





The 2020 BEACON AWARDS RESULTS

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Best in Show			
OMD - New Zealand Transport Agency / The Unsaid			
Media Business of the Year			
TVNZ			
Sales Team of the Year			
oOh!media			
Media Agency of the Year sponsored by Facebook			
OMD			
Advertiser of the Year sponsored by Google			
Whittaker's			
Social Marketing / Public Service			
OMD	New Zealand Transport Agency	The Unsaid	Gold
Special Group	Tourism New Zealand	Good Morning World	Silver
Retail/Etail sponsored by The Radio Bureau			
PHD	KFC	KFC Open Kitchens	Gold
MBM	Serato	Sales, not SALES	Finalist
PHD	Farmers	Using Search For More Than Online Sales	Finalist
Fast Moving Consumer Goods (FMCG) sponsored by Nielsen			
MBM	Whittaker's	Owning Secret Santa to Become a Christmas Gifting Player	Gold
MBM	J.H Whittaker & Sons	It's Crunch Time! Putting the Limited Back in Limited Edition	Silver
Dentsu	DB Breweries	Seal of Approval	Finalist
Dentsu	DB Breweries	I'm Drinking it for You	Finalist
Ikon Communications	Coca-Cola Amatil	Breaking Beer	Finalist
MediaCom	Fonterra	Santa's Little Helper for Two Christmases	Finalist
Consumer Durables			
Starcom	Samsung Electronics	Power to the Tribe	Finalist
Consumer Services			
PHD	ANZ	Bat For Your Cap	Silver
FCB Media	Chorus	No Coincidence	Silver
PHD	Spark	Optimising to Lifetime Profit	Silver
OMD/Fuse	Kiwibank	I AM HOPE	Finalist
Dentsu	ASB	Sustainaball	Finalist
PHD	State Insurance	Insurance for the Too Busy	Finalist
Charity			
Dentsu	Movember	A Moment Against Silence	Gold
Dentsu	Movember	Happy Hour	Silver
FCB Media	New Zealand AIDS Foundation	Down to Fornicate	Silver
Best Small Budget (up to \$100k per annum)			
FCB Media	HNRy	Helpful HNRy	Silver
MBM	Whittaker's	Owning Secret Santa to Become a Christmas Gifting Player	Silver
Ikon Communications	Coca-Cola Amatil	Breaking Beer	Finalist
MBM	Whittaker's	An ICE Surprise That's a Nice Surprise For Plunket Too	Finalist
PHD	Unilever	There's a Little Unicorn in All of us	Finalist
Zenith	Reckitt Benckiser	Fe-cal Kids	Finalist
Best Use of Event/Activation			
Zenith	Lion New Zealand	BLACK LAUNDRY	Gold
MBM	Whittaker's	An ICE Surprise That's a Nice Surprise For Plunket Too	Silver
Special Group	Uber Eats	Shark Bait	Silver
Dentsu	ASB	Sustainaball	Finalist

MBM	Whittaker's	A Secret Santa Sorted Christmas	Finalist
MBM	J.H Whittaker & Sons	It's Crunch Time! Putting the Limited Back in Limited Edition	Finalist
Best Use of Content sponsored by TVNZ 			
OMD	Meridian Energy	Wind, Water, Sun	Silver
OMG	The Warehouse	Return of the Goodnight Kiwi	Silver
Dentsu	DB Breweries	I'm Drinking it for You	Finalist
OMD	Meridian Energy	Bird Sex	Finalist
Best Use of Technology			
PHD	ANZ	Bat For Your Cap	Silver
Dentsu	ASB, Air New Zealand, DB Breweries	Outdoor Advertising for the Digital Age	Finalist
PHD	Genesis	Letting Your fingers do the Talking	Finalist
Best Use of Mobile			
PHD	ANZ	Bat For Your Cap	Silver
MBM	Powershop	Building a Mobile Powershop	Finalist
PHD	Genesis	Letting Your Fingers do the Talking	Finalist
Starcom	Samsung Electronics	Power to the Tribe	Finalist
Best Use of Data sponsored by oOh!media 			
FCB Media	Chorus	No Coincidence	Silver
Dentsu	Kathmandu	Surviving the Retail-Apocalypse	Finalist
Best Use of Search Engine Marketing			
MBM	Powershop	Building a Mobile Powershop	Silver
PHD	Spark	Optimising to Lifetime Profit	Silver
PHD	Farmers	Using Search For More Than Online Sales	Silver
PHD	Genesis	Letting Your fingers do the Talking	Silver
FCB Media	Mercury	From LeadGen to ValueGen	Finalist
Best Use of Social			
OMD/Fuse	Kiwibank	I AM HOPE	Gold
MBM	Trade Me	Christmas Elves	Silver
MBM	Whittaker's	An ICE Surprise That's a Nice Surprise For Plunket Too	Silver
OMD	New Zealand Transport Agency	The Unsaid	Silver
FCB Media	HNRV	Helpful HNRV	Finalist
MBM	WorkSafe	Be a Safe Guy	Finalist
Special Group	Tourism New Zealand	Good Morning World	Finalist

Best Creative Media Idea sponsored by Mi9 			
OMD	New Zealand Transport Agency	The Unsaid	Gold
OMG	The Warehouse	Return of the Goodnight Kiwi	Gold
Dentsu	DB Breweries	I'm Drinking it for You	Silver
MBM	Whittaker's	An ICE Surprise That's a Nice Surprise For Plunket Too	Silver
OMD	Meridian Energy	Wind, Water, Sun	Silver
PHD	ANZ	Bat For Your Cap	Silver
MediaCom	Bank of New Zealand	Checkout Checkpoint	Finalist
Special Group	Uber Eats	Shark Bait	Finalist
Best Use of Insight sponsored by Nielsen 			
Ikon Communications	2degrees	Shop Local	Gold
MBM	Trade Me	Christmas Elves	Silver
OMG	The Warehouse	Return of the Goodnight Kiwi	Silver
PHD	ANZ	Bat For Your Cap	Silver
MBM	Whittaker's	An ICE Surprise That's a Nice Surprise For Plunket Too	Finalist
Best Communications Strategy			
OMD	New Zealand Transport Agency	The Unsaid	Gold
OMD	Meridian Energy	Wind, Water, Sun	Gold
Ikon Communications	2degrees	Shop Local	Silver
PHD	ANZ	Bat For Your Cap	Silver
Dentsu	DB Breweries	Seal of Approval	Finalist
Ikon Communications	Coca-Cola Amatil	Breaking Beer	Finalist

MediaCom	Fonterra	Santa's Little Helper for Two Christmases	Finalist
PHD	State Insurance	Insurance for the Too Busy	Finalist
Special Group	Tourism New Zealand	Good Morning World	Finalist
Most Effective sponsored by TVNZ 			
Dentsu	DB Breweries	Seal of Approval	Gold
PHD	ANZ	Bat For Your Cap	Gold
Dentsu	DB Breweries	I'm Drinking it for You	Silver
OMD/Fuse	Kiwibank	I AM HOPE	Silver
FCB Media	Chorus	No Coincidence	Finalist
Ikon Communications	Coca-Cola Amatil	Breaking Beer	Finalist
PHD	Farmers	Using Search For More Than Online Sales	Finalist
PHD	Spark	Optimising to Lifetime Profit	Finalist
PHD	State Insurance	Insurance for the Too Busy	Finalist
Together	RNZ	The Easy Switch	Finalist
Best Launch sponsored by NZME 			
MediaCom	Partners Life	Death. Brought to You by Partners Life	Finalist
PHD	Unilever	There's a Little Unicorn in all of us	Finalist
Special Group	Uber Eats	Shark Bait	Finalist
Dentsu	DB Breweries	Seal of Approval	Silver
Best Collaboration sponsored by oOh! Media 			
Ikon Communications	2degrees	Shop Local	Gold
OMG	The Warehouse	Return of the Goodnight Kiwi	Gold
Ikon Communications	Coca-Cola Amatil	Breaking Beer	Silver
MediaCom	Universal Movies	Don't Let Christmas Come Too Early	Silver
OMD	Meridian Energy	Power of Weather	Silver
Dentsu	DB Breweries	Seal of Approval	Finalist
OMD	George Weston Foods	Breaking a Nations Love Affair with Vogel's	Finalist
OMG	The Warehouse	Commanding Performance	Finalist

CONGRATULATIONS!

Big Thanks to Our Sponsors:

