| ( AXI                 | S 2018   | Axis Awards Winners 2018                               | Cor   | nmercial<br>nmunications<br>uncil |  |
|-----------------------|--|--|---|-----------------------------------|--|
|                       |  | Agency of the Year 2018                                | Col   | a ICII                            |  |
|                       | Colenso BBDO   |  |   |                                   |  |
|                       |  | Production Company of the Year                         | 2018  |                                   |  |
|                       |  | Client of the Year 2018 Sponsored b                    | y TVNZ  |                                   |  |
| 10                    |  | Fonterra Brands NZ                                     |   |                                   |  |
| RDS                   |  | Brand Axis Clemenger BBDO & NZTA                       |   |                                   |  |
| MAJOR AWARDS          |  | Grand Axis 2018  |   |                                   |  |
| X AV                  | Agency Ogilvy & Mather                                 | Advertiser  New Zealand Police                         | Title The Most Successful Recruitment Video                         |                                   |  |
| JOF                   | Agency   | Grand Prix - Integrated Advertiser                     | Title   |                                   |  |
| MA                    | Colenso BBDO   | MARS NZ  Grand Prix - Direct                           | The Child Replacement Programme                                     |                                   |  |
| _                     | Agency   | Advertiser  Ministry for Children, Oranga Tamariki     | Title Trails of Taonga  |                                   |  |
|                       | Clemenger BBDO   |  |   |                                   |  |
|                       | Agency   | Grand Prix - Digital & Interactive Advertiser          | Title   |                                   |  |
|                       | <b>Г</b> СВ  | Vodafone New Zealand  Grand Prix - Film & Video        | Say It Tika   |                                   |  |
|                       | Agency Ogilvy & Mather                                 | Advertiser  New Zealand Police                         | Title The Most Successful Recruitment Video                         |                                   |  |
|                       |  | Axis Student Challenge - supported b                   | y Google  |                                   |  |
| S<br>S                | Name Jay Kim & Malik Ben Brahim                        | School  Media Design School                            |   |                                   |  |
| RECOGNITION<br>AWARDS |  | Emerging Talent Sponsored by Marso                     | den Inch  |                                   |  |
| OGI<br>WA             | Name Sarsha Drakeford & Geordie Wilson                 | DDB  |   |                                   |  |
| REC<br>A              | Name   | Lifetime Achievement Award - Sponsored                 | I by ТОҮВОХ   |                                   |  |
|                       | Nick Worthington                                       |  |   |                                   |  |
|                       |  |  |   |                                   |  |
|                       | Advertiser   | 01 - Editing Agency                                    | Entry Title   | Metal                             |  |
|                       | AMI Insurance<br>APS                                   | The Sweet Shop<br>The Sweet Shop                       | Roller Girl<br>The Walk   | FINALIST<br>FINALIST              |  |
|                       | David Jones Farmers Foxtel                             | The Sweet Shop The Sweet Shop Goodoil Films            | Now It Feels Like Christmas Secret Santa Foxtel Now                 | FINALIST<br>FINALIST<br>FINALIST  |  |
|                       | Speight's TSB  | The Sweet Shop FINCH                                   | Summit Ultra Changes  | FINALIST<br>FINALIST              |  |
|                       | Toyota<br>Youi   | Goodoil Films FINCH                                    | Good Chat Bonnie & Wiremu   | FINALIST<br>FINALIST              |  |
|                       | Briscoes Group Spark NZ New Zealand Police             | FINCH FINCH The Sweet Shop/Ogilvy                      | Rebel Sophie Celebrate every family Recruitment Film                | FINALIST<br>SILVER<br>SILVER      |  |
|                       | Lotto New Zealand<br>NZ Transport Agency               | The Sweet Shop<br>FINCH                                | Dylan<br>Rat's Tale   | GOLD<br>GOLD                      |  |
|                       | Advertiser   | 02 - Cinematography Agency                             | Entry Title   | Metal<br>FINALIST                 |  |
|                       | APS David Jones Lotto New Zealand                      | The Sweet Shop The Sweet Shop The Sweet Shop           | The Walk  Now It Feels Like Christmas  Dylan                        | FINALIST<br>FINALIST              |  |
|                       | New Zealand Police<br>Speight's                        | The Sweet Shop<br>The Sweet Shop                       | Recruitment Film<br>Summit Ultra                                    | FINALIST<br>FINALIST              |  |
|                       | Youi Farmers Spark NZ                                  | FINCH The Sweet Shop FINCH                             | Bonnie & Wiremu Secret Santa Celebrate every family                 | FINALIST<br>BRONZE<br>BRONZE      |  |
|                       | Moana New Zealand<br>NZ Transport Agency               | Designworks Motion<br>FINCH                            | Moana New Zealand - Brand Film Rat's Tale                           | SILVER<br>SILVER                  |  |
|                       | Ogilvy & Mather Auckland<br>Tearfund New Zealand       | FINCH Exposure International Ltd                       | Rebel Sophie<br>Tao   | SILVER<br>SILVER                  |  |
|                       | Advertiser<br>Heinz Australia                          | 03 - Animation Agency Assembly                         | Entry Title Geoff   | Metal<br>SILVER                   |  |
|                       | Fonterra   | Assembly  04 - Visual Effects                          | Inside Out  | GOLD                              |  |
|                       | Advertiser 2 Degrees                                   | Agency The Sweet Shop                                  | Entry Title<br>Broadband  | Metal<br>FINALIST                 |  |
|                       | Lotto New Zealand<br>Mazda<br>Coca-Cola                | The Sweet Shop Goodoil Films Assembly                  | Mum's Magic Magic of Imagination Barista Brothers                   | FINALIST<br>FINALIST<br>BRONZE    |  |
|                       | BP<br>Pedigree   | FINCH FINCH  | Imagine What's Next SelfieSTIX                                      | BRONZE<br>BRONZE                  |  |
|                       | Advertiser   | 05 - Art Direction                                     | Entry Title   | Metal                             |  |
|                       | IAG State Insurance Air New Zealand Coca Cola Amatil   | FINCH FINCH Assembly                                   | Skip.Done A Very Merry Mistake Barista Brothers                     | FINALIST<br>BRONZE<br>BRONZE      |  |
|                       | Heinz Australia Netsafe                                | Assembly DDB Group New Zealand                         | Geoff Re:scam   | BRONZE<br>BRONZE                  |  |
|                       | Fonterra Brands NZ                                     | Assembly 06 - Direction                                | Inside Out  | GOLD                              |  |
|                       | Advertiser Air New Zealand AMI Insurance               | Agency FINCH The Sweet Shop                            | Entry Title A Very Merry Mistake Roller Girl                        | Metal<br>FINALIST<br>FINALIST     |  |
|                       | Briscoes Group<br>David Jones                          | FINCH The Sweet Shop                                   | Rebel Sophie<br>Now It Feels Like Christmas                         | FINALIST<br>FINALIST              |  |
|                       | Farmers Trading Company Ltd<br>Foxtel                  | The Sweet Shop<br>Goodoil Films                        | Secret Santa Foxtel Now   | FINALIST<br>FINALIST              |  |
|                       | Goodman Fielder MARS NZ                                | Curious Film FINCH                                     | What do you bring to the table? SelfieSTIX Sealard 'Bo Like A Fish' | FINALIST FINALIST                 |  |
|                       | Sealord Speight's Three Mobile                         | Waitemata Films The Sweet Shop The Sweet Shop          | Sealord 'Be Like A Fish' Summit Ultra Marathon Man                  | FINALIST<br>FINALIST<br>FINALIST  |  |
|                       | Toyota<br>Youi   | Goodoil Films<br>FINCH                                 | Good Chat<br>Bonnie & Wiremu  | FINALIST<br>FINALIST              |  |
|                       | Fonterra Brands NZ<br>Heinz Australia                  | Assembly Assembly The Sweet Shop                       | Inside Out Geoff Dulan  | BRONZE<br>SILVER                  |  |
|                       | Lotto New Zealand New Zealand Police Spark New Zealand | The Sweet Shop The Sweet Shop FINCH                    | Dylan Recruitment Film Celebrate every family                       | SILVER<br>SILVER<br>SILVER        |  |
| AFT                   | NZ Transport Agency                                    | FINCH  07 - Original Soundtrack - Film & Screen Conten | Rat's Tale  | GOLD<br>Metal                     |  |
|                       | Arnotts  | Liquid Studios   | Arnotts 'Anosalynsa'  | EINIALIST                         |  |

Secret Santa
Geoff The Film
Chocolate Moose Porter Returns

Entry Title

Arnotts 'Apocalypse'

FINALIST BRONZE BRONZE

BRONZE

Farmers Trading Company Ltd Heinz Australia Independent Liquor NZ

Advertiser

Arnotts

Franklin Rd Music & Sound Franklin Rd Music & Sound Liquid Studios

Agency Liquid Studios

09 - Sound Design - Film & Screen Content





|   |   |  | Council                          |
|---|---|--|----------------------------------|
| 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 & Newspap   | er   |                                  |
| 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<br>SKY Television New Zealand              | DDB Group New Zealand DDB Group New Zealand   | Deer Hunter<br>Schindler's List  | FINALIST<br>FINALIST             |
| Autism NZ   | DDB Group New Zealand  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<br>Fonterra Brands NZ                              | Colenso BBDO Colenso BBDO   | Milk Slams - Blank Canvas Milk Slams - Inside Out  | SILVER<br>GOLD                   |
| FOILER A BIANGS NZ  |   | Wilk Status - Inside Odt   | GOLD                             |
| Advertiser  | 14 - Copywriting - Film And Video   | Entry Title  | Metal                            |
| Fonterra Brands NZ  | Agency 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  |  | Metal                            |
| Netsafe   | DDB Group New Zealand   | Re:scam  | SILVER                           |
|   | 16 - Art Direction & Typography -Magazine & No  |  |                                  |
| Advertiser  | Agency  | Entry Title  | Metal                            |
| Fire and Emergency New Zealand  | FCB New Zealand   | Senseless - Old Lady   | FINALIST                         |
| NZ Transport Agency<br>NZ Transport Agency                            | Clemenger BBDO Wellington Clemenger BBDO Wellington   | High Crashes - City street High Crashes - Countryside                                    | FINALIST<br>FINALIST             |
| NZ Transport Agency NZ Transport Agency                               | Clemenger BBDO Wellington Clemenger BBDO Wellington   | High Crashes - Countryside  High Crashes - Neighbourhood                                 | FINALIST                         |
| .,  | 17 - Art Direction & Typography - Out of He   |  |                                  |
| 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<br>Lion  | Shine Limited Shine Limited   | Mac's Interstate  Mac's Love Buzz  | FINALIST<br>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 Coca Cola Oceania  | Agency Ogilvy & Mather New Zealand  | Entry Title  Keri Fruit Blast - Electro Pop  | Metal<br>FINALIST                |
| Coca Cola Oceania   | Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand   | Keri Fruit Blast - Electro Pop  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 Rangi 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<br>NZ Transport Agency                            | Clemenger BBDO Wellington Clemenger BBDO Wellington   | High Crashes - City street High Crashes - Countryside                                    | BRONZE<br>BRONZE                 |
| NZ Transport Agency NZ Transport Agency                               | Clemenger BBDO Wellington Clemenger BBDO Wellington   | High Crashes - Countryside 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<br>Vice New Zealand                                 | Colenso BBDO  J. Walter Thompson Auckland   | Discover Matariki  Battle To The Beehive   | FINALIST<br>FINALIST             |
|   | J. Walter Thompson Auckland Clemenger BBDO Wellington   | Give Nothing to Racism   | BRONZE                           |
| inew zealang Human Rights Commission                                  |   | 2 reasoning to monorm  |                                  |
| New Zealand Human Rights Commission Netsafe                           | DDB Group New Zealand   | Re:scam  | SILVER                           |
|   | DDB Group New Zealand   | Re:scam  | SILVER                           |
| Netsafe   | DDB Group New Zealand 21 - Interface & Navigation   |  |                                  |
|   | DDB Group New Zealand   | Re:scam  Entry Title Re:scam   | SILVER  Metal  BRONZE            |
| Netsafe  Advertiser   | DDB Group New Zealand  21 - Interface & Navigation  Agency  | Entry Title  | Metal                            |
| Netsafe  Advertiser Netsafe   | DDB Group New Zealand  21 - Interface & Navigation  Agency  DDB Group New Zealand   | Entry Title Re:scam NZ Herald Website Re-Design  | Metal<br>BRONZE<br>SILVER        |
| Netsafe  Advertiser Netsafe New Zealand Herald  Advertiser            | DDB Group New Zealand  21 - Interface & Navigation  Agency  DDB Group New Zealand  DDB Group New Zealand  22 - User Experience  Agency                        | Entry Title Re:scam NZ Herald Website Re-Design Entry Title                              | Metal BRONZE SILVER Metal        |
| Netsafe  Advertiser Netsafe New Zealand Herald  Advertiser Foodstuffs | DDB Group New Zealand  21 - Interface & Navigation  Agency DDB Group New Zealand DDB Group New Zealand 22 - User Experience  Agency 99                        | Entry Title Rescam NZ Herald Website Re-Design  Entry Title New World's Epic Easter Hunt | Metal BRONZE SILVER Metal BRONZE |
| Netsafe  Advertiser Netsafe New Zealand Herald  Advertiser            | DDB Group New Zealand  21 - Interface & Navigation  Agency DDB Group New Zealand DDB Group New Zealand  22 - User Experience  Agency 99 DDB Group New Zealand | Entry Title Re:scam NZ Herald Website Re-Design Entry Title                              | Metal BRONZE SILVER Metal        |
| Netsafe  Advertiser Netsafe New Zealand Herald  Advertiser Foodstuffs | DDB Group New Zealand  21 - Interface & Navigation  Agency DDB Group New Zealand DDB Group New Zealand 22 - User Experience  Agency 99                        | Entry Title Rescam NZ Herald Website Re-Design  Entry Title New World's Epic Easter Hunt | Metal BRONZE SILVER Metal BRONZE |

Entry Title Milk Slams - Inside Out

Advertiser Fonterra Brands NZ

Agency Colenso BBDO





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**MAGAZINE & NEWSPAPER** 

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|---|--|--|---|
|   | 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  |  |   |
| MARS NZ   |  | Give Nothing to Racism   | FINALIST  |
| NZ Transport Agency   | Colenso BBDO   | The Child Replacement Programme  | FINALIST<br>BRONZE  |
|   | Clemenger BBDO Wellington  | The Child Replacement Programme<br>High Crashes  | FINALIST<br>BRONZE<br>BRONZE  |
| Lion  | Clemenger BBDO Wellington DDB Group New Zealand  | The Child Replacement Programme  | FINALIST<br>BRONZE  |
| Lion  | Clemenger BBDO Wellington DDB Group New Zealand 32 - Magazine Single   | The Child Replacement Programme High Crashes Fight For Territory   | FINALIST<br>BRONZE<br>BRONZE<br>SILVER  |
| Lion<br>Advertiser  | Clemenger BBDO Wellington DDB Group New Zealand 32 - Magazine Single Agency  | The Child Replacement Programme High Crashes Fight For Territory  Entry Title  | FINALIST BRONZE BRONZE SILVER   |
| Lion Advertiser MARS NZ   | Clemenger BBDO Wellington DDB Group New Zealand  32 - Magazine Single  Agency Colenso BBDO   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book   | FINALIST BRONZE BRONZE SILVER  Metal BRONZE   |
| Lion Advertiser MARS NZ NZ Transport Agency   | Clemenger BBDO Wellington DDB Group New Zealand 32 - Magazine Single Agency Colenso BBDO Clemenger BBDO Wellington   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street  | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE   |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency   | Clemenger BBDO Wellington DDB Group New Zealand 32 - Magazine Single Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside   | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  | Clemenger BBDO Wellington DDB Group New Zealand 32 - Magazine Single Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood  | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ   | Clemenger BBDO Wellington DDB Group New Zealand 32 - Magazine Single Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Colenso BBDO  | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat   | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE SILVER  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  | Clemenger BBDO Wellington DDB Group New Zealand 32 - Magazine Single Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Colenso BBDO Colenso BBDO   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood  | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  MARS NZ   | Clemenger BBDO Wellington DDB Group New Zealand 32 - Magazine Single Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Colenso BBDO Colenso BBDO Colenso BBDO 33 - Magazine Campaign   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Contryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE SILVER  SILVER   |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  MARS NZ  Advertiser   | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency Colenso BBDO  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Colenso BBDO  Colenso BBDO  33 - Magazine Campaign  Agency   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title  | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER   |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  MARS NZ  Advertiser  Milford Asset Management   | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency Colenso BBDO  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Colenso BBDO  Colenso BBDO  Colenso BBDO  33 - Magazine Campaign  Agency  bcg2   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity  | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER FINALIST  |
| Lion  Advertiser  MARS NZ  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  Advertiser  Milford Asset Management  Fonterra Brands NZ   | Clemenger BBDO Wellington DDB Group New Zealand 32 - Magazine Single Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Colenso BBDO Colenso BBDO Colenso BBDO 33 - Magazine Campaign Agency bcg2 Colenso BBDO  | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams   | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER SILVER FINALIST SILVER  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  MARS NZ  Advertiser  Milford Asset Management   | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency  Colenso BBDO  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Colenso BBDO  Colenso BBDO  33 - Magazine Campaign  Agency  bcg2  Colenso BBDO  Colenso BBDO  Colenso BBDO  | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity  | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER FINALIST  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  Advertiser  Milford Asset Management  Fonterra Brands NZ  MARS NZ   | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency  Colenso BBDO  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Colenso BBDO  Colenso BBDO  33 - Magazine Campaign  Agency  bcg2  Colenso BBDO  Colenso BBDO  Colenso BBDO  34 - Newspaper Single   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Contryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE SILVER  SILVER  Metal FINALIST SILVER GOLD  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  MARS NZ  Advertiser  Milford Asset Management  Fonterra Brands NZ  MARS NZ  Advertiser  | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Colenso BBDO Colenso BBDO  33 - Magazine Campaign  Agency bcg2 Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Tolenso BBDO Colenso BBDO Agency bcg2 Colenso BBDO Tolenso BBDO Agency BBDO Agency  | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Contryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  Entry Title             | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER FINALIST SILVER GOLD Metal   |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  MARS NZ  Advertiser  Milford Asset Management  Fonterra Brands NZ  MARS NZ  Advertiser  Advertiser  Milford Asset Management  Fonterra Brands NZ  MARS NZ   | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Colenso BBDO Colenso BBDO  33 - Magazine Campaign  Agency bcg2 Colenso BBDO Colenso BBDO Colenso BBDO  34 - Newspaper Single  Agency FCB New Zealand   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  Entry Title Senseless - Baby   | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER SILVER Metal FINALIST SILVER GOLD  Metal FINALIST  |
| Lion  Advertiser  MARS NZ  MZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  Advertiser  Milford Asset Management  Fonterra Brands NZ  MARS NZ  Advertiser  Milford Asset Management  Fonterra Brands NZ  MARS NZ  | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency  Colenso BBDO  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Colenso BBDO  Colenso BBDO  33 - Magazine Campaign  Agency  bcg2  Colenso BBDO  Colenso BBDO  Colenso BBDO  Agency  bcg2  Colenso BBDO  FCB New Zealand  FCB New Zealand  | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  Entry Title Senseless - Baby Senseless - Baby Senseless - Child   | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER SILVER GOLD Metal FINALIST FINALIST FINALIST  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  Advertiser  Milford Asset Management  Fonterra Brands NZ  MARS NZ  Advertiser  Fonterra Brands NZ  MARS NZ  Advertiser  Fire and Emergency New Zealand  | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Colenso BBDO Colenso BBDO 33 - Magazine Campaign  Agency bcg2 Colenso BBDO Colenso BBDO Colenso BBDO Tolenso BBDO 34 - Newspaper Single Agency FCB New Zealand FCB New Zealand FCB New Zealand FCB New Zealand   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - City street High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  Entry Title Senseless - Baby Senseless - Child Senseless - Child Senseless - Old Lady                | FINALIST BRONZE BRONZE SILVER  Metal BRONZE |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  MARS NZ  Advertiser  Milford Asset Management Fonterra Brands NZ  MARS NZ  Advertiser  Fire and Emergency New Zealand Fire and Emergency New Zealand Fire and Emergency New Zealand McDonald's  | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency Colenso BBDO Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Colenso BBDO Colenso BBDO  33 - Magazine Campaign  Agency bcg2 Colenso BBDO Colenso BBDO Colenso BBDO Tolenso BBDO Tolens | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  Entry Title Senseless - Baby Senseless - Child Senseless - Old Lady Father's Day                     | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER  Metal FINALIST   |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  Advertiser  Milford Asset Management  Fonterra Brands NZ  MARS NZ  Advertiser  Fire and Emergency New Zealand  Fire and Emergency New Zealand  Fire and Emergency New Zealand  MCDonald's  MCDonald's   | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency  Colenso BBDO  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Colenso BBDO  Colenso BBDO  Colenso BBDO  33 - Magazine Campaign  Agency  bcg2  Colenso BBDO  Colenso BBDO  Colenso BBDO  FGB New Zealand  FCB New Zealand  FCB New Zealand  DDB Group New Zealand  DDB Group New Zealand  DDB Group New Zealand  DDB Group New Zealand   | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  Entry Title Senseless - Baby Senseless - Child Senseless - Old Lady Father's Day Last Fry            | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER  Metal FINALIST  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  MARS NZ  Advertiser  Milford Asset Management Fonterra Brands NZ  MARS NZ  Advertiser  Fire and Emergency New Zealand Fire and Emergency New Zealand Fire and Emergency New Zealand McDonald's  | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency  Colenso BBDO  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Colenso BBDO  Colenso BBDO  33 - Magazine Campaign  Agency  bcg2  Colenso BBDO  Colenso BBDO  Colenso BBDO  FGB New Zealand  FCB New Zealand  FCB New Zealand  DDB Group New Zealand  DDB Group New Zealand  FCB Media  | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  Entry Title Senseless - Baby Senseless - Child Senseless - Old Lady Father's Day                     | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER  Metal FINALIST  |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  MARS NZ  Advertiser  Milford Asset Management Fonterra Brands NZ  MARS NZ  Advertiser  Fire and Emergency New Zealand McDonald's McDonald's McDonald's | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency  Colenso BBDO  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Colenso BBDO  Colenso BBDO  33 - Magazine Campaign  Agency  bcg2  Colenso BBDO  Colenso BBDO  Colenso BBDO  FCB New Zealand  FCB New Zealand  FCB New Zealand  DDB Group New Zealand  FCB Media  35 - Newspaper Campaign  | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  Entry Title Senseless - Baby Senseless - Baby Senseless - Child Senseless - Old Lady Father's Day Last Fry The Inequality Issue | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER  SILVER  Metal FINALIST BRONZE   |
| Lion  Advertiser  MARS NZ  NZ Transport Agency  NZ Transport Agency  NZ Transport Agency  MARS NZ  MARS NZ  Advertiser  Milford Asset Management  Fonterra Brands NZ  MARS NZ  Advertiser  Fire and Emergency New Zealand  Fire and Emergency New Zealand  Fire and Emergency New Zealand  MCDonald's  MCDonald's   | Clemenger BBDO Wellington  DDB Group New Zealand  32 - Magazine Single  Agency  Colenso BBDO  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Clemenger BBDO Wellington  Colenso BBDO  Colenso BBDO  33 - Magazine Campaign  Agency  bcg2  Colenso BBDO  Colenso BBDO  Colenso BBDO  FGB New Zealand  FCB New Zealand  FCB New Zealand  DDB Group New Zealand  DDB Group New Zealand  FCB Media  | The Child Replacement Programme High Crashes Fight For Territory  Entry Title The Child Replacement Programme - Man & Book High Crashes - City street High Crashes - Countryside High Crashes - Neighbourhood The Child Replacement Programme - Boat The Child Replacement Programme - Tub  Entry Title Curiosity Milk Slams The Child Replacement Programme  Entry Title Senseless - Baby Senseless - Child Senseless - Old Lady Father's Day Last Fry            | FINALIST BRONZE BRONZE SILVER  Metal BRONZE BRONZE BRONZE BRONZE BRONZE SILVER SILVER SILVER  Metal FINALIST  |





| Advantage  | 36 - Direct Physical   | Francista.   | Matel   |  |
|--|--|--|---|--|
| Advertiser Spark New Zealand   | Agency Colenso BBDO  | Entry Title Netflix Dinners  | Metal<br>FINALIST   |  |
| The New Zealand Public Service Association   | Ogilvy & Mather New Zealand  | Office Stationery for Women - Clock  | FINALIST  |  |
| Fonterra Brands NZ<br>Fonterra Brands NZ   | Colenso BBDO Colenso BBDO  | The Mainland 2000-Piece Voucher - Blue The Mainland 2000-Piece Voucher - Brie  | BRONZE<br>BRONZE  |  |
| Fonterra Brands NZ<br>Ministry for Children, Oranga Tamariki   | Colenso BBDO Clemenger BBDO Wellington   | The Mainland 2000-Piece Voucher - Tasty Trails of Taonga (1 of 5)  | BRONZE<br>SILVER  |  |
| Ministry for Children, Oranga Tamariki   | Clemenger BBDO Wellington  | Trails of Taonga (2 of 5)  | SILVER  |  |
| Ministry for Children, Oranga Tamariki Ministry for Children, Oranga Tamariki  | Clemenger BBDO Wellington Clemenger BBDO Wellington  | Trails of Taonga (3 of 5) Trails of Taonga (4 of 5)  | SILVER<br>SILVER  |  |
| Ministry for Children, Oranga Tamariki   | Clemenger BBDO Wellington  | Trails of Taonga (5 of 5)  | SILVER  |  |
| SKY Television New Zealand   | DDB Group New Zealand  37 - Direct Digital   | GIRLS Break Up Ice Cream   | SILVER  |  |
| Advertiser   | Agency   | Entry Title  | Metal   |  |
| Vodafone New Zealand   | FCB New Zealand  | Say It Tika  | FINALIST  |  |
| Fonterra Brands NZ   | Ogilvy & Mather New Zealand  38 - Direct Broadcast   | The Most Successful Recruitment Video  | GOLD  |  |
| Advertiser   | Agency   | Entry Title  | Metal   |  |
| MARS NZ<br>New Zealand Police  | Colenso BBDO Ogilvy & Mather New Zealand   | PEDIGREE SelfieSTIX - Duckface The Most Successful Recruitment Video   | BRONZE<br>SILVER  |  |
| The Federal of Since   | 40 - Direct Campaign   | The Wood Successful Neuralineit Vacc   | SIEVER  |  |
| Advertiser   | Agency   | Entry Title  | Metal   |  |
| New Zealand Golf   | DDB Group New Zealand  | The Business Course  | FINALIST  |  |
| The New Zealand Public Service Association  DB Breweries   | Ogilvy & Mather New Zealand Colenso BBDO   | Office Stationery for Women  DB Export Beer Bottle Sand  | FINALIST<br>BRONZE  |  |
| Fonterra Brands NZ   | Colenso BBDO   | The Mainland 2000-Piece Vouchers   | BRONZE  |  |
| Lion   | DDB Group New Zealand  | Fight For Territory  | BRONZE  |  |
| MARS NZ<br>SKY Television New Zealand  | Colenso BBDO DDB Group New Zealand   | The Child Replacement Programme GIRLS Break Up Ice Cream   | BRONZE<br>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   |  |
| Advertiser   | 41 - Promo & Activation Single   | Entry Title  | Metal   |  |
| ASB Bank   | True Limited   | ASB Fasta  | FINALIST  |  |
| Lion<br>MARS NZ  | Special Group Colenso BBDO   | Emojitails Haunted M&M'S   | FINALIST<br>FINALIST  |  |
| New Zealand Golf   | DDB Group New Zealand  | The Business Course  | FINALIST  |  |
| Spark New Zealand  | Colenso BBDO   | Netflix Dinners  | FINALIST  |  |
| Uber<br>Vice New Zealand   | Special Group  J. Walter Thompson Auckland   | Ask Sam  Battle To The Beehive   | FINALIST<br>FINALIST  |  |
| Fonterra Brands NZ   | Colenso BBDO   | The Mainland 2000-Piece Vouchers   | BRONZE  |  |
| Goodman Fielder<br>Lion  | Shine Limited DDB Group New Zealand  | Vogel's What Do You Bring? Fight For Territory   | BRONZE<br>BRONZE  |  |
| MARS NZ  | Colenso BBDO   | PEDIGREE SelfieSTIX  | BRONZE  |  |
| Movember SKY Television New Zealand  | Barnes, Catmur & Friends Dentsu  DDB Group New Zealand   | The Right to Grow GIRLS Break Up Ice Cream   | BRONZE<br>BRONZE  |  |
| Visa   | Colenso BBDO   | Visa Welly Beans   | BRONZE  |  |
| Vodafone New Zealand DB Breweries  | FCB New Zealand<br>Colenso BBDO  | Say It Tika  DB Export Beer Bottle Sand  | SILVER<br>GOLD  |  |
|  |  |  |   |  |
| MARS NZ  | Colenso BBDO   | The Child Replacement Programme  | GOLD  |  |
| New Zealand Police   | Ogilvy & Mather New Zealand  | The Most Successful Recruitment Video  | GOLD  |  |
| New Zealand Police   |  | The Most Successful Recruitment Video  |   |  |
| New Zealand Police  Advertiser  MARS NZ  | Ogilvy & Mather New Zealand 42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO   | The Most Successful Recruitment Video ion Entry Title Haunted M&M'S  | GOLD  Metal  FINALIST   |  |
| New Zealand Police  Advertiser   | Ogilvy & Mather New Zealand 42 - Integrated Campaign Lead by Promo & Activat Agency  | The Most Successful Recruitment Video ion Entry Title  | GOLD<br>Metal   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group   | The Most Successful Recruitment Video ion Entry Title Haunted M&M'S The Business Course PEDIGREE SelfieSTIX Ask Sam  | GOLD  Metal  FINALIST  BRONZE  BRONZE   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO   | The Most Successful Recruitment Video ion Entry Title Haunted M&M'S The Business Course PEDIGREE SelfieSTIX  | GOLD  Metal  FINALIST  FINALIST  BRONZE   |  |
| New Zealand Police  Advertiser MARS NZ New Zealand Golf MARS NZ Uber Uber DB Breweries   | Ogilvy & Mather New Zealand 42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO 43 - PR   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO 43 - PR Agency   | The Most Successful Recruitment Video ion  Entry Title Haunted M&M'S The Business Course PEDIGREE SelfieSTIX Ask Sam The Child Replacement Programme DB Export Beer Bottle Sand  Entry Title   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal  |  |
| New Zealand Police  Advertiser MARS NZ New Zealand Golf MARS NZ Uber Uber DB Breweries   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  Colenso BBDO  43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST   |  |
| New Zealand Police  Advertiser MARS NZ New Zealand Golf MARS NZ Uber MARS NZ DB Breweries  Advertiser Movember New Zealand Golf DB Breweries   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO 43 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Colenso BBDO   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow The Business Course  DB Export Beer Bottle Sand  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST BRONZE FINALIST BRONZE   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  Colenso BBDO  43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand  | The Most Successful Recruitment Video  ion  Entry Title Haunted M&M'S The Business Course PEDIGREE SelfieSTIX Ask Sam The Child Replacement Programme DB Export Beer Bottle Sand  Entry Title The Right to Grow The Business Course  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO 43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group 44 - PR Social & Digital Agency  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Entry Title  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Entry Title   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group 44 - PR Social & Digital   | The Most Successful Recruitment Video ion  Entry Title Haunted M&M'S The Business Course PEDIGREE SelfieSTIX Ask Sam The Child Replacement Programme DB Export Beer Bottle Sand  Entry Title The Right to Grow The Business Course DB Export Beer Bottle Sand Ask Sam  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST BRONZE BRONZE BRONZE  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  Movember  New Zealand Folice  Vodafone New Zealand  Water Safety New Zealand  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO 43 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group 44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand FCB New Zealand  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlhimana Car  Say It Tika  Swim Reaper  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST BRONZE  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  Movember  New Zealand Police  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington  | The Most Successful Recruitment Video ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Entry Title  Entry Title  Say It Title  Entry Title  Say It Title  Swim Reaper  Give Nothing to Racism   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST FINALIST FINALIST FINALIST FINALIST BRONZE  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  Movember  New Zealand Folice  Vodafone New Zealand  Water Safety New Zealand  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO  43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlhimana Car  Say It Tika  Swim Reaper  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST FINALIST FINALIST FINALIST FINALIST BRONZE BRONZE BRONZE BRONZE BRONZE BRONZE GOLD GOLD  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MMARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Folice  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST BRONZE GOLD GOLD Metal  |  |
| New Zealand Police  Advertiser MARS NZ New Zealand Golf MARS NZ Uber MARS NZ DB Breweries  Advertiser Movember New Zealand Golf DB Breweries Uber  Advertiser Movember New Zealand Folice Vodafone New Zealand New Zealand Human Rights Commission New Zealand Police  Advertiser Advertiser Vodafone New Zealand New Zealand Human Rights Commission New Zealand Police  Advertiser Vodafone New Zealand  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital  Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Agency FCB New Zealand Agency FCB New Zealand   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say It Title  Say It Title   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST BRONZE   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MMARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Folice  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST BRONZE GOLD GOLD Metal  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Folice  Vodafone New Zealand  New Zealand Police  Advertiser  New Zealand Police  Vodafone New Zealand  New Zealand Police  Advertiser  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  Agency  43 - PR  Agency DDB Group New Zealand Colenso BBDO Colenso BBDO Colenso BBDO  44 - PR  Agency Ogilvy & Mather New Zealand Colenso BBDO Special Group  44 - PR Social & Digital  Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand  45 - PR Campaign  Agency FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Agency FCB New Zealand Agency FCB New Zealand Agency FCB New Zealand  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say It Tika  Give Nothing to Racism  Entry Title  Say It Tika  Give Nothing to Racism  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST FRONZE BRONZE SILVER  Metal  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Folice  Vodafone New Zealand  New Zealand Human Rights Commission  New Zealand Human Rights Commission  Advertiser  Advertiser  New Zealand Police  Advertiser  New Zealand Human Rights Commission   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand Colenso BBDO Special Group  45 - PR Campaign Agency Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Agency FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Agency FCB New Zealand Clemenger BBDO Wellington Agency FCB New Zealand Clemenger BBDO Wellington  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirly Title  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say it Tika  Give Nothing to Racism  Entry Title  Folice Women 75 Years  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST BRONZE SILVER  Metal FINALIST  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  Movember  New Zealand Police  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission  New Zealand Human Rights Commission  New Zealand Human Rights Commission   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  43 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington  46 - Design 360 Agency Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Firly Title  Firly Title  Firly Title  Say it Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say it Tika  Give Nothing to Racism  Fentry Title  Folice Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST FINALIST BRONZE SILVER   |  |
| New Zealand Police  Advertiser MARS NZ New Zealand Golf MARS NZ Uber MARS NZ DB Breweries  Advertiser Movember New Zealand Golf DB Breweries Uber  Advertiser New Zealand Folice Vodafone New Zealand Water Safety New Zealand New Zealand Human Rights Commission   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Tolenso BBDO Agency A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand 45 - PR Campaign Agency FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirihimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say It Tika  Give Nothing to Racism  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST BRONZE   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  Movember  New Zealand Police  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission  New Zealand Human Rights Commission  New Zealand Human Rights Commission   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  43 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington  46 - Design 360 Agency Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Firly Title  Firly Title  Firly Title  Say it Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say it Tika  Give Nothing to Racism  Fentry Title  Folice Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST FINALIST BRONZE SILVER   |  |
| New Zealand Police  Advertiser  MARS NZ  Uber  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Folice  Vodafone New Zealand  Water Safety New Zealand  New Zealand Police  Advertiser  New Zealand Human Rights Commission  New Zealand  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand  New Zealand  New Zealand Folice  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  New Zealand Human Rights Commission  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand Colenso BBDO Special Group  45 - PR Campaign Agency Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand 47 - Product Design - Tech Agency Colenso BBDO   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirihimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST FINALIST BRONZE SILVER   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  Movember  New Zealand Police  Vodafone New Zealand  Water Safety New Zealand  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  Advertiser  New Zealand Human Rights Commission  Advertiser  New Zealand Police  Ministry for Children, Oranga Tamariki  New Zealand Human Rights Commission  The Department of Internal Affairs Te Tari Taiwhenua  Advertiser  DB Breweries  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Tolenso BBDO Colenso BBDO A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand 47 - Product Design - Tech Agency Colenso BBDO   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirinimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say It Tika  Give Nothing to Racism  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST BRONZE SILVER  Metal FINALIST BRONZE SILVER  METAL FINALIST BRONZE SILVER  METAL FINALIST BRONZE SILVER  BRONZE BRONZE SILVER   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Folice  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Police  Advertiser  New Zealand Folice  Advertiser  New Zealand Human Rights Commission  New Zealand Human Rights Commission  New Zealand Human Rights Commission  Advertiser  New Zealand Police  Ministry for Children, Oranga Tamariki  New Zealand Human Rights Commission  The Department of Internal Affairs Te Tari Taiwhenua  Advertiser  DB Breweries  Advertiser  Restaurant Brands  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Tolenso BBDO Agency A4 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group A4 - PR Social & Digital Agency Ogilvy & Mather New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand FCB New Zealand FCB New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Agency FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand A7 - Product Design - Tech Agency Colenso BBDO  48 - Product Design - Non Tech Agency Ogilvy & Mather New Zealand  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirihimana Car Say It Tika Swim Reaper Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Entry Title  Police Women 75 Years Oranga Tamariki Tohu Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Best Police Women 75 Years Dranga Tamariki Tohu Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Entry Title  DB Export Beer Bottle Sand  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST BRONZE SILVER  Metal FINALIST BRONZE SILVER  Metal FINALIST BRONZE BRONZE SILVER  |  |
| New Zealand Police  Advertiser MARS NZ New Zealand Golf MARS NZ Uber MARS NZ DB Breweries  Advertiser Movember New Zealand Golf DB Breweries Uber  Advertiser Movember New Zealand Folice Vodafone New Zealand Water Safety New Zealand New Zealand Human Rights Commission New Zealand Police  Advertiser Vodafone New Zealand New Zealand Human Rights Commission New Zealand Folice  Advertiser Vodafone New Zealand New Zealand Human Rights Commission New Zealand Human Rights Commission  Advertiser New Zealand Folice Ministry for Children, Oranga Tamariki New Zealand Human Rights Commission The Department of Internal Affairs Te Tari Taiwhenua  Advertiser DB Breweries  Advertiser Restaurant Brands The New Zealand Public Service Association   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand Colenso BBDO Special Group  45 - PR Campaign Agency Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand 47 - Product Design - Tech Agency Colenso BBDO  48 - Product Design - Non Tech Agency Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirinimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST BRONZE SILVER  Metal FINALIST BRONZE BRONZE SILVER  Metal FINALIST BRONZE BRONZE BRONZE SILVER  Metal FINALIST BRONZE BRONZE FINALIST FINALIST FINALIST FINALIST FINALIST FINALIST  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Folice  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Police  Advertiser  New Zealand Folice  Advertiser  New Zealand Human Rights Commission  New Zealand Human Rights Commission  New Zealand Human Rights Commission  Advertiser  New Zealand Police  Ministry for Children, Oranga Tamariki  New Zealand Human Rights Commission  The Department of Internal Affairs Te Tari Taiwhenua  Advertiser  DB Breweries  Advertiser  Restaurant Brands  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Tolenso BBDO Agency A4 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group A4 - PR Social & Digital Agency Ogilvy & Mather New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand FCB New Zealand FCB New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Agency FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand A7 - Product Design - Tech Agency Colenso BBDO  48 - Product Design - Non Tech Agency Ogilvy & Mather New Zealand  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirihimana Car Say It Tika Swim Reaper Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Entry Title  Police Women 75 Years Oranga Tamariki Tohu Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Best Police Women 75 Years Dranga Tamariki Tohu Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Entry Title  DB Export Beer Bottle Sand  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST FINALIST BRONZE SILVER  Metal FINALIST BRONZE SILVER  Metal FINALIST BRONZE BRONZE SILVER  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Folice  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Folice  Advertiser  New Zealand Folice  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  New Zealand Human Rights Commission  Advertiser  New Zealand Human Rights Commission  Advertiser  New Zealand Folice  Advertiser  New Zealand Folice  Ministry for Children, Oranga Tamariki  New Zealand Human Rights Commission  The Department of Internal Affairs Te Tari Taiwhenua  Advertiser  DB Breweries  Advertiser  Restaurant Brands  The New Zealand Public Service Association  The New Zealand Public Service Association  MARS NZ  SKY Television New Zealand   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand FCB New Zealand FCB New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington  Agency FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand 47 - Product Design - Tech Agency Colenso BBDO  48 - Product Design - Non Tech Agency Ogilvy & Mather New Zealand Dgilvy & Mather New Zealand | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirihimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  B Export Beer Bottle Sand  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Entry Title  Corner Title  Entry Title  Corner Title  Corne Title  Corner Title  Corner Title  Corner Title  Corner Title  C | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST BRONZE BRONZE BRONZE  Metal BRONZE SILVER  Metal FINALIST BRONZE BRONZE BRONZE SILVER  Metal FINALIST FINALIST BRONZE  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Police  Vodafone New Zealand  Water Safety New Zealand  Water Safety New Zealand  New Zealand Police  Advertiser  New Zealand Rights Commission  New Zealand Human Rights Commission  New Zealand Folice  Advertiser  New Zealand Folice  Advertiser  New Zealand Human Rights Commission  New Zealand Folice  Advertiser  New Zealand Folice  Ministry for Children, Oranga Tamariki  New Zealand Human Rights Commission  The Department of Internal Affairs Te Tari Taiwhenua  Advertiser  DB Breweries  Advertiser  Restaurant Brands  The New Zealand Public Service Association  The New Zealand Public Service Association  MARS NZ  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand Colenso BBDO Special Group  45 - PR Campaign Agency Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Qgilvy & Mather New Zealand Qgilvy & Mather New Zealand Ogilvy & Mather New Zealand Colenso BBDO DDB Group New Zealand Colenso BBDO   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlimana Car  Say It Tika  Say It Tika  Say It Tika  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  Entry Title  Say It Tika  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  OB Export Beer Bottle Sand  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST FINALIST BRONZE BRONZE BRONZE  Metal BRONZE SILVER  Metal FINALIST BRONZE BRONZE SILVER  Metal FINALIST BRONZE  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  Advertiser  New Zealand Police  Vodafone New Zealand  Water Safety New Zealand  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Police  Advertiser  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  Advertiser  De Breweries  Advertiser  De Breweries  Advertiser  Restaurant Brands  The New Zealand Public Service Association  AAS NZ  SKY Television New Zealand  Advertiser           | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO  43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital  Agency Ogilvy & Mather New Zealand FCB New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand 47 - Product Design - Tech Agency Colenso BBDO  48 - Product Design - Non Tech Agency Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand Colenso BBDO  DB Group New Zealand Colenso BBDO  49 - Environmental Design Agency  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say It Tika  Give Nothing to Racism  Entry Title  Dis Export Beer Bottle Sand  Entry Title  Say It Tika  Give Nothing to Racism  Entry Title  Dis Export Beer Bottle Sand  Entry Title  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Entry Title  Office Stationery for Women - Clock  Office Stationery for Women - Diary  PEDIGREE SelfieSTIX  GIRLS Break Up Ice Cream  Visa Welly Beans  Entry Title  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST BRONZE FINALIST FINALIST BRONZE BRONZE BRONZE FINALIST BRONZE  |  |
| New Zealand Police  Advertiser MARS NZ New Zealand Golf MARS NZ Uber MARS NZ DB Breweries  Advertiser Movember New Zealand Golf DB Breweries Uber  Advertiser Movember New Zealand Police Vodafone New Zealand Water Safety New Zealand New Zealand Police Vodafone New Zealand New Zealand Human Rights Commission New Zealand Police  Advertiser Vodafone New Zealand New Zealand Police  Advertiser Vodafone New Zealand New Zealand Human Rights Commission New Zealand Police  Advertiser Vodafone New Zealand New Zealand Human Rights Commission  Advertiser De Breweries  Advertiser DB Breweries  Advertiser DB Breweries  Advertiser Restaurant Brands The New Zealand Public Service Association MARS NZ SKY Television New Zealand Visa   | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  Agency Agency DBB Group New Zealand Colenso BBDO  43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital  Agency Ogilvy & Mather New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand  45 - PR Campaign Agency FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Colenso BBDO DDB Group New Zealand Colenso BBDO  49 - Environmental Design Agency Ogilvy & Mather New Zealand  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirinimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say It Tika  Give Nothing to Racism  Entry Title  Entry Title  Bay It Tika  Give Nothing to Racism  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Entry Title  Office Stationery for Women - Clock  Office Stationery for Women - Diary  PEDIGREE SelfleSTIX  GIRLS Break Up Ice Cream  Visa Welly Beans  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST BRONZE BRONZE FINALIST BRONZE SILVER  Metal FINALIST BRONZE BRONZE BRONZE FINALIST BRONZE  |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Police  Vodafone New Zealand  Water Safety New Zealand  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  New Zealand Human Rights Commission  Advertiser  New Zealand Police  Ministry for Children, Oranga Tamariki  New Zealand Human Rights Commission  The Department of Internal Affairs Te Tari Taiwhenua  Advertiser  DB Breweries  Advertiser  Restaurant Brands  The New Zealand Public Service Association  MARS NZ  SKY Television New Zealand  Visa  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO Colenso BBDO  43 - PR  Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital  Agency Ogilvy & Mather New Zealand FCB New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand 47 - Product Design - Tech Agency Colenso BBDO  48 - Product Design - Non Tech Agency Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand Colenso BBDO  DB Group New Zealand Colenso BBDO  49 - Environmental Design Agency  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say It Tika  Give Nothing to Racism  Entry Title  Dis Export Beer Bottle Sand  Entry Title  Say It Tika  Give Nothing to Racism  Entry Title  Dis Export Beer Bottle Sand  Entry Title  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Entry Title  Office Stationery for Women - Clock  Office Stationery for Women - Diary  PEDIGREE SelfieSTIX  GIRLS Break Up Ice Cream  Visa Welly Beans  Entry Title  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST FINALIST BRONZE FINALIST BRONZE SILVER  Metal FINALIST BRONZE BRONZE FINALIST BRONZE   |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Police  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Yodafone New Zealand  New Zealand Police  Advertiser  New Zealand Human Rights Commission  New Zealand Human Rights Commission  Advertiser  Poblic Ministry for Children, Oranga Tamariki  New Zealand Human Rights Commission  The Department of Internal Affairs Te Tari Taiwhenua  Advertiser  DB Breweries  Advertiser  Restaurant Brands  The New Zealand Public Service Association  MARS NZ  SKY Television New Zealand  Visa  Advertiser  Restaurant Brands  Advertiser  Restaurant Brands | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand Clemenger BBDO Wellington Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Colenso BBDO  49 - Environmental Design Agency Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand   | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirihimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Say It Tika  Give Nothing to Racism  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  DB Export Beer Bottle Sand  Entry Title  Give Stationery for Women - Clock  Office Stationery for Women - Diary  PEDIGREE SelfieSTIX  Girls Break Up Ice Cream  Visa Welly Beans  Entry Title  KFC Epic Fan Box Delivery  Entry Title  Pirihimana Car  | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST BRONZE SILVER  Metal FINALIST BRONZE |  |
| New Zealand Police  Advertiser  MARS NZ  New Zealand Golf  MARS NZ  Uber  MARS NZ  DB Breweries  Advertiser  Movember  New Zealand Golf  DB Breweries  Uber  Advertiser  New Zealand Police  Vodafone New Zealand  Water Safety New Zealand  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Police  Advertiser  New Zealand Human Rights Commission  New Zealand Police  Advertiser  Vodafone New Zealand  New Zealand Human Rights Commission  Advertiser  De Breweries  Advertiser  DB Breweries  Advertiser  Restaurant Brands  The New Zealand Public Service Association  MARS NZ  SKY Television New Zealand  Visa  Advertiser  Restaurant Brands  Advertiser  | Ogilvy & Mather New Zealand  42 - Integrated Campaign Lead by Promo & Activat Agency Colenso BBDO DDB Group New Zealand Colenso BBDO Special Group Colenso BBDO Colenso BBDO  A3 - PR Agency Barnes, Catmur & Friends Dentsu DDB Group New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand Colenso BBDO Special Group  44 - PR Social & Digital Agency Ogilvy & Mather New Zealand FCB New Zealand FCB New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand Clemenger BBDO Wellington Ogilvy & Mather New Zealand 47 - Product Design - Tech Agency Ogilvy & Mather New Zealand Colenso BBDO DDB Group New Zealand Colenso BBDO DDB Group New Zealand Colenso BBDO ODB Group New Zealand Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand Colenso BBDO DDB Group New Zealand Colenso BBDO  49 - Environmental Design Agency Ogilvy & Mather New Zealand  | The Most Successful Recruitment Video  ion  Entry Title  Haunted M&M'S  The Business Course  PEDIGREE SelfieSTIX  Ask Sam  The Child Replacement Programme  DB Export Beer Bottle Sand  Entry Title  The Right to Grow  The Business Course  DB Export Beer Bottle Sand  Ask Sam  Entry Title  Pirlimana Car  Say It Tika  Swim Reaper  Give Nothing to Racism  The Most Successful Recruitment Video  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  He Tohu Exhibition Launch  Entry Title  Entry Title  DB Export Beer Bottle Sand  Entry Title  Police Women 75 Years  Oranga Tamariki Tohu  Give Nothing to Racism  Entry Title  DB Export Beer Bottle Sand  Entry Title  Entry Title  In Tohu Exhibition Launch  Entry Title  Entry Title  Entry Title  Entry Title  KFC Bucket Heads  Office Stationery for Women - Clock  Office Stationery for Women - Diary  PEDIGREE SelfieSTIX  GiRLS Break Up Ice Cream  Visa Welly Beans  Entry Title  KFC Epic Fan Box Delivery  Entry Title   | GOLD  Metal FINALIST FINALIST BRONZE BRONZE SILVER GOLD  Metal FINALIST BRONZE BRONZE FINALIST BRONZE GOLD GOLD Metal FINALIST FINALIST BRONZE BRONZE FINALIST BRONZE BRONZE BRONZE FINALIST BRONZE  |  |

Trails of Taonga

52 - Charity Direct

Ministry for Children, Oranga Tamariki

PROMO & ACTIVATION



| MINISTER STATE | Commercial     |
|----------------|----------------|
| Allilling N    | Communications |
| Manuscall      | Council        |

|   |   | Cou  | ncil                 |
|---|---|--|----------------------|
| Advertiser  | Agency  | Entry Title  | Metal                |
| Testicular Cancer New Zealand<br>Netsafe                | FCB New Zealand DDB Group New Zealand                 | Go Balls Out<br>Re:scam  | FINALIST<br>SILVER   |
| Netsale   | 53 - Charity PR/ Promo & Activation                   | Ne.Scalii  | SILVER               |
| Advertiser  | Agency  | Entry Title  | Metal                |
| Coastguard New Zealand<br>Netsafe                       | DDB Group New Zealand DDB Group New Zealand           | Donate a Fish Re:scam  | FINALIST<br>BRONZE   |
| Testicular Cancer New Zealand                           | FCB New Zealand                                       | Go Balls Out   | BRONZE               |
| Breast Cancer Foundation NZ                             | Colenso BBDO  54 - Charity - Digital or Screen        | The Survivors Collection   | SILVER               |
| 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  Bowel Cancer New Zealand                      | Exposure International Ltd TBWA                       | Images Bowel Cancer - Shortland Street   | FINALIST<br>BRONZE   |
| Rainbow Youth Inc                                       | Eight Ltd   | Rainbow Youth  | BRONZE               |
| Netsafe   | DDB Group New Zealand                                 | Re:scam  | SILVER               |
| Advertiser  | 56 - Charity - Design<br>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               |
| Advertiser  | 57 -Charity Campaign Agency                           | Entry Title  | Metal                |
| Testicular Cancer New Zealand                           | FCB New Zealand                                       | Go Balls Out   | BRONZE               |
|   | 58 - Charity - Creative Use of Media                  |  |                      |
| Advertiser Breast Cancer Foundation NZ                  | Agency Colenso BBDO                                   | Entry Title The Survivors Collection   | Metal<br>BRONZE      |
| Testicular Cancer New Zealand                           | FCB New Zealand                                       | Go Balls Out   | BRONZE               |
| Netsafe   | DDB Group New Zealand                                 | Re:scam  | GOLD                 |
| Advertiser  | 60 - Microsite  | Entry Title  | Metal                |
| Coca Cola Oceania                                       | Agency Ogilvy & Mather New Zealand                    | Entry Title Coke Festive   | FINALIST             |
| MARS NZ   | Colenso BBDO Clamaner BBDO Wellington                 | The Child Replacement Programme  | BRONZE<br>BRONZE     |
| New Zealand Human Rights Commission                     | Clemenger BBDO Wellington 61 - Online Advertising     | Give Nothing to Racism   | BRONZE               |
| Advertiser  | Agency  | Entry Title  | Metal                |
| MARS NZ<br>Tourism New Zealand                          | Colenso BBDO<br>Special Group                         | PEDIGREE SelfieSTIX - Duckface Backpackagram   | FINALIST<br>FINALIST |
| Tourish New Zealand                                     | 62 -Use of Social Media                               | Backpackagiani   | FINALIST             |
| Advertiser  | Agency  | Entry Title  | Metal                |
| Coca Cola Oceania MARS NZ                               | Ogilvy & Mather New Zealand<br>Colenso BBDO           | Coke Festive Haunted M&M'S   | FINALIST<br>FINALIST |
| New Zealand Police                                      | Ogilvy & Mather New Zealand                           | Pirihimana Car   | FINALIST             |
| Goodman Fielder   | Shine Limited Colenso BBDO                            | Vogel's Chris Knox   | BRONZE               |
| MARS NZ<br>Tourism New Zealand                          | Special Group   | PEDIGREE SelfieSTIX Backpackagram  | BRONZE<br>BRONZE     |
| Vodafone New Zealand                                    | FCB New Zealand                                       | Say It Tika  | BRONZE               |
| New Zealand Human Rights Commission  New Zealand Police | Clemenger BBDO Wellington Ogilvy & Mather New Zealand | Give Nothing to Racism  The Most Successful Recruitment Video  | SILVER<br>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 Foodstuffs                             | J. Walter Thompson Auckland<br>99                     | Battle To The Beehive  New World's Epic Easter Hunt  | FINALIST<br>BRONZE   |
| MARS NZ   | Colenso BBDO  | PEDIGREE SelfieSTIX  | GOLD                 |
|   | 64 - Digital & Interactive Campaign                   |  |                      |
| Advertiser<br>Tourism New Zealand                       | Agency Special Group                                  | Entry Title Backpackagram  | Metal<br>BRONZE      |
| Uber  | Special Group   | Ask Sam  | BRONZE               |
| Water Safety New Zealand                                | FCB New Zealand                                       | Swim Reaper  | BRONZE               |
| Goodman Fielder<br>Lion                                 | Shine Limited DDB Group New Zealand                   | Vogel's What Do You Bring?<br>Fight For Territory  | SILVER<br>SILVER     |
| New Zealand Human Rights Commission                     | Clemenger BBDO Wellington                             | Give Nothing to Racism   | SILVER               |
| Vodafone New Zealand                                    | FCB New Zealand 65 - Tech Driven Creative             | Say It Tika  | GOLD/GRAND PRIX      |
| 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               |
| Advertiser  | 66 - TVC Single 30' or Below - Single Agency          | Entry Title  | Metal                |
| MARS NZ   | Colenso BBDO  | The Child Replacement Programme - Hard To Impress  | SILVER               |
| MARS NZ<br>MARS NZ                                      | Colenso BBDO Colenso BBDO                             | The Child Replacement Programme - Scared The Child Replacement Programme - Treehouse   | SILVER<br>SILVER     |
| IVIANDINZ   | 67 - TVC Single 30' or Below - Campaign               | The Child Replacement Flogramme - Treenouse  | SILVER               |
| Advertiser  | Agency  | Entry Title  | Metal                |
| MARS NZ   | Colenso BBDO  | The Child Replacement Programme  | SILVER               |
| Advertiser  | 68 - TV or Cinema Above 30' - Single Agency           | Entry Title  | Metal                |
| AMI Insurance   | Colenso BBDO  | Roller Girl  | FINALIST             |
| Briscoes Group<br>Coca Cola Amatil                      | Ogilvy & Mather New Zealand DDB Group New Zealand     | What's Your Why - Sophie Pascoe<br>L&P On the Lamb   | FINALIST<br>FINALIST |
| Independent Liquor NZ                                   | TBWA Auckland   | Chocolate Moose Porter Returns   | FINALIST             |
| Lion<br>Sealord   | DDB Group New Zealand Ogilvy & Mather New Zealand     | Kale Smoothie Be Like a Fish   | FINALIST             |
| Sealord<br>Taranaki Savings Bank                        | Ogivy & Mather New Zealand 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<br>Goodman Fielder                   | Colenso BBDO Shine Limited                            | Milk Slams - Inside Out Vogel's What Do You Bring?   | SILVER<br>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<br>Spark New Zealand                | Clemenger BBDO Wellington Colenso BBDO                | Rat's Tale  Celebrate Family   | GOLD                 |
|   | 70- Online 30' or Below - Single                      | ected to the first | 0020                 |
| Advertiser  | Agency  | Entry Title  | Metal                |
| MARS NZ<br>MARS NZ                                      | Colenso BBDO Colenso BBDO                             | PEDIGREE SelfieSTIX - Shot on SelfieSTIX PEDIGREE SelfieSTIX - Duckface  | FINALIST<br>BRONZE   |
|   | 72- Online Above 30'- Single                          |  |                      |
| Advertiser  | Agency  | Entry Title  | Metal                |
| KiwiRail<br>Heinz Australia                             | Clemenger BBDO Wellington Assembly                    | Trackstoppers Geoff  | FINALIST<br>SILVER   |
| Heinz Australia<br>Goodman Fielder                      | Shine Limited   | Vogel's Chris Knox   | GOLD                 |
| New Zealand Police                                      | Ogilvy & Mather New Zealand                           | The Most Successful Recruitment Video  | GOLD                 |
| Advertiser  | 74- Viral   | Entry Title  | Metal                |
| Fonterra Brands NZ                                      | Colenso BBDO  | Milk Slams - Blank Canvas  | BRONZE               |
| Goodman Fielder<br>New Zealand Human Rights Commission  | Shine Limited Clemenger BBDO Wellington               | Vogel's What do you bring? Give Nothing to Racism  | BRONZE<br>SILVER     |
| New Zealand Human Rights Commission  New Zealand Police | Ogilvy & Mather New Zealand                           | The Most Successful Recruitment Video  | GOLD                 |
|   | 75 - Long-Form - Single                               | T  |                      |
| Advertiser Independent Liquor NZ                        | Agency TBWA Auckland                                  | Entry Title Chocolate Moose Porter Returns   | Metal<br>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 Fonterra Brands NZ  | Clemenger BBDO Wellington Colenso BBDO                | Give Nothing to Racism Milk Slams - Inside Out   | BRONZE<br>SILVER     |
| Spark New Zealand                                       | Colenso BBDO  | Celebrate Family   | SILVER               |
| Advantage   | 77 - Large Scale Content                              | Face with  |                      |
| Advertiser Prime TV                                     | Agency FCB New Zealand                                | Entry Title The Human Serengeti  | Metal<br>SILVER      |
| ·   | 79 - TV & Broadcast - 5 Minutes and Over              |  |                      |
|   |   |  |                      |

CHARITY

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### AXIS 2018 Commercial Communications Council **Axis Awards Winners 2018** 82 - Online - 5 Minutes and Under Advertiser Agency **Entry Title BRANDED** CONTENT Geoff The Most Successful Recruitment Video SILVER SILVER leinz Australia Ogilvy & Mather New Zealand New Zealand Police 83 - Branded Content - Campaign Advertiser Entry Title Agency Tourism New Zealand Water Safety New Zeala Backpackagram Swim Reaper FINALIST BRONZE 84 - Music Content Agency Shine Limited Advertiser Entry Title oodman Fielder Vogel's Chris Knox Clemenger BBDO Wellington 85 - Creative Use of Media - Single iwiRail Trackstoppers SILVER Advertiser Agency **Entry Title** Colenso BBDO FCB Media DB Export Beer Bottle Sand FINALIST Westpac New Zealand The Inequality Issue FINALIST MEDIA 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 Entry Title Agency Cheers & Uber DB Breweries MBM Colenso BBDO A message to my sober self DB Export Beer Bottle Sand FINALIST FINALIST DDB Group New Zealand Special Group DDB Group New Zealand FINALIST FINALIST Make It Click Backpackagram Fourism New Zealand Fight For Territory GOLD 89 - Radio Above 30' - Single Agency Colenso BBDO Entry Title Crush any Task - Hamster Advertiser onterra Brands NZ DDB Group New Zealand DDB Group New Zealand SKY Television New Zealand Autism NZ FINALIST Game of Thrones DDB Group New Zealand DDB Group New Zealand Autism NZ Einstein **BRONZE** BRONZE MARS NZ Fonterra Brands NZ The Child Replacement Programme - Dribble Cry Colenso BBDO BRONZE SILVER Colenso BBDO Milk Slams - Blank Canvas onterra Brands NZ Colenso BBDO Milk Slams - Inside Out SILVER onterra Brands NZ Colenso BBDO Milk Slams - Real SILVER

90 - Radio Above 30' - Campaign

Agency

Colenso BBDO

Colenso BBDO DDB Group New Zealand

DDB Group New Zealand

MARS NZ

Advertiser

Fonterra Brands NZ

onterra Brands NZ

SKY Television New Zealand Autism NZ The Child Replacement Programme - Vacant Stare

Crush any Task The Greatest Films You've Never Seen

Autism Shaped History

**Entry Title** 

Milk Slams

SILVER

FINALIST

BRONZE

SILVER