



2016 NEW ZEALAND EFFIE AWARDS IN ASSOCIATION WITH TVNZ METAL WINNERS

Congratulations!

ADVERTISER	AGENCY	ENTRY TITLE	METAL
Charity/Not for Profit - Sponsored by Soar Print			
The Heart Foundation	Barnes, Catmur & Friends Dentsu	Heart Attack Act	GOLD
Amnesty International	Colenso BBDO, Porter Novelli and AdBlocker	Amnesty International Unblocker	BRONZE
Westpac NZ	DDB New Zealand and Track NZ	The People's Chopper	FINALIST
ASB	Saatchi & Saatchi	The little ambulance that wanted to be a big one	FINALIST
Social Marketing/Public Service			
Maritime New Zealand	FCB New Zealand	Virtual Coastguard	SILVER
The The New Zealand Fire Service	FCB New Zealand	A Burning Issue	SILVER
Safekids Aotearoa	bcg2, Mediacom & Impact PR	Check for me before you turn the key	BRONZE
Auckland Transport	J. Walter Thompson	Everybody loves a happy ending	BRONZE
Flag Consideration Panel	Clemenger BBDO	Flag Consideration Project	FINALIST
Retail/Etail - Sponsored by The Radio Bureau			
Ziera	.99 and PHD	Fashion as it Should Be	GOLD
Burger King	Colenso BBDO and Y&R Media	Backyard Burger King	SILVER
Air New Zealand	FCB New Zealand	Dawn Deals	BRONZE
The Warehouse Ltd	DDB New Zealand	Made By Me	FINALIST
Business to Business (B2B)			
Bank of New Zealand (BNZ)	Colenso BBDO	Asset Finance	FINALIST
Fuji Xerox New Zealand	Republik New Zealand	A Golden Opportunity	FINALIST
Fast Moving Consumer Goods (FMCG)			
DB Breweries	Colenso BBDO, PHD & Spark PR and Activate	Brewtroleum	BRONZE
Lion New Zealand	DDB New Zealand, ZenithOptimedia & the PR Shop	We Will	BRONZE
MARS	Colenso BBDO	A Dog's Story	FINALIST
Fonterra Brands NZ, Tip Top	Colenso BBDO	Jelly Tip July	FINALIST
Fonterra Brands NZ, Anchor	Colenso BBDO	Anchor Uno Pouches	FINALIST
Frucor Beverages Ltd	OMD New Zealand	Jono V Ben	FINALIST
Endeavour Consumer Health Ltd - Red Seal	Sugar & Partners	Red Seal Hot & Cold Fruit Tea Launch	FINALIST
Consumer Durables			
Samsung New Zealand	Colenso BBDO and Starcom	Samsung Now You Can	SILVER
Subaru of New Zealand	Barnes, Catmur & Friends Dentsu	The Power of Focus: How Subaru Turned Disaster Into Success	FINALIST
Holden	Special Group	Spark Something New	FINALIST
Daikin NZ	Sugar & Partners	Creating clear air for Daikin	FINALIST
Consumer Services			
ANZ	TBWA Auckland, PHD and ElevenPR	Fortune favours the brave	SILVER
Latitude Financial Services	FutureBrand	How to keep the phones ringing when you lose your brand.	BRONZE
Nova Energy	Clemenger BBDO	Nova Energy	FINALIST
Bank of New Zealand	Colenso BBDO	Shred 2	FINALIST
IAG New Zealand Ltd	Colenso BBDO	AMI Young Drivers	FINALIST
Lotto NZ	DDB New Zealand	Imagine	FINALIST
Mercury Energy	FCB New Zealand	Good Energy Goodies	FINALIST
Air New Zealand	True & FCB New Zealand	Air New Zealand and the Department of Conservation: Turning a sponsorship into campaign to inspire New Zealanders to explore their own backyard	FINALIST
Air New Zealand	True	Where to Next: A brand platform designed to bring Air NZ 'home'	FINALIST
New Product or Service			
Electric Kiwi	Saatchi & Saatchi and ZenithOptimedia	Bring the Kiwi back to New Zealand Power	SILVER
Samsung New Zealand	Colenso BBDO and Starcom	Samsung Now You Can	BRONZE
Fonterra Brands NZ, Anchor	Colenso BBDO	Anchor Uno Pouches	FINALIST
SKY Television NZ	DDB New Zealand	SKY On-Demand	FINALIST
Sony New Zealand	FCB New Zealand	Sony Defy	FINALIST
Unilever	PHD	Toni & Guy Best of British	FINALIST
Limited Budget: less than \$300,000			
The Heart Foundation	Barnes, Catmur & Friends Dentsu	Heart Attack Act	GOLD
Amnesty International	Colenso BBDO, Porter Novelli and AdBlocker	Amnesty International Unblocker	SILVER
NZ Police	Ogilvy & Mather	Do you care enough to be a cop?	SILVER
ANZ	TBWA Auckland, PHD and ElevenPR	Fortune Favours The Brave	BRONZE
MARS	Colenso BBDO	A Dog's Story	FINALIST
Bank of New Zealand	Colenso BBDO	Asset Finance	FINALIST
Westpac NZ	DDB New Zealand and Track NZ	The People's Chopper	FINALIST
Paper Plus Group	FCB New Zealand	Creating a different conversation around Father's Day	FINALIST
Auckland Transport	J. Walter Thompson	Everybody loves a happy ending	FINALIST
Powershop	Special Group	Power You Can Love	FINALIST
Holden	Special Group	Spark Something New	FINALIST



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ADVERTISER	AGENCY	ENTRY TITLE	METAL
Most Effective Integrated Campaign			
Maritime New Zealand	FCB New Zealand	Completing the journey to the water	SILVER
The New Zealand Fire Service	FCB New Zealand	A Burning Issue	SILVER
DB Breweries	Colenso BBDO, PHD & Spark PR and Activate	Brewtroleum	BRONZE
Bank of New Zealand	Colenso BBDO	Shred 2	FINALIST
SKY Television NZ	DDB New Zealand	SKY On-Demand	FINALIST
Lion New Zealand	DDB New Zealand, ZenithOptimedia & the PR Shop	We Will	FINALIST
Fruco Beverages Ltd	OMD New Zealand	Jono V Ben	FINALIST
2degrees	Special Group	Play the Quiz	FINALIST
Air New Zealand	True	Crazy About Rugby - Turning owned channels into a global demonstration of support for the All Blacks	FINALIST
Air New Zealand	True & FCB New Zealand	Air New Zealand and the Department of Conservation: Turning a sponsorship into campaign to inspire New Zealanders to explore their	FINALIST
Vodafone	True & MediaWorks	Turning the Vodafone Music Awards from a traditional sponsorship event into a live media platform	FINALIST
Most Effective Social Campaign			
Westpac NZ	DDB New Zealand and Track NZ	The People's Chopper	SILVER
Vodafone	True & MediaWorks	Turning the Vodafone Music Awards from a traditional sponsorship event into a live media platform	BRONZE
Most Effective Use of Digital Technology - Sponsored by NZME			
Amnesty International	Colenso BBDO, Porter Novelli and AdBlocker	Amnesty International Unblocker	SILVER
Maritime New Zealand	FCB New Zealand	Virtual Coastguard	SILVER
Air New Zealand	FCB New Zealand	Dawn Deals	FINALIST
Loyalty NZ	MBM	Preaching to the not yet converted	FINALIST
2degrees	Special Group	Play the Quiz	FINALIST
Most Effective Use of Data			
Loyalty NZ	MBM	Preaching to the not yet converted	FINALIST
Most Effective PR/Experiential Campaign			
NZ Police	Ogilvy & Mather	Do you care enough to be a cop?	GOLD
DB Breweries	Colenso BBDO, PHD & Spark PR and Activate	Brewtroleum	GOLD
Safekids Aotearoa	bcg2, Mediacom & Impact PR	Check for me before you turn the key	SILVER
Burger King	Colenso BBDO and Y&R Media	Backyard Burger King	BRONZE
The Yummy Fruit Company	Colenso BBDO and BBDO Flare	The World's Loudest Apple	BRONZE
Paper Plus Group	FCB New Zealand	Creating a different conversation around Father's Day	FINALIST
Ministry of Social Development	FCB New Zealand	Paradise Hill	FINALIST
Powershop	Special Group	Power You Can Love	FINALIST
Air New Zealand	True	Pranking the nation with a lolly that tasted like Rugby	FINALIST
Vodafone	True & MediaWorks	Turning the Vodafone Music Awards from a traditional sponsorship event into a live media platform	FINALIST
Best Strategic Thinking - Sponsored by Nielsen			
The Heart Foundation	Barnes, Catmur & Friends Dentsu	Heart Attack Act	GOLD
DB Breweries	Colenso BBDO, PHD & Spark PR and Activate	Brewtroleum	SILVER
Safekids Aotearoa	bcg2, Mediacom & Impact PR	Check for me before you turn the key	BRONZE
Subaru of New Zealand	Barnes, Catmur & Friends Dentsu	The Power of Focus: How Subaru Turned Disaster Into Success	FINALIST
Burger King	Colenso BBDO and Y&R Media	Backyard Burger King	FINALIST
IAG New Zealand Ltd	Colenso BBDO	AMI Young Drivers	FINALIST
Foodstuffs	Colenso BBDO	Little Kitchen	FINALIST
Amnesty International	Colenso BBDO, Porter Novelli and AdBlocker	Amnesty International Unblocker	FINALIST
Lion New Zealand	DDB New Zealand, ZenithOptimedia & the PR Shop	We Will	FINALIST
Lotto NZ	DDB New Zealand	Imagine	FINALIST
Mercury Energy	FCB New Zealand	Good Energy Goodies	FINALIST
NZ Police	Ogilvy & Mather	Do you care enough to be a cop?	FINALIST
Vodafone	True & MediaWorks	Turning the Vodafone Music Awards from a traditional sponsorship event into a live media platform	FINALIST
Most Progressive Campaign			
DB Breweries	Colenso BBDO, PHD & Spark PR and Activate	Brewtroleum	GOLD
Maritime New Zealand	FCB New Zealand	Virtual Coastguard	SILVER
Amnesty International	Colenso BBDO, Porter Novelli and AdBlocker	Amnesty International Unblocker	BRONZE
Auckland Transport	J. Walter Thompson	Everybody loves a happy ending	FINALIST
ASB	Saatchi & Saatchi and Carat	Helping along the home buying journey	FINALIST
ASB	Saatchi & Saatchi	The little ambulance that wanted to be a big one	FINALIST
Sustained Success			
Health Promotion Agency	FCB New Zealand	From ads to action: The Sustained Success of 'Say Yeah Nah'	SILVER
Noel Leeming	FCB New Zealand	The Sustained Success of Real Shopper Advocate Stories	FINALIST



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ADVERTISER	AGENCY	ENTRY TITLE	METAL
Individual Marketer of the Year			
Jodi Williams		Air New Zealand	
Hardest Challenge			
NZ Police	Ogilvy & Mather	Do you care enough to be a cop?	
Most Effective Client of the Year - Sponsored by NZME			
DB Breweries			
Most Effective Agency of the Year - Sponsored by Facebook			
Colenso BBDO			
Highly Commended for Grand Effie			
The Heart Foundation	Barnes, Catmur & Friends Dentsu	Heart Attack Act	
GRAND EFFIE - Sponsored by TVNZ			
DB Breweries	Colenso BBDO, PHD & Spark PR and Activa	Brewtroleum	

