

THE 2020 PRESSIE AWARDS



Congratulations!

ADVERTISER			
	AGENCY	ENTRY TITLE	RESULTS
	Be	est Use of Media Relations	
McDonald's	Mango Communications	Return of the Mac	Silver
Sony Interactive Entertainment NZ	Eleven PR	Dream Big with Pick up Quick!	Silver
Fonterra Co-operative Group	Fonterra Co-operative Group	COVID-19 Response	Finalist
Foodstuffs New Zealand for New World	Network Communication	Launching the 2020 New World Wine Awards	Finalist
JLL NZ	Network Communication	Establishing JLL's Share of Voice in NZ	Finalist
Mentemia	Boyd Public Relations	Mentemia App Launch	Finalist
Nautilus Modular	Scope Media	How Kiwi Ingenuity Provided an Answer to NZ's Housing Crisis	Finalist
New Zealand Blood Service	Network Communication	World Blood Donor Day 2020: A Huge Thank You to New Zealand's Essential Blood Donors	Finalist
Precinct Properties	Pead	A World-Class Precinct - The Opening of Commercial Bay	Finalist
Sharesies	SLING & STONE	The Rise of the Retail Investor	Finalist
Southern Cross	Southern Cross	Southern Cross Healthy Futures Report 2020	Finalist
		onsorship or Media Partnership	
Meridian Energy	FUSE	AMPED - Giving Kids The Power To Play	Gold
Kiwibank	FUSE	Backing Kiwi at the Rugby World Cup	Silver
STIHL	FUSE	Maintaining the Garden of Eden	Silver
Dilmah	FUSE	First Cup of the Day	Finalist
Frucor Suntory - V Energy	FUSE	The Vibe	Finalist
Jacob Douwe Egberts	Copper	Maison de L'OR	Finalist
	Best Public Affair	s or Stakeholder Management Campaign	
Ngāti Whātua Ōrākei Whai Rawa	Mango Communications	Not On Our Land	Silver
Countdown Supermarket	Countdown Supermarkets	Communications in a Crisis: Countdown's Response to COVID-19	Finalist
		Best Use of Social Media	
ANZ	TBWA	Best in Show	Gold
Tourism New Zealand	Special Group	Good Morning World	Gold
Waka Kotahi	FUSE	The Unsaid	Gold
Sony Interactive Entertainment NZ	Eleven PR	DualShock 4 Unlock Your Colour	Silver
Frucor Suntory - Amplify	FUSE	Taste Amplified	Finalist
NEON	FUSE	From Rivals to Roommates	Finalist
Otago Polytechnic	Otago Polytechnic	MAP YOUR FUTURE - Creating a Post-Lockdown Learning Life	Finalist
Sony Pictures Television	DRUM	#WhatWouldAlexRiderDo	Finalist
Sony Frederics relevision			1110130
		fluencer Marketing Campaign	
Kiwibank	FUSE	Backing Kiwi at the Rugby World Cup	Finalist
Countdown	FUSE	The Influencer Elves' Countdown to Christmas	Finalist
Southern Cross	Southern Cross	Healthy Futures Report 2020	Finalist
STIHL	FUSE	Maintaining the Garden of Eden	Finalist
Tourism New Zealand	Special Group	NZ Says '39'	Finalist
Tourism New Zealand	Special Group	Good Morning World	Finalist
	Best E	kperiential or Event Campaign	
Lion	Mango Communications	Emerson's Tiny Pub	Gold
Sony Interactive Entertainment NZ	Eleven PR	DualShock 4 Unlock Your Colour	Silver
Unilever International	Pead	The Socially Distanced Haka	Silver
Fonterra Co-operative Group	Fonterra Co-operative Group	Open Gates 2019	Finalist
		Haagen-Dazs After Dark	
General Mills	MKTG dentsu		Finalist
	MKTG dentsu Copper	L'OR Espresso	Finalist Finalist
General Mills		L'OR Espresso	
General Mills Jacob Douwe Egberts	Copper		Finalist
General Mills Jacob Douwe Egberts Kellogg's	Copper Eleven PR	L'OR Espresso MorningStar Farms Delivers	Finalist Finalist
General Mills Jacob Douwe Egberts Kellogg's Vitaco	Copper Eleven PR Energi Live Nation	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge	Finalist Finalist Finalist
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone	Copper Eleven PR Energi Live Nation	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival	Finalist Finalist Finalist
General Mills Jacob Douwe Egberts Kellogg's Vitaco	Copper Eleven PR Energi Live Nation	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival Campling or Retail Activations	Finalist Finalist Finalist Finalist
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's	Copper Eleven PR Energi Live Nation Best 5 Eleven PR Energi	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival Sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge	Finalist Finalist Finalist Finalist Gold
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco	Copper Eleven PR Energi Live Nation Best S Eleven PR Energi Energi Best Co	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge mmunity Management Impact	Finalist Finalist Finalist Finalist Gold Silver
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco Metlifecare	Copper Eleven PR Energi Live Nation Best S Eleven PR Energi Energi Best Co	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival Sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge Immunity Management Impact Virtual Village	Finalist Finalist Finalist Finalist Gold Silver Gold
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco	Copper Eleven PR Energi Live Nation Best S Eleven PR Energi Best Co Mango Communications FUSE	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival Sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge mmunity Management Impact Virtual Village The Unsaid	Finalist Finalist Finalist Finalist Gold Silver
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco Metlifecare Waka Kotahi	Copper Eleven PR Energi Live Nation Best 5 Eleven PR Energi Eleven PR Energi Mango Communications FUSE N	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival Sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge mmunity Management Impact Virtual Village The Unsaid lost Innovative Campaign	Finalist Finalist Finalist Finalist Gold Silver Gold Gold
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco Metlifecare Waka Kotahi Sony Interactive Entertainment NZ	Copper Eleven PR Eleven PR Energi Live Nation Best S Eleven PR Energi Best Co Mango Communications FUSE N Eleven PR	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge mmunity Management Impact Virtual Village The Unsaid lost Innovative Campaign Dream Big With Pick up Quick!	Finalist Finalist Finalist Finalist Finalist Gold Silver Gold Gold
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco Metlifecare Waka Kotahi Sony Interactive Entertainment NZ Tourism New Zealand	Copper Eleven PR Eleven PR Energi Live Nation Best S Eleven PR Energi Best CC Mango Communications FUSE N Eleven PR Special Group	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge mmunity Management Impact Virtual Village The Unsaid Jost Innovative Campaign Dream Big With Pick up Quick! Good Morning World	Finalist Finalist Finalist Finalist Finalist Gold Silver Gold Gold Silver Silver
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco Metlifecare Waka Kotahi Sony Interactive Entertainment NZ Tourism New Zealand Electoral Commission	Copper Eleven PR Energi Live Nation Best S Eleven PR Energi Best CC Mango Communications FUSE V Eleven PR Special Group VMLY&R Wellington	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival Sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge mmunity Management Impact Virtual Village Virtual Village Iost Innovative Campaign Dream Big With Pick up Quick! Good Morning World Don't Be a Vote Ghost	Finalist Finalist Finalist Finalist Finalist Gold Silver Gold Gold Gold Silver Silver Finalist
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General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco Metlifecare Waka Kotahi Sony Interactive Entertainment NZ Tourism New Zealand Electoral Commission	Copper Eleven PR Eleven PR Eleven PR Eleven PR Eleven PR Energi Best Co Mango Communications FUSE VMITSR Wellington Mango Communications Live Nation	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge mmunity Management Impact Virtual Village The Unsaid lost Innovative Campaign Dream Big With Pick up Quick! Good Morning World Don't Be a Vote Ghost #McDSpiceChallenge TikTok Campaign Lounge Jams	Finalist Finalist Finalist Finalist Finalist Gold Silver Gold Gold Gold Silver Silver Finalist
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco Metlifecare Waka Kotahi Sony Interactive Entertainment NZ Tourism New Zealand Electoral Commission McDonald's Vodafone	Copper Eleven PR Eleven PR Eleven PR Eleven PR Energi Eleven PR Energi Best Co Mango Communications FUSE V Eleven PR Special Group VMLY&R Wellington Mango Communications Live Nation	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival Sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge ***mmunity Management Impact** Virtual Village The Unsaid Iost Innovative Campaign Dream Big With Pick up Quick! Good Morning World Don't Be a Vote Ghost #McCDSpiceChallenge TikTok Campaign Lounge Jams est Integrated Campaign	Finalist Finalist Finalist Finalist Finalist Gold Silver Gold Gold Silver Silver Finalist Finalist Finalist Finalist
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General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco Metlifecare Waka Kotahi Sony Interactive Entertainment NZ Tourism New Zealand Electoral Commission McDonald's Vodafone Tourism New Zealand Sahi Beverages NZ Countdown General Mills Tourism New Zealand Waka Kotahi Tourism New Zealand Modonald's Sharesies	Copper Eleven PR Energi Live Nation Best S Eleven PR Energi Best CC Mango Communications FUSE N Eleven PR Special Group VMLY&R Wellington Mango Communications Live Nation B Special Group Special Group TBWA/Eleven PR FUSE MKTG dentsu Special Group FUSE Special Group	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival Sampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge mmunity Management Impact Virtual Village Thre Unsaid lost Innovative Campaign Dream Big With Pick up Quickl Good Morning World Don't Be a Vote Ghost #McDSpiceChallenge TikTok Campaign Lounge Jams est Integrated Campaign Good Morning World Long White - This is Forever Making Price Great Again Haagen-Dazs After Dark Best Strategic Thinking NZ Says '39' The Unsaid Good Morning World McDonald's New Kiwiburger Song The Rise of the Retail Investor Bravest Client Bravest Client	Finalist Finalist Finalist Finalist Finalist Finalist Gold Silver Gold Gold Silver Finalist
General Mills Jacob Douwe Egberts Kellogg's Vitaco Vodafone Kellogg's Vitaco Metlifecare Waka Kotahi Sony Interactive Entertainment NZ Tourism New Zealand Electoral Commission McDonald's Vodafone Tourism New Zealand Asahi Beverages NZ Countdown General Mills Tourism New Zealand Waka Kotahi Tourism New Zealand McDonald's Southead Southead Southead Waka Kotahi Tourism New Zealand Maka Kotahi Tourism New Zealand McDonald's Sharesies	Copper Eleven PR Energi Live Nation Best S Eleven PR Energi Best CC Mango Communications FUSE N Eleven PR Special Group VMLY&R Wellington Mango Communications Live Nation B Special Group Special Group TBWA/Eleven PR FUSE MKTG dentsu Special Group FUSE Special Group	L'OR Espresso MorningStar Farms Delivers Beat Your Best Challenge Vodafone VIP at Rhythm and Vines Festival ampling or Retail Activations MorningStar Farms Delivers Beat Your Best Challenge mmunity Management Impact Virtual Village The Unsaid lost Innovative Campaign Dream Big With Pick up Quick! Good Morning World Don't Be a Vote Ghost #McDSpiceChallenge TikTok Campaign Lounge Jams est Integrated Campaign Good Morning World Long White - This is Forever Making Price Great Again Haagen-Dazs After Dark Best Strategic Thinking NZ Says '39' The Unsaid Good Morning World McDonald's New Kiwiburger Song The Rise of the Retail Investor Bravest Client Brodie Reid Brodie Reid	Finalist Finalist Finalist Finalist Finalist Finalist Gold Silver Gold Gold Silver Finalist

