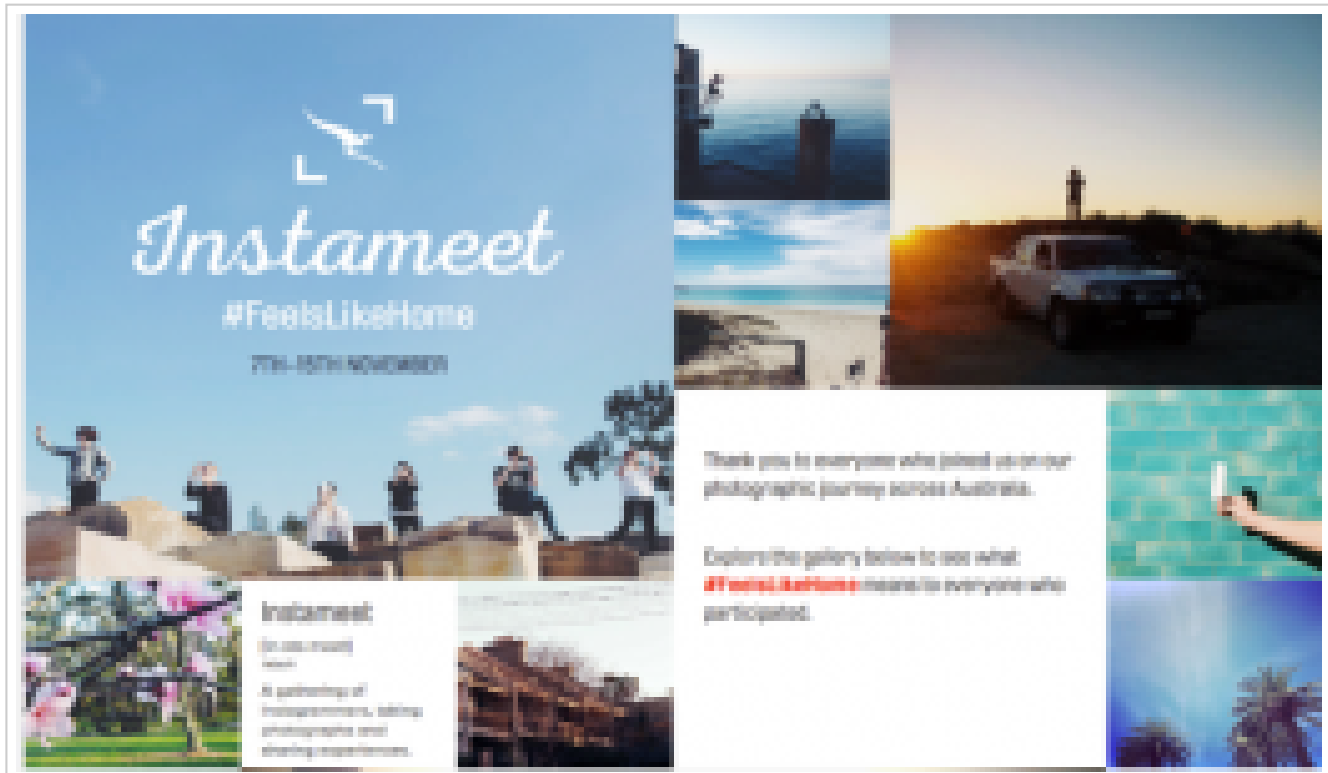


Razorfish Australia and Holler come out on top for IAB Creative Showcase Round 10.3



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Round: 10.3 **Place Awarded:** 1



SYDNEY, 11 February, 2016: Razorfish Australia has secured first place in IAB Australia's Creative Showcase Round 10.3 with its “#FeelsLikeHome” Instameet campaign for Qantas. Second place was awarded to Holler for “The Mindful Ocean” created for Blackmores.

“The Razorfish campaign is a beautiful fit for Qantas. It doesn't try too hard to be clever, instead creating an excellent platform Qantas can build on and generating what I imagine was a lot of positive brand equity,” said Lachlan Pottenger, Creative Director of First Digital, one of the Creative Showcase judges.

To celebrate 95 years of flying Australians home, Razorfish created a photographic journey spanning the 7.6 million square miles of Australia. Following Qantas domestic flight routes on a nine-day journey, participants set Instameets each day along the way, capturing “what #FeelsLikeHome” to Australians. The campaign enlisted five of Australia’s top Instagrammers to guide the journey and included professional photographers and everyday Australians. The campaign resulted in 1,700 photos shared; more than 500,000 likes and reached 5.8 million people.

Creative agency Holler stepped into interesting territory with a short meditation game demonstrating how mind and body are intrinsically linked. Created for Blackmore’s flagship retail store, “The Mindful Ocean” wellbeing check incorporates a headband that listens to the wearers’ brainwaves and measures their emotional states. The brainwaves are translated into a real-time WebGL ocean visualization, and the wearer is encouraged to control the ocean storm by calming their mind.

"Creative Showcase Round 10.3 included some very ambitious ideas that were really quite beautiful and very well executed," said Mike Zeederberg, Creative Showcase chair of judges and managing director of Zuni.

Five new Creative Showcase judges have also been announced including Jerker Fagerstrom from DT Digital, Sandor Moldan from Razorfish, Bob Forster from Clemenger Sydney, Den Tan from Digital Arts Network and Gabe Tamborini from Reactive.

The IAB Creative Showcase competition series accepts entries for work completed in the three months prior to close of judging for each round and only one campaign per agency is allowed. The winning entries are showcased at <https://www.iabaustralia.com.au/creative-awards/creative-showcase>.

Creative Showcase 10.3 Winners

First place

Creative agency: Razorfish Australia

Brand name: Qantas

Second place

Creative agency: Holler

Brand name: Blackmores

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About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

By addressing the core pillars of growth of the online advertising industry - simplified and standard online audience measurement, research, and online operational standards and guidelines, and regulatory affairs, IAB Australia leverages the skills, experience and commitment of its members to advocate the benefits of online advertising by acting as an authoritative and objective source for all online advertising issues whilst promoting industry-wide best practice.

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation.

For further information about IAB Australia please visit: www.iabaustralia.com.au

For further information please contact:

Alice Manners

CEO - IAB Australia

T: 0408 107 399

E: alice.manners@iabaaustralia.com.au



Pru Quinlan

Einsteinz Communications

T: (02) 8905 0995

E: pru@einsteinz.com.au

External URLs:

-  [Qantas Instameet](#) 
-  [Mindful Ocean](#) 

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