



## Melbourne agencies dominate ADMA awards, Sean Cummins takes marketer of the year



By [Rosie Baker](#) | 31 October 2014

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[Sean Cummins](#), founder of Cummins&Partners was named marketer of the year at ADMA's awards, last night (30 October), while Melbourne agencies including Whybin\TBWA, Clemenger BBDO and GPY&R stole the show.

The 2014 ADMA awards were overhauled to focus on marketing, media and advertising that demonstrated "an equal measure of creativity and effectiveness".

"In the past, the [ADMA](#) Awards recognised creativity and effectiveness as separate specialisations. We awarded great creative work and effective marketing and advertising separately. However, we recognise that now and in the future, stand-out marketing and advertising will have to demonstrate both," said Jodie Sangster, ADMA CEO.

New awards based on the pillars of customer experience, content, creativity, data and technology were also added this year.

"The fact that the industry responded with such enthusiasm suggests to me that ADMA's on the right track: to have a first-class campaign, you must have both great creative solutions and effective business outcomes. Also interestingly is that so many winners came from Melbourne this year. It says something about the approach that these agencies take in delivering outstanding campaigns," she added.

Whybin\TBWA Group Melbourne took out the most awards on the night, with six trophies, five of which went to the GayTMs campaign for ANZ bank, including the Lester Wunderman Grand Prix, best Integrated Campaign, Art Direction and PR Campaign.

ANZ was also awarded the new David Ogilvy Courageous Client Award.

GPY&R won five trophies and Clemenger BBDO Melbourne won four including the new Innovation Award for the Melbourne Remote Control Tourist Campaign for Tourism Victoria.

McCann Melbourne took three trophies and Leo Burnett Melbourne won two awards.

There were no prizes handed out for copy-writing, email marketing or social media this year as the judges felt the entries had not attained the balance between creativity and effectiveness.

The full list of winners:

### **Apps**

Penny the Pirate for Luxottica/OPSM by Saatchi & Saatchi

### **Use of New Technologies**

Rip Curl Search GPS for Rip Curl by VML Australia

### **Art Direction**

GAYTMs for ANZ, by Whybin\TBWA Group Melbourne

### **UX, Interface and Navigation Design**

Commonwealth Bank Website Relaunch by VML Australia

### **Branded Content**

Phubbing for Macquarie Dictionary by McCann Melbourne

### **Most Effective Use of Content**

Melbourne Remote Control Tourist, for Tourism Victoria by Clemenger BBDO Melbourne

### **Data Analytics & Planning**

Q3 Home Loan Property Investor for Westpac, by RAPP

### **Data Strategy**

Thanks a Million for Telstra, by Lavender

### **Data Visualisation**

Working Capital 'See more inside' for Commonwealth Bank, by M&C Saatchi

### **E-commerce Website & Marketing**

Michael Hill International by Amblique

**Social Commerce**

#SPCSunday for SPC by Leo Burnett Melbourne

**PR Campaign**

GAYTMs for ANZ by Whybin\TBWA Group Melbourne

**Media Campaign**

Air Force Medical Specialist Reserve for Defence Force Recruiting by GPY&R Melbourne

**Customer Retention/Loyalty Campaign**

#SPCSunday for SPC by Leo Burnett Melbourne

**Customer Acquisition Campaign**

Air Force Medical Specialist Reserve for Defence Force Recruiting by GPY&R Melbourne

**Integrated Campaign (small budget)**

Phubbing for Macquarie Dictionary, by McCann Melbourne

**Best Integrated Campaign**

GAYTMs for ANZ by Whybin\TBWA Group Melbourne

**Not-For-Profit Campaign**

Human Walking Program for the Lost Dogs Home by GPY&R Melbourne

**Print Campaign**

Hipster Santa for Central Mall / Frasers Property and Sekisui by BMF Advertising

**Data-Driven Mail**

Penny the Pirate for Luxottica/OPSM by Saatchi & Saatchi

**Best Use of Search**

The Last Mile for Amaysim, by FirstClick Consulting

**Out-Of-Home**

Buildboard for Defence Force Recruiting by GPY&R Melbourne

**Broadcast**

Buy Ready for ANZ by Whybin\TBWA Group Melbourne

**Digital & Social Advertising**

Phubbing for Macquarie Dictionary by McCann Melbourne

**Digital, Website & Microsites**

Footify FM for NAB, by Clemenger BBDO Melbourne

### **Mobile Marketing Campaign**

Rip Curl Search GPS for Rip Curl by VML Australia

### **Ambient or Experiential**

Human Walking Program for the Lost Dogs Home, by GPY&R Melbourne

### **Innovation Award**

Columbus and Clemenger DDBO Melbourne for the Melbourne Remote Control Tourist Campaign for Tourism Victoria.

### **Customer Experience Award**

Penny the Pirate for Luxottica/OPSM by Saatchi & Saatchi

### **David Ogilvy Courageous Client Award**

GAYTMs for ANZ by Whybin\TBWA Group Melbourne

### **Lester Wunderman Grand Prix Award**

GAYTMs for ANZ by Whybin\TBWA Group Melbourne

### **Pinnacle Awards**

#### **ADMA Marketer of the Year**

Sean Cummins, Global CEO, cummins&partners

#### **The Jon Clark Award for Outstanding Contribution**

Julie Dormand, Managing Director, MercerBell

#### **ADMA Young Marketer of the Year**

Allister Hercus, Social Media Strategist, MEC

#### **ADMA Young Creative of the Year**

Brendan Graham, Copywriter and Strategist, Soap Creative