

ISSUE 4

MAY

2026



THE QUARTERLY WIP +
WELLY NEWS + PIXEL
AWARDS + SAVING THE
WORLD + MORE

FIRST
FIVE ©
RUNGS

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Kiia Ora

Welcome back to the FFR Newsletter – your monthly excuse to look busy at your desk while quietly catching up on industry goss.

May has been a big one. The mornings have officially turned scarf-worthy, EOFY is creeping up like that one Slack message you keep “getting to,” and a solid chunk of the Auckland crew packed into Dentsu to talk AI without anyone bursting into tears about their job security. A win.

Read on for the recap, your next WIP date, an Ad Net Zero session you’ll want to be in the room for, and a very generous reason to dust off those bottom drawer creative ideas.



Updates Across NZ

FFR Talks AI—The Recap

In May, we packed into Dentsu Aotearoa on Sale Street for FFR Talks: AI – a wonderful and honest evening discussing how AI is affecting the careers of fresh advertising professionals.

There's something brilliant that we should all take a moment to reflect upon, around seeing a room of curious people from all advertising

walks come together for an evening of inspiration. Unsurprisingly, catering was demo'd in record time thanks to the amazing turnout of FFR folks.

Massive thanks to Jake, David, and the team at Dentsu Aotearoa for hosting us – and to everyone who showed up hungry (for pizza... and knowledge). Keep your eyes peeled for even more FFR Talks rolling out across the year.

FFR Wellington Update

Rumour has it, there's a FFR Wellington breakfast announcement coming up soon, so keep your inboxes refreshed for the details.

The Quarterly WIP

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The Quarterly WIP Mark it in



Our next Quarterly WIP is locked in, woo.

When: Thursday 4 June

Where: Parable House

For the uninitiated: the Quarterly WIP is our casual, pre-work coffee catch-up. There are no agendas to follow, no awkward icebreakers... just FFR folk getting caffeinated together before the day kicks off. Whether you're a new face or a familiar face, all are welcome.

Want a reminder in your calendar for the next sesh? [Click to flick us an email](#) and we'll fire the invite straight back at you.

[Flick us an Email](#)

FFR TALKS

NATURE IS YOUR CLIENT

DATE
Tuesday 9 June

TIME
6:00 - 7:00 pm

LOCATION
TBWA,
11 Mayoral Drive

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AD NET ZERO

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COMING UP:

Ad Net Zero at TBWA

Sustainability isn't just a "nice to have" anymore – it's table stakes for the briefs you'll be working on for the rest of your career. So rise above the curve, and educate yourself on how to make a change today.

We're stoked to have **Jennifer Gunn** from Ad Net Zero coming in to talk to the FFR crew. Ad Net Zero is the industry's climate action programme, helping advertising cut emissions across everything from campaign production to media buying. (Fun fact: our industry contributes around 2% of global greenhouse gas emissions – yikes, but also: hello opportunity!)

They'll be walking us through what's actually happening, what it means for early-career folk, and how to start baking sustainability into your every day grind.

When: **Tuesday 9 June**

Where: **TBWA Aotearoa**

More on Ad Net Zero: adnetzero.co.nz

Get your tickets today at:

<https://events.humanitix.com/ffr-talks-ad-net-zero>

Get your tickets

LUMO

PIXEL AWARDS



OPPORTUNITY:

The Pixel Awards

If you've ever wanted to play with a digital billboard the size of a building, this one's for you.

The Pixel Awards - run by our mates and sponsors at LUMO, challenge Kiwi (and now Australian) creatives to dream up dynamic, data-driven campaigns for their existing clients using LUMO's digital out-of-home network. Previous winners have used LUMO's unique data driven offerings to maximise opportunities with Live data feeds, weather API's, traffic congestion, social content, photo/video updates, internal software linking and any other data sets to generate greater conversation and gain more attention.

The pointy end of the prize pool:

- + 1st place – \$5,000 cash + \$50,000 LUMO media campaign
- + 2nd place – \$2,000 cash + \$20,000 campaign
- + 3rd place – \$1,000 cash + \$10,000 campaign

2026 is shaping up to be the biggest year yet. Get a team together, pitch your most interesting client, and have a crack.

Check out the full details before entries open July 6th: pixelawards.nz

[See more details](#)

JAMES TAPP

Account Manager at One Plus
One Communications

AMY CARSTAIRS

Business Executive at Saatchi &
Saatchi NZ

DANIEL WOOD

Media Planning Executive for
Together NZ



SHOUT OUT:

FFR at the University of Auckland

A massive thank you to three of our FFR crew who fronted up at the University of Auckland Open Day this month to chat with first-year students about life in ad-land.

- + Amy Carstairs – Saatchi & Saatchi
- + James Tapp – One Plus One
- + Daniel Wood – Together

The goal: pull back the curtain a bit, show students this is a real career with real humans

in it (not just job ads on Seek), and plant the seed for the next generation of FFR'ers.

Knowing how much it would've helped past-us to hear from someone who'd been there – this stuff matters. Ngā mihi nui to Amy, James and Daniel for repping us so well.

Keen to volunteer next time? Slide into our DMs.



Commercial
Communications
Council



UNIVERSITY OF
AUCKLAND

Mind Expansion

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



LILY LOVES

[Jacquemus's first brand ambassador is his 79-year-old grandmother](#)

In a world where Dior has 34 ambassadors and every house is renting the same stars and supermodels on repeat (David Beckham is in almost every FIFA Ad?!), Jacquemus made his 79-year-old grandmother his first-ever ambassador and walked her down the Met Gala carpet in matching white. A quiet exposé of how transactional the rest of the category has become. A grandmother can't be poached by LVMH next season...



CRYSTAL LOVES

[Crushes Social Club](#)

As a fully grown woman who doesn't know how to meet new people, the Crushes Social Club is a godsend. This year, the club is back with a fresh roster of workshops and events, providing the perfect opportunity to meet new friends and pick up new skills (there's a knitting/quilting workshop for all you wannabe nanas). If you can't decide which event to go to, come hang out at the [Clothes Swap](#) on June 18th!



ROSALIE LOVES

[Cringe](#)

As a resident Aucklander, Cringe has become my go-to for staying across what's happening around town, whether it's the opening (or closing) of a great hospo spot, gigs, pop-ups, retail and auction highlights,. It also provides the occasional fast food report, and a curated calendar of what's on around Tāmaki.

It's a welcome addition to my inbox every Thursday morning, and has pulled through on more than one occasion with a great suggestion for a weekend excursion or after-work drinks

Find out more at cringe.nz

Ngā mihi to our sponsor

First Five Rungs is proudly supported by LUMO. From our events, our community, and for emerging creatives via the Pixel Awards. Thanks team for being sponsors that show up.

That's a wrap on May.

See you all at Parable House on the 4th.

Love from,

The FFR Team