

THE 2019 PRESSIE AWARDS



Winners List



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

Congratulations to all our winners!