

The logo for the Axis 2024 awards. It features the word "AXIS" in a large, white, sans-serif font above the year "2024" in a similar font. The text is set against a dark circular background that is filled with a grid of small white dots, creating a textured effect. A thin white diagonal line crosses the top right corner of the circle.

AXIS
2024

CONGRATULATIONS TO OUR WINNERS

Idea of the Year

AGENCY	ADVERTISER	TITLE
Motion Sickness	Whānau Ora	Rep Your Suburb

Agency of the Year

DDB

Production Company of the Year

Good Oil Films

2024 Grand Prix

AGENCY	ADVERTISER	TITLE	CATEGORY
Motion Sickness	Whānau Ora	Rep Your Suburb	Out of Home - Non-Traditional
DDB	Team Heroine	Correct The Internet	Direct - Campaign
The Monkeys	ASB & Youthline	Bagels by BENEE	Media - Creative Use of Media – Single

Emerging Talent

AGENCY	TITLE
Colenso BBDO	Zak Hawkins & Jack Close

AXIS Student Challenge

STUDENTS	ADVERTISER	TITLE
Lucy Lim & Rose Heron	Netsafe	The Protective Pixel

A decorative graphic in the bottom right corner of the page. It consists of a series of white dots arranged in a grid pattern that tapers and curves towards the bottom right corner, creating a sense of depth and movement.

CRAFT

Film Craft - Editing

AGENCY	ADVERTISER	TITLE	METAL
Ruskin	Waka Kotahi NZ Transport Agency	Through My Eyes	Gold
Motion Sickness	Whānau Ora	Our Future is Māori	Silver
The Sweetshop	Super Retail Group	Macpac "A Bit Precarious"	Silver
The Sweetshop	Goodman Fielder	Vogel's "Risk A Little Something"	Silver
Good Oil Films	Te Whatu Ora & Te Aka Whai Ora	Let Your Body Go To Work	Silver
Flying Fish	One NZ	Mobile Made For You	Bronze
The Sweetshop	Uber	Uber Eats "Real Magic"	Bronze

Film Craft - Cinematography

AGENCY	ADVERTISER	TITLE	METAL
Good Oil Films	Te Whatu Ora & Te Aka Whai Ora	Let Your Body Go To Work	Gold
Flying Fish	One NZ	Mobile Made For You	Silver
Motion Sickness	Whānau Ora	Our Future is Māori	Silver
Ruskin	Waka Kotahi NZ Transport Agency	Through My Eyes	Silver
Supernormal	TVNZ	1News 'Think Again'	Silver
The Sweetshop	Super Retail Group	Macpac "A Bit Precarious"	Silver
Good Oil Films	Mars	Dream Maker	Bronze
The Sweetshop	Uber	Uber Eats "Real Magic"	Bronze

Film Craft - Moving Image

AGENCY	ADVERTISER	TITLE	METAL
Assembly	ASB & Youthline	Benee Bagels	Gold
Flux Animation Studio	Child Safety On	Darkness Follows	Silver
Assembly	Deloitte Digital	Find the Point of Change	Bronze
TOYBOX	Delivereasy	Little Birdie	Bronze
TOYBOX	Delivereasy	Toothpaste	Bronze

Film Craft - Visual Effects

AGENCY	ADVERTISER	TITLE	METAL
Fathom	Erste Bank	Face Your Fears	Gold
Fathom	Autodesk	The Discovery	Silver
Good Oil Films	Mars	Dream Maker	Bronze



Film Craft - Direction

AGENCY	ADVERTISER	TITLE	METAL
Good Oil Films	Te Whatu Ora & Te Aka Whai Ora	Let Your Body Go To Work	Gold
Ruskin	Waka Kotahi NZ Transport Agency	Through My Eyes	Gold
The Sweetshop	Super Retail Group	Macpac "A Bit Precarious"	Gold
FINCH	BP - Wildbean Cafe	Drives You Cravey — Toastie	Silver
Motion Sickness	Whānau Ora	Our Future is Māori	Silver
The Sweetshop	Goodman Fielder	Vogel's "Risk A Little Something"	Silver
Supernormal	TVNZ	1News 'Think Again'	Bronze
Flying Fish	One NZ	Mobile Made For You	Bronze
Motion Sickness	Big Save Furniture	Prices That Make Sense	Bronze
FINCH	Mars	The Least We Can Do: Mum - Francois	Bronze
The Sweetshop	Uber	Uber Eats "Real Magic"	Bronze

Sound - Original Composition

AGENCY	ADVERTISER	TITLE	METAL
Liquid Studios	Mars Pedigree	Dreammaker	Silver
Liquid Studios	Balter Brewing Company	'We drink beer too'	Bronze

Sound - Best Use of Adapted Music

AGENCY	ADVERTISER	TITLE	METAL
Beatworms	Te Whatu Ora	Let Your Body Go To Work	Gold
Motion Sickness	Whānau Ora	Our Future is Māori	Silver
FINCH	Spark NZ	Hello Tomorrow	Bronze

Sound - Best Use of Existing Music

AGENCY	ADVERTISER	TITLE	METAL
Franklin Rd Music & Sound	McDonald's	Driver Tax'	Bronze

Sound - Sound Design

AGENCY	ADVERTISER	TITLE	METAL
Liquid Studios	Child Safety On	Darkness Follows	Gold
Liquid Studios	Team Heroine	Correct the Internet	Bronze
Liquid Studios	Erste Bank	Erste Bank 'Face your fears'	Bronze

Sound - Production in Audio

AGENCY	ADVERTISER	TITLE	METAL
Liquid Studios	Child Safety On	Darkness Follows	Gold
Liquid Studios	Team Heroine	Correct the Internet	Silver
Liquid Studios	Timberland	This is not a boot	Silver

Art Direction - Film

AGENCY	ADVERTISER	TITLE	METAL
The Sweetshop	Goodman Fielder	Vogel's "Risk A Little Something"	Silver
The Sweetshop	Uber	Uber Eats "Real Magic"	Silver
TOYBOX	Delivereasy	Important Jobs	Silver
The Sweetshop	Goodman Fielder	KALÓ "I Want Real"	Bronze
Motion Sickness	Frank Energy	Same Energy Probably Cheaper.	Bronze
The Sweetshop	Uber	Uber Eats "Period Romance"	Bronze

Art Direction - Digital

AGENCY	ADVERTISER	TITLE	METAL
Dentsu Creative	Movember New Zealand	Movember Roman Empire	Bronze

Art Direction - Experiential

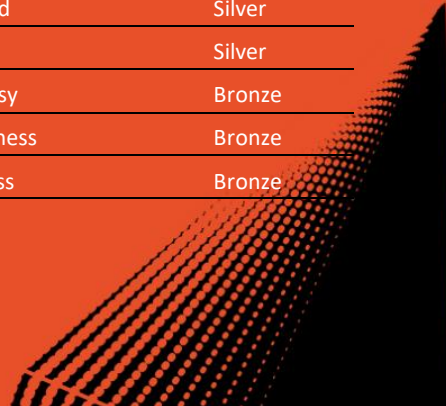
AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Whānau Ora	Rep Your Suburb	Gold
Special	Better Packaging Co.	Plastic Pile of ShIt	Silver
TBWA\	2degrees	First Phone Programme	Bronze
Motion Sickness	Karangahape Road Business Association + Auckland Council	ROAD By Karangahape	Bronze

Art Direction - Print

AGENCY	ADVERTISER	TITLE	METAL
FCB	Foodstuffs	High Five	Silver

Art Direction – Out of Home

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Ministry of Social Development	Broken Hearts - Anger	Silver
Clemenger BBDO	Ministry of Social Development	Broken Hearts - Wasted	Silver
Motion Sickness	Whānau Ora	Rep Your Suburb	Silver
Clemenger BBDO	Ministry of Social Development	Broken Hearts - Jealousy	Bronze
Clemenger BBDO	Ministry of Social Development	Broken Hearts - Loneliness	Bronze
Clemenger BBDO	Ministry of Social Development	Broken Hearts - Sadness	Bronze



Copywriting – Film & Video

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Delivereasy	Delivereasy Mouthville - Little Birdie	Silver
TBWA\	2degrees	First Phone Programme	Bronze
Deloitte Digital	Balter Brewing Company	Balter - We Love Good Beer	Bronze
Clemenger BBDO	Delivereasy	Delivereasy Mouthville - Important Jobs	Bronze
Clemenger BBDO	Delivereasy	Delivereasy Mouthville - Toothpaste	Bronze

Copywriting – Out of Home

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Delivereasy	Lawyers	Bronze
Clemenger BBDO	Delivereasy	Siobhan	Bronze

Copywriting – Radio

AGENCY	ADVERTISER	TITLE	METAL
The Monkeys	No Ugly	No Ugly - Focus? Yes Please	Bronze
Clemenger BBDO	Ministry of Social Development	No You Haven't Just	Bronze

Copywriting – Other

AGENCY	ADVERTISER	TITLE	METAL
TBWA\	2degrees	2degrees - First Phone Programme	Bronze

Design – 360

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Delivereasy	Delivereasy Brand	Silver
Motion Sickness	Big Save Furniture	Revitalising Big Save Furniture After Half A Century In Business	Bronze

Design – Product Tech

AGENCY	ADVERTISER	TITLE	METAL
The Monkeys	ASB & Youthline	Bagels by BENEE	Silver

Design – Product Non-Tech

AGENCY	ADVERTISER	TITLE	METAL
DDB	Coca Cola	L&P – Manu togs	Silver
TBWA\	2degrees	First Phone Programme	Bronze
Motion Sickness	Karangahape Road Business Association + Auckland Council	ROAD By Karangahape	Bronze

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Design – Experience

AGENCY	ADVERTISER	TITLE	METAL
Dentsu Creative	FreshChoice	FreshChoice Aid Aisle	Bronze
FCB	Mercury	Second Sun	Bronze
Thinkerbell	Lion	Slay to Pay	Bronze

Design – Publication

AGENCY	ADVERTISER	TITLE	METAL
Daylight	Pacific Media Network	PMN Is Us	Silver

Design – Image

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Ministry for Primary Industries	PMN Is Us	Silver
FCB	Waka Kotahi (NZTA)	Would You Rather	Bronze

Digital Craft – Website

AGENCY	ADVERTISER	TITLE	METAL
Daylight	CEPI Gavi UNICEF World Health Organization	WHO The Delivery	Silver
Daylight	Pacific Media Network	PMN Is Us	Bronze

ADVERTISING

TV, Cinema or VOD – Less than 30 Seconds

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Delivereasy	Delivereasy Mouthville - Little Birdie	Gold
Deloitte Digital	Balter Brewing Company	Bins	Silver
Colenso BBDO	Delivereasy	Delivereasy Mouthville - Important Jobs	Silver
Colenso BBDO	Delivereasy	Delivereasy Mouthville - Toothpaste	Bronze

TV, Cinema or VOD – 30 Seconds

AGENCY	ADVERTISER	TITLE	METAL
FCB	Foodstuffs	Borrow The Brand - Mercury	Silver
FCB	Foodstuffs	Borrow The Brand - St Pierre's	Silver
Colenso BBDO	Mars	Pedigree Dentastix - Taco Tuesday	Silver
Motion Sickness	Frank Energy	Same Energy Probably Cheaper – Jiggle	Silver
Colenso BBDO	Mars	Pedigree Dentastix - Knock Knock	Bronze
Motion Sickness	Frank Energy	Same Energy Probably Cheaper - Toast	Bronze

TV, Cinema or VOD – Over 30 Seconds

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Te Whatu Ora	Let Your Body Go To Work	Gold
DDB	Goodman Fielder	KALÓ - I want real	Silver
Colenso BBDO	Mars	Pedigree Dream Maker	Silver
Motion Sickness	Big Save Furniture	Prices That Make Sense	Silver
DDB	Goodman Fielder	Vogel's – Neighbours	Silver
Deloitte Digital	Balter Brewing Company	Balter - We Love Good Beer	Bronze
DDB	Team Heroine	Correct The Internet	Bronze
DDB	Lion	Speight's - The Speech	Bronze
FCB	Waka Kotahi NZ Transport Agency	Through My Eyes	Bronze

TV, Cinema or VOD – Campaigns

AGENCY	ADVERTISER	TITLE	METAL
FCB	Foodstuffs	Borrow The Brand	Silver
Motion Sickness	Frank Energy	Same Energy Probably Cheaper	Silver
Motion Sickness	Boring Oat Milk	Quit The Tit	Bronze
FCB	Waka Kotahi NZ Transport Agency	Would You Rather?	Bronze

TV, Cinema or VOD – Long Form

AGENCY	ADVERTISER	TITLE	METAL
The Monkeys	ASB & Youthline	Bagels by BENEE	Gold

Branded Content – Campaign

AGENCY	ADVERTISER	TITLE	METAL
FCB	Foodstuffs	The Adternship	Silver

Branded Content – Music

AGENCY	ADVERTISER	TITLE	METAL
The Monkeys	ASB & Youthline	Bagels by BENEE	Gold
TBWA\	2degrees	First Phone Programme	Silver

Print - Newsletter

AGENCY	ADVERTISER	TITLE	METAL
DDB	McDonald's	Loved by all	Silver
FCB	Foodstuffs NZ	High Five	Bronze

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Print - Campaign

AGENCY	ADVERTISER	TITLE	METAL
Daylight	The Spinoff	Paper Podcasts	Silver

Print – Innovation in Print

AGENCY	ADVERTISER	TITLE	METAL
Daylight	The Spinoff	Paper Podcasts	Bronze

Out of Home – Standard

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Ministry of Social Development	Broken Hearts - Anger	Bronze
Clemenger BBDO	Ministry of Social Development	Broken Hearts - Wasted	Bronze
Colenso BBDO	Delivereasy	Lawyers	Bronze
FCB	Foodstuffs NZ	High Five	Bronze

Out of Home – Non-Traditional

AGENCY	ADVERTISER	TITLE	METAL
Dentsu Creative	FreshChoice	FreshChoice Aid Aisle	Gold
Pitchblack	ENTAIN	Ink the Faith	Bronze
Special	Better Packaging Co.	Plastic Pile of Sh!t	Bronze
Thinkerbell	Lion	Slay to Pay	Bronze

Out of Home – Non-Traditional

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Whānau Ora	Rep Your Suburb	Gold
DDB	McDonald's	FAX-4-Kiwiburger	Silver
Thinkerbell	Lion	Slay to Pay	Bronze

Out of Home – Campaign

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Whānau Ora	Rep Your Suburb	Gold
Clemenger BBDO	Ministry of Social Development	Broken Hearts	Silver
DDB	Samsung	Think different.	Bronze
FCB	Waka Kotahi NZ Transport Agency	Would You Rather?	Bronze

Radio – 30 Seconds or less

AGENCY	ADVERTISER	TITLE	METAL
Ogilvy	Wild Bean Cafe	Drives you cravey	Silver
VML	National Emergency Management Agency	Hide & Seek	Bronze

Radio – Over 30 Seconds

AGENCY	ADVERTISER	TITLE	METAL
VML	National Emergency Management Agency	Hide & Seek	Bronze

Radio – Campaigns

AGENCY	ADVERTISER	TITLE	METAL
Ogilvy	Wild Bean Cafe	Drives you cravey	Silver
The Monkeys	No Ugly	Say Yes Please	Bronze

Radio & Audio – Innovative Use of Radio & Audio

AGENCY	ADVERTISER	TITLE	METAL
The Monkeys	ASB & Youthline	Bagels by BENEÉ	Gold

Direct - Physical

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Whānau Ora	Rep Your Suburb	Gold
TBWA\	2degrees	First Phone Programme	Silver
RUN Aotearoa	RUN	Manaakitanga Pencil	Silver
VML	Yeastie Boys for the I am Hope Foundation	Blokequet	Bronze
DDB	Volkswagen	The Greenprint	Bronze

Direct - Digital

AGENCY	ADVERTISER	TITLE	METAL
Special	Uber Eats	Cliché Codes	Silver
Yarn	Hell Pizza	Hell AfterLife Pay	Bronze
Colenso BBDO	Kopu O Te Rangī	Pīkari Mai	Bronze

Direct - Campaign

AGENCY	ADVERTISER	TITLE	METAL
DDB	Team Heroine	Correct The Internet	Gold
Special	Uber Eats	Cliché Codes	Silver
Motion Sickness	Boring Oat Milk	Quit The Tit	Silver
DDB	Volkswagen	The Greenprint	Silver

Special	Every Kiwi Vote Counts	Australia Decides	Bronze
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Retail – In-Store Print

AGENCY	ADVERTISER	TITLE	METAL
FCB	Foodstuffs NZ	High Five	Bronze

Retail – In-Store Digital

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Big Save Furniture	Prices That Make Sense	Bronze

Retail – Out of Store Print

AGENCY	ADVERTISER	TITLE	METAL
FCB	Foodstuffs	Borrow The Brand - Mercury	Bronze
FCB	Foodstuffs	Borrow The Brand - Nature's Fresh	Bronze
FCB	Foodstuffs	Borrow The Brand - St Pierre's	Bronze
FCB	Foodstuffs	High Five	Bronze

Retail – Out of Store Digital

AGENCY	ADVERTISER	TITLE	METAL
Special	Uber Eats	Cliché Codes	Silver

Retail – Sampling

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Boring Oat Milk	Quit The Tit	Gold
Dentsu Creative	FreshChoice	FreshChoice Aid Aisle	Silver

Digital Advertising – Online Advertising

AGENCY	ADVERTISER	TITLE	METAL
Special	Uber Eats	Cliché Codes	Bronze

Digital Advertising – Tech Driven Creative

AGENCY	ADVERTISER	TITLE	METAL
The Monkeys	ASB & Youthline	Bagels by BENEE	Silver
Colenso BBDO	Kopu O Te Rangī	Pikari Mai	Silver

Use of Data in Digital

AGENCY	ADVERTISER	TITLE	METAL
DDB	Team Heroine	Correct The Internet	Gold
Special	Uber Eats	Cliché Codes	Bronze



PR/Experiential – Brand Experience & Activation - Single

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Whānau Ora	Rep Your Suburb	Gold
The Monkeys	ASB & Youthline	Bagels by BENEE	Silver
Dentsu Creative	FreshChoice	FreshChoice Aid Aisle	Silver
VML	Stats NZ	Even Harry Styles	Bronze
Pitchblack	ENTAIN	Ink the Faith	Bronze
Special	Better Packaging Co.	Plastic Pile of Sh!t	Bronze

PR/Experiential – Brand Experience & Activation – Integrated Campaign

AGENCY	ADVERTISER	TITLE	METAL
TBWA\	2degrees	First Phone Programme	Gold
Special	Uber Eats	Cliché Codes	Silver
Yarn	Hells Pizza	Hell AfterLife Pay	Silver
TBWA\	ANZ	The Comedy Treatment	Bronze
Motion Sickness	Whānau Ora	Rep Your Suburb	Bronze
DDB	Volkswagen	The Greenprint	Bronze

PR - Single

AGENCY	ADVERTISER	TITLE	METAL
VML	Stats NZ	Even Harry Styles	Gold
Special	Tourism NZ	Beautiful Game	Silver
Special	Better Packaging Co.	Plastic Pile of Sh!t	Silver

PR - Campaign

AGENCY	ADVERTISER	TITLE	METAL
DDB	Team Heroine	Correct The Internet	Gold
Yarn	Hell Pizza	Hell AfterLife Pay	Gold
Special	Every Kiwi Vote Counts	Australia Decides	Bronze

Social Media - Campaign

AGENCY	ADVERTISER	TITLE	METAL
Yarn	Hell Pizza	Hell AfterLife Pay	Silver
Colenso BBDO	Medibank	Medibank ACL United	Silver

Social Media - Influencer

AGENCY	ADVERTISER	TITLE	METAL
The Monkeys	ASB & Youthline	Bagels by BENEE	Gold
Colenso BBDO	Medibank	Medibank ACL United	Gold
VML	Stats NZ	Even Harry Styles	Bronze

Social Media – UGC/Co-created

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark NZ	Spark Open Audition	Bronze

Social Media – Tactical

AGENCY	ADVERTISER	TITLE	METAL
VML	Stats NZ	Even Harry Styles	Gold
Yarn	Hell Pizza	Hell AfterLife Pay	Silver
Special	Uber Eats	Cliché Codes	Bronze

Media – Creative Use of Media - Single

AGENCY	ADVERTISER	TITLE	METAL
The Monkeys	ASB & Youthline	Bagels by BENEE	Gold
Colenso BBDO	Kopu O Te Rangi	Pikari Mai	Silver
TBWA\	ANZ	The Comedy Treatment	Bronze

Media – Creative Use of Media - Campaign

AGENCY	ADVERTISER	TITLE	METAL
TBWA\	2degrees	First Phone Programme	Silver
Daylight	The Spinoff	Paper Podcasts	Bronze

Charity - Magazine & Newspaper OR Out of Home

AGENCY	ADVERTISER	TITLE	METAL
YoungShand	Blind Low Vision NZ	BLVNZ Hi-Viz Herald	Gold
Daylight	Red Frogs (Church Untamed Trust)	Red Frogs Send it Safely	Bronze
EightyOne	National Collective of Independent Women's Refuge	The 17680 Nights of July	Bronze

Charity - Direct

AGENCY	ADVERTISER	TITLE	METAL
YoungShand	Blind Low Vision NZ	BLVNZ Hi-Viz Herald	Silver
Dentsu Creative	Movember New Zealand	Movember Roman Empire	Bronze



Charity - Digital or Screen

AGENCY	ADVERTISER	TITLE	METAL
YoungShand	Blind Low Vision NZ	BLVNZ Hi-Viz Herald	Bronze
The Monkeys	Kidscan	Too Hungry to Learn	Bronze

Charity - Social Media

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Testicular Cancer NZ	Fondle Filter	Bronze
Dentsu Creative	Movember New Zealand	Movember Roman Empire	Bronze

Charity - Campaign

AGENCY	ADVERTISER	TITLE	METAL
YoungShand	Hi-Viz Campaign	Blind Low Vision NZ	Silver
EightyOne	National Collective of Independent Women's Refuge	The 17680 Nights of July	Silver
Dentsu Creative	Movember New Zealand	Movember Roman Empire	Bronze
Daylight	Red Frogs (Church Untamed Trust)	Red Frogs Send it Safely	Bronze

Charity - Creative Use of Media

AGENCY	ADVERTISER	TITLE	METAL
YoungShand	Blind Low Vision NZ	BLVNZ Hi-Viz Herald	Gold