

Congratulations to our finalists

LIST A | INDUSTRY CATEGORIES

Food Services/Restaurants

AGENCY	ADVERTISER	ENTRY TITLE
Colenso BBDO	Delivereasy	Leave A Better Taste In Your Mouth
DDB Group Aotearoa	McDonald's	Kiwiburger
Pitchblack Partners, Hearts & Science	Popeyes	The most successful Popeyes launch IN THE WORLD
Special	Restaurant Brands	All Aboard The Gravy Train!

Retail/Etail

AGENCY	ADVERTISER	ENTRY TITLE
FCB	Four Square	How New Zealand's favourite convenience store overcame an inconvenient truth
FCB	PAK'nSAVE	Teaching an old stick new tricks

Business to Business

AGENCY	ADVERTISER	ENTRY TITLE
Bastion Shine	Spark NZ	Accelerating Aotearoa: Changing Spark's B2B story from telco to tech partner
Quantum Jump	Firth	Worst Kept Secret

Food, Confectionary and Snacks

AGENCY	ADVERTISER	ENTRY TITLE
DDB Group Aotearoa	Goodman Fielder	Craving Real?
Toast	Tip Top Ice Cream Company	Kapiti Ice Cream

Beverages

AGENCY	ADVERTISER	ENTRY TITLE
Motion Sickness	Boring Oat Milk	Quit the Tit
Special	DB Breweries	The First Wave
Thinkerbell	Lion	Hyoketsu Launch Campaign

Consumer Durables

AGENCY	ADVERTISER	ENTRY TITLE
Crave	The PoolHouse	#ThisIsPoolLife
DDB Group Aotearoa	Samsung	Flip Your Perspective
DDB Group Aotearoa	Volkswagen	Electric Trade-In

Financial Services

AGENCY	ADVERTISER	ENTRY TITLE
Colenso BBDO	BNZ	BNZ: The next best thing to the Bank of Mum and Dad
Colenso BBDO	BNZ	Everyone's got an opinion, BNZ have got the expertise
Track+Tribal	ANZ	How a piece of Blu-Tack transformed ANZ's performance marketing
Special	Partners Life	Get Life Right
The Monkeys	ASB	ASB - Helping New Zealand Stay One Step Ahead of Scammers
TBWA\	ANZ	From anxiety to empathy: How ANZ changed the game in home loans, leading to its most profitable campaign in history

Telcos and Utilities

AGENCY	ADVERTISER	ENTRY TITLE
Colenso BBDO	Spark NZ	Give a gift that unleashes theirs at Spark
Motion Sickness	Frank Energy	'Same Energy, Probably Cheaper': Brave enough to be Frank about NZ's power
Special	Contact Energy	Good Plans: Energy Plans that don't just do good, they do great
TBWA\	2degrees	'Good Tings': How 2degrees expanded its fight to make New Zealand a fairer place to live

Other Consumer Services

AGENCY	ADVERTISER	ENTRY TITLE
EightyOne	Museum of New Zealand Te Papa Tongarewa	Ngā Taniwha o Rūpapa Dinosaurs of Patagonia
FCB	NZ Post	How we made the slower, harder and more expensive delivery choice, the preferred option for Kiwis sending gifts overseas

International Marketing

AGENCY	ADVERTISER	ENTRY TITLE
EightyOne	WellingtonNZ	Escape to Wellington
Special	Every Kiwi Vote Counts	This New Zealand Election, Australia Decides

Social Marketing/Public Service

AGENCY	ADVERTISER	ENTRY TITLE
Bastion Shine	New Zealand Police	In Your Element: Finding New Police in Unexpected Places
Clemenger BBDO	Ministry for Social Development	Love Better "Own the Feels"
MBM	EECA (Energy Efficiency & Conservation Authority)	Ways To Save This Winter
Motion Sickness	Fire and Emergency NZ	Warning Labels: Alerting Aotearoa to an emerging fire risk
Special	CERT NZ	EXPOSED: Through the lens of a hacker
VML & Bright Sunday	Health New Zealand Te Whatu Ora	Breakfree to Smokefree

Charity/Not for Profit

AGENCY	ADVERTISER	ENTRY TITLE
EightyOne	National Collective of Independent Women's Refuges	The 17680 Nights of July

LIST B | Specialist Categories

New Product or Service

AGENCY	ADVERTISER	ENTRY TITLE
Colenso BBDO	BNZ	BNZ: The next best thing to the Bank of Mum and Dad
DDB Group Aotearoa	Samsung	Flip Your Perspective
Pitchblack Partners, Hearts & Science	Popeyes	The most successful Popeyes launch IN THE WORLD
Special	Contact Energy	Good Plans: Energy Plans that don't just do good, they do great.
Thinkerbell	Lion	Hyoketsu Launch Campaign

Limited Budget: Less than \$250,000

AGENCY	ADVERTISER	ENTRY TITLE
Māia	Tāmaki Regeneration Company	Step Into Your Place
Motion Sickness	Fire and Emergency NZ	Warning Labels: Shifting risk perception on a budget
Motion Sickness	Boring Oat Milk	Quit the Tit
Pitchblack Partners, Hearts & Science	Popeyes	Breaking the Popeyes global launch record on a shoestring budget
Special	CERT NZ	EXPOSED: Through the lens of a hacker

Customer Experience

AGENCY	ADVERTISER	ENTRY TITLE
Special	Contact Energy	How Contact proved brand purpose by supporting the newest New Zealanders
TBWA\	2degrees	'Good Tings': How 2degrees created an unboxing before the unboxing to teach children good phone behaviours

Content or Social-First Campaigns

AGENCY	ADVERTISER	ENTRY TITLE
Clemenger BBDO & OMD	Ministry for Social Development	Love Better "Own The Feels"
Track+Tribal	ANZ	How a piece of Blu-Tack transformed ANZ's performance marketing
Special	CERT NZ	EXPOSED: Through the lens of a hacker
TBWA\	2degrees	Straight up rugby: How 2degrees gave Super Rugby Aupiki bigger impact from a smaller stage

Most Original Thinking

AGENCY	ADVERTISER	ENTRY TITLE
Special	Partners Life	How We Helped NZ Get Life Right by Breaking the Rules
TBWA\	2degrees	'Good Tings': How 2degrees created the world's first, first phone programme
The Monkeys	ASB	ASB - Helping New Zealand Stay One Step Ahead of Scammers

Clever Use of Research/Data

AGENCY	ADVERTISER	ENTRY TITLE
FCB	NZ Post	How we made the slower, harder and more expensive delivery choice, the preferred option for Kiwis sending gifts overseas
Creative@AT	Auckland Transport	Buses are Back
The Monkeys	ASB	ASB - Helping New Zealand Stay One Step Ahead of Scammers

Most Effective PR/Experiential Campaign

AGENCY	ADVERTISER	ENTRY TITLE
Bastion Shine	Spark NZ	Positioning Spark as a leader in accelerating Aotearoa businesses one technology generation forward
Special	CERT NZ	EXPOSED: Through the lens of a hacker
Special	Restaurant Brands	All Aboard The Gravy Train!
Special	Trade Me	Job Hunt January

Short-term Success

AGENCY	ADVERTISER	ENTRY TITLE
Colenso BBDO	Spark NZ	Give a gift that unleashes theirs at Spark
Crave	The PoolHouse	#ThisIsPoolLife
DDB Group Aotearoa	McDonald's	Kiwiburger
DDB Group Aotearoa	Volkswagen	Electric Trade-In
EightyOne	National Collective of Independent Women's Refuges	The 17680 Nights of July
FCB	NZ Post	How we made the slower, harder and more expensive delivery choice, the preferred option for Kiwis sending gifts overseas
Motion Sickness	Fire and Emergency NZ	Warning Labels: Rapidly growing awareness of an emerging danger
Pitchblack Partners, Hearts & Science	Popeyes	A WORLD RECORD breaking opening day at Popeyes Takanini
Special	Trade Me	January Job Hunt

Insights & Strategic Thinking

AGENCY	ADVERTISER	ENTRY TITLE
Bastion Shine	Spark NZ	Accelerating Aotearoa: Changing Spark's B2B story from telco to tech partner
Colenso BBDO	Delivereasy	Leave A Better Taste In Your Mouth
Colenso BBDO	Spark NZ	Give a gift that unleashes theirs at Spark
DDB Group Aotearoa	Samsung	Flip Your Perspective
FCB	Four Square	How New Zealand's favourite convenience store overcame an inconvenient truth
FCB	PAK'n'SAVE - Foodstuffs NZ	Teaching an old stick new tricks
Special	Partners Life	How Hindsight Helped NZ Get Life Right
TBWA\	ANZ	Rethinking the rate race: How a breakthrough strategy changed the game in home loans
VML & Bright Sunday	Health New Zealand Te Whatu Ora	Breakfree to Smokefree

Diversity, Equity & Inclusion – Community Engagement

AGENCY	ADVERTISER	ENTRY TITLE
Māia	Tāmaki Regeneration Company	Step Into Your Place
VML & Bright Sunday	Health New Zealand Te Whatu Ora	Breakfree to Smokefree

Positive Change

AGENCY	ADVERTISER	ENTRY TITLE
Special	Contact Energy	How Contact proved brand purpose by supporting the newest New Zealanders
TBWA\	2degrees	Straight up rugby: How 2degrees helped women's sport reset the bar for fan entertainment
TBWA\	2degrees	'Good Tings': How 2degrees took on a fight no other telco would
The Monkeys	ASB	ASB - Helping New Zealand Stay One Step Ahead of Scammers
VML & Bright Sunday	Health New Zealand Te Whatu Ora	Breakfree to Smokefree

Brand Revitalisation/Transformation

AGENCY	ADVERTISER	ENTRY TITLE
Colenso BBDO	Delivereasy	Leave A Better Taste In Your Mouth
Crave	The PoolHouse	#ThisIsPoolLife
DDB Group Aotearoa	Goodman Fielder	Craving Real?
FCB	Four Square	How New Zealand's favourite convenience store overcame an inconvenient truth
Federation	The Co-Operative Bank	Reclaiming the Co-operative Bank difference
Pitchblack Partners	Burger King	How ridiculousness transformed Burger King
Stanley Street	Fisher Funds	Ambition Is Brand Campaign.

Sustained Success

AGENCY	ADVERTISER	ENTRY TITLE
DDB Group Aotearoa	Goodman Fielder	Nothing Compares
EightyOne	Powershop	Powering Long Term Growth For Powershop
FCB	PAK'n'SAVE - Foodstuffs NZ	Helping New Zealand's low-price champion reach new heights
Lassoo, SO & Stitch	Turners Auto Retail	Tina from Turners Turns 3
Pitchblack Partners	Burger King	How ridiculousness resurrected Burger King
Special	Partners Life	Waking NZ up to the importance of personal risk insurance
TBWA\	ANZ	ANZ: From Dreaming Big to Knowing HOW