

Congratulations to our Winners

GRAND EFFIE® | SPONSORED BY TVNZ

AGENCY	ADVERTISER	TITLE
Special	Kiwibank	Reigniting NZ's relationship with Kiwibank

EFFECTIVE MARKETER OF THE YEAR | SPONSORED BY TVNZ

Astrud Burgess

MOST EFFECTIVE AGENCY OF THE YEAR | SPONSORED BY META

Special

HARDEST CHALLENGE | SPONSORED BY oOh!media

AGENCY	ADVERTISER	TITLE
Motion Sickness	Fire and Emergency NZ	Amazingly fast behavioural change - You're Cooked. Recipes to Avoid Disaster.

LIST A | INDUSTRY CATEGORIES

Food Services/Restaurants

AGENCY	ADVERTISER	TITLE	METAL
DDB	McDonald's NZ	McDelivery - Life happening? - We Deliver	Bronze

Business to Business

AGENCY	ADVERTISER	TITLE	METAL
OMD	Kiwibank	Business Banking for Better	Bronze

Food, Confectionary and Snacks | Sponsored by Cartology

AGENCY	ADVERTISER	TITLE	METAL
MBM	J.H. Whittaker & Sons	J.H. Returns	Bronze



Financial Services | Sponsored by The Radio Bureau

AGENCY	ADVERTISER	TITLE	METAL
Special	Kiwibank	Reigniting NZ's relationship with Kiwibank	Gold
Special	Partners Life	Last Performance	Silver
The Monkeys	ASB	How ASB Bank Levelled Up 18-24s Money Game	Silver
TBWA\	ANZ	Good Energy	Bronze

Telcos and Utilities | Sponsored by The Radio Bureau

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark NZ	Skinny Phone It In	Gold
YoungShand	Flick Electric Co.	Take Back Power	Bronze

Other Consumer Services | Sponsored by The Radio Bureau

AGENCY	ADVERTISER	TITLE	METAL
YoungShand	Oceania	The Duet	Bronze

International Marketing | Sponsored by NZ Story

AGENCY	ADVERTISER	TITLE	METAL
DDB	Tourism NZ	If You Seek	Bronze

Social Marketing/Public Service

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	New Zealand Defence Force	Codewords	Silver
Motion Sickness	Fire and Emergency NZ	Tackling the leading cause of house fires in New Zealand - You're Cooked. Recipes to avoid disaster.	Silver
DDB	Team Heroine	Correct The Internet	Bronze

Charity/Not For Profit | Sponsored by UnLTD.

AGENCY	ADVERTISER	TITLE	METAL
Special	Wellington City Mission	The Silent Night	Silver
Colenso BBDO	Kōpū O Te Rangi	Pikari Mai	Bronze
EightyOne	National Collective of Independent Women's Refuges	The Great Night In	Bronze



LIST B | SPECIALIST CATEGORIES

New Product or Service

AGENCY	ADVERTISER	TITLE	METAL
Special	Kiwibank	This is changing the home ownership game	Silver
TBWA\	ANZ	Good Energy	Bronze

Customer Experience | Sponsored by Google

AGENCY	ADVERTISER	TITLE	METAL
DDB	McDonald's NZ	MyMacca's Rewards	Silver

Content or Social-first Campaigns

AGENCY	ADVERTISER	TITLE	METAL
Special	Partners Life	Last Performance	Gold
Motion Sickness	Fire and Emergency NZ	Driving behavioural change with content - You're Cooked. Recipes to avoid Disaster.	Silver
Clemenger BBDO	New Zealand Defence Force	Codewords	Bronze

Most Original Thinking | Sponsored by NZME

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark NZ	Skinny Phone It In	Gold
Motion Sickness	Fire and Emergency NZ	A new recipe for outstanding behaviour change - You're Cooked.	Bronze
Special	Wellington City Mission	The Silent Night	Bronze

Clever Use of Research/Data | Sponsored by oOh!media

AGENCY	ADVERTISER	TITLE	METAL
DDB	McDonald's NZ	MyMacca's Rewards	Silver
Proximity	Spark NZ	Made For You Review	Bronze
Special	Trade Me	The year data saved Christmas	Bronze

Most Effective PR/Experiential Campaign

AGENCY	ADVERTISER	TITLE	METAL
DDB	Team Heroine	Correct The Internet	Gold
Special	Wellington City Mission	The Silent Night	Gold
Special	Tourism Fiji	'Booster' of Happiness	Silver
EightyOne	National Collective of Independent Women's Refuges	The Great Night In	Bronze



Short-term Success

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Fire and Emergency NZ	Amazingly fast behavioural change - You're Cooked. Recipes to Avoid Disaster.	Gold
Colenso BBDO	Spark NZ	Skinny Phone It In	Silver
Special	Wellington City Mission	The Silent Night	Silver

Insights & Strategic Thinking | Sponsored by Nielsen

AGENCY	ADVERTISER	TITLE	METAL
Special	Kiwibank	Reigniting NZ's relationship with Kiwibank	Silver
TBWA\	ANZ	Should I stay or should I go?	Silver
Motion Sickness	Fire and Emergency NZ	Championing Empathy Over Fear - You're Cooked. Recipes to Avoid Disaster.	Bronze

Diversity, Equity & Inclusion – Community Engagement | Sponsored by Stuff

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Whānau Ora	Rep Your Suburb - Connecting through Identity for Census Engagement	Bronze
VMLY&R	Accident Compensation Corporation	Kia Mahea Kia Puāwai	Bronze

Diversity, Equity & Inclusion – Positive Change | Sponsored by Stuff

AGENCY	ADVERTISER	TITLE	METAL
DDB	Team Heroine	Correct The Internet	Gold
DDB	Triton	Give it a Go	Bronze

Brand Revitalisation/Transformation

AGENCY	ADVERTISER	TITLE	METAL
Special	Kiwibank	Reigniting NZ's relationship with Kiwibank	Gold
TBWA\	ANZ New Zealand	We Do How	Bronze
Special	Contact Energy	It's Good To Be Home: Rebuilding Contact's brand in a tough utilities market	Bronze

Sustained Success | Sponsored by Google

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark NZ	Get the Skinny	Gold
The Monkeys	ASB	Ben and Amy take ASB one step ahead	Gold
EightyOne	National Collective of Independent Women's Refuges	Safe Nights	Silver
DDB	AA Insurance	Live a Little Freer	Bronze

