



# New Zealand Effie Awards 2014

## Most Effective Agency of the Year

Agency	Grand Effie	Gold Effie	Silver Effie	Bronze Effie	Finalist	Total Points	Ranking
FCB New Zealand		8	24	40	21	93	1st
Saatchi & Saatchi	12	8	18	8	8	54	2nd
Colenso BBDO/Proximity New Zealand			12	16	24	52	3rd
DDB Group		8	6	16	10	40	4th
Ogilvy & Mather				12	14	26	5th
Barnes, Catmur & Friends		8		12	4	24	6th =
Y&R New Zealand			6	8	10	24	
SparkPHD	6	4	3	6	4	23	8th
ApolloNation	12	8			2	22	9th
Clemenger BBDO		8	6	2	5	21	10th
.99			12	8		20	11th
Whybin\TBWA				8	6	14	12th =
OMD		4	3	3	4	14	
Starcom			6	4	3	13	13th
Special Group Ltd				4	6	10	14th
Touchcast				4	2	6	15th
Contagion					4	4	16th =
Sugar & Partners					4	4	
iKon					3	3	17th
Dynamo					2	2	18th =
JWT					2	2	
Republik					2	2	

As per the Call for Entries points are awarded on the following basis:

**Lead Agency**

<b>Finalist</b>	2 points
<b>Bronze Effie Award</b>	4 points
<b>Silver Effie Award</b>	6 points
<b>Gold Effie Award</b>	8 points
<b>Grand Effie</b>	12 points

**Contributing Agency**

<b>Finalist</b>	1 points
<b>Bronze Effie Award</b>	2 points
<b>Silver Effie Award</b>	3 points
<b>Gold Effie Award</b>	4 points
<b>Grand Effie</b>	6 points

Points are only awarded for the highest award received ie., a bronze winner will only receive points for the bronze award and will not pick up any points for also being a finalist.

The Grand Effie winner will receive 12 points for this award, but not the 8 points for the gold the entry it won.

Hardest Challenge does not score points