot, Ben Spry, Cassandra Demasi, Joel van der Knaap, Andy Breeding, James Baird, Jodie Palmer, Oliver Whelan, Kellie Grant, Sarah Aboulhosn, Tierney Duffy, Darling, Luke Shanahan, Annalise Menzel, Shelley Farthing-Dawe, Rising Sun Pictures, KOJO, Surahn, Astbury Audio, Jack Turner, Sophie Ross

**Client**  
RAA

**Title**  
Insurance

**Awarded to**  
Josh Fanning & Brenton Bleechmore

**Agency**  
kwpx



**Finalist**

**Category**  
Film & Video, Television Commercial

**Agency**  
NATION

**Client**  
South Australia Police

**Contributors**  
Katheryn Korczak, Greg Knagge, Judi Oehme, Greg Faull, Rachel Gates, David Ockenden (Proetic), Erica Ockenden (Proetic), Michael Tessari, Michael Houlahan (Hooli), Mark McKenna (Sparkl), Justin Astbury (Astbury Audio)

**Title**  
Stop Flirting with Death – Blue

**Awarded to**  
Nick Brz and Katheryn Korczak



**Finalist**

**Category**  
Film & Video, Television Commercial

**Agency**  
Showpony Adelaide

**Client**  
Fantastic Snacks

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Chico Zu, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans

**Title**  
Lighten Up (Park)

**Awarded to**  
Andy Scott



**Finalist**

**Category & Sub-Category**  
Film & Video,  
Television Commercial

**Awarded to**  
Andy Scott

**Agency**  
Showpony Adelaide

**Client**  
SAPOL

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Chico Zuccato, Patrick Cotter, Felipe Carrasco, Sam Cavallaro, Lachlan Varricchio, Alex O'Neil, Scott Illingworth

**Title**  
Keep it Sweet



**Finalist**

**Category & Sub-Category**  
Film & Video,  
Television Commercial

**Awarded to**  
Kellie Dragani, Gareth Diprose

**Agency**  
Klik

**Contributors**  
Scott Illingworth, David Roberts

**Client**  
Fairmont First

**Title**  
Fight for Freedom



**Finalist**

**Category & Sub-Category**  
Film & Video,  
Television Commercial

**Awarded to**  
Andy Scott

**Agency**  
Showpony Adelaide

**Contributors**  
Will Fuller, Marcus La Forgia, Jamie Shawyer, Joshua Newnes, Emily Dawe, Jarrod Knoblauch, Sean Kane, Andreas Heikaus, Justin Van Zyl, Fiona Crowe, Megan Harvie

**Client**  
Dog & Cat Management Board

**Title**  
Good Dogs Bad Days



**Finalist**

**Category & Sub-Category**  
Film & Video,  
Television Commercial

**Awarded to**  
Matt Schirripa

**Agency**  
Simple

**Contributors**  
Elly Glaser, Rory Pippan, Matt Schirripa, David Stocker, Pat Parisi, Kirsty Allison, Jake Lutz, Ryan Stephens, Ben Adlington

**Client**  
SA Health

**Title**  
Umm...ergency





**Finalist**

**Category & Sub-Category**  
Film & Video,  
Television Commercial

**Awarded to**  
Nick Brz and Katheryn Korczak

**Agency**  
NATION

**Client**  
South Australia Police

**Contributors**  
Greg Knagge, Judi Oehme,  
Greg Faull, Rachel Gates, David  
Ockenden (Proetic), Erica  
Ockenden (Proetic), Michael  
Tessari, Michael Houlahan  
(Hooli), Mark McKenna (Sparkl),  
Justin Astbury (Astbury Audio)

**Title**  
Stop Flirting with Death – Red



**Finalist**

**Category & Sub-Category**  
Film & Video,  
Television Commercial Campaign

**Awarded to**  
Nick Brz and Katheryn Korczak

**Agency**  
NATION

**Client**  
South Australia Police

**Contributors**  
Greg Knagge, Judi Oehme,  
Greg Faull, Rachel Gates, David  
Ockenden (Proetic), Erica  
Ockenden (Proetic), Michael  
Tessari, Michael Houlahan  
(Hooli), Mark McKenna (Sparkl),  
Justin Astbury (Astbury Audio)

**Title**  
Stop Flirting with Death



**Finalist**

**Category**  
Film & Video,  
Digital Video Commercial

**Agency**  
kpwx

**Contributors**  
Corey Swaffer, Brenton  
Bleechmore, Kent O'Halloran,  
Ryan Shipway, Ronald Alaby,  
Ben Spry, Richard Lanyon,  
Rob Henschke, Ben Day, Jodi  
Kirkbride, Scott Illingworth, Danil  
Gorskikh, Taras Zagajewski

**Client**  
South Australia Police

**Title**  
Life's A Gift

**Awarded to**  
Corey Swaffer & Brenton  
Bleechmore



**Finalist**

**Category**  
Film & Video,  
Digital Video Commercial

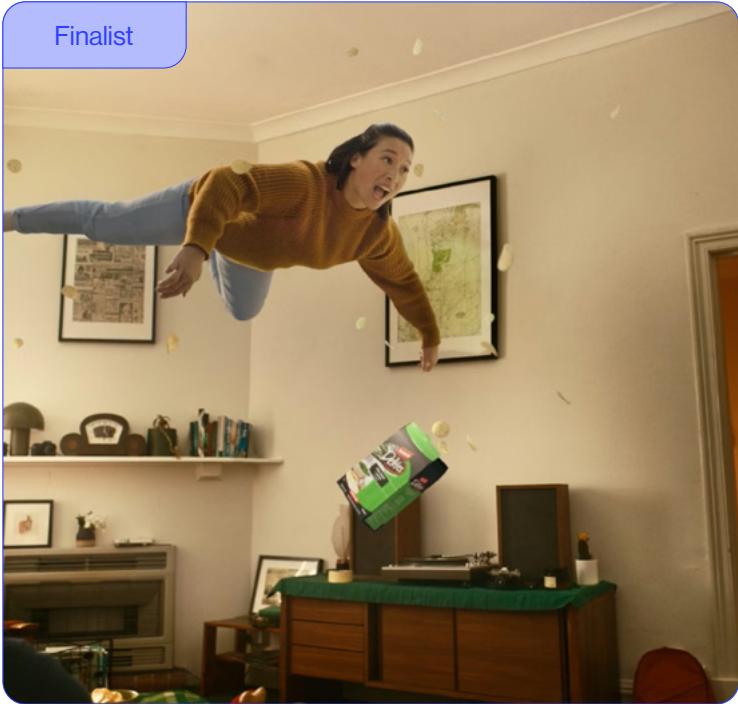
**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-  
Lister, Sophie Allchurch, Abby  
Moulton, Andy Scott, Laura Marcus,  
Althier Alianza, Patrick Cotter,  
Laura Tregloan, Brooke Loveday,  
Melissa Roberts, Ana Coelho

**Client**  
Sophie's Legacy

**Title**  
LOST

**Awarded to**  
Chico Zuccato



**Finalist**

**Category & Sub-Category**  
Film & Video,  
Television Commercial Campaign

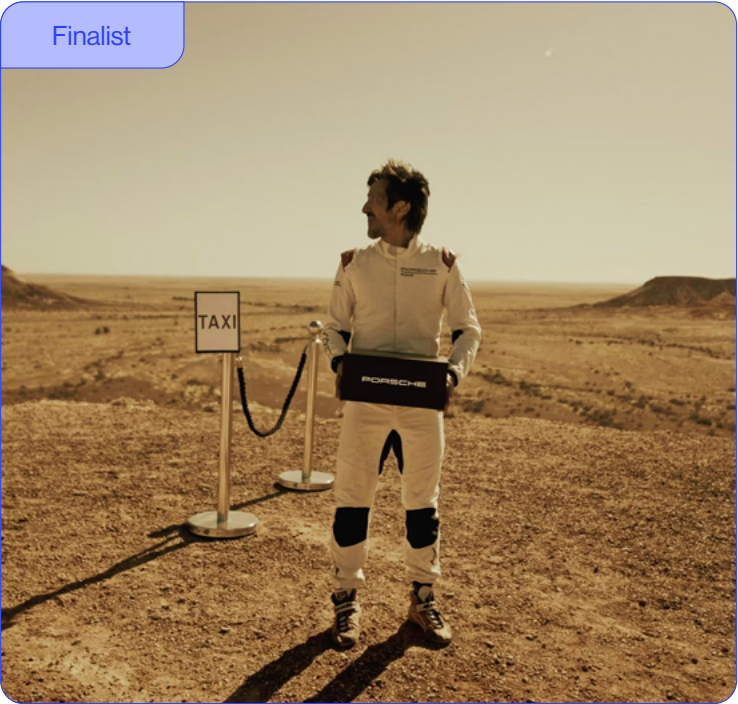
**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-  
Lister, Chico Zuccato, Patrick  
Cotter, Felipe Carrasco, Sam  
Cavallaro, Lachlan Varricchio,  
Alex O'Neil, Scott Illingworth

**Client**  
Fantastic Snacks

**Title**  
Fantastic Snacks – Lighten Up

**Awarded to**  
Rory Kennett-Lister



**Finalist**

**Category & Sub-Category**  
Film & Video,  
Digital Video Commercial

**Awarded to**  
Johnny Velis & Becq Hinton

**Agency**  
Super-Duper & Grafton Create

**Contributors**  
Elliot Grafton, Georgie Woskett

**Client**  
Porsche Australia

**Title**  
The Box



**Finalist**

**Category & Sub-Category**  
Film & Video,  
Digital Video Commercial

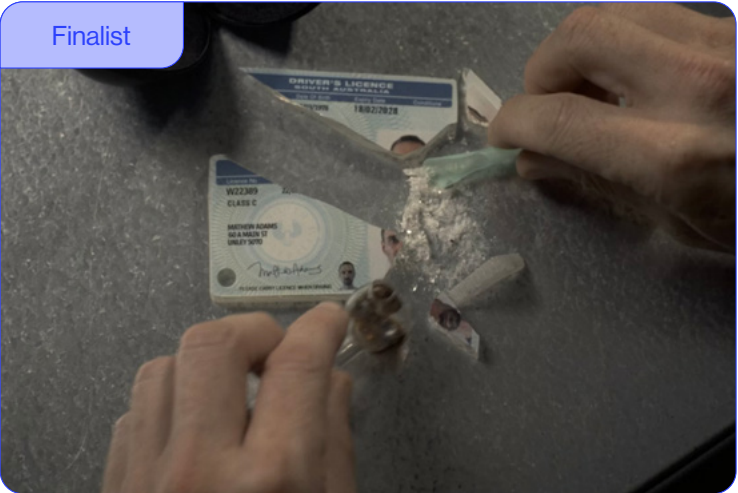
**Awarded to**  
Rory Kennett-Lister

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Andy Scott, Chico  
Zuccato, Laura Marcus, Felipe  
Carrasco, Patrick Cotter, Julia  
Palombo, Lisa Browne, Ana Coelho,  
Alex O'Neil, Scott Illingworth

**Client**  
Fantastic Snacks

**Title**  
Yup to the Cup Phase 2



**Finalist**

**Category & Sub-Category**  
Film & Video,  
Digital Video Commercial

**Agency**  
Black Sheep Advertising

**Contributors**  
Jane 'Keenie' Keen, Tom Ootes,  
Chris Neill, Jane Keen, Danilo  
Watanabe, Franwyn Botha, Carly  
Staszuk, John McLaren, Erica  
Ockenden, David Ockenden,  
Emerson Hoskin, Scott Illingworth

**Client**  
South Australian Police,  
and Think! Road Safety

**Title**  
Reality Hits Hard

**Awarded to**  
Andrew Millar





Finalist

**Category & Sub-Category**  
Film & Video,  
Digital Video Commercial

**Client**  
Fantastic Snacks

**Title**  
Lighten Up (Office)

**Awarded to**  
Chico Zuccato

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Andy Scott, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans



Finalist

**Category & Sub-Category**  
Film & Video,  
Digital Video Commercial

**Client**  
Adelaide Economic  
Development Agency

**Title**  
See for yourself

**Awarded to**  
Rory Kennett-Lister

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Abby Moulton, Andy Scott, Althier Alianza, Annika Turon-Semmens, Laura Prior, Julia Palombo, Matthew Basso, Felipe Carrasco, Patrick Cotter, Alex O'Neil, Scott Illingworth, Laura Marcus, Ana Coelho



Finalist

**Category & Sub-Category**  
Film & Video,  
Digital Video Commercial

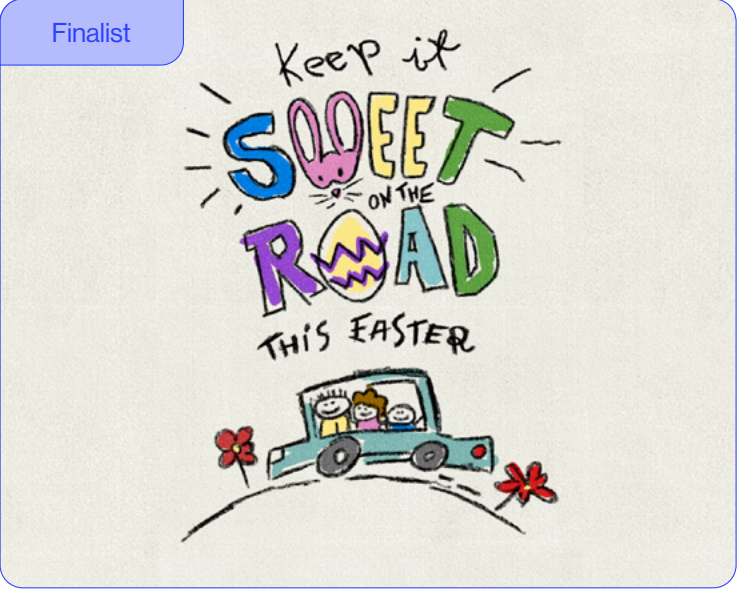
**Client**  
South Australian Police,  
and Think! Road Safety

**Title**  
Reality Hits Hard

**Awarded to**  
Andrew Millar

**Agency**  
Black Sheep Advertising

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Andy Scott, Jed Dobre, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Michael Tessari, Scott Illingworth, White Chocolate, Alex Feggans



Finalist

**Category**  
Integrated Campaign

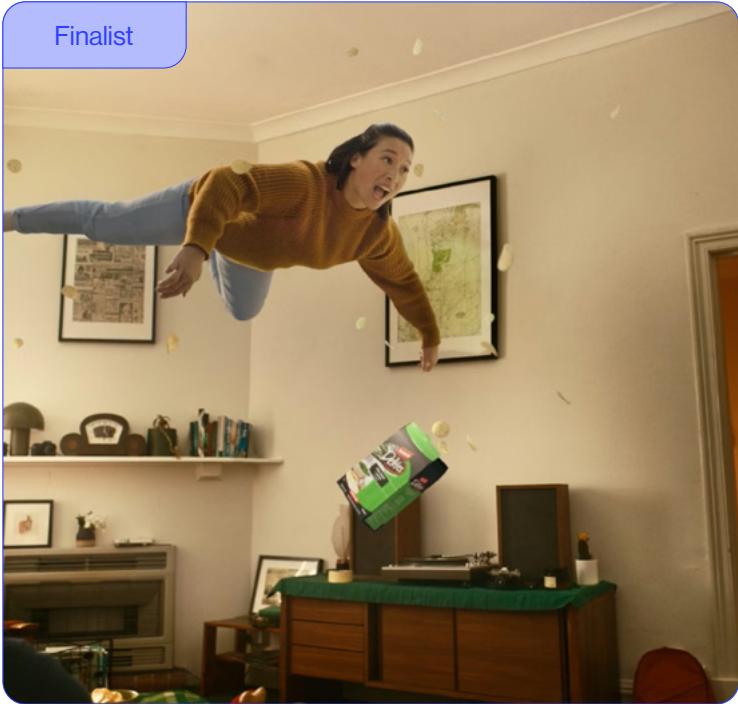
**Client**  
SAPOL

**Title**  
Keep it Sweet

**Awarded to**  
Andy Scott

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Chico Zuccato, Patrick Cotter, Felipe Carrasco, Sam Cavallaro, Lachlan Varricchio, Alex O'Neil, Althier Alianza, Scott Illingworth



Finalist

**Category & Sub-Category**  
Film & Video,  
Digital Video Commercial

**Client**  
Fantastic Snacks

**Title**  
Lighten Up

**Awarded to**  
Chico Zuccato

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Chico Zuccato, Patrick Cotter, Felipe Carrasco, Sam Cavallaro, Lachlan Varricchio, Alex O'Neil, Scott Illingworth



Finalist

**Category & Sub-Category**  
Film & Video,  
Digital Video Commercial

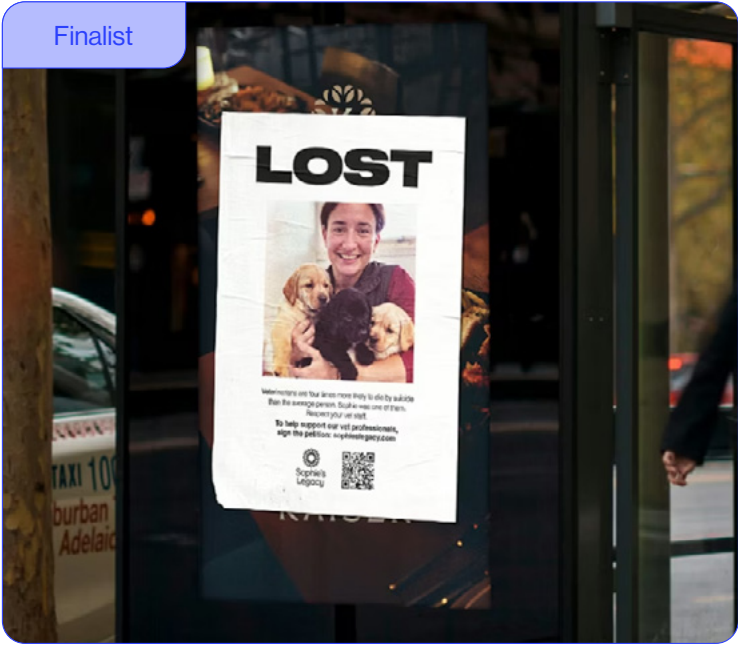
**Client**  
UnitingSA

**Title**  
Hope Sweet Hope

**Awarded to**  
David Ormston & Michael Gagliardi

**Agency**  
Black Sheep Advertising

**Contributors**  
Tom Ootes, Nathan Seyd, Danilo Watanabe, Franwyn Botha, Carly Staszuk, Aaron Schuppan, Scott Illingworth



Finalist

**Category**  
Integrated Campaign

**Client**  
Sophie's Legacy

**Title**  
LOST

**Awarded to**  
Chico Zuccato

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Sophie Allchurch, Abby Moulton, Andy Scott, Laura Marcus, Althier Alianza, Patrick Cotter, Laura Tregloan, Brooke Loveday, Melissa Roberts, Ana Coelho



Finalist

**Category**  
Integrated Campaign

**Client**  
Fantastic Snacks

**Title**  
Yup to the Cup Phase 2

**Awarded to**  
Rory Kennett-Lister

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Andy Scott, Chico Zuccato, Felipe Carrasco, Patrick Cotter, Laura Prior, Julia Palombo, Lisa Browne, Ana Coelho, Alex O'Neil, Scott Illingworth





**Category**  
Integrated Campaign

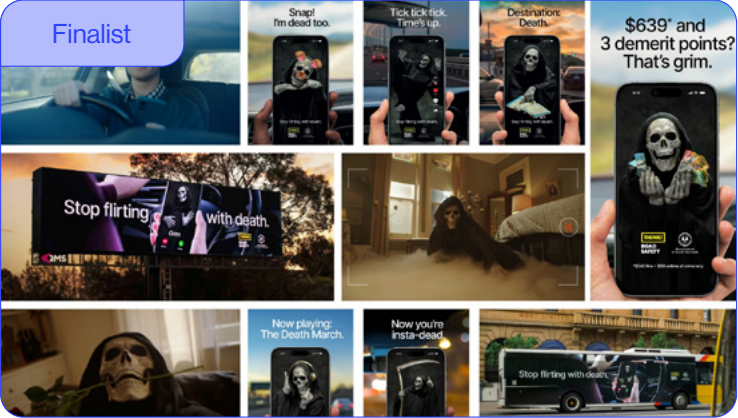
**Awarded to**  
David Stocker

**Client**  
SA Health

**Agency**  
Simple

**Title**  
Umm...ergency

**Contributors**  
Elly Glaser, Kirsty Pozza, Matt Schirripa, Ben Adlington, Jake Lutz, Ryan Stephens, Pat Parisi



**Category**  
Integrated Campaign

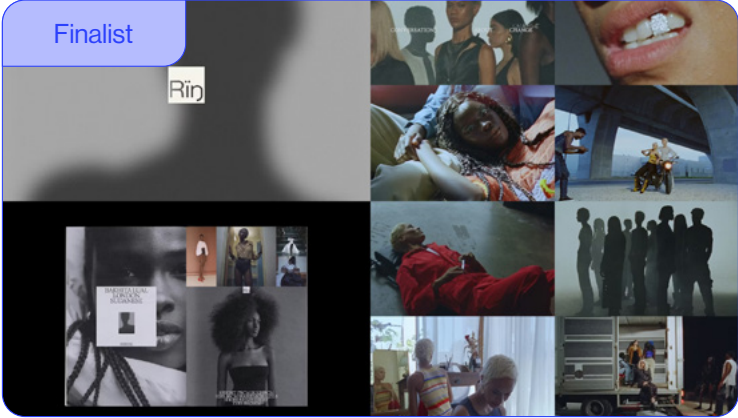
**Agency**  
NATION

**Client**  
South Australia Police

**Contributors**  
Katheryn Korczak, Nick Brz, Greg Knagge, Judi Oehme, Greg Faull, Rachel Gates, David Ockenden (Proetic), Erica Ockenden (Proetic), Michael Tessari, Michael Houlahan (Hooli), Mark McKenna (Sparkl), Justin Astbury (Astbury Audio), Richard Lyons (Richard Lyons Photography)

**Title**  
Stop Flirting with Death

**Awarded to**  
Nick Brz and Katheryn Korczak



**Category**  
Integrated Campaign

**Agency**  
Quiet Mind

**Client**  
Rin Models

**Contributors**  
Daniel Wells-Smith, Concept Store, Nicholas Muecke, Emerson Hoskin, Lily Harrison, Adon Langhorn, Andre Donadio, Ella Burton, Nick Frayne, Bodhi Stone, Raiya Ernst, Jade Langford, Aristos Spiropolous, Nicholas Muecke, Ayo Douson, 1LOVE, Bryce Kraehenbuehl, Memory Lab, Kristina Yen

**Title**  
Conversations About Change

**Awarded to**  
Henry Jarman



**Category**  
Integrated Campaign

**Awarded to**  
Rory Kennett-Lister

**Client**  
Adelaide Economic Development Agency

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Abby Moulton, Andy Scott, Althier Alianza, Annika Turon-Semmens, Laura Prior, Julia Palombo, Matthew Basso, Felipe Carrasco, Patrick Cotter, Alex O'Neil, Scott Illingworth, Ana Coelho

**Title**  
See for yourself



**Category**  
Integrated Campaign

**Awarded to**  
Will Fuller

**Client**  
Construction Industry Training Board (CITB)

**Agency**  
Fuller

**Title**  
Trade Up

**Contributors**  
Will Fuller, Michael Gagliardi, Marcus La Forgia, Joshua Newnes, Kylie Roux, Emily Dawe, Jarrod Knoblauch, Sean Kane, Todd Fischer, Andreas Heikaus, BJ Vigar, Philippa Lawrie, Ketut Gunaksa, Marko Rapaic, Antara Joglekar, Tom Cumming, Fiona Crowe, Mae King, Truce, Elise Trenordan, Nicola Tate, Toby Morris, Mitch Ayers, Scott Illingworth, Jonathan van der Knaap



**Category**  
Integrated Campaign

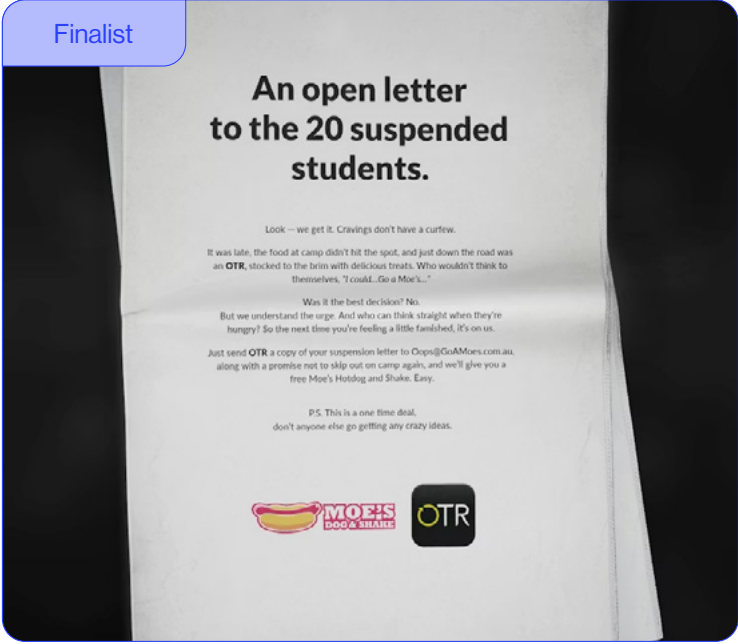
**Agency**  
Black Sheep Advertising

**Client**  
South Australian Police, and Think! Road Safety

**Contributors**  
Andrew Millar, Tom Ootes, Chris Neill, Danilo Watanabe, Franwyn Botha, Carly Staszuk, Rhys McMahon, John McLaren, Erica Ockenden, David Ockenden, Nick Frayne, Emerson Hoskin, Scott Illingworth, Jon Holmes, Richard Lyons, Angela Heesom, Carat Adelaide

**Title**  
Reality Hits Hard

**Awarded to**  
Andrew Millar



**Category & Sub-Category**  
Press, Newspaper and Magazine

**Awarded to**  
Rory Kennett-Lister

**Client**  
OTR

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Sophie Allchurch, Abby Moulton, Matthew Basso, Min Jung, Perri Kapmias, Chris Kim, Annika Turon-Semmens, Julia Palombo, Patrick Cotter, Mehernaz Jila, Jamie Scott

**Title**  
Suspension Letter



**Category & Sub-Category**  
Press, Newspaper and Magazine

**Awarded to**  
Chico Zuccato

**Client**  
Dog & Cat Management Board

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Andy Scott, Laura Prior, Julia Palombo, Abby Moulton, Alex O'Neil, Ana Coelho

**Title**  
Good Dogs Bad Days





**Finalist**

**Category & Sub-Category**  
Press,  
Newspaper and Magazine

**Client**  
Peter Shearer Menswear

**Title**  
Tailor Swift

**Awarded to**  
Rhys McMahon

**Agency**  
Black Sheep Advertising

**Contributors**  
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**Finalist**

**Category & Sub-Category**  
Outdoor & Poster,  
Large Format Outdoor

**Client**  
Vili's Family Bakery

**Title**  
Vili's Sellout

**Awarded to**  
Josh Fanning & Corey Swaffer

**Agency**  
kwpx

**Contributors**  
Carlie Chenoweth, David O'Loughlin, John Baker, Ben Spry, Natalie Morley, Luc Thomas, Ryan Shipway



**Finalist**

**Category & Sub-Category**  
Outdoor & Poster,  
Small Format Outdoor

**Client**  
Sophie's Legacy

**Title**  
LOST

**Awarded to**  
Chico Zuccato

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Abby Moulton, Andy Scott, Laura Marcus, Althier Alianza, Laura Tregloan, Brooke Loveday, Sophie Allchurch, Claudia VandenBrink, Melissa Roberts, Ana Coelho



**Finalist**

**Category & Sub-Category**  
Outdoor & Poster,  
Transit & Mobile

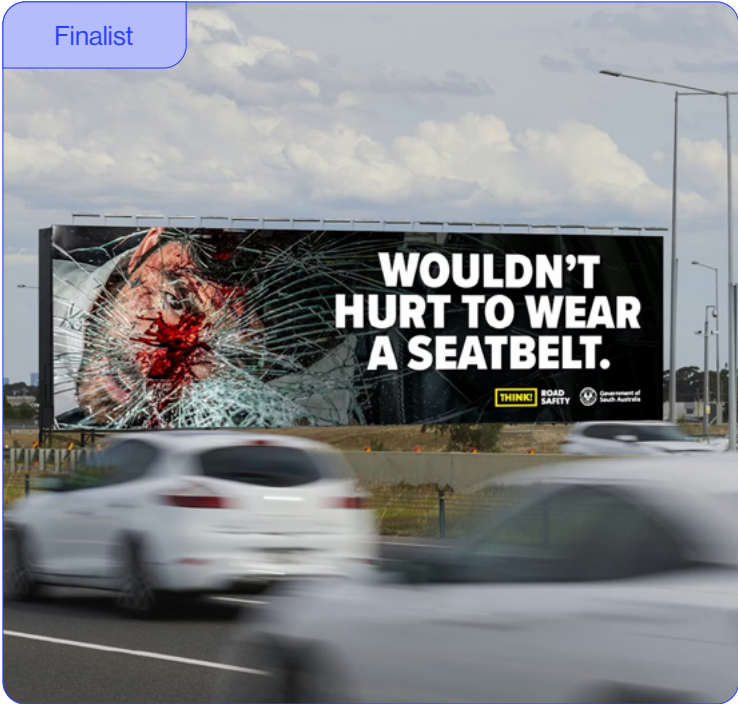
**Client**  
Sophie's Legacy

**Title**  
LOST

**Awarded to**  
Chico Zuccato

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Abby Moulton, Andy Scott, Laura Marcus, Althier Alianza, Laura Tregloan, Brooke Loveday, Sophie Allchurch, Claudia VandenBrink, Melissa Roberts, Ana Coelho



**Finalist**

**Category & Sub-Category**  
Outdoor & Poster,  
Large Format Outdoor

**Client**  
South Australia Police

**Title**  
Wouldn't Hurt To Wear a Seatbelt

**Awarded to**  
Jason Hollamby

**Agency**  
The Sideways Theory

**Contributors**  
Paul Munzberg, Steve McCawley



**Finalist**

**Category & Sub-Category**  
Outdoor & Poster,  
Large Format Outdoor

**Client**  
SA Health

**Title**  
Umm...ergency

**Awarded to**  
David Stocker

**Agency**  
Simple

**Contributors**  
Elly Glaser, Pat Parisi, George Sezenias, Kirsty Pozza



**Finalist**

**Category & Sub-Category**  
Outdoor & Poster,  
Indoor

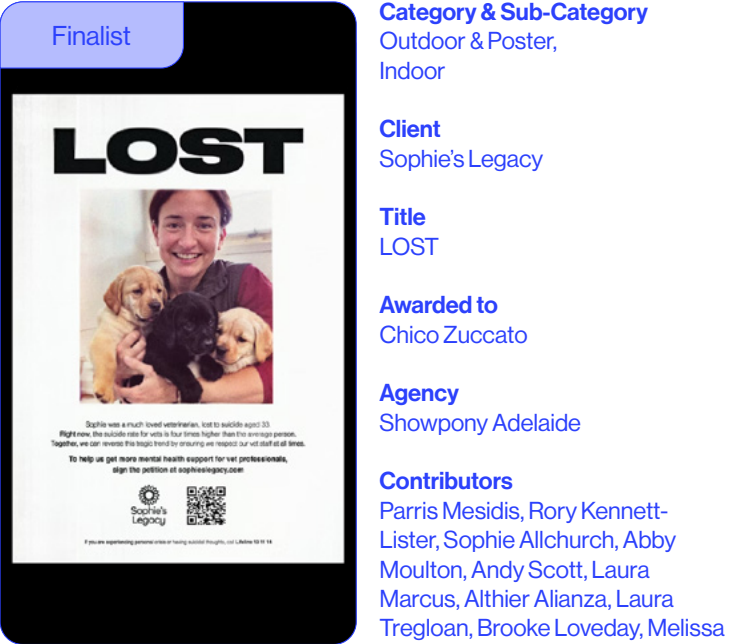
**Client**  
BreastScreen SA

**Title**  
Make time for the girls

**Awarded to**  
Abby Moulton

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Patrick Cotter, Laura Marcus, Meabh McElduff, Laura Tregloan, Sophie Allchurch, Ella Wood, Alex O'Neil, Ana Coelho, Claudia VandenBrink



**Finalist**

**Category & Sub-Category**  
Outdoor & Poster,  
Indoor

**Client**  
Sophie's Legacy

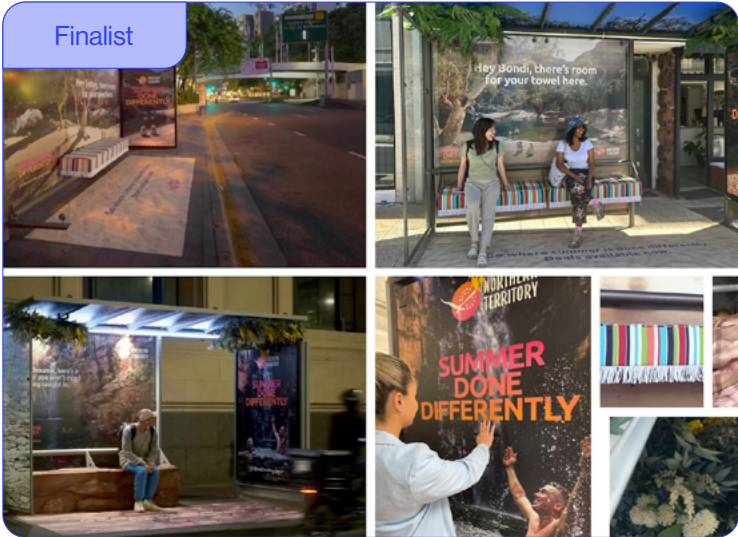
**Title**  
LOST

**Awarded to**  
Chico Zuccato

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Sophie Allchurch, Abby Moulton, Andy Scott, Laura Marcus, Althier Alianza, Laura Tregloan, Brooke Loveday, Melissa Roberts, Claudia VandenBrink, Ana Coelho, Alex O'Neil





Finalist

**Category & Sub-Category**  
Outdoor & Poster, Campaign

**Client**  
Tourism Nothern Territory

**Title**  
Summer Done Differently

**Awarded to**  
Corey Swaffer & Brenton Bleechmore

**Agency**  
kwpx

**Contributors**  
Monica Lawrie, Tristan Glover, Georgia Prime



Finalist

**Category & Sub-Category**  
Promotional & Experiential, Ambient and Guerrilla

**Client**  
Sophie's Legacy

**Title**  
LOST

**Awarded to**  
Andy Scott

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Sophie Allchurch, Abby Moulton, Chico Zuccato, Laura Marcus, Althier Alianza, Alex O'Neil, Laura Tregloan, Brooke Loveday, Melissa Roberts, Claudia VandenBrink, Ana Coelho



Finalist

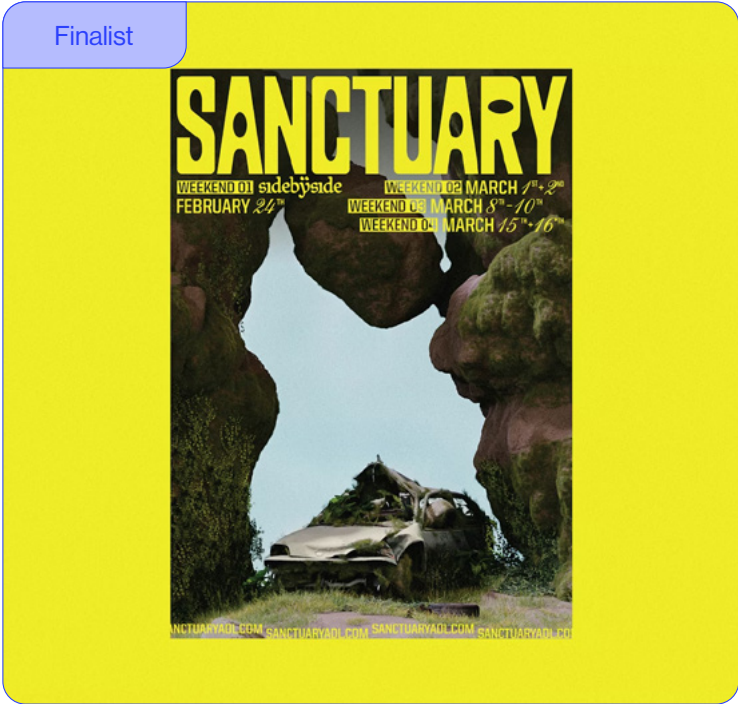
**Category & Sub-Category**  
Promotional & Experiential, Installations

**Client**  
Spotify

**Title**  
Spotify House - SXSW

**Awarded to**  
Sam Clarke & Chad Badman

**Agency**  
KOJO



Finalist

**Category & Sub-Category**  
Promotional & Experiential, Events

**Client**  
Sanctuary

**Title**  
Sanctuary

**Awarded to**  
Henry Jarman

**Agency**  
Quiet Mind

**Contributors**  
Daniel Wells-Smith, Neasan McGuinness, Sam Dougherty, Pivot + Mapped



Finalist

**Category & Sub-Category**  
Promotional & Experiential, Installations

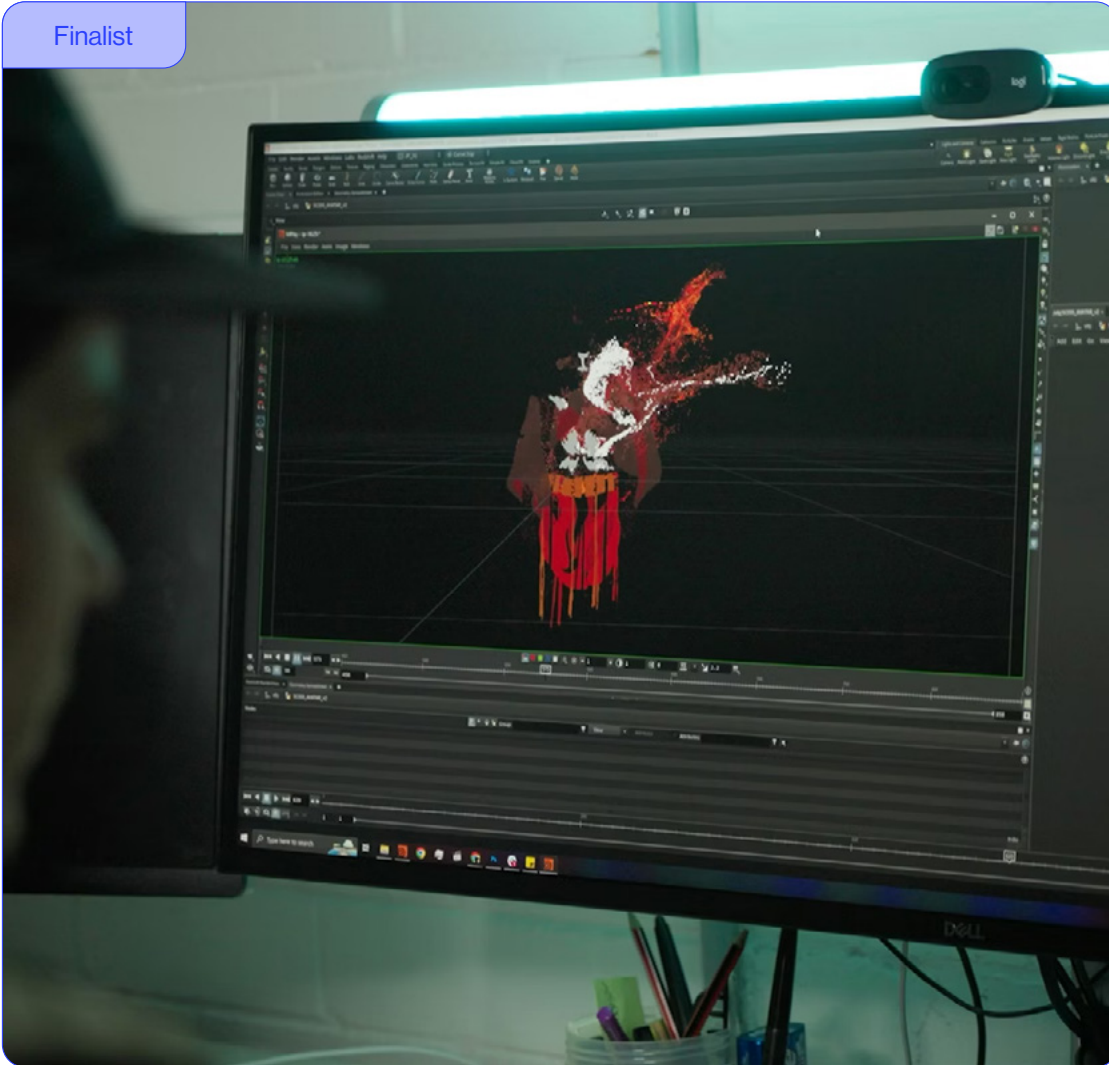
**Client**  
History Trust of South Australia

**Title**  
Power Portraits statewide Stobie exhibition

**Awarded to**  
Super Studio

**Agency**  
Super Studio

**Contributors**  
Jonathan van der Knapp, SA Power Networks, Hari Koutlakis



Finalist

**Category & Sub-Category**  
Promotional & Experiential, Best Use of Technology

**Client**  
AFL

**Title**  
Gather Round 2023 Mixed Reality

**Awarded to**  
Sam Clarke

**Agency**  
KOJO

**Contributors**  
Vanja Petrov, Jack Prenc, Michael Deer, Sarah Brady, Anthony Cristiano, Kira Wright, Luke Pacconi, Pat Caruso, We Create Print Deliver, Kevin Lorenzi, Kasia Stawski, Kira Wright





The Forty Seventh Annual  
AADC Awards

2023  
Nominations  
Open

Awards  
& Finalists





**Category & Sub-Category**  
Brand Identity,  
Small Boutique

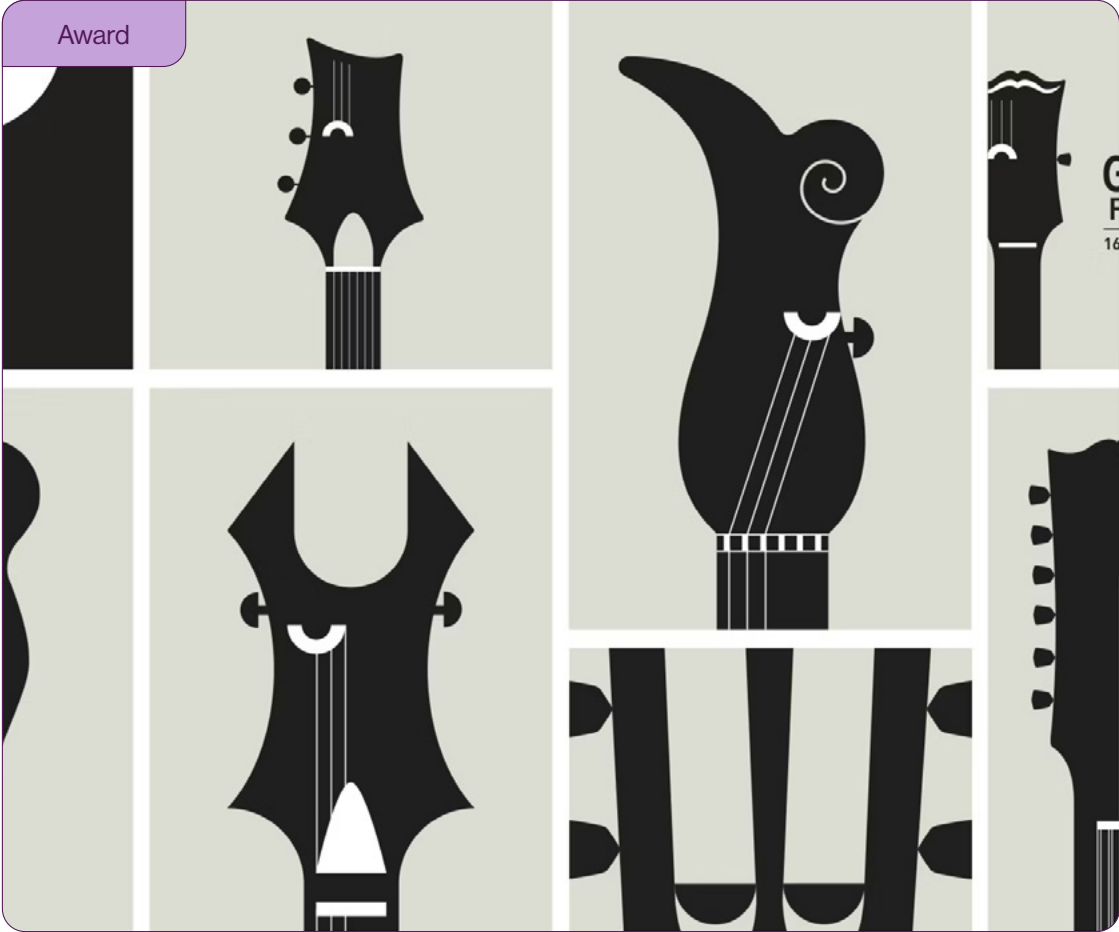
**Client**  
Phono

**Title**  
Phono

**Awarded to**  
Shane Keane

**Agency**  
Studio Landmark

**Contributors**  
Tom Crosby, Jayde Carnegie,  
Liam West, Josh Geelen



**Category & Sub-Category**  
Brand Identity,  
Character & Mascot Design

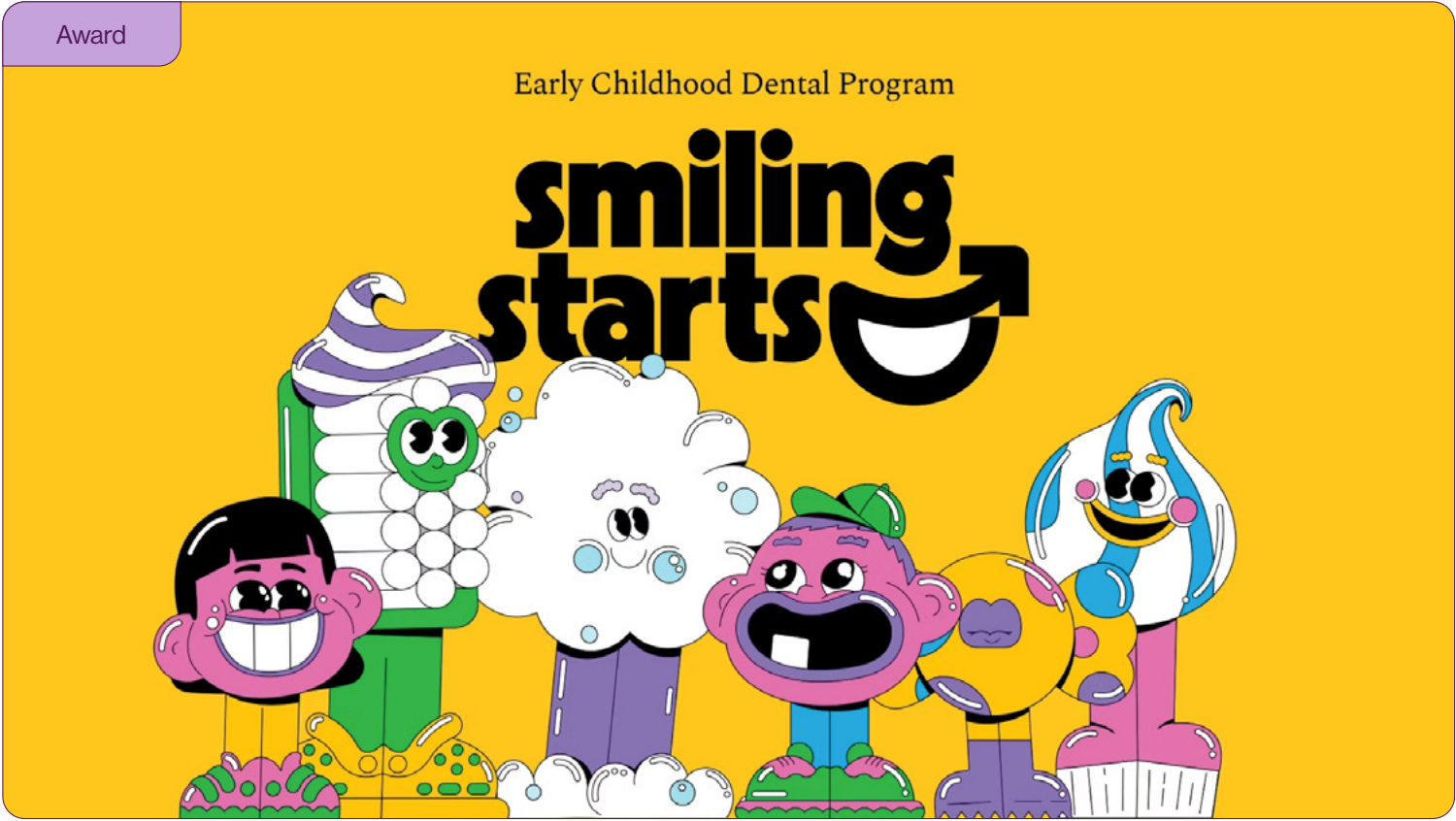
**Client**  
Adelaide Festival Centre

**Title**  
Guitarheads

**Awarded to**  
Sarah Cain

**Agency**  
NATION

**Contributors**  
Alice McKenzie, Nick Brz,  
Judi Oehme, Greg Knagge



**Category & Sub-Category**  
Brand Identity,  
Logo Design

**Title**  
Smiling Starts

**Agency**  
Simple

**Client**  
Early Childhood Dental  
Program (WA Health)

**Awarded to**  
Pat Parisi

**Contributors**  
Sam Brown, Michael  
Cervelli, Paige Weekley



**Category & Sub-Category**  
Brand Identity,  
Character & Mascot Design

**Title**  
Smiling Starts

**Agency**  
Simple

**Client**  
Early Childhood Dental  
Program (WA Health)

**Awarded to**  
Sam Brown

**Contributors**  
Pat Parisi, Paige Weekley





**Category & Sub-Category**  
Packaging Design,  
Wine, Beer & Spirits

**Client**  
Prohibition Liquor Co

**Title**  
Prohibition Liquor Co Whisky

**Awarded to**  
Adam Carpenter

**Agency**  
Toolbox Graphic Design

**Contributors**  
Gary Seaman Slingshot  
Studios, Simon Casson



**Category & Sub-Category**  
Packaging Design,  
Wine, Beer & Spirits

**Client**  
Phono

**Title**  
Phono: Debut Release

**Awarded to**  
Shane Keane

**Agency**  
Studio Landmark

**Contributors**  
Tom Crosby, Jayde Carnegie



**Category & Sub-Category**  
Packaging Design,  
Wine, Beer & Spirits

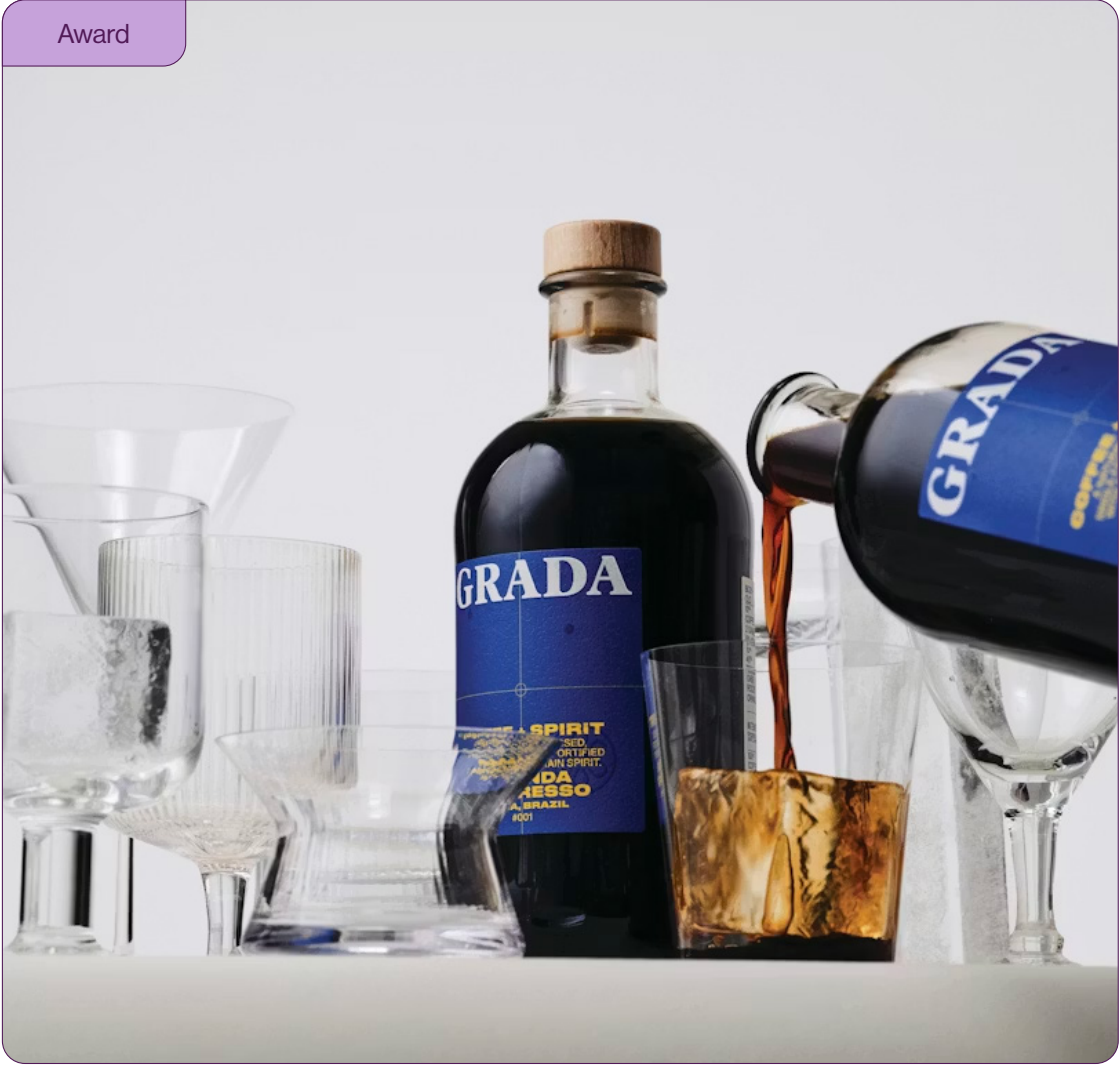
**Client**  
Silent Noise

**Title**  
Silent Noise Art Series

**Awarded to**  
Abra Remphrey

**Agency**  
Detour Design Studio

**Contributors**  
Helen O'Brien (Copy), Signature  
Labels, Em Fennell, Cold Ghost,  
Leith Kennedy (Illustrators)



**Category & Sub-Category**  
Packaging Design,  
Wine, Beer & Spirits

**Client**  
Grada

**Title**  
Grada Coffee + Spirit

**Awarded to**  
Matt Remphrey

**Agency**  
Parallax

**Contributors**  
Amanda Eve (Strategy), Kellie  
Campbell-Smith (Creative  
Director), Josh Jarvis (Designer)





**Category & Sub-Category**  
Integrated Design,  
Campaign

**Client**  
Early Childhood Dental  
Program (WA Health)

**Title**  
Smiling Starts

**Awarded to**  
Pat Parisi

**Agency**  
Simple

**Contributors**  
Sam Brown, Paige Weekley,  
Elly Glaser, Ryan Stephens,  
Renee va der Hoek, Harry  
Tomlian, Natasha Ismail



**Category & Sub-Category**  
Brand Identity,  
Large Corporate

**Client**  
Morphettville

**Title**  
Morphettville

**Awarded to**  
Sean Kane

**Agency**  
Fuller

**Contributors**  
Will Fuller, Marcus La Forgia,  
Cassandra Ryan, Andreas Heikaus



**Category & Sub-Category**  
Brand Identity,  
Small Boutique

**Client**  
City-Bay Fun Run

**Title**  
50 years and running

**Awarded to**  
Super Studio

**Agency**  
Super Studio

**Contributors**  
Todd Osborne (Marketing Director)



**Category & Sub-Category**  
Brand Identity,  
Large Corporate

**Client**  
South Australian Sports Institute

**Title**  
South Australian Sports Institute

**Awarded to**  
Laura Marcus

**Agency**  
Showpony Adelaide

**Contributors**  
Parris Mesidis, Rory Kennett-Lister,  
Jamie Scott, Chris Kim, Andy Scott,  
Laura Prior, Sam Cavallaro, Claire-  
Lily Mitten, Lachlan Varricchio,  
Dave Court, Claudia VandenBrink



**Category & Sub-Category**  
Brand Identity,  
Large Corporate

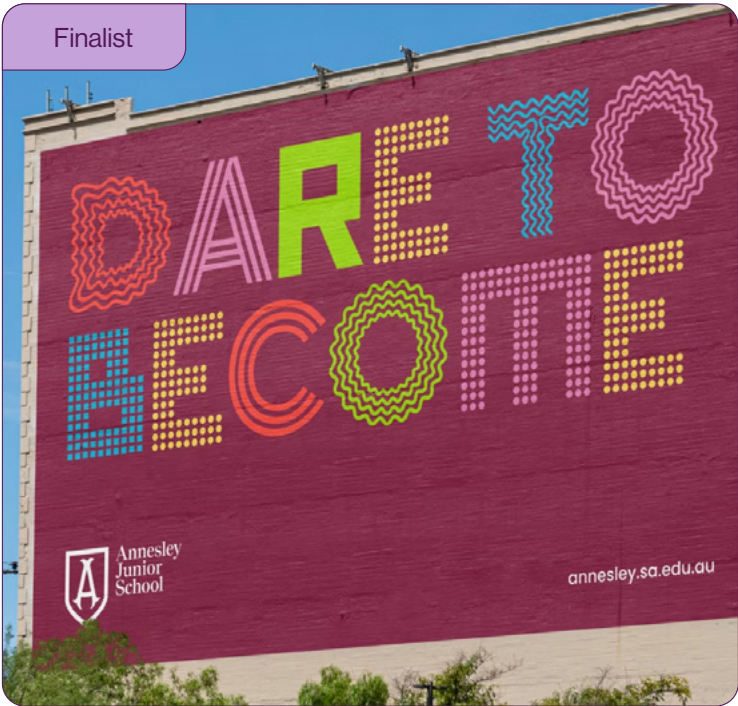
**Client**  
City of Adelaide

**Title**  
Our Adelaide

**Awarded to**  
Pat Parisi

**Agency**  
Simple

**Contributors**  
Elly Glaser, Michael Cervelli,  
Renee van der Hoek, Lana  
Maiale, Sam Brown, Harry  
Tomlian, Ashlee Summers



**Category & Sub-Category**  
Brand Identity, Small Boutique

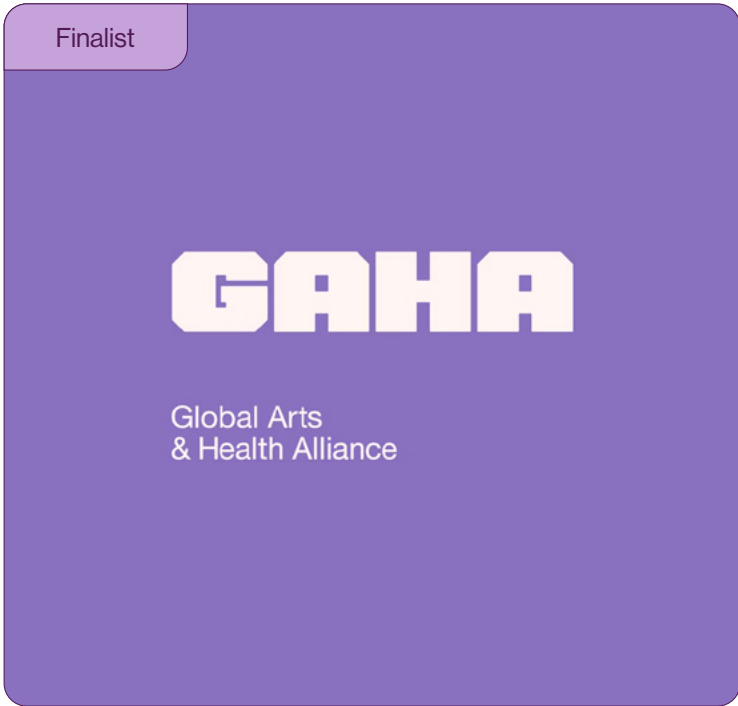
**Client**  
Annesley Junior School

**Title**  
Annesley Junior School

**Awarded to**  
Chris Cooper

**Agency**  
StudioBand®

**Contributors**  
Natalie Wehrs, Filip Kostovic



**Category & Sub-Category**  
Brand Identity,  
Small Boutique

**Client**  
Global Arts And Health Alliance

**Title**  
Global Arts And Health Alliance

**Awarded to**  
Reuben Gore

**Agency**  
Topbunk

**Contributors**  
Henry Jarman, Kristian Moir,  
Daniel Wells-Smith





**Finalist**

**Category & Sub-Category**  
Brand Identity,  
Small Boutique

**Awarded to**  
Pat Parisi

**Client**  
Dogit

**Agency**  
Simple

**Contributors**  
Paige Weekley, Sophia Wehrs,  
Sam Brown, Ryan Stephens,  
Jake Lutz, Harry Tomlian

**Title**  
Dogit



**Finalist**

**Category & Sub-Category**  
Brand Identity,  
Small Boutique

**Awarded to**  
Francesca Germanis

**Client**  
Tonino

**Agency**  
Studio Fran

**Title**  
Tonino



**Finalist**

**Category & Sub-Category**  
Brand Identity,  
Logo Design

**Awarded to**  
Sean Kane

**Client**  
Morphettville

**Agency**  
Fuller

**Contributors**  
Will Fuller, Marcus La Forgia,  
Cassandra Ryan, Andreas Heikaus

**Title**  
Morphettville



**Finalist**

**Category & Sub-Category**  
Brand Identity,  
Character & Mascot Design

**Agency**  
kwpX

**Client**  
RAA

**Title**  
Trev

**Contributors**  
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Fanning, Sam Talbot, Ben Spry,  
Cassandra Demasi, Sophie  
Ross, Joel van der Knaap, Andy  
Breeding, James Baird, Jodie  
Palmer, Oliver Whelan, Kellie Grant,  
Sarah Aboulhosn, Tierney Duffy,  
Darling, Luke Shanahan, Annalise  
Menzel, Shelley Farthing-Dawe,  
Rising Sun Pictures, KOJO, Surahn,  
Astbury Audio, Jack Turner



**Finalist**

**Category & Sub-Category**  
Brand Identity,  
Small Boutique

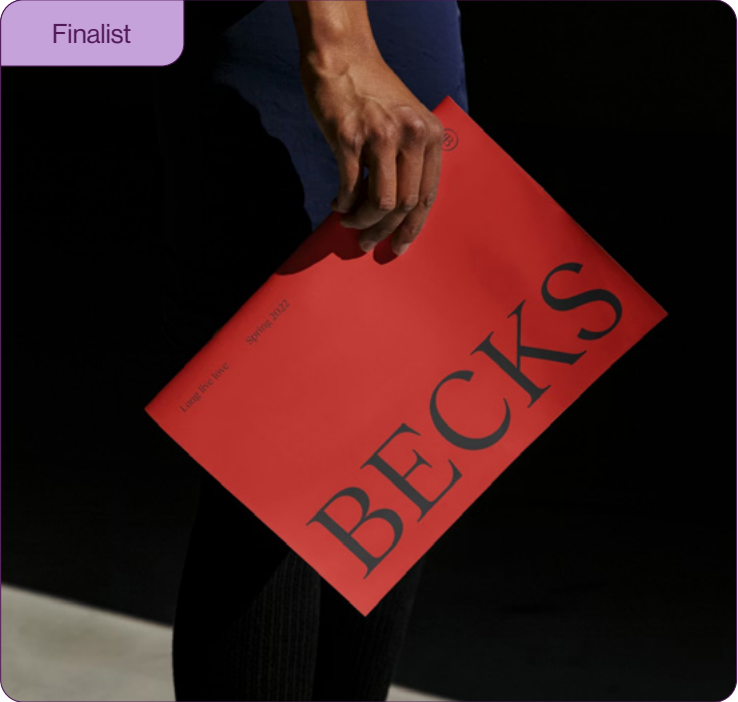
**Awarded to**  
Tom Crosby

**Client**  
Veraise

**Agency**  
Studio Landmark

**Contributors**  
Shane Keane, Jayde Carnegie

**Title**  
Veraise



**Finalist**

**Category & Sub-Category**  
Brand Identity,  
Small Boutique

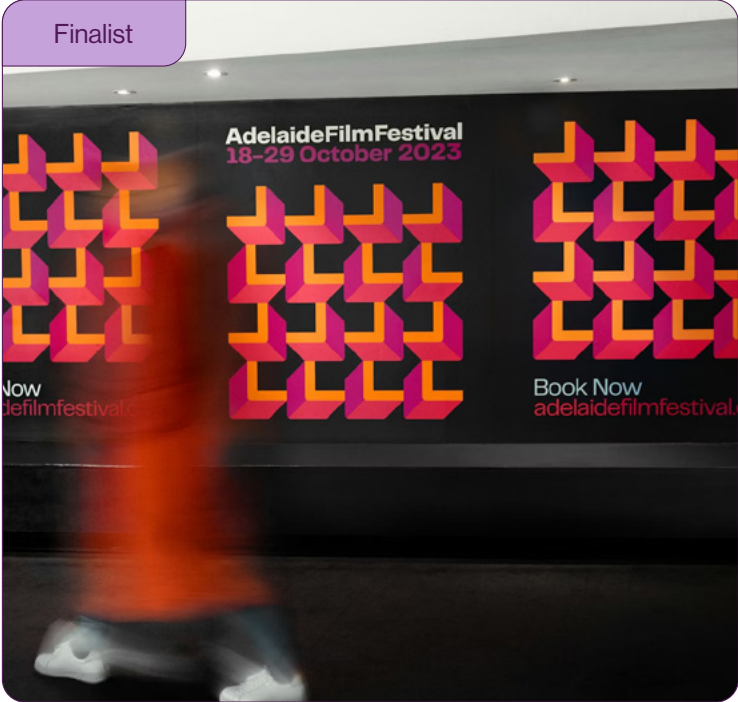
**Awarded to**  
Chris Cooper

**Client**  
Becks

**Agency**  
StudioBand®

**Contributors**  
Natalie Wehes, Lauren  
Bezzina, Filip Kostovic

**Title**  
Becks



**Finalist**

**Category & Sub-Category**  
Identity,  
Brand Expression

**Awarded to**  
Marco Cicchianni

**Client**  
Adelaide Film Festival

**Agency**  
Cul-de-sac

**Contributors**  
Chris Bowden, Tessa King

**Title**  
2023 Adelaide Film Festival  
Brand Expression



**Finalist**

**Category & Sub-Category**  
Identity,  
Brand Expression

**Awarded to**  
Chris Cooper

**Client**  
Annesley Junior School

**Agency**  
StudioBand®

**Contributors**  
Natalie Wehrs, Filip Kostovic

**Title**  
Annesley Junior School





**Category & Sub-Category**  
Identity,  
Brand Expression

**Client**  
Morphettville

**Title**  
Morphettville

**Awarded to**  
Sean Kane

**Agency**  
Fuller

**Contributors**  
Will Fuller, Marcus La Forgia,  
Sean Kane, Cassandra  
Ryan, Andreas Heikaus



**Category & Sub-Category**  
Print Design & Marketing,  
Brochures & Flyers

**Client**  
Australia Post

**Title**  
Poppies of Remembrance

**Awarded to**  
Matt Remphrey

**Agency**  
Parallax

**Contributors**  
Shane Keane, Jayde Carnegie,  
Josh Geelan, Remington Matters



**Category & Sub-Category**  
Spatial Design,  
Exhibitions & Installations

**Client**  
Office for Recreation,  
Sport and Racing

**Title**  
Power of Her

**Awarded to**  
Chad Badman

**Agency**  
KOJO

**Contributors**  
Kate Abraham, Sam Clarke



**Category & Sub-Category**  
Packaging Design,  
Wine, Beer & Spirits

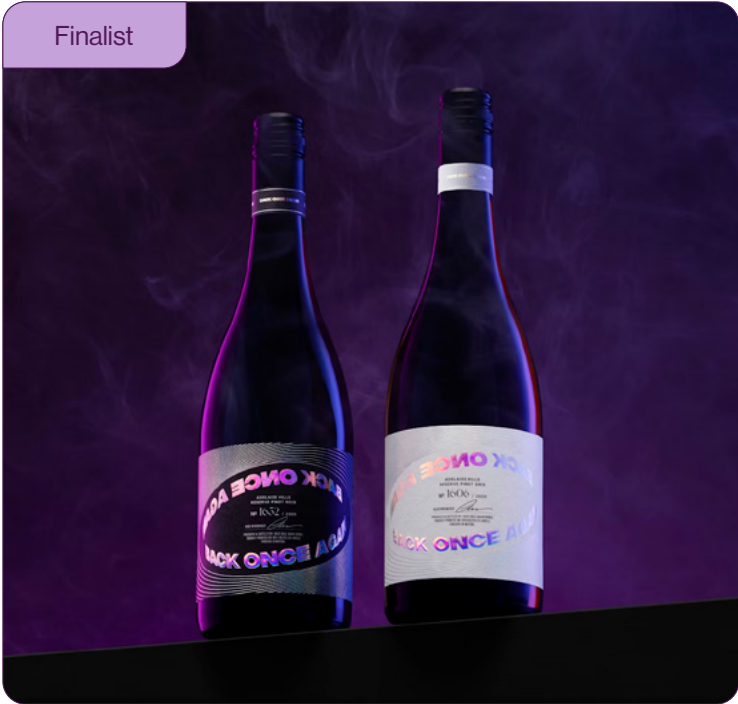
**Client**  
Prohibition Liquor Co

**Title**  
Prohibition Mother's Day Gin

**Awarded to**  
Adam Carpenter

**Agency**  
Toolbox Graphic Design

**Contributors**  
Gary Seaman, Maria Di Zazzo,  
Meaghan Coles – Photographer



**Category & Sub-Category**  
Print Design & Marketing,  
Programs & Catalogues

**Client**  
Spicers Australia

**Title**  
Back Once Again

**Awarded to**  
Byerlee Design

**Agency**  
Byerlee Design

**Contributors**  
Shane Keane, Jayde Carnegie,  
Josh Geelan, Remington Matters



**Category & Sub-Category**  
Print Design & Marketing,  
Programs & Catalogues

**Client**  
Adelaide Symphony Orchestra

**Title**  
Adelaide Symphony  
Orchestra 2024

**Awarded to**  
Tom Crosby

**Agency**  
Studio Landmark

**Contributors**  
Shane Keane, Jayde Carnegie,  
Josh Geelan, Remington Matters



**Category & Sub-Category**  
Packaging Design,  
Wine, Beer & Spirits

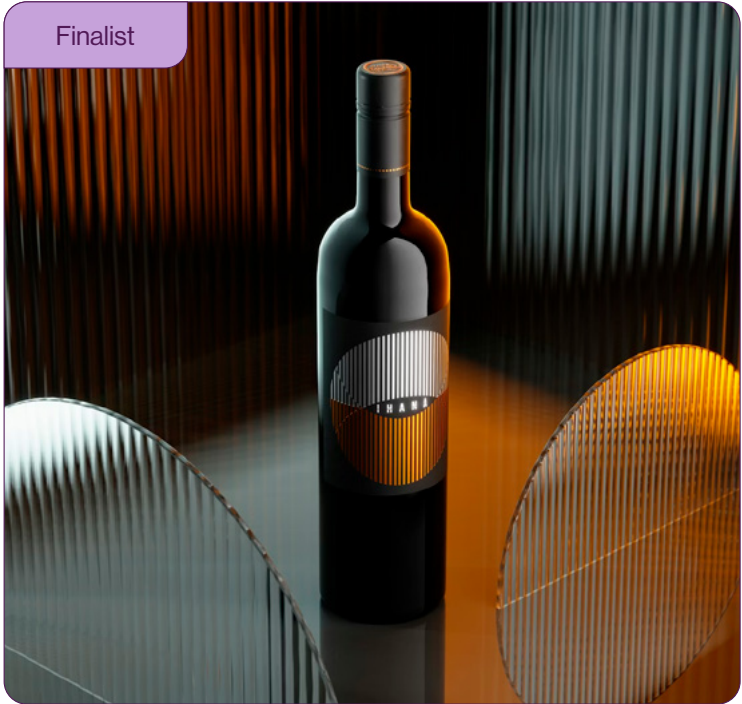
**Client**  
Animus Distillery

**Title**  
Animus Octet - Fig Leaf Gin

**Awarded to**  
Becq Hinton & Johnny Velis

**Agency**  
Super-Duper

**Contributors**  
Shane Keane, Jayde Carnegie,  
Josh Geelan, Remington Matters



**Category & Sub-Category**  
Packaging Design,  
Wine, Beer & Spirits

**Client**  
Valtteri Bottas & Oliver's Taranga

**Title**  
IHANA by Valtteri Bottas  
& Oliver's Taranga

**Awarded to**  
David Byerlee

**Agency**  
Byerlee Design

**Contributors**  
Shane Keane, Jayde Carnegie,  
Josh Geelan, Remington Matters





Category & Sub-Category

Packaging Design,  
Wine, Beer & Spirits

Awarded to

Matt Minear &  
Francesca Trimboli

Client

Vok Beverages

Agency

BAD.

Title

Vok Cocktails



Category & Sub-Category

Integrated Design,  
Campaign

Awarded to

Marco Cicchianni

Agency

Cul-de-sac

Contributors

Chris Bowden, Tessa King

Client

Adelaide Film Festival

Title

2023 Adelaide Film Festival  
Integrated Design



Category & Sub-Category

Integrated Design,  
Campaign

Awarded to

Sean Kane

Agency

Fuller

Contributors

Will Fuller, Marcus La Forgia,  
Sean Kane, Cassandra  
Ryan, Andreas Heikaus

Client

Morphettville

Title

Morphettville



Category & Sub-Category

Integrated Design, Campaign

Awarded to

Super Studio

Client

History Trust of South Australia

Contributors

Photographer, Jonathan van der  
Knapp, Supporting videography.  
Channel 44, Website development,  
Tom Longo, Production  
Assistant, Lauren Brice

Title

Power Portraits Project

Awarded to

Super Studio



Category & Sub-Category

Integrated Design,  
Campaign

Awarded to

Pat Parisi

Client

City of Adelaide

Agency

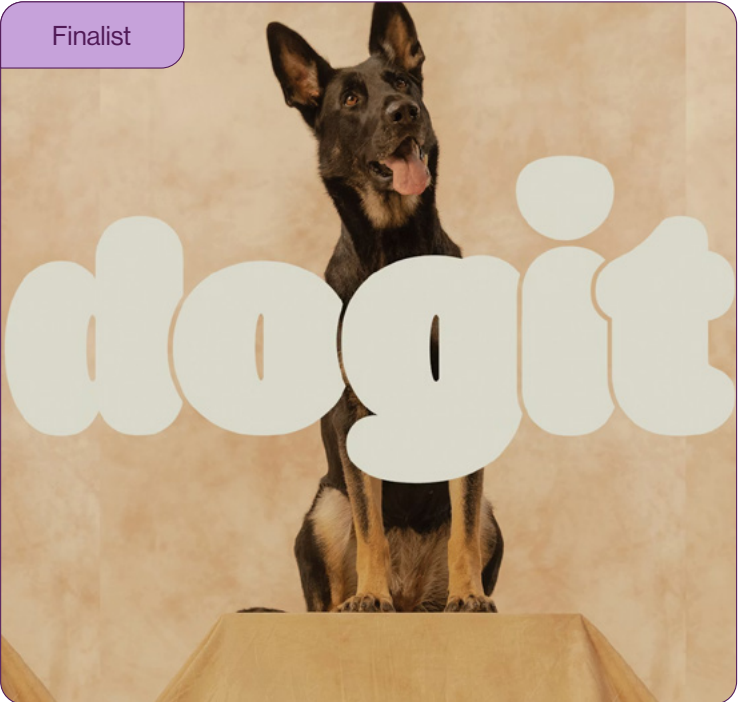
Simple

Contributors

Michael Cervelli, Elly Glaser, Lana  
Maiale, Ryan Stephens, Renee  
van der Hoek, Sam Brown

Title

Our Adelaide



Category & Sub-Category

Integrated Design,  
Campaign

Awarded to

Pat Parisi

Client

Dogit

Agency

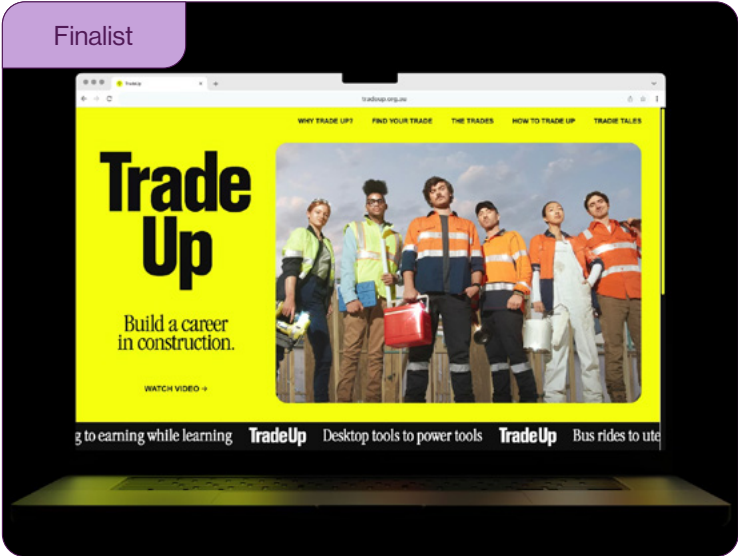
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Contributors

Paige Weekley, Sophia Wehrs, Dave  
Ormston, Harry Tomlian, Jake Lutz,  
Ryan Stephens, Danielle Ng, Sam  
Brown, Rory Pippan, Matt Schirripa

Title

Dogit



Category & Sub-Category

Digital Design,  
Websites

Awarded to

Fuller

Client

Construction Industry  
Training Board (CITB)

Contributors

Will Fuller, Michael Gagliardi,  
Marcus La Forgia, Joshua Newnes,  
Kylie Roux, Emily Dawe, Jarrod  
Knoblauch, Sean Kane, Todd  
Fischer, Andreas Heikaus, BJ Vigar,  
Philippa Lawrie, Ketut Gunaksa,  
Marko Rapaic, Antara Joglekar,  
Tom Cumming, Fiona Crowe, Mae  
King, Truce, Elise Trenordan, Nicola  
Tate, Toby Morris, Scott Illingworth,  
Seeing Sounds, Jonathan van  
der Knaap, Mitch Ayers.

Title

Trade Up

Awarded to

Philippa Lawrie



Category & Sub-Category

Digital Design,  
Websites

Awarded to

Pat Parisi

Client

youballin

Agency

Simple

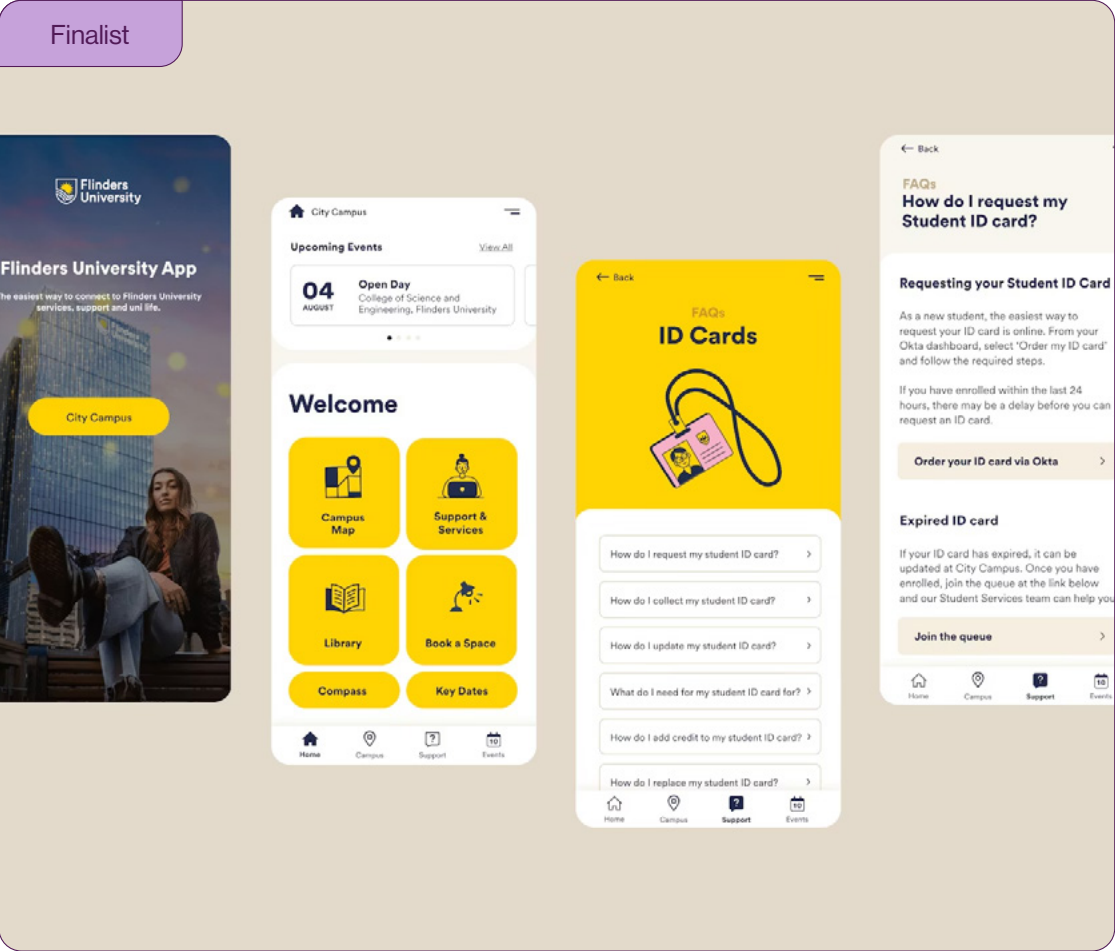
Contributors

Paige Weekley, Harry Tomlian

Title

youballin





Category & Sub-Category  
Digital Design,  
Apps

Client  
Flinders University

Title  
Flinders University App

Awarded to  
Dea Krvavac Heslop

Agency  
Nucleus

Contributors  
Zaw Aung, Joana Passarelli,  
Leah Wuttke, Chris Kellett,  
Gavin Benda, Bianca Mesisca





# Awards & Finalists

The Forty Seventh Annual  
AADC Awards

13820







**Category & Sub-Category**  
Audio Production,  
Original Music

**Client**  
CITB

**Title**  
Trade Up

**Awarded to**  
Scott Illingworth

**Agency**  
Seeingsounds

**Contributors**  
Fuller, Michael Gagliardi, Joshua  
Newnes, Emily Dawe, Mae King  
& Truce, Nicola Tate, Kylie Roux



**Category & Sub-Category**  
Audio Production,  
Television, Cinema & Digital  
Video Production

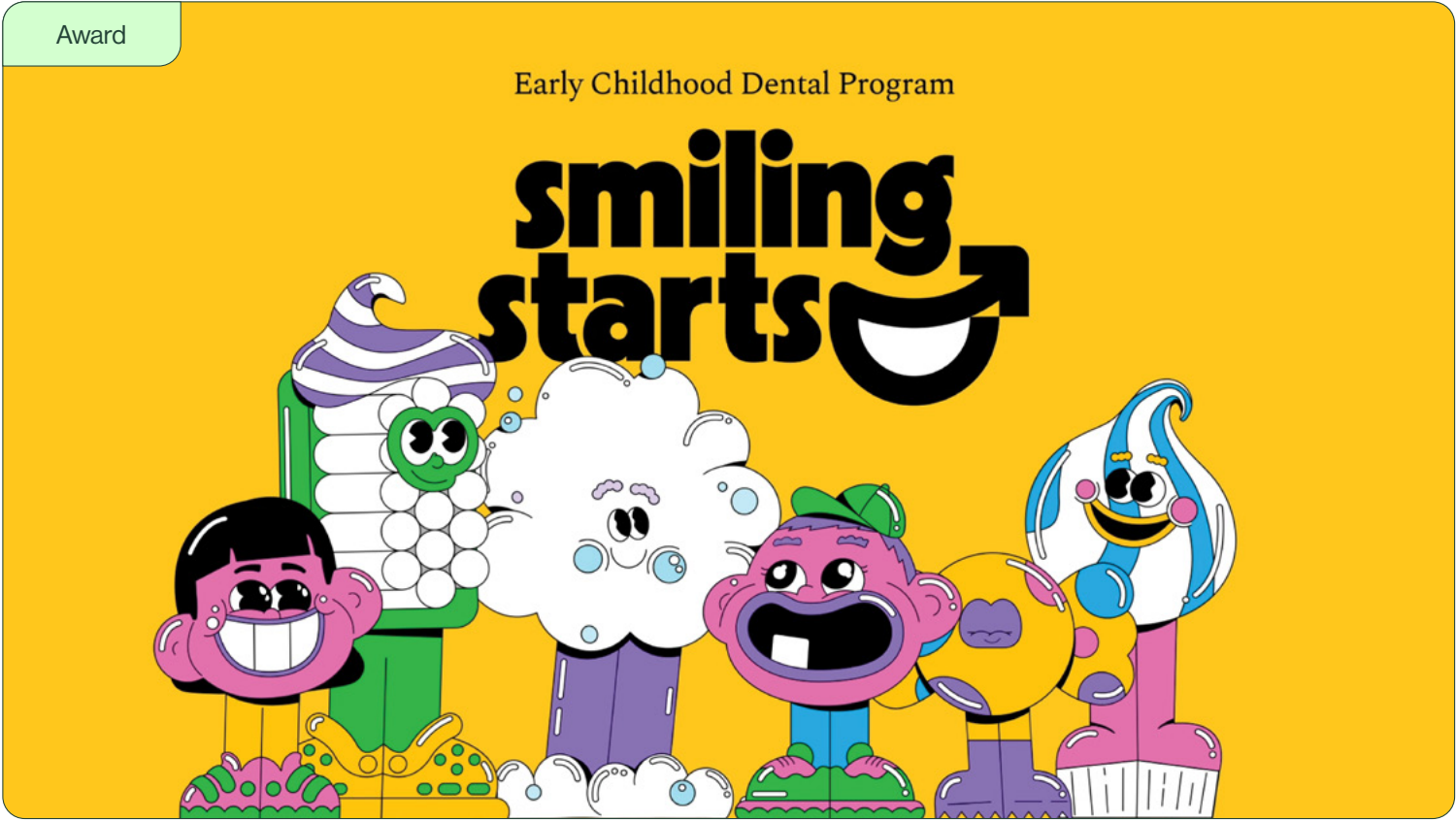
**Client**  
CITB

**Title**  
Trade Up

**Awarded to**  
Scott Illingworth

**Agency**  
Seeingsounds

**Contributors**  
Fuller, Michael Gagliardi, Joshua  
Newnes, Emily Dawe, Mae King  
& Truce, Nicola Tate, Kylie Roux



**Category & Sub-Category**  
Illustration,  
Static

**Title**  
Smiling Starts

**Agency**  
Simple

**Client**  
Early Childhood Dental  
Program (WA Health)

**Awarded to**  
Sam Brown

**Contributors**  
Paige Weekley, Pat Parisi



**Category & Sub-Category**  
Copywriting,  
Brand Tone of Voice

**Title**  
Do It Your Way

**Agency**  
The Sideways Theory

**Client**  
Credit Union SA

**Awarded to**  
Jason Hollamby

**Contributors**  
Miles Rowland, Stephen  
Deeble, Scott Illingworth





|  |  |   |
|--|--|---|
| <b>Award</b>   |  |   |
| <b>Category &amp; Sub-Category</b><br>Film & Video,<br>Direction | <b>Title</b><br>Reality Hits Hard - Drug Driving | <b>Agency</b><br>Proetic  |
| <b>Client</b><br>SAPOL   | <b>Awarded to</b><br>David Ockenden              | <b>Contributors</b><br>Erica Ockenden, Andrew<br>Millar, Jane Keen, Tom Ootes,<br>Nick Frayne, John Holmes. |



|   |                                      |   |
|---|--------------------------------------|---|
| <b>Award</b>  |                                      |   |
| <b>Category &amp; Sub-Category</b><br>Film & Video,<br>Cinematography | <b>Title</b><br>Merci Beaucoup       | <b>Agency</b><br>Maxx Corkindale  |
| <b>Client</b><br>JJ   | <b>Awarded to</b><br>Maxx Corkindale | <b>Contributors</b><br>Director: Michael Williamson<br>Choreography and Dance<br>Performer: Abbey Harby |



|  |  |   |
|--|--|---|
| <b>Award</b>   |  |   |
| <b>Category &amp; Sub-Category</b><br>Film & Video,<br>Direction | <b>Title</b><br>Stop Flirting With Death | <b>Agency</b><br>Proetic  |
| <b>Client</b><br>SAPOL   | <b>Awarded to</b><br>David Ockenden      | <b>Contributors</b><br>Erica Ockenden, Kat Korczak, Nick<br>Brz, Greg Knagge, Judi Oehme,<br>Rachael Gates, Greg Faull, Michael<br>Tessari, Michael Houlihan, Justin<br>Astbury, Justin Pounsett, Angela<br>Heesom, Richard Blackwell, Elke<br>Brintrup Krueger |



|  |                                     |  |
|--|-------------------------------------|--|
| <b>Award</b>   |                                     |  |
| <b>Category &amp; Sub-Category</b><br>Film & Video,<br>Direction | <b>Title</b><br>Umm...ergency       | <b>Agency</b><br>Simple                          |
| <b>Client</b><br>SA Health                                       | <b>Awarded to</b><br>Matt Schirripa | <b>Contributors</b><br>Rory Pippan (Co-Director) |



Award



**Category & Sub-Category**  
Film & Video,  
Cinematography

**Title**  
Bitter Sweet

**Agency**  
Fuller

**Client**  
Kangaroo Island Tourism  
Alliance (KITA)

**Awarded to**  
Jarrod Knoblauch

**Contributors**  
Will Fuller, Marcus La Forgia, Jamie  
Shawyer, Joshua Newnes, Emily  
Dawe, Jarrod Knoblauch, Sean  
Kane, Andreas Heikaus, Justin Van  
Zyl, Fiona Crowe, Megan Harvie

Award



**Category & Sub-Category**  
Film & Video,  
Editing

**Title**  
Bitter Sweet


**Agency**  
Fuller

**Client**  
Kangaroo Island Tourism  
Alliance (KITA)

**Awarded to**  
Jarrod Knoblauch

**Contributors**  
Will Fuller, Marcus La Forgia, Jamie  
Shawyer, Joshua Newnes, Emily  
Dawe, Jarrod Knoblauch, Sean  
Kane, Andreas Heikaus, Justin Van  
Zyl, Fiona Crowe, Megan Harvie

Award



**Category & Sub-Category**  
Film & Video,  
Editing

**Title**  
Seatbelts (Metro)


**Agency**  
Visualizm

**Client**  
SAPOL

**Awarded to**  
Stephen Deeble

**Contributors**  
Scott Illingworth, Jason Hollamby,  
Maxx Corkindale, Bonet Leate,  
Richard Blackwell

Award



**Category & Sub-Category**  
Film & Video,  
Post-Production

**Title**  
Better to be a Member - Campaign

**Agency**  
KOJO Studios

**Client**  
RAA

**Awarded to**  
Marty Pepper

**Contributors**  
Annalise Menzel, Luke  
Shanahan, Georgia Lippe





**Category & Sub-Category**  
Film & Video,  
Casting for Advertising

**Title**  
Trevor, the Bee.

**Agency**  
Heesom Casting

**Awarded to**  
Angela Heesom

**Contributors**  
KWPX, Josh Fanning, Sam  
Talbot, Ben Spry, Luke  
Shanahan, Annalise Menzel

**Client**  
RAA



**Category & Sub-Category**  
Film & Video,  
Film Design & Motion Graphics

**Title**  
Ultraman Rising Titles  
& Main On Ends

**Agency**  
KOJO

**Awarded to**  
Sam Clarke

**Contributors**  
Jack Prenc, Valentine Gunadharma,  
Anthony Christiano

**Client**  
Netflix Animation



**Category & Sub-Category**  
Film & Video,  
Casting for Advertising

**Title**  
Reality Hits Hard.

**Agency**  
Heesom Casting

**Awarded to**  
Angela Heesom

**Contributors**  
Black Sheep Advertising, Andrew  
Millar, Jane Keen, Tom Ootes, David  
Ockenden, Erica Ockenden

**Client**  
SAPOL



**Category & Sub-Category**  
Photography,  
Series or Campaign

**Title**  
Power Portraits Project

**Agency**  
Jonathan van der Knapp

**Awarded to**  
Jonathan van der Knapp

**Contributors**  
Super Studio, Channel  
44, Lauren Brice

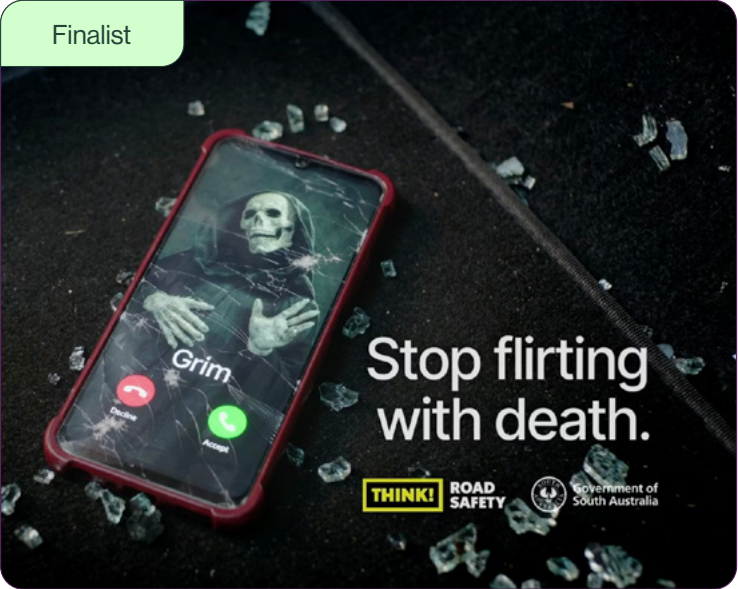
**Client**  
History Trust of South Australia





Finalist

|   |   |
|---|---|
| <b>Category &amp; Sub-Category</b><br>Illustration,<br>Static | <b>Awarded to</b><br>Sam Brown                        |
| <b>Client</b><br>City of Adelaide                             | <b>Agency</b><br>Simple                               |
| <b>Title</b><br>Our Adelaide                                  | <b>Contributors</b><br>Pat Parisi, Renee van der Hoek |



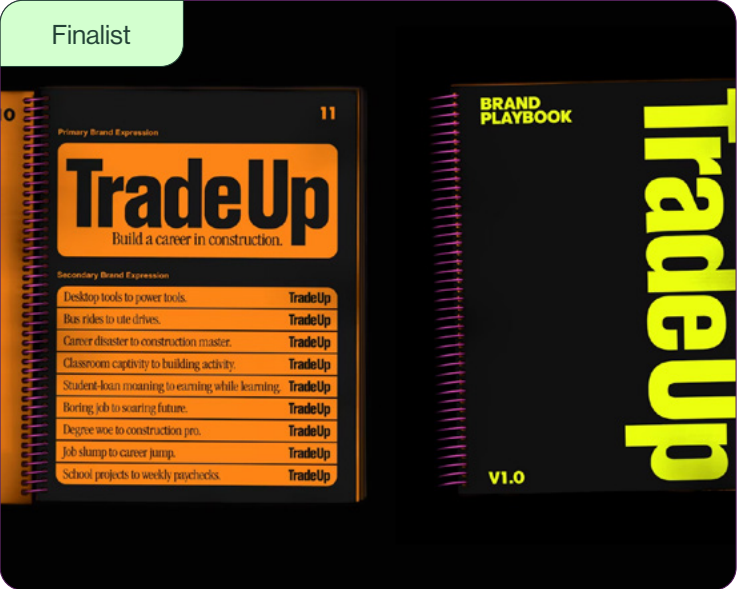
Finalist

|   |   |
|---|---|
| <b>Category &amp; Sub-Category</b><br>Audio Production,<br>Radio Production | <b>Awarded to</b><br>Justin Astbury   |
| <b>Client</b><br>SAPOL  | <b>Agency</b><br>Astbury Audio  |
| <b>Title</b><br>Grim  | <b>Contributors</b><br>NATION - Katheryn Korczak, Nick Brz, Judi Oehme, Greg Knagge |



Finalist

|   |  |
|---|--|
| <b>Category &amp; Sub-Category</b><br>Audio Production,<br>Sound Design | <b>Awarded to</b><br>Scott Illingworth   |
| <b>Client</b><br>SAPOL  | <b>Agency</b><br>seeingsounds  |
| <b>Title</b><br>Wouldn't Hurt   | <b>Contributors</b><br>The Sideways Theory, John Bartlett, Jason Hollamby, Visualizm, Stephen Deeble |



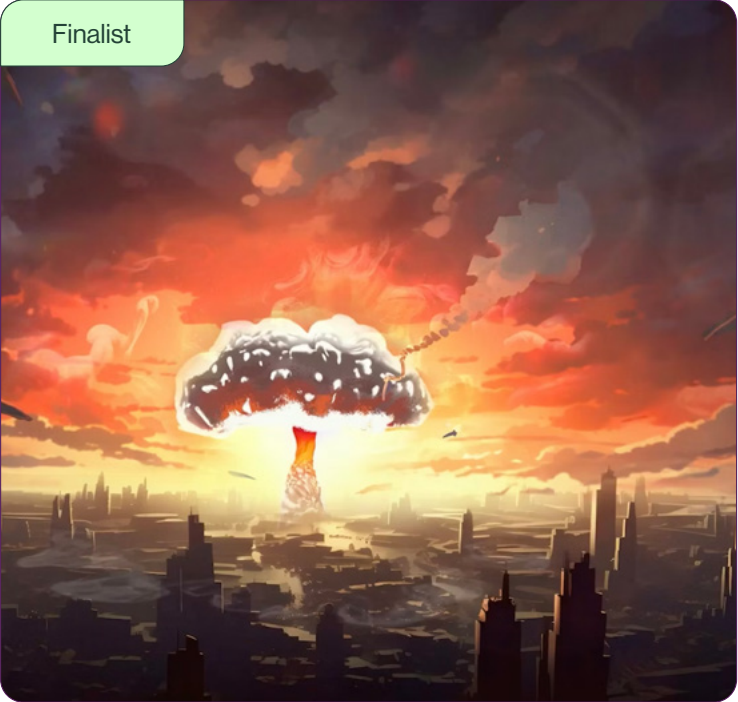
Finalist

|   |   |
|---|---|
| <b>Category &amp; Sub-Category</b><br>Copywriting,<br>Brand Tone of Voice | <b>Awarded to</b><br>Joshua Newnes  |
| <b>Client</b><br>Construction Industry<br>Training Board (CITB)           | <b>Agency</b><br>Fuller   |
| <b>Title</b><br>Trade Up  | <b>Contributors</b><br>Will Fuller, Michael Gagliardi, Marcus La Forgia, Kylie Roux, Emily Dawe, Jarrod Knoblauch + 17 Others |



Finalist

|   |                                       |
|---|---------------------------------------|
| <b>Category &amp; Sub-Category</b><br>Audio Production,<br>Television, Cinema & Digital<br>Video Production | <b>Awarded to</b><br>Justin Pounsett  |
| <b>Client</b><br>Pleasing   | <b>Agency</b><br>The Audio Embassy    |
| <b>Title</b><br>Astro Milk  | <b>Contributors</b><br>Frame Creative |



Finalist

|   |   |
|---|---|
| <b>Category &amp; Sub-Category</b><br>Audio Production,<br>Sound Design | <b>Awarded to</b><br>Justin Astbury                                     |
| <b>Client</b><br>Gas Hero   | <b>Agency</b><br>Astbury Audio  |
| <b>Title</b><br>Gas Hero  | <b>Contributors</b><br>Justin Pounsett, Motion by Design - Dominic Legg |



Finalist

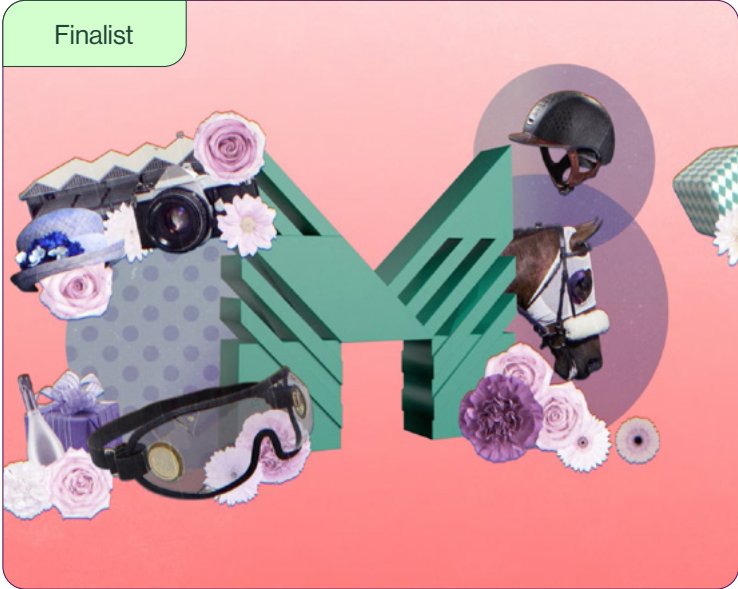
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| <b>Category &amp; Sub-Category</b><br>Typography,<br>Static | <b>Title</b><br>Gillingham Display |
| <b>Client</b><br>Annesley Junior School                     | <b>Awarded to</b><br>Chris Cooper  |
|   | <b>Agency</b><br>StudioBand®       |



Finalist

|  |   |
|--|---|
| <b>Category &amp; Sub-Category</b><br>Film & Video,<br>Animation | <b>Awarded to</b><br>Sam Woolford         |
| <b>Client</b><br>The Royal Adelaide Show                         | <b>Agency</b><br>WDM Design & Advertising |
| <b>Title</b><br>The Journey                                      | <b>Contributors</b><br>Scott Illingworth  |





Finalist

|   |  |
|---|--|
| <b>Category &amp; Sub-Category</b><br>Film & Video, Animation | <b>Agency</b><br>Fuller  |
| <b>Client</b><br>Morphettville                                | <b>Contributors</b><br>Will Fuller, Michael Gagliardi, Marcus La Forgia, Sean Kane, Cassandra Ryan, Joshua Newnes, Andreas Heikaus, Jarrod Knoblauch, Emily Dawe, Scott Illingworth, Seeing Sounds |
| <b>Title</b><br>Morphettville                                 |  |
| <b>Awarded to</b><br>Andreas Heikaus                          |  |



Finalist

|   |                                   |
|---|-----------------------------------|
| <b>Category &amp; Sub-Category</b><br>Fim & Video, Editing                      | <b>Awarded to</b><br>Marty Pepper |
| <b>Agency</b><br>KOJO Studios   |                                   |
| <b>Contributors</b><br>Annalise Menzel, Luke Shanahan, Georgia Lippe, kwpx, RSP |                                   |



Finalist

|   |                                    |
|---|------------------------------------|
| <b>Category &amp; Sub-Category</b><br>Film & Video, Editing | <b>Awarded to</b><br>Jade Robinson |
| <b>Agency</b><br>KOJO Studios                               |                                    |
| <b>Contributors</b><br>Fuller                               |                                    |
| <b>Title</b><br>Travel. Our Way.                            |                                    |



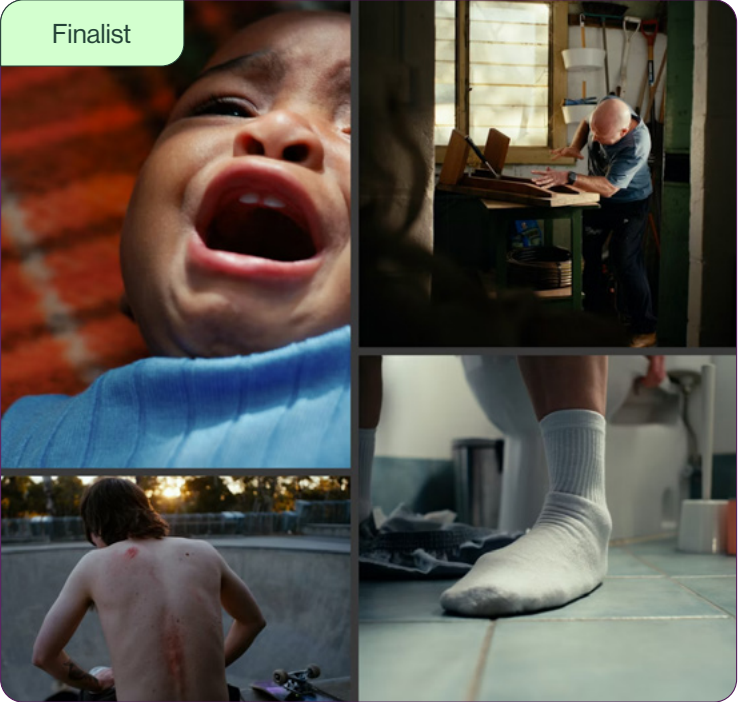
Finalist

|   |   |
|---|---|
| <b>Category &amp; Sub-Category</b><br>Film & Video, Editing | <b>Agency</b><br>Showpony Adelaide  |
| <b>Client</b><br>South Australian Motor Sport Board         | <b>Contributors</b><br>Parris Mesidis, Rory Kennett-Lister, Micha Paderin, Andy Scott, Chico Zuccato, Althier Alianza, Ana Coelho, Reed Brown, Claire-Lily Mitten, Ella Wood, Brooke Loveday, Lisa Browne |
| <b>Title</b><br>VAILO Adelaide 500                          |   |
| <b>Awarded to</b><br>Patrick Cotter                         |   |



Finalist

|  |                          |
|--|--------------------------|
| <b>Category &amp; Sub-Category</b><br>Film & Video, Editing                | <b>Awarded to</b><br>RAA |
| <b>Agency</b><br>KOJO Studios  |                          |
| <b>Contributors</b><br>Annalise Menzel, Luke Shanahan, Georgia Lippe, kwpx |                          |
| <b>Title</b><br>Better to be a Member - Campaign                           |                          |



Finalist

|   |                                     |
|---|-------------------------------------|
| <b>Category &amp; Sub-Category</b><br>Film & Video, Editing | <b>Awarded to</b><br>Matt Schirripa |
| <b>Agency</b><br>Simple                                     |                                     |
| <b>Contributors</b><br>Rory Pippan                          |                                     |
| <b>Title</b><br>Umm...ergency                               |                                     |



Finalist

|   |   |
|---|---|
| <b>Category &amp; Sub-Category</b><br>Film & Video, Editing | <b>Title</b><br>SAPOL - Seatbelts (Metro) |
| <b>Awarded to</b><br>Stephen Deeble                         |   |
| <b>Agency</b><br>Visualizm                                  |   |



Finalist

|  |                                     |
|--|-------------------------------------|
| <b>Category &amp; Sub-Category</b><br>Film & Video, Editing  | <b>Awarded to</b><br>Stephen Deeble |
| <b>Agency</b><br>Visualizm   |                                     |
| <b>Contributors</b><br>The Sideways Theory, Scott Illingworth, Maxx Corkindale, Bonet Leate, Richard Blackwell |                                     |
| <b>Title</b><br>Seatbelts (Regional)   |                                     |





**Category & Sub-Category**  
Film & Video, Visual Effects

**Agency**  
Visualizm

**Client**  
Pope

**Contributors**  
Ten Past Ten, Harvey Hogan, Scott Illingworth, Sarah Luthaus, Ben O'Grady, Simon Janik, Thomas Mekins, Darcy Holmes, Alexander Macintyre, Maddie Tierney, Rachel Eckert, Willow Deeble

**Title**  
Make your garden wonder-full

**Awarded to**  
Visualizm Vandals



**Category & Sub-Category**  
Film & Video, Post-Production

**Awarded to**  
Jade Robinson and Marty Pepper

**Agency**  
KOJO Studios

**Contributors**  
Fuller

**Client**  
South Australian Tourism Commission

**Title**  
Travel. Our Way.



**Category & Sub-Category**  
Film & Video, Editing

**Agency**  
Visualizm

**Client**  
Pope

**Contributors**  
Ten Past Ten, Harvey Hogan, Scott Illingworth, Sarah Luthaus, Ben O'Grady, Simon Janik, Thomas Mekins, Darcy Holmes, Alexander Macintyre, Maddie Tierney, Rachel Eckert, Willow Deeble

**Title**  
Make your garden wonder-full

**Awarded to**  
Visualizm Vandals



**Category & Sub-Category**  
Film & Video, Direction

**Agency**  
Showpony Adelaide

**Client**  
SA Health

**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Ana Coelho, Micha Paderin, Althier Alianza, Laura Prior, Julia Palombo, Lachlan Varricchio, Althier Alianza

**Title**  
Palliative Care

**Awarded to**  
Andy Scott



**Category & Sub-Category**  
Film & Video, Post-Production

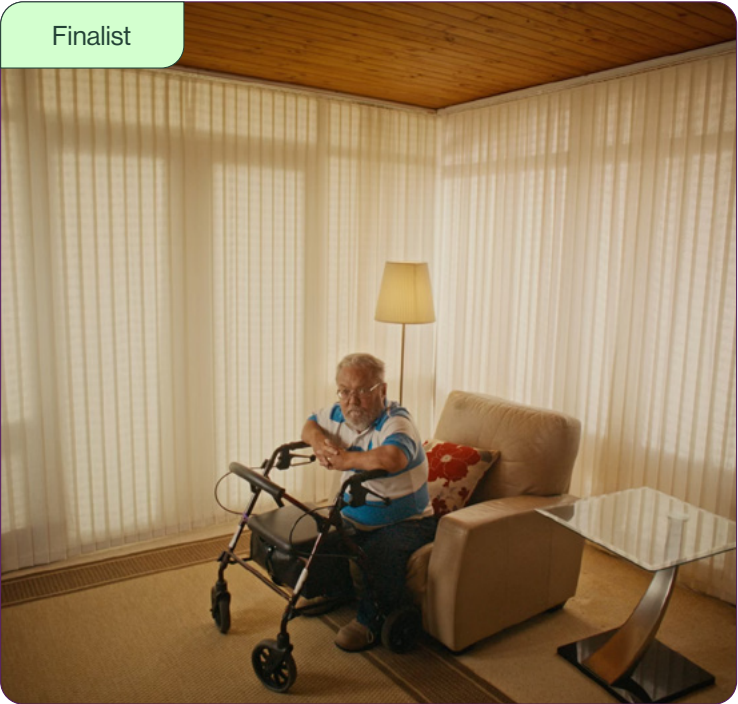
**Awarded to**  
Stephen Deeble

**Agency**  
Visualizm

**Contributors**  
kwpx, Harvey Hogan, Scott Illingworth, Maddie Tierney, Alex Cotterell, Rachel Eckert, Ben Spry, Ronald Alby, Corey Swaffer, Brenton Bleechmore

**Client**  
Department of Infrastructure and Transport

**Title**  
Here for the Game



**Category & Sub-Category**  
Film & Video, Casting for Advertising

**Agency**  
kwpx

**Contributors**  
Brenton Bleechmore, Corey Swaffer, Ryan Shipway, Ronald Alaby, Alec Davis, Carlie Chenoweth, Jodie Palmer, Tierney Duffy, Run Wild Productions, Jared Nicholson, Scott Baskett, Angela Heesom, Justin Astbury, Josh Fanning, Ella-Maude Wilson, Alex Cotterell

**Client**  
Maxima

**Title**  
Reframe What's Possible

**Awarded to**  
Josh Fanning, Ella-Maude Wilson, Alex Cotterell



**Category & Sub-Category**  
Film & Video, Casting for Advertising

**Awarded to**  
Angela Heesom

**Agency**  
Heesom Casting

**Contributors**  
NATION - Nick Brz, Kat Korczak, Greg Faull, Judi Oehme, Proetic - David Ockenden, Erica Ockenden

**Client**  
SAPOL

**Title**  
Stop Flirting with Death



**Category & Sub-Category**  
Photography, Series or Campaign

**Title**  
Nurturing Greatness

**Awarded to**  
Josh Geelen

**Contributors**  
Fuller

**Client**  
St Andrew's School





**Category & Sub-Category**  
Film & Video,  
Direction

**Client**  
Credit Union SA

**Title**  
Do It Your Way

**Awarded to**  
Jason Hollamby

**Agency**  
The Sideways Theory

**Contributors**  
Miles Rowland, Stephen  
Deeble, Scott Illingworth



**Category & Sub-Category**  
Film & Video,  
Cinematography

**Client**  
Nyrstar

**Title**  
Nyrstar Brand Campaign

**Awarded to**  
Henry Williamson

**Agency**  
Floodlight

**Contributors**  
Stacey Saliba, Dan  
Ross, Paul Stratton

# Make it Fuller







2023  
GOALS

Awards  
& Finalists





**Category**  
Social Awareness

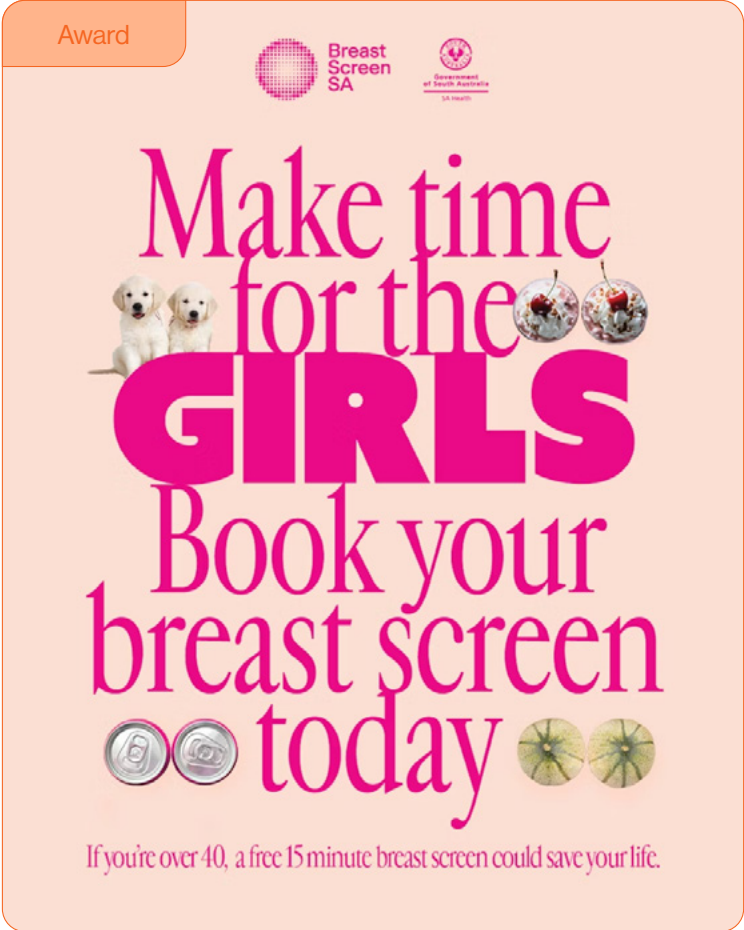
**Client**  
UnitingSA

**Title**  
Hope Sweet Hope

**Awarded to**  
David Ormston & Michael Gagliardi

**Agency**  
Black Sheep Advertising

**Contributors**  
Tom Ootes, Nathan Seyd, Danilo Watanabe, Franwyn Botha, Carly Staszuk, Aaron Schuppan, Scott Illingworth



**Category**  
Health & Wellbeing

**Client**  
BreastScreen SA

**Title**  
Make time for the girls

**Awarded to**  
Abby Moulton

**Agency**  
Showpony Adelaide

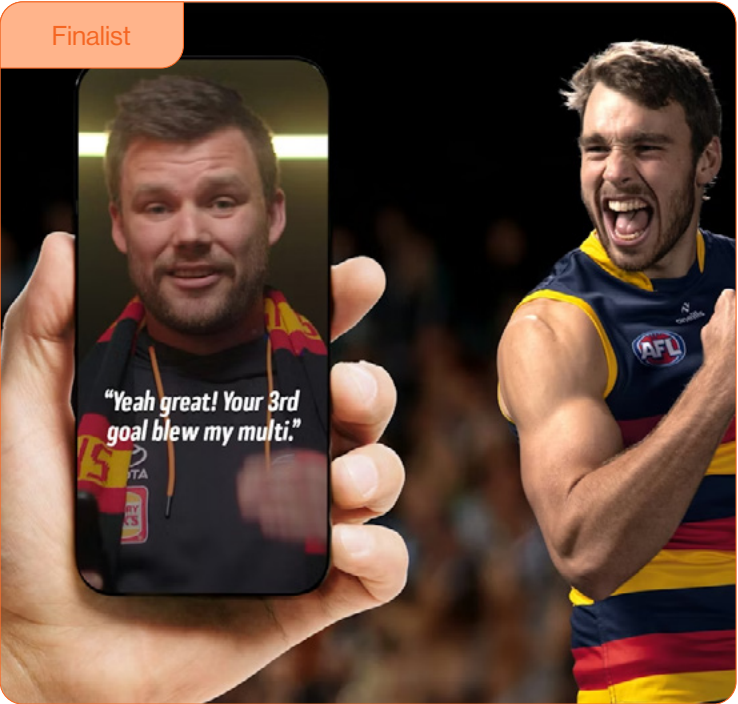
**Contributors**  
Parris Mesidis, Rory Kennett-Lister, Patrick Cotter, Laura Marcus, Meabh McElduff, Laura Tregloan, Sophie Allchurch, Ella Wood, Alex O'Neil, Ana Coelho, Claudia VandenBrink



|                                     |  |  |   |
|-------------------------------------|--|--|---|
| <b>Category</b><br>Social Awareness | <b>Title</b><br>Dogs Unite For Guide Dogs  | <b>Agency</b><br>kwpX  | <b>Contributors</b><br>Morley, Michelle Grogan, Caleb Chadwick, James Apoeffis, Nick Bozic, Steve Pritchard, Alex Stewart, Taras Zagajewski |
| <b>Client</b><br>Guide Dogs SA/NT   | <b>Awarded to</b><br>Brenton Bleechmore, Corey Swaffer, Jazz King, Ella-Maude Wilson | <b>Contributors</b><br>PAlex Cotterell, Richard Lyons, Carlie Chenoweth, Sam Talbot, Sam Davies, Nat |   |



|   |   |
|---|---|
| <b>Category</b><br>Social Awareness           | <b>Awarded to</b><br>Corey Swaffer & Brenton Bleechmore   |
| <b>Client</b><br>Department of Human Services | <b>Agency</b><br>kwpX   |
| <b>Title</b><br>Gambling Harm Ahead           | <b>Contributors</b><br>Callum Hull, Enrico Becker, Sam Talbot, Ronald Alaby, Ben Spry, Alec Davis |



|   |   |
|---|---|
| <b>Category</b><br>Social Awareness           | <b>Awarded to</b><br>Corey Swaffer & Brenton Bleechmore   |
| <b>Client</b><br>Department of Human Services | <b>Contributors</b><br>Stephen Deeble, Harvey Hogan, Scott Illingworth, Sam Talbot, Ronald Alaby, Ben Spry, Alec Davis, Enrice Baker, James Baird |
| <b>Title</b><br>Spoil Sport                   |   |





Finalist

|                  |   |
|------------------|---|
| Category         | Agency  |
| Social Awareness | SOCIETY STUDIOS   |
| Client           | Contributors  |
| Woolworths       | Annikie Morgan, Archer Alif, Luke Rosen, Fristie Newton, Simon Tracey |
| Title            |   |
| Noël the Wombat  |   |
| Awarded to       |   |
| Jessica Bradley  |   |



Finalist

|                     |  |
|---------------------|--|
| Category            | Agency   |
| Social Awareness    | Them Advertising   |
| Client              | Contributors   |
| RSPCA SA            | Brittany Weber, Omkar Borle, Jose Plazas Garrido, Rob Hutchinson, Olivia Anders, Amanda Paukner, Juliet Mallison, Briony Petch |
| Title               |  |
| Perfectly Adoptable |  |
| Awarded to          |  |
| Mamp Grewal         |  |



Finalist

|                      |   |
|----------------------|---|
| Category             | Agency                                      |
| Environmental Issues | Floodlight                                  |
| Client               | Contributors                                |
| Neoen Australia      | Cam Thompson, Henry Williamson, Trent Ninos |
| Title                |   |
| 3 Giga What?         |   |
| Awarded to           |   |
| Holly Howard         |   |



Finalist

|                                     |   |
|-------------------------------------|---|
| Category                            | Awarded to  |
| Diversity & Inclusion               | Andy Scott  |
| Client                              | Agency  |
| Department of the Premier & Cabinet | Showpony Adelaide   |
| Title                               | Contributors  |
| Autism Works                        | Parris Mesidis, Rory Kennett-Lister, Nic Maumill, Laura Prior, Julia Palombo, Alex O'Neil, Ana Coelho |



Finalist

|                    |  |
|--------------------|--|
| Category           | Agency   |
| Health & Wellbeing | Showpony Adelaide  |
| Client             | Contributors   |
| Sophie's Legacy    | Parris Mesidis, Rory Kennett-Lister, Sophie Allchurch, Abby Moulton, Chico Zuccato, Laura Marcus, Althier Alianza, Alex O'Neil, Laura Tregloan, Melissa Roberts, Ana Coelho, Claudia VandenBrink, Brooke Loveday |
| Title              |  |
| LOST               |  |
| Awarded to         |  |
| Andy Scott         |  |



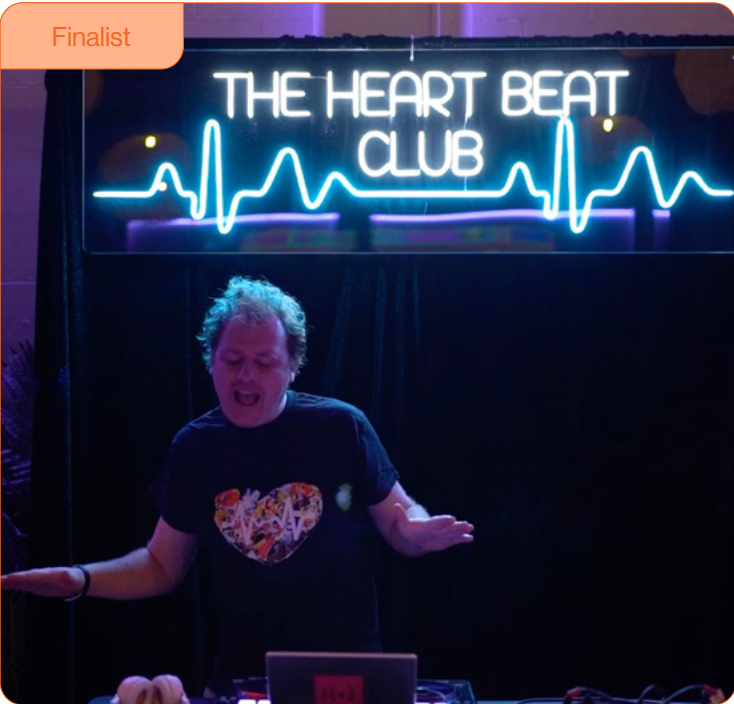
Finalist

|                    |  |
|--------------------|--|
| Category           | Awarded to                               |
| Health & Wellbeing | Marco Cicchianni                         |
| Client             | Agency                                   |
| Wellteam           | Cul-de-sac                               |
| Title              | Contributors                             |
| Wellteam Branding  | Chris Bowden, James Knowler, Troy Flower |



Finalist

|   |               |
|---|---------------|
| Category  | Awarded to    |
| Diversity & Inclusion                                 | Reuben Gore   |
| Client  | Agency        |
| Aboriginal Commissioner For Children and Young People | Topbunk       |
| Title   | Contributors  |
| Holding on to Our Future Report                       | Sonia Zanatta |



Finalist

|                                |                                   |
|--------------------------------|-----------------------------------|
| Category                       | Awarded to                        |
| Diversity & Inclusion          | Jason Hollamby                    |
| Client                         | Agency                            |
| Access2Arts                    | The Sideways Theory               |
| Title                          | Contributors                      |
| Making Disability and Art Work | Stephen Deeble, Scott Illingworth |





**Category**  
Diversity & Inclusion

**Client**  
Maxima

**Title**  
Reframe What's Possible

**Awarded to**  
Josh Fanning, Ella-Maude Wilson

**Agency**  
kwpX

**Contributors**  
Brenton Bleechmore, Corey Swaffer, Ryan Shipway, Ronald Alaby, Alec Davis, Carlie Chenoweth, Jodie Palmer, Tierney Duffy, Run Wild Productions, Jared Nicholson, Scott Baskett, Angela Heesom, Justin Astbury, Alex Cotterell

Great work!



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ANY SIZE  
ANYWHERE

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# Awards & Finalists

The Forty Seventh Annual  
AADC Awards

WINNERS







**Category**  
Idea

**Title**  
Flinders Private Hospital Rebrand

**Awarded to**  
Brian Park

**The Pitch**  
Based off of the shape of Bedford Park, the rebrand aims to not only refresh the brand’s look but keep its firm connection to the ecosystem.

Additionally, the modular system facilitates seamless navigation for clients and reinforces brand recognition throughout the facility.



**Category**  
Idea

**Title**  
Luna Tea Packaging Design


**Awarded to**  
Di Wang

**The Pitch**  
The Luna Tea packaging design creates an interactive unboxing experience that transitions from a crescent to a full moon, symbolising the Moon Festival’s themes of unity and reunion.


Tailored for female consumers, it features skincare-enhancing floral teas inspired by the cultural significance and mythological allure of Chang’e.

Award


### OUT OF THE NORM



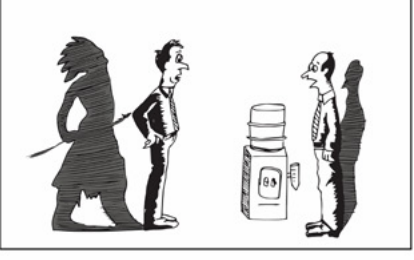
Opens on a bland looking man sitting at a kitchen table eating.  
**VO:** Norman wakes up at 6:48am every morning and eats his oatmeal - but luckily today is an exciting day. Norman has something very interesting to share with everyone.




Norman and a woman are waiting for the bus.  
**Norman:** So yeah it turns out I'm 2% Egyptian...  
**SFX:** Squeal of a bus pulling up.




Norman at his work desk on the phone to a client.  
**Norman:** and 3% Roman they said!  
**SFX:** Office phone ringing in the distance.



Norman and a colleague at the office water cooler.  
**Norman:** .9% Cherokee which I wasn't expecting at all!  
**SFX:** Water cooler bubbles.



Norman and colleagues waiting for the elevator.  
**Norman:** and I haven't even gotten to my Nordic percentages!  
**SFX:** Elevator ding.



Camera pans down to reveal their shadows. Logo fades in.  
**VO:** AncestryDNA. You might be more interesting than you think.

**Category**  
Idea

**Awarded to**  
Chloe Coates

**Title**  
Out of the Norm

**The Pitch**  
Run out of things to share at dinner parties? Well, you might be more interesting than you think! 'Out of the Norm' was created for AncestryDNA using the proposition "Find the real you".

Its dry humor grabs the audience's attention and pulls on a very human instinct – to be considered interesting.



**Category**  
Craft

**Title**  
Cryptomnesia

**Awarded to**  
Jessie Showell

**The Pitch**  
'Cryptomnesia' is a 12-page booklet and interactive website that explores the coexistence of AI and human creativity while addressing the moral and material rights in article 27.2 of the Universal Declaration of Human Rights.

By using sealed pages and grungy imagery, the piece challenges readers to reconsider AI's role in creative processes and the importance of being diligent.





**Category**  
Craft

**Title**  
Parvis Magna Student Concert Program

**Awarded to**  
Brian Park

**The Pitch**  
"Greatness from small beginnings" not only represents the small size of the students but also highlights their remarkable achievements at their young age.

The Parvis Magna student concert showcases the incredible talents and hard work of our young performers, proving that even the smallest seeds can grow into something magnificent and beautiful.



**Category**  
Craft

**Title**  
Peggy Drinks

**Awarded to**  
Georgia Sandford

**The Pitch**  
Peggy Drinks is a start-up gin distillery owned by a young couple who live on an apple orchid in Lenswood. Motivated by an interest to "live off the land" and create something uniquely Adelaide Hills, they began Peggy Drinks as an ode to Grandma Peggy, who moved her family from Sussex, England to Swamp Rd, Lenswood in 1970.

Left over Granny Smith, Royal Gala and Golden delicious apples are what makes Peggy Drinks uniquely apple flavoured gins.

Peggy aims to capture those who enjoy the finer things in life and stands out for it's simple yet intriguing approach to packaging.

Careful integration of design ideas reference Peggy's personality - her love for crochet is acknowledged in the yarn-like g and y of the logotype and the back label's scalloped edge. Peggy's teetotalism and love for words and God takes a tongue-in-cheek reinterpretation for the benefit of the product on the back label.

The minimal approach to graphics allows these subtle design choices to become more evocative and remain unhidden.



**Category**  
Craft

**Title**  
Junction Road Wines

**Awarded to**  
Sam Magarey

**The Pitch**  
The Junction Road Wines label embodies the entrepreneurial spirit and shared dreams of two friends turned business partners.

Against the backdrop of the Adelaide Hills, their brainchild captures the essence of their collaborative journey, marked by passion, perseverance, and a commitment to quality.



**Category**  
Craft

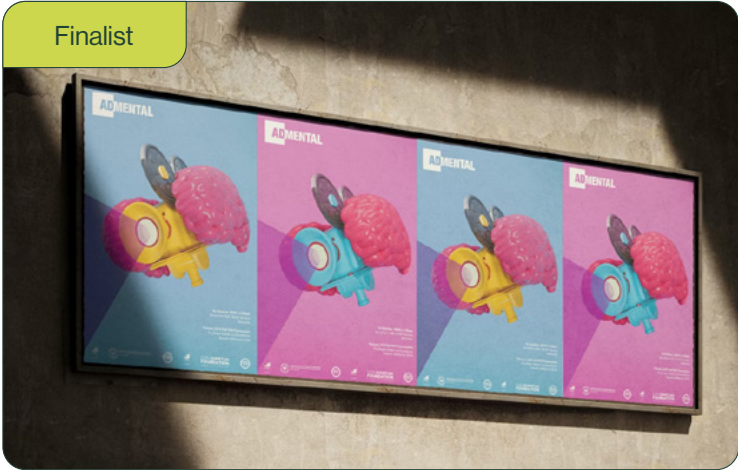
**Title**  
Cat Amongst the Pigeons Wine Label Design

**Awarded to**  
Emilly Daws

**The Pitch**  
Wine label designs created to revitalise an existing regional wine producer, repositioning the brand to target a younger demographic who are new to the world of wine.

Whether they're trying to fit in amongst the sommeliers or trying to ruffle some feathers, an illustration of a cat disguised as a pigeon symbolises these relatable feelings, while paying homage to the name.





**Category**  
Idea

**Title**  
AdMental 2024

**Awarded to**  
Benjamin Anstey

**The Pitch**  
This student brief asked us to create a poster for the event “AdMental”, a yearly event that showcases advertisements and short films with the theme of mental health.

**Category**  
Idea

**Title**  
AdMental 2024

**Awarded to**  
Benjamin Anstey

**The Pitch**  
The brief asked us to approach the creative with a lighter tone and feel, with the main objective to get “bums on seats” and advertise the event. My idea was to simply smash the two themes of mental health and film into one image, by sandwiching a motion picture camera between a plastic brain. This solution communicates a lighthearted tone and feel through it's bright colours and dynamic angle, forcing two themes together into a fun and unusual image.



**Category**  
Idea

**Title**  
Clear the Canvas

**Awarded to**  
Chloe Coates

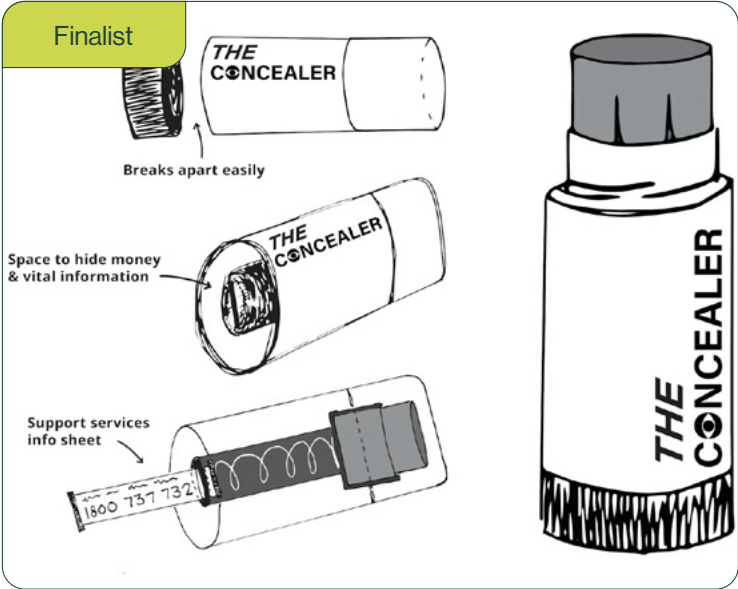
**The Pitch**  
A print campaign created for Removery, the worlds tattoo removal experts. Tattoos are an artistic expression. A large portion of people who opt for tattoo removal have other tattoos and plan on getting more. ‘Clear the Canvas’ targets the tattoo community in way that is non-anti-tattoo by providing an opportunity for people to simply change the artwork on their bodies that no longer aligns with them.

**Category**  
Idea

**Title**  
Clear the Canvas

**Awarded to**  
Chloe Coates

**The Pitch**  
Tattoos are an artistic expression. A large portion of people who opt for tattoo removal have other tattoos and plan on getting more. ‘Clear the Canvas’ targets the tattoo community in way that is non-anti-tattoo by providing an opportunity for people to simply change the artwork on their bodies that no longer aligns with them.



**Category**  
Idea

**Title**  
THE Concealer

**Awarded to**  
Chloe Coates

**The Pitch**  
A concealer that doubles as a practical tool in helping women formulate an exit plan to leave abusive situations.

**Category**  
Idea

**Title**  
THE Concealer

**Awarded to**  
Chloe Coates

**The Pitch**  
A concealer that doubles as a practical tool in helping women formulate an exit plan to leave abusive situations.



**Category**  
Idea

**Title**  
TES-LAP

**Awarded to**  
Chloe Coates

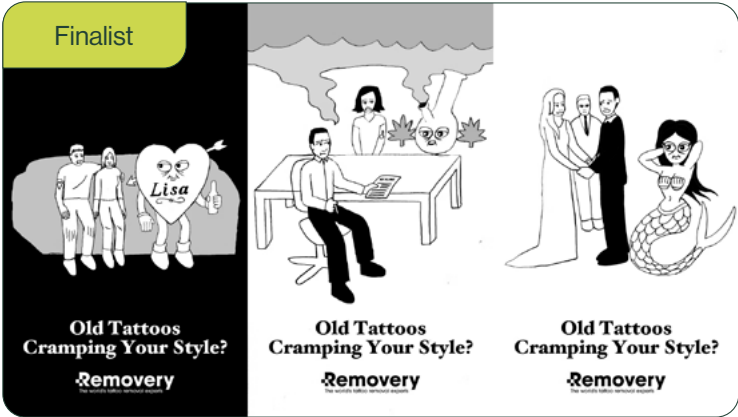
**The Pitch**  
Three things are certain in life... death, taxes and that petrol

**Category**  
Idea

**Title**  
TES-LAP

**Awarded to**  
Chloe Coates

**The Pitch**  
heads love Motorsport. When tasked with targeting electric vehicle skeptics we looked no further than the Adelaide 500. ‘TES-LAP’ was created for client Tesla using the proposition “Change an EV skeptics mind”. The Adelaide 500 race is 500 km - the same distance a Tesla can go on a single charge. So naturally we entered a Tesla in the race and didn’t have to stop to refuel once!



**Category**  
Idea

**Title**  
Old Tattoos Cramping Your Style?

**Awarded to**  
Jackson Phillips

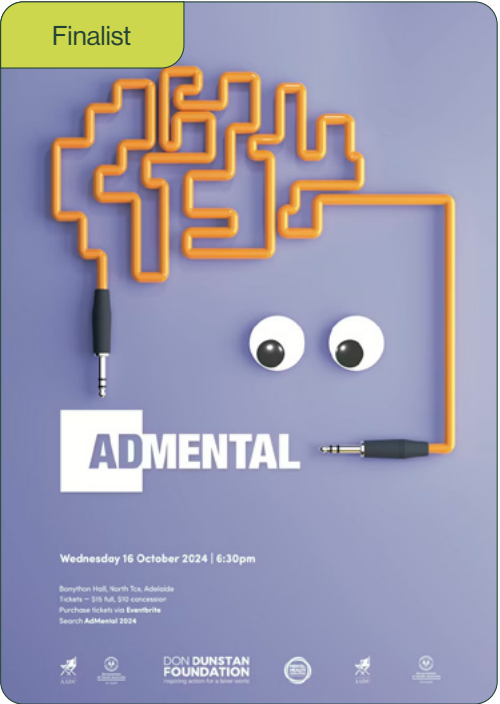
**The Pitch**  
These three poster ideas were created as part of my AWARD School 2024 folio. I tried to capture as much tension as possible in each of the ideas and really dial up the awkwardness. Being an AWARD School brief, I tried to keep the execution as simple and snappy as possible.

**Category**  
Idea

**Title**  
Old Tattoos Cramping Your Style?

**Awarded to**  
Jackson Phillips

**The Pitch**  
These three poster ideas were created as part of my AWARD School 2024 folio. I tried to capture as much tension as possible in each of the ideas and really dial up the awkwardness. Being an AWARD School brief, I tried to keep the execution as simple and snappy as possible.



**Category**  
Idea

**Title**  
AdMental Poster 2024

**Awarded to**  
Peter Sansom

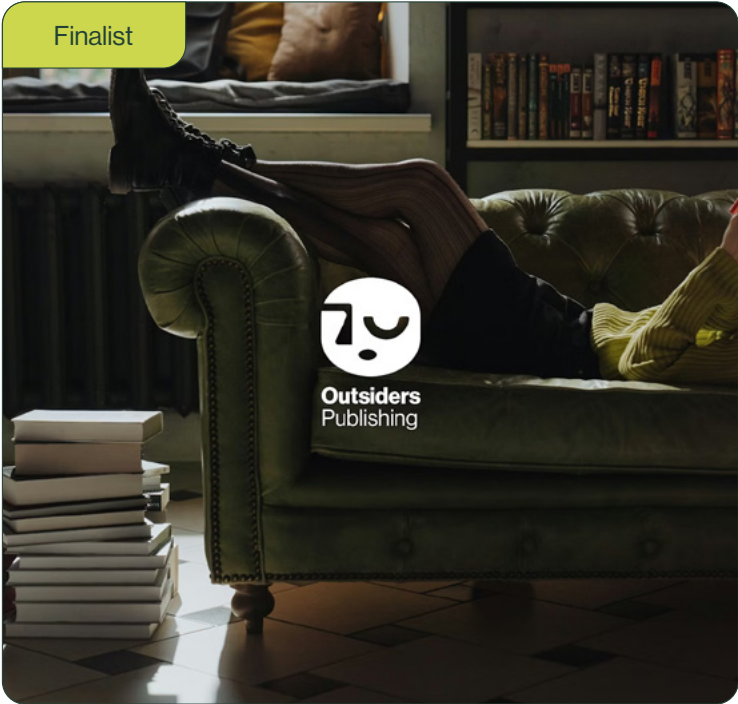
**The Pitch**  
Peter Sansom's design for the 2024 AdMental poster competition.

**Category**  
Idea

**Title**  
AdMental Poster 2024

**Awarded to**  
Peter Sansom

**The Pitch**  
Peter Sansom's design for the 2024 AdMental poster competition.



**Category**  
Idea

**Title**  
Outsiders Publishing

**Awarded to**  
Brian Park

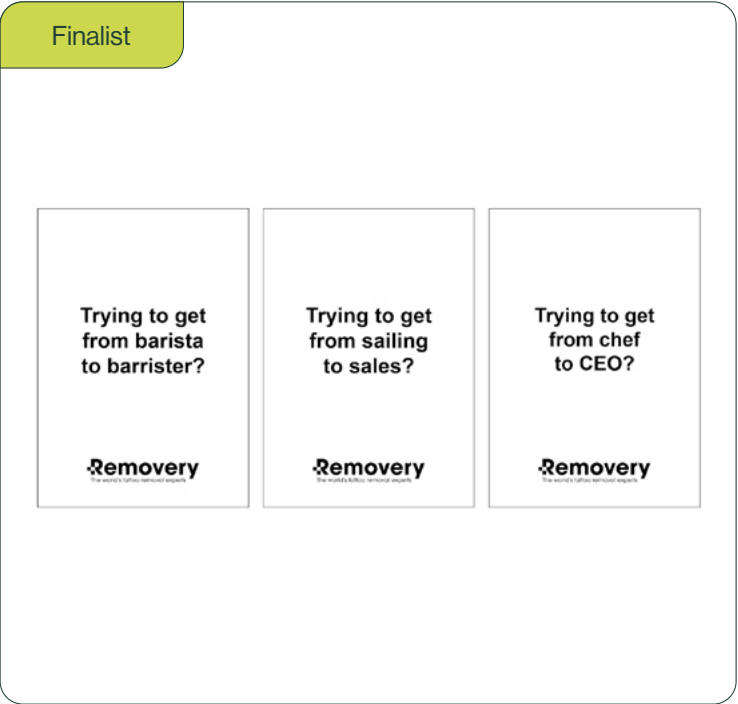
**The Pitch**  
The books prioritize content, maintaining a minimalistic design for visual elements to ensure readers form their own interpretations. Picasso-esque logomarks distinguish different genres and societal topics, guiding readers through the publisher’s diverse offerings without influencing their thoughts.

**Category**  
Idea

**Title**  
Outsiders Publishing

**Awarded to**  
Brian Park

**The Pitch**  
The books prioritize content, maintaining a minimalistic design for visual elements to ensure readers form their own interpretations. Picasso-esque logomarks distinguish different genres and societal topics, guiding readers through the publisher’s diverse offerings without influencing their thoughts.



**Category**  
Idea

**Title**  
Career Change

**Awarded to**  
Annika Turon-Semmens

**The Pitch**  
Brief: create a print campaign for Removery, demonstrating that tattoos don't need to be permanent.

**Category**  
Idea

**Title**  
Career Change

**Awarded to**  
Annika Turon-Semmens

**The Pitch**  
Brief: create a print campaign for Removery, demonstrating that tattoos don't need to be permanent.





**Finalist**

**Category**  
Craft

**Title**  
Cinestill 800T & BWXX Film Rebrand

**Awarded to**  
Benjamin Anstey

**The Pitch**  
My solution for this brief focussed on a more brutalist direction, showcasing both the film canister and it's packaging.

This solution utilises sharp and hard lines in both form and type to give the feel that both stocks are industrial in nature. Each film stock features a symbol that was made to represent each stock's characteristics, such as the presence of halations, or a black and white stock.



**Finalist**

**Category**  
Craft

**Title**  
Clear Mind, Clear Sight

**Awarded to**  
Benjamin Anstey

**The Pitch**  
This student brief challenged students by asking them to create a response to the theme of distracted driving, specifically phone use, targeted towards drivers aged 17-25.

This creative direction shows a driver, (or "dummy") been bombarded and crowded by unimportant and mundane text messages while driving. The idea behind this creative direction is based on findings that even simple notifications can still be a source of distraction, as it takes up mental space and lets the drivers mind wander somewhere else rather than task at hand.

This concept is reflected in the tagline; "Clear mind, clear sight", which is paired with a strike-through bell symbol, providing viewers with the answer to avoid distraction while driving.



**Finalist**

**Category**  
Craft

**Title**  
HaeTae Soju

**Awarded to**  
Brian Park

**The Pitch**  
By avoiding stereotypes and presenting HaeTae in a playful, inviting manner, we aim to entice Australians to discover and enjoy this unique beverage. With approachable flavors, HaeTae makes it easy for everyone to appreciate the rich heritage of soju.



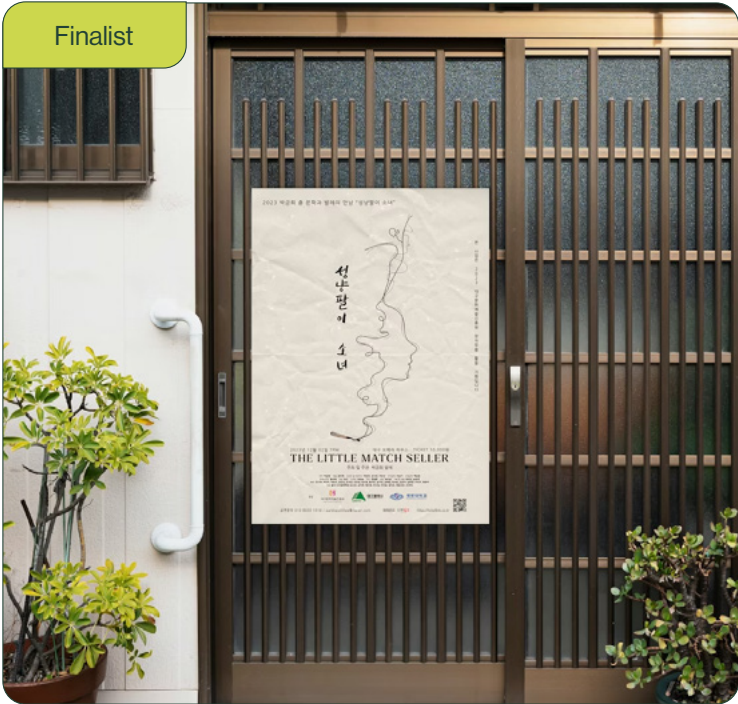
**Finalist**

**Category**  
Craft

**Title**  
Pinkie's Restaurant + Distillery

**Awarded to**  
Jessie Showell

**The Pitch**  
Pinkie's Restaurant + Distillery offers a unique degustation experience with a relaxed, high-quality atmosphere. The branding includes labels for four seasonal alcoholic beverages paired with meals, presented in simple, reusable packaging, creating a personalized, homemade feel for customers who can purchase the "Pinkie's at Home" box set exclusively at the restaurant or through their website.



**Finalist**

**Category**  
Craft

**Title**  
The Little Match Seller Ballet Performance Poster/Program

**Awarded to**  
Brian Park

**The Pitch**  
The design of the poster and program is based on The Little Match Seller, featuring a main illustration of a burnt-out matchstick and smoke symbolising the match seller's and her death. The smoke then transforms into a ballerina, representing the match seller's last dance.



**Category**  
Craft

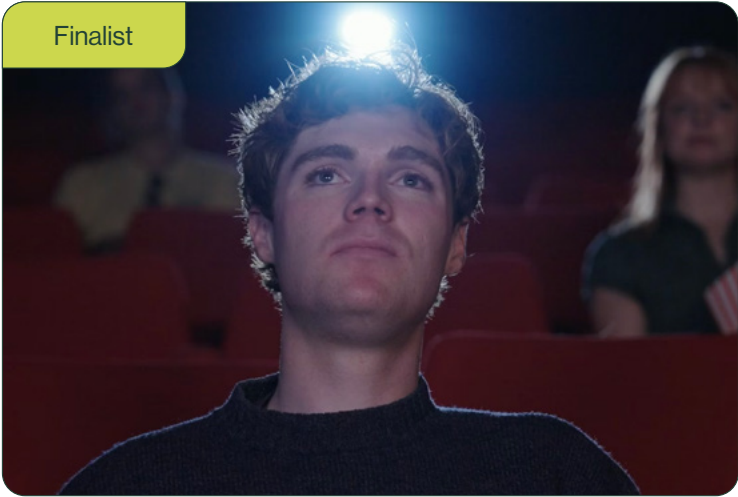
**Title**  
The Uneven Canvas - National Gallery of Australia Infographic Concept

**Awarded to**  
Tobias Heithersay

**The Pitch**  
Gender inequality is pervasive in the Australian visual arts, with many still unaware of the marginalization that women face in this sector. To address this, I created an infographic as a spread for a fictional National Gallery of Australia magazine, aimed at educating the broader public on this critical issue.

The spread features hand-drawn infographics inspired by the dedication and labor of love of female artists. It leverages not only factual statistics but also visual storytelling to connect with and be accessible to a wider audience. In doing so, this piece serves as both a conversation starter and an opportunity for the gallery to further acknowledge its systemic biases and introduce its existing gender equity plan to the public.

Additionally, the spread has been adapted into a series of posters to be displayed in public spaces.



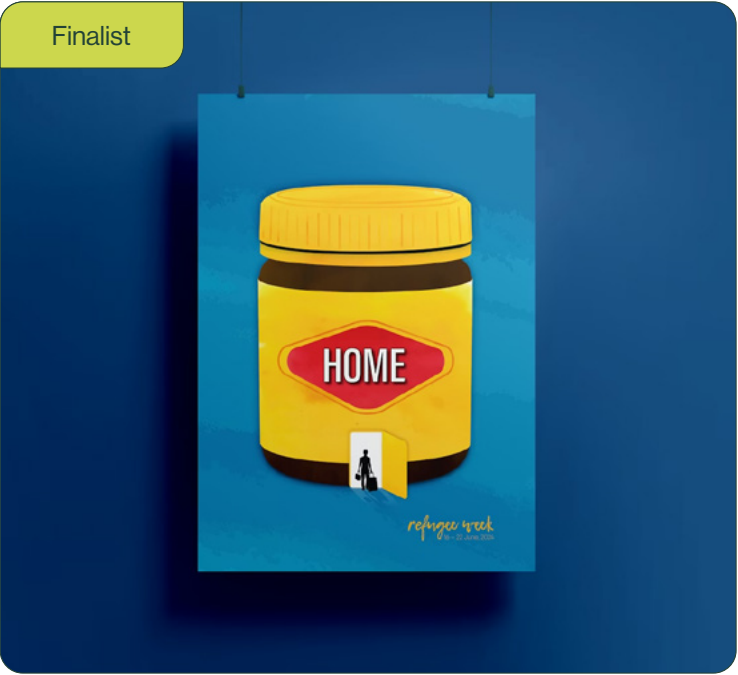
**Finalist**

**Category**  
Craft

**Title**  
The Mercury Promotional Video 2024

**Awarded to**  
William Singleton

**The Pitch**  
The Mercury CX is a welcoming, non-profit cinema and workspace for young and/or emerging filmmakers, Adelaide creatives, and anyone who enjoys a film night.



**Finalist**

**Category**  
Craft

**Title**  
Home (Refugee Week)

**Awarded to**  
Emilie Flavel

**The Pitch**  
This poster was created for SA Refugee Week 2024, taking part in AMRC's Youth Poster Exhibition. My digital illustration using the medium of watercolor paints highlights the sense of being at 'Home' in a safe environment. Utilising the nostalgia of a Vegemite jar, known across the world. Each year the Exhibition aims to highlight the courage and strength of individuals with refugee backgrounds.





**Finalist**

**Category**  
Craft

**Title**  
Tony Tomatoes Website Redesign

**Awarded to**  
Tobias Heithersay

**The Pitch**  
Tony Tomatoes is a real-deal Italian restaurant nestled in the heart of North Adelaide, where traditional Italian favorites meet a unique creative flair. This website redesign concept is a unique and playful take on the traditional Italian kitchen, tailored to capture the warm and dynamic essence of Tony Tomatoes itself. The visual language of the UI has been crafted around the vibrant geometric murals found on the walls of the restaurant, while the typographical choices were inspired by its hand-written chalkboard signage. The strength of the website comes from its careful balance between visual excitement and usability - through its thoughtful visual construction to its consideration of information load and elements of user accessibility.



**Finalist**

**Category**  
Craft

**Title**  
Jesa Preserving Tradition

**Awarded to**  
Brian Park

**The Pitch**  
Jesa is a profound cultural ritual that embodies the reverence for ancestors, the significance of and family unity. By modernising and increasing the accessibility of the ceremony allows for the perpetuation of cultural heritage in Korean societies around the world.



**Finalist**

**Category**  
Craft

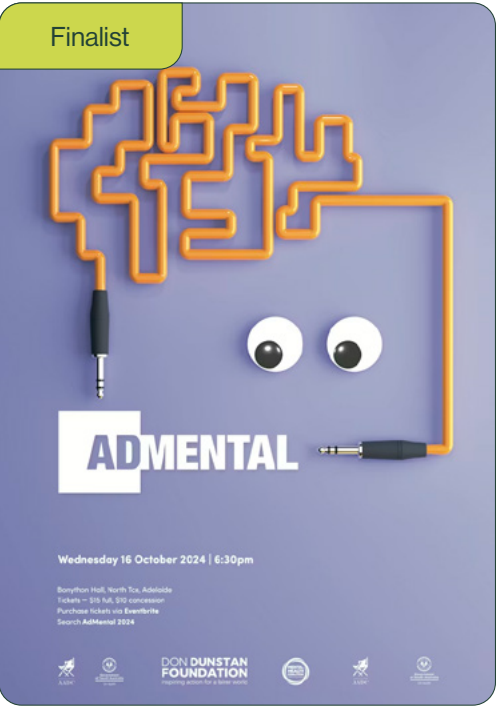
**Title**  
Miller's Hardware

**Awarded to**  
Georgia Sandford

**The Pitch**  
The aim was to create a packaging solution for loose hardware that enables both the contents and container itself to remain organised after opening, and provide an environmentally conscious design without sacrificing any of the benefits that current clear, plastic packaging provides.

Miller's Hardware is a family-owned company that sells loose hardware such as screws and nails to home builders and DIY'ers. The unique interlocking, modular design allows any combination of Miller's loose hardware products to be connected through the tab and slot system, offering users the ability to create their own toolbox.

The key visual theme/feeling that Miller's Hardware aims to portray is a sense of familiarity. A simple visual language that is achieved through the use of stickers on raw card rather than direct printing offers a tactile, 'no-fuss' solution while retaining a sense of quality.



**Finalist**

**Category**  
Idea

**Title**  
AdMental Poster 2024

**Awarded to**  
Peter Sansom

**The Pitch**  
Peter Sansom's design for the 2024 AdMental poster competition.



**Finalist**

**Category**  
Craft

**Title**  
Threads Of Hope

**Awarded to**  
Haylee Cook

**The Pitch**  
A poster designed for Refugee Week 2024, showing an embroidered tree, with the leaves in the shape of Australia & all multicoloured, to symbolise the diverse cultures and nationalities of all the people who call Australia home. The roots symbolise the refugees creating their roots in their new home, as well as their 'hope' growing and expanding. The tagline & title of this design is 'Threads Of Hope'.



**Finalist**

**Category**  
Craft

**Title**  
Barossa Vintage Festival

**Awarded to**  
Benjamin Anstey

**The Pitch**  
This student brief asked students to choose an event from a short list, and then challenged students to develop a new identity and expand this across advertisements such as billboards, posters, and 3D items. My choice for this entry was the Barossa Vintage Festival.

My solution was the development of a new art style for the Barossa Vintage Festival. The tagline "Experience the Colours of the Barossa" was imagined while travelling to the region, and is built off of the idea that there is so much more to the region than just wine.

The photography used focussed on texture, movement and blurred images forming their own unique compositions, which was spread across multiple touchpoints, from posters to wine labels to billboards. This has been used to entice the viewer to experience all aspects of the area, and to create a intimate feeling between the viewer and the region.

Using this photography from the region, wine labels were developed as hypothetical limited runs. These labels were placed onto bottle mockups, developed in 3D software from scratch to build the scene that I wanted.





**Category**  
Idea

**Title**  
Cryptomnesia

**Awarded to**  
Jessie Showell

**The Pitch**  
'Cryptomnesia' is a 12-page booklet and interactive website that explores the coexistence of AI and human creativity while addressing the moral and material rights in article 27.2 of the Universal Declaration of Human Rights.

By using sealed pages and grungy imagery, the piece challenges readers to reconsider AI's role in creative processes and the importance of being diligent.

# CREATIVE JUICE SA







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For those who share the vision, roll up their sleeves and donate their precious time to make it all happen. Thank you, we couldn't do it without you.

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