

New Zealand Effie Awards 2014

Metal Winners

Special Awards

Category	Agency	Advertiser	Entry Title	Metal
Grand Effie	Saatchi & Saatchi and ApolloNation and SparkPHD	DB Breweries	Catch a Million - How Tui got people watching the crowds as well as the cricket	Gold
Most Effective Agency of the Year	FCB New Zealand			Gold
Most Effective Client of the Year		DB Breweries		Gold
Hardest Challenge	FCB New Zealand	Health Promotion Agency (HPA)	Say Yeah, Nah	Gold

Category	Agency	Advertiser	Entry Title	Metal
Best Strategic Thinking	Clemenger BBDO	New Zealand Transport Agency	Mistakes	Gold
Best Strategic Thinking	FCB New Zealand	Health Promotion Agency (HPA)	Say Yeah, Nah	Gold
Best Strategic Thinking	Saatchi & Saatchi	New Zealand Defence Force	NZDF Officer Recruitment: a fast-track to success	Silver
Best Strategic Thinking	Barnes, Catmur & Friends	Hell Pizza	Rabbit Pizza Billboard	Bronze
Best Strategic Thinking	Saatchi & Saatchi	ASB Bank Ltd	ASB's Like Loan: Using social strategy to create a world first home loan offer	Bronze
Best Strategic Thinking	Colenso BBDO/Proximity New Zealand	MARS	Share For Dogs	Bronze
Best Strategic Thinking	Y&R NZ	Danone Nutricia - Karicare Toddler	Karicare - Made With Love In	Bronze
Charity/Not for Profit	.99	Leukaemia and Blood Cancer NZ	Shave For A Cure	Silver
Charity/Not for Profit	DDB	Paw Justice	A World without Animals	Bronze
Charity/Not for Profit	Colenso BBDO/Proximity New Zealand	MARS	Share For Dogs	Bronze
Consumer Durables	Ogilvy & Mather NZ	Holden New Zealand	Holden Barina	Bronze
Consumer Durables	FCB New Zealand	Sony New Zealand Ltd	Message in a bottle	Bronze
Consumer Services	Saatchi & Saatchi	ASB Bank Ltd	ASB's Like Loan: Using the power of many to create New Zealand's lowest home loan rate	Bronze
Consumer Services	Special Group Ltd	AA Insurance	AA Insurance - Who has keys to your house?	Bronze
Consumer Services	Whybin\TBWA	ANZ	Debt Consolidation	Bronze
Fast Moving Consumer Goods (FMCG)	Saatchi & Saatchi and ApolloNation and SparkPHD	DB Breweries	Catch a Million - How Tui got people watching the crowds as well as the cricket	Gold
Fast Moving Consumer Goods (FMCG)	Colenso BBDO/Proximity New Zealand	George Weston Foods	Are You a Burgen Virgin	Bronze
Fast Moving Consumer Goods (FMCG)	Y&R NZ	Danone Nutricia - Karicare Toddler	Karicare - Made With Love In	Bronze
Limited Budget: Less than \$300,000	Barnes, Catmur & Friends	Hell Pizza	Rabbit Pizza Billboard	Gold
Limited Budget: Less than \$300,000	FCB New Zealand	Noel Leeming Group	People's Story	Silver
Limited Budget: Less than \$300,000	.99	Leukaemia & Blood Cancer New Zealand (LBC)	Shave For A Cure	Bronze
Limited Budget: Less than \$300,000	Whybin\TBWA	ANZ	Debt Consolidation	Bronze
Most Effective Digital/Social Media Campaign	FCB New Zealand	Statistics New Zealand	Engaging disenfranchised youth in the 2013 Census	Silver
Most Effective Digital/Social Media Campaign	Saatchi & Saatchi	ASB Bank Ltd	ASB's Like Loan: One of the world's most innovative social media ideas	Silver
Most Effective Digital/Social Media Campaign	DDB	Paw Justice	A World without Animals	Bronze
Most Effective Digital/Social Media Campaign	Touchcast and OMD and Clemenger BBDO	Education New Zealand	Odds On NZ	Bronze
Most Effective Digital/Social Media Campaign	Ogilvy & Mather NZ	Holden New Zealand	Holden Shortland Street	Bronze
Most Effective Integrated Campaign	FCB New Zealand	Health Promotion Agency (HPA)	Say Yeah, Nah	Silver
Most Effective Integrated Campaign	Y&R NZ	Danone Nutricia - Karicare Toddler	Karicare - Made With Love In	Silver
Most Effective Integrated Campaign	.99	Foodstuffs (New Zealand) Limited	New World Little Shop	Bronze
Most Effective PR/Experiential Campaign	DDB	SKY Television	Bring Down The King	Gold
Most Effective PR/Experiential Campaign	Saatchi & Saatchi and ApolloNation and SparkPHD	DB Breweries	Catch a Million - How Tui got people watching the crowds as well as the cricket	Gold
Most Effective PR/Experiential Campaign	Colenso BBDO/Proximity New Zealand	Burger King	Motel Burger King	Silver
Most Effective PR/Experiential Campaign	Barnes, Catmur & Friends	Hell Pizza	Rabbit Pizza Billboard	Bronze
Most Effective PR/Experiential Campaign	FCB New Zealand	Sony New Zealand Ltd	Message in a bottle	Bronze
Most Progressive Campaign	Colenso BBDO/Proximity New Zealand	Burger King	Motel Burger King	Silver
Most Progressive Campaign	DDB	SKY Television	Bring Down The King	Silver
Most Progressive Campaign	FCB New Zealand	Sony New Zealand Ltd	Message in a bottle	Bronze
Most Progressive Campaign	Colenso BBDO/Proximity New Zealand	MARS	Share For Dogs	Bronze
New Product or Service	FCB New Zealand	Sony New Zealand Ltd	Message in a bottle	Bronze
New Product or Service	Barnes, Catmur & Friends	Hell Pizza	Rabbit Pizza Billboard	Bronze
Retail/etail	.99	Foodstuffs (New Zealand) Limited	New World Little Shop	Silver
Retail/etail	DDB	The Warehouse Group	Bringing Back The Doubters	Bronze
Retail/etail	FCB New Zealand	Noel Leeming Group	People's Story	Bronze
Social Marketing/Public Service	Clemenger BBDO	New Zealand Transport Agency	Mistakes	Silver
Social Marketing/Public Service	Saatchi & Saatchi	New Zealand Defence Force	Getting to the answer faster: how the use of Choice Modelling helped the NZDF recruit top Officer talent	Silver
Social Marketing/Public Service	FCB New Zealand	Health Promotion Agency (HPA)	Say Yeah, Nah	Bronze
Social Marketing/Public Service	FCB New Zealand	Maritime New Zealand	Partners in Safety: Saving lives like they did in the 80's	Bronze
Social Marketing/Public Service	FCB New Zealand	Statistics New Zealand	Engaging disenfranchised youth in the 2013 Census	Bronze
Sustained Success	FCB New Zealand	Electricity Authority	Getting New Zealand's Number	Silver
Sustained Success	Ogilvy & Mather NZ	Energy Efficiency Conservation Authority (EECA)	The Energy Spot	Bronze
Sustained Success	DDB	STIHL New Zealand	You'll Only Need One	Bronze