



New Zealand Effie Awards

2010 RESULTS

| Best in Show (Sponsored by TVNZ) | | | |
|---|--|-----------------------------------|--------|
| Agency | Entry Title | Advertiser | Metal |
| Colenso BBDO | Whiskas: Love Your Cat | Mars New Zealand | Gold |
| Most Effective Agency of the Year (Sponsored by JobMedia) | | | |
| Agency | Entry Title | Advertiser | Metal |
| Colenso BBDO | | | |
| Most Effective Client of the Year (Sponsored by NZ Marketing & StopPress) | | | |
| Ministry of Health | | | |
| Healthy Eating Active Lifestyles (Sponsored by Ministry of Health) | | | |
| Agency | Entry Title | Advertiser | Metal |
| DDB New Zealand | My Greatest Feat - The Next Step | McDonald's NZ | Bronze |
| Charity/ Not for Profit (Sponsored by NZ Post Targeted Communications) | | | |
| Agency | Entry Title | Advertiser | Metal |
| DraftFCB | 40 Hour Famine - Raise the Stakes | World Vision | Bronze |
| Social Marketing/ Public Service (Sponsored by NZ Post Targeted Communications) | | | |
| Agency | Entry Title | Advertiser | Metal |
| DraftFCB | National Depression Initiative - The Journal | Ministry of Health | Gold |
| DraftFCB | ALAC Influencers | ALAC | Silver |
| Retail/ Etail | | | |
| Agency | Entry Title | Advertiser | Metal |
| .99 | Build a Turkey | Super Liquor | Silver |
| DraftFCB | Whitcoulls Books Initiative | Limited | Silver |
| Ogilvy New Zealand | Rebel Sport means Christmas | Briscoe Group Ltd | Silver |
| Colenso BBDO/ .99 | Vodafone Symphonia | Vodafone New Zealand | Bronze |
| Fast Moving Consumer Goods (FMCG) (Sponsored by Fairfax Media) | | | |
| Agency | Entry Title | Advertiser | Metal |
| Colenso BBDO | Rocket Man – V Pocket Rocket | Frucor Beverages New Zealand Ltd | Gold |
| Publicis Mojo NZ | MacKenzie Bread - Keep Lunch Special | Goodman Fielder New Zealand | Silver |
| Colenso BBDO | Whiskas: Love Your Cat | Mars New Zealand | Bronze |
| Consumer Durables (Sponsored by Admedia & Fastline) | | | |
| Agency | Entry Title | Advertiser | Metal |
| DraftFCB | MINI Soho - Is this your number? | BMW Group New Zealand | Gold |
| Ogilvy New Zealand | Inside Holden | Holden New Zealand | Silver |
| centralstation | Panasonic Toughbook Campaign, Panasonic NZ Ltd | Panasonic NZ Ltd | Bronze |
| Consumer Services (Sponsored by Fairfax Media) | | | |
| Agency | Entry Title | Advertiser | Metal |
| TBWA\ Tequila | 2degrees Launch | 2degrees Mobile Ltd | Gold |
| Colenso BBDO/ .99 | Vodafone Symphonia | Vodafone New Zealand | Silver |
| ColensoBBDO | Yellow Chocolate | Yellow Pages Group New Zealand | Bronze |
| Special Group | Orcon + Iggy - Together Incredible | Orcon | Bronze |
| New Product or Service Introduction (Sponsored by Benefitz) | | | |
| Agency | Entry Title | Advertiser | Metal |
| Colenso BBDO | Kapiti On A Stick | Fonterra Brands (Tip Top) Limited | Gold |
| TBWA\ Tequila | 2degrees Launch | 2degrees Mobile Ltd | Gold |
| Limited Budget: Less than \$150,000 | | | |
| Agency | Entry Title | Advertiser | Metal |
| Saatchi & Saatchi | Framing the Reality of Domestic Violence | Women's Refuge | Bronze |
| Return on Investment (Sponsored by NZ Post Targeted Communications) | | | |
| Agency | Entry Title | Advertiser | Metal |
| Affinity ID | Onecard mySpecials | Progressive Enterprises | Gold |
| Colenso BBDO | Whiskas: Love Your Cat | Mars New Zealand | Gold |
| Colenso BBDO | Rocket Man – V Pocket Rocket | Frucor Beverages New Zealand Ltd | Silver |



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| Best in Show (Sponsored by TVNZ) | | | |
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| Agency | Entry Title | Advertiser | Metal |
| Single Channel Focus Campaign (Sponsored by NZ Post Targeted Communications) | | | |
| Agency | Entry Title | Advertiser | Metal |
| DraftFCB | Whitcoulls Books Initiative | Limited | Bronze |
| Most Integrated Campaign (Sponsored by The Radio Bureau) | | | |
| Agency | Entry Title | Advertiser | Metal |
| DraftFCB | National Depression Initiative - The Journal | Ministry of Health | Gold |
| Colenso BBDO | Rocket Man – V Pocket Rocket | Frucor Beverages New Zealand Ltd | Silver |
| Ogilvy New Zealand | Inside Holden | Holden New Zealand | Silver |
| Special Group | Orcon + Iggy - Together Incredible | Orcon | Silver |
| DraftFCB | MINI Soho - Is this your number? | BMW Group New Zealand | Bronze |
| Paradigm Shift (Sponsored by Nielsen Media Research) | | | |
| Agency | Entry Title | Advertiser | Metal |
| DraftFCB | National Depression Initiative - The Journal | Ministry of Health | Silver |
| Grand EFFIE for Sustained Success (Sponsored by Fairfax Media) | | | |
| Agency | Entry Title | Advertiser | Metal |
| .99 | Repositioning a NZ retail icon | The Farmers Trading Co Ltd | Silver |
| Barnes, Catmur & Friends | From Basketcase to NZ Icon | Subaru of NZ | Silver |
| TBWA Tequila | ASB Goldstein Campaign | ASB Bank Limited | Bronze |
| Best Use of PR/ Experiential in a Marketing Campaign (Sponsored by EMANZ) | | | |
| Agency | Entry Title | Advertiser | Metal |
| Special Group / Pead PR | Orcon + Iggy - Together Incredible | Orcon | Silver |
| Colenso BBDO | Rocket Man – V Pocket Rocket | Frucor Beverages New Zealand Ltd | Bronze |

Congratulations!