

Congratulations to our Finalists

LIST A | INDUSTRY CATEGORIES

Food Services/Restaurants

AGENCY	ADVERTISER	TITLE
DDB	McDonald's NZ	McDelivery - Life happening? - We Deliver
DDB	McDonald's NZ	Serious about chicken.
DDB	McDonald's NZ	MyMacca's Rewards

General Retail/Etail

AGENCY	ADVERTISER	TITLE
DDB	The Warehouse	Whatever your Christmas Wish
Special	Trade Me	Everyday Runway

Business to Business

AGENCY	ADVERTISER	TITLE
OMD	Kiwibank	Business Banking for Better
Special	Better Packaging Co.	Makes Pretty Impressive Shit
Wave Agency	Brother	It Just Works

Food, Confectionary and Snacks

AGENCY	ADVERTISER	TITLE
MBM	J.H. Whittaker & Sons	J.H. Returns
Spark Foundry	Arnott's	An Arnott's State of Mood

Beverages

AGENCY	ADVERTISER	TITLE
Saatchi & Saatchi	DB Breweries	Export's Home Coming

Other Consumer Goods

AGENCY	ADVERTISER	TITLE
Saatchi & Saatchi	Z Energy	A little token with big impact
Saatchi & Saatchi	Z Energy	Putting Z Energy out of (the petrol) business



Consumer Durables

AGENCY	ADVERTISER	TITLE
DDB	Triton	Give it a Go

Financial Services

AGENCY	ADVERTISER	TITLE
Special	Kiwibank	Reigniting NZ's relationship with Kiwibank
Special	Partners Life	Last Performance
TBWA\	ANZ	We Do How
TBWA\	ANZ	Should I stay or should I go?
TBWA\	ANZ	Good Energy
TBWA\	Southern Cross Insurance	Sweet Caroline
The Monkeys	ASB	How ASB Bank Levelled Up 18-24s Money Game

Telcos and Utilities

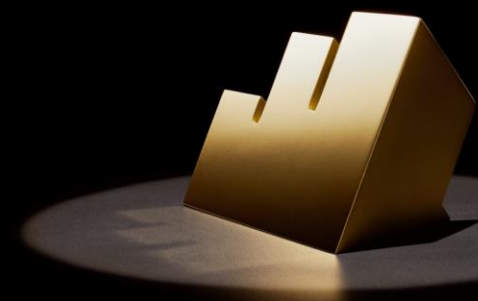
AGENCY	ADVERTISER	TITLE
Colenso BBDO	Spark NZ	Skinny Phone It In
Motion Sickness	Frank Energy	The Power of Simple
Special	Contact Energy	It's Good To Be Home: Rebuilding Contact's brand in a tough utilities market
TBWA\	2degrees	Data Pinata
TBWA\	2degrees	Real Mode
YoungShand	Flick Electric Co.	Take Back Power

Other Consumer Services

AGENCY	ADVERTISER	TITLE
Good Gravy	Hato Hone St John	Better Than Fine
Saatchi & Saatchi	Tourism NZ	New Zealand's New Favourite Seasons
Special	Tourism Fiji	'Booster' of Happiness
YoungShand	Oceania	The Duet

International Marketing

AGENCY	ADVERTISER	TITLE
DDB	Tourism NZ	If You Seek
Special	Education NZ, Manapou ki te Ao	Te Kākahu Hou
Special	Tourism NZ	Bringing the Beautiful Game to the most beautiful place on earth



Social Marketing/Public Service

AGENCY	ADVERTISER	TITLE
Clemenger BBDO	New Zealand Defence Force	Codewords
DDB	Team Heroine	Correct The Internet
Motion Sickness	Fire and Emergency New Zealand	Tackling the leading cause of house fires in New Zealand - You're Cooked. Recipes to avoid disaster.
Motion Sickness	Whānau Ora	Rep Your Suburb - Connecting through Identity for Census Engagement
VMLY&R	Te Whatu Ora - Health New Zealand	Stick it to Hep C

Charity/Not for Profit

AGENCY	ADVERTISER	TITLE
Clemenger BBDO	Testicular Cancer New Zealand	Fondle Filter
Colenso BBDO	Kōpū O Te Rangi	Pikari Mai
EightyOne	National Collective of Independent Women's Refuges	The Great Night In
Special	Wellington City Mission	The Silent Night

LIST B | Specialist Categories

New Product or Service

AGENCY	ADVERTISER	TITLE
Motion Sickness	Frank Energy	The Power of Simple
Special	Contact Energy	Fourth Trimester: A warm welcome home to our newest New Zealanders
Special	Kiwibank	This is changing the home ownership game
TBWA\	ANZ	Good Energy

Limited Budget: Less than \$250,000

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Mars	MyHooman - Give Up on Humans
Proximity	Spark NZ	Made For You Review
Spark Foundry	Arnott's	An Arnott's State of Mood
Special	Trade Me	Everyday Runway
Special	Tourism Fiji	'Booster' of Happiness

Customer Experience

AGENCY	ADVERTISER	TITLE
DDB	Fletcher Building	Comfortech
DDB	McDonald's NZ	MyMacca's Rewards
Mercury	Mercury	Wonderful Rewards
Quantum Jump	Sky Television	Sky Rewards - Creating Deeper Relationships
TBWA\	2degrees	Real Mode



Content and Social Media

AGENCY	ADVERTISER	TITLE
Clemenger BBDO	New Zealand Defence Force	Codewords
Clemenger BBDO	Testicular Cancer New Zealand	Fondle Filter
Colenso BBDO	Kōpū O Te Rangī	Pikari Mai
DDB	Team Heroine	Correct The Internet
Motion Sickness	Fire and Emergency New Zealand	Driving behavioural change with content - You're Cooked. Recipes to avoid Disaster.
Special	Partners Life	Last Performance

Most Original Thinking

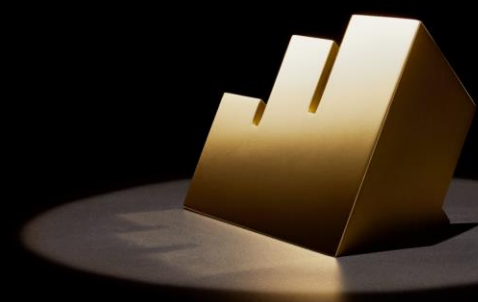
AGENCY	ADVERTISER	TITLE
Colenso BBDO	Kōpū O Te Rangī	Pikari Mai
Colenso BBDO	Spark NZ	Skinny Phone It In
DDB	Team Heroine	Correct The Internet
Motion Sickness	Fire and Emergency New Zealand	A new recipe for outstanding behaviour change - You're Cooked.
Special	Partners Life	Last Performance
Special	Wellington City Mission	The Silent Night
TBWA\	ANZ	F Word
TBWA\	Southern Cross Pet Insurance	VIS - The Road Safety Collection for Pets

Clever Use of Research/Data

AGENCY	ADVERTISER	TITLE
DDB	McDonald's NZ	MyMacca's Rewards
Proximity	Spark NZ	Made For You Review
Spark Foundry	Arnott's	An Arnott's State of Mood
Special	Trade Me	The year data saved Christmas

Experiential/PR

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Spark NZ	Skinny Phone It In
EightyOne	National Collective of Independent Women's Refuges	The Great Night In
Special	Tourism Fiji	'Booster' of Happiness
Special	Wellington City Mission	The Silent Night



Short-term Success

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Spark NZ	Skinny Phone It In
DDB	The Warehouse	Whatever your Christmas Wish
EightyOne	National Collective of Independent Women's Refuges	The Great Night In
Motion Sickness	Fire and Emergency New Zealand	Amazingly fast behavioural change - You're Cooked. Recipes to Avoid Disaster.
Motion Sickness	Whānau Ora	Rep Your Suburb - Driving Rapid Census Engagement
Special	Wellington City Mission	The Silent Night
Special	Tourism Fiji	'Booster' of Happiness
TBWA\	ANZ	Should I stay or should I go?
TBWA\	Southern Cross Insurance	Sweet Caroline

Insights & Strategic Thinking

AGENCY	ADVERTISER	TITLE
DDB	Triton	Give it a Go
Motion Sickness	Fire and Emergency New Zealand	Championing Empathy Over Fear - You're Cooked. Recipes to Avoid Disaster.
Special	Kiwibank	Reigniting NZ's relationship with Kiwibank
Special	Partners Life	Last Performance
Special	Wellington City Mission	The Silent Night
TBWA\	ANZ	Should I stay or should I go?
TBWA\	ANZ	Good Energy

Diversity, Equity & Inclusion – Community Engagement

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

Diversity, Equity & Inclusion – Positive Change

AGENCY	ADVERTISER	TITLE
DDB	Team Heroine	Correct The Internet
DDB	Triton	Give it a Go
EightyOne	New Zealand Rugby	Like A Black Fern
Motion Sickness	Whānau Ora	Rep Your Suburb - Overcoming Underrepresentation in the Census
Special	Contact Energy	Fourth Trimester: A warm welcome home to our newest New Zealanders
The Monkeys	ASB	Bagels by Benee



Brand Revitalisation/Transformation

AGENCY	ADVERTISER	TITLE
DDB	Fletcher Building	Comfortech
Special	Contact Energy	It's Good To Be Home: Rebuilding Contact's brand in a tough utilities market
Special	Kiwibank	Reigniting NZ's relationship with Kiwibank
TBWA\	ANZ	We Do How
TBWA\	Southern Cross Insurance	Sweet Caroline
TBWA\	2degrees	Fighting for Fair

Sustained Success

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Spark NZ	Get the Skinny
DDB	AA Insurance	Live a Little Freer
DDB	McDonald's NZ	McDonald's App
EightyOne	National Collective of Independent Women's Refuges	Safe Nights
TBWA\	2degrees	Fighting for Fair
The Monkeys	ASB	Ben and Amy take ASB one step ahead

