

congrats to our winners



best in show sponsored by oOh!media

AGENCY	CLIENT	TITLE
Special	Partners Life	Last Performance

media agency of the year sponsored by Meta

MBM

media business of the year

NZME

sales team of the year

TVNZ

inspiring individual award in honour of Sandy Smith

Nick Ascough

sustained success

AGENCY	CLIENT	TITLE	METAL
PHD	Spark NZ	Skinny: Get the Skinny	Gold
PHD	IAG	Too Busy for Insurance	Silver

social marketing/public service sponsored by Stuff

AGENCY	CLIENT	TITLE	METAL
FCB	New Zealand Police	Survive The Drive FM	Gold
FCB	Health Promotion Agency	It's Ok To Do Nothing	Silver
MBM	Auckland Transport	Getting Aucklanders on board	Silver
MBM	Fire and Emergency New Zealand	You're Cooked	Silver
OMD	New Zealand Defense Force	Codewords	Silver

retail/etail sponsored by Are Media

AGENCY	CLIENT	TITLE	METAL
dentsu	Kathmandu	KM3	Gold
dentsu	Countdown	Project Winback	Silver
Hearts & Science	Icebreaker	Winning Black Friday through the Loyalty Growth Gateway	Silver
PHD	Foodstuffs NZ	Holiday Hotspots	Silver

fast moving consumer goods sponsored by Cartology

AGENCY	CLIENT	TITLE	METAL
OMD	Silver Fern Farms	Cooks on Fire	Gold
Spark Foundry	Arnott's	An Arnott's State of Mood	Silver

consumer durables

AGENCY	CLIENT	TITLE	METAL
FCB	Audi New Zealand	Scrap Girl Cars	Silver
Together	Jaguar NZ	She Sets the Pace	Silver

consumer services sponsored by The Radio Bureau

AGENCY	CLIENT	TITLE	METAL
PHD	IAG	Mistake Report	Gold
Special	Partners Life	The Last Performance	Gold
PHD	IAG	Hard Hats to Hard Coverage - A Tradie Love Story	Silver
PHD	Spark / Skinny	Skinny: Phone It In	Silver
Spark Foundry	Westpac	Newscubs	Silver

charity sponsored by UNLTD

AGENCY	CLIENT	TITLE	METAL
OMD	Wellington City Mission	The Silent Night	Gold

best small budget (up to \$100k per annum)

AGENCY	CLIENT	TITLE	METAL
FCB	New Zealand Police	Survive The Drive FM	Gold
Spark Foundry	Arnott's	An Arnott's State of Mood	Silver

best use of event/experiential

AGENCY	CLIENT	TITLE	METAL
FCB	Audi New Zealand	Scrap Girl Cars	Silver
MBM	TAB	Consider The Odds	Silver

best use of content sponsored by TVNZ

AGENCY	CLIENT	TITLE	METAL
FCB	New Zealand Police	Survive The Drive FM	Gold
Special	Partners Life	The Last Performance	Gold
Together	Health NZ, Te Whatu Ora	Real Nurses	Silver

best use of technology sponsored by Meta

AGENCY	CLIENT	TITLE	METAL
OMD	Bargain Chemist	Scaling the Long Tail of SEO with a touch of AI	Silver

best use of data sponsored by oOh!media

AGENCY	CLIENT	TITLE	METAL
FCB	New Zealand Police	Survive The Drive FM	Silver
Together	Te Ara Ahunga Ora Retirement Commission	Predicting Financial Needs	Silver

best use of search engine marketing sponsored by Google

AGENCY	CLIENT	TITLE	METAL
OMD	Kiwibank Ltd	A More Responsible Approach to Lending using Location Intelligence	Silver

creative media idea sponsored by NZME

AGENCY	CLIENT	TITLE	METAL
FCB	New Zealand Police	Survive The Drive FM	Gold
PHD	Spark / Skinny	Skinny: Phone It In	Silver
Special	Partners Life	The Last Performance	Silver

best use of insight sponsored by Nielsen

AGENCY	CLIENT	TITLE	METAL
FCB	New Zealand Police	Survive The Drive FM	Gold
Special	Partners Life	The Last Performance	Gold
FCB	Health Promotion Agency	It's Ok To Do Nothing	Silver
MBM	Fire and Emergency New Zealand	You're Cooked	Silver
OMD	New Zealand Defense Force	Codewords	Silver
PHD	Spark / Skinny	Skinny: Phone It In	Silver
Spark Foundry	Arnott's	An Arnott's State of Mood	Silver

best communications strategy

AGENCY	CLIENT	TITLE	METAL
FCB	Health Promotion Agency	It's Ok To Do Nothing	Silver
PHD	Spark / Skinny	Skinny: Phone It In	Silver
Spark Foundry	Westpac	Newscubs	Silver

most effective sponsored by TVNZ

AGENCY	CLIENT	TITLE	METAL
PHD	Spark / Skinny	Skinny: Phone It In	Gold
MBM	TAB	Consider The Odds	Silver

best collaboration sponsored by oOh!media

AGENCY	CLIENT	TITLE	METAL
Special	Partners Life	The Last Performance	Gold
OMD	Silver Fern Farms	Cooks on Fire	Silver
Spark Foundry	Westpac	Newscubs	Silver
Together	Health NZ, Te Whatu Ora	Real Nurses	Silver