

AXIS 2022



Congratulations

Grand Axis sponsored by Meta

Agency/Production Company	Advertiser	Entry Title
Saatchi & Saatchi NZ	Global Women NZ	Career Limiting Campaign

Brand Axis sponsored by TVNZ

Agency/Production Company	Advertiser	Entry Title
Special	Tourism New Zealand	Tourism New Zealand

Grand Prix 2022

Agency/Production Company	Advertiser	Entry Title	Category
Assembly	UMe	George Harrison 'Isn't It A Pity'	Moving Image
Ruskin	BNZ	The Dancer	Direction
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Brand Experience & Activation - Single
Saatchi & Saatchi NZ	Global Women NZ	Career Limiting Campaign	TV, Cinema or Online 30' or Below (Campaign)

Agency of the Year sponsored by Google

DDB Group Aotearoa

Client of the Year sponsored by oOh! Media

Samsung New Zealand

Production Company of the Year

FINCH

Axis Google Student Challenge

Students	Advertiser	Entry Title
Bella Rakete, Sam Taunton-Clark	Breast Cancer Foundation NZ	Breast Cancer Captcha

Emerging Talent

Agency/Production Company	Advertiser	Entry Title
DDB Group Aotearoa	Pet Refuge, RMHC & Volkswagen	Lily & Maisie's Portfolio

For Good – Government & Public Service

Agency/Production Company	Advertiser	Entry Title
YoungShand	New Zealand Blood Service	Unseen Emergencies

Special Award - Diversity & Inclusion

Agency/Production Company	Advertiser	Entry Title
Saatchi & Saatchi NZ	Global Women NZ	Career-Limiting Campaign

Integrated Axis

Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Lotto New Zealand	On Ice	Silver
DDB Group Aotearoa	Lion	Steinlager Alt Blacks	Bronze
FCB New Zealand	Fire and Emergency New Zealand	Firefighters Don't Like Fire Movies	Bronze
Saatchi & Saatchi NZ	Toyota New Zealand	In Crazy We Believe	Bronze
YoungShand	New Zealand Blood Service	Unseen Emergencies	Bronze

Innovation Axis

Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Gold
DDB Group Aotearoa	Lion	Steinlager Alt Blacks	Bronze

Craft

Editing

Agency/Production Company	Advertiser	Entry Title	Metal
Eight	Lotto New Zealand	Lotto 'Imagine on Ice'	Silver
Ruskin	BNZ	The Dancer	Silver
The Editors	Toyota	Toyota 'Breaking Point'	Silver
Film Construction	New Zealand Blood Service	Unseen Emergencies	Bronze
FINCH	Tourism New Zealand	Stop Dreaming About New Zealand And Go	Bronze
Flying Fish	ANZ	ANZ	Bronze
Sweetshop	New Zealand Government	We've Got Plans	Bronze
Sweetshop	Waka Kotahi NZ Transport Agency	Speed Gets In The Way	Bronze

Cinematography

Agency/Production Company	Advertiser	Entry Title	Metal
Eight	Lotto New Zealand	Lotto 'Imagine on Ice'	Silver
FINCH	Pet Refuge	Pet Refuge	Silver
Ruskin	BNZ	The Dancer	Silver
Sweetshop	Spark	Recharge	Silver
DIVISION	Spark	Spark: ShantyTok	Bronze
FINCH	Tourism New Zealand	Stop Dreaming About New Zealand And Go	Bronze
FINCH	Westpac	Greater Together	Bronze
Flux Animation	Disney	The Stepdad	Bronze
Flying Fish	ANZ	ANZ	Bronze
Fish&Clips	Jaguar	Jaguar 'The Art of Performance'	Bronze
Good Oil	Coca-Cola Europacific Partners	L&P 'Drink Chilled'	Bronze
Motion Sickness	Te Whanau O Waipareira	Proud To Be Maori	Bronze
Sweetshop	KiwiPlates	Love and Wheels	Bronze
Sweetshop	New Zealand Government	We've Got Plans	Bronze

Moving Image

Agency/Production Company	Advertiser	Entry Title	Metal
Assembly	UMe	George Harrison 'Isn't It A Pity'	Gold
Flux Animation	Disney	The Stepdad	Silver
Flux Animation	Optus	Yuleglider	Silver
Assembly	bp	Iconic IRB	Bronze
DIVISION	Spark	Spark: ShantyTok	Bronze
Flux Animation	Partners Life	Unhappily Ever After - Three Blind Mice	Bronze

Visual Effects

Agency/Production Company	Advertiser	Entry Title	Metal
Blockhead VFX	SKY	The Watch	Gold
Blockhead VFX	IAG Insurance	ROLLIN'	Bronze
Blockhead VFX	Coca-Cola Europacific Partners	Space Manu	Bronze
DIVISION	Spark	Spark: ShantyTok	Bronze
Toybox	Lotto New Zealand	Lotto 'Imagine on Ice'	Bronze

Art Direction			
Agency/Production Company	Advertiser	Entry Title	Metal
Assembly	UMe	George Harrison 'Isn't It A Pity'	Silver
Eight	Lotto New Zealand	Lotto 'Imagine on Ice'	Silver
DIVISION	Spark	Spark: ShantyTok	Bronze
FINCH	Optus	It's the season to say "yes"	Bronze
Flux Animation	Disney	The Stepdad	Bronze

Direction			
Agency/Production Company	Advertiser	Entry Title	Metal
Ruskin	BNZ	The Dancer	Gold
Eight	Lotto New Zealand	Lotto 'Imagine on Ice'	Silver
FINCH	Pet Refuge	Pet Refuge	Silver
FINCH	Tourism New Zealand	Stop Dreaming About New Zealand And Go	Silver
DIVISION	Spark	Spark: ShantyTok	Bronze
Film Construction	New Zealand Blood Service	Unseen Emergencies	Bronze
FINCH	Fire and Emergency New Zealand	Firefighters Don't Like Fire Movies	Bronze
FINCH	Optus	It's the season to say "yes"	Bronze
Flux Animation	Disney	The Stepdad	Bronze
Flying Fish	ANZ	ANZ	Bronze
Good Oil	SKY	The Watch	Bronze
Good Oil	Toyota Motor Corporation Australia	Breaking Point	Bronze
Sweetshop	KiwiPlates	Love and Wheels	Bronze
Sweetshop	New Zealand Government	We've Got Plans	Bronze

Original Soundtrack - Film & Screen Content			
Agency/Production Company	Advertiser	Entry Title	Metal
Beatworms	Coca-Cola Europacific Partners	Pump Dairy Dancing	Silver

Original Arrangement of Existing Music			
Agency/Production Company	Advertiser	Entry Title	Metal
Franklin Rd Music & Sound	BNZ	The Dancer	Silver
Motion Sickness	Te Whanau O Waipareira	Proud To Be Maori	Bronze

Sound Design - Film & Screen Content			
Agency/Production Company	Advertiser	Entry Title	Metal
Liquid Studios	Global Women NZ	A Career-Limiting Film	Silver
Beatworms	Coca-Cola Europacific Partners	Pump Dairy Dancing	Bronze

Copywriting - Magazine & Newspaper			
Agency/Production Company	Advertiser	Entry Title	Metal
FCB New Zealand	Fire and Emergency New Zealand	Return To Script Department	Silver
FCB New Zealand	Fire and Emergency New Zealand	3 Minute Print Ad	Bronze
Special	Rockit Apple	Rockit - Snow White	Bronze
Special	Rockit Apple	Rockit - Eve	Bronze

Copywriting - Out of Home			
Agency/Production Company	Advertiser	Entry Title	Metal
EightyOne	Powershop	Powershop You Deserve Better	Bronze

Copywriting - Radio			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Volkswagen	Volkswagen Golf GTI "Hot Hubby"	Silver
DDB Group Aotearoa	Volkswagen	Volkswagen Golf GTI - "Mould"	Bronze

Copywriting - Film and Video			
Agency/Production Company	Advertiser	Entry Title	Metal
Clemenger BBDO Wellington	Teaching Council of Aotearoa New Zealand	Unteach Racism	Silver
Clemenger BBDO Wellington	Waka Kotahi NZ Transport Agency	Speed gets in the way	Bronze
DDB Group Aotearoa	Lotto New Zealand	On Ice	Bronze
Motion Sickness	Te Whanau O Waipareira	Proud To Be Maori	Bronze
Saatchi & Saatchi NZ	Global Women NZ	Career-Limiting Campaign	Bronze

Art Direction & Typography - Magazine & Newspaper			
Agency/Production Company	Advertiser	Entry Title	Metal
FCB New Zealand	Fire and Emergency New Zealand	Return To Script Department	Silver
Special	Rockit Apple	Rockit - Eve	Silver
FCB New Zealand	Fire and Emergency New Zealand	3 Minute Print Ad	Bronze
Special	Rockit Apple	Rockit - Isaac	Bronze

Art Direction & Typography - Out of Home			
Agency/Production Company	Advertiser	Entry Title	Metal
Motion Sickness	Karangahape Road Business Association	Karangahape Road - Be Our Guest	Silver
TBWA New Zealand	Melanoma New Zealand	The Melanoma Typeface	Silver
Special	Lion	Head Out. Check In. Scan	Bronze

Image			
Agency/Production Company	Advertiser	Entry Title	Metal
Colenso BBDO	WWF	Microplastics	Gold

Digital Craft			
Digital Copywriting			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Lotto New Zealand	On Ice	Silver
FCB New Zealand	Foodstuffs	Instickman	Bronze

Digital Art Direction & Typography			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Lotto New Zealand	On Ice	Gold
Colenso BBDO	Spark	Ka Mua Ka Muri	Bronze

User Experience			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Gold
DDB Group Aotearoa	Lotto New Zealand	On Ice	Silver

Digital Use of Video			
Agency/Production Company	Advertiser	Entry Title	Metal
Waxeye	New Zealand Trade & Enterprise / NZ at Expo	NZ Expo 2020 Dubai	Bronze

OUT OF HOME sponsored by oOh!media			
Standard Outdoor Advertising			
Agency/Production Company	Advertiser	Entry Title	Metal
Yarn	Hell Pizza	Hell Pizza: Greta can go to Hell	Silver
FCB New Zealand	Fire and Emergency New Zealand	Firefighters Don't Like Fire Movies	Bronze

Special Build Outdoor			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Goodman Fielder	NZ's Biggest Pie Warmer	Bronze

Non-Traditional Outdoor			
Agency/Production Company	Advertiser	Entry Title	Metal
TBWA New Zealand	NZME, The Warehouse Group, 2degrees, Goodman Property	Biggest Needle	Bronze

Transit			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Goodman Fielder	NZ's Biggest Pie Warmer	Bronze

Out of Home - Campaign			
Agency/Production Company	Advertiser	Entry Title	Metal
Motion Sickness	Karangahape Road Business Association	Karangahape Road - Be Our Guest	Silver
Colenso BBDO	WWF	Microplastics	Bronze
DDB Group Aotearoa	SKY	The Handmaid's Tale	Bronze
Special	Kathmandu	Summer. Finally.	Bronze

MAGAZINE & NEWSPAPER sponsored by NZME

Magazine

Agency/Production Company	Advertiser	Entry Title	Metal
Special	Rockit Apple	Rockit - Eve	Silver

Magazine Campaign

Agency/Production Company	Advertiser	Entry Title	Metal
Special	Rockit Apple	Rockit	Silver

Newspaper

Agency/Production Company	Advertiser	Entry Title	Metal
FCB New Zealand	Fire and Emergency New Zealand	Return To Script Department	Gold
Special	Rockit Apple	Rockit - Eve	Silver
FCB New Zealand	Fire and Emergency New Zealand	3 Minute Print Ad	Bronze

Newspaper - Campaign

Agency/Production Company	Advertiser	Entry Title	Metal
Colenso BBDO	WWF	Microplastics	Silver
Special	Rockit Apple	Rockit	Silver

Innovation in Print

Agency/Production Company	Advertiser	Entry Title	Metal
FCB New Zealand	Fire and Emergency New Zealand	Escape The Paper	Bronze

DIRECT MARKETING

Direct Digital

Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Gold
DDB Group Aotearoa	Lotto New Zealand	On Ice	Silver
Clemenger BBDO Wellington	Teaching Council of Aotearoa New Zealand	Unteach Racism	Bronze
VMLY&R New Zealand	Earthquake Commission/Komihana Rūwhenua	EQC Earthquake Triggered	Bronze

Direct Broadcast

Agency/Production Company	Advertiser	Entry Title	Metal
YoungShand	New Zealand Blood Service	Unseen Emergencies	Bronze

Creative Use of Data in Direct

Agency/Production Company	Advertiser	Entry Title	Metal
VMLY&R New Zealand	Earthquake Commission/Komihana Rūwhenua	EQC Earthquake Triggered	Silver

Direct Campaign

Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Silver
DDB Group Aotearoa	Lotto New Zealand	On Ice	Bronze
VMLY&R New Zealand	Earthquake Commission/Komihana Rūwhenua	EQC - Earthquake Triggered	Bronze
YoungShand	New Zealand Blood Service	Unseen Emergencies	Bronze

PR, BRAND EXPERIENCE & ACTIVATION

Brand Experience & Activation - Single

Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Gold

Brand Experience & Activation - Integrated Campaign

Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Silver
DDB Group Aotearoa	Lion	Steinlager Alt Blacks	Bronze
DDB Group Aotearoa	Lotto New Zealand	On Ice	Bronze
Stanley St	Restaurant Brands	Lolli - Popcorn Chicken	Bronze

PR - Single			
Agency/Production Company	Advertiser	Entry Title	Metal
Yarn	Tourism New Zealand	Tourism NZ: Please don't travel under the social influence	Gold
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Silver
Yarn	Hell Pizza	Hell Pizza: Greta can go to Hell	Silver

DESIGN

Design 360			
Agency/Production Company	Advertiser	Entry Title	Metal
Special	Rockit Apple	Rockit	Gold
Special	Kathmandu	Summer. Finally.	Bronze

Product Design - Tech			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Silver
TBWA New Zealand	ANZ	ANZ Support Band	Bronze

Product Design - Non-Tech			
Agency/Production Company	Advertiser	Entry Title	Metal
TBWA New Zealand	ANZ	Cards against financial insecurity a.k.a The Deck of How	Bronze

Experience Design			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Gold
TBWA New Zealand	ANZ	ANZ Support Band	Bronze

CHARITY

Charity - Magazine & Newspaper or Out of Home			
Agency/Production Company	Advertiser	Entry Title	Metal
EightyOne	National Collective of Independent Women's Refuges	Women's Refuge Travel Agent Takeover	Silver
DDB Group Aotearoa	Everybody Eats	Goodie Box	Bronze

Charity - Direct			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Body Positive Inc /Positive Women	The Baby Who Changed The World: A WHITE PAPER LIKE NO OTHER	Bronze
DDB Group Aotearoa	Everybody Eats	Goodie Box	Bronze
Special	Motor Neurone Disease New Zealand	David's Unusables	Bronze

Charity - PR			
Agency/Production Company	Advertiser	Entry Title	Metal
Special	Motor Neurone Disease New Zealand	David's Unusables	Bronze

Charity - Brand Activation			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Everybody Eats	Goodie Box	Bronze
FCB New Zealand	Testicular Cancer New Zealand	Remundies	Bronze
VMLY&R, DESIGNWORKS, WAVEMAKER	Coastguard New Zealand	Coastguard. The Long Swim Home.	Bronze

Charity - Digital or Screen			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Pet Refuge	The Escape	Bronze
Motion Sickness	Te Whanau O Waipareira	Proud To Be Māori	Bronze

Charity - Design			
Agency/Production Company	Advertiser	Entry Title	Metal
TBWA New Zealand	Melanoma New Zealand	The Melanoma Typeface	Gold
DDB Group Aotearoa	Body Positive Inc /Positive Women	The Baby Who Changed The World: A WHITE PAPER LIKE NO OTHER	Bronze
DDB Group Aotearoa	Everybody Eats	Goodie Box	Bronze

Charity - Campaign			
Agency/Production Company	Advertiser	Entry Title	Metal
Special	Motor Neurone Disease New Zealand	David's Unusables	Silver
FCB New Zealand	Testicular Cancer New Zealand	Remundies	Bronze
TBWA New Zealand	Melanoma New Zealand	The Melanoma Typeface	Bronze

Charity - Creative Use of Media			
Agency/Production Company	Advertiser	Entry Title	Metal
Special	Motor Neurone Disease New Zealand	David's Unusables	Gold

DIGITAL & INTERACTIVE sponsored by Meta

Website			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Lotto New Zealand	On Ice	Silver
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Silver
Waxeye	New Zealand Trade & Enterprise / NZ at Expo	NZ Expo 2020 Dubai	Bronze

Social Media Campaigns			
Agency/Production Company	Advertiser	Entry Title	Metal
Yarn	Tourism New Zealand	Tourism NZ: Please don't travel under the social influence	Silver
Special	Lion	Cocktails made with social ingredients.	Silver
Stanley St	Restaurant Brands	Lolli Popcorn Chicken	Bronze

Influencer			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung A Typical Influencers	Bronze

Mobile & User Experience			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Gold
TBWA New Zealand	ANZ	ANZ Support Band	Bronze

Digital & Interactive Campaign			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Lotto New Zealand	On Ice	Silver
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Silver
TBWA New Zealand	ANZ	ANZ Support Band	Bronze

Tech Driven Creative			
Agency/Production Company	Advertiser	Entry Title	Metal
TBWA New Zealand	ANZ	ANZ Support Band	Bronze

Use Of Data In Digital			
Agency/Production Company	Advertiser	Entry Title	Metal
VMLY&R New Zealand	Earthquake Commission/Kōmihana Rūwhenua	EQC Earthquake Triggered	Gold

FILM & VIDEO sponsored by TVNZ

TV, Cinema or Online 30' or Below (Single)			
Agency/Production Company	Advertiser	Entry Title	Metal
Saatchi & Saatchi NZ	Global Women NZ	Career-Limiting Tie	Gold
Saatchi & Saatchi NZ	Global Women NZ	Career-Limiting Cookie	Gold
Saatchi & Saatchi NZ	Global Women NZ	Career-Limiting Window	Gold

TV, Cinema or Online 30' or Below (Campaign)			
Agency/Production Company	Advertiser	Entry Title	Metal
Saatchi & Saatchi NZ	Global Women NZ	Career Limiting Campaign	Gold

TV, Cinema Or Online Over 30' (Single)			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Lotto New Zealand	On Ice	Silver
Saatchi & Saatchi NZ	Global Women NZ	Career-Limiting Campaign	Silver
Clemenger BBDO Wellington	Teaching Council of Aotearoa New Zealand	Unteach Racism	Bronze
Clemenger BBDO Wellington	Waka Kotahi NZ Transport Agency	Speed gets in the way	Bronze
Colenso BBDO	BNZ	BNZ Dancer	Bronze
DDB Group Aotearoa	SKY	The Watch	Bronze

TV, Cinema or Online 30' (Campaign)			
Agency/Production Company	Advertiser	Entry Title	Metal
YoungShand	New Zealand Blood Service	Unseen Emergencies	Bronze

Social Video			
Agency/Production Company	Advertiser	Entry Title	Metal
Yarn	Tourism New Zealand	Tourism NZ: Please don't travel under the social influence	Silver

Long-Form - Single			
Agency/Production Company	Advertiser	Entry Title	Metal
Eight	Lotto New Zealand	Lotto 'Imagine on Ice'	Bronze

MEDIA sponsored by NZME			
Creative Use of Media - Single			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Gold
FCB New Zealand	Fire and Emergency New Zealand	Firefighters Don't Like Fire Movies - Neon Takeover	Bronze
FCB New Zealand	Fire and Emergency New Zealand	Firefighters Don't Like Fire Movies - TVNZ Sponsorship	Bronze
YoungShand	New Zealand Blood Service	Unseen Emergencies	Bronze

Creative Use of Media - Integrated			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Samsung New Zealand	Samsung iTest	Bronze
FCB New Zealand	Fire and Emergency New Zealand	Firefighters Don't Like Fire Movies	Bronze
Special	Lion	Cocktails made with social ingredients.	Bronze
VMLY&R New Zealand	Earthquake Commission/Kōmihana Rūwhenua	EQC - Earthquake Triggered	Bronze
YoungShand	New Zealand Blood Service	Unseen Emergencies	Bronze

RADIO sponsored by The Radio Bureau			
Radio Above 30' (Single)			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Volkswagen	Volkswagen Golf GTI - "Mould"	Bronze

Radio Above 30' (Campaign)			
Agency/Production Company	Advertiser	Entry Title	Metal
DDB Group Aotearoa	Volkswagen	Volkswagen Golf GTI	Bronze

Non-Standard Radio & Audio			
Agency/Production Company	Advertiser	Entry Title	Metal
Yarn	Hell Pizza	Hell Pizza: 0800 Don't Quit	Bronze

Thank you to our sponsors

