



## 2015 NEW ZEALAND EFFIE AWARD FINALISTS

# *Congratulations!*

AGENCY	ADVERTISER	ENTRY TITLE
<b>A - Charity/Not for Profit</b>		
Colenso BBDO	New Zealand Breast Cancer Foundation	Breast Cream
Socialites & Little Giant	Cancer Society of New Zealand	Junk Free June: Empowering a nation to improve their health.
	World Vision New Zealand	The Forgotten Millions
<b>B - Social Marketing/Public Service</b>		
Clemenger BBDO Ltd	New Zealand Transport Agency	Mistakes
DDB	Paw Justice	Paw Justice: Turning the tables on Trade Me
BEAT	Eat My Lunch	Eat My Lunch - Launch of a Social Movement
FCB New Zealand	Inland Revenue	Finding the Unfindable
FCB New Zealand	Health Promotion Agency	Not Beersies. The beer that's actually water.
GSL Promotus	Health Promotion Agency	Stop Before You Start
GSL Promotus	Health Promotion Agency	Stop sore throats hurting hearts
Work Communications Ltd	Auckland Transport	Oi! Mind on the road, not the phone
<b>C - Retail/Etail</b>		
.99 / justONE	Foodstuffs	New World Christmas 'Noel'
.99 / justONE	Foodstuffs NZ	Shopping just got more rewarding
Barnes, Catmur & Friends	Hell Pizza	Holding Australia To Ransom
J. Walter Thompson	The Appliance Shed	Legit Brands. Legit Results.
J. Walter Thompson	Z Energy	Dealing it to the discounters
<b>D - Business to Business (B2B)</b>		
Republik New Zealand	Fuji Xerox New Zealand	Fuji Xerox - The Haus of Versant
.99 / justONE	Speedwall NZ	Speedwall Residential Launch - The Door Buster
.99 / justONE	Winstone Wallboards	No more compromises
<b>E - Fast Moving Consumer Goods (FMCG)</b>		
Colenso BBDO	Fonterra	Must Be Milk
Colenso BBDO	Fonterra	Cheese Forecast
Colenso BBDO	Tip Top	Bring Back II: The Tropical Snow Strikes Back
DDB	Lion Beer, Spirits & Wine New Zealand	Steinlager Deep Dive
Ikon Communications	Coca-Cola	Colour Your Summer - A World within a World
Ogilvy	Kimberly-Clark New Zealand	It Takes Two
<b>F - Consumer Durables</b>		
DDB	MINI NZ (BMW Group New Zealand)	The MINI F56: Turning a sequel into a blockbuster hit
bcg2	Canon New Zealand	Change your lens - Change your story
<b>G - Consumer Services</b>		
Colenso BBDO	AMI	Real Claims
FCB New Zealand	Air New Zealand	Beautiful beaches are just the beginning
FCB New Zealand	Air New Zealand	Effortless Travel
Saatchi	ASB	ASB Snap Scholarships
Special Group	2degrees Mobile LTD	2degrees Play the Bridge
WHYBIN TBWA	ANZ	Time Really is Money
TRUE	ANZ Bank New Zealand Limited	Dream Big, New Zealand
<b>H - New Product or Service</b>		
Barnes, Catmur & Friends	Hell Pizza	Holding Australia To Ransom
FCB New Zealand	Sony New Zealand	Amateurs attempt to change perceptions of camera quality
<b>I - Limited Budget: less than \$300,000</b>		
Barnes, Catmur & Friends	Hell Pizza	Holding Australia To Ransom
Colenso BBDO	New Zealand Breast Cancer Foundation	Breast Cream
Colenso BBDO	Fonterra	Cheese Forecast
Colenso BBDO	Tip Top	Bring Back II: The Tropical Snow Strikes Back
DDB	We Compost	From Compost to Currency: The We Compost Weekend
BEAT	Eat My Lunch	Eat My Lunch - Launch of a Social Movement
FCB New Zealand	Sony New Zealand	Amateurs attempt to change perceptions of camera quality
FCB New Zealand	Great Potentials	The Little Crayon of Love
J. Walter Thompson	Sacred Hill Wines	Keeping things Sacred
Ogilvy	Sealord	Sealord Little Boat
Saatchi	ASB	How a spelling mistake launched ASB's sponsorship of the All Blacks
Saatchi	ASB	A whole new breed of ball boy
Socialites & Little Giant	Cancer Society of New Zealand	Junk Free June: Empowering a nation to get healthy.
SparkPHD	Sanitarium Health Foods Limited	Gluten Free Weet-Bix: The quintessential oxymoron
Y&R NZ	Land Rover New Zealand	Love from Land Rover

continued ...



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<b>J - Most Effective Integrated Campaign - Sponsored by NZME</b>		
Colenso BBDO	Fonterra	Must Be Milk
Colenso BBDO	Bank of New Zealand	\$HRED
Colenso BBDO	New Zealand Breast Cancer Foundation	Breast Cream
DDB	Lion Beer, Spirits & Wine New Zealand	Steinlager Deep Dive
FCB New Zealand	Health Promotion Agency	Not Beersies. The beer that's actually water.
FCB New Zealand	Noel Leeming Group	Noel Leeming. The Power of an Integrated Brand
FCB New Zealand	Air New Zealand	Effortless travel
J. Walter Thompson	The Appliance Shed	Legit Brands. Legit Results.
WHYBIN TBWA	ANZ	Time Really is Money
Y&R NZ	Land Rover New Zealand	Love from Land Rover
<b>K - Most Effective Digital/Social Media Campaign - Sponsored by NZME.</b>		
Colenso BBDO	Mars	PEDIGREE Found
Colenso BBDO	Fonterra Brands - Tip Top	Bring Back II: The Tropical Snow Strikes Back
DDB	MINI NZ (BMW Group New Zealand)	The MINI F56: Turning a sequel into a blockbuster hit
FCB New Zealand	Inland Revenue	Finding the Unfindable
Saatchi	ASB	ASB Snap Scholarships
<b>L - Most Effective PR/Experiential Campaign</b>		
DDB	We Compost	From Compost to Currency: The We Compost Weekend
Saatchi	ASB	How a spelling mistake launched ASB's sponsorship of the All Blacks
Saatchi	ASB	A whole new breed of ball boy
Special Group	2degrees Mobile LTD	2degrees Play the Bridge
<b>M - Best Strategic Thinking</b>		
Colenso BBDO	New Zealand Breast Cancer Foundation	Breast Cream
Colenso BBDO	MARS	K9FM
Colenso BBDO	Bank of New Zealand	\$HRED
Colenso BBDO	Fonterra	Must Be Milk
Colenso BBDO	AMI	Real Claims
FCB New Zealand	Health Promotion Agency	Not Beersies. The beer that's actually water.
FCB New Zealand	Great Potentials	The Little Crayon of Love
J. Walter Thompson	The Appliance Shed	Legit Brands. Legit Results.
Saatchi	ASB	ASB Snap Scholarships
Saatchi	New Zealand Defence Force (NZDF)	Force Fit: helping candidates train for selection to the NZDF
Saatchi	Women's Refuge	Bring Back Kate - how the return of an iconic New Zealand campaigner helped reframe domestic
Special Group	Lion	Smirnoff Pure Potential
WHYBIN TBWA	ANZ	Time Really is Money
<b>N - Most Progressive Campaign</b>		
Colenso BBDO	New Zealand Breast Cancer Foundation	Breast Cream
Colenso BBDO	Bank of New Zealand	\$HRED
Colenso BBDO	Fonterra	Must Be Milk
Colenso BBDO	MARS	PEDIGREE Found
Colenso BBDO	MARS	K9FM
Colenso BBDO	Fonterra Brands - Tip Top	Bring Back II: The Tropical Snow Strikes Back
DDB	We Compost	From Compost to Currency: The We Compost Weekend
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Saatchi	ASB	ASB Snap Scholarships
Y&R NZ	Land Rover New Zealand	Love from Land Rover
<b>O - Sustained Success</b>		
Barnes, Catmur & Friends	Boundary Road Brewery	How The People Created 'The People's Beer' <sup>®</sup>
Barnes, Catmur & Friends	Hell Pizza	The Devil's Advocate - The Near-Death and Resurrection of Hell Pizza
Clemenger BBDO Ltd	New Zealand Transport Agency	Legend
FCB New Zealand	Mitre 10 (NZ) Limited	Making DIY Easy As