

WINNERS RESULTS

THE ADNEWS CHALLENGE
CORPORATE FITNESS & CHARITY EVENT 2014



CATEGORY		TEAM	COMPANY
BEST CREATIVE AGENCY TEAM	Winner	The Rum Barrels	Whybin\TBWA
	Runner Up	The Works	The Works Sydney
BEST MEDIA BUYER TEAM	Winner	Starcom All Stars	Starcom
	Runner Up	Purple Bloods	Mindshare
BEST DIGITAL AGENCY TEAM	Winner	Lavender	Lavender
	Runner Up	BWM	Belgiovane Williams Mackay
BEST MEDIA COMPANY TEAM	Winner	Yahoo 7 Champions	Yahoo 7
	Runner Up	NewsCorp Australia	NewsCorp Australia
BEST INDUSTRY SUPPLIER TEAM	Winner	Sydney Grammar B	Sydney Grammar
	Runner Up	Team Warrior Old Guys	Marinya
BEST MIXED TEAM	Winner	The Rum Barrels	Whybin\TBWA
	Runner Up	Adstream	Adstream
BEST MALE TEAM	Winner	Sydney Grammar B	Sydney Grammar
	Runner Up	Team Warrior Old Guys	Marinya
BEST FEMALE TEAM	Winner	The Underdogs	MJW
	Runner Up	No Spews Challenge	Fairfax Media
BEST MALE INDIVIDUAL	Winner	Nathan Shakespeare	News Corp
	Runner Up	Stuart McDonald	Zenith Optimedia
BEST FEMALE INDIVIDUAL	Winner	Donna Murchison	Tubemogel
	Runner Up	Victoria Cook	AdRoll
BEST TEAM OVERALL	Winner	The Rum Barrels	Whybin\TBWA
	Runner Up	Sydney Grammar B	Sydney Grammar

INDIVIDUAL RESULTS

NAME	COMPANY	GENDER	KAYAK	RUN	SWIM	OBSTACLE	NET TIME	OVERALL POS	GENDER POS
Nathan Shakespeare	News Corp	Male	0:16:37	0:26:31	0:13:56	0:06:10	1:03:11	1	1
Stuart Mcdonald	ZenithOptimedia	Male	0:17:21	0:28:32	0:17:50	0:07:32	1:11:12	2	2
Matt Bright	M&C Saatchi	Male	0:17:41	0:29:34	0:19:24	0:06:39	1:13:16	3	3
John Halpin	Ikon	Male	0:17:19	0:29:05	0:20:07	0:07:48	1:14:17	4	4
Donna Murchison	TubeMogul	Female	0:19:54	0:29:30	0:18:33	0:08:01	1:15:55	5	1
Mike Butler	Amobee	Male	0:18:07	0:31:18	0:21:37	0:06:57	1:17:56	6	5
Matthew Hunt	Amobee	Male	0:17:58	0:32:16	0:19:47	0:08:34	1:18:32	7	6
Ben Sharp	AdRoll	Male	0:18:18	0:33:09	0:19:45	0:07:50	1:18:59	8	7
Tony Kendall	Bauer Media	Male	0:20:59	0:30:25	0:20:34	0:07:57	1:19:52	9	8
Nick Ingall	AdRoll	Male	0:19:52	0:31:48	0:19:04	0:10:00	1:20:40	10	9
James Yaffa	AdNews	Male	0:17:37	0:31:56	0:21:59	0:09:18	1:20:48	11	10
Andrew Lowther	ZenithOptimedia	Male	0:20:44	0:34:25	0:18:36	0:08:23	1:22:05	12	11
Dan Flanagan	Fairfax Media	Male	0:19:35	0:32:19	0:20:44	0:09:49	1:22:24	13	12
Chris Padmore	Amobee	Male	0:19:59	0:35:44	0:21:17	0:08:03	1:25:01	14	13
Fiona Clark	Bauer Media	Female	0:19:22	0:36:35	0:20:50	0:08:51	1:25:35	15	2
Steve Golding	Fairfax Media	Male	0:20:49	0:34:21	0:22:10	0:08:28	1:25:45	16	14
Ben Mulcahy	Pink Media Group	Male	0:22:55	0:36:29	0:20:18	0:08:29	1:28:09	17	15
Anthony Rodrigues	Fairfax Media	Male	0:23:53	0:35:27	0:20:30	0:08:49	1:28:36	18	16
Rob Arnott	Mac	Male	0:20:12	0:38:13	0:22:21	0:09:28	1:30:12	19	17
Paul Wild	Mac	Male	0:24:09	0:35:26	0:26:32	0:08:27	1:34:32	20	18
Ian Perrin	Zenith Optimedia	Male	0:21:55	0:41:28	0:20:38	0:11:14	1:35:12	21	19
Victoria Cook	AdRoll	Female	0:19:51	0:50:29	0:16:54	0:10:38	1:37:50	22	3

TEAM RESULTS

THE ADNEWS CHALLENGE
CORPORATE FITNESS & CHARITY EVENT 2014



TEAM NAME	COMPANY	TEAM	CATEGORY	KAYAK	RUN	SWIM	OBSTACLE	NET TIME	OVERALL POS	CATEGORY POS
The Rum Barrels	Whybin\TBWA	Mixed Team	Creative Agency	0:17:18	0:27:04	0:11:28	0:05:50	1:01:38	1	1
Sydney Grammar B	Sydney Grammar	Male Team	Industry Supplier	0:17:10	0:26:59	0:11:54	0:05:43	1:01:43	2	1
Team Warrior - Old Guys	Marinya	Male Team	Industry Supplier	0:17:21	0:26:56	0:12:41	0:04:59	1:01:54	3	2
Sydney Grammar A	Sydney Grammar	Male Team	Industry Supplier	0:19:25	0:26:33	0:11:42	0:05:30	1:03:08	4	3
Team Warrior - Young Guys	Maple Brown Abbott	Male Team	Industry Supplier	0:21:04	0:24:25	0:12:17	0:05:56	1:03:39	5	4
Starcom All Stars	Starcom	Male Team	Media Buyer	0:16:31	0:27:32	0:13:32	0:06:16	1:03:48	6	1
Adstream	Adstream	Mixed Team	Industry Supplier	0:17:20	0:26:38	0:14:49	0:06:00	1:04:45	7	5
The Works	The Works Sydney	Mixed Team	Creative Agency	0:17:06	0:27:48	0:14:19	0:05:39	1:04:49	8	2
The Purple Bloods	Mindshare	Male Team	Media Buyer	0:18:17	0:27:20	0:13:00	0:06:29	1:05:04	9	2
Lavender	Lavender	Mixed Team	Digital Agency	0:17:36	0:29:05	0:12:10	0:07:43	1:06:31	10	1
Yahoo7 Champions	Yahoo7	Mixed Team	Media Company	0:21:00	0:25:59	0:13:34	0:06:07	1:06:37	11	1
Land&c	M&C Saatchi	Mixed Team	Creative Agency	0:20:14	0:25:44	0:13:59	0:06:57	1:06:52	12	3
News Corp Australia	News Corp Australia	Male Team	Media Company	0:17:51	0:31:09	0:12:59	0:05:59	1:07:57	13	2
TBW-Aye	Whybin/TBWA Sydney	Male Team	Creative Agency	0:19:01	0:28:10	0:14:30	0:06:26	1:08:05	14	4
The Lucky Ones	Adshel	Male Team	Industry Supplier	0:17:46	0:27:19	0:16:31	0:06:40	1:08:14	15	6
APN Outdoor Two	APN Outdoor	Mixed Team	Media Company	0:17:45	0:28:12	0:16:02	0:06:26	1:08:22	16	3
BWM	Belgiovane Williams Mackay	Male Team	Digital Agency	0:17:44	0:30:24	0:13:44	0:06:39	1:08:29	17	2
Gummie Gladiators	Gumtree Australia	Mixed Team	Industry Supplier	0:18:43	0:32:02	0:12:09	0:05:59	1:08:50	18	7
Fairfax Media	Fairfax Media	Male Team	Media Company	0:19:42	0:29:51	0:12:22	0:07:01	1:08:54	19	4
Acxiom	Acxiom	Mixed Team	Industry Supplier	0:21:30	0:27:33	0:13:14	0:07:06	1:09:22	20	8
Multi Channel Network	MCN	Mixed Team	Media Company	0:21:00	0:29:09	0:12:24	0:07:09	1:09:39	21	5
The Jigsaw Jets	Jigsaw Research	Mixed Team	Industry Supplier	0:19:45	0:28:55	0:14:21	0:07:20	1:10:19	22	9
Hoyts	Val Morgan	Mixed Team	Media Company	0:19:40	0:28:24	0:14:52	0:07:46	1:10:40	23	6
Starcom Super Stars	Starcom	Mixed Team	Media Buyer	0:22:51	0:30:32	0:11:05	0:06:22	1:10:47	24	3
Kamikaze	The Hallway	Mixed Team	Creative Agency	0:18:30	0:29:45	0:13:34	0:09:02	1:10:49	25	5
Don't Mess With The Zohan	ZenithOptimedia	Mixed Team	Media Buyer	0:18:58	0:32:10	0:13:10	0:06:33	1:10:50	26	4
Holler Team 1	Holler	Male Team	Digital Agency	0:18:03	0:28:30	0:15:32	0:08:56	1:10:58	27	3
Realestate.com.au Team 2	realestate.com.au	Male Team	Media Company	0:17:43	0:33:26	0:13:48	0:06:23	1:11:17	28	7
Orchard Marketing	Orchard Marketing	Mixed Team	Digital Agency	0:20:31	0:28:25	0:14:15	0:08:11	1:11:20	29	4
Clemenger BBDO	Clemenger BBDO	Mixed Team	Creative Agency	0:19:41	0:28:55	0:15:10	0:08:00	1:11:44	30	6
Men's Health	Men's Health	Mixed Team	Media Company	0:19:33	0:26:06	0:19:07	0:07:23	1:12:05	31	8
Jeronimo	The Hallway	Mixed Team	Creative Agency	0:20:20	0:30:54	0:13:37	0:07:27	1:12:15	32	7
Salmat 2	Salmat	Mixed Team	Media Company	0:20:32	0:32:06	0:13:22	0:07:21	1:13:18	33	9
APN Outdoor One	APN Outdoor	Mixed Team	Media Company	0:18:05	0:33:17	0:15:04	0:07:25	1:13:49	34	10
The Folk	The Folk	Mixed Team	Creative Agency	0:19:36	0:31:19	0:16:21	0:06:53	1:14:06	35	8
Hausmann Group	Hausmann Group	Mixed Team	Creative Agency	0:20:15	0:31:00	0:15:01	0:07:59	1:14:12	36	9
The Underdogs	MJW	Female Team	Creative Agency	0:20:16	0:31:27	0:15:07	0:08:01	1:14:49	37	10
One Mean Team	One Green Bean	Mixed Team	Creative Agency	0:21:13	0:30:26	0:15:11	0:08:06	1:14:54	38	11
Three Men & A Fox	Adshel	Mixed Team	Media Company	0:19:23	0:36:52	0:11:00	0:07:47	1:15:00	39	11
White Window Washing	White Window Washing	Mixed Team	Digital Agency	0:17:30	0:31:50	0:19:02	0:06:57	1:15:17	40	5
TMS Titans	TMS	Mixed Team	Media Buyer	0:19:27	0:28:50	0:14:44	0:12:34	1:15:32	41	5
Salmat 1	Salmat	Mixed Team	Media Company	0:19:45	0:31:25	0:15:52	0:08:34	1:15:33	42	12
Young Guns	Nine Enteratinment Co.	Mixed Team	Media Company	0:22:24	0:34:36	0:13:10	0:05:42	1:15:50	43	13
Realestate.com.au Team 3	realestate.com.au	Mixed Team	Media Company	0:21:38	0:32:15	0:14:06	0:08:05	1:16:02	44	14
Gummie Busters	Gumtree Australia	Mixed Team	Industry Supplier	0:21:52	0:33:52	0:15:00	0:06:21	1:17:02	45	10
The Deliverables	Lowe Profero	Male Team	Digital Agency	0:18:12	0:33:02	0:19:02	0:07:12	1:17:25	46	6
The Mighty Lifers	Fairfax Media	Mixed Team	Media Company	0:22:21	0:31:15	0:16:22	0:07:37	1:17:32	47	15
The Bearded Gummies	Gumtree Australia	Male Team	Industry Supplier	0:20:20	0:32:37	0:17:15	0:07:52	1:18:02	48	11
Big Daddy & The Long Legs	AdShel	Mixed Team	Media Company	0:18:48	0:34:52	0:17:11	0:07:15	1:18:05	49	16
Bauer Media 2	Bauer Media	Mixed Team	Media Company	0:18:41	0:29:44	0:20:08	0:09:40	1:18:11	50	17
Nospews Challenge	Fairfax Media	Female Team	Media Company	0:20:43	0:38:14	0:10:53	0:08:46	1:18:34	51	18
One Green Bean	One Green Bean	Mixed Team	Creative Agency	0:21:30	0:33:15	0:15:58	0:08:13	1:18:54	52	12
Southern Cross All Stars	Southern Cross Austereo	Mixed Team	Media Company	0:18:19	0:37:28	0:15:57	0:07:15	1:18:57	53	19
Bauer Media 5	Bauer Media	Female Team	Media Company	0:21:45	0:32:47	0:16:54	0:07:55	1:19:19	54	20
Orchard Marketing	Orchard Marketing	Mixed Team	Digital Agency	0:19:38	0:38:05	0:13:43	0:08:00	1:19:23	55	7
Bauer Media 3	Bauer Media	Mixed Team	Media Company	0:20:53	0:34:13	0:16:04	0:08:21	1:19:28	56	21
The Stallions	AdRoll	Male Team	Media Company	0:18:22	0:34:09	0:17:37	0:09:28	1:19:33	57	22
The Lost Angels	Fairfax Media	Female Team	Media Company	0:20:59	0:36:57	0:13:38	0:08:06	1:19:37	58	23
Bauer Media 1	Bauer Media	Mixed Team	Media Company	0:20:26	0:32:46	0:18:52	0:08:18	1:20:20	59	24
RadiumOne	RadiumOne	Male Team	Industry Supplier	0:21:23	0:38:08	0:13:34	0:07:25	1:20:26	60	12

TEAM RESULTS CONT.

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CORPORATE FITNESS & CHARITY EVENT 2014



TEAM NAME	COMPANY	TEAM	CATEGORY	KAYAK	RUN	SWIM	OBSTACLE	NET TIME	OVERALL POS	CATEGORY POS
Pirates	Whybin\TBWA Sydney	Mixed Team	Creative Agency	0:20:57	0:35:56	0:15:47	0:07:48	1:20:26	61	13
The Scope Creeps	Lowe Profero	Mixed Team	Digital Agency	0:18:53	0:37:31	0:14:01	0:10:13	1:20:37	62	8
Tubemogul	TubeMogul	Mixed Team	Media Company	0:18:26	0:32:54	0:22:45	0:06:41	1:20:43	63	25
Tms Super Troopers	TMS	Mixed Team	Media Buyer	0:23:45	0:30:58	0:18:02	0:08:41	1:21:24	64	6
Rocketfuel	Rocketfuel	Mixed Team	Industry Supplier	0:22:04	0:35:11	0:15:21	0:09:29	1:22:03	65	13
Holler Team 2	Holler	Mixed Team	Digital Agency	0:19:42	0:35:53	0:20:04	0:06:36	1:22:13	66	9
Holler Team 3	Holler	Mixed Team	Digital Agency	0:23:04	0:37:28	0:14:14	0:07:30	1:22:13	67	10
Fighting Mongooses	Maxus	Female Team	Media Buyer	0:25:31	0:34:11	0:17:26	0:06:07	1:23:13	68	7
Team TLC	TLC Marketing	Mixed Team	Media Company	0:23:39	0:39:22	0:12:36	0:07:45	1:23:19	69	26
Yahooligans	Yahoo7	Mixed Team	Media Company	0:19:10	0:41:21	0:15:01	0:08:08	1:23:37	70	27
Ikon	Ikon	Mixed Team	Media Buyer	0:20:18	0:40:18	0:17:13	0:06:29	1:24:16	71	8
Appnexus	App Nexus	Male Team	Industry Supplier	0:21:42	0:31:28	0:24:32	0:06:47	1:24:26	72	14
Splash & Dash	Whybin\TBWA Sydney	Mixed Team	Creative Agency	0:23:48	0:35:32	0:17:09	0:08:25	1:24:51	73	14
Bicycling Australia	Bicycling Australia	Mixed Team	Media Company	0:19:57	0:40:28	0:17:13	0:07:27	1:25:01	74	28
Chuck A Lucky Seven	Channel Seven	Mixed Team	Media Company	0:20:57	0:40:17	0:14:27	0:09:33	1:25:12	75	29
BadNews Bandits	AdNews	Female Team	Media Company	0:23:05	0:38:18	0:16:33	0:07:44	1:25:37	76	30
Paykel Media	Paykel Media	Mixed Team	Media Buyer	0:17:55	0:44:48	0:15:00	0:08:50	1:26:31	77	9
Val Morgan	Val Morgan	Mixed Team	Media Company	0:19:53	0:46:25	0:14:10	0:06:20	1:26:46	79	31
Match Media	Match Media	Mixed Team	Media Buyer	0:21:13	0:39:16	0:18:27	0:07:52	1:26:46	78	10
Harder, Better, Faster, Stronger	Pandora	Mixed Team	Media Company	0:19:24	0:40:57	0:18:48	0:07:57	1:27:03	80	32
Amobee	Amobee	Mixed Team	Media Company	0:18:19	0:43:36	0:20:09	0:06:32	1:28:34	81	33
TMS Terminators	TMS	Male Team	Media Buyer	0:29:40	0:38:13	0:13:22	0:07:31	1:28:43	82	11
Shiver Me Muscles	Whybin\TBWA Sydney	Mixed Team	Creative Agency	0:22:28	0:40:14	0:19:36	0:07:28	1:29:44	83	15
Bauer Media 6	Bauer Media	Mixed Team	Media Company	0:21:39	0:40:38	0:19:42	0:08:40	1:30:37	84	34
A-Team	Yahoo7	Female Team	Media Company	0:23:22	0:41:27	0:18:29	0:07:29	1:30:44	85	35
Orchard Marketing	Orchard Marketing	Mixed Team	Digital Agency	0:24:01	0:40:14	0:19:46	0:07:32	1:31:30	86	11

KIDS WINNERS RESULTS

AGE GROUP		NAME
UP TO 6 YEARS - BOYS	Winner	Benjamin Vetta
	Runner Up	Harvey Joice
UP TO 6 YEARS - GIRLS	Winner	Allegra Minns
	Runner Up	-
7-9 YEARS - BOYS	Winner	Toby Sawyer
	Runner Up	Alister Yaffa
7-9 YEARS - GIRLS	Winner	Sibella Hill
	Runner Up	-
10-12 YEARS - BOYS	Winner	Dougall Yaffa
	Runner Up	Will Slade
10-12 YEARS - GIRLS	Winner	Tahlia Hill
	Runner Up	Elke Arnott