

CONGRATULATIONS

TO ALL OUR FINALISTS!

AGENCY	ADVERTISER	ENTRY TITLE
Social Marketing or Public Service		
FCB Media	Fire & Emergency New Zealand	Fire Doesn't Wait
FCB Media	Water Safety New Zealand	Personalising Danger
FCB Media	The Electoral Commission	The Voter Concierge
Motion Sickness	NZ Government / Department of Internal Affairs	Keep It Real Online
Motion Sickness	NZ Government / Department of Internal Affairs	The Eggplant
Motion Sickness	Netsafe	Your News Bulletin
OMD	NZ Government	Unite Against COVID
Retail or Etail - Sponsored By The Radio Bureau		
Dentsu Media	Countdown	From the Mailer to the Future
Dentsu Media	Countdown	The Magic Number 3
FCB Media	Foodstuffs	inStickman
FCB Media	Mitre 10	Finding Future Renovators Today
OMD	McDonald's NZ	Return Of The Mac
PHD	Foodstuffs	Smarter Shoppers Shop At PAKn'SAVE
PHD	KFC	Chicken Little, The Burger That Rapped
PHD	KFC	The Colonel's Challenge
PHD	Pizza Hut	Outranking With Flavour
Together	Wendy's	Brigadier General Sanders
Fast Moving Consumer Goods (FMCG) - Sponsored By Lion		
Dentsu Media	DB Breweries	The Wayfarer Tour
FCB Media	Coca-Cola Oceania	Moments Of Kiwi Heat
MBM	Griffin's	Reigniting Latent Love
MBM	J.H Whittakers & Sons	The greatest Trans-Tasman Get Together Ever!

MediaCom	Fonterra Brands New Zealand	Re-igniting A Timeless Kinship With New Zealand
Consumer Durables		
Starcom	Samsung Electronics NZ	Getting GenZ Into The A Team
Starcom	Samsung Electronics NZ	Z-Flip - Standing Out In The Crowd
Consumer Services		
Dentsu Media	ASB	Borrow The All Blacks
FCB Media	Westpac NZ	Confidence Crisis
Ikon Communications	2degrees	2nd Chance Charlie
OMD	Kiwibank & Equifax	Delivering Great Customer Outcomes Through Data Transformation
OMD	Meridian Energy	Amped - The Power To Play
PHD	Spark NZ / Skinny	Friendvertising
Special Group/Stanley St	Tourism New Zealand	Do Something New New Zealand
Special Group	Tourism New Zealand	Good Morning World
Together	First Gas	Finding The Perfect Match
Charity		
Dentsu Media	The Movember Foundation	Man Enough
MediaCom	NZ Blood	Every 18 Minutes
Best Small Budget (up to \$100k per annum)		
Dentsu Media	ASB	Essential Thanks
FCB Media	Foodstuffs	inStickman
FCB Media	Water Safety New Zealand	Personalising Danger
MediaCom	NZ Blood	Every 18 Minutes
PHD	KFC	Extra Time for Radio Sport
PHD	Les Mills	Working Out How To Get More People To Do Les Mills Workouts

Special Group	Every Kiwi Vote Counts	Meddle In The New Zealand Election
Together	First Gas	Finding The Perfect Match
Together	Wendy's	Datanator
Best Use of Event or Activation		
Dentsu Media	ASB	Borrow the All Blacks
MBM	Z Group	Get Pumped For Fuel Loyalty!
Best Use of Content - Sponsored By TVNZ		
Dentsu Media	ASB	Borrow The All Blacks
Dentsu Media	DB Breweries	Full Of Flavour, Not Itself
Ikon Communications	2degrees	2nd Chance Charlie
Motion Sickness	NZ Government / Department of Internal Affairs	The Eggplant
PHD	Genesis	Energising Kiwi Kids Over Lockdown
PHD	KFC	Chicken Little, The Burger That Rapped
PHD	KFC	Extra Time for Radio Sport
PHD	KFC	The Colonel's Challenge
PHD	Sanitarium	Match-Fit
Special Group/Stanley St	Tourism New Zealand	Do Something New New Zealand
Best Use of Technology		
Dentsu Media	Countdown	From The Mailer To The Future
FCB Media	Coca-Cola Oceania	Moments Of Kiwi Heat
FCB Media	Mitre 10	Finding Future Renovators Today
FCB Media	The Electoral Commission	The Voter Concierge
PHD	Les Mills	Working Out How To Get More People To Do Les Mills Workouts

Best use of Mobile		
Together	Wendy's	Datanator
Best use of Data - Sponsored By oOh! Media		
FCB Media	Mitre 10	Finding Future Renovators Today
FCB Media	Water Safety New Zealand	Personalising Danger
OMD	Kiwibank & Equifax	Delivering great customer outcomes through data transformation
Together	First Gas	Finding The Perfect Match
Together	Rockgas	A Probabilistic Partnership
Together	Wendy's	Datanator
Best Use of Search Engine Marketing		
MBM	Trade Me Marketplace	Revolutionising the Trade Me Search Monolith
PHD	Les Mills	Working Out How To Get More People To Do Les Mills Workouts
PHD	Pizza Hut	Outranking With Flavour
Best Use of Social		
Dentsu Media	DB Breweries	Full Of Flavour, Not Itself
FCB Media	Foodstuffs	inStickman
PHD	KFC	The Colonel's Challenge
Socialites	New World	COVID Response
Socialites	New World	Little Garden
Special Group	Tourism New Zealand	Good Morning World
Creative Media Idea - Sponsored By OVATO Media Bureau		
Dentsu Media	ASB	Borrow The All Blacks
FCB Media	Fire & Emergency New Zealand	Fire Doesn't Wait
FCB Media	Foodstuffs	inStickman

FCB Media	The Electoral Commission	The Voter Concierge
Ikon Communications	2degrees	2nd Chance Charlie
Motion Sickness	Netsafe	Your News Bulletin
PHD	ANZ	How ANZ Helped Save Daffodil Day
PHD	Pizza Hut	Outranking With Flavour
Together	Wendy's	Brigadier General Sanders

Best Use of Insight - Sponsored By Nielsen

Dentsu Media	ASB	Borrow The All Blacks
FCB Media	Westpac NZ	Confidence Crisis
Ikon Communications	2degrees	2nd Chance Charlie
Motion Sickness	Department of Internal Affairs	The Eggplant
PHD	Sanitarium	Match-Fit
PHD	Skinny	Friendvertising
Together	Wendy's	Datanator

Best Communications Strategy - Sponsored By Are Media

Dentsu Media	ASB	Borrow the All Blacks
FCB Media	Coca-Cola Oceania	Moments Of Kiwi Heat
FCB Media	Fire & Emergency New Zealand	Fire Doesn't Wait
FCB Media	Water Safety New Zealand	Personalising Danger
FCB Media	Westpac NZ	Confidence Crisis
Harvey Cameron	ACT New Zealand	Someone Out There Is Listening
Ikon Communications	2degrees	2nd Chance Charlie
OMD	NZ Government	Unite Against COVID
PHD	Foodstuffs	Smarter Shoppers Shop At PAKn'SAVE
PHD	Skinny	Friendvertising
PHD	State	Getting Consumers To Give A Stuff About Stuff

Starcom	Kraft Heinz New Zealand	It's A Kiwi Thing
VMLY&R	Electoral Commission	Vote 2020 - A Turn Out for NZ
Most Effective - Sponsored By TVNZ		
PHD	ANZ	How ANZ Helped Save Daffodil Day
D3	The Co-operative Bank	Be Big Small
Dentsu Media	ASB	Borrow The All Blacks
Dentsu Media	Countdown	From The Mailer to the Future
Dentsu Media	Countdown	The Magic Number 3
FCB Media	Mitre 10	Finding Future Renovators Today
MBM	Sharesies Ltd	Trading our way to success!
PHD	Genesis	Spoiler Alert! Winning Winter For Genesis With Energy Management
PHD	Skinny	Friendvertising
PHD	State	Getting Consumers To Give A Stuff About Stuff
Together	First Gas	Finding The Perfect Match
Best Launch - Sponsored By NZME		
Starcom	Samsung Electronics NZ	Z-Flip - Standing Out In The Crowd
Together	Wendy's	Brigadier General Sanders
Best Collaboration - Sponsored By oOh! Media		
Ikon Communications	2degrees	2nd Chance Charlie
PHD	Genesis	Energising Kiwi Kids Over Lockdown
PHD	KFC	Extra Time For Radio Sport
PHD	Skinny	Making Famous Friends
Starcom	Toyota New Zealand	Toyota & MediaWorks Drive Small Business
Together	Rockgas	A Probabilistic Partnership
TVNZ & FCB	Fire & Emergency NZ	Ads on Fire!

Media Business of the Year
BusinessDesk
Discovery New Zealand
Lumo Digital Outdoor
TVNZ
oOh!media

Salesperson or Team of the Year
Digital Commons
Discovery New Zealand
JCDecaux
TVNZ
oOh!media
Stuff Ltd

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