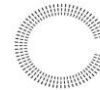




# The 2019 BEACON AWARDS

Proudly associated with



Commercial Communications Council

## Best in Show sponsored by SKY

Agency	Advertiser	Entry Title	Metal
FCB Media	Flight Centre	The Little Christmas Nudge	Gold

## Media Agency of the Year sponsored by NZME

PHD Media

### Rising Star

Katia Ducker

## Sandy Smith Inspiring Individual Award thanks to MediaWorks

Anne Lipsham

## Media Business of the Year

Ooh! Media

## Sales Team of the Year

TVNZ

## Advertiser of the Year sponsored by Google

Health Promotion Agency

Agency	Advertiser	Entry Title	Metal
--------	------------	-------------	-------

## Social Marketing / Public Service

FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword	Gold
VMLY&R NZ	Electoral Commission	Mau tonu e kowhori - Now is Your Time to Choose	Silver
FCB Media	Ministry of Education	Oat the Goat	Silver
Ogilvy	NZ Police	NZ Police Recruitment Questions Campaign	Finalist
Contagion Media	Tourism New Zealand	A Crappy Challenge	Finalist
OMD	NZTA	Belt up, Live on	Finalist
Ogilvy	Auckland Transport	Auckland Transport Speed Reduction	Finalist

## Retail/Etail sponsored by The Radio Bureau

FCB Media	Flight Centre	The Little Christmas Nudge	Gold
FCB Media	Foodstuffs NZ	How to Glaze a Ham	Silver
PHD Media	Michael Hill	If You Liked it Then You Should Have Put A Ring On it (Oh Wait You Did)	Finalist
Carat	Air New Zealand	Your Perfect Island	Finalist
PHD Media	Instant Kiwi	Rolling Out the Red Carpet for Instant Kiwi	Finalist
OMD	McDonald's	An Icon Turns 50	Finalist

## Fast Moving Consumer Goods (FMCG) sponsored by Nielsen

MediaCom	Fonterra Brands New Zealand	Santa's Milk Moustache	Gold
Ikon Communications	Coca-Cola Oceania	Character Required	Silver
Carat	Dominion Breweries	Zero to Hero	Finalist
Rocket	Swisse	How Kiwi Guys Lifted Swisse	Finalist
Carat	Dominion Breweries	Save the Entire World	Finalist
MediaCom	Fonterra Brands New Zealand	Saving Mammoth From Extinction	Finalist
PHD Media	Estee Lauder	How We Got More Women to Sleep With Us	Finalist
MBM	Goodman Fielder	A Conscious Coupling	Finalist
OMD	Independent Liquor (19 Crimes)	Who says Crime Doesn't Pay?	Finalist

## Consumer Durables

No Finalists.

## Consumer Services

MediaCom	20th Century Fox	Deadpool: NZ Style	Gold
FCB Media	Mercury	Switch Stop	Gold
PHD Media	Skinny	Turning Famous Names into Famous Faces	Silver
Carat	ASB	A Marathon Effort	Finalist
Carat	Air New Zealand	Are you Feeling Queensland?	Finalist
PHD Media	Lightbox	Helping Lightbox Win at The Box Office	Finalist
PHD Media	Spark	Take a Picture, Learn a Language	Finalist
MBM	Southern Cross Health Society	Modern Life is the Real Killer - Take Life Back	Finalist
MediaCom	Bank of New Zealand	The Most Prosperous ATM	Finalist

## Charity

Carat	The Movember Foundation	The Movember Mensus	Gold
FCB Media	Testicular Cancer NZ	A Conversation Starter for Cancer	Silver

Best Small Budget (up to \$100k per annum)			
FCB Media	Ministry for Primary Industries (MPI)	Saving the Last of The Giants	Gold
MBM	Goodman Fielder	Who's on Tonight	Silver
Carat	ASB	A Marathon Effort	Silver
PHD Media	Estee Lauder	How We Got More Women to Sleep With Us	Finalist
Best Use of Event/Activation			
PHD Media	Skinny	Turning Famous Names into Famous Faces	Silver
Carat	ASB	A Marathon Effort	Silver
Starcom	Samsung	Samsung	Finalist
Best Use of Content sponsored by TVNZ			
FCB Media	Ministry of Education	Oat the Goat	Gold
FCB Media	Health Promotion Agency	Pre Testie Bestie	Gold
TVNZ	ASB	ASB Good As Gold Seven Sharp Partnership	Finalist
MBM	Goodman Fielder	Who's on Tonight	Finalist
Starcom	Air Asia	Meet Malaysia with Air Asia	Finalist
Best Use of Technology			
MBM	Trade Me	A New Zealand First: Live From Trade Me's News Desk	Gold
Ogilvy	The Department of Corrections	The Department of Corrections Livecast Campaign	Silver
PHD Media	Skinny	Putting Skinny on The Map	Finalist
Best Use of Mobile sponsored by BIG Mobile			
FCB Media	Ministry for Primary Industries (MPI)	Saving the Last of The Giants	Gold
OMD	McDonald's	McSnap	Finalist
Best Use of Data sponsored by Val Morgan Outdoor			
FCB Media	Flight Centre	The Little Christmas Nudge	Gold
MBM	Serato	Reinventing Remarketing	Gold
FCB Media	Mercury	Switch Stop	Gold
FCB Media	Ministry for Primary Industries (MPI)	Saving the Last of The Giants	Silver
MBM	Trade Me	All I want for Christmas is... Big Data	Silver
Carat	Air New Zealand	Your Perfect Island	Finalist
Best Use of Video sponsored by NZME			
FCB Media	Health Promotion Agency	Pre Testie Bestie	Gold
MBM	Goodman Fielder	Who's on Tonight	Silver
Ikon Communications	Coca-Cola Oceania	Character Required	Silver
Best Use of Search Engine Marketing			
PHD Media	Lightbox	Making Our Search Picture Perfect	Silver
FCB Media	Foodstuffs NZ	How to Glaze a Ham	Silver
PHD Media	Spark	Making Search More Profitable	Silver
MBM	Trademe Holiday Houses	Coming in from The Cold - How Search Solved a Seasonal Conundrum	Finalist
Best Use of Social			
FCB Media	Health Promotion Agency	Pre Testie Bestie	Gold
Starcom	Air Asia	Meet Malaysia with Air Asia	Finalist
MBM	Loyalty New Zealand	It's in the Egg	Finalist
Best Creative Media Idea sponsored by Bauer Media Group			
MediaCom	20th Century Fox	Deadpool: NZ Style	Gold
FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword	Gold
Contagion Media	Tourism NZ	A Crappy Challenge	Silver
FCB Media	Ministry of Education	Oat the Goat	Silver
MediaCom	Bank of New Zealand	The Most Prosperous ATM	Finalist
MBM	Trade Me	A New Zealand First: Live From Trade Me's News Desk	Finalist
PHD Media	Skinny	Turning Famous Names into Famous Faces	Finalist
Ogilvy	Auckland Transport	Auckland Transport Speed Reduction	Finalist
Best Use of Insight sponsored by Nielsen			
FCB Media	Health Promotion Agency	Pre Testie Bestie	Gold
Ogilvy	NZ Police	NZ Police Recruitment Questions Campaign	Gold
FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword	Silver
PHD Media	Spark	Take a Picture, Learn a Language	Silver
PHD Media	Lightbox	Helping Lightbox Win at The Box Office	Finalist
Zenith	My Food Bag	Dinner Makes Families	Finalist
MBM	Southern Cross Health Society	Modern Life is the Real Killer - Take Life Back	Finalist
Carat	Dominion Breweries	Save the Entire World	Finalist
Starcom	Kraft Heinz New Zealand	Breaking the Norms	Finalist

Best Communications Strategy			
FCB Media	Flight Centre	The Little Christmas Nudge	Silver
FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword	Silver
PHD Media	Skinny	Turning Famous Names into Famous Faces	Silver
MediaCom	Fonterra Brands New Zealand	Santa's Milk Moustache	Silver
PHD Media	Spark	Take a Picture, Learn a Language	Silver
Starcom	TVNZ	Stop/Watch	Finalist
Carat	Dominion Breweries	Zero to Hero	Finalist
MBM	Southern Cross Health Society	Modern Life is the Real Killer - Take Life Back	Finalist
OMD	Independent Liquor (Carlsberg)	From Suits & Boots to Hardhats & High Vis	Finalist
PHD Media	Estee Lauder	How We Got More Women to Sleep With Us	Finalist
Most Effective sponsored by TVNZ			
FCB Media	Flight Centre	The Little Christmas Nudge	Gold
FCB Media	Mercury	Switch Stop	Gold
PHD Media	Skinny	Turning Famous Names into Famous Faces	Silver
PHD Media	Instant Kiwi	Rolling Out the Red Carpet for Instant Kiwi	Silver
Carat	Air New Zealand	Your Perfect Island	Finalist
Zenith	Lion	Proud Sponsors of the Beer After	Finalist
PHD Media	Estee Lauder	How We Got More Women to Sleep With Us	Finalist
MBM	Goodman Fielder	A Conscious Coupling	Finalist
OMD	Independent Liquor (Carlsberg)	From Suits & Boots to Hardhats & High Vis	Finalist
Best Launch sponsored by NZME			
FCB Media	Ministry of Education	Oat the Goat	Silver
Carat	Dominion Breweries	Zero to Hero	Silver
MediaCom	Fonterra Brands New Zealand	You Can't Fake Delicious	Finalist
Vizeum	Snappy	In(ter)ception	Finalist
MBM	Goodman Fielder	A Conscious Coupling	Finalist
PHD Media	Lightbox	Helping Lightbox Win at The Box Office	Finalist
MBM	Southern Cross Health Society	Modern Life is the Real Killer - Take Life Back	Finalist
Best Collaboration sponsored by Ooh! Media			
MediaCom	20th Century Fox	Deadpool: NZ Style	Gold
FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword	Silver
Ikon Communications	Coca-Cola Oceania	Character Required	Silver
PHD Media	Skinny	Turning Famous Names into Famous Faces	Silver
FCB Media	Ministry of Education	Oat the Goat	Finalist
MBM	Trade Me	A New Zealand First: Live From Trade Me's News Desk	Finalist
Sustained Success			
FCB Media	Fire and Emergency New Zealand	Igniting Lasting Action	Silver
PHD Media	Lotto New Zealand	Imagine	Silver

# CONGRATULATIONS!

Big Thanks to Our Sponsors:

