



# COMMS COUNCIL PRESCOM AWARDS 2018

## Winners



Agency	Advertiser	Entry Title	Metal
<b>Best Use of Media Relations</b>			
MKTG	The Movember Foundation	The Right to Grow	GOLD
Spark PR & Activate	XPO Exhibitions	Body Worlds Vital - New Zealand Tour	SILVER
Spark PR & Activate	Tui, DB Breweries	Tui Catch a Million 2017/18	FINALIST
Lassoo Media & PR Ltd	Blind Foundation	Red Puppy Appeal 2018	FINALIST
MediaWorks	MediaWorks / The Edge	Five Marathons in Five Days	FINALIST
Mango Communications	Booking.com	Using Big Data to Talk Local Trends	FINALIST
Eleven PR	Krispy Kreme	Krispy Kreme's Most Successful Store Opening EVER	FINALIST
Sherson Willis	Mayo & Calder	Volvo Ocean Race Auckland Stopover	FINALIST
<b>Best Sponsorship or Media Partnership</b>			
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Summer 2018	GOLD
Spark PR & Activate	Skinny	Get the Skinny	SILVER
MKTG	GM Holden New Zealand	Holden 'Sparks' Street Eats	FINALIST
Spark PR & Activate	HP New Zealand	HP Reinventors	FINALIST
Fuse	Qantas Airways New Zealand	Qantas Helps Cure Kids on Red Nose Day	FINALIST
<b>Best Public Affairs or Stakeholder Management</b>			
Fuse	Countdown	Countdown Plastic Bags	GOLD
Sherson Willis	Livestock Improvement Corporation (LIC)	LIC Share Simplification	SILVER
<b>Best Use of Social Media</b>			
Fuse	McDonald's New Zealand	My First Time	SILVER
Tenfold Creative	Mercer New Zealand	Mercer Social Influencer Campaign	FINALIST
TBWA	ILNZ	Cody's Industries	FINALIST
<b>Best Influencer Marketing Campaign</b>			
Mango Communications	Booking.com	Tracking and Rewarding the Influence of Influencers	SILVER
Mango Communications	Qantas Airways New Zealand	A Twist at Every Turn	SILVER
Tenfold Creative	Mercer New Zealand	Mercer Social Influencer Campaign	FINALIST
Fuse	Countdown	Dropping the Price of Sanitary Products for Kiwi Women	FINALIST
Spark PR & Activate	Skinny	Get the Skinny	FINALIST
Studio7	Vitality	Vitality Influencer Campaign	FINALIST
<b>Best Experiential or Event Campaign</b>			
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Summer 2018	GOLD
Hustle & Bustle	Pernod Ricard New Zealand	The Chivas Club	SILVER
Mango Communications & Fuse	McDonald's New Zealand	Celebrating 50 Years of Big Mac	SILVER
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Note 9 Launch Event	SILVER
MKTG	GM Holden New Zealand	Holden 'Sparks' Street Eats	FINALIST
Spark PR & Activate	Skinny	Get the Skinny	FINALIST
Campbell+Co	Jaguar New Zealand	The Art of Performance Tour	FINALIST
Spark PR & Activate	Reebok	Reebok 'Confidence Unleashed'	FINALIST
<b>Best Sampling or Retail Activation</b>			
Mango Communications & Fuse	McDonald's New Zealand	Celebrating 50 Years of Big Mac	SILVER
Spark PR & Activate	Lotto NZ	Lotto Imagine Caravan	FINALIST
Copper Brand Experiences	Coca-Cola Oceania	Coca-Cola Summer 2017   18	FINALIST
<b>Best Implementation or Production</b>			
Mango Communications & Fuse	McDonald's New Zealand	Celebrating 50 Years of Big Mac	SILVER
Spark PR & Activate	Lightbox	Suits NZ	FINALIST
<b>Most Innovative Campaign</b>			
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Note 9 Launch Event	GOLD
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Summer 2018	SILVER
Fuse	Countdown	Countdown Plastic Bags	FINALIST
Spark PR & Activate	Lightbox	Suits NZ	FINALIST
Spark PR & Activate	Skinny	Get the Skinny	FINALIST
<b>Best Integrated Campaign</b>			
MKTG	The Movember Foundation	The Right to Grow	SILVER
Spark PR & Activate	Spark	Spark Santaline	SILVER
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Summer 2018	SILVER
Hustle & Bustle	Pernod Ricard New Zealand	The Chivas Club	FINALIST
Scope Media	Otago Regional Council	Mobilising Queenstown to Become #BetterByBus	FINALIST
<b>Best Strategic Thinking</b>			
MKTG	The Movember Foundation	The Right to Grow	GOLD
Spark PR & Activate	XPO Exhibitions	Body Worlds Vital - New Zealand Tour	SILVER
MediaWorks	MediaWorks / The Rock	Thane and Dunc's Search for MH370	FINALIST
Fuse	McDonald's New Zealand	McDonald's Snapchat Strategy	FINALIST

# CONGRATULATIONS!