

congratulations finalists

Social Marketing / Public Service

Agency	Advertiser	Title
FCB Media	Fire and Emergency New Zealand	Reality Check
FCB Media	Fire and Emergency New Zealand	Moving the Dial
Motion Sickness	Whanau Ora	Fight For Your Whakapapa
Together	Te Ara Ahunga Ora Retirement Commission	Chasing Answers
Together	SPREP	Flex for 1.5

Retail / Etail

Agency	Advertiser	Title
dentsu NZ	Countdown Supermarkets	Value You Can Count On
MBM	Mix Ltd	Growing Essano Global
MediaCom	De'Longhi	De'Longhi wakes up and smells the eComm coffee
PHD Group	PAK'nSAVE	Your own personal saver
PHD Group	KFC	Smashing it out of the park for KFC
PHD Group	PAK'nSAVE	Showing up in Shopping

Fast Moving Consumer Goods (FMCG)

Agency	Advertiser	Title
MBM	Goodman Fielder	Baking For Better
MediaCom	Lion	From where you can be
MediaCom	Lion	Making Steinlager match-fit for the metaverse
PHD Group	Pernod Ricard: Mumm	Cheers, Team

Consumer Durables

Agency	Advertiser	Title
FCB Media	SEAT	Edge of Relevance
Starcom	Toyota	In Crazy We Believe

Consumer Services

Agency	Advertiser	Title
dentsu NZ	Air New Zealand	Hope for a (COVID) generation
FCB Media	AMP New Zealand	Insurance Express Lane
FCB Media	Mercury NZ Limited	Mercury Movers
PHD Group	ANZ	The socially distanced Daffodil Day
PHD Group	SONY Pictures	Making the news with Spider-man
PHD Group	TikTok	A New Home for Spider-Man Fans
PHD Group	ANZ	Turning ads into classrooms
PHD Group	Genesis	Energising NZ through ETNZ

Charity

Agency	Advertiser	Title
FCB Media	Testicular Cancer New Zealand	Getting Our Drawers Into Drawers
MediaCom	New Zealand AIDS Foundation (NZAF)	The virus that nobody's talking about
Mindshare	Médecins Sans Frontières	Think Global, Not Local
Special	Motor Neurone Disease New Zealand (MND)	David's Unusables

Best Small Budget (up to \$100k per annum)

Agency	Advertiser	Title
FCB Media	SEAT	Edge of Relevance
Together	Te Ara Ahunga Ora Retirement Commission	Chasing Answers
Together	Wendy's	Weather 3.0

Best Use of Event / Activation

Agency	Advertiser	Title
dentsu NZ	Air New Zealand	Hope for a (COVID) generation
PHD Group	Genesis	Energising NZ through ETNZ
PHD Group	KFC	Smashing it out of the park for KFC
PHD Group	Pernod Ricard: Mumm	Cheers, Team

Best Use of Content

Agency	Advertiser	Title
FCB Media	Fire and Emergency New Zealand	Moving the Dial
FCB Media	SEAT	Edge of Relevance
MBM	Goodman Fielder	Baking For Better
MediaCom	Lion	Making Steinlager match-fit for the metaverse
Mindshare	University of Otago	Turn Your Story into Something
OMD	Ministry of Health	Two Shots for Summer does a six60
PHD Group	ANZ	Turning ads into classrooms
PHD Group	KFC	Smashing it out of the park for KFC
Starcom	Toyota	In Crazy We Believe

Best Use of Technology

Agency	Advertiser	Title
FCB Media	AMP New Zealand	Insurance Express Lane
FCB Media	Fire and Emergency New Zealand	Moving the Dial
LUMO Digital Outdoor	Fire and Emergency New Zealand	Setting DC-OOH alight to keep Kiwis warm, safely.
MediaCom	Lion	From where you can be
PHD Group	PAK'nSAVE	Showing up in Shopping
Together	AIA New Zealand	Owning the intent moment through real-time Search
Together	Wendy's	Weather 3.0

Best Use of Data

Agency	Advertiser	Title
dentsu NZ	Countdown	CEM: Certainty Engine Marketing
FCB Media	AMP New Zealand	Insurance Express Lane
FCB Media	Fire and Emergency New Zealand	Moving the Dial
FCB Media	Mercury NZ Limited	Mercury Movers
OMD	Latitude Financial Service	Gem Personal Loans
Together	AIA New Zealand	Owning the intent moment through real-time Search

Best Use of Search Engine Marketing

Agency	Advertiser	Title
dentsu NZ	Countdown	CEM: Certainty Engine Marketing
FCB Media	SEAT	Edge of Relevance
MBM	Tower	Ain't no Tower high enough
MBM	Trade Me Marketplace	Championing small business by growing big data
PHD Group	PAK'nSAVE	Showing up in Shopping
Together	AIA New Zealand	Owning the intent moment through real-time Search

Best Use of Social

Agency	Advertiser	Title
Fuse at OMD	Countdown	Follow the green Bricks road
MBM	J.H. Whittaker and Sons	Everything is better covered in hundreds and thousands
MediaCom	Lion	Unleashing Smirnoff's Potential in 100 Days
OMD	McDonald's	Ordered from.... where?

Best Creative Media Idea

Agency	Advertiser	Title
dentsu NZ	Air New Zealand	Hope for a (COVID) generation
FCB Media	SEAT	Edge of Relevance
MBM	Goodman Fielder	Baking For Better
MediaCom	Lion	From where you can be
OMD	The Warehouse	Start Here
PHD Group	KFC	Smashing it out of the park for KFC
PHD Group	PAK'nSAVE	Your own personal saver

Best Use of Insight

Agency	Advertiser	Title
dentsu NZ	Countdown	CEM: Certainty Engine Marketing
dentsu NZ	Countdown	Value You can Count On
FCB Media	AMP New Zealand	Insurance Express Lane
FCB Media	Fire and Emergency New Zealand	Moving the Dial
FCB Media	Fire and Emergency New Zealand	Reality Check
FCB Media	Mercury NZ Limited	Mercury Movers
Motion Sickness	Whanau Ora	Fight For Your Whakapapa
OMD	The Warehouse	Start Here
PHD Group	SONY Pictures	Making the news with Spider-man
Together	AIA New Zealand	Owning the intent moment through real-time Search

Best Communications Strategy

Agency	Advertiser	Title
dentsu NZ	Countdown	Value You Can Count On
FCB Media	Fire and Emergency New Zealand	Reality Check
FCB Media	Mercury NZ Limited	Mercury Movers
MediaCom	Lion	Making Steinlager match-fit for the metaverse
OMD	Ministry of Health	Vaccine Rollout 2021
PHD Group	ANZ	The socially distanced Daffodil Day
PHD Group	PAK'nSAVE	Your own personal saver
PHD Group	Spark	Getting people racing to see 5G
Together	Te Ara Ahunga Ora Retirement Commission	Chasing Answers

Most Effective

Agency	Advertiser	Title
dentsu NZ	Countdown	Value You Can Count On
FCB Media	AMP New Zealand	Insurance Express Lane
FCB Media	Mercury NZ Limited	Mercury Movers
OMD	Ministry of Health	Vaccine Rollout 2021
PHD Group	ANZ	The socially distanced Daffodil Day
PHD Group	ANZ	Turning ads into classrooms
PHD Group	PAK'nSAVE	Your own personal saver
Together	AIA New Zealand	Owning the intent moment through real-time Search

Best Launch

Agency	Advertiser	Title
dentsu NZ	Countdown	Value You Can Count On
Wavemaker	Vodafone NZ	SuperWifi Guaranteed

Best Collaboration

Agency	Advertiser	Title
MBM	Goodman Fielder	Baking For Better
MediaCom	Lion	From where you can be
MediaCom	Lion	Making Steinlager match-fit for the metaverse
NZME	Restaurant Brands	Craving Vaxx Facts x Lolli-popcorn Chicken
OMD	Ministry of Health	Two Shots for summer the backing band to Six60
OMD	The Warehouse	Olympic News - The Collab to beat the news cycle
Starcom	Toyota	In Crazy We Believe
Together	Te Ara Ahunga Ora Retirement Commission	Chasing Answers
TVNZ	University of Otago	Turn Your Story In To Something

Sustained Success

Agency	Advertiser	Title
FCB Media	Water Safety New Zealand	A Reap'in Success Story
MBM	J.H. Whittaker and Sons	Becoming the most trusted brand
MBM	Powershop	A Powerful Partnership
OMD	AA Insurance	Live A Little Long-term
Rocket	Beam Suntory	Canadian Club: Waking up beer drinkers from the boredom of beer
Together	AIA New Zealand	Taking Small Steps

Media Business of the Year

Agency	Advertiser	Title
LUMO Digital Outdoor	LUMO Digital Outdoor	Reimagining Out-Of-Home
MediaWorks Limited	MediaWorks	Most Improved Media Business
oOh! Media New Zealand Ltd	oOh!media	Innovation, our Superpower
TVNZ	TVNZ	TVNZ Media business of the year

Sales Person or Team of the Year

Agency	Advertiser	Title
Discovery	Discovery NZ	How We Set out to achieve the Extraordinary
MediaWorks Limited	MediaWorks Agency Sales	Rising from the Ashes
NZME	-	NZME Agency Team
oOh! Media New Zealand Ltd	oOh!media	Innovate to stay in front
TVNZ	TVNZ	TVNZ sales team of the year

Media Owner Innovation of the Year

Agency	Advertiser	Title
NZME	-	NZME Karma
MediaWorks Limited	MediaWorks	InSync - Radio and Outdoor
MediaWorks Limited	MediaWorks Radio	Radio Attribution
TVNZ	TVNZ	TRY FORECASTING THIS!

Rising Star – Media Owner

Agency	Advertiser	Title
MediaWorks Limited	Independent Agencies	Courtney 'c'est la vie' Gratwick - a woman on the rise!
MediaWorks Limited	MediaWorks	Kat Blackburn
oOh! Media New Zealand Ltd	oOh!media	Shavana Welch
oOh! Media New Zealand Ltd	oOh!media	Micheal Davis
LUMO Digital Outdoor	Rachel Alexander	Lighting Up Out-Of-Home
TVNZ	TVNZ	Georgina Hart

Rising Star – Media Agency

Agency	Title
Hearts & Science	Elon 'Max'
MBM	Loren Smith - Legend
MBM	Tessa Hubbard - Future MD
PHD Group	Winona Brough - Rising Star
Together	Melvin Hadi
Wavemaker	Parker Lyons

Media Agency of the Year

Agency
Dentsu
FCB
Hearts & Science
MBM
OMD
Together

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