



CONGRATULATIONS TO OUR WINNERS

GRAND PRIX

AGENCY	CLIENT	TITLE
Special PR	NZ AIDS Foundation	Have you heard what Bruce did?

BEST USE OF MEDIA RELATIONS SPONSORED BY TELUM MEDIA

AGENCY	CLIENT	TITLE	METAL
Special PR	Tourism Fiji	A 'Booster of Happiness' for Dr Bloomfield	GOLD
PR Partners	Dementia Auckland	Light in the Darkness	SILVER
Special PR	Jaguar Land Rover	A MITEY Achievement with Sir John Kirwan and Land Rover	SILVER

BEST MEDIA PARTNERSHIP SPONSORED BY NZME

AGENCY	CLIENT	TITLE	METAL
Eleven PR	SONY PlayStation NZ	The GT7 Celebrity Race Off	GOLD
The Monkeys Aotearoa	Sky Television	Fire Will Reign	SILVER
Crave Global	Lion	Keep Changing	SILVER
Fuse	Frucor Suntory	Sweaty Boy	SILVER



BEST USE OF SOCIAL MEDIA

AGENCY	CLIENT	TITLE	METAL
Fuse	McDonald's	Can I have a job with that?	GOLD
Acumen	Microsoft	A true digital celebration of the best in New Zealand's technology sector - Microsoft Partner Awards 2021	SILVER
Fuse	George Weston Foods	Creating a Golden Opportunity	SILVER
Fuse	The Warehouse	Value meets Viral	SILVER
Special PR	Jetstar	Clickbait Gold for Jetstar	SILVER
Special PR	Tourism Fiji	Fiji says BULA to BeReal	SILVER

BEST INFLUENCER MARKETING CAMPAIGN

AGENCY	CLIENT	TITLE	METAL
Special PR	NZ AIDS Foundation	How an influencer from the past reconnected New Zealand Aids Foundation to its future	GOLD
Fuse	Westland Milk Products	Buttering up Japan	SILVER
Socialites Group Limited	HEALTH PROMOTION AGENCY	THAT'S US	SILVER
Special PR	Jaguar Land Rover	DRIVING a new form of influencer marketing	SILVER

BEST EXPERIENTIAL OR EVENT CAMPAIGN SPONSORED BY RADLAB

AGENCY	CLIENT	TITLE	METAL
Spark NZ	Spark NZ	ALL IN: Spark's Digital Equity Mission	GOLD
Eleven PR	Asahi Beverages NZ	Long White 15 Minute Festivals	SILVER
HeyYou	Whanganui & Partners, Venture Taranaki, World's First Art Gallery Campervan & Central Economic Development Agency (CEDA)		SILVER
Special PR	Jaguar Land Rover	No Ordinary Event: How Land Rover Supported Children's Mental Health	SILVER

BEST COMMUNITY MANAGEMENT IMPACT

AGENCY	CLIENT	TITLE	METAL
MBM	Tip Top Ice Cream	Sprouting positivity with Tip Top	SILVER



MOST INNOVATIVE CAMPAIGN

SPONSORED BY META

AGENCY	CLIENT	TITLE	METAL
Chemistry	TAB NZ	Consider The Odds campaign	SILVER
Mango Communications	KiwiRail and TrackSAFE NZ	Rail Safety Week 2022	SILVER
Special PR	Tourism Fiji	A 'Booster of Happiness' for Dr Bloomfield	SILVER

BEST INTEGRATED CAMPAIGN

AGENCY	CLIENT	TITLE	METAL
Mango Communications	Samsung	Bespoke campaign for a bespoke fridge	GOLD
Special PR	NZ AIDS Foundation	Have you heard what Bruce did?	GOLD
TBWA\Eleven NZ	Southern Cross Pet Insurance	VIS - The Road Safety Collection	GOLD
Acumen New Zealand	Stake	How Stake took RKL B to the moon!	SILVER
DRUM	IAG	Save John!	SILVER
Fuse	George Weston Foods	Creating a Golden Opportunity	SILVER

BEST STRATEGIC THINKING

AGENCY	CLIENT	TITLE	METAL
Acumen New Zealand	Stake	How Stake took RKL B to the moon!	GOLD
Special PR	Education New Zealand	Getting the world to take a New Look at NZ education	SILVER

NON-PROFIT

AGENCY	CLIENT	TITLE	METAL
Special PR	New Zealand AIDS Foundation	Have you heard what Bruce did?	GOLD
TBWA\Eleven NZ	Netsafe NZ	#BeYourSelfie	SILVER



DIVERSITY, EQUITY + INCLUSION

SPONSORED BY STUFF

AGENCY	CLIENT	TITLE	METAL
Māia	Ngāti Kuri	HikoiTo100	SILVER
Socialites Group Limited	HEALTH PROMOTION AGENCY	THAT'S US	SILVER
Special PR	Education New Zealand	Getting the world to take a New Look at NZ education	SILVER

BRAVEST CLIENT

AGENCY	CLIENT	TITLE	METAL
Crave Global	Lion	Keep Changing	SILVER

Big thanks to our wonderful sponsors:

