

2021 PRESSIE AWARDS WINNERS

ADVERTISER	AGENCY	ENTRY TITLE	METAL
BEST USE OF MEDIA RELATIONS			
Every Kiwi Vote Counts	Special	Meddle in the New Zealand Election	Gold
Queenstown Lakes District Council: Economic Development Unit	Scope Media & Feast Creative	Home for Healthier Business: Helping Queenstown Lakes District Diversify its Economy after Covid	Silver
Wattie's	dentsu	Food in a Minute - 25th Anniversary	Finalist
BEST SPONSORSHIP OR MEDIA PARTNERSHIP			
KFC, Restaurant Brands	DRUM, PHD	KFC Six & Shout	Gold
Natural Pet Food Group	Ogilvy & Copper Brand Experiences	K9 Natural All Jacks Campaign	Gold
Motor Neurone Disease New Zealand	Special	David's Unusables	Gold
Skinny	Drum, PHD, ColensoBBDO and NZME	Making Famous Friends	Silver
Pernod Ricard	DRUM, Supreme Group and Dark Horse	G.H.MUMM America's Cup - Rocking the boat	Silver
The Warehouse	FUSE	Big Red Wins Gold - The Warehouse Wins an Olympic Marathon	Silver
Vitaco	Energi and Zenith Media	Fuelling Performance with Emirates Team New Zealand	Finalist
Constellation Brands, Al Brown	Archer, Cornerstore	Al Brown's Tipping Point	Finalist
Frucor	FUSE	Pepsi Max Integrated Sponsorship of R+V	Finalist
Sky Network Television Limited	FUSE	Not my type on paper	Finalist
Waka Kotahi - NZ Transport Agency	FUSE	Driven is RIDDEN for Motorcycle Safety	Finalist
Lion (in partnership with Hatch)	Mango Communications Aotearoa	Invest Your Heartbeats	Finalist

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BEST USE OF SOCIAL MEDIA			
Every Kiwi Vote Counts	Special	Meddle in the New Zealand Election	Gold
Foodstuffs	The Socialites	The Little Garden that could	Finalist
McDonald's	FUSE	Ordered from.... here?	Finalist
Sky Network Television Limited	FUSE	Be An Expert	Finalist
BEST INFLUENCER MARKETING CAMPAIGN			
Kimberly-Clark	The Social Club	Period Power	Gold
Asahi Beverages NZ	Eleven PR	Major Influence	Silver
Sky Network Television Limited	FUSE	Not my type on paper	Finalist
Waka Kotahi - NZ Transport Agency	FUSE	Driven is RIDDEN for Motorcycle Safety	Finalist
BEST EXPERIENTIAL OR EVENT CAMPAIGN			
McDonald's	Mango Communications Aotearoa	Ordered from here at Fieldays	Gold
Frucor	FUSE	Pepsi Max Integrated Sponsorship of R+V	Silver
Sony Interactive Entertainment	Eleven PR	PS5: Play Has No Limit	Silver
Adidas	Archer, Augusto	More than Just a Jersey	Finalist
Natural Pet Food Group	Ogilvy & Copper Brand Experiences	K9 Natural All Jacks Campaign	Finalist
BEST SAMPLING OR RETAIL ACTIVATIONS			
Nestlé	Mango Communications Aotearoa	Starbucks At Home Holiday Lounge	Silver
MOST INNOVATIVE CAMPAIGN			
Motor Neurone Disease New Zealand	Special	David's Unusables	Gold

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Queenstown Lakes District Council: Economic Development Unit	Scope Media & Feast Creative	Home for Healthier Business: Helping Queenstown Lakes District Diversify its Economy after Covid	Finalist
Sky Network Television Limited	FUSE	Be An Expert	Finalist
The Warehouse	FUSE	Big Red Wins Gold - The Warehouse Wins an Olympic Marathon	Finalist
Waka Kotahi - NZ Transport Agency	FUSE	Driven is RIDDEN for Motorcycle Safety	Finalist
BEST INTEGRATED CAMPAIGN			
Accor Hotels New Zealand	Mango Communications Aotearoa	Thanks from Iso	Gold
McDonald's	Mango Communications Aotearoa & FUSE	Ordered From Here at Fieldays	Gold
Frucor	FUSE	V Game Changer	Silver
Natural Pet Food Group	Ogilvy & Copper Brand Experiences	K9 Natural All Jacks Campaign	Silver
Samsung New Zealand	Mango Communications Aotearoa & Tribal	Getting New Zealand to say YeS21	Silver
ANZ Bank NZ	TBWA\Eleven PR	ANZ We Do How	Finalist
Audi NZ	Archer	Transitioning from Petrol Head to Lifestyle Luxe	Finalist
Live Nation	818	Van Gogh Alive	Finalist
Queenstown Lakes District Council: Economic Development Unit	Scope Media & Feast Creative	Home for Healthier Business: Helping Queenstown Lakes District Diversify its Economy after Covid	Finalist
The Warehouse	FUSE	Big Red Wins Gold - The Warehouse Wins an Olympic Marathon	Finalist
Wattie's	dentsu	Food in a Minute - 25th Anniversary	Finalist

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BEST STRATEGIC THINKING			
Every Kiwi Vote Counts	Special	Meddle in the New Zealand Election	Gold
McDonald's	Mango Communications Aotearoa	Ordered From Here	Gold
ANZ Bank NZ	TBWA\Eleven PR	ANZ We Do How	Finalist
Queenstown Lakes District Council: Economic Development Unit	Scope Media & Feast Creative	Home for Healthier Business: Helping Queenstown Lakes District Diversify its Economy after Covid	Finalist
Sky Network Television Limited	FUSE	Be An Expert	Finalist
The Warehouse	FUSE	Big Red Wins Gold - The Warehouse Wins an Olympic Marathon	Finalist
Waka Kotahi - NZ Transport Agency	FUSE	Driven is RIDDEN for Motorcycle Safety	Finalist
BRAVEST CLIENT			
Every Kiwi Vote Counts	Special	Every Kiwi Vote Counts	Gold
McDonald's	Mango Communications Aotearoa	Simon Kenny	Finalist
HIGHLY COMMENDED			
McDonalds	Mango Communications Aotearoa	Ordered From Here	
GRAND PRIX			
Every Kiwi Vote Counts	Special	Meddle in the New Zealand Election	

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