

ISSUE 5

JUNE

2026



LAST MONTH RECAP  
+ WELCOME JOHLIDA  
+ LIONS + AWARDS +  
MORE

FIRST  
FIVE ©  
RUNGS

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# Kiia Ora

Hello!

Welcome to the June edition of the First Five Rungs newsletter 🧑🏻 Your monthly wrap up on everything you ought to know about for your first five years of advertising.

Our mighty wee community's been blossoming! In this month's newsletter, we'll be updating you with what's been cracking in the First Five Rungs community and sharing what's coming up to keep you in the loop.

LUMO

# PIXEL AWARDS



BREAKING IN:

## The Pixel Awards



Chur for the reminder, 100% definitely Bernie Sanders!\*

Per our last newsletter, we're so excited to remind everyone that LUMO's legendary Pixel Awards competition is back for another year. The Pixel Awards are a wonderful (and free!) opportunity for fresher creatives to showcase innovative thinking through pushing LUMO's

digital OOH offerings in ways that the world's never seen before.

In addition to winning free campaign space for your clients, the winners will also receive a cash prize of \$5000, \$2000 and \$1000 respectively for first, second and third place. That's rather a few pints of Guinness or plates of the Steak Frites from Hotel Ponsonby, or Lime rides if you're late to a meeting! A completely unmissable opportunity for any of our community wanting to make waves in the industry.

\*Bernie Sanders has not endorsed this message. Although we think he probably would because it's a sick opportunity.

Check out the full details before entries open July 6th: [pixelawards.nz](https://pixelawards.nz)

[See more details](#)

# Awards SZN

In case you're super super fresh to the industry (we see you grads), here's what you need to know about upcoming industry award shows happening.



## The Beacons

The Beacon Awards (A.K.A The Beacons) celebrate strategic media excellence, i.e. - the thinking that makes campaigns actually work. It's the trophy for people who understand that brilliant ideas need brilliant strategy to reach the right people, at the right time, across the right channels

The awards show is coming up on July 2nd, so if you're going, it's time to pick out a nice outfit or put together a cute Pinterest board.



## The Effies

Strategists, this is your moment to get involved in helping your agency win big.

The Effies are part of a global programme which rewards advertising that successfully melds creativity and strategy to produce effective work, demonstrated through measurable impact and boost business outcomes. To win an Effie is to signal that a campaign was or is dynamic, salient and most importantly effective.

The early bird deadline is July 16th, and the extended deadline is July 30th.



# Welcome **Johlida**

NEW FFR MEMBER:

## Moving & Shaking

There's one thing you should know about Johlida (pronounced Yo-Lee-Dah btw), it's that she's the most enthusiastic person you'll ever meet. If you're ever feeling blue, she'll bring the sunshine and then some. She'll be helping out with all things art direction behind the scenes, but she'll also be popping up at our events. Say hi if you haven't already!

# Cannes Lions is LIVE

This is Aotearoa's young talent showing up on the global stage, wooooooooooooo. Let's get behind these teams and show them some love from home soil!

This year, representing New Zealand we have two amazing teams. **Riana McKenzie & Zoe Perrin from Colenso BBDO** are taking on the Film challenge and **MJ Keung & Wendy Zhang from Dentsu** are taking on Media.



Keep up with our competitors by following the Comms Council socials for the full ride 🌟

# What's been happening



## Ad Net Zero

This month over at TBWA\ NZ HQ, we gathered for an Ad Net Zero prezzzo from the ever-clever Jennifer Gunn, who lit up the room with inspiration and real-world ways for all of us to take immediate climate action.

Accompanying the talk was a hellishly good feast + lovely chat. We had a great turn out.

For those who might appreciate a recap: Ad Net Zero is a framework designed to guide our industry's transition towards a more sustainable future. How? By taking steps today to reduce the carbon impact of developing, producing, and running advertising to get to net zero.



## The Q2 Quarterly WIP

We held our second Quarterly WIP at the beautiful Parable House cafe in Eden Terrace. Our turn-out was even bigger than our first which is a great sign that our community is flourishing through people simply wanting to reach out to one another and make new friends. How wholesome!

We're currently on the hunt for our Q3 Quarterly WIP location in August, so if you have any recommendations for venues, please DM us! Preferably dog-friendly as the unofficial official First Five Rungs mascot, Toto will be on-site for cuddles.

## Coming Soon

Keep checking our socials, your inbox and with your agency's FFR Ambassador for what's coming up next. We're working on something special, promise!

# Interested in a career in advertising?



Commercial Communications Council

Our Graduate Talent Hub connects you with advertising agencies seeking great talent.



## ISO New Grads

Know someone who's finishing their degree soon? Reckon they'd be a great addition to the industry?

The Comms Council's Graduate Talent Hub is a pathway for graduates looking to enter advertising, media, or PR. There is no deadline and applications are always open, which means that graduates can apply when they're ready to start full-time work, rather than having to scramble to put an application

together right in the thick of exams.

If you know anyone who has recently graduated or is about to finish their degree, send them to the [Comms Council Graduate Talent Hub](#) to get all the info and share the QR code so they can register their interest to apply!

[Go to the Talent Hub](#)

# Mind Expansion

Here's what the FFR crew have been a bit kinda maybe obsessed with lately:



JOHLIDA LOVES

## Crust

If you're still chasing the high that was May's Auckland Writers Festival, Emma Gleason is a wonderful, clever and nuanced Tāmaki Makaurau based writer for you to follow on Substack.



CRYSTAL LOVES

## It's Nice That

Bored of Pinterest churning out exactly what you're used to? Valid. It's alright most days, but we can all agree that you don't need to see even more of that one art direction style you've been crushing on lately. It's Nice That is a nice, digestible and gorgeous wrap-up of what's fresh in the creative space - advertising and beyond. Well worth a bookmark imo.