

The Axis Awards 2021

Congratulations

RECOGNITION AWARDS

Grand Axis sponsored by Facebook			
Agency	Advertiser	Title	
Unite Against COVID-19	Clemenger BBDO	New Zealand Government	
Agency of the Year Sponsored by Google			
DDB Group Aotearoa			
Client of the Year Sponsored by oOh! Media			
Toyota New Zealand			
Production Company of the Year			
Sweetshop			
Brand Axis Sponsored by TVNZ			
Saatchi & Saatchi		Toyota New Zealand	
Grand Prix 2020			
Agency	Advertiser	Title	Category
New Zealand Government	Clemenger BBDO	Unite Against COVID-19	Design 360
New Zealand Government	Colenso BBDO & Clemenger BBDO	Unstoppable Summer: A COVID-19 public service announcement	Brand Experience & Activation
Toyota New Zealand	Saatchi & Saatchi	Hilux Unbreakable Bond	TV, Cinema or Online Over 30' (Single)
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Direct Digital
Toyota New Zealand	Sweetshop	Unbreakable Bond	Direction
Google Student Challenge Sponsored by Google			
Name	School	Title	
Robyn Ramsay & Luke Roxburgh	MDS	Kapati: Only in Your country	
Emerging Talent Sponsored by The Radio Bureau			
Name		Agency	
Stan and Aiken		DDB Group Aotearoa	
Integrated Axis			
Advertiser	Agency	Entry Title	Metal
New Zealand Government	Clemenger BBDO Wellington	Unite Against COVID-19	Gold
Toyota New Zealand Limited	Saatchi & Saatchi	Hilux Unbreakable Bond	Gold

CRAFT

Editing			
Advertiser	Agency/ Production Comp	Entry Title	Metal
Toyota New Zealand Limited	Sweetshop	Unbreakable Bond	Gold
Waka Kotahi New Zealand Transport Agency	The Editors	Doors	Gold
Chorus	Sweetshop	Fibre. It's How We Internet Now.	Silver
Spark New Zealand	FINCH	Kupu - "Te Question"	Silver
BNZ	Sweetshop	The Greatest Gift	Bronze
Worksafe	Sweetshop	You Can Sense it, You Can Stop it	Bronze
Trustpower	CPD FILMS	Lost & Found	Finalist
ANZ New Zealand	Sweetshop	Good Sports	Finalist
Bumble	Eight	Girls will be Girls	Finalist
DB Breweries	Sweetshop	That's Why	Finalist
Department of Internal Affairs	Motion Sickness	Keep It Real Online	Finalist
Lion	Flying Fish	Steinlager Flotilla	Finalist
Red Bull	Reel Factory	Kick it with Beaudy	Finalist
Silver Fern	The Editors	Silver Fern 'Worth the Wait'	Finalist
Smiths City	Eight	A Whiteware Christmas	Finalist
Waka Kotahi	Sweetshop	Speed	Finalist
Cinematography			
Advertiser	Agency	Entry Title	Metal
Waka Kotahi New Zealand Transport Agency	Good Oil	Doors	Gold
Toyota New Zealand Limited	Sweetshop	Unbreakable Bond	Gold
Disney	Flux Animation	From Our Family To Yours	Bronze
Lion	Flying Fish	Steinlager Flotilla	Bronze
ANZ New Zealand	Sweetshop	Good Sports	Bronze
BNZ	Sweetshop	The Greatest Gift	Bronze
Worksafe	Sweetshop	You Can Sense it, You Can Stop it	Bronze
Spark New Zealand	FINCH	OUTLine	Finalist
Tourism New Zealand	Good Oil	Do Something New, New Zealand	Finalist
Lion	Good Oil	Legend	Finalist
Carlton United Breweries	Good Oil	Temple Of Dry	Finalist
Silver Fern Farms	Good Oil	Worth The Wait	Finalist
Tourism New Zealand	Reel Factory	Have You Ever	Finalist
Tourism New Zealand	Sweetshop	Pure	Finalist
Kelloggs	Two Bearded Men	The Peak Teaser	Finalist
Moving Image - 2D Animation			
Advertiser	Agency	Entry Title	Metal
Partners Life	Flux Animation	Unhappily Ever After	Silver
Vodafone	Flux Animation	Turn Off Your Phone	Bronze
Toyota	Assembly	In Crazy We Believe	Finalist
The Warehouse Group	Studio Local Limited	Heart is Where the Home is	Finalist
Moving Image - 3D Animation			
Advertiser	Agency	Entry Title	Metal
Disney	Flux Animation	From Our Family To Yours	Gold
WorkSafe New Zealand	Blockhead VFX	You Can See It, You Can Stop It	Silver
Woolworths	Blockhead VFX	Spirit of Christmas	Bronze
Visual Effects			
Advertiser	Agency	Entry Title	Metal
WorkSafe New Zealand	Blockhead VFX	You Can See It, You Can Stop It	Gold
Chorus	Sweetshop	Fibre. It's How We Internet Now.	Silver
Art Direction			
Advertiser	Agency	Entry Title	Metal
Disney	Flux Animation	From Our Family To Yours	Silver
Lion	Flying Fish	Steinlager Flotilla	Bronze
Worksafe	Sweetshop	You Can Sense it, You Can Stop it	Bronze
Bumble	Eight	Girls will be Girls	Finalist
2degrees	Eight	It Just Makes Scents?	Finalist
Smiths City	Eight	A Whiteware Christmas	Finalist
Xero	Eight	Why Xero	Finalist
AMI Insurance	FINCH	Tap	Finalist
Lion	Good Oil	Legend	Finalist
Carlton United Breweries	Good Oil	Temple Of Dry	Finalist
DB Breweries	Sweetshop	That's Why	Finalist
BNZ	Sweetshop	The Greatest Gift	Finalist
Direction			
Advertiser	Agency	Entry Title	Metal
Waka Kotahi New Zealand Transport Agency	Good Oil	Doors	Gold
Toyota New Zealand Limited	Sweetshop	Unbreakable Bond	Gold
Chorus	Sweetshop	Fibre. It's How We Internet Now.	Gold
Spark New Zealand	FINCH	Kupu - "Te Question"	Silver
Lion	Flying Fish	Steinlager Flotilla	Silver
WorkSafe New Zealand	Sweetshop	You Can Sense it, You Can Stop it	Silver
Disney	Flux Animation	From Our Family To Yours	Bronze
Department of Internal Affairs	Motion Sickness	Keep It Real Online	Bronze
BNZ	Sweetshop	The Greatest Gift	Bronze
Presbyterian Support Northern	Chillbox	Run	Finalist
Trustpower	CPD FILMS	Lost & Found	Finalist
2degrees	Eight	It Just Makes Scents?	Finalist
Bumble	Eight	Girls will be Girls	Finalist
Smiths City	Eight	A Whiteware Christmas	Finalist
National Crisis Management Centre	FINCH	For Tomorrow	Finalist
Spark New Zealand	FINCH	OUTLine	Finalist
Tourism New Zealand	Good Oil	Do Something New, New Zealand	Finalist
Lion	Good Oil	Legend	Finalist
Pepper Money	Good Oil	Real Life	Finalist
Skinny	Good Oil	Stocking Face Family	Finalist
Carlton United Breweries	Good Oil	Temple Of Dry	Finalist
Silver Fern Farms	Good Oil	Worth The Wait	Finalist
ANZ New Zealand	Sweetshop	Good Sports	Finalist
Tourism New Zealand	Sweetshop	Pure	Finalist
Waka Kotahi New Zealand Transport Agency	Sweetshop	Speed	Finalist
DB Breweries	Sweetshop	That's Why	Finalist
Every Kiwi Vote Counts	Sweetshop	The Meddler	Finalist
Original Soundtrack			
Advertiser	Agency	Entry Title	Metal
Tourism New Zealand	Good Oil	Do Something New, New Zealand	Bronze
DB Breweries	Liquid Studios	DB Export Gold 0.0	Bronze
ANZ	Beatworms	ANZ Good Sports	Silver
Trustpower	CPD FILMS	Lost & Found	Finalist
Worksafe	Sweetshop	You Can Sense it, You Can Stop it	Finalist
Sound Design - Film & Screen Content			
Advertiser	Agency	Entry Title	Metal
Waka Kotahi New Zealand Transport Agency	Good Oil	Doors	Gold
Fire and Emergency New Zealand	Starla	The Ad You Can't Escape	Silver
Toyota New Zealand	Franklin Rd Music & Sound	Hilux - An Unbreakable Bond	Finalist
ALT	Liquid Studios	ALT	Finalist
Lion	Liquid Studios	Steinlager 'Peace Flotilla'	Finalist
Original Arrangement of Existing Music			

Advertiser	Agency	Entry Title	Metal
Toyota New Zealand	Franklin Rd Music & Sound	Hilux - An Unbreakable Bond	Silver
Pepper Money	Good Oil	Real Life	Bronze
Chorus NZ	Liquid Studios	Chorus Fibre 'Badnet'	Bronze
Lion	Liquid Studios	Steinlager 'Peace Flotilla'	Bronze
Original Soundtrack - Radio			
Advertiser	Agency	Entry Title	Metal
Rebel Sport	Film360	Find your rhythm	Bronze
Copywriting - Magazine & Newspaper			
Advertiser	Agency	Entry Title	Metal
IAG	Colenso BBDO	On Your Side (Post)	Finalist
IAG	Colenso BBDO	On Your Side (Tap)	Finalist
IAG	Colenso BBDO	On Your Side (TV)	Finalist
Air New Zealand	FCB New Zealand	Do Business Without The Distractions	Finalist
Netsafe	Motion Sickness	Your News Bulletin	Finalist
Oceania Healthcare	YoungShand	In Their Shoes	Finalist
Copywriting - Out of Home			
Advertiser	Agency	Entry Title	Metal
New Zealand Aids Foundation	DDB Group Aotearoa	NZAF - Stand Proud	Finalist
Copywriting - Radio			
Advertiser	Agency	Entry Title	Metal
Volkswagen	DDB Group Aotearoa	Zero to Crazy - New Name	Silver
Volkswagen	DDB Group Aotearoa	Zero to Crazy - Birthday	Bronze
Volkswagen	DDB Group Aotearoa	Zero to Crazy - Girlfriend	Bronze
KFC	Film360	One Hit Wonders - Crazy Frog	Bronze
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mary)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Row)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Twinkle)	Finalist
Volkswagen	DDB Group Aotearoa	Grand Cali - Eric	Finalist
Volkswagen	DDB Group Aotearoa	Grand Cali - Janis	Finalist
Volkswagen	DDB Group Aotearoa	Grand Cali - Mad Dog Mike	Finalist
Volkswagen	DDB Group Aotearoa	Zero to Crazy - Job	Finalist
Volkswagen	DDB Group Aotearoa	Zero to Crazy - Mafia	Finalist
Water Safety New Zealand	FCB New Zealand	Swim Your Age: Puff 'n' Surf	Finalist
KFC	Film360	One Hit Wonders	Finalist
Copywriting - Film & Video			
Advertiser	Agency	Entry Title	Metal
Toyota New Zealand Limited	Saatchi & Saatchi	Hilux Unbreakable Bond	Gold
Department of Internal Affairs	Motion Sickness	Keep It Real Online	Silver
IAG	Colenso BBDO	On Your Side (Post)	Bronze
IAG	Colenso BBDO	On Your Side (Tap)	Bronze
Partners Life	Special Group	Unhappily Ever After	Bronze
New Zealand Government	Clemenger BBDO Wellington	For Tomorrow	Finalist
Spark	Colenso BBDO	5G	Finalist
IAG	Colenso BBDO	On Your Side (TV)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Hose)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Nightclub)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Park)	Finalist
Tourism New Zealand	Special Group	Pure	Finalist
2degrees	TBWA	Christmas Campaign	Finalist
Tend Health Limited	YoungShand	Inner Monologue - Riley	Finalist
Tend Health Limited	YoungShand	Inner Monologue - Tai	Finalist
Art Direction & Typography - Magazine & Newspaper			
Advertiser	Agency	Entry Title	Metal
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub - Tiny Pool	Silver
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub Print - Tiny Darts	Silver
New Zealand Breast Cancer Foundation	Colenso BBDO	Mokopuna Mythologies	Bronze
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub Print - Tiny Peanut	Bronze
Mars	Colenso BBDO	DentaSTIX Studios	Finalist
IAG	Colenso BBDO	On Your Side	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)	Finalist
Art Direction & Typography - Out of Home			
Advertiser	Agency	Entry Title	Metal
McDonald's	DDB Group Aotearoa	Reflections - Fries	Gold
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub Activation	Silver
McDonald's	DDB Group Aotearoa	Reflections - Cheeseburger	Silver
McDonald's	DDB Group Aotearoa	Reflections Big Mac	Silver
New Zealand Aids Foundation	DDB Group Aotearoa	Stand Proud	Bronze
WWF	Colenso BBDO	Ending Lockdown	Finalist
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Daz	Finalist
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Kylee	Finalist
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Shane	Finalist
The University of Auckland	Wunderman Thompson	you zag. If they zig	Finalist
Image			
Advertiser	Agency	Entry Title	Metal
McDonald's	DDB Group Aotearoa	Reflections - Fries	Gold
Lion	DDB Group Aotearoa	Emerson's Tiny Pub Print Tiny Pool	Silver
McDonald's	DDB Group Aotearoa	Reflections - Big Mac	Silver
McDonald's	DDB Group Aotearoa	Reflections - Cheeseburger	Silver
Lion	DDB Group Aotearoa	Emerson's Tiny Pub Print Tiny Darts	Bronze
Lion	DDB Group Aotearoa	Emerson's Tiny Pub Print Tiny Peanuts	Bronze
Volkswagen	DDB Group Aotearoa	Transporter - Construction Men	Bronze
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Daz	Bronze
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Kylee	Bronze
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Shane	Bronze
Mars	Colenso BBDO	DentaSTIX Studios	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)	Finalist
Volkswagen	DDB Group Aotearoa	Transporter - Jerry's Fireworks	Finalist
Volkswagen	DDB Group Aotearoa	Transporter Vegan Meal Co	Finalist
Toyota New Zealand Limited	Saatchi & Saatchi	Yaris Made of Fun	Finalist
Tourism New Zealand	Special Group	Do Something New New Zealand	Finalist
Partners Life	Special Group	Unhappily Ever After	Finalist
Digital Copywriting			
Advertiser	Agency	Entry Title	Metal
Department of Internal Affairs	Motion Sickness	The Eggplant	Silver
Foodstuffs NZ	FCB New Zealand	Instickman	Bronze
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Voice of Racism	Finalist
Digital Art Direction & Typography			
Advertiser	Agency	Entry Title	Metal
IAG	Colenso BBDO	Tally	Finalist
Tend Health Limited	YoungShand	Inner Monologue	Finalist
Interface & Navigation			
Advertiser	Agency	Entry Title	Metal
MARS	Colenso BBDO	MyHooman	Bronze
User Experience			
Advertiser	Agency	Entry Title	Metal
New Zealand Human Rights Commission	Assembly	Voice of Racism	Gold

OUT OF HOME
 SPONSORED BY OOH Media


MARS	Colenso BBDO	MyHooman	Bronze
Mars	Colenso BBDO	DentaSTIX Studios	Finalist
IAG	Colenso BBDO	Tally	Finalist
Digital Use of Video			
Advertiser	Agency	Entry Title	Metal
Skinny	Colenso BBDO	Friend-vertising	Bronze
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Voice of Racism	Finalist
Mars	Colenso BBDO	DentaSTIX Studios	Finalist
Digital Use of Music or Sound Design			
Advertiser	Agency	Entry Title	Metal
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Voice of Racism	Silver
Standard Outdoor Advertising			
Advertiser	Agency	Entry Title	Metal
Lotto New Zealand	DDB Group Aotearoa	Commas - Cars	Gold
McDonald's	DDB Group Aotearoa	Reflections - Fries	Gold
McDonald's	DDB Group Aotearoa	Reflections - Big Mac	Silver
McDonald's	DDB Group Aotearoa	Reflections - Cheeseburger	Silver
New Zealand Government	Clemenger BBDO Wellington	Unite Against COVID-19: Be kind	Bronze
New Zealand Government	Clemenger BBDO Wellington	Unite Against COVID-19: Cough or sneeze into your elbow	Bronze
New Zealand Government	Clemenger BBDO Wellington	Unite Against COVID-19: Wash your hands	Bronze
Spark	Colenso BBDO	Kupu Stories	Bronze
Spark	Colenso BBDO	Kupu Stories	Bronze
Spark	Colenso BBDO	Kupu Stories	Bronze
Lotto New Zealand	DDB Group Aotearoa	Commas - Souvenirs	Bronze
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub - Tiny Pool	Bronze
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub Tiny Darts	Bronze
New Zealand Government	Clemenger BBDO Wellington	Unite Against COVID-19: Stay home if you are sick	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)	Finalist
Lotto New Zealand	DDB Group Aotearoa	Commas - Art	Finalist
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub - Tiny Peanut	Finalist
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Daz	Finalist
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Kylee	Finalist
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Shane	Finalist
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Finalist
Transit Advertising			
Advertiser	Agency	Entry Title	Metal
Toyota New Zealand Limited	Saatchi & Saatchi	Hilux Unbreakable Bond	Finalist
Interactive Outdoor			
Advertiser	Agency	Entry Title	Metal
ASB	dentsu	Essential Thanks	Bronze
Kiwi Property	99	Envy Installation	Finalist
Non-Traditional Outdoor			
Advertiser	Agency	Entry Title	Metal
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub Activation	Silver
ASB	dentsu	Borrow Eden Park	Silver
ASB	dentsu	Essential Thanks	Bronze
Kiwi Property	99	Envy Installation	Finalist
Special Build Outdoor			
Advertiser	Agency	Entry Title	Metal
2degrees	TBWA	Broadband	Bronze
ASB	dentsu	Borrow Eden Park	Finalist
Out of Home - Campaign			
Advertiser	Agency	Entry Title	Metal
Lotto New Zealand	DDB Group Aotearoa	Commas	Gold
McDonald's	DDB Group Aotearoa	McDonald's - Reflections	Gold
New Zealand Government	Clemenger BBDO Wellington	Unite Against COVID-19	Silver
Skinny	Colenso BBDO	Friend-vertising	Bronze
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub campaign	Bronze
ASB	dentsu	Borrow The All Blacks	Bronze
ASB	dentsu	Essential Thanks	Bronze
Spark	Colenso BBDO	Kupu Stories	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting	Finalist
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It.	Finalist
NZME	Pitchblack Partners	LIVE NOW	Finalist
AIPA	Saatchi & Saatchi	Feel the Female Gaze	Finalist
Toyota New Zealand Limited	Saatchi & Saatchi	Hilux Unbreakable Bond	Finalist
Tourism New Zealand	Special Group	Do Something New New Zealand	Finalist
LegaSea	Special Group	Rescue Fish	Finalist
Magazine - Single			
Advertiser	Agency	Entry Title	Metal
Volkswagen	DDB Group Aotearoa	Transporter - Construction Men	Silver
Volkswagen	DDB Group Aotearoa	Transporter - Jerry's Fireworks	Silver
Volkswagen	DDB Group Aotearoa	Transporter Vegan Meal Co	Silver
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)	Finalist
Magazine - Campaign			
Advertiser	Agency	Entry Title	Metal
Volkswagen	DDB Group Aotearoa	Transporter	Silver
Mars	Colenso BBDO	DentaSTIX Studios	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting	Finalist
Newspaper - Single			
Advertiser	Agency	Entry Title	Metal
Volkswagen	DDB Group Aotearoa	Patents - Meetings	Silver
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub - Tiny Darts	Bronze
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub - Tiny Peanuts	Bronze
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub - Tiny Pool	Bronze
Volkswagen	DDB Group Aotearoa	Patents - Movies	Bronze
Volkswagen	DDB Group Aotearoa	Patents - Talking Car	Bronze
ASB	dentsu	Borrow Eden Park	Finalist
Netsafe	Motion Sickness	Your News Bulletin	Finalist
Newspaper Campaign			
Advertiser	Agency	Entry Title	Metal
Volkswagen	DDB Group Aotearoa	Patents	Silver
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub Print	Bronze
IAG	Colenso BBDO	On Your Side	Finalist
Innovation in Print			
Advertiser	Agency	Entry Title	Metal
Kiwi Property	99	Envy Installation	Finalist
Direct Physical			
Advertiser	Agency	Entry Title	Metal
Part Time Rangers	Pitchblack Partners	Lil' Rhino	Bronze
Media Design School	Freelance	MDS End of Year Show Invite 2020	Finalist
Direct Digital			
Advertiser	Agency	Entry Title	Metal
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Gold
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Voice of Racism	Silver
Spark NZ	Colenso BBDO	Friend-vertising	Silver
ASB	dentsu	Borrow The All Blacks	Silver

MAGAZINE & NEWSPAPER

DIRECT MARKETING	Mars	Colenso BBDO	DentaSTIX Studios	Bronze
	IAG	Colenso BBDO	Tally	Bronze
	BMW	Colenso BBDO	Lockdown	Finalist
	Electoral Commission Te Kaitiaki Take Kōwhiri	VMLY&R	Vote Ghost	Finalist
	Direct Broadcast			
	Advertiser	Agency	Entry Title	Metal
	Spark NZ	Colenso BBDO	Friend-vertising	Silver
	2degrees	TBWA	Broadband	Bronze
	2degrees	TBWA	Christmas Campaign	Finalist
	Electoral Commission Te Kaitiaki Take Kōwhiri	VMLY&R	Vote Ghost	Finalist
	Creative Use of Data in Direct			
	Advertiser	Agency	Entry Title	Metal
	New Zealand Human Rights Commission	Clemenger BBDO Wellington	Voice of Racism	Silver
	IAG	Colenso BBDO	Tally	Bronze
	Direct Campaign			
	Advertiser	Agency	Entry Title	Metal
	New Zealand Government	Clemenger BBDO Wellington	Unite Against COVID-19	Gold
	Spark NZ	Colenso BBDO	Friend-vertising	Gold
	Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Silver
	Lion	DDB Group Aotearoa	Emerson's - Tiny Pub	Bronze
	Department of Internal Affairs	Motion Sickness	Keep It Real Online	Bronze
	Mars	Colenso BBDO	DentaSTIX Studios	Finalist
	IAG	Colenso BBDO	Tally	Finalist
	Tourism New Zealand	Special Group	Do Something New New Zealand	Finalist
	Tourism New Zealand	Special Group	Messages from New Zealand	Finalist
	2degrees	TBWA	Broadband	Finalist
Oceania Healthcare	YoungShand	In Their Shoes	Finalist	
Brand Experience & Activation				
Advertiser	Agency	Entry Title	Metal	
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement	Gold	
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub	Silver	
ASB	dentsu	Borrow Eden Park	Bronze	
Mars	Colenso BBDO	DentaSTIX Studios	Finalist	
Integrated Campaign Lead by Brand Experience & Activation				
Advertiser	Agency	Entry Title	Metal	
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub	Silver	
Skinny	Colenso BBDO	Friend-vertising	Bronze	
ASB	dentsu	Borrow The All Blacks	Bronze	
Mars	Colenso BBDO	DentaSTIX Studios	Finalist	
ASB	dentsu	Borrow Eden Park	Finalist	
2degrees	TBWA	Broadband	Finalist	
PR				
Advertiser	Agency	Entry Title	Metal	
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement	Silver	
ASB	dentsu	Borrow Eden Park	Silver	
Accor	Mango Communications Aotearoa	Accor - Thanks from Isolation	Finalist	
PR Social & Digital				
Advertiser	Agency	Entry Title	Metal	
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Silver	
ASB	dentsu	Borrow Eden Park	Bronze	
ASB	dentsu	Essential Thanks	Bronze	
ASB	dentsu	Borrow The All Blacks	Finalist	
PR Campaign				
Advertiser	Agency	Entry Title	Metal	
EcoStore	DDB Group Aotearoa	Permanent Bottle Recall	Bronze	
Accor	Mango Communications Aotearoa	Accor - Thanks from Isolation	Finalist	
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub	Finalist	
ASB	dentsu	Borrow Eden Park	Finalist	
Design 360				
Advertiser	Agency	Entry Title	Metal	
New Zealand Government	Clemenger BBDO Wellington	Unite Against COVID-19	Gold	
Citizen	Special Group	Citizen Beer	Silver	
Jarden	DDB Group Aotearoa	Jarden - Brand Launch	Finalist	
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Finalist	
Rua Bioscience	Special Group	Rua Bioscience	Finalist	
Product Design Tech				
Advertiser	Agency	Entry Title	Metal	
MARS	Colenso BBDO	MyHooman	Silver	
Mars	Colenso BBDO	DentaSTIX Studios	Finalist	
Product Design - Non Tech				
Advertiser	Agency	Entry Title	Metal	
Part Time Rangers	Pitchblack Partners	Kiwi Rangers Come Out At Night	Finalist	
The Warehouse Group	The Warehouse Group	Workplace Essentials	Finalist	
Environmental Design				
Advertiser	Agency	Entry Title	Metal	
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub	Silver	
Kiwibank	99	Sustainable Signage	Finalist	
Experience Design				
Advertiser	Agency	Entry Title	Metal	
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Voice of Racism	Silver	
IAG	Colenso BBDO	Tally	Bronze	
Lion	DDB Group Aotearoa	Emerson's - Tiny Pub	Bronze	
Mars	Colenso BBDO	DentaSTIX Studios	Finalist	
Publication and Magazine Design				
Advertiser	Agency	Entry Title	Metal	
Kiwi Property	99	Envy Installation	Finalist	
Charity - Magazine & Newspaper or Out of Home				
Advertiser	Agency	Entry Title	Metal	
New Zealand Breast Cancer Foundation	Colenso BBDO	Mokopuna Mythologies	Bronze	
WWF	Colenso BBDO	Ending Lockdown	Finalist	
Charity - Direct				
Advertiser	Agency	Entry Title	Metal	
KidsCan	DDB Group Aotearoa	Real Meals	Silver	
KidsCan	DDB Group Aotearoa	19 for 19	Finalist	
Charity - Digital or Screen				
Advertiser	Agency	Entry Title	Metal	
KidsCan	DDB Group Aotearoa	Real Meals	Silver	
Refugees as Survivors New Zealand	VMLY&R	No refugees in New Zealand	Finalist	
Charity - Social Media				
Advertiser	Agency	Entry Title	Metal	
Refugees as Survivors New Zealand	VMLY&R	No refugees in New Zealand	Finalist	
Charity - Design				
Advertiser	Agency	Entry Title	Metal	
WWF	Colenso BBDO	Ending Lockdown	Finalist	
Charity - Campaign				
Advertiser	Agency	Entry Title	Metal	
KidsCan	DDB Group Aotearoa	Real Meals	Silver	
New Zealand Aids Foundation	DDB Group Aotearoa	NZAF - Stand Proud	Bronze	
The Returned Services Association / Lion	DDB Group Aotearoa	RSA/Steinlager - Anzac - Out of Home	Bronze	
Charity - Creative Use of Media				

DIRECT MARKETING

PR/EXPERIENTIAL

DESIGN CATEGORY

CHARITY

Advertiser	Agency	Entry Title	Metal
KidsCan	DDB Group Aotearoa	Real Meals	Silver
Autism New Zealand	DDB Group Aotearoa	Toddler Driving test	Silver
The Returned Services Association / Lion	DDB Group Aotearoa	RSA/Steinlager - Anzac	Finalist

Website			
Advertiser	Agency	Entry Title	Metal
Spark NZ	99	Virtual Store	Finalist

Campaign Website			
Advertiser	Agency	Entry Title	Metal
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Voice of Racism	Silver
MARS	Colenso BBDO	MyHooman	Finalist
EcoStore	DDB Group Aotearoa	Permanent Bottle Recall	Finalist
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Finalist

Online Advertising			
Advertiser	Agency	Entry Title	Metal
ASB	dentsu	Borrow The All Blacks	Bronze

Social Media Campaigns			
Advertiser	Agency	Entry Title	Metal
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Gold
Spark NZ	Colenso BBDO	Friend-vertising	Silver
State	Colenso BBDO	Destruction Distraction	Finalist
BMW	Colenso BBDO	Lockdown	Finalist
ASB	dentsu	Essential Thanks	Finalist
Bumble	Eight	Girls will be Girls	Finalist
Tourism New Zealand	Special Group	Good Morning World	Finalist
Tourism New Zealand	Special Group	Messages from New Zealand	Finalist
KFC	Stanley St	Chicken Milk	Finalist
2degrees	TBWA	Broadband	Finalist
Hellers	YoungShand	The Daily Meat Up	Finalist

Influencer			
Advertiser	Agency	Entry Title	Metal
Foodstuffs NZ	FCB New Zealand	Instickman	Gold
Spark NZ	Colenso BBDO	Friend-vertising	Silver
ASB	dentsu	Borrow The All Blacks	Silver
Tourism New Zealand	Special Group	Good Morning World	Finalist
2degrees	TBWA	Broadband	Finalist
Hellers	YoungShand	The Daily Meat Up	Finalist

Mobile			
Advertiser	Agency	Entry Title	Metal
Mars	Colenso BBDO	DentaSTIX Studios	Finalist
MARS	Colenso BBDO	MyHooman	Finalist

Digital & Interactive Campaign			
Advertiser	Agency	Entry Title	Metal
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Voice of Racism	Silver
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Silver
ASB	dentsu	Borrow The All Blacks	Bronze
Mars	Colenso BBDO	DentaSTIX Studios	Finalist
Tourism New Zealand	Special Group	Good Morning World	Finalist
Tend Health Limited	YoungShand	Inner Monologue	Finalist

Tech Driven Creative			
Advertiser	Agency	Entry Title	Metal
Mars	Colenso BBDO	DentaSTIX Studios	Finalist
MARS	Colenso BBDO	MyHooman	Finalist

TV or Cinema 30' or Below - Single			
Advertiser	Agency	Entry Title	Metal
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Park)	Silver
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Hose)	Bronze
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Nightclub)	Bronze
SKY	DDB Group Aotearoa	Sky Sport - Press Conferences - Hansen	Bronze
Spark	Colenso BBDO	Kupu Stories	Finalist
IAG	Colenso BBDO	On Your Side (Post)	Finalist
IAG	Colenso BBDO	On Your Side (Tap)	Finalist
IAG	Colenso BBDO	On Your Side (TV)	Finalist
McDonald's	DDB Group Aotearoa	Summer	Finalist
McDonald's	DDB Group Aotearoa	Return of the Mac	Finalist
SKY	DDB Group Aotearoa	Sky Sport - Press Conferences - Dana	Finalist
SKY	DDB Group Aotearoa	Sky Sport - Press Conferences - Kearney	Finalist
SKY	DDB Group Aotearoa	Sky Sport - Press Conferences - Lebron	Finalist
Vodafone	DDB Group Aotearoa	Chicken Knight	Finalist
ASB	dentsu	ASB Brand Launch	Finalist
ASB	dentsu	Borrow The All Blacks	Finalist
ASB	dentsu	Girl With The Cold Feet	Finalist
ASB	dentsu	Modern Day Hunter	Finalist
New Zealand Electoral Commission	Eight	Electoral Commission - Vote Ghost	Finalist
Burger King	Pitchblack Partners	Big King XL	Finalist
Nestlé	Saatchi & Saatchi	Original Kiwi Dip: Cricket	Finalist
Nestlé	Saatchi & Saatchi	Original Kiwi Dip: OE	Finalist
Nestlé	Saatchi & Saatchi	Original Kiwi Dip: Stewart	Finalist
Nestlé	Saatchi & Saatchi	Original Kiwi Dip: Wrong Song	Finalist

TV or Cinema 30' or Below - Campaign			
Advertiser	Agency	Entry Title	Metal
Spark NZ	Colenso BBDO	Friend-vertising	Gold
Mars	Colenso BBDO	Take a Baby Step Into Parenting	Silver
ASB	dentsu	Borrow The All Blacks	Bronze
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Bronze
SKY	DDB Group Aotearoa	Sky Sport - Press Conferences	Finalist
ASB	dentsu	Everyday Banking	Finalist
ASB	dentsu	Home Loans	Finalist
Toyota New Zealand Limited	Saatchi & Saatchi	In Crazy We Believe	Finalist
Nestlé	Saatchi & Saatchi	Made For Mates	Finalist

TV, Cinema or Online Over 30" (Single)			
Advertiser	Agency	Entry Title	Metal
Waka Kotahi New Zealand Transport Agency	Clemenger BBDO Wellington	Doors	Gold
Toyota New Zealand Limited	Saatchi & Saatchi	Hilux Unbreakable Bond	Gold
Spark NZ	Colenso BBDO	Kupu Stories	Silver
IAG	Colenso BBDO	Sleeper	Silver
Department of Internal Affairs	Motion Sickness	Keep It Real Online	Silver
Chorus	Saatchi & Saatchi	Fibre. It's how we internet now.	Silver
Lion	DDB Group Aotearoa	Steinlager - Flotilla	Bronze
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It.	Bronze
Optus	Special Group	Amazing Race	Bronze
ANZ	TBWA	Goodsports	Bronze
New Zealand Government	Clemenger BBDO Wellington	For Tomorrow	Finalist
Spark	Colenso BBDO	5G	Finalist
Google	Colenso BBDO	Aussie Small Business	Finalist
DB Breweries	Colenso BBDO	That's Why	Finalist
Bank of New Zealand	Colenso BBDO	The Greatest Gift	Finalist
ASB	dentsu	ASB Brand Launch	Finalist

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ASB	dentsu	Borrow The All Blacks	Finalist
ASB	dentsu	Girl With The Cold Feet	Finalist
Smiths City	Eight	A Whiteware Christmas	Finalist
New Zealand Post	FCB New Zealand	Three Timing Trixie	Finalist
Tourism New Zealand	Special Group	Pure	Finalist
Optus	Special Group	BFF	Finalist
Tourism New Zealand	Special Group	Do Something New New Zealand	Finalist
Partners Life	Special Group	Unhappily Ever After	Finalist
Silver Fern Farms	Special Group	Worth the Wait	Finalist
2degrees	TBWA	Broadband	Finalist

TV, Cinema or Online Over 30" (Campaign)

Advertiser	Agency	Entry Title	Metal
Department of Internal Affairs	Motion Sickness	Keep It Real Online	Silver
Optus	Special Group	It Starts With Yes	Bronze
Skinny	Colenso BBDO	Endless Data Weekends	Finalist

TV & Broadcast - 90' and Over

Advertiser	Agency	Entry Title	Metal
Department of Internal Affairs	Motion Sickness	The Eggplant	Bronze

Pre-Rolls (single)

Advertiser	Agency	Entry Title	Metal
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)	Finalist
ASB	dentsu	Borrow The All Blacks	Finalist
ASB	dentsu	Borrow The All Blacks	Finalist

Pre-Rolls (campaign)

Advertiser	Agency	Entry Title	Metal
Mars	Colenso BBDO	Take a Baby Step Into Parenting	Bronze
Volkswagen	DDB Group Aotearoa	Icons	Bronze
Toyota New Zealand Limited	Saatchi & Saatchi	Hilux Unbreakable Bond	Bronze
Bumble	TBWA	Bumble Make The First Move	Finalist

Social Video

Advertiser	Agency	Entry Title	Metal
Spark NZ	Colenso BBDO	Friend-vertising	Silver
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Silver
BMW	Colenso BBDO	Lockdown	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Hose)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Nightclub)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Park)	Finalist
McDonald's	DDB Group Aotearoa	McDonald's Kiwiburger for all Kiwis	Finalist
ASB	dentsu	Borrow The All Blacks	Finalist
Department of Internal Affairs	Motion Sickness	Keep It Real Online	Finalist
Burger King	Pitchblack Partners	Rebel Whopper	Finalist
Air New Zealand	Pitchblack Partners	'Twas The Flight Before Christmas	Finalist
Tourism New Zealand	Special Group	Messages from New Zealand	Finalist

Large scale content

Advertiser	Agency	Entry Title	Metal
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement	Silver

Long-Form - Single

Advertiser	Agency	Entry Title	Metal
2degrees	TBWA	2nd Chance Charlie	Silver
Fire and Emergency New Zealand	FCB New Zealand	The Ad You Can't Escape	Bronze
Tourism New Zealand	Special Group	Do Something New New Zealand	Bronze
Air New Zealand	Pitchblack Partners	A Journey To Safety	Finalist
Air New Zealand	Pitchblack Partners	The Search for the 8th Wonder of the World	Finalist
Tourism New Zealand	Special Group	Messages from New Zealand	Finalist

Long-Form - Campaign

Advertiser	Agency	Entry Title	Metal
Department of Internal Affairs	Motion Sickness	The Eggplant	Gold

Branded Content - Campaign

Advertiser	Agency	Entry Title	Metal
Department of Internal Affairs	Motion Sickness	The Eggplant	Silver
2degrees	TBWA	2nd Chance Charlie	Bronze
ASB	dentsu	Borrow The All Blacks	Finalist

Music Content

Advertiser	Agency	Entry Title	Metal
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement	Silver
McDonald's	DDB Group Aotearoa	McDonald's - Kiwiburger for all Kiwis	Finalist
Tourism New Zealand	Special Group	Do Something New New Zealand	Finalist

Creative Use of Media - Single

Advertiser	Agency	Entry Title	Metal
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement	Gold
Foodstuffs NZ	FCB New Zealand	Meat Hijack	Silver
Fire and Emergency New Zealand	FCB New Zealand	The Ad You Can't Escape	Bronze
Sky TV, KiwiRail & Volkswagen	DDB Group Aotearoa	The DistractAd Campaign	Finalist
Partners Life	Special Group	Unhappily Ever After	Finalist

Creative Use of Media - Integrated

Advertiser	Agency	Entry Title	Metal
Spark NZ	Colenso BBDO	Friend-vertising	Silver
ASB	dentsu	Borrow The All Blacks	Bronze
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Bronze
Skinny	Colenso BBDO	Endless Data Weekends	Finalist
MARS	Colenso BBDO	MyHooman	Finalist
Tourism New Zealand	Special Group	Good Morning World	Finalist

Radio 30' or Below - Single

Advertiser	Agency	Entry Title	Metal
Volkswagen	DDB Group Aotearoa	Zero to Crazy - Girlfriend	Silver
Volkswagen	DDB Group Aotearoa	Zero to Crazy - Birthday	Bronze
Volkswagen	DDB Group Aotearoa	Zero to Crazy - New Name	Bronze
Toyota New Zealand Limited	Saatchi & Saatchi	Secondhand Rap	Bronze
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mary)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Row)	Finalist
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Twinkle)	Finalist
Volkswagen	DDB Group Aotearoa	Volkswagen - Zero to Crazy - Job	Finalist
Volkswagen	DDB Group Aotearoa	Zero to Crazy - Baby	Finalist
Volkswagen	DDB Group Aotearoa	Zero to Crazy - Mafia	Finalist
ASB	dentsu	Borrow The All Blacks	Finalist
Water Safety New Zealand	FCB New Zealand	Swim Your Age: Lifejackets Are So Basic	Finalist
Water Safety New Zealand	FCB New Zealand	Swim Your Age: Puff 'n' Surf	Finalist
Water Safety New Zealand	FCB New Zealand	Swim Your Age: The Skuxx Swim Alone	Finalist
Part Time Rangers	Pitchblack Partners	How To Save The Brown Kiwi	Finalist
Part Time Rangers	Pitchblack Partners	How To Save The Great White Shark	Finalist
Part Time Rangers	Pitchblack Partners	How To Save The Rhinos	Finalist
Toyota New Zealand Limited New Zealand Limited	Saatchi & Saatchi	Secondhand Pop	Finalist
Toyota New Zealand Limited	Saatchi & Saatchi	Toyota's Guide to Bad Labelling	Finalist

Radio 30' or Below - Campaign

Advertiser	Agency	Entry Title	Metal
Volkswagen	DDB Group Aotearoa	Zero to Crazy	Silver
IAG	Colenso BBDO	On Your Side	Bronze
Toyota New Zealand Limited	Saatchi & Saatchi	Secondhand Songs	Bronze
Mars	Colenso BBDO	Take a Baby Step Into Parenting	Finalist
Water Safety New Zealand	FCB New Zealand	Swim Your Age	Finalist

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Part Time Rangers	Pitchblack Partners	How To Save The Wild	Finalist
Toyota New Zealand Limited	Saatchi & Saatchi	Toyota's Guide to Bad Labelling	Finalist
Radio Above 30' - Single			
Advertiser	Agency	Entry Title	Metal
Tourism New Zealand	Special Group	Do Something New New Zealand	Bronze
Volkswagen	DDB Group Aotearoa	Grand Cali - Eric	Finalist
Volkswagen	DDB Group Aotearoa	Grand Cali - Janis	Finalist
Volkswagen	DDB Group Aotearoa	Grand Cali - Mad Dog Mike	Finalist
KiwiRail	DDB Group Aotearoa	The DistractAd Campaign - Kiwirail	Finalist
Sky & ADHD New Zealand	DDB Group Aotearoa	The DistractAd Campaign - Sky	Finalist
Volkswagen & ADHD New Zealand	DDB Group Aotearoa	The DistractAd Campaign - Volkswagen	Finalist
Radio Above 30' - Campaign			
Advertiser	Agency	Entry Title	Metal
KFC	Stanley St	One Hit Wonders	Bronze
Volkswagen	DDB Group Aotearoa	Grand Cali	Finalist
Sky TV, KiwiRail & Volkswagen	DDB Group Aotearoa	The DistractAd Campaign	Finalist
Non Standard Radio & Audio			
Advertiser	Agency	Entry Title	Metal
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Voice of Racism	Silver
McDonald's	DDB Group Aotearoa	McDonald's - Kiwiburger for all Kiwis	Finalist
Foodstuffs NZ	FCB New Zealand	Meat Hijack	Finalist

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