



2023
PRESSIE AWARDS



CONGRATULATIONS TO OUR WINNERS

GRAND PRIX

AGENCY	ADVERTISER	ENTRY TITLE
Mango	Team Heroine	Correct the Internet

YOUNG PRACTITIONER OF THE YEAR

AGENCY	NOMINEE
Acumen	Reilly Hodson

BEST USE OF MEDIA RELATIONS sponsored by Telum Media

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Special PR	Better Packaging Company	Plastic piles of sh!t	GOLD
Adhesive PR	National Capital	Helping KIWIS build their SAVER	SILVER
Special PR	Wellington City Mission	The Silent Night	SILVER

BEST MEDIA PARTNERSHIP sponsored by NZME

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Fuse / OMD	Kiwibank	Kiwibank Business for Better...Is Better	GOLD
Fuse / OMD	Silver Fern Farms	Cooks on Fire	SILVER
Hearts & Science	Bank of New Zealand	Uniting Kiwi to feel safer online	SILVER
Special PR	Jaguar Land Rover	Jaguar Design Drives	SILVER

BEST CORPORATE PR

AGENCY	ADVERTISER	ENTRY TITLE	METAL
The Monkeys	ASB	"Bagels" - Created by Benee. Backed by Science.	GOLD
Silvereye	New Zealand Game Developers Association	Government Boost for Game Development sector in New Zealand	SILVER
Special PR	Kiwibank	The most inclusive workplace wardrobe	SILVER

BEST USE OF SOCIAL MEDIA sponsored by Meta

AGENCY	ADVERTISER	ENTRY TITLE	METAL
The Yarn Agency	Hell Pizza	AfterLife Pay	GOLD
dentsu	Restaurant Brands NZ	Pizza Hut's TikTok Content Creator	SILVER
The Attention Seeker	One New Zealand	Mean Tweets	SILVER





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BEST SOCIAL CONTENT CREATOR OR INFLUENCER MARKETING CAMPAIGN

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Eleven PR	ANZ	Who has your card hooked up with?	SILVER
Special PR	Trade Me	Break-Up Starter Packs	SILVER

BEST CREATIVE PR CAMPAIGN sponsored by The Spinoff

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Special PR	Wellington City Mission	The Silent Night	GOLD
Special PR	Better Packaging Company	Plastic piles of sh!t	SILVER
The Yarn Agency	Hell Pizza	AfterLife Pay	SILVER

BEST EXPERIENTIAL OR EVENT CAMPAIGN

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Special PR	Tourism New Zealand	The Beautiful Game	SILVER
Special PR	Trade Me	Everyday Runway	SILVER

BEST INTEGRATED CAMPAIGN

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Mango	Team Heroine	Correct the Internet	GOLD
Special PR	Trade Me	Everyday Runway	SILVER
The Yarn Agency	Hell Pizza	AfterLife Pay	SILVER

BEST STRATEGIC THINKING

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Fuse / OMD	New Zealand Defence Force	Codewords	SILVER
Mango	McDonald's	McCensus: Understanding the crew to attract new	SILVER
Special PR	Wellington City Mission	The Silent Night	SILVER
The Monkeys	ASB	"Bagels" - Created by Bence. Backed by Science.	SILVER

DIVERSITY, EQUITY & INCLUSION sponsored by Stuff

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Mango	Team Heroine	Correct the Internet	GOLD
Bastion Shine	Air New Zealand	The Power of Many – helping New Zealand understand the real meaning behind Kapa Haka	SILVER
Special PR	Kiwibank	The most inclusive workplace wardrobe	SILVER



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NON-PROFIT sponsored by UnLtd:

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Pead	Cystic Fibrosis New Zealand	How humanising Cystic Fibrosis secured critical Pharmac funding	GOLD
Special PR	Wellington City Mission	The Silent Night	GOLD

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