

COMMS COUNCIL BEACON AWARDS 2018



in association with NZME.

Finalists



Agency	Advertiser	Entry Title
Social Marketing / Public Service		
FCB Media	Water Safety NZ	The Swim Reaper
FCB Media	Fire and Emergency New Zealand	Igniting Action
GSL Promotus	Health Promotion Agency	Protecting boys from HPV-related cancers
Ogilvy Mine	NZ Police	The World's Most Entertaining Police Recruitment Video
OMD	NZ Human Rights Commission	Give Nothing to Racism
Retail/Etail		
FCB Media	PAK'nSAVE	Meatrimony - The 'Perfect' Marriage
Mediacom	Restaurant Brands	KFC EPIC FAN BOX
OMD	McDonald's	Young Men Deserve Angus
Fast Moving Consumer Goods (FMCG)		
Mediacom	Nestle Purina Pet Food	Purina One See The Difference
Ikon Communications	Coca-Cola Oceania	Own Your Awkward With Sprite
MediaCom	Procter & Gamble	TV Sponsorship, Re-invented
Mediacom	Fonterra	Putting Mainland on the Menu
PHD	DB Breweries	DB Export Beer Bottle Sand
Consumer Durables		
FCB Media	Audi NZ	The Melting Offer
FCB Media	European Motor Distributors Ltd	The Original Audi Q2
Consumer Services		
Carat	Air New Zealand	A Fantastical Journey into Data
Carat	Metlifecare	Life Begins at Metlifecare
FCB Media	Westpac NZ	The Inequality Issue
Ikon Communications	2degrees	Data Hunt
OMD	Kiwibank	Mind Over Money
PHD	MediaWorks	Helping Newshub win the election
PHD	Genesis Energy	Genesis: Reading more than the weather
PHD	Spark/Skinny	Skinny: The best 'Freekend' Christmas ever!
Charity		
Carat, BCF Dentsu & MKTG	Movember Foundation	The Right to Grow
MBM	World Vision	Selfless Selfie
Best Small Budget (up to \$100k per annum)		
PHD	MediaWorks	Helping Newshub win the election
FCB Media	Testicular Cancer NZ	An Uncomfortable Topic
FCB Media	Westpac NZ	The Inequality Issue
MBM	Puhi Valley	FMCG milk becomes the spiciest dish in town
Ogilvy Mine	NZ Police	Maori Language Week Campaign
PHD	Genesis Energy	Genesis: Reading more than the weather
Best Use of Event/Activation		
FCB Media	Audi NZ	The Melting Offer
MBM	Puhi Valley	FMCG milk becomes the spiciest dish in town
Mediacom	Restaurant Brands	KFC EPIC FAN BOX
Mediacom	Fonterra	Putting Mainland on the Menu
MKTG	Holden NZ	Making Holden Gram-worthy

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Best Use of Content		
Carat	Metlifecare	Life Begins at Metlifecare
FCB Media	Testicular Cancer NZ	An Uncomfortable Topic
MBM	Irvine's	Everyone got an urge to get an Irvine's
MBM	JH Whittaker & Sons	A passport for our Chocolate Lovers Taste Buds
Ogilvy Mine	NZ Police	The World's Most Entertaining Police Recruitment Video
OMD	Kiwibank	Mind Over Money
PHD	Spark	Santoline: One phone call, two magical Christmases
PHD	DB Breweries	DB Export Beer Bottle Sand
Best Use of Technology		
Carat	Air New Zealand	A Fantastical Journey into Data
FCB Media	Fire and Emergency New Zealand	Igniting Action
Ikon Communications	2degrees	Data Hunt
MBM	Cheers & Uber	A message from my sober self
PHD	MediaWorks	Helping Newshub win the election
Best Use of Mobile		
FCB Media	Testicular Cancer NZ	An Uncomfortable Topic
MBM	Cheers & Uber	A message from my sober self
Best Use of Data		
Carat	Air New Zealand	A Fantastical Journey into Data
MBM	Serato	Propensity to DJ
MediaCom	Fonterra Corporate	Made By Many
OMD	Meridian	Going off the grid
PHD	Genesis Energy	Genesis: Reading more than the weather
Best Use of Video		
PHD	DB Breweries	DB Export Beer Bottle Sand
Carat	AKA & Louise Withers and Associates	Bringing back Matilda
MediaCom	Procter & Gamble	TV Sponsorship, Re-invented
PHD	GSK	My Morning Brush Up
Best Use of Social		
FCB Media	Testicular Cancer NZ	An Uncomfortable Topic
FCB Media	Water Safety NZ	The Swim Reaper
MBM	Cheers & Uber	A message from my sober self
OMD	NZ Human Rights Commission	Give Nothing To Racism
Socialites	Spark Lab	Carpool Coaching
Best Creative Media Idea		
FCB Media	Westpac NZ	The Inequality Issue
FCB Media	PAK'nSAVE	Meatrimony - The 'Perfect' Marriage
MBM	Cheers	A message to my sober self
MBM	Puhoi Valley	FMCG milk becomes the spiciest dish in town
OMD	Kiwibank	Mind Over Money
PHD	DB Breweries	DB Export Beer Bottle Sand
Best Use of Insight		
Carat	Metlifecare	Life Begins at Metlifecare
FCB Media	Westpac NZ	The Inequality Issue
FCB Media	European Motor Distributors Ltd	The Original Audi Q2
MBM	Cheers & Uber	A message from my sober self
Mediacom	Nestle Purina Pet Food	Purina One See The Difference
PHD	MediaWorks	Helping Newshub win the election

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Agency	Advertiser	Entry Title
PHD	Genesis Energy	Genesis: Reading more than the weather
Best Communications Strategy		
FCB Media	Fire and Emergency New Zealand	Igniting Action
FCB Media	European Motor Distributors Ltd	The Original Audi Q2
OMD	Kiwibank	Mind Over Money
PHD	DB Breweries	DB Export Beer Bottle Sand
PHD	Spark/Skinny	Skinny: The best 'Freekend' Christmas ever!
Most Effective		
FCB Media	Testicular Cancer NZ	An Uncomfortable Topic
FCB Media	Audi NZ	The Melting Offer
Ikon Communications	2degrees	Data Hunt
Ogilvy Mine	NZ Police	The World's Most Entertaining Police Recruitment Video
OMD	McDonald's	Young Men Deserve Angus
OMD	Kiwibank	Mind Over Money
PHD	Spark/Skinny	Skinny: The best 'Freekend' Christmas ever!
PHD	MediaWorks	Helping Newshub win the election
Best Launch		
BCF Dentsu	Tegel	Tender Is The Afternoon.
Carat	AKA & Louise Withers and Associates	Bringing back Matilda
FCB Media	Fire and Emergency New Zealand	Igniting Action
Best Collaboration		
Carat	AKA & Louise Withers and Associates	Bringing back Matilda
Carat	Holden	Carversations
FCB Media	Westpac NZ	The Inequality Issue
PHD	Spark/Lightbox	Watercooler Radio
TVNZ	Electoral Commission	Partnerships to help Youth connect-the-dots and Vote!
Sustained Success		
MBM	JH Whittaker & Sons	Playing long and hustling short
Mediacom	Restaurant Brands	KFC Bucket Heads & Army for the Seasons
Zenith & Special Group	Lion - Smirnoff	Smirnoff Pure Potential

Media Business of the Year

Media Works

NZME

QMS

Sales Team/Person of the Year

Adshel

Media Works

NZME

QMS

TRB

CONGRATULATIONS!