

THE 2019 PRESSIE AWARDS



Finalists



Agency	Advertiser	Entry Title
<b>Best Use of Media Relations</b>		
Acumen Republic	Mondelēz International	Pineapple Lumps Block – Get ‘Em Before They Fly Away!
DRUM	Spark New Zealand	KUPU 1.0
Eleven PR	Heart of the City	The Tastiest Month in Nine Years
Mango Communications	2degrees	2degrees #Goodchat
MKTG	The Movember Foundation	A Moment AGAINST Silence
One Plus One Communications	nib New Zealand	The Parenting Project; nib's State of the Nation Initiative
Pead PR	New Zealand Fashion Week	NZFW: A Fashionable Make-Over
Scope Media	Wanaka A&P Show	Call Me Local: Using the Wanaka Show to Reinforce A Sense Of Community
Sling & Stone	Halo Top	Halo Top Ski Lodge
<b>Best Sponsorship or Media Partnership</b>		
Boyd PR	Mazda NZ	WOW My Town
FCB	Audi NZ	The Melting Offer
FUSE	Kiwibank	I Am Hope
FUSE	V Energy	24 Hours
Magico Marketing Activations	Bike Barn	Bike It Forward
Mango Communications	Qantas	Colour Your Way Across the Tasman
MKTG	The Movember Foundation	A Moment AGAINST Silence
<b>Best Public Affairs or Stakeholder Management</b>		
MKTG	Wise Group	Humanising Auckland's Homeless Problem
<b>Best Use of Social Media</b>		
DRUM	Hewlett Pakard	Premium Home
FCB	Health Promotion Agency	Pre Testie Bestie
FUSE	V Pure	Mixology
FUSE	Kiwibank	I Am Hope
FUSE	McDonalds	November Calendar
MKTG	Kathmandu	Pack for Any Adventure
Socialites	Somersby Cider	It's Somersby not Summersby
Socialites	Starship Foundation	Inside Starship
Special Group	Uber Eats	How Uber Eats Ambushed a Shark With a Fish
Special Group	Karma Cola Co	Social Stickers for Social Good
TBWA\ElevenPR	Asahi Beverages NZ	Enter Asahi
<b>Best Influencer Marketing</b>		
FCB	Water Safety New Zealand	Swim Dumb and You're Done
Mango Communications	American Express New Zealand	Airpoints Platinum Card Influencers
MKTG	Kathmandu	Pack for Any Adventure
<b>Best Experiential or Event</b>		
Energi Advertising	Vitaco	Musashi Beat Your Best Challenge
FCB	Testicular Cancer Foundation	A Conversation Starter for Cancer
FUSE	V Pure	Camp Edge
Mango Communications	Auckland Racing Club	Fashions In The Sky
Mango Communications	Tip Top	Tip Top & Whittaker's
MKTG	The Movember Foundation	A Moment AGAINST Silence
Sling & Stone	Halo Top	Halo Top Ski Lodge
Special Group	Uber Eats	How Uber Eats Ambushed a Shark With a Fish
<b>Best Sampling or Retail Activation</b>		
Energi Advertising	Vitaco	Musashi Beat Your Best Challenge
Mango Communications	Tip Top	Tip Top & Whittaker's
<b>Best Implementation or Production</b>		
DRUM	Lotto NZ	Lotto Home For Christmas
FCB	Audi NZ	The Melting Offer
FUSE	Meridian	Power of Weather
MKTG	Wise Group	Humanising Auckland's Homeless Problem
Special Group	Uber Eats	How Uber Eats Ambushed a Shark With a Fish
TBWA\ElevenPR	Asahi Beverages New Zealand	Asahi Presents Akai Doa
<b>Most Innovative Campaign</b>		
FCB	Health Promotion Agency	Pre Testie Bestie
FUSE	Meridian	Kakapo
MKTG	The Movember Foundation	A Moment AGAINST Silence
Special Group	Uber Eats	How Uber Eats Ambushed a Shark With a Fish
Special Group	Karma Cola Co	Social Stickers for Social Good
<b>Best Integrated Campaign</b>		
DRUM	KFC	Open Kitchens
Scope Media	Wanaka A&P Show	Call Me Local: Using the Wanaka Show to Reinforce A Sense Of Community
Sling & Stone	Halo Top	Halo Top Ski Lodge
Special Group	Uber Eats	How Uber Eats Ambushed a Shark With a Fish
TBWA\ElevenPR	ANZ	Meet Mr Humfreez - The Smart device Without A Screen
<b>Best Strategic Thinking</b>		
DRUM	Cornetto	Unicornetto
FUSE	Carlsberg	From Suits and Boots
FUSE	frank	A Twist on the Familiar
MKTG	The Movember Foundation	A Moment AGAINST Silence
MKTG	Kathmandu	The Pack for Any Adventure
Scope Media	Wanaka A&P Show	Call Me Local: Using the Wanaka Show to Reinforce A Sense Of Community
Special Group	Uber Eats	How Uber Eats Ambushed a Shark With a Fish
<b>Bravest Client</b>		
FUSE	Kiwibank	I am Hope
Magico Marketing Activations	Bike Barn	Making a Tangible Difference for Kiwi Kids

*See you at the 2019 Pressie Awards!*