

New Zealand Effie Awards 2013

Results

SPECIAL AWARDS

Category	Agency	Advertiser	Entry Title	Metal
Grand Effie	DraftFCB New Zealand	Health Promotion Agency	The Journal: Three Years of Changing Behaviour & Saving Lives	Gold
Most Effective Client of the Year		Boundary Road Brewery		Gold
Most Effective Agency of the Year	DDB Group			Gold
Hardest Challenge	M&C Saatchi	NZ Police	Increasing the diversity of NZ Police	Gold

Category	Agency	Advertiser	Entry Title	Metal
Best Strategic Thinking	DDB Group	Lion	Here's to us	Bronze
Best Strategic Thinking	DraftFCB New Zealand	Mitre 10 (NZ) Limited	Making DIY Easy As	Bronze
Best Strategic Thinking	Barnes, Catmur and Friends	Boundary Road Brewery	The Resident	Silver
Best Strategic Thinking	Special Group and Naked/OPEN Communications and Beat Communications	Unitec	Unitec - We Make the People Who Make It	Silver
Charity/Not for Profit	Shirtcliffe and Co.	SPCA Auckland	It's raining on our cats and dogs	Bronze
Consumer Durables	Clemenger BBDO	Mitsubishi Motors NZ Ltd	Let's do it all again	Bronze
Consumer Durables	DDB Group	SKY Television	The coming of age of Father Time	Bronze
Consumer Services	DDB Group	Westpac	Gone Overboard?	Bronze
Consumer Services	Special Group and Naked/OPEN Communications and Beat Communications	Unitec	Unitec - We Make the People Who Make It	Bronze
Consumer Services	DDB Group	Sky TV	One small lick for Lloyd, one giant leap for E-billing	Silver
Consumer Services	DDB Group	Westpac	Still Flattening?	Silver
Consumer Services	DDB Group	NZ Lotteries	Too big to handle	Gold
Fast Moving Consumer Goods (FMCG)	DDB Group	Lion	Here's to us	Bronze
Fast Moving Consumer Goods (FMCG)	Saatchi & Saatchi	Coca-Cola Amatil (N.Z.)	From Love to Thirst	Bronze
Fast Moving Consumer Goods (FMCG)	Y&R New Zealand	Energizer New Zealand	Energizer Batteries: If Dai can step up, so can you	Bronze
Limited Budget: Less than \$300,000	Clemenger BBDO	New Zealand Transport Agency	Flash Driving Game	Bronze
Limited Budget: Less than \$300,000	Colenso BBDO/Proximity New Zealand	Amnesty International NZ	Trial by Timeline	Bronze
Limited Budget: Less than \$300,000	Barnes, Catmur and Friends	Boundary Road Brewery	The Resident	Silver
Limited Budget: Less than \$300,000	Clemenger BBDO	The Wellington International Ukulele Orchestra	Nothing beats a jingle	Silver
Most Effective Digital/Social Media Campaign	Clemenger BBDO	New Zealand Transport Agency	Flash Driving Game	Bronze
Most Effective Digital/Social Media Campaign	DDB Group	Volkswagen	Beetle Mania	Bronze
Most Effective Digital/Social Media Campaign	Colenso BBDO/Proximity New Zealand	Samsung New Zealand	The Smart Phone Line	Silver
Most Effective Integrated Campaign	Colenso BBDO/Proximity New Zealand	Frucor Beverages Ltd	The V Motion Project	Bronze
Most Effective Integrated Campaign	DDB Group	SKY Television	The coming of age of Father Time	Bronze
Most Effective Integrated Campaign	Special Group and Naked/OPEN Communications and Beat Communications	Unitec	Unitec - We Make the People Who Make It	Bronze
Most Effective Integrated Campaign	DraftFCB New Zealand	Mitre 10 (NZ) Limited	Making DIY Easy As	Silver
Most Effective Integrated Campaign	M&C Saatchi	NZ Police	Increasing the diversity of NZ Police	Silver
Most Effective Integrated Campaign	DDB Group	Lion	Here's to us	Bronze
Most Effective PR/Experiential Campaign	Colenso BBDO/Proximity New Zealand	Fonterra Tip Top	Feel Tip Top	Silver
Most Effective PR/Experiential Campaign	Mango (DDB Group)	Fullers GreatSights	Bay of Islands Freedom Fridays	Silver
Most Progressive Campaign	Clemenger BBDO	New Zealand Transport Agency	Flash Driving Game	Bronze
Most Progressive Campaign	Colenso BBDO/Proximity New Zealand	Frucor Beverages Ltd	The V Motion Project	Bronze
Most Progressive Campaign	Barnes, Catmur and Friends	Boundary Road Brewery	The Resident	Gold
New Product or Service	DDB Group	Volkswagen	Beetle Mania	Bronze
Retail/Etail	DraftFCB New Zealand	Mitre 10 (NZ) Limited	Making DIY Easy As	Gold
Social Marketing/Public Service	M&C Saatchi	NZ Police	Increasing the diversity of NZ Police	Gold
Sustained Success	Colenso BBDO/Proximity New Zealand	Frucor Beverages Ltd	V Brand	Gold
Sustained Success	DraftFCB New Zealand	Health Promotion Agency	The Journal: Three Years of Changing Behaviour & Saving Lives	Gold