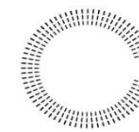


| Editing                      |                           |                                       |
|------------------------------|---------------------------|---------------------------------------|
| Advertiser                   | Agency/Production Company | Entry Title                           |
| ASB                          | Flying Fish               | How Do You Measure Progress           |
| Colorsteel                   | The Editors               | For a Home you can be proud of        |
| Dine                         | Goodoil Films             | Facetime                              |
| Health Promotion Agency      | Scoundrel Films           | Department of Lost Nights             |
| Lotto New Zealand            | Scoundrel Films           | Armoured Truck                        |
| McDonalds                    | The Editors               | New Year's Day                        |
| Mitre 10                     | Sweetshop                 | Roy's Story                           |
| New Zealand Book Council     | Assembly                  | Book Trailer                          |
| New Zealand Steel            | Designworks Motion        | Made Stronger                         |
| NZ Police                    | Ogilvy New Zealand        | Question a Cop                        |
| Skinny                       | Sweetshop                 | Get The Skinny                        |
| Spark                        | FINCH                     | Questions                             |
| Speight's                    | Sweetshop                 | The Dance                             |
| Toyota Corolla               | Goodoil Films             | Drive Happy - Bothers                 |
| Trustpower                   | CPD Films                 | Take it Easy                          |
| Cinematography               |                           |                                       |
| Advertiser                   | Agency/Production Company | Entry Title                           |
| Dine                         | Goodoil Films             | Facetime                              |
| Fiji Tourism                 | Goodoil Films             | Singing                               |
| HRV                          | FINCH                     | Make The Sun Work For You             |
| Lotto New Zealand            | Scoundrel Films           | Armoured Truck                        |
| McDonald's                   | Goodoil Films             | The Day After                         |
| Mitre 10                     | Sweetshop                 | Roy's Story                           |
| New Zealand Defence Force    | Flying Fish               | We Want You                           |
| New Zealand Steel            | Designworks Motion        | Made Stronger                         |
| NZTA                         | 3&7                       | Dilemmas                              |
| Sanitarium                   | Sweetshop                 | Simple is Good                        |
| Skinny                       | Sweetshop                 | Get The Skinny                        |
| Speight's                    | Sweetshop                 | The Dance                             |
| Toyota                       | FINCH                     | A Little Further                      |
| Woolmark                     | Goodoil Films             | Born To Breathe                       |
| Moving Image - 2D Animation  |                           |                                       |
| Advertiser                   | Agency/Production Company | Entry Title                           |
| Auckland Council             | Assembly                  | Vector Lights                         |
| Maritime NZ                  | Assembly                  | Salvage                               |
| New Zealand Book Council     | Assembly                  | Book Trailer                          |
| NZ Olympic Committee         | Assembly                  | Earn the Fern                         |
| Moving Image - 3D Animation  |                           |                                       |
| Advertiser                   | Agency/Production Company | Entry Title                           |
| Bay Audiology                | Flux Animation            | Bring Your Life To Life               |
| Weta Workshop/Magic Leap     | Assembly                  | Dr Grordbort's Invaders               |
| My Food Bag                  | Assembly                  | Dinner Makes Families                 |
| The Summer Kiwisaver Scheme  | Flux Animation            | The Summer Kiwisaver Scheme - Sheeple |
| Toyota                       | Alt.vfx                   | For The Bold                          |
| Toyota                       | Goodoil Films             | Drive Happy - Bothers                 |
| WWF                          | Cirkus                    | Elephant vs Giraffe                   |
| Visual Effects               |                           |                                       |
| Advertiser                   | Agency/Production Company | Entry Title                           |
| Volkswagen                   | Blockhead LTD             | Amarok                                |
| Weta Workshop/Magic Leap     | Assembly                  | Dr Grordbort's Invaders               |
| Three Mobile                 | Sweetshop                 | Bounce                                |
| Three Mobile                 | Sweetshop                 | Bedroom                               |
| Art Direction                |                           |                                       |
| Advertiser                   | Agency/Production Company | Entry Title                           |
| Red Cross                    | FINCH                     | 42 Days                               |
| Health Promotion Agency      | Scoundrel Films           | Department of Lost Nights             |
| Industry Training Federation | Fish&Clips                | Find Your Fit                         |
| Les Mills International      | Assembly                  | The Trip 'Trailer'                    |
| Lotto New Zealand            | Scoundrel Films           | Armoured Truck                        |
| Maritime NZ                  | Assembly                  | Salvage                               |
| Ministry of Education        | Assembly                  | Oat the Goat                          |
| New Zealand Book Council     | Assembly                  | Book Trailer                          |
| New Zealand Steel            | Designworks Motion        | Made Stronger                         |
| Spark                        | Assembly                  | Dot                                   |
| Super Rugby                  | Flying Fish               | Super Fast                            |
| The Woolmark Company         | Alt.vfx                   | Live and Breathe                      |
| VTNZ                         | FINCH                     | Road Commander                        |
| Warehouse Stationery         | Eight                     | Warehouse Stationery Ranger           |
| Whittaker's                  | Flying Fish               | Through the Ages                      |



CRAFT

| Direction                                      |                           |                                         |
|------------------------------------------------|---------------------------|-----------------------------------------|
| Advertiser                                     | Agency/Production Company | Entry Title                             |
| American Century Investments                   | Sweetshop                 | Race                                    |
| Colorsteel                                     | Goodoil Films             | For A Home You Can Be Proud Of          |
| Mars                                           | Goodoil Films             | Facetime                                |
| Health Promotion Agency                        | Scoundrel Films           | Department of Lost Nights               |
| Holden New Zealand                             | FINCH                     | Street Smart - Bella                    |
| HSBC                                           | Goodoil Films             | Together We Thrive                      |
| Lotto New Zealand                              | Scoundrel Films           | Armoured Truck                          |
| McDonald's                                     | Goodoil Films             | The Day After                           |
| Mercury                                        | FINCH                     | The Great Escape                        |
| Mitre 10                                       | Sweetshop                 | Roy's Story                             |
| My Food Bag                                    | Assembly                  | Dinner Makes Families                   |
| New Zealand Police                             | Sweetshop                 | Breaking News                           |
| NZTA                                           | 3&7                       | Dilemmas                                |
| One Percent Collective                         | Sweetshop                 | Mike & Mandy                            |
| Scapegrace Gin                                 | Motion Sickness           | Same Drop. Different Name.              |
| Skinny                                         | Sweetshop                 | Get The Skinny                          |
| SKY                                            | FINCH                     | Poisoned Chalice                        |
| Spark                                          | FINCH                     | Questions                               |
| Speight's                                      | Sweetshop                 | The Dance                               |
| The New Zealand Transport Agency               | Curious Film              | The Unsell                              |
| Three Mobile                                   | Sweetshop                 | Bounce                                  |
| Three Mobile                                   | Sweetshop                 | Bedroom                                 |
| Toyota Corolla                                 | Goodoil Films             | Drive Happy - Bothers                   |
| Volkswagen                                     | Goodoil Films             | Too Powerful For TV                     |
| VTNZ                                           | FINCH                     | Road Commander                          |
| Warehouse Stationery                           | Eight                     | Warehouse Stationery Christmas          |
| Warehouse Stationery                           | Eight                     | Warehouse Stationery Ranger             |
| Whittaker's                                    | Flying Fish               | Through the Ages                        |
| Woolmark                                       | Goodoil Films             | Born To Breathe                         |
| Original Soundtrack - Film & Screen Content    |                           |                                         |
| Advertiser                                     | Agency/Production Company | Entry Title                             |
| Auckland Council                               | Franklin Rd               | Vector Lights                           |
| Dine                                           | Turning Studios           | Facetime                                |
| Fiji Tourism                                   | Franklin Rd               | Singing                                 |
| Ministry of Education                          | Tane Upjohn-Beatson       | Oat The Goat                            |
| My Food Bag                                    | Liquid Studios NZ         | My Food Bag 'Russell'                   |
| New Zealand Book Council                       | Assembly                  | Book Trailer                            |
| SKY TV                                         | Liquid Studios NZ         | Poisoned Chalice                        |
| Original Soundtrack - Radio                    |                           |                                         |
| Advertiser                                     | Agency/Production Company | Entry Title                             |
| Auckland Council                               | Franklin Rd               | Vector Lights                           |
| Original Arrangement of Existing Music         |                           |                                         |
| Advertiser                                     | Agency/Production Company | Entry Title                             |
| Lifeline                                       | Beatworms                 | The 72 Club                             |
| Loyalty New Zealand                            | Franklin Rd Music & Sound | Fly Buys - Instant Rewards in a Flash   |
| Sound Design - Film & Screen Content           |                           |                                         |
| Advertiser                                     | Agency/Production Company | Entry Title                             |
| Bay Audiology                                  | Liquid Studios NZ         | Bring Your Life To Life                 |
| HRV Solar                                      | Liquid Studios NZ         | HRV Solar                               |
| Maritime New Zealand                           | Harmonic                  | VHF Radio                               |
| Mitre 10                                       | Sweetshop                 | Roy's Story                             |
| Rebel Sport                                    | The Coopers               | Rugby Fighter                           |
| Sound Design - Radio                           |                           |                                         |
| Advertiser                                     | Agency/Production Company | Entry Title                             |
| Water Safety New Zealand                       | Harmonic                  | RIP                                     |
| Copywriting - Magazine & Newspaper             |                           |                                         |
| Copywriting - Out of Home                      |                           |                                         |
| Advertiser                                     | Agency/Production Company | Entry Title                             |
| Karma Cola                                     | Special Group             | What Goes Around Comes Around           |
| Skinny                                         | Colenso BBDO              | Famous Names                            |
| Copywriting - Radio                            |                           |                                         |
| Advertiser                                     | Agency/Production Company | Entry Title                             |
| Hawkes Bay Regional Council                    | Clemenger BBDO            | That time Professor John Burrows didn't |
| Hawkes Bay Regional Council                    | Clemenger BBDO            | That time John Key didn't               |
| Hawkes Bay Regional Council <b>Check These</b> | Clemenger BBDO            | That time Kim Dotcom didn't             |
| KiwiRail                                       | Clemenger BBDO            | That time Jordie Barrett didn't         |
| KiwiRail                                       | Clemenger BBDO            | That time Team New Zealand didn't       |
| KiwiRail                                       | Clemenger BBDO            | That time Hopoate didn't                |

| Copywriting - Radio                               |                           |                                                      |
|---------------------------------------------------|---------------------------|------------------------------------------------------|
| Toyota New Zealand                                | Saatchi & Saatchi         | Beware the Dangers of Almost the Same   Socialising  |
| Toyota New Zealand                                | Saatchi & Saatchi         | Beware the Dangers of Almost the Same   Legal Advice |
| Toyota New Zealand                                | Saatchi & Saatchi         | Beware the Dangers of Almost the Same   Possessions  |
| Water Safety New Zealand                          | FCB New Zealand           | Chicken Shit - Potato                                |
| Water Safety New Zealand                          | FCB New Zealand           | Chicken Shit - Trench                                |
| Copywriting -Film & Video                         |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| Lion - Speights                                   | DDB Group New Zealand     | The Dance                                            |
| Lotto New Zealand                                 | DDB Group New Zealand     | Armoured Truck                                       |
| New Zealand Book Council                          | Colenso BBDO              | Book Trailer                                         |
| One Percent Collective                            | Sweetshop                 | Mike & Mandy                                         |
| Toyota New Zealand                                | Saatchi & Saatchi         | Beware the Dangers of Almost the Same   Bears        |
| Toyota New Zealand                                | Saatchi & Saatchi         | Beware the Dangers of Almost the Same   Foraging     |
| Copywriting - Other                               |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| Jetstar                                           | BC&F Dentsu               | Check-in Guide                                       |
| My Food Bag                                       | Saatchi & Saatchi         | Russell the Brussel Storybook                        |
| Art Direction & Typography - Magazine & Newspaper |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| Huggies                                           | Ogilvy New Zealand        | Beehive Baby                                         |
| Lifeline                                          | DDB Group New Zealand     | The 72 Club                                          |
| Toyota New Zealand                                | Saatchi & Saatchi         | Beware the Dangers of Almost the Same                |
| Art Direction & Typography - Out of Home          |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| Got A Trade                                       | Ogilvy New Zealand        | Find Your Fit Music Video                            |
| Got A Trade                                       | Ogilvy New Zealand        | Find Your Fit Music Video - Build                    |
| Got A Trade                                       | Ogilvy New Zealand        | Find Your Fit Music Video- Hair                      |
| Karma Cola                                        | Special Group             | What Goes Around Comes Around                        |
| Lifeline                                          | DDB Group New Zealand     | The 72 Club                                          |
| Lifewise                                          | DDB Group New Zealand     | House of Cars                                        |
| Rebel Sport                                       | Ogilvy New Zealand        | Rugby Fighter                                        |
| Toyota New Zealand                                | Saatchi & Saatchi         | Beware the Dangers of Almost the Same                |
| Image                                             |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| Coca Cola Amatil                                  | DDB Group New Zealand     | L&P Dry Ginger                                       |
| Coca Cola Amatil                                  | DDB Group New Zealand     | Pump Feel the Flow                                   |
| Coca Cola Amatil                                  | DDB Group New Zealand     | L&P on the Lamb / Golf                               |
| Coca Cola Amatil                                  | DDB Group New Zealand     | L&P On the Lamb / Sand                               |
| Coca Cola Amatil                                  | DDB Group New Zealand     | L&P On the Lamb / Haybale                            |
| Health Promotion Agency                           | FCB New Zealand           | Department of Lost Nights                            |
| Karma Cola                                        | Special Group             | What Goes Around Comes Around                        |
| Lifeline                                          | DDB Group New Zealand     | The 72 Club                                          |
| Rebel Sport                                       | Ogilvy New Zealand        | Rugby Fighter                                        |
| Skinny                                            | Colenso BBDO              | Famous Names                                         |
| Te Hookioi                                        | Ogilvy New Zealand        | Te Hookioi   Red                                     |
| Te Hookioi                                        | Ogilvy New Zealand        | Te Hookioi   Blue                                    |
| Digital Copywriting                               |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| Auckland City Mission                             | 99                        | Bad Gifts for Good                                   |
| Ministry of Education                             | FCB New Zealand           | Oat the Goat                                         |
| Health Promotion Agency                           | FCB New Zealand           | Pre-Testie Bestie                                    |
| Digital Art Direction & Typography                |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| Ministry of Education                             | FCB New Zealand           | Oat the Goat                                         |
| Red Bull                                          | Special Group             | Rubber Kid                                           |
| Spark                                             | Colenso BBDO              | Kupu                                                 |
| Toyota New Zealand                                | Saatchi & Saatchi         | Drive Happy - Bothers                                |
| Interface & Navigation                            |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| New Zealand Breast Cancer Foundation              | Colenso BBDO              | Stop The Spread                                      |
| User Experience                                   |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| Lifewise                                          | DDB Group New Zealand     | House of Cars                                        |
| Ministry of Education                             | Assembly                  | Oat the Goat                                         |
| New Zealand Breast Cancer Foundation              | Colenso BBDO              | Stop The Spread                                      |
| Spark                                             | Colenso BBDO              | Kupu                                                 |
| Digital Use of Video                              |                           |                                                      |
| Advertiser                                        | Agency/Production Company | Entry Title                                          |
| DB Breweries                                      | Colenso BBDO              | DB STEW                                              |
| Lifewise                                          | DDB Group New Zealand     | House of Cars                                        |

| <b>OUT OF HOME</b>                   | Digital Use of Video                 |                               |                                          |
|--------------------------------------|--------------------------------------|-------------------------------|------------------------------------------|
|                                      | New Zealand Book Council             | Colenso BBDO                  | Book Trailer                             |
|                                      | Toyota New Zealand                   | Saatchi & Saatchi             | Drive Happy - Drive Happy - Bothers      |
|                                      | Toyota New Zealand                   | Saatchi & Saatchi             | Nothing's Changed Except Everything      |
|                                      | Digital Use of Music or Sound Design |                               |                                          |
|                                      | Advertiser                           | Agency/Production Company     | Entry Title                              |
|                                      | Bay Audiology                        | Liquid Studios NZ             | Bring Your Life To Life                  |
|                                      | DB Breweries                         | Colenso BBDO                  | DB STEW                                  |
|                                      | Lifewise                             | Liquid Studios NZ             | House of Cars                            |
|                                      | Ministry of Education                | FCB New Zealand               | Oat the Goat                             |
| New Zealand Breast Cancer Foundation | Colenso BBDO                         | Stop The Spread               |                                          |
| <b>OUT OF HOME</b>                   | Billboard Advertising                |                               |                                          |
|                                      | Advertiser                           | Agency/Production Company     | Entry Title                              |
|                                      | Karma Cola                           | Special Group                 | What Goes Around Comes Around            |
|                                      | STIHL                                | DDB Group New Zealand         | Upgrade Computers                        |
|                                      | STIHL                                | DDB Group New Zealand         | Upgrade Phones                           |
|                                      | Out of Home Posters                  |                               |                                          |
|                                      | Advertiser                           | Agency/Production Company     | Entry Title                              |
|                                      | Frucor                               | Raydar                        | Tortured Poster                          |
|                                      | Karma Cola                           | Special Group                 | What Goes Around Comes Around            |
|                                      | Nestle                               | FCB New Zealand               | Kiwi Dip - Nek Minnit                    |
|                                      | Nestle                               | FCB New Zealand               | Kiwi Dip - Always Blow on the Pie        |
|                                      | Nestle                               | FCB New Zealand               | Kiwi Dip - Thousands of Luminous Spheres |
|                                      | Skinny                               | Colenso BBDO                  | Famous Names                             |
|                                      | Transit Advertising                  |                               |                                          |
|                                      | Advertiser                           | Agency/Production Company     | Entry Title                              |
|                                      | Karma Cola                           | Special Group                 | What Goes Around Comes Around            |
|                                      | Mercury                              | FCB New Zealand               | Evie                                     |
|                                      | Special Build                        |                               |                                          |
|                                      | Advertiser                           | Agency/Production Company     | Entry Title                              |
|                                      | Auckland Council                     | Colenso BBDO                  | Vector Lights                            |
|                                      | Sanitarium                           | Geometry/Ogilvy New Zealand   | So Good Garden of Goodness               |
|                                      | Trustpower                           | The Performance Arcade Team   | Trustpower at The Performance Arcade     |
|                                      | Digital/Interactive Outdoor          |                               |                                          |
|                                      | Advertiser                           | Agency/Production Company     | Entry Title                              |
|                                      | Samsung Electronics New Zealand      | Copper Brand Experiences      | Samsung Mobile Live Billboards           |
| Non Traditional Outdoor or Ambient   |                                      |                               |                                          |
| Advertiser                           | Agency/Production Company            | Entry Title                   |                                          |
| BNZ                                  | Colenso BBDO                         | The Most Prosperous ATM       |                                          |
| Jaguar - Land Rover                  | VMLY&R                               | Fastest Food                  |                                          |
| Mercury                              | FCB New Zealand                      | Evie                          |                                          |
| Sanitarium                           | Geometry/Ogilvy New Zealand          | So Good Garden of Goodness    |                                          |
| Out of Home - Campaign               |                                      |                               |                                          |
| Advertiser                           | Agency/Production Company            | Entry Title                   |                                          |
| Coca Cola Amatil                     | DDB Group New Zealand                | L&P on the Lamb               |                                          |
| Karma Cola                           | Special Group                        | What Goes Around Comes Around |                                          |
| Nestle                               | FCB New Zealand                      | Kiwi Dip                      |                                          |
| Skinny                               | Colenso BBDO                         | Famous Names                  |                                          |
| Spark                                | Colenso BBDO                         | Tall Shorts                   |                                          |
| STIHL                                | DDB Group New Zealand                | STIHL Upgrades                |                                          |
| Water Safety New Zealand             | FCB New Zealand                      | Reaperland                    |                                          |
| <b>LINE &amp; NEWSPAPER</b>          | Magazine Single                      |                               |                                          |
|                                      | Advertiser                           | Agency/Production Company     | Entry Title                              |
|                                      | Fonterra                             | Colenso BBDO                  | Mainland Long Form Entry Form            |
|                                      | Paper Plus                           | FCB New Zealand               | Real Tweets - Kanye                      |
|                                      | Paper Plus                           | FCB New Zealand               | Real Tweets - Donald                     |
|                                      | Paper Plus                           | FCB New Zealand               | Real Tweets - Kim                        |
|                                      | Skinny                               | Colenso BBDO                  | Famous Names                             |
|                                      | Toyota New Zealand                   | Saatchi & Saatchi             | Beware the Dangers of Almost the Same    |
|                                      | Magazine Campaign                    |                               |                                          |
|                                      | Advertiser                           | Agency/Production Company     | Entry Title                              |
|                                      | Paper Plus                           | FCB New Zealand               | Real Tweets                              |
|                                      | Newspaper Single                     |                               |                                          |
|                                      | Advertiser                           | Agency/Production Company     | Entry Title                              |
|                                      | 2degrees                             | DDB Group New Zealand         | Christmas Presence                       |
|                                      | Fonterra                             | Colenso BBDO                  | Mainland Long Form Entry Form            |
| Huggies                              | Ogilvy New Zealand                   | Beehive Baby                  |                                          |
| STIHL                                | DDB Group New Zealand                | Upgrade Computers             |                                          |
| STIHL                                | DDB Group New Zealand                | Upgrade Phones                |                                          |

MAGAZINE

| Newspaper Single                                   |                           |                      |
|----------------------------------------------------|---------------------------|----------------------|
| STIHL                                              | DDB Group New Zealand     | Upgrade TVs          |
| Woolworths NZ                                      | VMLY&R                    | Ads for Pads         |
| Newspaper Campaign                                 |                           |                      |
| Advertiser                                         | Agency/Production Company | Entry Title          |
| Kiwi Rail                                          | DDB Group New Zealand     | A new New Zealand    |
| Ministry of Social Development/ Office for Seniors | FCB New Zealand           | Undercover Crossword |
| STIHL                                              | DDB Group New Zealand     | STIHL Upgrades       |

DIRECT MARKETING

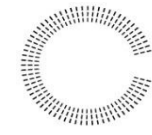
| Direct Physical                                    |                             |                                     |
|----------------------------------------------------|-----------------------------|-------------------------------------|
| Advertiser                                         | Agency/Production Company   | Entry Title                         |
| BNZ                                                | Colenso BBDO                | The Most Prosperous ATM             |
| Lion                                               | Special Group               | Flavour Cubes                       |
| Mars                                               | Colenso BBDO                | My Dog                              |
| Health Promotion Agency                            | FCB New Zealand             | Issue Tissues                       |
| Ministry of Social Development/ Office for Seniors | FCB New Zealand             | Undercover Crossword                |
| Sanitarium                                         | Geometry/Ogilvy New Zealand | So Good Garden of Goodness          |
| Direct Digital                                     |                             |                                     |
| Advertiser                                         | Agency/Production Company   | Entry Title                         |
| ASB                                                | WITH COLLECTIVE NZ          | ASB Marathon Effort                 |
| Bank of New Zealand                                | Colenso BBDO                | Convert It                          |
| DB Breweries                                       | Colenso BBDO                | DB STEW                             |
| Mars                                               | Colenso BBDO                | Get More Face-to-Face Time          |
| Ministry of Education                              | FCB New Zealand             | Oat the Goat                        |
| NZ Police                                          | Ogilvy New Zealand          | Question a Cop                      |
| Spark                                              | Colenso BBDO                | Kupu                                |
| The Warehouse                                      | DDB Group New Zealand       | Stickergram                         |
| Direct Broadcast                                   |                             |                                     |
| Advertiser                                         | Agency/Production Company   | Entry Title                         |
| Ministry of Education                              | FCB New Zealand             | Oat the Goat                        |
| NZ Police                                          | Ogilvy New Zealand          | Question a Cop                      |
| Teach New Zealand                                  | FCB New Zealand             | Value of Teachers - Taonga          |
| Creative Use of Data in Direct                     |                             |                                     |
| Advertiser                                         | Agency/Production Company   | Entry Title                         |
| NZ Police                                          | Ogilvy New Zealand          | Question a Cop                      |
| Direct Campaign                                    |                             |                                     |
| Advertiser                                         | Agency/Production Company   | Entry Title                         |
| KFC                                                | Ogilvy New Zealand          | One-on-ones                         |
| NZ Police                                          | Ogilvy New Zealand          | Question a Cop                      |
| Spark                                              | Colenso BBDO                | Tall Shorts                         |
| Trade Me                                           | VMLY&R                      | Life Direct - R.I.P Simon the Sloth |

BRAND EXPERIENCE & ACTIVATION

| Brand Experience & Activation                             |                           |                                     |
|-----------------------------------------------------------|---------------------------|-------------------------------------|
| Advertiser                                                | Agency/Production Company | Entry Title                         |
| Auckland Council                                          | Colenso BBDO              | Vector Lights                       |
| BNZ                                                       | Colenso BBDO              | The Most Prosperous ATM             |
| Lion                                                      | Special Group             | Flavour Cubes                       |
| Samsung Electronics New Zealand                           | Copper Brand Experiences  | Samsung Galaxy Note9 Launch Event   |
| Spark                                                     | Colenso BBDO              | Tall Shorts                         |
| Swisse New Zealand                                        | Noisy Beast               | Kieran Reads Bedtime Stories        |
| Integrated Campaign Lead by Brand Experience & Activation |                           |                                     |
| Advertiser                                                | Agency/Production Company | Entry Title                         |
| ASB                                                       | WITH COLLECTIVE NZ        | ASB Marathon Effort                 |
| Auckland Transport                                        | Ogilvy New Zealand        | AT 64                               |
| KFC                                                       | Ogilvy New Zealand        | One-on-ones                         |
| Mercury                                                   | FCB New Zealand           | Evie                                |
| Spark                                                     | Colenso BBDO              | Tall Shorts                         |
| Trade Me                                                  | VMLY&R                    | Life Direct - R.I.P Simon the Sloth |
| PR                                                        |                           |                                     |
| Advertiser                                                | Agency/Production Company | Entry Title                         |
| NZ Police                                                 | Ogilvy New Zealand        | Question a Cop                      |
| Swisse New Zealand                                        | Noisy Beast               | Kieran Reads Bedtime Stories        |
| PR Social & Digital                                       |                           |                                     |
| Advertiser                                                | Agency/Production Company | Entry Title                         |
| NZ Police                                                 | Ogilvy New Zealand        | Question a Cop                      |
| Swisse New Zealand                                        | Noisy Beast               | Kieran Reads Bedtime Stories        |
| The Warehouse                                             | DDB Group New Zealand     | Kiwi Scrabble                       |
| Tourism New Zealand                                       | Augusto                   | #getNZonthemap                      |
| PR Campaign                                               |                           |                                     |
| Advertiser                                                | Agency/Production Company | Entry Title                         |



|                                      |                                                          |                                  |                                                       |
|--------------------------------------|----------------------------------------------------------|----------------------------------|-------------------------------------------------------|
| <b>PR, B</b>                         | <b>PR Campaign</b>                                       |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Kiwi Rail                                                | DDB Group New Zealand            | A new New Zealand                                     |
|                                      | Ministry of Social Development/ Office for Seniors       | FCB New Zealand                  | Undercover Crossword                                  |
|                                      | NZ Police                                                | Ogilvy New Zealand               | Question a Cop                                        |
|                                      | Skinny                                                   | Colenso BBDO                     | Famous Names                                          |
| <b>DESIGN</b>                        | <b>Design 360</b>                                        |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Health Promotion Agency                                  | FCB New Zealand                  | Department of Lost Nights                             |
|                                      | House of Travel                                          | 99                               | Mix & Match - Straight Up                             |
|                                      | NZ Police                                                | Ogilvy New Zealand               | Putting New Zealand back in to the New Zealand Police |
|                                      | Te Hookioi                                               | Ogilvy New Zealand               | Te Hookioi                                            |
|                                      | TVNZ                                                     | TVNZ                             | HEIHEI                                                |
|                                      | <b>Product Design - Tech</b>                             |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Spark                                                    | Colenso BBDO                     | Kupu                                                  |
|                                      | <b>Product Design - Non Tech</b>                         |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Lion                                                     | Special Group                    | Flavour Cubes                                         |
|                                      | Health Promotion Agency                                  | FCB New Zealand                  | Issue Tissues                                         |
|                                      | Sanitarium                                               | Geometry/Ogilvy New Zealand      | So Good Garden of Goodness                            |
|                                      | <b>Environmental Design</b>                              |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Auckland Council                                         | Colenso BBDO                     | Vector Lights                                         |
|                                      | NZ Police                                                | Ogilvy New Zealand               | Making New Zealand Police Stations Safer Since 2018   |
|                                      | Sanitarium                                               | Geometry/Ogilvy New Zealand      | So Good Garden of Goodness                            |
| <b>Experience Design</b>             |                                                          |                                  |                                                       |
| <b>Advertiser</b>                    | <b>Agency/Production Company</b>                         | <b>Entry Title</b>               |                                                       |
| Auckland Council                     | Colenso BBDO                                             | Vector Lights                    |                                                       |
| Sanitarium                           | Geometry/Ogilvy New Zealand                              | So Good Garden of Goodness       |                                                       |
| Spark                                | Colenso BBDO                                             | Kupu                             |                                                       |
| <b>CHARITY</b>                       | <b>Charity - Magazine &amp; Newspaper or Out of Home</b> |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Lifeline                                                 | DDB Group New Zealand            | The 72 Club                                           |
|                                      | Movember Foundation                                      | BC&F Dentsu                      | Mensus                                                |
|                                      | Testicular Cancer New Zealand                            | FCB New Zealand                  | Testimatic                                            |
|                                      | <b>Charity - Direct</b>                                  |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Auckland City Mission                                    | 99                               | Bad Gifts for Good                                    |
|                                      | Lifeline                                                 | DDB Group New Zealand            | The 72 Club (Merch)                                   |
|                                      | Lifewise                                                 | DDB Group New Zealand            | House of Cars                                         |
|                                      | New Zealand Breast Cancer Foundation                     | Colenso BBDO                     | Stop The Spread                                       |
|                                      | Testicular Cancer New Zealand                            | FCB New Zealand                  | Testimatic                                            |
|                                      | <b>Charity - PR, Brand Experience &amp; Activation</b>   |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Blind Foundation                                         | Young & Shand                    | News Crew Swap                                        |
|                                      | Lifewise                                                 | DDB Group New Zealand            | House of Cars                                         |
|                                      | Testicular Cancer New Zealand                            | FCB New Zealand                  | Testimatic                                            |
|                                      | <b>Charity - Digital or Screen</b>                       |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Kiwi Harvest                                             | J Walter Thompson                | Read & Feed Annual Report                             |
|                                      | Lifeline                                                 | Sweetshop                        | 27 Club                                               |
|                                      | Lifewise                                                 | DDB Group New Zealand            | House of Cars                                         |
|                                      | New Zealand Breast Cancer Foundation                     | Colenso BBDO                     | Stop The Spread                                       |
|                                      | One Percent Collective                                   | Sweetshop                        | Mike & Mandy                                          |
|                                      | <b>Charity - Radio</b>                                   |                                  |                                                       |
|                                      | <b>Advertiser</b>                                        | <b>Agency/Production Company</b> | <b>Entry Title</b>                                    |
|                                      | Graeme Dingle Foundation                                 | Colenso BBDO                     | Conquer Anything 1                                    |
| <b>Charity - Design</b>              |                                                          |                                  |                                                       |
| <b>Advertiser</b>                    | <b>Agency/Production Company</b>                         | <b>Entry Title</b>               |                                                       |
| Auckland City Mission                | 99                                                       | Bad Gifts for Good               |                                                       |
| Kiwi Harvest                         | J Walter Thompson                                        | Read & Feed Annual Report        |                                                       |
| Lifeline                             | DDB Group New Zealand                                    | The 72 Club                      |                                                       |
| Lifeline                             | DDB Group New Zealand                                    | The 72 Club                      |                                                       |
| Lifeline                             | DDB Group New Zealand                                    | The 72 Club                      |                                                       |
| New Zealand Breast Cancer Foundation | Colenso BBDO                                             | Stop The Spread                  |                                                       |
| <b>Charity - Campaign</b>            |                                                          |                                  |                                                       |



DIGITAL & INTERACTIVE

| Charity - Campaign                   |                           |                                       |
|--------------------------------------|---------------------------|---------------------------------------|
| Advertiser                           | Agency/Production Company | Entry Title                           |
| Auckland City Mission                | 99                        | Bad Gifts for Good                    |
| Lifeline                             | DDB Group New Zealand     | The 72 Club                           |
| Lifewise                             | DDB Group New Zealand     | House of Cars                         |
| Movember Foundation                  | BC&F Dentsu               | Mensus                                |
| New Zealand Book Council             | Colenso BBDO              | Book Trailer                          |
| Charity - Creative Use of Media      |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |
| Blind Foundation                     | Young & Shand             | News Crew Swap                        |
| Kiwi Harvest                         | J Walter Thompson         | Read & Feed Annual Report             |
| New Zealand Breast Cancer Foundation | Colenso BBDO              | Stop The Spread                       |
| Website                              |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |
| Mars                                 | Colenso BBDO              | Get More Face-to-Face Time            |
| Ministry of Education                | FCB New Zealand           | Oat the Goat                          |
| Use of Social Media                  |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |
| Health Promotion Agency              | FCB New Zealand           | Pre-Testie Bestie                     |
| NZ Police                            | Ogilvy New Zealand        | Question a Cop                        |
| The Warehouse                        | DDB Group New Zealand     | Stickergram                           |
| The Warehouse                        | DDB Group New Zealand     | Kiwi Scrabble                         |
| Tourism New Zealand                  | Augusto                   | #getNZonthemap                        |
| Toyota New Zealand                   | Saatchi & Saatchi         | Drive Happy - Drive Happy - Bothers   |
| V                                    | 99 and Raydar             | Black from the dead                   |
| Water Safety New Zealand             | FCB New Zealand           | Swim Reaper                           |
| Influencer                           |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |
| Got A Trade                          | Ogilvy New Zealand        | Find Your Fit Music Video             |
| KFC                                  | Ogilvy New Zealand        | One-on-ones                           |
| NZ Police                            | Ogilvy New Zealand        | Question a Cop                        |
| Red Bull                             | Special Group             | Rubber Kid                            |
| Skinny                               | Colenso BBDO              | Famous Names                          |
| Swisse New Zealand                   | Noisy Beast               | Kieran Reads Bedtime Stories          |
| Water Safety New Zealand             | FCB New Zealand           | Swim Reaper                           |
| Mobile                               |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |
| Bank of New Zealand                  | Colenso BBDO              | Convert It                            |
| Red Bull                             | Special Group             | Rubber Kid                            |
| Spark                                | Colenso BBDO              | Kupu                                  |
| Spark                                | Colenso BBDO              | Tall Shorts                           |
| The Warehouse                        | DDB Group New Zealand     | Stickergram                           |
| Toyota New Zealand                   | Saatchi & Saatchi         | Drive Happy - Drive Happy - Bothers   |
| Toyota New Zealand                   | Saatchi & Saatchi         | Nothing's Changed Except Everything   |
| Digital & Interactive Campaign       |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |
| Mars                                 | Colenso BBDO              | Get More Face-to-Face Time            |
| NZ Police                            | Ogilvy New Zealand        | Question a Cop                        |
| Spark                                | Colenso BBDO              | Kupu                                  |
| Tech Driven Creative                 |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |
| DB Breweries                         | Colenso BBDO              | DB STEW                               |
| Spark                                | Colenso BBDO              | Kupu                                  |
| TV or Cinema 30' or Below - Single   |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |
| AA Insurance                         | DDB Group New Zealand     | Red Wine                              |
| Maritime NZ                          | Saatchi & Saatchi         | Salvage                               |
| The Warehouse Stationery             | DDB Group New Zealand     | Stationery Ranger                     |
| Vehicle Testing New Zealand          | FCB New Zealand           | Road Commander - Heads Up             |
| Vehicle Testing New Zealand          | FCB New Zealand           | Road Commander - Opening Hours        |
| TV or Cinema 30' or Below - Campaign |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |
| AA Insurance                         | DDB Group New Zealand     | Born Free                             |
| Skinny                               | Colenso BBDO              | Famous Names                          |
| Spark                                | Colenso BBDO              | Generation Voice                      |
| Toyota New Zealand                   | Saatchi & Saatchi         | Nothing's Changed Except Everything   |
| Toyota New Zealand                   | Saatchi & Saatchi         | Beware the Dangers of Almost the Same |
| Vehicle Testing New Zealand          | FCB New Zealand           | Road Commander                        |
| TV or Cinema Above 30' - Single      |                           |                                       |
| Advertiser                           | Agency/Production Company | Entry Title                           |



FILM & VIDEO

| TV or Cinema Above 30' - Single     |                           |                                     |
|-------------------------------------|---------------------------|-------------------------------------|
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Health Promotion Agency             | FCB New Zealand           | Department of Lost Nights           |
| Lion                                | DDB Group New Zealand     | Keep it Pure                        |
| Lion - Speights                     | DDB Group New Zealand     | The Dance                           |
| Lotto New Zealand                   | DDB Group New Zealand     | Armoured Truck                      |
| Maritime NZ                         | Saatchi & Saatchi         | Salvage                             |
| Mars                                | Colenso BBDO              | Get More Face-to-Face Time          |
| McDonald's                          | DDB Group New Zealand     | The Day After                       |
| McDonald's                          | DDB Group New Zealand     | Timeless                            |
| Ministry of Education               | FCB New Zealand           | Oat the Goat                        |
| Mitre 10                            | FCB New Zealand           | Kong                                |
| My Food Bag                         | Saatchi & Saatchi         | Russell the Brussels Sprout         |
| NZ Police                           | Ogilvy New Zealand        | Question a Cop                      |
| Rebel Sport                         | Ogilvy New Zealand        | Rugby Fighter                       |
| Skinny                              | Colenso BBDO              | Famous Names                        |
| SKY Television New Zealand          | DDB Group New Zealand     | Poisoned Chalice                    |
| Spark                               | Colenso BBDO              | Generation Voice                    |
| Spark                               | Colenso BBDO              | Dot                                 |
| Tourism Fiji                        | Saatchi & Saatchi         | Bula                                |
| Tourism Fiji                        | Saatchi & Saatchi         | Harmony                             |
| Vehicle Testing New Zealand         | FCB New Zealand           | Road Commander - WOF                |
| Online 30' or Below - Single        |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Mars                                | Colenso BBDO              | My Dog                              |
| Online 30' or Below - Campaign      |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Health Promotion Agency             | FCB New Zealand           | Pre-Testie Bestie                   |
| Online Above 30' - Single           |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Health Promotion Agency             | FCB New Zealand           | Department of Lost Nights           |
| Holden NZ                           | Special Group             | Street Smart                        |
| Les Mills                           | Colenso BBDO              | Leave Them All Behind               |
| NZ Police                           | Ogilvy New Zealand        | Question a Cop                      |
| Rebel Sport                         | Ogilvy New Zealand        | Rugby Fighter                       |
| Scapegrace Gin                      | Motion Sickness           | Same Drop. Different Name.          |
| Stirling Sports                     | Motion Sickness           | Our Heritage                        |
| Online Above 30' - Campaign         |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Health Promotion Agency             | FCB New Zealand           | Pre-Testie Bestie                   |
| Social Video                        |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Holden NZ                           | Special Group             | Street Smart                        |
| Ministry of Education               | FCB New Zealand           | Oat the Goat                        |
| NZ Police                           | Ogilvy New Zealand        | Question a Cop                      |
| Spark                               | Colenso BBDO              | Dot                                 |
| Spark                               | Colenso BBDO              | Tall Shorts                         |
| Tourism New Zealand                 | Augusto                   | #getNZonthemap                      |
| Toyota New Zealand                  | Saatchi & Saatchi         | Drive Happy - Drive Happy - Bothers |
| Warehouse Stationery                | Eight                     | Warehouse Stationery Christmas      |
| Long Form - Single                  |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Ministry of Education               | FCB New Zealand           | Oat the Goat                        |
| Tourism New Zealand                 | Augusto                   | #getNZonthemap                      |
| Long Form - Campaign                |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Church Road                         | 99 and Raydar             | Journeys of Discovery               |
| Large Scale Content                 |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Vector Ltd                          | Assembly                  | Vector Lights                       |
| Cinema & Theatrical                 |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Auckland Transport                  | Ogilvy New Zealand        | AT 64                               |
| TV & Broadcast - 5 Minutes and Over |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |
| Church Road                         | 99 and Raydar             | Journeys of Discovery               |
| Online - 5 Minutes and Over         |                           |                                     |
| Advertiser                          | Agency/Production Company | Entry Title                         |

ENT





|                                       |                                                    |                                  |                                                      |
|---------------------------------------|----------------------------------------------------|----------------------------------|------------------------------------------------------|
| <b>BRANDED CONTENT</b>                | <b>Online - 5 Minutes and Over</b>                 |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
|                                       | Church Road                                        | 99 and Raydar                    | Journeys of Discovery                                |
|                                       | Ministry of Education                              | FCB New Zealand                  | Oat the Goat                                         |
|                                       | <b>Online - 5 Minutes and Under</b>                |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
|                                       | Got A Trade                                        | Ogilvy New Zealand               | Find Your Fit Music Video                            |
|                                       | NZ Police                                          | Ogilvy New Zealand               | Question a Cop                                       |
|                                       | Tourism New Zealand                                | Augusto                          | #getNZonthemap                                       |
|                                       | <b>Branded Content - Campaign</b>                  |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
|                                       | Church Road                                        | 99 and Raydar                    | Journeys of Discovery                                |
| Health Promotion Agency               | FCB New Zealand                                    | Pre-Testie Bestie                |                                                      |
| NZ Police                             | Ogilvy New Zealand                                 | Question a Cop                   |                                                      |
| Sanitarium                            | Geometry/Ogilvy New Zealand                        | So Good Garden of Goodness       |                                                      |
| Spark                                 | Colenso BBDO                                       | Tall Shorts                      |                                                      |
| The Warehouse                         | DDB Group New Zealand                              | Kiwi Scrabble                    |                                                      |
| <b>Music Content</b>                  |                                                    |                                  |                                                      |
| <b>Advertiser</b>                     | <b>Agency/Production Company</b>                   | <b>Entry Title</b>               |                                                      |
| Got A Trade                           | Ogilvy New Zealand                                 | Find Your Fit Music Video        |                                                      |
| <b>MEDIA</b>                          | <b>Creative Use of Media - Single</b>              |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
|                                       | 2degrees                                           | DDB Group New Zealand            | Christmas Presence                                   |
|                                       | Bank of New Zealand                                | Colenso BBDO                     | Convert It                                           |
|                                       | Kiwi Rail                                          | DDB Group New Zealand            | A new New Zealand                                    |
|                                       | Ministry of Education                              | FCB New Zealand                  | Oat the Goat                                         |
|                                       | Ministry of Social Development/ Office for Seniors | FCB New Zealand                  | Undercover Crossword                                 |
|                                       | NZ Police                                          | Ogilvy New Zealand               | Question a Cop                                       |
|                                       | Sanitarium                                         | Geometry/Ogilvy New Zealand      | So Good Garden of Goodness                           |
|                                       | <b>Creative Use of Media - Integrated</b>          |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
|                                       | Auckland Transport                                 | Ogilvy New Zealand               | AT 64                                                |
|                                       | Got A Trade                                        | Ogilvy New Zealand               | Find Your Fit Music Video                            |
|                                       | NZ Police                                          | Ogilvy New Zealand               | Question a Cop                                       |
|                                       | Spark                                              | Colenso BBDO                     | Kupu                                                 |
|                                       | The Warehouse                                      | DDB Group New Zealand            | Kiwi Scrabble                                        |
|                                       | Toyota New Zealand                                 | Saatchi & Saatchi                | Drive Happy - Bothers                                |
|                                       | Trade Me                                           | VMLY&R                           | Life Direct - R.I.P Simon the Sloth                  |
| Twentieth Century Fox                 | TVNZ                                               | Deadpool 2 TVNZ Takeover         |                                                      |
| <b>RADIO</b>                          | <b>Radio 30' or below - Single</b>                 |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
|                                       | Toyota New Zealand                                 | Saatchi & Saatchi                | Beware the Dangers of Almost the Same   Socialising  |
|                                       | Toyota New Zealand                                 | Saatchi & Saatchi                | Beware the Dangers of Almost the Same   Possessions  |
|                                       | Toyota New Zealand                                 | Saatchi & Saatchi                | Beware the Dangers of Almost the Same   Legal Advice |
|                                       | Water Safety New Zealand                           | FCB New Zealand                  | RIP                                                  |
|                                       | <b>Radio 30' or below - Campaign</b>               |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
|                                       | Toyota New Zealand                                 | Saatchi & Saatchi                | Beware the Dangers of Almost the Same                |
|                                       | <b>Radio Above 30' - Single</b>                    |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
|                                       | Hawkes Bay Regional Council                        | Clemenger BBDO                   | That time Professor John Burrows didn't              |
|                                       | Hawkes Bay Regional Council                        | Clemenger BBDO                   | That time John Key didn't                            |
|                                       | Hawkes Bay Regional Council                        | Clemenger BBDO                   | That time Kim Dotcom didn't                          |
|                                       | KiwiRail                                           | Clemenger BBDO                   | That time Jordie Barrett didn't                      |
|                                       | KiwiRail                                           | Clemenger BBDO                   | That time Team New Zealand didn't                    |
|                                       | KiwiRail                                           | Clemenger BBDO                   | That time Hopoate didn't                             |
|                                       | Water Safety New Zealand                           | FCB New Zealand                  | Chicken Shit - Potato                                |
|                                       | Water Safety New Zealand                           | FCB New Zealand                  | Chicken Shit - Trench                                |
|                                       | <b>Radio Above 30' - Campaign</b>                  |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
| Hawkes Bay Regional Council           | Clemenger BBDO                                     | Look Right, Look Left            |                                                      |
| KiwiRail                              | Clemenger BBDO                                     | Look Right, Look Left            |                                                      |
| Water Safety New Zealand              | FCB New Zealand                                    | Chicken Shit                     |                                                      |
| <b>Non Standard Radio &amp; Audio</b> |                                                    |                                  |                                                      |
| <b>Advertiser</b>                     | <b>Agency/Production Company</b>                   | <b>Entry Title</b>               |                                                      |
| Auckland Council                      | Colenso BBDO                                       | Vector Lights                    |                                                      |
| Swisse New Zealand                    | Noisy Beast                                        | Kieran Reads Bedtime Stories     |                                                      |
| <b>Google Student Challenge</b>       | <b>Google Student Challenge</b>                    |                                  |                                                      |
|                                       | <b>Advertiser</b>                                  | <b>Agency/Production Company</b> | <b>Entry Title</b>                                   |
|                                       | Gina Morgan                                        | AUT                              | You'll always have a reason to smile                 |
| Sophie Aitiken                        | AUT                                                | Toothbrush Crush                 |                                                      |



|                     |                                  |     |                             |
|---------------------|----------------------------------|-----|-----------------------------|
| Google<br>Challenge | Google Student Challenge         |     |                             |
|                     | Zach Hall & Clementina de Ruiter | MDS | Smiles aren't meant to last |

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*Congratulations!*

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