

NOTHING BRINGS YOU CLOSER THAN BEING A WINNER

ADVERTISER	AGENCY	ENTRY TITLE	METAL
Charity/Not for Profit			
Breast Cancer Foundation New Zealand	ColensoBBDO	Mokopuna Mythologies	Silver
National Collective of Independent Women's Refuges Inc	EightyOne	293 588 Safe Sleeps Across Aotearoa	Silver
Public Service/Social Marketing			
New Zealand Government	ClemengerBBDO Wellington & OMD Wellington	Unite Against Covid-19	Gold
Department of Internal Affairs	Motion Sickness	Keep It Real Online	Bronze
Retail/Etail			
McDonald's	DDB Aotearoa	Kiwiburger	Silver
Burger King	Pitchblack Partners	The World's Best Burger, Made Better by Burger King.	Bronze
The Warehouse	DDB Aotearoa	Sustainable & Affordable	Bronze
Business to Business (B2B)			
Yellow NZ Limited	HeyYou	Robyn's Undies	Bronze
Fast Moving Consumer Goods (FMCG) Sponsored by Cartology			
Coca Cola Amatil	DDB Aotearoa	Space Manu	Bronze
DB Breweries	Saatchi & Saatchi NZ	Don't Drink Heineken	Bronze
Lion	DDB Aotearoa & Mango Communications	Tiny Pub	Bronze

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Consumer Durables Sponsored by Neuro Insight

Toyota NZ	Saatchi & Saatchi NZ	Hilux Unbreakable Bond	Gold
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Consumer Services Sponsored by TRB

Powershop	EightyOne & MBM	Powering Growth Through the Power of Relationships	Silver
Skinny	ColensoBBDO	Friend-vertising	Silver
2degrees	TBWA\ New Zealand	Unfairuary - How Inventing a Month Led to Real Business Success	Bronze
2degrees	TBWA\ New Zealand	Second Chance Charlie - Taking our Fight for Fair to Footie	Bronze
Chorus	Saatchi & Saatchi NZ	Fibre. It's How We Internet Now	Bronze
IAG	ColensoBBDO	Tally	Bronze
Spark	ColensoBBDO	Play	Bronze

International Marketing

Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Bronze
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New Product or Service

Burger King	Pitchblack Partners	The World's Best Burger, Made Better by Burger King.	Silver
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism	Silver
Vodafone	DDB Aotearoa	SuperWifi	Silver
bp	Ogilvy & VMLY&R	Thank You Coffee	Bronze
Mars	ColensoBBDO	MyHooman	Bronze

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Limited Budget: Less than \$100,000

Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Silver
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Most Effective Use of Integration Sponsored by NZME

National Collective of Independent Women's Refuges Inc	EightyOne	293 588 Safe Sleeps Across Aotearoa	Gold
New Zealand Government	ClemengerBBDO Wellington & OMD Wellington	Unite Against Covid-19	Gold
Skinny	ColensoBBDO	Friendvertising	Silver
IAG	ColensoBBDO	Tally	Silver
Tourism New Zealand	Special Group	Do Something New, New Zealand	Bronze
2degrees	TBWA\ New Zealand	Second Chance Charlie - Taking our Fight for Fair to Footie	Bronze
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism	Bronze

Most Effective Use of Social Media

Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Silver
Foodstuffs NZ Limited	FCB New Zealand	Instickman	Bronze

Most Effective Use of Content Sponsored by TVNZ

New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism	Silver
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Silver
2degrees	TBWA\ New Zealand	Second Chance Charlie - Taking our Fight for Fair to Footie	Bronze

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Department of Internal Affairs	Motion Sickness	The Eggplant	Bronze
McDonald's	DDB Aotearoa	Kiwiburger	Bronze

Most Effective Use of Digital Technology

New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism	Gold
IAG	ColensoBBDO	Tally	Bronze
Mars	ColensoBBDO	MyHooman	Bronze

Most Effective Use of Data Sponsored by oOh!media

Mars	ColensoBBDO	MyHooman	Silver
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Most Effective PR/Experiential Campaign

New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism	Gold
Spark	Shine	Spark 5G Race Zone	Silver
Lion	DDB Aotearoa & Mango Communications	Tiny Pub	Silver
ASB	dentsu New Zealand	Borrow The All Blacks	Bronze
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Bronze
Mondelēz International, Inc – Cadbury	VCCP Sydney	Donate Your Kit	Bronze

Best Strategic Thinking Sponsored by Nielsen

Skinny	ColensoBBDO	Friend-vertising	Gold
Toyota NZ	Saatchi & Saatchi NZ	Hilux Unbreakable Bond	Gold

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Lion	DDB Aotearoa & Mango Communications	Tiny Pub	Gold
Chorus	Saatchi & Saatchi NZ	Fibre. It's How We Internet Now	Silver
National Collective of Independent Women's Refuges Inc	EightyOne	293 588 Safe Sleeps Across Aotearoa	Silver
New Zealand Government	ClemengerBBDO Wellington & OMD Wellington	Unite Against Covid-19	Silver
2degrees	TBWA\ New Zealand	Unfairuary - How Inventing a Month Led to Real Business Success	Bronze

Most Progressive Campaign

Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election	Silver
IAG	ColensoBBDO	Tally	Silver
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism	Silver
Skinny	ColensoBBDO	Friend-vertising	Silver
2degrees	TBWA\ New Zealand	Unfairuary - How Inventing a Month Led to Real Business Success	Bronze
Department of Internal Affairs	Motion Sickness	Keep It Real Online	Bronze

Short-term Success Sponsored by The Radio Bureau

2degrees	TBWA\ New Zealand	Unfairuary - How Inventing a Month Led to Real Business Success	Gold
IAG	ColensoBBDO	Tally	Gold

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New Zealand Government	ClemengerBBDO Wellington & OMD Wellington	Unite Against Covid-19	Silver
New Zealand AIDS Foundation	FCB New Zealand	Sweat With Pride	Bronze
Burger King	Pitchblack Partners	The World's Best Burger, Made Better by Burger King.	Bronze

Sustained Success Sponsored by oOh!media

AA Insurance	DDB Aotearoa	Live a Little Freer	Gold
Water Safety New Zealand	FCB New Zealand	Swim Reaper	Gold
Lion	DDB Aotearoa	The Dance	Silver

Most Effective Marketer of the Year

Ben Wheeler

Most Effective Client of the Year

New Zealand Human Rights Commission

Most Effective Agency of the Year

Colenso BBDO

Hardest Challenge

New Zealand Government	ClemengerBBDO Wellington & OMD Wellington	Unite Against Covid-19
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Grand Effie		
Toyota NZ	Saatchi & Saatchi NZ	Hilux Unbreakable Bond

THANKS TO OUR COMMERCIAL PARTNERS



THANKS TO OUR SPONSORS

