



AWARD  
School

NATIONAL BRIEF WINNER

Steve  
Hannah



BRIEF:

FEEDBACK:  
Elizabeth McIntyre  
Chief Executive Officer  
Outdoor Media Association  
+ MOVE

AWARD SCHOOL

OUTDOOR / BILLBOARD



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OUTDOOR  
MEDIA  
ASSOCIATION

“One of the advantages of out of home advertising is the impact it can have for the brand instantly. This entry delivers bold communication succinctly, ensuring that the link to the product benefit is clear. Well done.”

CLASS OF 2026



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NATIONAL BRIEF WINNER

Eva  
Schmitz

AUDIO

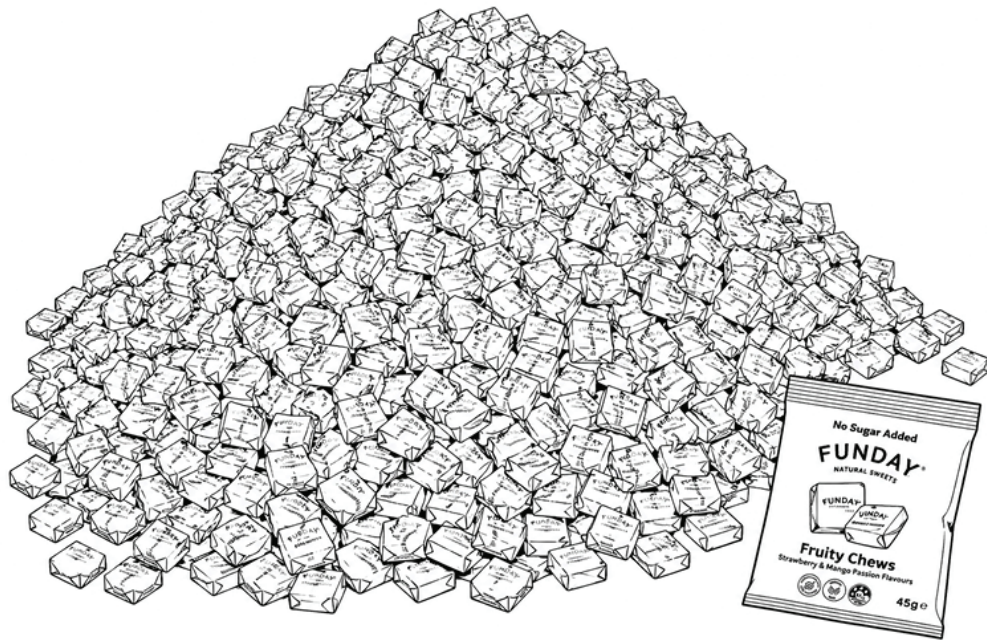
nomnom

**VO:** This is how many Funday Fruit Chews you can have without feeling guilty:

**SFX:** Nom.  
Nom nom.  
Nom nom nom nom.  
Nom nom nom nom nom nom nom nom nom nom.  
Nom nom nom nom ...

Nom nom nom nom nom nom nom nom nom nom nom  
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nom nom nom nom nom nom nom nom nom nom nom  
nom nom nom nom nom nom nom nom nom nom nom ...

(Nomming intensifies for the full 30 seconds)



BRIEF:



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FEEDBACK:  
RALPH VAN DIJK  
Founder, Eardrum,  
EarMax Media & Saliō

“Listeners will find it funny, annoying then funny again. It’ll be an absolute ear worm and a bit of a guilty pleasure in itself. It’s childish and surreal, and I tried my best not to award it. In the end I couldn’t resist. Now I can’t wait to make it.”

AWARD SCHOOL

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Tommy  
Hogan

SOCIAL MEDIA

Clutch or Ban.

**Insight**  
If Clutch Glue didn't work they'd get banned from Tiktok for nudity.

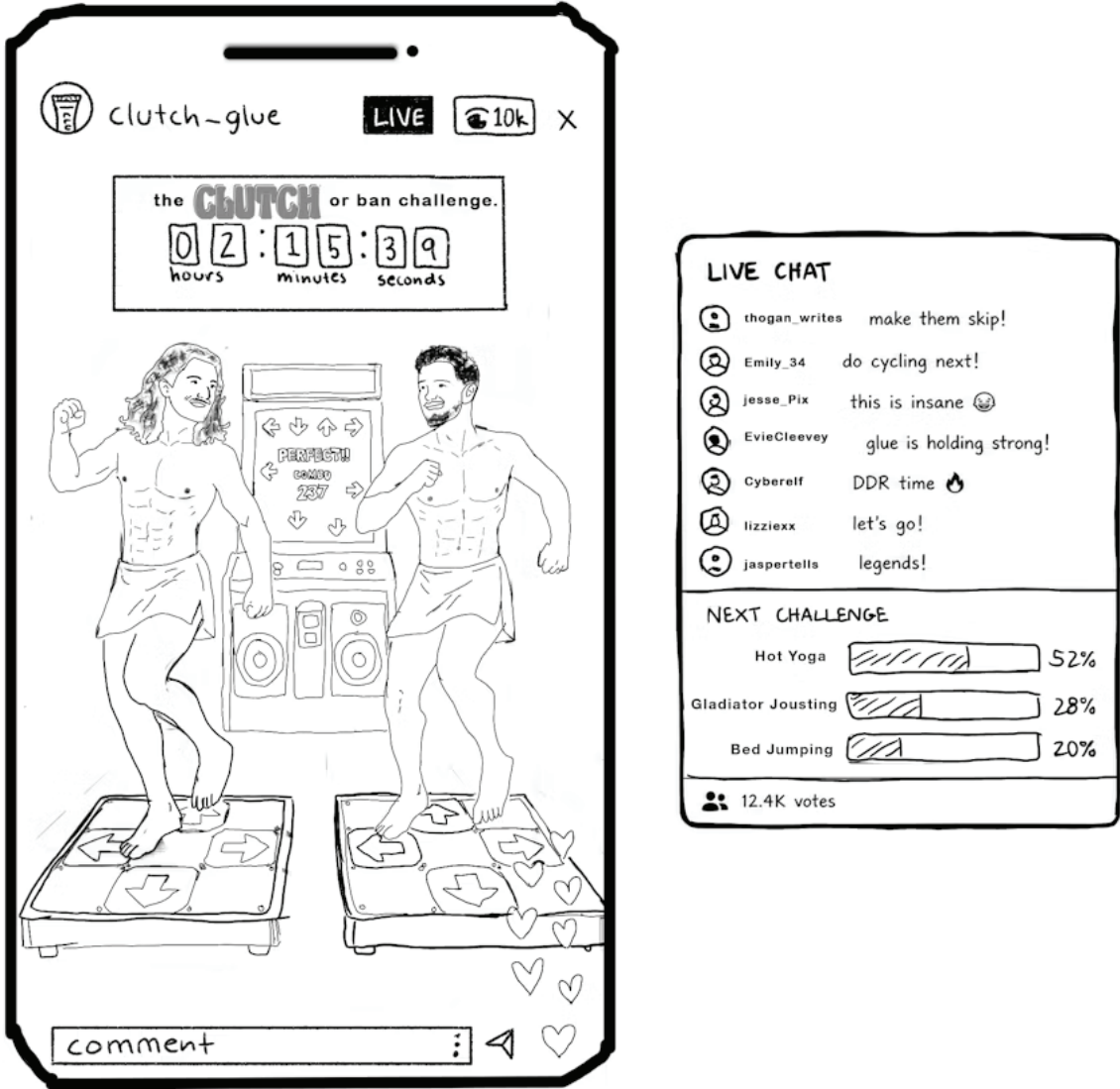
**Idea**  
An 8 hour live stream where we challenge our audience to make Clutch Glue fall off and get our Tiktok banned.

**Execution**  
We clothe Bailey Smith and Josh Daicos (Two of AFL's sexiest players) in thin fabric that's attached to their skin only with Clutch Glue.

The audience uses Tiktok's live poll features to vote on challenges like dance dance revolution, hot yoga or jumping on the bed.

By the end of the stream we will have proven the strength of Clutch Glue or get banned trying to.

Platform: Tiktok (would also work on Instagram or Facebook.)



BRIEF:

FEEDBACK:  
CATHERINE TUBB  
Creative Strategist  
Meta



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Meta

“This year’s finalists all found inventive ways to torture test the product, but the winning entry went for the jugular. It leaned into provocation and cultural relevance, choosing creators outside the obvious category and building a live moment the audience could participate in. It understood that capturing attention is only half the job on social. Holding it is the real craft.”

AWARD SCHOOL

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NATIONAL BRIEF WINNERS

Phoebe  
Lim



TEAM BRIEF

Every Netflix user is now a suspect in a murder mystery.



### THE SUSPECT PROFILES

Turning Netflix profiles into Dead Man's Party suspects.

Knives out on Netflix's "Who's watching" screen.

**FILMINK**

**INSIGHT**

Every time we open Netflix, the first thing we see is the "Who's Watching?" screen. And with up to five profiles on one account, it already has the perfect number of players for Knives Out: Dead Man's Party.

**IDEA**

We will turn Netflix's "Who's Watching?" screen into a list of murder suspects, inviting groups to solve a murder mystery together through Knives Out: Dead Man's Party.



**EXECUTION**

When users open Netflix, the familiar "Who's Watching?" screen turns everyone on the account into a lineup of murder suspects. Knives from Dead Man's Party appear on every profile, with a CTA button inviting the group to jump straight into the game and solve the murder mystery together.

Phanisa (Pim)  
Wangsuk

