

Agency	Advertiser	Entry Title
Social Marketing / Public Service		
Brand Spanking	BCITO	Not Your Average.....Shed
FCB Media	NZ Fire Service	Made From Remains
MediaCom	SafeKids NZ	Check me before you turn the key
Retail/Etail		
Dynamo	Wendco Ltd. (Wendy's NZ)	Ghost Pepper; taking heat to the next level
FCB Media	Flight Centre	Gifts That Go Places
FCB Media	Mitre 10	Weather Mate
MediaCom	KFC	Bucketheads sells Bucketloads of Chicken
PHD New Zealand	Lotto NZ	Attribution Modelling our Always On
PHD New Zealand	Lotto NZ	Unpicking Wednesdays
Fast Moving Consumer Goods (FMCG)		
MBM	J.H Whittaker & Sons Ltd	The K Bar Experience
MediaCom	Fonterra Brands NZ	Dad, No Matter Where You Are, You've Got This
MediaCom	Fonterra Brands NZ	Make It Mammoth
Mindshare	Countdown Supermarkets	Relaunching Onecard
OMD NZ	Frucor Beverages NZ Limited	Reinvigorating the category leader
PHD New Zealand	DB Breweries	Tiger beer - Uncaging the West
Zenith	Lion	Welcome to the Other Side
Consumer Durables		
Carat and Special Group	Holden NZ	Holden Spark Sessions
FCB Media	Volkswagen	The Many Faces of Tiguan
Starcom	Lexus New Zealand	Test Driving RX Innovation
Vizeum	Huawei	Huawei P9 Launch
Consumer Services		
Carat and Saatchi & Saatchi	ASB Bank	Creating Love for a Yellow Elephant
Dynamo	Latitude Financial Services	Gem Shines Through
Dynamo	Spark NZ	Managing Demand to Meet Expectations
MediaCom	Bank of New Zealand (BNZ)	How old will you be when you're mortgage free?
MediaCom	Maori Television	Lover Boy or Lavalava Boys?
OMD NZ	Air New Zealand	The Digital Traveller
OMD NZ	Roadshow Film Distributors (NZ) Limited	A Taste of The Hateful Eight
PHD New Zealand	AMI	Renters with Renters Insurance
PHD New Zealand	ANZ Bank	Fortune Favours the Brave
Charity		
Barnes, Catmur & Friends Dentsu	The New Zealand Heart Foundation	Heart Foundation's Time Attack
Starcom & DDB	Westpac	The People's Chopper
Best Small Budget (up to \$100k per annum)		
Dynamo	Spark NZ	Managing Demand to Meet Expectations
FCB Media	Flight Centre	Gifts That Go Places
Ikon Communications	Coca-Cola Oceania	Innovative Ways to Safer Roads
MBM	Fisher & Paykel	Bringing together the best in NZ Design
MediaCom	Maori Television	Lover Boy or Lavalava Boys?
Ogilvy & Mather New Zealand	Corrections New Zealand	UK Correction Officer Recruitment
Starcom	Mars New Zealand	Canine Cleaning
Best Use of Event/Activation/Sponsorship		
MBM	J.H Whittaker & Sons Ltd	The K Bar Experience
MediaCom	KFC	Bucketheads sells Bucketloads of Chicken
OMD NZ	Roadshow Film Distributors (NZ) Limited	A Taste of The Hateful Eight
Republik	Unitec New Zealand	Unitec Teaches the Tertiary Sector a Lesson
Sherson Willis	Spark	#Roboqueue

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Best Use of Content		
Ikon Communications	Xero	Life Over Business
MediaCom	Fonterra Brands NZ	Dad, No Matter Where You Are, You've Got This
Ogilvy & Mather New Zealand	New Zealand Police	Do you care enough to be a cop?
PHD New Zealand	ANZ Bank	Fortune Favours the Brave
Starcom	TVNZ	The Living Moment
Zenith	Lion	Welcome to the Other Side
Best Use of Technology		
FCB Media	Mitre 10	Weather Mate
Ikon Communications	Coca-Cola Oceania	Innovative Ways to Safer Roads
MBM	Loyalty NZ	Fly Buys - a festive first
OMD NZ	Air New Zealand	The Digital Traveller
Best Use of Mobile		
Dynamo	Spark NZ	Managing Demand to Meet Expectations
Best Use of Data		
Dynamo	Spark NZ	Managing Demand to Meet Expectations
FCB Media	Flight Centre	Gifts That Go Places
FCB Media	Mitre 10	Weather Mate
MBM	Slingshot	Stronger Together - how we turned sibling rivalry into terrific teamwork for Vocus Group
OMD NZ	Air New Zealand	The Digital Traveller
PHD New Zealand	Lotto NZ	Attribution Modelling our Always On
Best Use of Video		
FCB Media	Volkswagen	The Many Faces of Tiguan
MBM	Loyalty NZ	Fly Buys - a festive first
Starcom	TVNZ	The Living Moment
Zenith	Lion	Welcome to the Other Side
Best Use of Social		
Ogilvy & Mather new Zealand	New Zealand Police	Do you care enough to be a cop?
Zenith	Lion	Smirnoff Selfie
Best Creative Media Idea		
Empower at Dentsu Aegis Network	Microsoft	Bring Your Dream to the Surface
FCB Media	Mitre 10	Weather Mate
FCB Media	NZ Fire Service	Made From Remains
Ikon Communications	Coca-Cola Oceania	Innovative Ways to Safer Roads
MediaCom	Fonterra Brands NZ	Dad, No Matter Where You Are, You've Got This
MediaCom	SafeKids NZ	Check me before you turn the key
OMD NZ	Roadshow Film Distributors (NZ) Limited	A Taste of The Hateful Eight
Best Use of Insight		
Carat and Saatchi & Saatchi	ASB Bank	Creating Love for a Yellow Elephant
Carat	ASB Bank	Guidance for Every Home Buyers Needs
FCB Media	Volkswagen	The Many Faces of Tiguan
MediaCom	SafeKids NZ	Check me before you turn the key
MediaCom	Bank of New Zealand (BNZ)	How old will you be when you're mortgage free?
MediaCom	Fonterra Brands NZ	Xray Cast
PHD New Zealand	Lotto NZ	Unpicking Wednesdays
PHD New Zealand	AMI	Renters with Renters Insurance
Republik	Unitec New Zealand	Unitec Teaches the Tertiary Sector a Lesson

Agency	Advertiser	Entry Title
Best Communications Strategy		
Carat and Saatchi & Saatchi	ASB Bank	Creating Love for a Yellow Elephant
Empower at Dentsu Aegis Network	Microsoft	Bring Your Dream to the Surface
FCB Media	New World	The Seeds of Success
Ikon Communications	Xero	Xero-ing in on Space
MediaCom	Bank of New Zealand (BNZ)	How old will you be when you're mortgage free?
MediaCom	Maori Television	Lover Boy or Lavalava Boys?
MediaCom	SafeKids NZ	Check me before you turn the key
PHD New Zealand	ANZ	Fortune Favours the Brave
Zenith	Lion	Welcome to the Other Side
Most Effective		
Carat and Special Group	Holden New Zealand	Holden Spark Sessions
Dynamo	Latitude Financial Services	Gem Shines Through
FCB Media	Volkswagen	The Many Faces of Tiguan
OMD NZ	Air New Zealand	The Digital Traveller
PHD New Zealand	DB Breweries	Tiger beer - Uncaging the West
PHD New Zealand	ANZ Bank	Always On
Republik	Unitec New Zealand	Unitec Teaches the Tertiary Sector a Lesson
Sherson Willis	Spark	#Roboqueue
Zenith	Lion	Welcome to the Other Side
Best Launch		
Empower at Dentsu Aegis Network	Microsoft	Bring Your Dream to the Surface
MBM	J.H Whittaker & Sons Ltd	The K Bar Experience
MediaCom	Maori Television	Lover Boy or Lavalava Boys?
Ogilvy & Mather New Zealand	New Zealand Police	Do you care enough to be a cop?
Starcom	TVNZ	More interesting for Blokes
Zenith	Lion	Welcome to the Other Side
Best Collaboration		
FCB Media	NZ Fire Service	Made From Remains
FCB Media	Flight Centre	Gifts That Go Places
OMD NZ	Roadshow Film Distributors (NZ) Limited	A Taste of The Hateful Eight
Zenith	Lion	Welcome to the Other Side
Sustained Success		
FCB Media	Inland Revenue	Finding the Unfindable
FCB Media	Maritime NZ	Nudging to a New Normal
OMD NZ	SKY Television	Putting data at the heart of business

CONGRATULATIONS!