



New Zealand Effie Awards 2012 RESULTS

Grand Effie (Sponsored by TVNZ)			
Agency	Entry Title	Advertiser	Metal
DDB	Steinlager - Believe	Lion Nathan	Gold
Agency of the Year sponsored by (Sponsored by Fairfax Media)			
Agency	Entry Title	Advertiser	Metal
DDB			Gold
Client of the Year (Sponsored by Nielsen)			
Agency	Entry Title	Advertiser	Metal
		2degrees Mobile	Gold
Hardest Challenge (Sponsored by Pegasus Systems)			
Agency	Entry Title	Advertiser	Metal
Clemenger BBDO	Bloody Legend	New Zealand Transport Agency	Gold
Charity/ Not for Profit			
Agency	Entry Title	Advertiser	Metal
.99	Chopper	Westpac	Silver
ColensoBBDO	Pedigree Adoption drive	Mars	Silver
Social Marketing/ Public Service			
Agency	Entry Title	Advertiser	Metal
Clemenger BBDO	Bloody Legend	New Zealand Transport Agency	Gold
DraftFCB	What's My Number?	Electricity Authority	Bronze
Retail/ Etail			
Agency	Entry Title	Advertiser	Metal
Barnes, Catmur & Friends	Pizza Roulette	Hell Pizza	Gold
Publicis Mojo Auckland	The Power Of The Suit	Hallenstein Brothers	Bronze
Fast Moving Consumer goods (FMCG) (Sponsored by Fairfax Media)			
Agency	Entry Title	Advertiser	Metal
DDB	Steinlager - Believe	Lion Nathan	Gold
ColensoBBDO	Mountain Dew Pinball Skatepark	Frucor Beverages Ltd	Silver
Consumer Durables (Sponsored by Admedia & Fastline)			
Agency	Entry Title	Advertiser	Metal
DDB	VW Amarok	Volkswagon	Silver
Consumer Services (Sponsored by NZ Herald)			
Agency	Entry Title	Advertiser	Metal
Special Group	Unitec - Change Starts Here	Unitec	Silver
DDB	Yellow Toolbox	Yellow	Bronze
Special Group	WooHoo	NZ Tax Refunds	Bronze
New Product or Service			
Agency	Entry Title	Advertiser	Metal
Barnes, Catmur & Friends	Boundary Road Brewery	Boundary Road Brewery	Gold
ColensoBBDO	The Icebar Co.	Ice Bar Co.	Silver
Z Energy	Z is for New Zealand (The Launch of Z)	Z Energy	Bronze
Limited Budget: Less than \$300,000			
Agency	Entry Title	Advertiser	Metal
justONE	The Party of the Year	Farmlands Trading Society Limited	Bronze
Most Effective Integrated Campaign (Sponsored by The Radio Bureau)			
Agency	Entry Title	Advertiser	Metal
DDB	Steinlager - Believe	Lion Nathan	Gold
Barnes, Catmur & Friends	Boundary Road Brewery	Boundary Road Brewery	Gold
DraftFCB	What's My Number?	Electricity Authority	Silver
.99	Chopper	Westpac	Bronze
Most Effective Digital/ Social Media Campaign (Sponsored by WebDrive)			
Agency	Entry Title	Advertiser	Metal
Barnes, Catmur & Friends	Boundary Road Brewery	Boundary Road Brewery	Silver
Best Strategic Thinking (Sponsored by AUT Business School)			
Agency	Entry Title	Advertiser	Metal
DDB	Steinlager - Believe	Lion Nathan	Gold
Clemenger BBDO	Bloody Legend	New Zealand Transport Agency	Gold
ColensoBBDO	Mountain Dew Pinball Skatepark	Frucor Beverages Ltd	Silver



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Most Progressive Campaign			
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ColensoBBDO	Mountain Dew Pinball Skatepark	Frucor Beverages Ltd	Silver
ColensoBBDO	DB Monteith's - Sorry about the twigs, folks	DB Monteith's	Bronze
Barnes, Catmur & Friends	Pizza Roulette	Hell Pizza	Bronze
Most Effective PR/ Experiential Campaign (Sponsored by EMANZ)			
Agency	Entry Title	Advertiser	Metal
ColensoBBDO	Mountain Dew Pinball Skatepark	Frucor Beverages Ltd	Gold
Saatchi & Saatchi	Top to Bottom	Toyota	Bronze
Sustained Success (Sponsored by Fairfax)			
Agency	Entry Title	Advertiser	Metal
TBWA Digital Arts Network	0 to 1 million in just three years	2degrees Mobile	Gold
BCG2	Grants Corner to Corner 2009 - 2012	Lion	Silver
DraftFCB	Campaign for Action on Family Violence: Influencers	Ministry of Social Development/Families	Bronze

Congratulations!