THE 2020 PRESSIE AWARDS

Congratulations!

Commercial Communications Council

ADVERTISER	AGENCY	ENTRY TITLE	RESULTS
Best 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
Best Sponsorship 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 Affairs 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
Best Influencer 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 Experiential 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
General Mills	MKTG dentsu	Haagen-Dazs After Dark	Finalist
Jacob Douwe Egberts	Copper	L'OR Espresso	Finalist
Kellogg's	Eleven PR	MorningStar Farms Delivers	Finalist
Vitaco	Energi	Beat Your Best Challenge	Finalist
Vodafone	Live Nation	Vodafone VIP at Rhythm and Vines Festival	Finalist
Best Sampling or Retail Activations			
Kellogg's	Eleven PR	MorningStar Farms Delivers	Gold
Vitaco	Energi	Beat Your Best Challenge	Silver
Best Community Management Impact			
Metlifecare	Mango Communications	Virtual Village	Gold
Waka Kotahi	FUSE	The Unsaid	Gold
Most Innovative Campaign			
Sony Interactive Entertainment NZ	Eleven PR	Dream Big With Pick up Quick!	Silver
Tourism New Zealand	Special Group	Good Morning World	Silver
Electoral Commission	VMLY&R Wellington	Don't Be a Vote Ghost	Finalist
McDonald's	Mango Communications	#McDSpiceChallenge TikTok Campaign	Finalist
Vodafone	Live Nation	Lounge Jams	Finalist
Best Integrated Campaign			
Tourism New Zealand	Special Group	Good Morning World	Gold
Asahi Beverages NZ	TBWA/Eleven PR	Long White - This is Forever	Silver
Countdown	FUSE	Making Price Great Again	Finalist
General Mills	MKTG dentsu	Haagen-Dazs After Dark	Finalist
Best Strategic Thinking			
Tourism New Zealand	Special Group	NZ Says '39'	Gold
Waka Kotahi	FUSE	The Unsaid	Gold
Tourism New Zealand	Special Group	Good Morning World	Silver
McDonald's	FUSE, Mango, DDB, Track	McDonald's New Kiwiburger Song	Finalist
Sharesies	SLING & STONE	The Rise of the Retail Investor	Finalist
Bravest Client			
Tourism New Zealand	Special Group	Brodie Reid	Gold
Grand Prix			
New Zealand Aids Foundation, Body Positive Inc, Positive Woman	Mango Communications	Sperm Positive	

NZME. FACEBOOK