

# congratulations winners

## Media Business of the Year

**Winner – TVNZ**

Highly Commended – MediaWorks Radio Limited

## Sales Person /Team of the Year

**NZME**

## Media Owner Innovation of the Year

**NZME**

## Rising Star – Media Agency

**Winner – Tessa Hubbard (MBM)**

Highly Commended – Max Huang (Hearts & Science)

## Rising Star – Media Owner

**Winner – Courtney Gratwick (MediaWorks Limited)**

Highly Commended – Kat Blackburn (MediaWorks Limited)

## Advertiser of the Year

**Lion**

## Sustained Success

Agency	Advertiser	Title	Metal
FCB Media	Water Safety New Zealand	A Reap'in Success Story	Gold
Together	AIA New Zealand	Taking Small Steps	Silver

## Media Agency of the Year

**Together**

## Best in Show

Agency	Advertiser	Title
Together	AIA New Zealand	Owning the intent moment through real-time Search

## Inspiring Individual in honour of Sandy Smith

**Gina McKinnon**

## Social Marketing / Public Service

Agency	Advertiser	Title	Metal
FCB Media	Fire and Emergency New Zealand	Reality Check	Gold
Together	Te Ara Ahunga Ora Retirement Commission	Chasing Answers	Gold

## Retail / Etail

Agency	Advertiser	Title	Metal
PHD Group	PAK'nSAVE	Showing up in Shopping	Silver

## Fast Moving Consumer Goods (FMCG)

Agency	Advertiser	Title	Metal
MediaCom	Lion	From where you can be	Silver
MediaCom	Lion	Making Steinlager match-fit for the metaverse	Silver

## Consumer Durables

Agency	Advertiser	Title	Metal
FCB Media	SEAT	Edge of Relevance	Silver

## Consumer Services

Agency	Advertiser	Title	Metal
FCB Media	Mercury NZ Limited	Mercury Movers	Gold
FCB Media	AMP New Zealand	Insurance Express Lane	Silver
PHD Group	ANZ	Turning ads into classrooms	Silver

## Charity

Agency	Advertiser	Title	Metal
Special	Motor Neurone Disease New Zealand (MND)	David's Unusables	Silver

## Best Small Budget (up to \$100k per annum)

Agency	Advertiser	Title	Metal
FCB Media	SEAT	Edge of Relevance	Gold
Together	Te Ara Ahunga Ora Retirement Commission	Chasing Answers	Gold

## Best Use of Event / Activation

Agency	Advertiser	Title	Metal
PHD Group	KFC	Smashing it out of the park for KFC	Gold

## Best Use of Content

Agency	Advertiser	Title	Metal
MediaCom	Lion	Making Steinlager match-fit for the metaverse	Gold
FCB Media	Fire and Emergency New Zealand	Moving the Dial	Silver
MBM	Goodman Fielder	Baking For Better	Silver
Starcom	Toyota	In Crazy We Believe	Silver

## Best Use of Technology

Agency	Advertiser	Title	Metal
FCB Media	Fire and Emergency New Zealand	Moving the Dial	Gold
Together	AIA New Zealand	Owning the intent moment through real-time Search	Gold
FCB Media	AMP New Zealand	Insurance Express Lane	Silver
Together	Wendy's	Weather 3.0	Silver

## Best Use of Data

Agency	Advertiser	Title	Metal
Together	AIA New Zealand	Owning the intent moment through real-time Search	Gold
FCB Media	AMP New Zealand	Insurance Express Lane	Silver
FCB Media	Fire and Emergency New Zealand	Moving the Dial	Silver

## Best Use of Search Engine Marketing

Agency	Advertiser	Title	Metal
Together	AIA New Zealand	Owning the intent moment through real-time Search	Gold
FCB Media	SEAT	Edge of Relevance	Silver

## Best Use of Social

Agency	Advertiser	Title	Metal
MBM	J.H. Whittaker and Sons	Everything is better covered in hundreds and thousands	Silver
MediaCom	Lion	Unleashing Smirnoff's Potential in 100 Days	Silver

## Best Creative Media Idea

Agency	Advertiser	Title	Metal
MediaCom	Lion	From where you can be	Gold
MBM	Goodman Fielder	Baking For Better	Silver

## Best Use of Insight

Agency	Advertiser	Title	Metal
FCB Media	Fire and Emergency New Zealand	Reality Check	Silver

## Best Communications Strategy

Agency	Advertiser	Title	Metal
FCB Media	Fire and Emergency New Zealand	Reality Check	Silver
FCB Media	Mercury NZ Limited	Mercury Movers	Silver
MediaCom	Lion	Making Steinlager match-fit for the metaverse	Silver
Together	Te Ara Ahunga Ora Retirement Commission	Chasing Answers	Silver

## Most Effective

Agency	Advertiser	Title	Metal
FCB Media	AMP New Zealand	Insurance Express Lane	Gold
FCB Media	Mercury NZ Limited	Mercury Movers	Gold
PHD Group	ANZ	The socially distanced Daffodil Day	Gold
PHD Group	PAK'nSAVE	Your own personal saver	Silver
Together	AIA New Zealand	Owning the intent moment through real-time Search	Silver

## Best Collaboration

Agency	Advertiser	Title	Metal
MediaCom	Lion	Making Steinlager match-fit for the metaverse	Gold
Together	Te Ara Ahunga Ora Retirement Commission	Chasing Answers	Gold
TVNZ	University of Otago	Turn Your Story In To Something	Silver

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