



Commercial
Communications
Council



The 2017 EFFIE AWARDS IN ASSOCIATION WITH TVNZ

Congratulations to the finalists!

ADVERTISER	AGENCY	ENTRY TITLE
Charity/Not for Profit		
Lotto	DDB	Love from Lotto
Testicular Cancer New Zealand	FCB New Zealand	Go Balls Out
Social Marketing/Public Service		
Auckland Council	DDB	Show your love for Auckland
Fire and Emergency New Zealand	FCB New Zealand	Escape My House
Fire and Emergency New Zealand	FCB New Zealand	Made From Remains
Water Safety New Zealand	FCB New Zealand	Swim Reaper
Retail/Etail - Sponsored by The Radio Bureau		
McDonalds	DDB	Maccas - The home of Angus
Flight Centre New Zealand Ltd	FCB Media	Gifts That Go Places
Air New Zealand	FCB New Zealand, True	Great Mates
Air New Zealand	True Limited	Grabaseat: The evolution from a cheeky upstart to having a finger on the pulse of culture
Trade Me	DDB	Life Lives Here
Business to Business (B2B)		
Fonterra Co-Operative Group Ltd	Colenso BBDO	#4.31AM: Proving a turnaround was possible
Fast Moving Consumer Goods (FMCG) - Sponsored by Soar Print		
Mars NZ	Colenso BBDO	Child Replacement Programme
DB Breweries	Colenso BBDO	Beer Bottle Sand
Lion	DDB	The other side of Steinlager
Nestle Purina Petcare	MediaCom	See the Difference
Lion Breweries	Shine Limited	Mac's Here's to Interesting
Jed's Coffee Company	Special Group	Jed's Coffee - Find Your Number
Lion	Special Group	Pure Potential
Consumer Durables		
European Motor Distributors	FCB New Zealand	Tiguan
Amplifon Bay Audiology	Saatchi & Saatchi	The Emotional Hearing Test
Consumer Services		
Contact Energy	Bob's Your Uncle Ltd	It's a No Brainer
Heart of the City	Colenso BBDO	Lovebites
Bank of New Zealand	Colenso BBDO	Home Turf
IAG	Colenso BBDO	Renters with Renters Insurance
Spark New Zealand	Colenso BBDO	The Great Connection
AAI	DDB	Keep it together, Keep it simple.
Mercury	FCB New Zealand	Brand Relaunch
ASB	Saatchi & Saatchi	Clever Kash
Chorus	Saatchi & Saatchi	Chorus Better Is Here
2degrees	Special Group	Data Hunt
New Zealand Rugby	Sugar & Partners	#SUPERBANGBANG
New Product or Service		
IAG	Colenso BBDO	Renters with Renters Insurance
Lion	DDB	The other side of Steinlager
Vodafone New Zealand Ltd	FCB New Zealand	My Flex Prepay
Limited Budget: less than \$100,000 - Sponsored by The Radio Bureau		
Testicular Cancer New Zealand Ltd	FCB New Zealand	Go Balls Out
Flight Centre New Zealand	FCB Media	Gifts That Go Places



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ADVERTISER	AGENCY	ENTRY TITLE
Most Effective Integrated Campaign		
Fonterra Co-Operative Group Ltd	Colenso BBDO	Changing 1,200,000 New Zealanders' minds about Fonterra
Fonterra Co-Operative Group Ltd	Colenso BBDO	Rethinking Olympics: Dairy & its quest for potential
Mars NZ	Colenso BBDO	Child Replacement Programme
DB Breweries	Colenso BBDO	Beer Bottle Sand
Lion	DDB	The other side of Steinlager
Fire and Emergency New Zealand	FCB New Zealand	Escape My House
Mercury	FCB New Zealand	Brand Relaunch
Amplifon Bay Audiology	Saatchi & Saatchi	The Emotional Hearing Test
Lion	Special Group	Pure Potential
2degrees	Special Group	Data Hunt
Most Effective Social Campaign		
Mars NZ	Colenso BBDO	The great Crispy Mint M&M invasion
Testicular Cancer New Zealand	FCB New Zealand	Go Balls Out
Water Safety New Zealand	FCB New Zealand	Swim Reaper
Most Effective Use of Digital Technology - Sponsored by NZME		
Fire and Emergency New Zealand	FCB New Zealand	Escape My House
European Motor Distributors	FCB New Zealand	Tiguan
ASB	Saatchi & Saatchi	Clever Kash
2degrees	Special Group	Data Hunt
Most Effective Use of Data - Sponsored by Adshel		
European Motor Distributors	FCB New Zealand	Tiguan
Flight Centre New Zealand Ltd	FCB Media	Gifts That Go Places
Countdown Supermarkets	Mindshare	Mobilising a Country: The Relaunch of Onecard
Most Effective PR/Experiential Campaign		
Bank of New Zealand	Colenso BBDO	Home Turf
DB Breweries	Colenso BBDO	Beer Bottle Sand
Fire and Emergency New Zealand	FCB New Zealand	Made From Remains
2degrees	Special Group	Data Hunt
Fonterra Co-Operative Group Ltd	Colenso BBDO	#4.31AM: Proving a turnaround was possible
Air New Zealand	True Limited	Turning 10 years of Grabaseat into one record breaking day
Best Strategic Thinking - Sponsored by Nielsen		
IAG	Colenso BBDO	Renters with Renters Insurance
Mars NZ	Colenso BBDO	Child Replacement Programme
DB Breweries	Colenso BBDO	Beer Bottle Sand
Fonterra Co-Operative Group Ltd	Colenso BBDO	Changing 1,200,000 New Zealanders' minds about Fonterra
Trade Me	DDB	Life Lives Here
Westpac	TRACK	The First 100 Days
Lotto	DDB	Love from Lotto
Lion	DDB	The other side of Steinlager
Mercury	FCB New Zealand	Brand Relaunch
Fire and Emergency New Zealand	FCB New Zealand	Escape My House
Amplifon Bay Audiology	Saatchi & Saatchi	The Emotional Hearing Test
2degrees	Special Group	Data Hunt
Lion	Special Group	Pure Potential
Most Progressive Campaign - Sponsored by Adshel		
Fonterra Co-Operative Group Ltd	Colenso BBDO	Changing 1,200,000 New Zealanders' minds about Fonterra
IAG	Colenso BBDO	Renters with Renters Insurance
DB Breweries	Colenso BBDO	Beer Bottle Sand
Lion	DDB	The other side of Steinlager
Fire and Emergency New Zealand	FCB New Zealand	Escape My House
Flight Centre New Zealand Ltd	FCB Media	Gifts That Go Places
Amplifon Bay Audiology	Saatchi & Saatchi	The Emotional Hearing Test
2degrees	Special Group	Data Hunt
Sustained Success - Sponsored by Bauer Media		
Inland Revenue	FCB New Zealand	Finding the Unfindable
Maritime New Zealand	FCB New Zealand	Nudging Towards a New Normal
Foodstuffs NZ Ltd	Colenso BBDO, .99, justONE	A very big Little success story
Speights	DDB	The We Will Trilogy

