

NOTHING BRINGS YOU CLOSER THAN BEING A FINALIST

ADVERTISER	AGENCY	ENTRY TITLE
Charity/Not for Profit		
Breast Cancer Foundation New Zealand	ColensoBBDO	Mokopuna Mythologies
National Collective of Independent Women's Refuges Inc	EightyOne	293 588 Safe Sleeps Across Aotearoa
The Movember Charity	dentsu	Man Enough
Public Service/Social Marketing		
Accident Compensation Corporation (ACC)	VMLY&R & The Research Agency	ACC Brand Engagement Campaign
Department of Internal Affairs	Motion Sickness	Keep It Real Online
New Zealand Government	ClemengerBBDO Wellington & OMD Wellington	Unite Against Covid-19
New Zealand Government	ColensoBBDO & Clemenger BBDO Wellington	The Public Service Banger
Te Hiringa Hauora/Health Promotion Agency	ClemengerBBDO Wellington & OMD Wellington	QuitStrong
Retail & Etail		
Bay Audiology	Saatchi & Saatchi NZ	The Emotional Call
Burger King	Pitchblack Partners	The World's Best Burger, Made Better by Burger King.
McDonald's	DDB Aotearoa	Kiwiburger
The Warehouse	DDB Aotearoa	Sustainable & Affordable
The Warehouse	TBWA New Zealand	Last Dad Standing - How Bad Jokes Made a Serious Business Impact
Woolworths New Zealand	M&C Saatchi & dentsu	Getting Personal with Online Shopping
Business to Business (B2B)		
ASB	dentsu	Borrow The All Blacks

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Mars	ColensoBBDO	MyHooman
Yellow NZ Limited	HeyYou	Robyn's Undies

Fast Moving Consumer Goods (FMCG) Sponsored by Cartology

Coca Cola Amatil	DDB Aotearoa	Space Manu
DB Breweries	Saatchi & Saatchi NZ	Don't Drink Heineken
Lion	DDB Aotearoa & Mango Communications	Tiny Pub

Consumer Durables Sponsored by Neuro Insight

Mitre 10	FCB New Zealand	Finding Future Renovators Today
Toyota NZ	Saatchi & Saatchi NZ	Hilux Unbreakable Bond
Toyota NZ	Saatchi & Saatchi NZ	In Crazy We Believe

Consumer Services Sponsored by TRB

2degrees	TBWA New Zealand	Unfairuary - How Inventing a Month Led to Real Business Success
2degrees	TBWA New Zealand	Second Chance Charlie - Taking our Fight for Fair to Footie
Chorus	Saatchi & Saatchi NZ	Fibre. It's How We Internet Now
IAG	ColensoBBDO	Tally
Powershop	EightyOne & MBM	Powering Growth Through the Power of Relationships
Spark	ColensoBBDO	Friend-vertising
Spark	ColensoBBDO	Play
Tourism New Zealand	Special Group	It's Recharge Season
Tourism New Zealand	Special Group	Do Something New, New Zealand
University of Waikato	Special Group	For the People

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International Marketing

Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election
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New Product or Service

bp	Ogilvy & VMLY&R	Thank You Coffee
Burger King	Pitchblack Partners	The World's Best Burger, Made Better by Burger King.
Mars	ColensoBBDO	MyHooman
BusinessDesk	Contagion Media	Preserving the Fourth Estate
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism
Vodafone	DDB Aotearoa	SuperWifi

Limited Budget: Less than \$100,000

Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election
New Zealand Government	ColensoBBDO & Clemenger BBDO, Wellington	The Public Service Banger

Most Effective Use of Integration Sponsored by NZME

2degrees	TBWA New Zealand	Second Chance Charlie - Taking our Fight for Fair to Footie
Electoral Commission	VMLY&R	Voting to Uphold Aotearoa's Democracy
IAG	ColensoBBDO	Tally
McDonald's	DDB Aotearoa	Kiwiburger
National Collective of Independent Women's Refuges Inc	EightyOne	293 588 Safe Sleeps Across Aotearoa
New Zealand Government	ClemengerBBDO Wellington & OMD Wellington	Unite Against Covid-19

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New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism
Spark	ColensoBBDO	Friend-vertising
The Warehouse	DDB Aotearoa	Sustainable & Affordable
Tourism New Zealand	Special Group	Do Something New, New Zealand
Toyota NZ	Saatchi & Saatchi NZ	In Crazy We Believe

Most Effective Use of Social Media

Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election
Foodstuffs NZ Limited	FCB New Zealand	Instickman
Te Hiringa Hauora/Health Promotion Agency	ClemengerBBDO Wellington & OMD Wellington	QuitStrong

Most Effective Use of Content Sponsored by TVNZ

2degrees	TBWA New Zealand	Second Chance Charlie - Taking our Fight for Fair to Footie
Department of Internal Affairs	Motion Sickness	The Eggplant
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election
McDonald's	DDB Aotearoa	Kiwiburger
New Zealand Government	ColensoBBDO & Clemenger BBDO, Wellington	The Public Service Banger
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism
Toyota NZ	Saatchi & Saatchi NZ	In Crazy We Believe

Most Effective Use of Digital Technology

IAG	ColensoBBDO	Tally
Mars	ColensoBBDO & Wavemaker Media	DentaSTIX Studios
Mars	ColensoBBDO	MyHooman

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Mitre 10	FCB New Zealand	Finding Future Renovators Today
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism
Woolworths New Zealand	M&C Saatchi & dentsu	Getting Personal with Online Shopping

Most Effective Use of Data Sponsored by oOh!media

Mars	ColensoBBDO	MyHooman
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism
Tourism New Zealand	Special Group	Do Something New, New Zealand

Most Effective PR/Experiential Campaign

ASB	dentsu	Borrow The All Blacks
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election
Lion	DDB Aotearoa & Mango Communications	Tiny Pub
Mondelēz	VCCP Sydney	Donate Your Kit
New Zealand Government	ColensoBBDO & Clemenger BBDO, Wellington	The Public Service Banger
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism
Spark	Shine	Spark 5G Race Zone

Best Strategic Thinking Sponsored by Nielsen

2degrees	TBWA New Zealand	Unfairuary - How Inventing a Month Led to Real Business Success
2degrees	TBWA New Zealand	Second Chance Charlie - Taking our Fight for Fair to Footie
Chorus	Saatchi & Saatchi NZ	Fibre. It's How We Internet Now

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DB Breweries	Saatchi & Saatchi NZ	Don't Drink Heineken
Lion	DDB Aotearoa & Mango Communications	Tiny Pub
National Collective of Independent Women's Refuges Inc	EightyOne	293 588 Safe Sleeps Across Aotearoa
New Zealand Government	ClemengerBBDO Wellington & OMD Wellington	Unite Against Covid-19
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism
Spark	ColensoBBDO	Friend-vertising
The Warehouse	DDB Aotearoa	Sustainable & Affordable
Tourism New Zealand	Special Group	It's Recharge Season
Toyota NZ	Saatchi & Saatchi NZ	Hilux Unbreakable Bond

Most Progressive Campaign

2degrees	TBWA New Zealand	Second Chance Charlie - Taking our Fight for Fair to Footie
2degrees	TBWA New Zealand	Unfairuary - How Inventing a Month Led to Real Business Success
Department of Internal Affairs	Motion Sickness	Keep It Real Online
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election
IAG	ColensoBBDO	Tally
Mars	ColensoBBDO & Wavemaker Media	DentaSTIX Studios
New Zealand Government	ColensoBBDO & Clemenger BBDO, Wellington	The Public Service Banger
New Zealand Human Rights Commission	ClemengerBBDO Wellington & OMD Wellington	Voice of Racism
Spark	ColensoBBDO	Friend-vertising
Spark	ColensoBBDO	Play
Spark	Shine	Spark 5G Race Zone

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Short-term Success

2degrees	TBWA New Zealand	Unfairuary - How Inventing a Month Led to Real Business Success
Burger King	Pitchblack Partners	The World's Best Burger, Made Better by Burger King.
Coca Cola Amatil	DDB Aotearoa	Space Manu
Every Kiwi Vote Counts	Special Group	Meddle in the New Zealand Election
Foodstuffs NZ Limited	FCB New Zealand	InStickman
IAG	ColensoBBDO	Tally
New World	DDB Aotearoa	Making a Special Christmas Easy
New Zealand AIDS Foundation	FCB New Zealand	Sweat With Pride
New Zealand Government	ClemengerBBDO Wellington & OMD Wellington	Unite Against Covid-19
New Zealand Government	ColensoBBDO & Clemenger BBDO, Wellington	The Public Service Banger
Tourism New Zealand	Special Group	It's Recharge Season

Sustained Success Sponsored by oOh!media

AA Insurance	DDB Aotearoa	Live a Little Freer
Lion	DDB Aotearoa	The Dance
Part Time Rangers	Pitchblack Partners	Part Time Rangers
The Movember Charity	dentsu	Regrowing the Mo
Water Safety New Zealand	FCB New Zealand	Swim Reaper

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