

Congratulations to our finalists

LIST A INDUSTRY CATEGORY

Food Service / Restaurants

| ENTRANT | ADVERTISER | ENTRY TITLE |
|------------|------------|---|
| Federation | St Pierres | St Pierres 40th Birthday |
| Special | KFC NZ | How KFC reclaimed its status as a modern icon |

Retail / Etail

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-----------------------|------------------------------------|--|
| Dentsu Media Aotearoa | Woolworths New Zealand | Where Freshness Starts |
| FCB Aotearoa | PAK'nSAVE | PAK'nRAVE |
| FCB New Zealand | Green Cross Health | How avoiding embarrassment attracted growth |
| Federation | DoorDash New Zealand | Unofficial Deal of The Games We Can't Name |
| Insiders | Animates | The Pawprint Petition |
| Pitchblack Partners | Gull | How Gull swooped in an stole Big Oil's lunch |
| Quantum Jump | Mitre 10 | Motivating Members: How Mitre 10 increased sales without sacrificing margins |
| TBWA\ New Zealand | The Warehouse Group - Noel Leeming | Supreme NOELedge |

Business to Business

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-----------------|------------|---|
| Quantum Jump | Firth | Worst Kept Secret |
| Special and OMD | Kiwibank | This is backing business in the storm: Meeting NZ SMEs with Urgency, Empathy and Action |



LIST A INDUSTRY CATEGORY

Food, Confectionary and Snacks

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-----------------|-------------|-----------------|
| Bastion Shine | Whittaker's | Bastion Shine |
| Dentsu Creative | Tegel | Free Feels Good |

Beverages

| ENTRANT | ADVERTISER | ENTRY TITLE |
|--------------------|------------------------------|--|
| EightyOne | UCC Coffee / Caffee L'affare | Death to instant: Launching new L'affare coffee bags |
| Special | DB Breweries | The Cold Calls That Saved Summer |
| TBWA \ New Zealand | Anchor | Anchor: Reigniting New Zealand's love for milk |

Consumer Durables

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-------------------------------|--------------------|---|
| BcgCrave | The PoolHouse | #ThisIsPoolLife |
| Saatchi & Saatchi New Zealand | Toyota New Zealand | RAV4 – The Original Recreational Activity Vehicle |

Financial Services

| ENTRANT | ADVERTISER | ENTRY TITLE |
|--------------------|----------------------|--|
| Droga5 Aotearoa | ASB | ASB - Helping New Zealanders Stay One Step Ahead of Scammers |
| Droga5 Aotearoa | ASB | ASB - Make Your Move |
| OMD New Zealand | Kiwibank | This Is Getting Kiwi On The Ladder With Kiwibank |
| Saatchi & Saatchi | Westpac New Zealand | Black Friday Hangovers |
| Saatchi & Saatchi | Westpac New Zealand | Sooner |
| Special | Squirrel | The Squirrel Effect |
| TBWA \ New Zealand | ANZ Bank New Zealand | HOW ANZ took the fight to scammers |



LIST A INDUSTRY CATEGORY

Telcos and Utilities

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-----------------|------------|--|
| Colenso BBDO | Skinny | Get The Skinny, Once Again |
| Colenso BBDO | Spark NZ | Are you not entertained?! |
| Colenso BBDO | Spark NZ | Win Christmas, Win the Year |
| FCB Aotearoa | One NZ | Let's Get Connected |
| FCB New Zealand | Mercury | Bring The Buzz - How going all-in on optimism turbo-charged Mercury's transformation |

Other Consumer Services

| ENTRANT | ADVERTISER | ENTRY TITLE |
|----------------------|--|---|
| jnr. | RotoruaNZ | Go On A Robe Trip To Rotorua |
| Quantum Jump | AA New Zealand | AA All Right Now - Meet Ray |
| Special | University of Otago - Ōtākou Whakaihu Waka | Reigniting NZ's oldest university with one question: DOWN FOR IT? |
| The Beards | RealNZ | Cardrona: The Biggest Playground Around |
| Thinkerbell Aotearoa | Arvida | Arvida Brand Platform Launch Campaign |

International Marketing

| ENTRANT | ADVERTISER | ENTRY TITLE |
|---------|---------------------|--|
| Special | Tourism New Zealand | 100% Pure Play |
| Special | Tourism New Zealand | Pou-o-Kai: The restaurant with the most stars in the world |



LIST A INDUSTRY CATEGORY

Social Marketing / Public Service

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-----------------|--|---|
| Creative@AT | Auckland Transport & NZ Police | Drive Drink Free |
| Dentsu Creative | The Ministry of Social Development | Change Is Possible |
| FCB New Zealand | NZ Transport Agency | Making safety the hottest feature for Kiwi car buyers |
| Federation | Auckland Transport | Mix Your Go |
| Special | National Cyber Security Centre Own Your Online | The Scamathon — Showing How Scammers Appeal to Us, to Take Advantage |
| Special | Sport New Zealand Ihi Aotearoa | Unpro: Getting girls moving by showing you don't need to be pro to play |

Charity / Not for Profit

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

New Product or Service

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



LIST B SPECIALIST CATEGORIES

Limited Budget: Less than \$250,000

| ENTRANT | ADVERTISER | ENTRY TITLE |
|---------------------|--------------------|---|
| BcgCrave | The PoolHouse | #ThisIsPoolLife |
| EightyOne | Powershop | Powershop's 15th B-day Bash |
| FCB New Zealand | Green Cross Health | How avoiding embarrassment attracted growth |
| Pitchblack Partners | Burger King | How the Manu World Champs made a sales splash for BK |
| Plato | Fletcher Living | Pick a Patch, Find your neighbourhood match |
| Quantum Jump | Firth | Worst Kept Secret |
| Special and FCB Six | Kiwibank | ScamSpotter: How experiencing scams helped prevent it |

Customer Experience

| ENTRANT | ADVERTISER | ENTRY TITLE |
|---------------------|------------|---|
| Kiwibank | Kiwibank | This Is Turning Pain Points Into Power Moves: The Kiwibank Help Hub |
| Special and FCB Six | Kiwibank | ScamSpotter: How experiencing scams helped prevent it |
| TBWA\ New Zealand | The Fono | A new service design blueprint for community care in Aotearoa |



LIST B SPECIALIST CATEGORIES

Content or Social-First Campaigns

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-----------------|--|---|
| BcgCrave | The PoolHouse | #ThisIsPoolLife |
| EightyOne | Powershop | Powershop's 15th B-day Bash |
| Motion Sickness | The New Zealand Herpes Foundation | Make New Zealand the Best Place in the World to have Herpes |
| OMD New Zealand | Kiwibank | This Is Getting Kiwi On The Ladder with Kiwibank |
| Special | Sexual Wellbeing Aotearoa | From Silence to Shares: A Social Solve for Sexual Wellbeing |
| Special | Sport New Zealand Ihi Aotearoa | Unpro: Getting girls moving by showing you don't need to be pro to play |
| VML | Accident Compensation Corporation (ACC), NZ Transport Agency - Waka Kotahi (NZTA), NZ Police | Ghosting is the ultimate act of care |

Most Original Thinking

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-------------------------------|-----------------------------------|---|
| Colenso BBDO | Skinny | Get The Skinny, Once Again |
| FCB New Zealand | Green Cross Health | How avoiding embarrassment attracted growth |
| Insiders | Animates | The Pawprint Petition |
| Motion Sickness | The New Zealand Herpes Foundation | Make New Zealand the Best Place in the World to have Herpes |
| Saatchi & Saatchi New Zealand | Toyota New Zealand | Hilux – The 3.5 Tonne Headline |
| Special | DB Breweries | The Cold Calls That Saved Summer |
| TBWA\ New Zealand | ANZ Bank New Zealand | HOW ANZ took the fight to scammers |

Clever Use of Research / Data

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-----------------|--------------------|---|
| FCB New Zealand | Green Cross Health | How avoiding embarrassment attracted growth |
| FCB New Zealand | Instand Finance | How an NZ-first data solution led to higher-value loans for Instant Finance and better rate pricing for customers |



LIST B SPECIALIST CATEGORIES

Most Effective PR / Experiential Campaign

| ENTRANT | ADVERTISER | ENTRY TITLE |
|---------------------|--|--|
| EightyOne | National Collective of Independent Women's Refuges | Safe Night Beds |
| FCB Aotearoa | PAK'nSAVE | DJ Save-a-lot presents PAK'nRAVE |
| Insiders | Animates | The Pawprint Petition |
| Pitchblack Partners | Burger King | How the Manu World Champs made a sales splash for BK |
| Special | KFC NZ | One Clucking Effective PR Strategy |
| Special | Wellington City Mission | Wellington's Greatest Deed: Turning Donors into Owners |

Short-term Success

| ENTRANT | ADVERTISER | ENTRY TITLE |
|-----------------|--|--|
| Dentsu Creative | Ministry of Social Development | Change Is Possible |
| Droga5 Aotearoa | ASB | ASB - Make Your Move |
| EightyOne | National Collective of Independent Women's Refuges | Safe Night Beds |
| EightyOne | Powershop | Powershop's 15th B-day Bash |
| Federation | DoorDash New Zealand | The Unofficial Deal of The Games We Can't Name |
| jnr. | RotoruaNZ | Go On A Robe Trip To Rotorua |
| Special | DB Breweries | The Cold Calls That Saved Summer |
| Special | Wellington City Mission | Wellington's Greatest Deed: Turning Donors into Owners |
| VML | Accident Compensation Corporation (ACC), NZ Transport Agency - Waka Kotahi (NZTA), NZ Police | Ghosting is the ultimate act of care |



LIST B SPECIALIST CATEGORIES

Insights and Strategic Thinking

| ENTRANT | ADVERTISER | ENTRY TITLE |
|---------------------|--|---|
| Bastion Shine | Whittaker's | Hello Chocolate Lovers |
| Colenso BBDO | Bank of New Zealand | All business is big business to BNZ |
| FCB Aotearoa | One NZ | Let's Get Connected |
| FCB New Zealand | NZ Transport Agency | Making safety the hottest feature for Kiwi car buyers |
| Insiders | Animates | The Pawprint Petition |
| jnr. | RotoruaNZ | Go On A Robe Trip To Rotorua |
| Motion Sickness | The New Zealand Herpes Foundation | Make New Zealand the Best Place in the World to have Herpes |
| Special | DB Breweries | The Cold Calls That Saved Summer |
| Special | University of Otago - Ōtākou Whakaihu Waka | Reigniting NZ's oldest university with one question: DOWN FOR IT? |
| Special and FCB Six | Kiwibank | ScamSpotter: How experiencing scams helped prevent it |
| TBWA\ New Zealand | Fonterra - Anchor | Anchor: Reigniting New Zealand's love for milk |

Diversity, Equity and Inclusion - Community Engagement

| ENTRANT | ADVERTISER | ENTRY TITLE |
|----------------|--|---|
| All is for All | Land Search and Rescue / Safer Walking | Saving lives through autonomy, not charity, for Land Search and Rescue |
| Special | Sport New Zealand Ihi Aotearoa | Unpro: Getting girls moving by showing you don't need to be pro to play |



LIST B SPECIALIST CATEGORIES

Positive Change

| ENTRANT | ADVERTISER | ENTRY TITLE |
|--------------------------------|--|--|
| Auckland Transport & NZ Police | Auckland Transport & NZ Police | Drive Drink Free |
| Dentsu Creative | Ministry of Social Development | Change Is Possible |
| Insiders | Animates | The Pawprint Petition |
| Motion Sickness | The New Zealand Herpes Foundation | Make New Zealand the Best Place in the World to have Herpes |
| Special | National Cyber Security Centre Own Your Online | The Scamathon — Showing How Scammers Appeal to Us, to Take Advantage |
| Special | Wellington City Mission | Wellington's Greatest Deed: Turning Donors into Owners |

Brand Revitalisation / Transformation

| ENTRANT | ADVERTISER | ENTRY TITLE |
|--------------------------------|--|--|
| Bastion Shine | Whittker's | The gift that changed everything |
| FCB | One NZ | Let's Get Connected |
| FCB New Zealand | Mercury | Bring The Buzz - How going all-in on optimism turbo-charged Mercury's transformation |
| Special | KFC NZ | Winner, Winner, Chicken Dinner: KFC's Cultural Come-back |
| Special | University of Otago Ōtākou Whakaihu Waka | Reigniting NZ's oldest university with one question: DOWN FOR IT? |
| TBWA \ New Zealand | Healtheries | Healtheries – Live Life in the Green |
| True, OMD, Fish&Clips, Fanclub | Qantas | Making The Spirit of Australia feel like the spirit of us |

Sustained Success

| ENTRANT | ADVERTISER | ENTRY TITLE |
|--------------------|------------|--|
| Special | Contact | Contact Brand |
| TBWA \ New Zealand | 2degrees | Fighting for Fair: How 2degrees redefined telco...again. |

