**ADVERTISING AWARDS WINNERS**

**PRINT AWARDS**

**Best Single Advertisement for a Client**

**National/Metro:**Sunday News, Fairfax NZ – Turbo

**Regional:**The  Cairns Post – Active Health

**Community:**Noosa News – Franks Noosa Fitness

**Best Print Campaign for a Client**

**National/Metro:** News Corp Australia – Touring Tasmania

**Regional:**Geelong Advertiser – Geelong Travel Expo

**Community:**Coffs Coast Advocate – Parkbeach Plaza Shop for Coffs Coast Schools

**Best Feature / Supplement / Native Advertising Environment**

**National/Metro:**The Daily & Sunday Telegraph / Herald Sun / Courier-Mail + 82 community publications – Shop Small, American Express

**Regional:**Newcastle Herald – DisabilityCare Australia

**Community:** The Courier, Narrabri – Centenary Edition

**Best Print Idea or Innovation Presented to a Client or Agency**

**National/Metro:** Sunday News – Turbo

**Regional:** Manning Great Lakes Extra – The Tradies Toolbox

**Community:** Leader Community Newspapers – Hoyts Ribbon

**DIGITAL ADVERTISING**

**Best Single Advertisement for a Client**

**National/Metro:**The Sydney Morning Herald – South Australian Tourism Commission

**Regional:**Illawarra Mercury – Three Chimneys

**Best Digital Campaign for a Client**

**National/Metro:**The New Zealand Herald – Silver Fern Farms

**Regional:** The Examiner, Launceston – Tasmanian Turf Club

**Best Digital Idea or Innovation**

The Sydney Morning Herald – Lego Blockbuster

**Best Microsite / Native Advertising**

The New Zealand Herald – Tourism Australia – Wish It Win It

**TRANSMEDIA**

**Best Integrated Campaign for a Client**

news.com.au / Herald Sun / Daily Telegraph / Courier-Mail / The Advertiser, Adelaide – NAB Traveller Card Campaign

**CRAFT**

**Best Copywriting**

The Australian Magazine, The Weekend Australian – ANZ Campaign

**MARKETING AWARDS WINNERS**

**Trade Campaign of the Year**

**National/Metro:** Fairfax Media – Weekend Compact Launch

**Regional:**Sunshine Coast Daily – Town Proud

**Community:**Community Newspaper Group – Food for Thought

**Consumer Campaign of the Year**

**National/Metro:**The Sydney Morning Herald & The Age – Clique, Photographers’ Association

**Regional:**Bendigo Advertiser - News Now

**Community:**Leader Community Newspapers – Leader Local Grants

**Best Cause-Related Campaign or Community Service**

**National/Metro:**The Daily Telegraph & The Sunday Telegraph – We’re For The Bush

**Regional:** The Land – Glove Box Guide to Mental Health

**Community:** Community Newspaper Group – HBF Junior Sports Hero Awards

**Sponsorship of the Year**

**National/Metro:**stuff.co.nz – Round the Bays

**Regional (TIE):**Post-Courier, Papua New Guinea – Sponsorship of United Bougainville Training Institute **AND** The Courier – Run Ballarat Sponsorship

**Community:**Hutt News / Upper Hutt Leader – Great Toyota Giveaway

**Best Young Reader Program**

The Fiji Times – Kaila! – Design Your Own Newspaper Project

**EXECUTIVE EXCELLENCE WINNERS**

**Team Collaboration / Team Player of the Year**

News Corp Australia; Herald Sun / heraldsun.com.au / mX / Leader Community Newspapers / The Australian – Melbourne Now Campaign

**Creative Services Team of the Year**

Advertising Creative Team, APN News & Media, New Zealand

**Sales Person of the Year**

Edwina Sahhar, Fairfax Media

**Sales Team of the Year**

National Agency Sales Team, Fairfax Media

**Designer / Creative Services Professional of the Year (TIE)**

Melanie Yun, News Corp Australia

Clare Catt, News Corp Australia

**Sales Manager of the Year**

Chris Gallichio, Herald & Weekly Times / Leader Community Newspapers

**Marketing Team of the Year**

National Trade Marketing Team, Fairfax Media

**Marketer of the Year**

Johnson Goh Swee Gim – Singapore Press Holdings