







## New Zealand Effie Awards 2015 in association with TVNZ Metal Winners

## Special Awards

Category	Agency	Advertiser	Entry Title	Credits	Metal
Grand Effie	Clemenger BBDO	New Zealand Transport Agency	Legend	Clemenger BBDO Executive Creative Director - Philip Andrew Creative Director/Writer - Brigid Alkema Writer - Mitch Alison Director of Social Marketing - Linda Major Account Director - Julianne Hastings Head of Television - Martin Gray  OMD Managing Partner - Matt McNeil  New Zealand Transport Agency Principal Scientist - Paul Graham Principal Advisor - Rachel Prince	Gold
Highly Commended for Grand Effie	J. Walter Thompson	The Appliance Shed	Legit Brands. Legit Results	J. Walter Thompson Head of Planning - Jacqueline Smart Executive Creative Director - Cleve Cameron Retail Creative Director - Rod Prosser Creative - Hayley Marks Creative - Sam Dickson Creative - Mark Clothier Head of Interactive and Social - Peeyoosh Chandra Digital Producer - Anthony Brosnan Account Director - Natalie Allen Account Executive - Thomas Mendey Studio Manager - Tim Long Business Director and Head of Trading - Aafreen Mamaji Media Manager- Dorota Girdlestone Communications Co-ordinator - Ashley Tahapehi  The Rig Producer - Lisa Eversden Director - Glen Atkins  Appliance Shed General Manager - Dave Moody	Gold
Most Effective Agency of the Year	Colenso BBDO				Gold

Hardest Challenge	FCB New Zealand	Inland Revenue	Finding the Unfindable	FCB New Zealand Planning Director - Olivia Prentice Group Account Director - Melissa Neustroski Account Executive - Sarah-Jane Ferens Executive Creative Director - Tony Clewett Senior Copywriter - Rob Banks Senior Art Director - David Reid Head of Content - Pip Mayne Executive Producer - Rochelle Ivanson  FCB Media Communication Planning Director - Anne Lipsham Media Director - Blair Alexander Digital Director - Steph Pearson Performance Planner - Emily Douglas Search Campaign Manager - Nick Sadler Performance Executive - Emma Piper Media Manager - Hilary Barrett Performance Director - Anna Mathews Digital Campaign Manager - Claudia Crasborn  Inland Revenue Group Manager: Marketing & Communications - Andrew Stott Marketing Manager - Katie Soloman Senior Marketing and Communications Advisor - Cristina Samson Senior Communications Advisor - Jennifer Leman	Gold
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Category	Agency	Advertiser	Entry Title	Credits	Metal
New Product or Service	Barnes, Catmur & Friends	Hell Pizza	Holding Australia To Ransom	Barnes, Catmur & Friends Managing Partner & Executive Creative Director -Paul Catmur Managing Partner & CEO - Daniel Barnes General Manager - Luke Farmer Head of Production - Shayna Armstrong Media Director - Monica Wales Account Director - Meredith Maclean Creative - Bradley Stratton Creative - Rob Cook Creative - Rob Longuet-Higgins  Hell Pizza Marketing Manager - Jason Buckley General Manager - Ben Cumming Director - Stu McMullin Director - Callum Davies	SILVER
		World Vision New Zealand	The Forgotten Millions	World Vision new Zealand Campaign Lead – Head of External Affairs and Communications - Chloe Irvine Acting GM Marketing and Communications - Margi Mellsop Digital Marketing Manager - Kate Elton Media Advisor - Dominica Leonard Campaign front-person and reporter – Broadcaster - Rachel Smalley  New Zealand Herald Editor in Chief - Shayne Currie  MBM Digital planner - Lauren Smith	GOLD

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Charity/Not for Profit	Socialites & Little Giant	Cancer Society of New Zealand	Junk Free June: Empowering a nation to improve their health.	Little Giant Creative Director - Matt Clayton CEO - Mark Hurley Designer - Becca O'Shea Designer - Emma Stone Senior Developer - Jeremy Bridson Developer - Oliver Shaw Developer - Tom Alexander Production Manager - Jessica Crowhurst  Socialites Content Director - Courtenay Clark Account Manager - Ashlee Lennon Analytics & Advertising - Paul Zaruchevsky Senior Community Manager - Lizi Oldham Content Producer - Chloe Fagence Community Manager - Meagan Kerr Community Manager - Isabella Rose Community Manager - Kat McMillan Community Manager - Hannah Rogers General Manager - Victoria Graves Managing Director - Wendy Thompson  Steven Fernandez Media Creative Director - Steven Fernandez  Sam Lee Photography Director - Sam Lee  Cancer Society of New Zealand National Mens Health Coordinator- Steve Kenny Manager Health Promotion - Raewyn Sutton Chief Executive Officer - Michael Smith	SILVER
Business to Business (B2B)	Colenso BBDO  No Metal Awards Given	New Zealand Breast Cancer Foundation	Breast Cream	Colenso BBDO Creative Chairman – Nick Worthington Head of Art - Mike Davison Senior Art Director - Kristal Knight Copywriter - Rachael Macklin Copywriter - Hannah Habgood Group Business Director - Sarah Williams Senior Account Manager - Hannah Watson Senior Producer / Project Manager - Serena Fountain-Jones Planning Director Digital and Social - Neville Doyle Planner - Sarah Oberman Head of PR & Activation - Paul Gunn Digital Designer - Gene Wheaton Retoucher - Reks Kok Mac Operator - Jodi Davis Mac Operator - Carla Jordaan Senior Editor - Marco Siraky  IDC Photographer / DOP - Tim White Producer - Michele Richards Production Company  Beryl Online Editor & Post Production Blockhead Grading - Pete Ritchie	BRONZE

Social Marketing/Public Service	FCB New Zealand	Inland Revenue	Finding the Unfindable	FCB New Zealand Planning Director - Olivia Prentice Group Account Director - Melissa Neustroski Account Executive - Sarah-Jane Ferens Executive Creative Director - Tony Clewett Senior Copywriter - Rob Banks Senior Art Director - David Reid Head of Content - Pip Mayne Executive Producer - Rochelle Ivanson  FCB Media Communication Planning Director - Anne Lipsham Media Director - Blair Alexander Digital Director - Steph Pearson Performance Planner - Emily Douglas Search Campaign Manager - Nick Sadler Performance Executive - Emma Piper Media Manager - Hilary Barrett Performance Director - Anna Mathews Digital Campaign Manager - Claudia Crasborn  Inland Revenue Group Manager: Marketing & Communications - Andrew Stott Marketing Manager - Katie Soloman Senior Marketing and Communications Advisor - Cristina Samson Senior Communications Advisor - Jennifer Leman	SILVER
	DDB	Paw Justice	Paw Justice: Turning the tables on Trade Me	Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - James Conner Copywriter - Christie Cooper Senior Account Director - Jenny Travers Art Director - Jian Xin Tay Copywriter - Kiran Strickland Head of Planning - Lucinda Sherborne Senior Planner - Anna Gunnell Digital Producer - Sheetal Pradhan Head of Digital Production - Liz Knox  BEAT Director - Angela Mace Account Manager - Rebecca McNab  Paw Justice Co-Founder - Craig Dunn	BRONZE
	Colenso BBDO	AMI	Real Claims	Colenso BBDO Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Senior Copywriter - Matt Lawson General Manager - Scott Coldham Business Director - Krystel Houghton Account Executive - Hannah Wall Producer - Jen Storey Planner - Lisa Divett  Assembly Production Company Producer - Amanda Chambers Design - Jonny Kofoed Animation - Scott Wilson  Franklin Rd Sound Design  IAG GM Marketing & Communications - Merran Anderson Senior Channel Marketing Specialist - Eve Whitwell Channel Marketing Specialist - Owen Hallmark	SILVER

Saatchi & Saatchi	ASB Bank	ASB Snap Scholarships	Senior Account Director - Michael Wood Account Director - Campbell McLean Content Creator and Social Media Manager - Jess Reihana  ASB GM Marketing - Shane Evans Associate Marketing Manager – Retail - Lisa Barclay ASB Social media - Bhavika Rambhai Digital Brand Manager - Catrina Kuehler Segment Manager Starting Out Portfolio - Anita Parag	SILVER
Whybin/TBWA	ANZ Bank	Time Really is Money	WHYBIN\TBWA Chief Creative Officer - Toby Talbot Creative Director - Steve Kane Creative Director - Tim Huse Creative Director - Julian Andrews Head of Planning - David McIndoe Senior Planner - Steve Clark Client Services Director - Jodi Willocks Group Account Director - Nick Bulmer Account Director - Victoria Meo Account Executive - Abraham Turner  ANZ Head of Marketing - Astrud Burgess Head of Brand, Retail and Business Banking Marketing - Matt Pickering Senior Marketing Manager - Darryn Gordon Marketing Manager - Shorbna Dahya	SILVER
Special Group	2degrees Mobile Limited	2degrees Play the Bridge	Special Group Creative Partner - Tony Bradbourne Creative Partner - Rob Jack Managing Partner - Michael Redwood Design Partner - Heath Lowe Planning Director - Claire Beatson Planning Director - Teresa Harris Senior Account Director - Samantha Parsons Account Director - Stuart Mallarkey Project Manager - Jess McColl  Ikon Strategy Director - Augusta Grayson Client Services Director - Chantelle Hurndell Communications co-ordinator - Ashleigh Lawson Communications Manager - Meei Chai  Spark Senior Account Director - Gemma Doughty Account Director - Victoria Fruean  Catch Managing Director - Hamish Stevenson  Gladeye Producer - Conrad Blight Managing Director - Tarver Graham	BRONZE

**Consumer Services** 

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		Colenso bbdo	Fonterra	Must Be Milk	Colenso BBDO Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Art Director - Jim Walsh Copywriter - Mick Stalker Business Director - Kat Sliper Account Manager - Lucy Hartstone Account Manager - Eddie Thomas Producer - Jen Storey Planner - Andy McLeish  Flying Fish Production Company Production Company Producer - Samantha Attenborough Director - James Solomon Sound Design  Freelance DOP / Cinematographer - Marty Williams Editor - Nathan Pickles  Fonterra Group Marketing Manager - Alison Yorston Product Manager - Lucy Smith	GOLD
		DDB	Lion	Steinlager Deep Dive	DDB Executive Creative Director - Shane Bradnick Art Director - James Conner Copywriter - Christie Cooper Executive Producer - Judy Thompson Producer - Rosie Grayson Group Business Director - Scott Wallace Head of Planning - Lucinda Sherborne Planning Director - Rupert Price  Zenith Optimedia Group Business Director - Alex Lawson Senior Media Planner/Buyer - Kate Gamble  PR Shop Director - Pippa Lekner  Lion Creative Marketing Director - Ben Wheeler National Marketing Director - Craig Baldie Senior Brand Manager - Michael Taylor	SILVER
	Fast Moving Consumer Goods (FMCG)	Colenso BBDO	Fonterra	Cheese Forecast	Colenso BBDO Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Deputy Creative Director - Mick Stalker Art Director - Scott Kelly Copywriter - Ben Polkinghorne Business Director - Katherine Sliper Account Manager - Lucy Hartstone	BRONZE

Colenso BBDO	Fonterra Brands (Tip Top)	Bring Back II: The Tropical Snow Strikes Back	Executive Creative Director - Steve Cochran Art Director - Beth O'Brien Copywriter - Oriel Davis-Lyons Business Director - Richard Birkby Project Director - Maria Bjorkman Account Manager - Lucy Hartstone Producer - Emma Tait Planner - Sarah Oberman Digital Designer - Josh Yee Digital Developer - David Arcus Producer - Caroline Wells Senior Editor - Marco Siraky  MediaCom Media Agency  Franklin Rd Sound Design  Fonterra Brands New Zealand (Tip Top) Group Marketing Manager - Minna Reinikkala Product Manager - Tejas Salway  Ikon Communications Client Service Director - Sarah Jones Communications Planner - Elena Redden Managing Partner - Emma Bolser	BRONZE
Ikon Communications	Coca-Cola	Colour Your Summer - A World within a World	Satellite Media Managing Director - Nick Lowe Account Director - Sarah Brown Technical Director - Dave Cooper  Copper Brand Experiences Account Director - Amy Hayden Account Manager - Danica Lopez  Ogilvy NZ Group Account Director - Ben Reece Senior Account Director - Jennifer Forbes  FCB PR Senior Account Manager - Alisha Thomas  Coca-Cola Oceania NZ Group Marketing Manager - Delina Shields Brand Manager - Coca Cola - Erin Braithwaite Marketing Activations Manager - Nicki Williams Marketing Services Manager - Annette Chillingworth Brand Manager - Pip Mearns	BRONZE

Consumer Durables	DDB	MINI NZ (BMW Group New Zealand)	The MINI F56: Turning a sequel into a blockbuster hit	Art Director - Toby Morris Copywriter - Simone McMahon Account Director - Emma Guadagni Executive Producer - Judy Thompson TV Producer - Sam Royal TV Producer - Rosie Grayson Head of Planning - Lucinda Sherborne Senior Planner - Jamie Barrett Group Business Director - Oliver Lynch Account Manager - Hannah Powell  Goodoil Production Company Director - Matt Murphy Producer - Chana McLallen  MINI NZ (BMW Group New Zealand Limited) MINI Marketing Manager - Simonne Mearns  DDB Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - Liz Richards Copywriter - Nicholas Dellabarca Creative - Jake Barnes	BRONZE
Most Effective PR/Experiential Campaign	DDB	We Compost	From Compost to Currency: The We Compost Weekend	Creative - Sasha Arendelovic Creative - Kevin Batchtiar Digital Designer - Jim Pachal Senior Account Director - Rachel Turner Senior Account Manager - Maria Bjorkman/Melanie Cutfield Account Manager - Genevieve Rogers Head of Planning - Lucinda Sherborne Planner - Craig McLeod Social Planner - Jack Murphy Digital Planner - Michiel Cox Print Producer - Andy Robilliard TV Producer - Kate Moses Editor - Mark Tretheway  Mango Group Account Director - Sean Brown Senior Account Manager - Eleisha Balmer  Other Illustration - Hugo Smith Illustration - Chris Hutchinson Illustration - Toby Morris Illustration - Jim Pachal Illustration - Ashleigh Yates  We Compost Managing Director - Steve Rickerby	SILVER

	Special Group	2degrees Mobile Limited	2degrees Play the Bridge	Special Group Creative Partner - Tony Bradbourne Creative Partner - Rob Jack Managing Partner - Michael Redwood Design Partner - Heath Lowe Planning Director - Claire Beatson Planning Director - Teresa Harris Senior Account Director - Samantha Parsons Account Director - Stuart Mallarkey Project Manager - Jessica McColl  Ikon Strategy Director - Augusta Grayson Client Services Director - Chantelle Hurndell Communications co-ordinator - Ashleigh Lawson Communications Manager - Meei Chai  Spark Senior Account Director - Gemma Doughty Account Director - Victoria Fruean  Catch Managing Director - Hamish Stevenson  Gladeye Producer - Conrad Blight Managing Director - Tarver Graham	BRONZE
Retail/etail	J. Walter Thompson	The Appliance Shed	Legit Brands. Legit Results.	J. Walter Thompson Head of Planning - Jacqueline Smart Executive Creative Director - Cleve Cameron Retail Creative Director - Rod Prosser Senior Copywriter - Hayley Marks Senior Copywriter - Mark Clothier Copywriter - Sam Dickson Head of Interactive and Social - Peeyoosh Chandra Digital Producer - Anthony Brosnan Account Director - Natalie Allen Account Executive - Thomas Mendey Studio Manager - Tim Long Business Director and Head of Trading - Aafreen Mamaji Media Manager- Dorota Girdlestone Communications Co-ordinator - Ashley Tahapehi  The Rig Producer - Lisa Eversden Director - Glen Atkins  The Appliance Shed General Manager - Dave Moody	GOLD

.99 / justONE	Foodstuffs	New World Christmas 'Noel'	Chief Creative Officer - Craig Whitehead Snr Copy Writer - Ed Bell Snr Art Director - Greg Wylie Copywriter - Simon Wharton Design - Simone Lash Group Business Director - Pippa O'Regan Account Manager - Allie Buczkowski Producer - Rebecca Richardson Producer - Lauren Watling  Finch Director - Nick Ball Producer - Andy Mauger  Blockhead/.99 Motion Graphics Post Production  Foodstuffs Group General Manager Marketing - Steve Bayliss Group Brand Director - Jules Lloyd National Retail Marketing Manager — New World - Steph Pyne	BRONZE
Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Y&R NZ CEO and Chief Creative Officer New Zealand - Josh Moore Associate Creative Director - Tom Paine Creative - Josh Moore Creative - Tom Paine Head of Planning - Jono Key Account Director - Wictoria Meo Account Director - Wel Marshall Senior Account Manager - Mike Keen Head of Production - Christina Hazard Head of Production - Christina Hazard Head of Design - Musonda Katongo Senior Designer - James Wendelborn Motion Graphics - Micheal Frogley Media General Manager - Nicky Greville Media Business Director - Paul Hamilton Trading Director - Cath Hamilton Social Community Manager - Laura Holyoake  Independent Production Company Producer - Sacha Moore TVC Director - Ben Ruffel DOP - William Moore Editor - Nathan Pickles Colour grade - Pete Richie  Franklin Road Music Licensing and Audio Post  Liquid Studios Original Music Composition  Campbell + Co PR Director - Vinny Sherry Director - Sarah Rumbold Account Director - Sarah Rumbold Account Director - Sarah Rumbold Account Manager - Elena Bluhm  Land Rover 1957 Series One - The Landy  Land Rover New Zealand  Marketing Manager - James McKee National Sales Manager - Helen Sunley	GOLD

	J. Walter Thompson	Sacred Hill Vineyard	Keeping things Sacred	J. Walter Thompson Executive Creative Director - Cleve Cameron Head of Planning - Jacqueline Smart Head of Design - Glenn Chapman Senior Copywriter - Hayley Marks Group Account Director - Lisa Motteram Account Executive - Thomas Mendey Business Director and Head of Trading - Aafreen Mamaji Studio Manager - Tim Long  Goodeye Ltd Designer - Geoff Francis  Len Cheeseman Consultancy Limited Art Director - Len Cheeseman  Sacred Hill Vineyards Marketing Manager - Kara Biggs Assistant Brand Manager - Megan Best Consultant Marketing Manager - Sally Fisher	SILVER
	Barnes, Catmur & Friends	Hell Pizza	Holding Australia To Ransom	Barnes, Catmur & Friends Managing Partner & Executive Creative Director -Paul Catmur Managing Partner & CEO - Daniel Barnes General Manager - Luke Farmer Head of Production - Shayna Armstrong Media Director - Monica Wales Account Director - Meredith Maclean Creative - Bradley Stratton Creative - Rob Cook Creative - Rob Longuet-Higgins  Hell Pizza Marketing Manager - Jason Buckley General Manager - Ben Cumming Director - Stu McMullin Director - Callum Davies	BRONZE
Limited Budget: Less than \$300,000	Colenso BBDO	New Zealand Breast Cancer Foundation	Breast Cream	Colenso BBDO Creative Chairman – Nick Worthington Head of Art - Mike Davison Senior Art Director - Kristal Knight Copywriter - Rachael Macklin Copywriter - Hannah Habgood Group Business Director - Sarah Williams Senior Account Manager - Hannah Watson Senior Producer / Project Manager - Serena Fountain-Jones Planning Director Digital and Social - Neville Doyle Planner - Sarah Oberman Head of PR & Activation - Paul Gunn Digital Designer - Gene Wheaton Retoucher - Reks Kok Mac Operator - Jodi Davis Mac Operator - Carla Jordaan Senior Editor - Marco Siraky  IDC Photographer / DOP - Tim White Producer - Michele Richards Production Company  Beryl Online Editor & Post Production Blockhead Grading - Pete Ritchie	BRONZE

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			Music	
			New Zealand Breast Cancer Foundation	
			Chief Executive - Evangelia Henderson	
			Since Exceeding Evangena Hendelson	
			Chinfood (Doutney)	
			Skinfood (Partner)	
			Managing Director - Alex Gage-Brown	
			DDB	
			Chief Creative Officer - Damon Stapleton	
			Executive Creative Director - Shane Bradnick	
			Art Director - Liz Richards	
			Copywriter - Nicholas Dellabarca	
			Creative - Jake Barnes	
			Creative - Sasha Arendelovic	
			Creative - Kevin Batchtiar	
			Digital Designer - Jim Pachal	
			Senior Account Director - Rachel Turner	
			Senior Account Manager - Maria Bjorkman/Melanie Cutfield	
			Account Manager - Genevieve Rogers	
			Head of Planning - Lucinda Sherborne	
			Planner - Craig McLeod	
			Social Planner - Jack Murphy	
			Digital Planner - Michiel Cox	
			Print Producer - Andy Robilliard	
В	We Compost	From Compost to Currency: The We Compost Weekend	TV Producer - Kate Moses	BRONZE
D	we compost	From Compost to Currency. The we Compost weekend	Editor - Mark Tretheway	BRONZE
			Mango_	
			Group Account Director - Sean Brown	
			Senior Account Manager - Eleisha Balmer	
			Schol Account Manager Eleisha Banner	
			<u>Other</u>	
			Illustration - Hugo Smith	
			Illustration - Chris Hutchinson	
			Illustration - Toby Morris	
			Illustration - Supercrafti	
			Illustration - Jim Pachal	
			Illustration - Ashleigh Yates	
			We Compost	
			We Compost	
			Managing Director - Steve Rickerby	
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FCB New Zealand	Sony New Zealand	Amateurs attempt to change perceptions of camera quality	FCB New Zealand Regional Executive Creative Director - James Mok Executive Creative Director - Tony Clewett Creative - Kevin Walker Creative - Melina Fiolitakis Group Account Director - Toby Sellers Account Director - Michelle Koome Head of Craft - Nick Smith Designer - Michael Braid Retoucher - Anton Mason Mac Operator - Bex Wells Senior Digital Producer - James McMullan Digital Designer - Liz Low  FCB Media Media Planner/Buyer - Sarah Bymolt, Duncan Timlin Digital Director - Kate Grigg  APN Group Sales Manager - Nathan Laing Marketing Manager - Nigel Grant Senior Product Manager - Lisa Moore-Bocarro  Sony New Zealand Limited Group Manager, Brand Activation & Communications - Peter Buckton	BRONZE
Geometry Global NZ	Sealord	Sealord Little Boat	Geometry Global NZ Creative Director - Paul Doffizi Creative - Peter Wujkowski Executive Director - Louise Cunningham Senior Account Director - Lina Montero Soto Senior Account Manager - Leon Cui Designer - Reuben Hannaford  Ogilvy & Mather NZ Retoucher/Photographer - Jamie Wright Photographer - Craig Haybittle Director/Editor - Gary Sims Editor - Ben Chester  Sealord Head of Marketing and Innovation - Sarah Sandoval Senior Brand Manager - Craig Harrison Brand Manager - Nikkola Mathews	BRONZE

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	Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Y&R Z CEO and Chief Creative Officer New Zealand - Josh Moore Associate Creative Director - Tom Paine Creative - Josh Moore Creative - Josh Moore Creative - Tom Paine Head of Planning - Jono Key Account Director - Victoria Meo Account Director - Mel Marshall Senior Account Manager - Mike Keen Head of Production - Christina Hazard Head of Design - Musonda Katongo Senior Designer - James Wendelborn Motion graphics - Micheal Frogley Media General Manager - Nicky Greville Media Business Director - Paul Hamilton Trading Director - Cath Hamilton Social Community Manager - Laura Holyoake  Independent Production Company Producer - Sacha Moore TVC Director - Ben Ruffel DOP - William Moore Editor - Nathan Pickles Colour grade - Pete Richie  Franklin Road Music Licensing and Audio Post  Liquid Studios Original Music Composition  Campbell + Co PR Director - Vinny Sherry Director - Anna Hood Account Director - Sarah Rumbold Account Manager - James Mckee National Sales Manager - James Mckee National Sales Manager - Jelen Sunley 1957 Series One - The Landy	SILVER
Most Effective Integrated Campaign	Colenso BBDO	Fonterra	Must Be Milk	Colenso BBDO Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Art Director - Jim Walsh Copywriter - Mick Stalker Business Director - Kat Sliper Account Manager - Lucy Hartstone Account Manager - Eddie Thomas Producer - Jen Storey Planner - Andy McLeish  Flying Fish Production Company Production Company Producer - Samantha Attenborough Director - James Solomon Sound Design  Freelance DOP / Cinematographer - Marty Williams Editor - Nathan Pickles  Fonterra Group Marketing Manager - Alison Yorston Product Manager - Lucy Smith	BRONZE

			DDB Executive Creative Director - Shane Bradnick	
			Art Director - James Conner	
			Copywriter - Christie Cooper	
			Executive Producer - Judy Thompson	
			Producer - Rosie Grayson	
			Group Business Director - Scott Wallace	
			Head of Planning - Lucinda Sherborne	
			Planning Director - Rupert Price	
DB	Lion	Steinlager Deep Dive	Zenith Optimedia	BRONZE
			Group Business Director - Alex Lawson	
			Senior Media Planner/Buyer - Kate Gamble	
			PR Shop	
			Director - Pippa Lekner	
			Lion	
			Creative Marketing Director - Ben Wheeler	
			National Marketing Director - Craig Baldie	
			Senior Brand Manager - Michael Taylor	
			FCB New Zealand	
			Group Account Director - Jane Wardlaw	
			Senior Account Manager - Jess Sheffield	
			Head of Planning - David Thomason	
			Head of Design - Nick Smith	
			Senior Designer - Nick McFarlane	
			Content Producer - Marijana Hart	
			Head of Content - Pip Mayne	
			Planner - Carl Sarney	
			Senior Creative Lead - Kelly Lovelock	
			Senior Creative Lead - Hywel James	
			Executive Creative Director - Regan Grafton	
CB New Zealand	Health Promotion Agency	Not Beersies. The beer that's actually water.	FCB Media	BRONZE
			Media Manager - Roxane Vosper	
			Media Manager/Buyer - Dan Roberts	
			Digital Director - Kate Grigg	
			Senior Digital Planner/buyer - Lucy Sorensen	
			Account Director (activation and social) - Kimberley Kastelan	
			Account Manager (activation and social) - Alisha Thomas	
			<u>Reload</u>	
			Photographer - Steven Langdon	
			Photographer - Steven Langdon  Robbers Dog	

	Saatchi & Saatchi	ASB Bank	ASB Bank Snap Scholarships	Executive Creative Director - Corey Chalmers Executive Creative Director - Guy Roberts Creative - Thomas Marcusson Creative - Charlie Godinet Creative - Phil Hickes Director of Strategy - Murray Streets Senior Digital Strategist - Ian Hulme TV Producer - Anna Kennedy Animator - Tomas Cottle Digital Producer - Brendan Haddock Business Director - Teresa Davis Senior Account Director - Michael Wood Account Director - Campbell McLean Content Creator and Social Media Manager - Jess Reihana  ASB GM Marketing - Shane Evans Associate Marketing Manager - Retail - Lisa Barclay ASB Social media - Bhavika Rambhai Digital Brand Manager - Catrina Kuehler Segment Manager Starting Out Portfolio - Anita Parag	GOLD
Most Effective Digital/Social Media Campaign	FCB New Zealand	Inland Revenue	Finding the Unfindable	Group Account Director - Melissa Neustroski Account Executive - Sarah-Jane Ferens Executive Creative Director - Tony Clewett Senior Copywriter - Rob Banks Senior Art Director - David Reid Head of Content - Pip Mayne Executive Producer - Rochelle Ivanson  FCB Media Communication Planning Director - Anne Lipsham Media Director - Blair Alexander Digital Director - Steph Pearson Performance Planner - Emily Douglas Search Campaign Manager - Nick Sadler Performance Executive - Emma Piper Media Manager - Hilary Barrett Performance Director - Anna Mathews Digital Campaign Manager - Claudia Crasborn  Inland Revenue Group Manager: Marketing & Communications - Andrew Stott Marketing Manager - Katie Soloman Senior Marketing and Communications Advisor - Cristina Samson Senior Communications Advisor - Jennifer Leman	SILVER

DDB	MINI NZ (BMW Group New Zealand)	The MINI F56: Turning a sequel into a blockbuster hit	Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - Toby Morris Copywriter - Simone McMahon Account Director - Emma Guadagni Executive Producer - Judy Thompson TV Producer - Sam Royal TV Producer - Rosie Grayson Head of Planning - Lucinda Sherborne Senior Planner - Jamie Barrett Group Business Director - Oliver Lynch Account Manager - Hannah Powell  Goodoil Production Company Director - Matt Murphy Producer - Chana McLallen  MINI NZ (BMW Group New Zealand Limited) MINI Marketing Manager - Simonne Mearns	BRONZE
FCB New Zealand	Inland Revenue	Finding the Unfindable	FCB New Zealand Planning Director - Olivia Prentice Group Account Director - Melissa Neustroski Account Executive - Sarah-Jane Ferens Executive Creative Director - Tony Clewett Senior Copywriter - Rob Banks Senior Art Director - David Reid Head of Content - Pip Mayne Executive Producer - Rochelle Ivanson  FCB Media Communication Planning Director - Anne Lipsham Media Director - Blair Alexander Digital Director - Steph Pearson Performance Planner - Emily Douglas Search Campaign Manager - Nick Sadler Media Manager - Hilary Barrett Performance Director - Anna Mathews Performance Executive - Emma Piper Digital Campaign Manager - Claudia Crasborn  Inland Revenue Group Manager: Marketing & Communications - Andrew Stott Marketing Manager - Katie Soloman Senior Marketing and Communications Advisor - Cristina Samson Senior Communications Advisor - Jennifer Leman	GOLD
Saatchi & Saatchi	ASB Bank	ASB Snap Scholarships	Saatchi & Saatchi Executive Creative Director - Corey Chalmers Executive Creative Director - Guy Roberts Creative - Thomas Marcusson Creative - Charlie Godinet Creative - Phil Hickes Director of Strategy - Murray Streets Senior Digital Strategist - Ian Hulme TV Producer - Anna Kennedy Animator - Tomas Cottle Digital Producer - Brendan Haddock Business Director - Teresa Davis Senior Account Director - Michael Wood Account Director - Campbell McLean Content Creator and Social Media Manager - Jess Reihana  ASB GM Marketing - Shane Evans Associate Marketing Manager — Retail - Lisa Barclay ASB Social media - Bhavika Rambhai Digital Brand Manager - Catrina Kuehler Segment Manager Starting Out Portfolio - Anita Parag	SILVER

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	Colenso BBDO	New Zealand Breast Cancer Foundation	Breast Cream	Colenso BBDO Creative Chairman – Nick Worthington Head of Art - Mike Davison Senior Art Director - Kristal Knight Copywriter - Rachael Macklin Copywriter - Hannah Habgood Group Business Director - Sarah Williams Senior Account Manager - Hannah Watson Senior Producer / Project Manager - Serena Fountain-Jones Planning Director Digital and Social - Neville Doyle Planner - Sarah Oberman Head of PR & Activation - Paul Gunn Digital Designer - Gene Wheaton Retoucher - Reks Kok Mac Operator - Jodi Davis Mac Operator - Jodi Davis Mac Operator - Carla Jordaan Senior Editor - Marco Siraky  IDC Photographer / DOP - Tim White Producer - Michele Richards Production Company  Beryl Online Editor & Post Production Blockhead Grading - Pete Ritchie  Bigpop Studios Music  New Zealand Breast Cancer Foundation Chief Executive - Evangelia Henderson  Skinfood (Partner)	BRONZE
Most Progressive Campaign	n DDB	We Compost	From Compost to Currency: The We Compost Weekend	Managing Director - Alex Gage-Brown  DDB Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - Liz Richards Copywriter - Nicholas Dellabarca Creative - Jake Barnes Creative - Sasha Arendelovic Creative - Kevin Batchtiar Digital Designer - Jim Pachal Senior Account Director - Rachel Turner Senior Account Manager - Maria Bjorkman/Melanie Cutfield Account Manager - Genevieve Rogers Head of Planning - Lucinda Sherborne Planner - Craig McLeod Digital Planner - Michiel Cox Social Planner - Jack Murphy Print Producer - Andy Robilliard TV Producer - Kate Moses Editor - Mark Tretheway  Mango Group Account Director - Sean Brown Senior Account Manager - Eleisha Balmer  Other Illustration - Hugo Smith Illustration - Toby Morris Illustration - Jim Pachal Illustration - Jim Pachal Illustration - Ashleigh Yates  We Compost Managing Director - Steve Rickerby	BRONZE

FCB New Zealand	Health Promotion Agency	Not Beersies. The beer that's actually water.	Group Account Director - Jane Wardlaw Senior Account Manager - Jess Sheffield Head of Planning - David Thomason Head of Design - Nick Smith Senior Designer - Nick McFarlane Content Producer - Marijana Hart Head of Content - Pip Mayne Planner - Carl Sarney Senior Creative Lead - Kelly Lovelock Senior Creative Lead - Hywel James Executive Creative Director - Regan Grafton  FCB Media Media Manager - Roxane Vosper Media Manager/Buyer - Dan Roberts Digital Director - Kate Grigg Senior Digital Planner/buyer - Lucy Sorensen Account Director (activation and social) - Kimberley Kastelan Account Manager (activation and social) - Alisha Thomas  Reload Photographer - Steven Langdon  Robbers Dog Director - Chris Dudman  Health Promotion Agency Chief Executive - Clive Nelson Senior Account Lead - Kathy Compton Manager, Programme Marketing and Communications - Wendy Billingsley	BRONZE
Y&R NZ	Land Rover New Zealand	Love from Land Rover	Y&R NZ CEO and Chief Creative Officer New Zealand - Josh Moore Associate Creative Director - Tom Paine Creative - Josh Moore Creative - Tom Paine Head of Planning - Jono Key Account Director - Victoria Meo Account Director - Mel Marshall Senior Account Manager - Mike Keen Head of Production - Christina Hazard Head of Design - Musonda Katongo Senior Designer - James Wendelborn Motion Graphics - Micheal Frogley Media General Manager - Nicky Greville Media Business Director - Paul Hamilton Trading Director - Cath Hamilton Social Community Manager - Laura Holyoake  Independent Production Company Producer - Sacha Moore TVC Director - Ben Ruffel DOP - William Moore Editor - Nathan Pickles Colour grade - Pete Richie  Franklin Road Music Licensing and Audio Post	BRONZE

			Liquid Studios Original Music Composition  Campbell + Co PR Director - Vinny Sherry Director - Anna Hood Account Director - Sarah Rumbold Account Manager - Elena Bluhm  Land Rover New Zealand Marketing Manager - James McKee National Sales Manager - Helen Sunley 957 Series One - The Landy	
ColensoBBDO	New Zealand Breast Cancer Foundation	Breast Cream	Colenso BBDO Creative Chairman – Nick Worthington Head of Art - Mike Davison Senior Art Director - Kristal Knight Copywriter - Rachael Macklin Copywriter - Hannah Habgood Group Business Director - Sarah Williams Senior Account Manager - Hannah Watson Senior Producer / Project Manager - Serena Fountain-Jones Planning Director Digital and Social - Neville Doyle Planner - Sarah Oberman Head of PR & Activation - Paul Gunn Digital Designer - Gene Wheaton Retoucher - Reks Kok Mac Operator - Jodi Davis Mac Operator - Carla Jordaan Senior Editor - Marco Siraky  IDC Photographer / DOP - Tim White Producer - Michele Richards Production Company  Beryl Online Editor & Post Production Blockhead Grading - Pete Ritchie  Bigpop Studios Music  New Zealand Breast Cancer Foundation Chief Executive - Evangelia Henderson  Skinfood (Partner) Managing Director - Alex Gage-Brown	SILVER

			Colenso BBDO Creative Chairman - Nick Worthington Executive Creative Director - Wayne Pick Creative Director - Kim Pick Head of Art - Mike Davison Senior Art Director - Kristal Knight Senior Copywriter - Darryl Wong Business Director - Sarah Williams Group Account Director - Jillian Stanton Project Director - Janelle Wilson Senior Account Manager - Sarah Hughes Senior Account Manager - Hannah Watson	
			Executive Producer - Paul Courtney Producer - Print - Sheriden Derby Producer - Experiential - Scott Chapman Senior TV Producer - Natasha Gill Director & Senior Editor - Marco Siraky Photographer - Brent Courtney Junior Producer - Alex Plummer Account Director - Experiential - Lucy Grigg Senior CRM Planner - Angela Legge Planning Director - David McCallen Executive Digital Producer - Tim Freeman Digital Producer - Anna Flaws Digital Art Director - Josh Yee Retoucher - Reks Kok	
	Colenso BBDO	Bank of New Zealand		BRONZE
Best Strategic Thinking			Media Agency  A Guthrie Photographer - Alistair Guthrie  Roller Coaster Design Production Company – Special Build - Greg Skinner  FINCH Production Company Production Company Production Company Producer - Rebekah Kelly Director - Alex Roberts  Franklin Rd Sound Design - Shane Taipari	
			Freelance DOP or Cinematographer - Aaron Morton Grade - Pete Ritchie	

Colenso BBDO	Fonterra		Colenso BBDO Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Art Director - Jim Walsh Copywriter - Mick Stalker Business Director - Kat Sliper Account Manager - Lucy Hartstone Account Manager - Eddie Thomas Producer - Jen Storey Planner - Andy McLeish  Flying Fish Production Company Production Company Producer - Samantha Attenborough Director - James Solomon Sound Design  Freelance	BRONZE
			DOP / Cinematographer - Marty Williams Editor - Nathan Pickles  Fonterra Group Marketing Manager - Alison Yorston Product Manager - Lucy Smith	
FCB New Zealand	Health Promotion Agency	Not Beersies. The beer that's actually water.	FCB New Zealand Group Account Director - Jane Wardlaw Senior Account Manager - Jess Sheffield Head of Design - Nick Smith Senior Designer - Nick McFarlane Content Producer - Marijana Hart Head of Content - Pip Mayne Head of Planning - David Thomason Planner - Carl Sarney Senior Creative Lead - Kelly Lovelock Senior Creative Lead - Hywel James Executive Creative Director - Regan Grafton  FCB Media Media Manager - Roxane Vosper	BRONZE
			Media Manager/Buyer - Dan Roberts Digital Director - Kate Grigg Senior Digital Planner/buyer - Lucy Sorensen Account Director (activation and social) - Kimberley Kastelan Account Manager (activation and social) - Alisha Thomas  Reload Photographer - Steven Langdon  Robbers Dog Director - Chris Dudman	
Clemenger BBDO	New Zealand Transport Agency	Legend	Clemenger BBDO Executive Creative Director - Philip Andrew Creative Director/Writer - Brigid Alkema Writer - Mitch Alison Director of Social Marketing - Linda Major Account Director - Julianne Hastings Head of Television - Martin Gray  OMD Managing Partner - Matt McNeil  New Zealand Transport Agency Principal Scientist - Paul Graham Principal Advisor - Rachel Prince	GOLD

Sustained Success	Barnes, Catmur & Friends	Boundary Road Brewery	How The People Created 'The People's Beer'	Creative - Jesse Stevens (previous) Creative - Matt Weavers (previous) Senior Account Manager - Nick Gallagher Account Director - Sally Willis (previous) Media Director - Monica Wales Digital Developer - Dylan Scott Head of Production - Shayna Armstrong Senior Finished Artist - Alison Curtis Finished Artist - Simon Kear  MC Retoucher - Mark Creaghan  Independent Liquor and Boundary Road Brewery General Marketing Manager - Adam Maxwell  Boundary Road Brewery Marketing Manager - Ben Shaw Brand Manager - Andy Havill Brand Manager - Kris Hansen  FCB New Zealand Senior Creative Lead - Scott Kelly Senior Planner - Emma Popping Head of Planning - David Thomason Account Director - Lee Dodds	BRONZE
	FCB New Zealand	Mitre 10 (NZ) Limited	Making DIY Easy As	Account Director - Rebecca Stuart-Palmer Group Account Director - Kate Lines  FCB Media Search Manager - Nick Sadler Performance Director - Anna Matthews Media Manager - Nicole Earnshaw Head of Client Service Media - Simon Teagle  TVNZ Director - Ganesh Raj Senior Commercial Producer - Loretta Jacobs Commercial Integration Manager - Lance Hipkins Editor - Gary Young  Mitre 10 Campaign Manager - Sophie Rose Nicholas Group Brand Manager - Eleanor Downs GM Marketing - Dave Elliott	BRONZE

Congratulations