

Axis Awards Finalists 2021



CRAFT

Editing

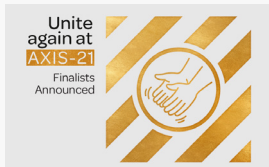
Advertiser	Agency/Production Company	Entry Title
ANZ New Zealand	Sweetshop	Good Sports
BNZ	Sweetshop	The Greatest Gift
Bumble	Eight	Girls will be Girls
Chorus	Sweetshop	Fibre. It's How We Internet Now.
DB Breweries	Sweetshop	That's Why
Lion	Flying Fish	Steinlager Flotilla
Red Bull	Reel Factory	Kick it with Beauty
Silver Fern	The Editors	Silver Fern 'Worth the Wait'
Smiths City	Eight	Smiths City
Spark New Zealand	FINCH	Kupu - "Te Question"
The Department Of Internal Affairs	Motion Sickness	Keep It Real Online
Toyota	Sweetshop	Unbreakable Bond
Trustpower	CPD FILMS	Lost & Found
Waka Kotahi New Zealand Transport Agency	The Editors	NZTA 'Doors'
Waka Kotahi New Zealand Transport Agency	Sweetshop	Speed
Worksafe	Sweetshop	You Can Sense it, You Can Stop it

Cinematography

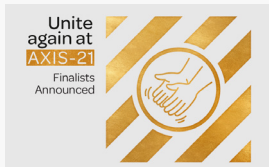
Advertiser	Agency/Production Company	Entry Title
ANZ New Zealand	Sweetshop	Good Sports
BNZ	Sweetshop	The Greatest Gift
Carlton United Breweries	Good Oil	Temple Of Dry
Disney	Flux Animation	From Our Family To Yours
Kelloggs	Two Bearded Men	The Peak Teaser
Lion	Good Oil	Legend
Lion	Flying Fish	Steinlager Flotilla
Silver Fern Farms	Good Oil	Worth The Wait
Spark New Zealand	FINCH	OutLine
Tourism New Zealand	Good Oil	Do Something New, New Zealand
Tourism New Zealand	Reel Factory	Have You Ever
Tourism New Zealand	Sweetshop	Pure
Toyota	Sweetshop	Unbreakable Bond
Waka Kotahi New Zealand Transport Agency	Good Oil	Doors
Worksafe	Sweetshop	You Can Sense it, You Can Stop it

Moving Image - 2D Animation

Advertiser	Agency/Production Company	Entry Title
Partners Life	Flux Animation	Unhappily Ever After
The Warehouse Group	Studio Local Limited	Heart is Where the Home is
Toyota	Assembly	In Crazy We Believe
Vodafone	Flux Animation	Vodafone Chicken Knight



Moving Image - 3D Animation		
Advertiser	Agency/Production Company	Entry Title
Disney	Flux Animation	From Our Family To Yours
Woolworths	Blockhead VFX	Woolworths
Worksafe	Blockhead VFX	Worksafe
Visual Effects		
Advertiser	Agency/Production Company	Entry Title
Chorus	Sweetshop	Fibre. It's How We Internet Now.
Worksafe	Blockhead VFX	Worksafe
Art Direction		
Advertiser	Agency/Production Company	Entry Title
2Degrees	Eight	It Just Makes Scents?
AMI Insurance	FINCH	Tap
BNZ	Sweetshop	The Greatest Gift
Bumble	Eight	Girls will be Girls
Carlton United Breweries	Good Oil	Temple Of Dry
DB Breweries	Sweetshop	That's Why
Disney	Flux Animation	From Our Family To Yours
Lion	Good Oil	Legend
Lion	Flying Fish	Steinlager Flotilla
Smiths City	Eight	Smiths City
Worksafe	Sweetshop	You Can Sense it, You Can Stop it
Xero	Eight	Xero
Direction		
Advertiser	Agency/Production Company	Entry Title
2Degrees	Eight	It Just Makes Scents?
ANZ New Zealand	Sweetshop	Good Sports
BNZ	Sweetshop	The Greatest Gift
Bumble	Eight	Girls will be Girls
Carlton United Breweries	Good Oil	Temple Of Dry
Chorus	Sweetshop	Fibre. It's How We Internet Now.
DB Breweries	Sweetshop	That's Why
Disney	Flux Animation	From Our Family To Yours
Every Kiwi Vote Counts	Sweetshop	The Meddler
Lion	Good Oil	Legend
Lion	Flying Fish	Steinlager Flotilla
National Crisis Management Centre	FINCH	For Tomorrow
New Zealand Government	Motion Sickness	Keep It Real Online
Pepper Money	Good Oil	Real Life
Presbyterian Support Northern	Chillbox	Run
Silver Fern Farms	Good Oil	Worth The Wait
Skinny	Good Oil	Stocking Face Family
Smiths City	Eight	Smiths City - A Whiteware Christmas
Spark New Zealand	FINCH	Kupu - "Te Question"
Spark New Zealand	FINCH	OutLine
Tourism New Zealand	Good Oil	Do Something New, New Zealand
Tourism New Zealand	Sweetshop	Pure
Toyota	Sweetshop	Unbreakable Bond



Direction CONT.		
Trustpower	CPD FILMS	Lost & Found
Waka Kotahi New Zealand Transport Agency	Sweetshop	Speed
Waka Kotahi New Zealand Transport Agency	Good Oil	Doors
Worksafe	Sweetshop	You Can Sense it, You Can Stop it

Original Soundtrack - Film & Screen Content

Advertiser	Agency/Production Company	Entry Title
ANZ	Beatworms	ANZ Good Sports
DB Breweries	Liquid Studios	DB Export Gold O.O
Tourism New Zealand	Good Oil	Do Something New, New Zealand
Trustpower	CPD FILMS	Lost & Found
Worksafe	Sweetshop	You Can Sense it, You Can Stop it

Original Soundtrack - Radio

Advertiser	Agency/Production Company	Entry Title
Rebel Sport	Film360	Find Your Rhythm

Original Arrangement of Existing Music

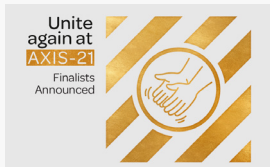
Advertiser	Agency/Production Company	Entry Title
Chorus NZ	Liquid Studios	Chorus Fibre' Badnet'
Lion	Liquid Studios	Steinlager 'Peace Flotilla'
Pepper Money	Good Oil	Real Life
Toyota New Zealand	Franklin Rd Music & Sound	Toyota Hilux - An Unbreakable Bond

Sound Design - Film & Screen Content

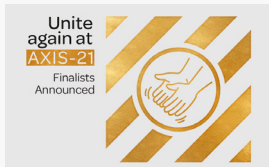
Advertiser	Agency/Production Company	Entry Title
ALT	Liquid Studios	ALT
Fire and Emergency New Zealand	Starla	The Ad You Can't Escape
Lion	Liquid Studios	Steinlager 'Peace Flotilla'
Toyota New Zealand	Franklin Rd Music & Sound	Toyota Hilux - An Unbreakable Bond
Waka Kotahi New Zealand Transport Agency	Good Oil	Doors

Copywriting - Magazine & Newspaper

Advertiser	Agency/Production Company	Entry Title
Air New Zealand	FCB New Zealand	Do Business WithOut The Distractions
IAG	Colenso BBDO	On Your Side (Post)
IAG	Colenso BBDO	On Your Side (Tap)
IAG	Colenso BBDO	On Your Side (TV)
Netsafe	Motion Sickness	Your News Bulletin
Oceania Healthcare	YoungShand	In Their Shoes



Copywriting - Out of Home		
Advertiser	Agency/Production Company	Entry Title
New Zealand Aids Foundation	DDB Aotearoa	NZAF - Stand Proud
Copywriting - Radio		
Advertiser	Agency/Production Company	Entry Title
KFC	Film360	One Hit Wonders
KFC	Film360	One Hit Wonders - Crazy Frog
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mary)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Row)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Twinkle)
Volkswagen	DDB Aotearoa	Grand Cali - Eric
Volkswagen	DDB Aotearoa	Grand Cali - Janis
Volkswagen	DDB Aotearoa	Grand Cali - Mad Dog Mike
Volkswagen	DDB Aotearoa	Zero to Crazy - Birthday
Volkswagen	DDB Aotearoa	Zero to Crazy - Girlfriend
Volkswagen	DDB Aotearoa	Zero to Crazy - Job
Volkswagen	DDB Aotearoa	Zero to Crazy - Mafia
Volkswagen	DDB Aotearoa	Zero to Crazy - New Name
Water Safety New Zealand	FCB New Zealand	Swim Your Age: Puff 'n' Surf
Copywriting - Film & Video		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	Christmas Campaign
IAG	Colenso BBDO	On Your Side (Post)
IAG	Colenso BBDO	On Your Side (Tap)
IAG	Colenso BBDO	On Your Side (TV)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Hose)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Nightclub)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Park)
New Zealand Government	Clemenger BBDO	For Tomorrow
New Zealand Government	Motion Sickness	Keep It Real Online
Partners Life	Special Group New Zealand	Unhappily Ever After
Spark	Colenso BBDO	5G
Tend	YoungShand	Inner Monologue - Riley
Tend	YoungShand	Inner Monologue - Tai
Tourism New Zealand	Special Group New Zealand	100% Pure New Zealand. A Journey of Reflection.
Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond



Art Direction & Typography - Magazine & Newspaper

Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	On Your Side
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Pool
Lion	DDB Aotearoa	Emerson's - Tiny Pub Print - Tiny Darts
Lion	DDB Aotearoa	Emerson's - Tiny Pub Print - Tiny Peanut
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)
New Zealand Breast Cancer Foundation	Colenso BBDO	Mokopuna Mythologies

Art Direction & Typography - Out of Home

Advertiser	Agency/Production Company	Entry Title
Lion	DDB Aotearoa	Emerson's - Tiny Pub Activation
McDonald's	DDB Aotearoa	Reflections - Cheeseburger
McDonald's	DDB Aotearoa	Reflections - Fries
McDonald's	DDB Aotearoa	Reflections Big Mac
New Zealand Aids Foundation	DDB Aotearoa	NZAF - Stand Proud
The University of Auckland	Wunderman Thompson	You Zag. If They Zig
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Daz
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Kylee
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Shane
WWF	Colenso BBDO	Ending Lockdown

Image

Advertiser	Agency/Production Company	Entry Title
Lion	DDB Aotearoa	Emerson's Tiny Pub Print Tiny Darts
Lion	DDB Aotearoa	Emerson's Tiny Pub Print Tiny Peanuts
Lion	DDB Aotearoa	Emerson's Tiny Pub Print Tiny Pool
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)
McDonald's	DDB Aotearoa	Reflections - Big Mac
McDonald's	DDB Aotearoa	Reflections - Cheeseburger
McDonald's	DDB Aotearoa	Reflections - Fries
Partners Life	Special Group New Zealand	Unhappily Ever After

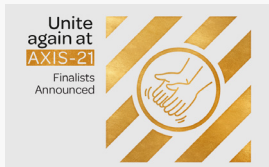


Image cont.		
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
Toyota	Saatchi & Saatchi	Yaris Made of Fun
Volkswagen	DDB Aotearoa	Transporter - Construction Men
Volkswagen	DDB Aotearoa	Transporter - Jerry's Fireworks
Volkswagen	DDB Aotearoa	Transporter Vegan Meal Co
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Daz
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Kylee
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Shane

DIGITAL CRAFT

Digital Copywriting

Advertiser	Agency/Production Company	Entry Title
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
New Zealand Government	Motion Sickness	The Eggplant
PAK'nSAVE	FCB New Zealand	Instickman

Digital Art Direction & Typography

Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	Tally
Tend	YoungShand	Inner Monologue

Interface & Navigation

Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	My Hooman

User Experience

Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	Tally
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	MyHooman
New Zealand Human Rights Commission	Assembly	Voice of Racism

Digital Use of Video

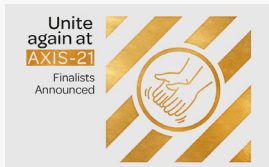
Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	DentaSTIX Studios
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
Skinny	Colenso BBDO	Friend-vertising

Digital Use of Music or Sound Design

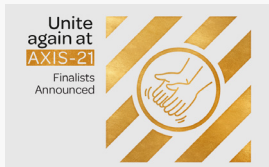
Advertiser	Agency/Production Company	Entry Title
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism



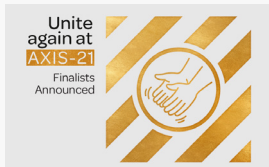
OUT OF HOME		
Standard Outdoor Advertising		
Advertiser	Agency/Production Company	Entry Title
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Peanut
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Pool
Lion	DDB Aotearoa	Emerson's - Tiny Pub Tiny Darts
Lotto New Zealand	DDB Aotearoa	Commas - Cars
Lotto New Zealand	DDB Aotearoa	Commas - Souvenirs
Lotto New Zealand	DDB Aotearoa	Commas - Art
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)
McDonald's	DDB Aotearoa	Reflections - Big Mac
McDonald's	DDB Aotearoa	Reflections - Cheeseburger
McDonald's	DDB Aotearoa	Reflections - Fries
New Zealand Government	Clemenger BBDO	Unite Against COVID-19: Be kind
New Zealand Government	Clemenger BBDO	Unite Against COVID-19: Cough or sneeze into your elbow
New Zealand Government	Clemenger BBDO	Unite Against COVID-19: Stay home if you are sick
New Zealand Government	Clemenger BBDO	Unite Against COVID-19: Wash your hands
Spark	Colenso BBDO	Kupu Stories
Spark	Colenso BBDO	Kupu Stories
Spark	Colenso BBDO	Kupu Stories
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Daz
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Kylee
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It. - Shane
Special Build Outdoor		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	Broadband
ASB	dentsu	Borrow Eden Park
Non Traditional Outdoor		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow Eden Park
ASB	dentsu	Essential Thanks
Kiwi Property	99	Envy Installation
Lion	DDB Aotearoa	Emerson's - Tiny Pub Activation



Interactive Outdoor		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Essential Thanks
Kiwi Property	99	Envy Installation
Transit		
Advertiser	Agency/Production Company	Entry Title
Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond
Out of Home Campaign		
ASB	dentsu	Borrow The All Blacks
ASB	dentsu	Essential Thanks
LegaSea	Special Group New Zealand	Rescue Fish
Lion	DDB Aotearoa	Emerson's - Tiny Pub campaign
Lotto New Zealand	DDB Aotearoa	Commas
Mars	Colenso BBDO	Take a Baby Step Into Parenting
McDonald's	DDB Aotearoa	McDonald's Reflections
New Zealand Government	Clemenger BBDO	Unite Against COVID-19
NZME	Pitchblack Partners/Jet Black Production	LIVE NOW
Skinny	Colenso BBDO	Friend-vertising
Spark	Colenso BBDO	Kupu Stories
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond
Women's Work Female Photographers of the AIPA	Saatchi & Saatchi	Feel the Female Gaze
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It.
MAGAZINE & NEWSPAPER		
Magazine		
Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)
Volkswagen	DDB Aotearoa	Transporter - Construction Men
Volkswagen	DDB Aotearoa	Transporter - Jerry's Fireworks
Volkswagen	DDB Aotearoa	Transporter Vegan Meal Co
Magazine Campaign		
Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	Take a Baby Step Into Parenting
Volkswagen	DDB Aotearoa	Transporter
Newspaper		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow Eden Park
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Darts
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Peanuts
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Pool
Netsafe	Motion Sickness	Your News Bulletin
Volkswagen	DDB Aotearoa	Patents - Meetings
Volkswagen	DDB Aotearoa	Patents - Movies
Volkswagen	DDB Aotearoa	Patents - Talking Car



Newspaper Campaign		
Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	On Your Side
Lion	DDB Aotearoa	Emerson's - Tiny Pub Print
Volkswagen	DDB Aotearoa	Patents
Innovation in Print		
Advertiser	Agency/Production Company	Entry Title
Kiwi Property	99	Envy Installation
DIRECT MARKETING		
Direct Physical		
Advertiser	Agency/Production Company	Entry Title
Part Time Rangers	Pitchblack Partners/Jet Black Production	Lil' Rhino
Media Design School	Freelance	MDS End of Year Show Invite 2020
Direct Digital		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow The All Blacks
BMW	Colenso BBDO	Lockdown
Electoral Commission Te Kaitiaki Take Kā whiri	VMLY&R	Vote Ghost
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
IAG	Colenso BBDO	Tally
Mars	Colenso BBDO	DentaSTIX Studios
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
Skinny	Colenso BBDO	Friend-vertising
Direct Broadcast		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	Broadband
2Degrees	TBWA	Christmas Campaign
Electoral Commission Te Kaitiaki Take Kā whiri	VMLY&R	Vote Ghost
Skinny	Colenso BBDO	Friend-vertising
Creative Use of Data in Direct		
Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	Tally
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
Direct Campaign		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	Broadband
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
IAG	Colenso BBDO	Tally
Lion	DDB Aotearoa	Emerson's - Tiny Pub



Direct Campaign cont.		
Mars	Colenso BBDO	DentaSTIX Studios
New Zealand Government	Clemenger BBDO	Unite Against COVID-19
New Zealand Government	Motion Sickness	Keep It Real Online
Oceania Healthcare	YoungShand	In Their Shoes
Skinny	Colenso BBDO	Friend-vertising
Tourism New Zealand	Special Group New Zealand	Do Something New, New Zealand
Tourism New Zealand	Special Group New Zealand	Messages from New Zealand

PR, BRAND EXPERIENCE & ACTIVATION

Brand Experience & Activation

Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow Eden Park
Lion	DDB Aotearoa	Emerson's - Tiny Pub
Mars	Colenso BBDO	DentaSTIX Studios
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement

Integrated Campaign Lead by Brand Experience & Activation

Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	Broadband
ASB	dentsu	Borrow Eden Park
ASB	dentsu	Borrow The All Blacks
Lion	DDB Aotearoa	Emerson's - Tiny Pub
Mars	Colenso BBDO	DentaSTIX Studios
Skinny	Colenso BBDO	Friend-vertising

PR

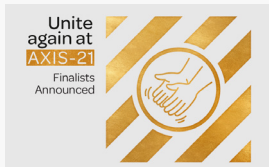
Advertiser	Agency/Production Company	Entry Title
Accor	DDB Aotearoa	Thanks from Isolation
ASB	dentsu	Borrow Eden Park
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement

PR Social & Digital

Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow Eden Park
ASB	dentsu	Borrow The All Blacks
ASB	dentsu	Essential Thanks
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election

PR Campaign

Advertiser	Agency/Production Company	Entry Title
Accor	DDB Aotearoa	Thanks from Isolation
ASB	dentsu	Borrow Eden Park
EcoStore	DDB Aotearoa	Permanent Bottle Recall
Lion	DDB Aotearoa	Emerson's - Tiny Pub



DESIGN

Design 360

Advertiser	Agency/Production Company	Entry Title
Citizen	Special Group New Zealand	Citizen Beer
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Jarden	DDB Aotearoa	Jarden - Brand Launch
New Zealand Government	Clemenger BBDO	Unite Against COVID-19
Rua Bioscience	Special Group New Zealand	Rua Bioscience

Product Design - Tech

Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	MyHooman

Product Design - Non Tech

Advertiser	Agency/Production Company	Entry Title
Part Time Rangers	Pitchblack Partners/Jet Black Production	Kiwi Rangers Come Out At Night
The Warehouse Group	The Warehouse Group	Workplace Essentials

Environmental Design

Advertiser	Agency/Production Company	Entry Title
Lion	DDB Aotearoa	Emerson's - Tiny Pub
Kiwibank	99	Sustainable Signage

Experience Design

Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	Tally
Lion	DDB Aotearoa	Emerson's - Tiny Pub
Mars	Colenso BBDO	DentaSTIX Studios
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism

Publication and Magazine Design

Advertiser	Agency/Production Company	Entry Title
Kiwi Property	99	Envy Installation

CHARITY

Charity - Magazine & Newspaper or Out of Home

Advertiser	Agency/Production Company	Entry Title
New Zealand Breast Cancer Foundation	Colenso BBDO	Mokopuna Mythologies
WWF	Colenso BBDO	Ending Lockdown

Charity - Direct

Advertiser	Agency/Production Company	Entry Title
KidsCan	DDB Aotearoa	19 for 19
KidsCan	DDB Aotearoa	Real Meals

Charity - Digital or Screen

Advertiser	Agency/Production Company	Entry Title
KidsCan	DDB Aotearoa	Real Meals
Refugees as Survivors New Zealand	VMLY&R	No refugees in New Zealand



CHARITY

Charity - Social Media

Advertiser	Agency/Production Company	Entry Title
Refugees as Survivors New Zealand	VMLY&R	No refugees in New Zealand

Charity - Design

Advertiser	Agency/Production Company	Entry Title
WWF	Colenso BBDO	Ending Lockdown

Charity - Campaign

Advertiser	Agency/Production Company	Entry Title
KidsCan	DDB Aotearoa	Real Meals
New Zealand Aids Foundation	DDB Aotearoa	NZAF - Stand Proud
The Returned Services Association / LION	DDB Aotearoa	RSA/STEINLAGER - Anzac - Out of Home

Charity - Creative Use of Media

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

DIGITAL & INTERACTIVE FACEBOOK

Website

Advertiser	Agency/Production Company	Entry Title
Spark NZ	99	Virtual Store

Campaign Website

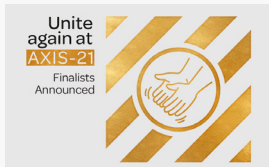
Advertiser	Agency/Production Company	Entry Title
EcoStore	DDB Aotearoa	Permanent Bottle Recall
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Mars	Colenso BBDO	MyHooman
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism

Online Advertising

Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow The All Blacks

Social Media Campaigns

Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	Broadband
ASB	dentsu	Essential Thanks
BMW	Colenso BBDO	Lockdown
Bumble	Eight	Girls will be Girls
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Hellers	YoungShand	The Daily Meat Up
KFC	Stanley St	Chicken Milk
Skinny	Colenso BBDO	Friend-vertising
State	Colenso BBDO	Destruction Distraction
Tourism New Zealand	Special Group New Zealand	Good Morning World
Tourism New Zealand	Special Group New Zealand	Messages from New Zealand



Influencer		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	Broadband
ASB	dentsu	Borrow The All Blacks
Hellers	YoungShand	The Daily Meat Up
PAK'nSAVE	FCB New Zealand	Instickman
Skinny	Colenso BBDO	Friend-vertising
Tourism New Zealand	Special Group New Zealand	Good Morning World

Mobile		
Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	MyHooman

Digital and Interactive Campaign		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow The All Blacks
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Mars	Colenso BBDO	DentaSTIX Studios
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
Tend	YoungShand	Inner Monologue
Tourism New Zealand	Special Group New Zealand	Good Morning World

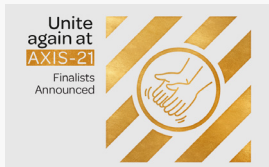
Tech Driven Creative		
Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	MyHooman

FILM & VIDEO

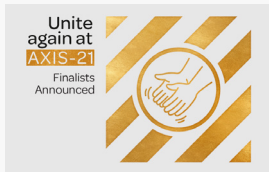


TV, Cinema or Online 30' or Below - Single

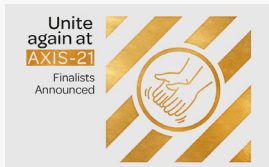
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	ASB Brand Launch
ASB	dentsu	Borrow The All Blacks
ASB	dentsu	Girl With The Cold Feet
ASB	dentsu	Modern Day Hunter
Burger King	Pitchblack Partners/Jet Black Production	Big King XL
IAG	Colenso BBDO	On Your Side (Post)
IAG	Colenso BBDO	On Your Side (Tap)
IAG	Colenso BBDO	On Your Side (TV)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Hose)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Nightclub)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Park)
McDonald's	DDB Aotearoa	Summer
McDonald's	DDB Aotearoa	Return of the Mac
Nestlé	Saatchi & Saatchi	Original Kiwi Dip: Cricket
Nestlé	Saatchi & Saatchi	Original Kiwi Dip: OE



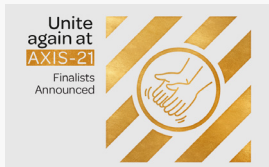
TV, Cinema or Online 30' or Below - Single cont.		
Nestlé	Saatchi & Saatchi	Original Kiwi Dip: Stewart
Nestlé	Saatchi & Saatchi	Original Kiwi Dip: Wrong Song
New Zealand Electoral Commission	Eight	Electoral Commission - Vote Ghost
SKY	DDB Aotearoa	Sky Sport - Press Conferences - Dana
SKY	DDB Aotearoa	Sky Sport - Press Conferences - Hansen
SKY	DDB Aotearoa	Sky Sport - Press Conferences - Kearney
SKY	DDB Aotearoa	Sky Sport - Press Conferences - Lebron
Spark	Colenso BBDO	Kupu Stories
Vodafone	DDB Aotearoa	Vodafone Chicken Knight
TV, Cinema or Online 30' or Below - Campaign		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Everyday Banking
ASB	dentsu	Home Loans
ASB	dentsu	Borrow The All Blacks
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Mars	Colenso BBDO	Take a Baby Step Into Parenting
Nestlé	Saatchi & Saatchi	Made For Mates
Skinny	Colenso BBDO	Friend-vertising
SKY	DDB Aotearoa	Sky Sport - Press Conferences
Toyota	Saatchi & Saatchi	In Crazy We Believe
TV, Cinema or Online Over 30' - Single		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	Broadband
ANZ	TBWA	Goodsports
ASB	dentsu	ASB Brand Launch
ASB	dentsu	Borrow The All Blacks
ASB	dentsu	Girl With The Cold Feet
Bank of New Zealand	Colenso BBDO	The Greatest Gift
Chorus	Saatchi & Saatchi	Fibre. It's how we internet now.
DB Breweries	Colenso BBDO	That's Why
Google	Colenso BBDO	Aussie Small Business
IAG	Colenso BBDO	Sleeper
Lion	DDB Aotearoa	Steinlager - Flotilla
New Zealand Government	Clemenger BBDO	For Tomorrow
New Zealand Post	FCB New Zealand	Three Timing Trixie
New Zealand Government	Motion Sickness	Keep It Real Online
Optus	Special Group New Zealand	Amazing Race
Optus	Special Group New Zealand	BFF
Partners Life	Special Group New Zealand	Unhappily Ever After
Silver Fern Farms	Special Group New Zealand	Worth the Wait
Smiths City	Eight	Smiths City
Spark	Colenso BBDO	5G
Spark	Colenso BBDO	Kupu Stories



TV, Cinema or Online 30' or Below - Campaign cont.		
Tourism New Zealand	Special Group New Zealand	100% Pure New Zealand. A Journey of Reflection.
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond
Waka Kotahi New Zealand Transport Agency	Clemenger BBDO	Doors
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It.
TV, Cinema or Online 30' - Campaign		
Advertiser	Agency/Production Company	Entry Title
Department of Internal Affairs / NZ Government	Motion Sickness	Keep It Real Online
Optus	Special Group New Zealand	It Starts With Yes
Skinny	Colenso BBDO	Endless Data Weekends
6" Pre-Rolls (Single)		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow The All Blacks
ASB	dentsu	Borrow The All Blacks
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)
6" Pre-Rolls (Campaign)		
Advertiser	Agency/Production Company	Entry Title
Bumble	TBWA	Bumble Make The First Move
Mars	Colenso BBDO	Take a Baby Step Into Parenting
Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond
Volkswagen	DDB Aotearoa	Icons
Social Video		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow The All Blacks
Air New Zealand	Pitchblack Partners/Jet Black Production	'Twas The Flight Before Christmas
BMW	Colenso BBDO	Lockdown
Burger King	Pitchblack Partners/Jet Black Production	Rebel Whopper
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Hose)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Nightclub)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Park)
McDonald's	DDB Aotearoa	McDonald's Kiwiburger for all Kiwis
New Zealand Government	Motion Sickness	Keep It Real Online
Skinny	Colenso BBDO	Friend-vertising
Tourism New Zealand	Special Group New Zealand	Messages from New Zealand



Long Form - Single		
Advertiser	Agency/Production Company	Entry Title
Air New Zealand	Pitchblack Partners/Jet Black Production	A Journey To Safety
Air New Zealand	Pitchblack Partners/Jet Black Production	The Search for the 8th Wonder of the World
Fire and Emergency New Zealand	FCB New Zealand	The Ad You Can't Escape
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
Tourism New Zealand	Special Group New Zealand	Messages from New Zealand
Long Form - Campaign		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	2nd Chance Charlie
New Zealand Government	Motion Sickness	The Eggplant
Large Scale Content		
Advertiser	Agency/Production Company	Entry Title
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement
TV & Broadcast - 90' and Over		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	2nd Chance Charlie
Department of Internal Affairs / NZ Government	Motion Sickness	The Eggplant
BRANDED CONTENT		
Branded Content - Campaign		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	2nd Chance Charlie
ASB	dentsu	Borrow The All Blacks
New Zealand Government	Motion Sickness	The Eggplant
Music Content		
Advertiser	Agency/Production Company	Entry Title
McDonald's	DDB Aotearoa	McDonald's Kiwiburger for all Kiwis
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
MEDIA		
Creative Use of Media - Single		
Advertiser	Agency/Production Company	Entry Title
Fire and Emergency New Zealand	FCB New Zealand	The Ad You Can't Escape
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement
Pak'nSave Foodstuffs NZ	FCB New Zealand	Meat Hijack
Partners Life	Special Group New Zealand	Unhappily Ever After
Sky TV, KiwiRail & Volkswagen	DDB Aotearoa	The DistractAd Campaign



Creative Use of Media - Integrated

Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow The All Blacks
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Mars	Colenso BBDO	MyHooman
Skinny	Colenso BBDO	Endless Data Weekends
Skinny	Colenso BBDO	Friend-vertising
Tourism New Zealand	Special Group New Zealand	Good Morning World

RADIO



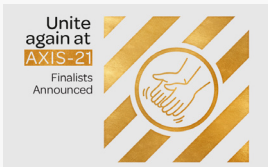
Radio 30' or below - Single


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

DIRECT MARKETING

Radio 30' or below - Campaign

Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	On Your Side
Mars	Colenso BBDO	Take a Baby Step Into Parenting
Part Time Rangers	Pitchblack Partners/Jet Black Production	How To Save The Wild
Toyota	Saatchi & Saatchi	Secondhand Songs
Toyota	Saatchi & Saatchi	Toyota's Guide to Bad Labelling
Volkswagen	DDB Aotearoa	Zero to Crazy
Water Safety New Zealand	FCB New Zealand	Swim Your Age



Radio Above 30' - Single		
Advertiser	Agency/Production Company	Entry Title
KiwiRail	DDB Aotearoa	The DistractAd Campaign - Kiwirail
Sky & ADHD New Zealand	DDB Aotearoa	The DistractAd Campaign - Sky
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
Volkswagen	DDB Aotearoa	Grand Cali - Eric
Volkswagen	DDB Aotearoa	Grand Cali - Janis
Volkswagen	DDB Aotearoa	Grand Cali - Mad Dog Mike
Volkswagen & ADHD New Zealand	DDB Aotearoa	The DistractAd Campaign - Volkswagen
Radio Above 30' - Campaign		
Advertiser	Agency/Production Company	Entry Title
KFC	Stanley St	One Hit Wonders
Sky TV, KiwiRail & Volkswagen	DDB Aotearoa	The DistractAd Campaign
Volkswagen	DDB Aotearoa	Grand Cali
Non Standard Radio & Audio		
Advertiser	Agency/Production Company	Entry Title
McDonald's	DDB Aotearoa	McDonald's Kiwiburger for all Kiwis
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
Pak'nSave Foodstuffs NZ	FCB New Zealand	Meat Hijack
GOOGLE STUDENT CHALLENGE 		
Google Student Challenge		
James McCulloch & Charlotte Upton Robyn Ramsay & Luke Roxburgh Gabrielle Larsen & Arron Sharma		

Congratulations!

