


Congratulations to our winners

Grand Effie

Sponsored by 


ENTRANT	ADVERTISER	ENTRY TITLE
The New Zealand Herpes Foundation	Motion Sickness	Make New Zealand the Best Place in the World to have Herpes

Most Effective Agency of the Year

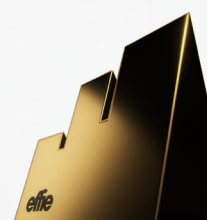
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Special

Hardest Challenge

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ENTRANT	ADVERTISER	ENTRY TITLE
Dentsu Creative	The Ministry of Social Development	Change Is Possible



Ideas That Work™

LIST A INDUSTRY CATEGORY


Food Service / Restaurants

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Stanley St / Special	KFC NZ	How KFC reclaimed its status as a modern icon	Bronze

Retail / Etail

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
FCB Aotearoa	Green Cross Health	How avoiding embarrassment attracted growth	Bronze
Insiders	Animates	The Pawprint Petition	Silver
TBWA\ New Zealand	The Warehouse Group - Noel Leeming	Supreme NOELedge	Silver

Food, Confectionary and Snacks

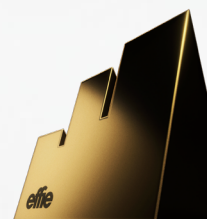
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ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Bastion Shine	Whittaker's	Hello Chocolate Lovers	Bronze
Dentsu Creative	Tegel	Free Feels Good	Bronze

Beverages

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ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Special	DB Breweries	The Cold Calls That Saved Summer	Bronze
TBWA \ New Zealand	Anchor	Anchor: Reigniting New Zealand's love for milk	Bronze



LIST A INDUSTRY CATEGORY

Consumer Durables

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Saatchi & Saatchi New Zealand	Toyota New Zealand	RAV4 – The Original Recreational Activity Vehicle	Bronze

Financial Services

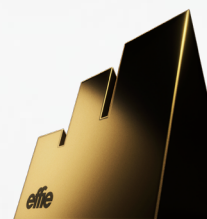
ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Droga5 Aotearoa	ASB	ASB - Helping New Zealanders Stay One Step Ahead of Scammers	Silver
TBWA\ New Zealand	ANZ Bank New Zealand	HOW ANZ took the fight to scammers	Bronze

Telcos and Utilities

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Colenso BBDO	Skinny	Get The Skinny, Once Again	Bronze
Colenso BBDO	Spark NZ	Are you not entertained?!	Bronze
FCB Aotearoa	Mercury	Bring The Buzz - How going all-in on optimism turbo-charged Mercury's transformation	Silver

Other Consumer Services

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
jnr.	RotoruaNZ	Go On A Robe Trip To Rotorua	Silver
Special	University of Otago - Ōtākou Whakaihu Waka	Reigniting NZ's oldest university with one question: DOWN FOR IT?	Bronze
Thinkerbell Aotearoa	Arvida	Arvida Brand Platform Launch Campaign	Bronze



LIST A INDUSTRY CATEGORY

International Marketing

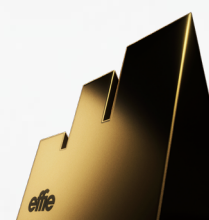
ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Special	Tourism New Zealand	100% Pure Play	Bronze

Social Marketing / Public Service

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Dentsu Creative	The Ministry of Social Development	Change Is Possible	Bronze
FCB Aotearoa	NZ Transport Agency	Making safety the hottest feature for Kiwi car buyers	Silver
Special	Sport New Zealand Ihi Aotearoa	Unpro: Getting girls moving by showing you don't need to be pro to play	Bronze

Charity / Not for Profit

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
EightyOne	National Collective of Independent Women's Refuges	Safe Night Beds	Bronze
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to have Herpes	Gold
Special	Sexual Wellbeing Aotearoa	Sexual Wellbeing Aotearoa: Getting Kiwi Comfy with the Uncomfy	Bronze
Special	Wellington City Mission	Wellington's Greatest Deed: Turning Donors into Owners	Silver



LIST B SPECIALIST CATEGORIES

New Product or Service

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
EightyOne	UCC Coffee / Caffee L'affare	Death to instant: Launching new L'affare coffee bags	Bronze


Limited Budget: Less than \$250,000

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Quantum Jump	Firth	Worst Kept Secret	Silver
Special and FCB Aotearoa	Kiwibank	ScamSpotter: How experiencing scams helped prevent it	Bronze

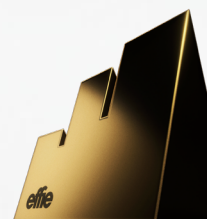
Customer Experience

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Special and FCB Aotearoa	Kiwibank	ScamSpotter: How experiencing scams helped prevent it	Bronze

Content or Social-First Campaigns

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ENTRANT	ADVERTISER	ENTRY TITLE	METAL
EightyOne	Powershop	Powershop's 15th B-day Bash	Bronze
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to have Herpes	Gold
OMD New Zealand	Kiwibank	This Is Getting Kiwi On The Ladder with Kiwibank	Silver
Special	Sport New Zealand Ihi Aotearoa	Unpro: Getting girls moving by showing you don't need to be pro to play	Silver



LIST B SPECIALIST CATEGORIES

Most Original Thinking

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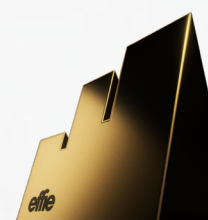
ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Colenso BBDO	Skinny	Get The Skinny, Once Again	Bronze
Insiders	Animates	The Pawprint Petition	Silver
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to have Herpes	Gold
Special	DB Breweries	The Cold Calls That Saved Summer	Silver

Clever Use of Research / Data

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
FCB Aotearoa	Instant Finance	How an NZ-first data solution led to higher-value loans for Instant Finance and better rate pricing for customers	Bronze

Most Effective PR / Experiential Campaign

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
EightyOne	National Collective of Independent Women's Refuges	Safe Night Beds	Bronze
Insiders	Animates	The Pawprint Petition	Silver
Special	Wellington City Mission	Wellington's Greatest Deed: Turning Donors into Owners	Silver



LIST B SPECIALIST CATEGORIES

Short-term Success

Sponsored by **NZME.** NEW ZEALAND MEDIA AND ENTERTAINMENT

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
EightyOne	National Collective of Independent Women's Refuges	Safe Night Beds	Bronze
jnr.	RotoruaNZ	Go On A Robe Trip To Rotorua	Gold
Special	DB Breweries	The Cold Calls That Saved Summer	Silver
VML	Accident Compensation Corporation (ACC), NZ Transport Agency - Waka Kotahi (NZTA), NZ Police	Ghosting is the ultimate act of care	Bronze

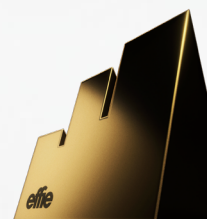
Insights and Strategic Thinking

Sponsored by **trb**

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Bastion Shine	Whittaker's	Hello Chocolate Lovers	Silver
jnr.	RotoruaNZ	Go On A Robe Trip To Rotorua	Silver
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to have Herpes	Gold

Diversity, Equity and Inclusion - Community Engagement

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Special	Sport New Zealand Ihi Aotearoa	Unpro: Getting girls moving by showing you don't need to be pro to play	Silver



LIST B SPECIALIST CATEGORIES

Positive Change

Sponsored by **Stuff**

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Dentsu Creative	Ministry of Social Development	Change Is Possible	Bronze
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to have Herpes	Silver
Special	Wellington City Mission	Wellington's Greatest Deed: Turning Donors into Owners	Gold

Brand Revitalisation / Transformation

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
Special	KFC NZ	Winner, Winner, Chicken Dinner: KFC's Cultural Comeback	Silver
Special	University of Otago Ōtākou Whakaihu Waka	Reigniting NZ's oldest university with one question: DOWN FOR IT?	Bronze
TBWA \ New Zealand	Healtheries	Healtheries – Live Life in the Green	Silver

Sustained Success

ENTRANT	ADVERTISER	ENTRY TITLE	METAL
TBWA \ New Zealand	2degrees	Fighting for Fair: How 2degrees redefined telco...again.	Silver

