

MAJOR AWARDS

Agency of the Year 2018		
Colenso BBDO		
Production Company of the Year 2018		
Assembly		
Client of the Year 2018 Sponsored by TVNZ		
Fonterra Brands NZ		
Brand Axis		
Clemenger BBDO & NZTA		
Grand Axis 2018		
Agency	Advertiser	Title
Ogilvy & Mather	New Zealand Police	The Most Successful Recruitment Video
Grand Prix - Integrated		
Agency	Advertiser	Title
Colenso BBDO	MARS NZ	The Child Replacement Programme
Grand Prix - Direct		
Agency	Advertiser	Title
Clemenger BBDO	Ministry for Children, Oranga Tamariki	Trails of Taonga
Grand Prix - Digital & Interactive		
Agency	Advertiser	Title
FCB	Vodafone New Zealand	Say It Tika
Grand Prix - Film & Video		
Agency	Advertiser	Title
Ogilvy & Mather	New Zealand Police	The Most Successful Recruitment Video

RECOGNITION AWARDS

Axis Student Challenge - supported by Google	
Name	School
Jay Kim & Malik Ben Brahim	Media Design School
Emerging Talent Sponsored by Marsden Inch	
Name	Agency
Sarsha Drakeford & Geordie Wilson	DDB
Lifetime Achievement Award - Sponsored by TOYBOX	
Name	
Nick Worthington	

CRAFT

01 - Editing			
Advertiser	Agency	Entry Title	Metal
AMI Insurance	The Sweet Shop	Roller Girl	FINALIST
APS	The Sweet Shop	The Walk	FINALIST
David Jones	The Sweet Shop	Now It Feels Like Christmas	FINALIST
Farmers	The Sweet Shop	Secret Santa	FINALIST
Foxtel	Goodoil Films	Foxtel Now	FINALIST
Speight's	The Sweet Shop	Summit Ultra	FINALIST
TSB	FINCH	Changes	FINALIST
Toyota	Goodoil Films	Good Chat	FINALIST
Youi	FINCH	Bonnie & Wiremu	FINALIST
Briscoes Group	FINCH	Rebel Sophie	FINALIST
Spark NZ	FINCH	Celebrate every family	SILVER
New Zealand Police	The Sweet Shop/Ogilvy	Recruitment Film	SILVER
Lotto New Zealand	The Sweet Shop	Dylan	GOLD
NZ Transport Agency	FINCH	Rat's Tale	GOLD
02 - Cinematography			
Advertiser	Agency	Entry Title	Metal
APS	The Sweet Shop	The Walk	FINALIST
David Jones	The Sweet Shop	Now It Feels Like Christmas	FINALIST
Lotto New Zealand	The Sweet Shop	Dylan	FINALIST
New Zealand Police	The Sweet Shop	Recruitment Film	FINALIST
Speight's	The Sweet Shop	Summit Ultra	FINALIST
Youi	FINCH	Bonnie & Wiremu	FINALIST
Farmers	The Sweet Shop	Secret Santa	BRONZE
Spark NZ	FINCH	Celebrate every family	BRONZE
Moana New Zealand	Designworks Motion	Moana New Zealand - Brand Film	SILVER
NZ Transport Agency	FINCH	Rat's Tale	SILVER
Ogilvy & Mather Auckland	FINCH	Rebel Sophie	SILVER
Tearfund New Zealand	Exposure International Ltd	Tao	SILVER
03 - Animation			
Advertiser	Agency	Entry Title	Metal
Heinz Australia	Assembly	Geoff	SILVER
Fonterra	Assembly	Inside Out	GOLD
04 - Visual Effects			
Advertiser	Agency	Entry Title	Metal
2 Degrees	The Sweet Shop	Broadband	FINALIST
Lotto New Zealand	The Sweet Shop	Mum's Magic	FINALIST
Mazda	Goodoil Films	Magic of Imagination	FINALIST
Coca-Cola	Assembly	Barista Brothers	BRONZE
BP	FINCH	Imagine What's Next	BRONZE
Pedigree	FINCH	SelfieSTIX	BRONZE
05 - Art Direction			
Advertiser	Agency	Entry Title	Metal
IAG State Insurance	FINCH	Skip.Done	FINALIST
Air New Zealand	FINCH	A Very Merry Mistake	BRONZE
Coca Cola Amatil	Assembly	Barista Brothers	BRONZE
Heinz Australia	Assembly	Geoff	BRONZE
Netsafe	DDB Group New Zealand	Re:scam	BRONZE
Fonterra Brands NZ	Assembly	Inside Out	GOLD
06 - Direction			
Advertiser	Agency	Entry Title	Metal
Air New Zealand	FINCH	A Very Merry Mistake	FINALIST
AMI Insurance	The Sweet Shop	Roller Girl	FINALIST
Briscoes Group	FINCH	Rebel Sophie	FINALIST
David Jones	The Sweet Shop	Now It Feels Like Christmas	FINALIST
Farmers Trading Company Ltd	The Sweet Shop	Secret Santa	FINALIST
Foxtel	Goodoil Films	Foxtel Now	FINALIST
Goodman Fielder	Curious Film	What do you bring to the table?	FINALIST
MARS NZ	FINCH	SelfieSTIX	FINALIST
Sealord	Waitemata Films	Sealord 'Be Like A Fish'	FINALIST
Speight's	The Sweet Shop	Summit Ultra	FINALIST
Three Mobile	The Sweet Shop	Marathon Man	FINALIST
Toyota	Goodoil Films	Good Chat	FINALIST
Youi	FINCH	Bonnie & Wiremu	FINALIST
Fonterra Brands NZ	Assembly	Inside Out	BRONZE
Heinz Australia	Assembly	Geoff	SILVER
Lotto New Zealand	The Sweet Shop	Dylan	SILVER
New Zealand Police	The Sweet Shop	Recruitment Film	SILVER
Spark New Zealand	FINCH	Celebrate every family	SILVER
NZ Transport Agency	FINCH	Rat's Tale	GOLD
07 - Original Soundtrack - Film & Screen Content			
Advertiser	Agency	Entry Title	Metal
Arnotts	Liquid Studios	Arnotts 'Apocalypse'	FINALIST
Farmers Trading Company Ltd	Franklin Rd Music & Sound	Secret Santa	FINALIST
Heinz Australia	Franklin Rd Music & Sound	Geoff The Film	BRONZE
Independent Liquor NZ	Liquid Studios	Chocolate Moose Porter Returns	BRONZE
09 - Sound Design - Film & Screen Content			
Advertiser	Agency	Entry Title	Metal
Arnotts	Liquid Studios	Arnotts 'Apocalypse'	BRONZE

Fonterra Brands NZ	Harmonic	Anchor - Inside Out	BRONZE
Prime TV	Harmonic	The Human Serengeti	GOLD
10 - Sound Design - Radio			
Advertiser	Agency	Entry Title	Metal
Fonterra Brands NZ	Harmonic	Anchor - Inside Out	BRONZE
11 - Copywriting - Magazine & Newspaper			
Advertiser	Agency	Entry Title	Metal
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Inside Out	BRONZE
13 - Copywriting - Radio			
Advertiser	Agency	Entry Title	Metal
SKY Television New Zealand	DDB Group New Zealand	Deer Hunter	FINALIST
SKY Television New Zealand	DDB Group New Zealand	Schindler's List	FINALIST
Autism NZ	DDB Group New Zealand	Darwin	BRONZE
Autism NZ	DDB Group New Zealand	Einstein	BRONZE
Autism NZ	DDB Group New Zealand	Mozart	BRONZE
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Real	BRONZE
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Blank Canvas	SILVER
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Inside Out	GOLD
14 - Copywriting - Film And Video			
Advertiser	Agency	Entry Title	Metal
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Blank Canvas	BRONZE
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Inside Out	SILVER
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Real	SILVER
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	GOLD
15 - Copywriting - Other			
Advertiser	Agency	Entry Title	Metal
Netsafe	DDB Group New Zealand	Re:scam	SILVER
16 - Art Direction & Typography - Magazine & Newspaper			
Advertiser	Agency	Entry Title	Metal
Fire and Emergency New Zealand	FCB New Zealand	Senseless - Old Lady	FINALIST
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - City street	FINALIST
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - Countryside	FINALIST
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - Neighbourhood	FINALIST
17 - Art Direction & Typography - Out of Home			
Advertiser	Agency	Entry Title	Metal
Coca Cola Oceania	Ogilvy & Mather New Zealand	Keri Fruit Blast - Hip Hop	FINALIST
Coca Cola Oceania	Ogilvy & Mather New Zealand	Keri Fruit Blast - Metal	FINALIST
Lion	Shine Limited	Mac's Green Beret	FINALIST
Lion	Shine Limited	Mac's Interstate	FINALIST
Lion	Shine Limited	Mac's Love Buzz	FINALIST
Paper Plus	FCB New Zealand	Switch Off	FINALIST
Water Safety New Zealand	FCB New Zealand	Swim Reaper	FINALIST
Coca Cola Amatil	DDB Group New Zealand	L&P Float	BRONZE
Coca Cola Oceania	Ogilvy & Mather New Zealand	Keri Fruit Blast - Electro Pop	BRONZE
The Department of Internal Affairs Te Tari Taiwhenua	Ogilvy & Mather New Zealand	He Tohu Exhibition Launch	BRONZE
Fonterra Brands NZ	Colenso BBDO	Milk Slams	GOLD
SKY Television New Zealand	DDB Group New Zealand	GIRLS Break Up Ice Cream	GOLD
18 - Image			
Advertiser	Agency	Entry Title	Metal
Coca Cola Oceania	Ogilvy & Mather New Zealand	Keri Fruit Blast - Electro Pop	FINALIST
Coca Cola Oceania	Ogilvy & Mather New Zealand	Keri Fruit Blast - Hip Hop	FINALIST
Coca Cola Oceania	Ogilvy & Mather New Zealand	Keri Fruit Blast - Metal	FINALIST
Lion	Shine Limited	Mac's Green Beret	FINALIST
Lion	Shine Limited	Mac's Interstate	FINALIST
Lion	Shine Limited	Mac's Love Buzz	FINALIST
The Department of Internal Affairs Te Tari Taiwhenua	Ogilvy & Mather New Zealand	He Tohu Exhibition - Kate Sheppard	FINALIST
The Department of Internal Affairs Te Tari Taiwhenua	Ogilvy & Mather New Zealand	He Tohu Exhibition - Patuone	FINALIST
The Department of Internal Affairs Te Tari Taiwhenua	Ogilvy & Mather New Zealand	He Tohu Exhibition - Te Rangī Topeora	FINALIST
Water Safety New Zealand	FCB New Zealand	Swim Reaper	FINALIST
Breast Cancer Foundation NZ	Colenso BBDO	The Survivors Collection - Anete	BRONZE
Breast Cancer Foundation NZ	Colenso BBDO	The Survivors Collection - Kelly	BRONZE
Coca Cola Amatil	DDB Group New Zealand	L&P Float	BRONZE
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - City street	BRONZE
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - Countryside	BRONZE
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - Neighbourhood	BRONZE
Breast Cancer Foundation NZ	Colenso BBDO	The Survivors Collection - Shona	SILVER
19 - Digital Copywriting			
Advertiser	Agency	Entry Title	Metal
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	BRONZE
Ronald McDonald House Charities	DDB Group New Zealand	The Night You Saved Christmas	BRONZE
Netsafe	DDB Group New Zealand	Re:scam	GOLD
Water Safety New Zealand	FCB New Zealand	Swim Reaper	GOLD
20 - Digital Art Direction & Typography			
Advertiser	Agency	Entry Title	Metal
Ronald McDonald House Charities	DDB Group New Zealand	The Night You Saved Christmas	FINALIST
Spark New Zealand	Colenso BBDO	Discover Matariki	FINALIST
Vice New Zealand	J. Walter Thompson Auckland	Battle To The Beehive	FINALIST
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	BRONZE
Netsafe	DDB Group New Zealand	Re:scam	SILVER
21 - Interface & Navigation			
Advertiser	Agency	Entry Title	Metal
Netsafe	DDB Group New Zealand	Re:scam	BRONZE
New Zealand Herald	DDB Group New Zealand	NZ Herald Website Re-Design	SILVER
22 - User Experience			
Advertiser	Agency	Entry Title	Metal
Foodstuffs	99	New World's Epic Easter Hunt	BRONZE
Netsafe	DDB Group New Zealand	Re:scam	SILVER
24 - Digital Use of Music/Sound			
Advertiser	Agency	Entry Title	Metal
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Inside Out	BRONZE

DIGITAL CRAFT

OUT OF HOME

MAGAZINE & NEWSPAPER

25 - Billboard Advertising			
Advertiser	Agency	Entry Title	Metal
Lion	Shine Limited	Mac's Green Beret	FINALIST
Lion	Shine Limited	Mac's Interstate	FINALIST
Lion	Shine Limited	Mac's Love Buzz	FINALIST
26 - Out of Home Posters			
Advertiser	Agency	Entry Title	Metal
Lion	Special Group	Emojitails - Espresso Martini	FINALIST
Lion	Special Group	Emojitails - Long Island Ice Tea	FINALIST
Lion	Special Group	Emojitails - Screwdriver	FINALIST
Lion	Special Group	Emojitails - Seabreeze	FINALIST
Lion	Special Group	Emojitails - White Russian	FINALIST
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - City street	FINALIST
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - Neighbourhood	FINALIST
Paper Plus	FCB New Zealand	Switch Off	FINALIST
MARS NZ	Colenso BBDO	The Child Replacement Programme - Boat	BRONZE
MARS NZ	Colenso BBDO	The Child Replacement Programme - Man & Book	BRONZE
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - Countryside	BRONZE
MARS NZ	Colenso BBDO	The Child Replacement Programme - Tub	SILVER
27 - Transit Advertising			
Advertiser	Agency	Entry Title	Metal
Coca Cola Oceania	Ogilvy & Mather New Zealand	Pirihimana Car	SILVER
Lion	DDB Group New Zealand	Fight For Territory	SILVER
28 - Out Of Home Special Build			
Advertiser	Agency	Entry Title	Metal
Prime TV	FCB New Zealand	The Human Serengeti	SILVER
Lion	DDB Group New Zealand	Fight For Territory	GOLD
29 - Digital/Interactive Outdoor			
Advertiser	Agency	Entry Title	Metal
Lion	DDB Group New Zealand	Fight For Territory	SILVER
30 - Non Traditional Outdoor or Ambient			
Advertiser	Agency	Entry Title	Metal
Restaurant Brands	Ogilvy & Mather New Zealand	KFC Bucket Heads	FINALIST
DB Breweries	Colenso BBDO	DB Export Beer Bottle Sand	BRONZE
KiwiRail	Clemenger BBDO Wellington	Trackstoppers	BRONZE
New Zealand Police	Ogilvy & Mather New Zealand	Pirihimana Car	BRONZE
Prime TV	FCB New Zealand	The Human Serengeti	SILVER
31 - Out of Home - Campaign			
Advertiser	Agency	Entry Title	Metal
Coca Cola Oceania	Ogilvy & Mather New Zealand	Keri Fruit Blast	FINALIST
Health Promotion Agency	FCB New Zealand	Your Call	FINALIST
KiwiRail	Clemenger BBDO Wellington	Remove Your Risk	FINALIST
Lion	Special Group	Emojitails	FINALIST
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	FINALIST
MARS NZ	Colenso BBDO	The Child Replacement Programme	BRONZE
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes	BRONZE
Lion	DDB Group New Zealand	Fight For Territory	SILVER
32 - Magazine Single			
Advertiser	Agency	Entry Title	Metal
MARS NZ	Colenso BBDO	The Child Replacement Programme - Man & Book	BRONZE
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - City street	BRONZE
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - Countryside	BRONZE
NZ Transport Agency	Clemenger BBDO Wellington	High Crashes - Neighbourhood	BRONZE
MARS NZ	Colenso BBDO	The Child Replacement Programme - Boat	SILVER
MARS NZ	Colenso BBDO	The Child Replacement Programme - Tub	SILVER
33 - Magazine Campaign			
Advertiser	Agency	Entry Title	Metal
Millford Asset Management	bcg2	Curiosity	FINALIST
Fonterra Brands NZ	Colenso BBDO	Milk Slams	SILVER
MARS NZ	Colenso BBDO	The Child Replacement Programme	GOLD
34 - Newspaper Single			
Advertiser	Agency	Entry Title	Metal
Fire and Emergency New Zealand	FCB New Zealand	Senseless - Baby	FINALIST
Fire and Emergency New Zealand	FCB New Zealand	Senseless - Child	FINALIST
Fire and Emergency New Zealand	FCB New Zealand	Senseless - Old Lady	FINALIST
McDonald's	DDB Group New Zealand	Father's Day	FINALIST
McDonald's	DDB Group New Zealand	Last Fry	FINALIST
Westpac New Zealand	FCB Media	The Inequality Issue	BRONZE
35 - Newspaper Campaign			
Advertiser	Agency	Entry Title	Metal
Fire and Emergency New Zealand	FCB New Zealand	Senseless	BRONZE

PROMO & ACTIVATION

DESIGN

36 - Direct Physical			
Advertiser	Agency	Entry Title	Metal
Spark New Zealand	Colenso BBDO	Netflix Dinners	FINALIST
The New Zealand Public Service Association	Ogilvy & Mather New Zealand	Office Stationery for Women - Clock	FINALIST
Fonterra Brands NZ	Colenso BBDO	The Mainland 2000-Piece Voucher - Blue	BRONZE
Fonterra Brands NZ	Colenso BBDO	The Mainland 2000-Piece Voucher - Brie	BRONZE
Fonterra Brands NZ	Colenso BBDO	The Mainland 2000-Piece Voucher - Tasty	BRONZE
Ministry for Children, Oranga Tamariki	Clemenger BBDO Wellington	Trails of Taonga (1 of 5)	SILVER
Ministry for Children, Oranga Tamariki	Clemenger BBDO Wellington	Trails of Taonga (2 of 5)	SILVER
Ministry for Children, Oranga Tamariki	Clemenger BBDO Wellington	Trails of Taonga (3 of 5)	SILVER
Ministry for Children, Oranga Tamariki	Clemenger BBDO Wellington	Trails of Taonga (4 of 5)	SILVER
Ministry for Children, Oranga Tamariki	Clemenger BBDO Wellington	Trails of Taonga (5 of 5)	SILVER
SKY Television New Zealand	DDB Group New Zealand	GIRLS Break Up Ice Cream	SILVER
37 - Direct Digital			
Advertiser	Agency	Entry Title	Metal
Vodafone New Zealand	FCB New Zealand	Say It Tika	FINALIST
Fonterra Brands NZ	Ogilvy & Mather New Zealand	The Most Successful Recruitment Video	GOLD
38 - Direct Broadcast			
Advertiser	Agency	Entry Title	Metal
MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX - Duckface	BRONZE
New Zealand Police	Ogilvy & Mather New Zealand	The Most Successful Recruitment Video	SILVER
40 - Direct Campaign			
Advertiser	Agency	Entry Title	Metal
New Zealand Golf	DDB Group New Zealand	The Business Course	FINALIST
The New Zealand Public Service Association	Ogilvy & Mather New Zealand	Office Stationery for Women	FINALIST
DB Breweries	Colenso BBDO	DB Export Beer Bottle Sand	BRONZE
Fonterra Brands NZ	Colenso BBDO	The Mainland 2000-Piece Vouchers	BRONZE
Lion	DDB Group New Zealand	Fight For Territory	BRONZE
MARS NZ	Colenso BBDO	The Child Replacement Programme	BRONZE
SKY Television New Zealand	DDB Group New Zealand	GIRLS Break Up Ice Cream	SILVER
Vodafone New Zealand	FCB New Zealand	Say It Tika	SILVER
Ministry for Children, Oranga Tamariki	Clemenger BBDO Wellington	Trails of Taonga	GOLD/GRAND PRIX
41 - Promo & Activation Single			
Advertiser	Agency	Entry Title	Metal
ASB Bank	True Limited	ASB Fasta	FINALIST
Lion	Special Group	Emojitails	FINALIST
MARS NZ	Colenso BBDO	Haunted M&M'S	FINALIST
New Zealand Golf	DDB Group New Zealand	The Business Course	FINALIST
Spark New Zealand	Colenso BBDO	Netflix Dinners	FINALIST
Uber	Special Group	Ask Sam	FINALIST
Vice New Zealand	J. Walter Thompson Auckland	Battle To The Beehive	FINALIST
Fonterra Brands NZ	Colenso BBDO	The Mainland 2000-Piece Vouchers	BRONZE
Goodman Fielder	Shine Limited	Vogel's What Do You Bring?	BRONZE
Lion	DDB Group New Zealand	Fight For Territory	BRONZE
MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX	BRONZE
Movember	Barnes, Catmur & Friends Dentsu	The Right to Grow	BRONZE
SKY Television New Zealand	DDB Group New Zealand	GIRLS Break Up Ice Cream	BRONZE
Visa	Colenso BBDO	Visa Welly Beans	BRONZE
Vodafone New Zealand	FCB New Zealand	Say It Tika	SILVER
DB Breweries	Colenso BBDO	DB Export Beer Bottle Sand	GOLD
MARS NZ	Colenso BBDO	The Child Replacement Programme	GOLD
New Zealand Police	Ogilvy & Mather New Zealand	The Most Successful Recruitment Video	GOLD
42 - Integrated Campaign Lead by Promo & Activation			
Advertiser	Agency	Entry Title	Metal
MARS NZ	Colenso BBDO	Haunted M&M'S	FINALIST
New Zealand Golf	DDB Group New Zealand	The Business Course	FINALIST
MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX	BRONZE
Uber	Special Group	Ask Sam	BRONZE
MARS NZ	Colenso BBDO	The Child Replacement Programme	SILVER
DB Breweries	Colenso BBDO	DB Export Beer Bottle Sand	GOLD
43 - PR			
Advertiser	Agency	Entry Title	Metal
Movember	Barnes, Catmur & Friends Dentsu	The Right to Grow	FINALIST
New Zealand Golf	DDB Group New Zealand	The Business Course	FINALIST
DB Breweries	Colenso BBDO	DB Export Beer Bottle Sand	BRONZE
Uber	Special Group	Ask Sam	BRONZE
44 - PR Social & Digital			
Advertiser	Agency	Entry Title	Metal
New Zealand Police	Ogilvy & Mather New Zealand	Pirihimana Car	BRONZE
Vodafone New Zealand	FCB New Zealand	Say It Tika	BRONZE
Water Safety New Zealand	FCB New Zealand	Swim Reaper	BRONZE
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	GOLD
New Zealand Police	Ogilvy & Mather New Zealand	The Most Successful Recruitment Video	GOLD
45 - PR Campaign			
Advertiser	Agency	Entry Title	Metal
Vodafone New Zealand	FCB New Zealand	Say It Tika	BRONZE
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	SILVER
46 - Design 360			
Advertiser	Agency	Entry Title	Metal
New Zealand Police	Ogilvy & Mather New Zealand	Police Women 75 Years	FINALIST
Ministry for Children, Oranga Tamariki	Clemenger BBDO Wellington	Oranga Tamariki Tohu	BRONZE
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	BRONZE
The Department of Internal Affairs Te Tari Taiwhenua	Ogilvy & Mather New Zealand	He Tohu Exhibition Launch	SILVER
47 - Product Design - Tech			
Advertiser	Agency	Entry Title	Metal
DB Breweries	Colenso BBDO	DB Export Beer Bottle Sand	BRONZE
48 - Product Design - Non Tech			
Advertiser	Agency	Entry Title	Metal
Restaurant Brands	Ogilvy & Mather New Zealand	KFC Bucket Heads	FINALIST
The New Zealand Public Service Association	Ogilvy & Mather New Zealand	Office Stationery for Women - Clock	FINALIST
The New Zealand Public Service Association	Ogilvy & Mather New Zealand	Office Stationery for Women - Diary	FINALIST
MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX	BRONZE
SKY Television New Zealand	DDB Group New Zealand	GIRLS Break Up Ice Cream	BRONZE
Visa	Colenso BBDO	Visa Welly Beans	BRONZE
49 - Environmental Design			
Advertiser	Agency	Entry Title	Metal
Restaurant Brands	Ogilvy & Mather New Zealand	KFC Epic Fan Box Delivery	FINALIST
50 - Experience Design			
Advertiser	Agency	Entry Title	Metal
New Zealand Police	Ogilvy & Mather New Zealand	Pirihimana Car	BRONZE
The New Zealand Public Service Association	Ogilvy & Mather New Zealand	Office Stationery for Women - Clock	BRONZE
The New Zealand Public Service Association	Ogilvy & Mather New Zealand	Office Stationery for Women - Diary	BRONZE
Visa	Colenso BBDO	Visa Welly Beans	BRONZE
Ministry for Children, Oranga Tamariki	Clemenger BBDO Wellington	Trails of Taonga	SILVER
52 - Charity Direct			

CHARITY

DIGITAL & INTERACTIVE

FILM & VIDEO

Advertiser	Agency	Entry Title	Metal
Testicular Cancer New Zealand	FCB New Zealand	Go Balls Out	FINALIST
Netsafe	DDB Group New Zealand	Re:scam	SILVER
53 - Charity PR/ Promo & Activation			
Advertiser	Agency	Entry Title	Metal
Coastguard New Zealand	DDB Group New Zealand	Donate a Fish	FINALIST
Netsafe	DDB Group New Zealand	Re:scam	BRONZE
Testicular Cancer New Zealand	FCB New Zealand	Go Balls Out	BRONZE
Breast Cancer Foundation NZ	Colenso BBDO	The Survivors Collection	SILVER
54 - Charity - Digital or Screen			
Advertiser	Agency	Entry Title	Metal
A Girl Called Hope	Exposure International Ltd	A Girl Called Hope	FINALIST
Period Equity	The Sweet Shop	Not A Luxury	FINALIST
Ronald McDonald House Charities	DDB Group New Zealand	The Night You Saved Christmas	FINALIST
Tutapona	Exposure International Ltd	Images	FINALIST
Bowel Cancer New Zealand	TBWA	Bowel Cancer - Shortland Street	BRONZE
Rainbow Youth Inc	Eight Ltd	Rainbow Youth	BRONZE
Netsafe	DDB Group New Zealand	Re:scam	SILVER
56 - Charity - Design			
Advertiser	Agency	Entry Title	Metal
Netsafe	DDB Group New Zealand	Re:scam	BRONZE
Ronald McDonald House Charities	DDB Group New Zealand	The Night You Saved Christmas	BRONZE
57 - Charity Campaign			
Advertiser	Agency	Entry Title	Metal
Testicular Cancer New Zealand	FCB New Zealand	Go Balls Out	BRONZE
58 - Charity - Creative Use of Media			
Advertiser	Agency	Entry Title	Metal
Breast Cancer Foundation NZ	Colenso BBDO	The Survivors Collection	BRONZE
Testicular Cancer New Zealand	FCB New Zealand	Go Balls Out	BRONZE
Netsafe	DDB Group New Zealand	Re:scam	GOLD
60 - Microsite			
Advertiser	Agency	Entry Title	Metal
Coca Cola Oceania	Ogilvy & Mather New Zealand	Coke Festive	FINALIST
MARS NZ	Colenso BBDO	The Child Replacement Programme	BRONZE
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	BRONZE
61 - Online Advertising			
Advertiser	Agency	Entry Title	Metal
MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX - Duckface	FINALIST
Tourism New Zealand	Special Group	Backpackagram	FINALIST
62 - Use of Social Media			
Advertiser	Agency	Entry Title	Metal
Coca Cola Oceania	Ogilvy & Mather New Zealand	Coke Festive	FINALIST
MARS NZ	Colenso BBDO	Haunted M&M'S	FINALIST
New Zealand Police	Ogilvy & Mather New Zealand	Pirihimana Car	FINALIST
Goodman Fielder	Shine Limited	Vogel's Chris Knox	BRONZE
MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX	BRONZE
Tourism New Zealand	Special Group	Backpackagram	BRONZE
Vodafone New Zealand	FCB New Zealand	Say It Tika	BRONZE
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	SILVER
New Zealand Police	Ogilvy & Mather New Zealand	The Most Successful Recruitment Video	SILVER
Water Safety New Zealand	FCB New Zealand	Swim Reaper	SILVER
63 - Mobile			
Advertiser	Agency	Entry Title	Metal
Spark New Zealand	Colenso BBDO	Santaline	FINALIST
Vice New Zealand	J. Walter Thompson Auckland	Battle To The Beehive	FINALIST
Foodstuffs	99	New World's Epic Easter Hunt	BRONZE
MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX	GOLD
64 - Digital & Interactive Campaign			
Advertiser	Agency	Entry Title	Metal
Tourism New Zealand	Special Group	Backpackagram	BRONZE
Uber	Special Group	Ask Sam	BRONZE
Water Safety New Zealand	FCB New Zealand	Swim Reaper	BRONZE
Goodman Fielder	Shine Limited	Vogel's What Do You Bring?	SILVER
Lion	DDB Group New Zealand	Fight For Territory	SILVER
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	SILVER
Vodafone New Zealand	FCB New Zealand	Say It Tika	GOLD/GRAND PRIX
65 - Tech Driven Creative			
Advertiser	Agency	Entry Title	Metal
Vice New Zealand	J. Walter Thompson Auckland	Battle To The Beehive	FINALIST
Foodstuffs	99	New World's Epic Easter Hunt	BRONZE
66 - TVC Single 30' or Below - Single			
Advertiser	Agency	Entry Title	Metal
MARS NZ	Colenso BBDO	The Child Replacement Programme - Hard To Impress	SILVER
MARS NZ	Colenso BBDO	The Child Replacement Programme - Scared	SILVER
MARS NZ	Colenso BBDO	The Child Replacement Programme - Treehouse	SILVER
67 - TVC Single 30' or Below - Campaign			
Advertiser	Agency	Entry Title	Metal
MARS NZ	Colenso BBDO	The Child Replacement Programme	SILVER
68 - TV or Cinema Above 30' - Single			
Advertiser	Agency	Entry Title	Metal
AMI Insurance	Colenso BBDO	Roller Girl	FINALIST
Briscoes Group	Ogilvy & Mather New Zealand	What's Your Why - Sophie Pascoe	FINALIST
Coca Cola Amatil	DDB Group New Zealand	L&P On the Lamb	FINALIST
Independent Liquor NZ	TBWA Auckland	Chocolate Moose Porter Returns	FINALIST
Lion	DDB Group New Zealand	Kale Smoothie	FINALIST
Sealord	Ogilvy & Mather New Zealand	Be Like a Fish	FINALIST
Taranaki Savings Bank	Special Group	Changes	FINALIST
Trade Me	DDB Group New Zealand	Trade Me Cover Up	FINALIST
Farmers Trading Company Ltd	FCB New Zealand	Secret Santa	BRONZE
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Inside Out	SILVER
Goodman Fielder	Shine Limited	Vogel's What Do You Bring?	SILVER
Lotto New Zealand	DDB Group New Zealand	Dylan	GOLD
New Zealand Police	Ogilvy & Mather New Zealand	The Most Successful Recruitment Video	GOLD
NZ Transport Agency	Clemenger BBDO Wellington	Rat's Tale	GOLD
Spark New Zealand	Colenso BBDO	Celebrate Family	GOLD
70 - Online 30' or Below - Single			
Advertiser	Agency	Entry Title	Metal
MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX - Shot on SelfieSTIX	FINALIST
MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX - Duckface	BRONZE
72 - Online Above 30' - Single			
Advertiser	Agency	Entry Title	Metal
KiwiRail	Clemenger BBDO Wellington	Trackstoppers	FINALIST
Heinz Australia	Assembly	Geoff	SILVER
Goodman Fielder	Shine Limited	Vogel's Chris Knox	GOLD
New Zealand Police	Ogilvy & Mather New Zealand	The Most Successful Recruitment Video	GOLD
74 - Viral			
Advertiser	Agency	Entry Title	Metal
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Blank Canvas	BRONZE
Goodman Fielder	Shine Limited	Vogel's What do you bring?	BRONZE
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	SILVER
New Zealand Police	Ogilvy & Mather New Zealand	The Most Successful Recruitment Video	GOLD
75 - Long-Form - Single			
Advertiser	Agency	Entry Title	Metal
Independent Liquor NZ	TBWA Auckland	Chocolate Moose Porter Returns	FINALIST
Spark New Zealand	Colenso BBDO	Little Can Be Huge Launch	FINALIST
Goodman Fielder	Shine Limited	Vogel's What Do You Bring?	BRONZE
New Zealand Human Rights Commission	Clemenger BBDO Wellington	Give Nothing to Racism	BRONZE
Fonterra Brands NZ	Colenso BBDO	Milk Slams - Inside Out	SILVER
Spark New Zealand	Colenso BBDO	Celebrate Family	SILVER
77 - Large Scale Content			
Advertiser	Agency	Entry Title	Metal
Prime TV	FCB New Zealand	The Human Serengeti	SILVER
79 - TV & Broadcast - 5 Minutes and Over			
Advertiser	Agency	Entry Title	Metal
Fruco Beverages Ltd.	Colenso BBDO	Fresh-Up presents: CHAD vs LARRY	BRONZE

BRANDED CONTENT	82 - Online - 5 Minutes and Under			
	Advertiser	Agency	Entry Title	Metal
	Heinz Australia	Assembly	Geoff	SILVER
	New Zealand Police	Ogilvy & Mather New Zealand	The Most Successful Recruitment Video	SILVER
BRANDED CONTENT	83 - Branded Content - Campaign			
	Advertiser	Agency	Entry Title	Metal
	Tourism New Zealand	Special Group	Backpackagram	FINALIST
	Water Safety New Zealand	FCB New Zealand	Swim Reaper	BRONZE
BRANDED CONTENT	84 - Music Content			
	Advertiser	Agency	Entry Title	Metal
	Goodman Fielder	Shine Limited	Vogel's Chris Knox	FINALIST
	KiwiRail	Clemenger BBDO Wellington	Trackstoppers	SILVER
MEDIA	85 - Creative Use of Media - Single			
	Advertiser	Agency	Entry Title	Metal
	DB Breweries	Colenso BBDO	DB Export Beer Bottle Sand	FINALIST
	Westpac New Zealand	FCB Media	The Inequality Issue	FINALIST
	MARS NZ	Colenso BBDO	PEDIGREE SelfieSTIX	BRONZE
	New Zealand Police	Ogilvy & Mather New Zealand	Pirihimana Car	BRONZE
	Prime TV	FCB New Zealand	The Human Serengeti	SILVER
	86 - Creative Use of Media - Campaign			
	Advertiser	Agency	Entry Title	Metal
	Cheers & Uber	MBM	A message to my sober self	FINALIST
	DB Breweries	Colenso BBDO	DB Export Beer Bottle Sand	FINALIST
	McDonald's	DDB Group New Zealand	Make It Click	FINALIST
Tourism New Zealand	Special Group	Backpackagram	FINALIST	
Lion	DDB Group New Zealand	Fight For Territory	GOLD	
RADIO	89 - Radio Above 30' - Single			
	Advertiser	Agency	Entry Title	Metal
	Fonterra Brands NZ	Colenso BBDO	Crush any Task - Hamster	FINALIST
	SKY Television New Zealand	DDB Group New Zealand	Game of Thrones	FINALIST
	Autism NZ	DDB Group New Zealand	Darwin	BRONZE
	Autism NZ	DDB Group New Zealand	Einstein	BRONZE
	Autism NZ	DDB Group New Zealand	Mozart	BRONZE
	MARS NZ	Colenso BBDO	The Child Replacement Programme - Dribble Cry	BRONZE
	Fonterra Brands NZ	Colenso BBDO	Milk Slams - Blank Canvas	SILVER
	Fonterra Brands NZ	Colenso BBDO	Milk Slams - Inside Out	SILVER
	Fonterra Brands NZ	Colenso BBDO	Milk Slams - Real	SILVER
	MARS NZ	Colenso BBDO	The Child Replacement Programme - Vacant Stare	SILVER
	90 - Radio Above 30' - Campaign			
	Advertiser	Agency	Entry Title	Metal
	Fonterra Brands NZ	Colenso BBDO	Crush any Task	FINALIST
	SKY Television New Zealand	DDB Group New Zealand	The Greatest Films You've Never Seen	FINALIST
	Autism NZ	DDB Group New Zealand	Autism Shaped History	BRONZE
	Fonterra Brands NZ	Colenso BBDO	Milk Slams	SILVER