



Congratulations Finalists

Charity/Not for Profit

Agency	Client	Title
Colenso BBDO	Breast Cancer Foundation New Zealand	Ahi Kā
DDB	Pet Refuge	Pet Refuge - Safe Beds for Pets
Special	Burnett Foundation Aotearoa	Reconnecting New Zealand AIDS Foundation to its community
Special	Motor Neurone Disease New Zealand	Hijacking Trade Me to raise awareness for Motor Neurone Disease
YoungShand	New Zealand Blood Service	Unseen Emergencies

Social Marketing/Public Service

Agency	Client	Title
DDB	Body Positive / Positive Women / Burnett Foundation	Sperm Positive
VMLY&R	Accident Compensation Corporation (ACC)	Have a hmmm

Retail/Etail

Agency	Client	Title
DDB	McDonalds NZ	McDonalds - Ordered from Here
DDB	McDonalds NZ	McDonalds - ETNZ
Lassoo Media	Turners Group NZ Ltd	Tina from Turners
TBWA\NZ	The Warehouse	How small spenders led to big sales for The Warehouse

Business to Business (B2B)

Agency	Advertiser	Title
TBWA	Southern Cross Health Insurance	The Everything Project - How celebrating NZ's workforces led to record success

Fast Moving Consumer Goods (FMCG)

Agency	Advertiser	Title
DDB	DDB Aotearoa	Coca Cola Euro Pacific - L&P MASA
DDB	Lion	The Alt Blacks: Enter the Steiny-verse

Consumer Durables

Agency	Advertiser	Title
DDB	Samsung	Samsung - iTest
Tracta	TRS Tyre & Wheel Ltd	MITAS tyres - for tight arses

Consumer Services

Agency	Advertiser	Title
Colenso BBDO	State	The State Mistake Report
DDB	Lotto	Lotto - On Ice
DDB	Sky	Sky - The Watch
FCB/SIX	Mercury	Mercury Movers
PHD	ANZ	The Socially-Distanced Daffodil Day
Special	Contact Energy	It's Good To Be Home: Creating the foundations to get Contact back to growth
TBWA\NZ	ANZ	How putting Kiwis' financial wellbeing first led to ANZ's most profitable brand campaign ever

International Marketing

Agency	Client	Title
TimeZoneOne	Broken Shed Vodka	The Vodka of Tomorrow

New Product or Service

Agency	Client	Title
dentsu Aotearoa	Tegel New Zealand Limited	Rangitikei free range chicken - We make it good. You make it great.

Limited Budget: Less than \$100,000

Agency	Client	Title
DDB	Body Positive / Positive Women / Burnett Foundation	Sperm Positive
Motion Sickness	DB Breweries	Return to Greatness

Customer Experience

Agency	Client	Title
Colenso BBDO	MARS	Finding Every Dog's Forever Home
DDB	Samsung	Samsung - iTest
Special	Contact Energy	A warm welcome home to families in their Fourth Trimester

Most Effective Use of Social Media

Agency	Client	Title
DDB	Goodman Fielder	Goodman Fielder - Vogel's vs Vogel's

Most Effective Use of Content

Agency	Client	Title
Special	Motor Neurone Disease New Zealand	Hijacking Trade Me to raise awareness for Motor Neurone Disease

Most Effective Use of Digital Technology

Agency	Client	Title
DDB	Lion	The Alt Blacks: Enter the Steiny -verse
DDB	Samsung	Samsung - iTesT

Most Effective Use of Data

Agency	Client	Title
Colenso BBDO	MARS	Finding Every Dog's Forever Home
Colenso BBDO	State	The State Mistake Report

Most Effective PR/Experiential Campaign

Agency	Client	Title
DDB	Body Positive / Positive Women / Burnett Foundation	Sperm Positive
EightyOne	National Collective of Independent Women's Refuges Inc	Safe Night - A - Thon
PHD	Restaurant Brands	Smashing it out of the park for KFC
Special	Burnett Foundation Aotearoa	How a spokesperson from the past reconnected New Zealand Aids Foundation to it's future
Special	Motor Neurone Disease New Zealand	How David's Unusables became a nationwide story for Motor Neurone Disease
Strategy Creative	Great South	Te Anau Time

Best Strategic Thinking

Agency	Client	Title
Colenso BBDO	State	The State Mistake Report
DDB	Body Positive / Positive Women / Burnett Foundation	Sperm Positive
DDB	DDB Aotearoa	Samsung - iTesT
DDB	Lotto	Lotto - On Ice
DDB	McDonalds NZ	McDonalds - Ordered from Here
Lassoo Media	Turners Group NZ Ltd	Tina from Turners
Special	Contact Energy	It's Good To Be Home: Creating the foundations to get Contact back to growth
Special	Motor Neurone Disease New Zealand	Hijacking Trade Me to raise awareness for Motor Neurone Disease
TBWA	Southern Cross Health Insurance	The Everything Project - How celebrating NZ's workforces led to record growth)
TBWA\NZ	ANZ	How a strategy of reframing financial wellbeing for Kiwis led to ANZ's most profitable marketing ever
YoungShand	New Zealand Blood Service	Unseen Emergencies

Most Progressive Campaign

Agency	Client	Title
Colenso BBDO	MARS	Finding Every Dog's Forever Home
Colenso BBDO	Spark	Beyond Binary Code
DDB	Body Positive / Positive Women / Burnett Foundation	Sperm Positive
DDB	Samsung	Samsung - iTesT
Special	Motor Neurone Disease New Zealand	Hijacking NZ's biggest e-comm platform to raise awareness for Motor Neurone Disease

Short-Term Success

Agency	Client	Title
Colenso BBDO	State	The State Mistake Report
DDB	Goodman Fielder	Goodman Fielder - Vogel's vs Vogel's
EightyOne	National Collective of Independent Women's Refuges Inc	Safe Night - A - Thon
FCB/SIX	Mercury	Mercury Movers
PHD	ANZ	The Socially-Distanced Daffodil Day
Special	Contact Energy	A warm welcome home to families in their Fourth Trimester
Special	Motor Neurone Disease New Zealand	Hijacking Trade Me to raise awareness for Motor Neurone Disease

Diversity, Equity & Inclusion

Agency	Client	Title
Colenso BBDO	Spark	Beyond Binary Code
DDB	Body Positive / Positive Women / Burnett Foundation	Sperm Positive
Maia	Ngāti Kuri	#HikoTo100 - A Kaupapa Māori Strategy (copy)

Sustained Success

Agency	Client	Title
Colenso BBDO	State	Insurance for Too Busy Lives
Colenso BBDO	Skinny	Get The Skinny
DDB	Lion Brewery	Lion Brewery - Speights The Dance
DDB	Lotto	Lotto - Imagine

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