



# Axis Awards Winners 2016



## MAJOR AWARDS

Grand Axis 2016		
Agency	Advertiser	Title
Saatchi & Saatchi	ASB Bank	Clever Kash
Grand Prix - Promo & Activation		
Agency	Advertiser	Title
Y&R New Zealand	Burger King	McWhopper
Grand Prix - Integrated		
Agency	Advertiser	Title
Colenso BBDO/Proximity	DB Breweries	Brewtroleum
Grand Prix - Digital & Interactive		
Agency	Advertiser	Title
Saatchi & Saatchi	ASB Bank	Clever Kash
Grand Prix - Product Design - Non Tech		
Agency	Advertiser	Title
Colenso BBDO/Proximity	Volkswagen	Reduce Speed Dial

## RECOGNITION AWARDS

NZME Axis Student Challenge		
Name	School	
Deborah Chae & Kieran Buchan	AUT University	
Emerging Talent		
Name	Agency	
Katyana O'Neill & Renee Walker	Barnes, Catmur & Friends Dentsu Dentsu	
Lifetime Achievement Award		
Name		
Peter Cullinane		

## CRAFT

01 - Editing			
Agency	Advertiser	Entry Title	Metal
The Sweet Shop	Tokio Marine Asia	Yesterday/Today	Silver
The Sweet Shop	Lotto New Zealand	Pop's Gift	Bronze
8	Toyota	The Chariot	Finalist
Stink	Paspaley	Behind the Lens	Finalist
The Sweet Shop	Ikea Australia	Best Toy Ever	Finalist
The Sweet Shop	NZ Post	You Can	Finalist
The Sweet Shop	Sony	Mirrorless	Finalist
02 - Cinematography			
Agency	Advertiser	Entry Title	Metal
The Sweet Shop	Tokio Marine Asia	Yesterday/Today	Silver
The Sweet Shop	Lotto New Zealand	Pop's Gift	Bronze
Curious Film	DB Breweries	Follow No One	Finalist
Finch Company	New Zealand Defence Force	A Force for New Zealand	Finalist
Flying Fish	Air New Zealand	Safety Safari	Finalist
Flying Fish	Anchor Milk	Anchor Muscle	Finalist
Goodoil Films	Southern Cross	Advice to a Younger Me	Finalist
Stink	Paspaley	Behind the Lens	Finalist
03 - Animation/Design/Visual Effects			
Agency	Advertiser	Entry Title	Metal
Assembly	PwC	PwC Extraordinary Challenges	Gold
The Sweet Shop	Air New Zealand	Men In Black Safety Defenders	Gold
Finch Company	University of Western Sydney	Jay Manley	Silver
Finch Company	University of Western Sydney	Deng Adut	Bronze
Flux Animation Studio Ltd	Valspar	Chameleons - Change	Bronze
Finch Company	The Co-Operative Bank	Brian the Crocodile	Finalist
Finch Company	AAMI	Ride of the AAMI's	Finalist
Flux Animation Studio Ltd	Toyota	NZ's Real Road Experts	Finalist
8	Toyota	The Chariot	Finalist
Goodoil Films	California Milk Processors Board	Sweet Loves Milk	Finalist
04 - Art Direction			
Agency	Advertiser	Entry Title	Metal
Finch Company	University of Western Sydney	Jay Manley	Bronze
Finch Company	University of Western Sydney	Deng Adut	Bronze
Revolver/Will O'Rourke	SKY Television - History	The Unforgotten Soldiers	Bronze
Flying Fish	Burger King	McWhopper Burger Proposal	Bronze
Finch Company	State Insurance	Life	Finalist
The Sweet Shop	NZ Post	You Can	Finalist
TRUE	Air New Zealand	Air New Zealand 75th TVC	Finalist
Useful Films Limited	Spark NZ	Spark Morepork Dog	Finalist
05 - Direction			
Agency	Advertiser	Entry Title	Metal
Finch Company	University of Western Sydney	Deng Adut	Gold
Finch Company	University of Western Sydney	Jay Manley	Silver
The Sweet Shop	Tokio Marine Asia	Yesterday/Today	Silver
The Sweet Shop	Lotto New Zealand	Pop's Gift	Silver
The Sweet Shop	William Hill	It's Your Call	Bronze
Revolver/Will O'Rourke	Vodafone	Piggy Sue	Bronze
The Sweet Shop	Ikea Australia	Best Toy Ever	Bronze
Finch Company	Volkswagen	Reduce Speed Dial	Finalist
Goodoil Films	California Milk Processors Board	Sweet Loves Milk	Finalist
Goodoil Films	Southern Cross	Advice to a Younger Me	Finalist
Scoundrel Films	DB Breweries	Brewtroleum - Save The Entire World	Finalist
Stink	Paspaley	Behind the Lens	Finalist
The Sweet Shop	Air New Zealand	Men In Black Safety Defenders	Finalist
The Sweet Shop	British Sky Broadcasting Group	Button	Finalist
Finch Company	The Co-Operative Bank	Brian the Crocodile	Finalist
The Sweet Shop	NZ Post	You Can	Finalist
The Sweet Shop	Thomas Cook	Pool Kid	Finalist
Curious Film	Unilever	Move Together	Finalist
The Sweet Shop	Westpac Chopper Appeal	Donations Change Endings	Finalist
Finch Company	New Zealand Defence Force	A Force for New Zealand	Finalist
The Sweet Shop	Wrigley	Say Hello to Fresh	Finalist
Thick As Thieves	BNZ	Courier	Finalist
06 - Original Soundtrack - Film & Screen Content			
Agency	Advertiser	Entry Title	Metal
Liquid Studios	BP	BP - Peter and the Rabbit	Bronze
Harmonic	Lion	Speights "We Will"	Finalist
Liquid Studios	Good Books	Good Books - We Need to Talk About Alice	Finalist
Liquid Studios	NZDF	NZDF - For New Zealand	Finalist
Liquid Studios	Southern Cross	Southern Cross - Advice to the Younger Me	Finalist
Liquid Studios	Vodafone	Vodafone - Piggy Sue	Finalist



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CRAFT

DIGITAL CRAFT

## 08 - Sound Design - Film & Screen Content

Agency	Advertiser	Entry Title	Metal
The Sweet Shop	Tokio Marine Asia	Yesterday/Today	Silver
Freelance	Special Group	Behind the Lens	Finalist
Liquid Studios	EQC	EQC - Fix 1 Thing	Finalist
Liquid Studios	Good Books	Good Books - We Need to Talk About Alice	Finalist
Liquid Studios	McDonalds	McDonalds - Aliens	Finalist
The Coopers	Sky Television	The Unforgotten Soldiers	Finalist

## 09 - Sound Design - Radio

Agency	Advertiser	Entry Title	Metal
Flare	Wellington Zoo	Meet the Bears	Finalist
Flare	Wellington Zoo	Meet the Alligators	Finalist
Flare	Wellington Zoo	Meet the Fire Ants	Finalist

## 10 - Digital Use of Music/Sound Design

Agency	Advertiser	Entry Title	Metal
Special Group	2degrees	Play the Bridge	Silver

## 11 - CopyWriting - Magazine & Newspaper And Out of Home

Agency	Advertiser	Entry Title	Metal
Barnes, Catmur & Friends Dentsu	Boundary Road Brewery	Brewniversity	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Gym	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Curry	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Boots	Bronze
Colenso BBDO / Proximity	Volkswagen	Almost Perfect	Finalist
DDB Group New Zealand	Lion	We Believe - Dave	Finalist
DDB Group New Zealand	Lion	We Believe - Going Home	Finalist
DDB Group New Zealand	Lion	We Believe - Points	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories	Finalist
Y&R New Zealand	Burger King	McWhopper	Finalist

## 12 - CopyWriting - Direct Marketing

Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Burger King	McWhopper	Bronze

## 13 - CopyWriting - Radio

Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Lower Back Tattoo	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Gym	Bronze
Clemenger BBDO/Proximity	Wellington Zoo	Meet the Bears	Finalist
Clemenger BBDO/Proximity	Wellington Zoo	Meet the Fire Ants	Finalist
Clemenger BBDO/Proximity	Wellington Zoo	Meet the Alligators	Finalist
Colenso BBDO / Proximity	Auckland Writers Festival	Well Written Weather - Tuesday	Finalist
Colenso BBDO / Proximity	Auckland Writers Festival	Well Written Weather - Friday	Finalist
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Lottery	Finalist
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Whack Job	Finalist
FCB New Zealand	New Zealand Fire Service	Guy Fawkes	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Boots	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Curry	Finalist

## 14 - CopyWriting - Film And Video

Agency	Advertiser	Entry Title	Metal
Saatchi & Saatchi	Coca-cola Amatil	Mount Franklin	Bronze
DDB Group New Zealand	Lotto NZ	Pop's Gift	Bronze
Colenso BBDO / Proximity	George Weston Foods	Hi Protein - Gutterball	Bronze
DDB Group New Zealand	Lion	The Originals	Bronze
Colenso BBDO / Proximity	DB Breweries	The not so sweet cider - Tommy	Finalist
Barnes, Catmur & Friends Dentsu	Southern Cross Health Society	Advice to a younger me	Finalist
Special Group	Paspaley	Behind the Lens	Finalist

## 16 - Art Direction & Typography - Magazine & Newspaper And Out of Home

Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	NZ Book Council	Books Shape the World - The Bible	Bronze
Colenso BBDO / Proximity	SKYCITY	Views of Sky City - Peter Gordon	Bronze
Colenso BBDO / Proximity	NZ Book Council	Books Shape the World - 1984	Bronze
Colenso BBDO / Proximity	NZ Book Council	Books Shape the World - Romeo & Juliet	Bronze
Cheshire Architects	Cheshire Architects	SKHY Apartments	Finalist
Colenso BBDO / Proximity	Fonterra	Protein Plus - Egg	Finalist
Colenso BBDO / Proximity	SKYCITY	Views of Sky City - Paul Henry	Finalist
Colenso BBDO / Proximity	SKYCITY	Views of Sky City - Valerie Adams	Finalist
Colenso BBDO / Proximity	Volkswagen	Almost Perfect	Finalist
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Finalist
DDB Group New Zealand	Lion	We Believe - Dave	Finalist
DDB Group New Zealand	Lion	We Believe - Going Home	Finalist
DDB Group New Zealand	Lion	We Believe - Points	Finalist
Special Group	Holden	Cascada - Bad Hair	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories	Finalist

## 17 - Art Direction & Typography - Direct Marketing

Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	SKY	Fargo Woollens	Gold
Saatchi & Saatchi	DB Breweries	Tui Book	Silver
Colenso BBDO / Proximity	Fonterra	JET	Finalist

## 18 - Art Direction & Typography - Digital

Agency	Advertiser	Entry Title	Metal
FCB New Zealand	ANZ	Shadow Battalion	Finalist

## 19 - Image - Magazine & Newspaper And Out of Home

Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	New Zealand Breast Cancer Foundation	A cream that gives you wrinkles	Bronze
FCB New Zealand	Cerebos Greggs	There's Always Room - Bear	Bronze
FCB New Zealand	It's Not OK	Paradise Hill	Bronze
Colenso BBDO / Proximity	Fonterra	Protein Plus - Egg	Finalist
Colenso BBDO / Proximity	Fonterra	JET	Finalist
Special Group	Paspaley	Behind the Lens	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Blackberry	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Blood Orange	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Strawberry	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories	Finalist

## 20 - Image - Direct Marketing

Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	Lotto NZ	Shouty the Pirate	Finalist

## 21 - Interface & Navigation

Agency	Advertiser	Entry Title	Metal
Saatchi & Saatchi	ASB Bank	ASB Clever Kash	Silver
Special Group	2degrees	Play the Bridge	Bronze
Y&R New Zealand	Burger King	McWhopper	Finalist

## 22 - User Experience

Agency	Advertiser	Entry Title	Metal
Saatchi & Saatchi	ASB Bank	ASB Clever Kash	Gold
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Bronze
Special Group	2degrees	Play the Bridge	Bronze
Waxeye	Air New Zealand	Air New Zealand Virtual Flight Lab	Finalist



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DIGITAL  
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## 23 - Digital Use of Video

Agency	Advertiser	Entry Title	Metal
Geometry Global NZ	Kellogg's	Nutri-Grain Bolt	Bronze
FCB New Zealand	Air New Zealand	Dawn Deals	Bronze
Colenso BBDO / Proximity	Foodstuffs	Little Kitchen	Finalist

## 24 - Digital Animation/ Motion Graphics, Illustration & Design

Agency	Advertiser	Entry Title	Metal
Assembly	PwC	PwC Extraordinary Challenges	Gold
Waxeye	Air New Zealand	Air New Zealand Virtual Flight Lab	Bronze
Assembly	Burger King	McWhopper	Finalist
FCB New Zealand	ANZ	Shadow Battalion	Finalist

## 25 - Billboard Advertising

Agency	Advertiser	Entry Title	Metal
FCB New Zealand	Cerebos Greggs	There's Always Room - Snake	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room - Bear	Finalist
Y&R New Zealand	Burger King	McWhopper - Dove	Finalist
Y&R New Zealand	Burger King	McWhopper - Olive Branch	Finalist
Y&R New Zealand	Burger King	McWhopper - Fingers	Finalist

## 26 - Out of Home Posters

Agency	Advertiser	Entry Title	Metal
FCB New Zealand	Paper Plus Group	Read Better Stories - Gym	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Boots	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Curry	Bronze
FCB New Zealand	Cerebos Greggs	There's Always Room - Snake	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room - Bear	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room - Lion	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Blood Orange	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Blackberry	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Strawberry	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories - Tyreese	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories - Samuel	Finalist
Y&R New Zealand	Burger King	McWhopper - Big Mac + Whopper	Finalist
Y&R New Zealand	Burger King	McWhopper - Open Letter	Finalist

## 27 - Transit Advertising

Agency	Advertiser	Entry Title	Metal
Special Group	2degrees	Play the Bridge	Silver
Colenso BBDO / Proximity	Fonterra	Protein Plus - Egg	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories - Tyreese	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories - Samuel	Finalist

## 28 - Out Of Home Special Build

Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	Sky	The Unforgotten Soldiers	Gold
Whybin TBWA	Les Mills Gym	Run The Final	Finalist

## 29 - Non Traditional Outdoor/ Ambient

Agency	Advertiser	Entry Title	Metal
Special Group	2degrees	Play the Bridge	Gold
DDB Group New Zealand	Sky	The Unforgotten Soldiers	Silver
Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Silver
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Silver
Y&R New Zealand	Jaguar New Zealand	Actual Reality	Bronze
FCB New Zealand	Sony New Zealand	Octographer	Bronze
DDB Group New Zealand	Lion	Steinlatte	Bronze
Colenso BBDO / Proximity	Fonterra	Leave Room For	Finalist
FCB New Zealand	Audi	Quattro Bistro	Finalist
Ogilvy NZ	Rebel Sport	Teamspirit	Finalist
Sherson Willis	Spark	Oh Shit! Moments by Morepork	Finalist
Colenso BBDO / Proximity	Fruco Beverages	0% Sugar. 100% Mental - Same Taste. Zero Sugar	Finalist
Whybin TBWA	Les Mills Gym	Run The Final	Finalist

## 30 - Out Of Home Campaign

Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Silver
Y&R New Zealand	Brake New Zealand	Living Memories	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories Campaign	Bronze
Colenso BBDO / Proximity	Michael Hill	We're for Love	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room	Finalist
Y&R New Zealand	Burger King	McWhopper	Finalist
Sugar&Partners	NZ Rugby	ITM Cup Rugby Wars	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Teas	Finalist

## 31 - Magazine

Agency	Advertiser	Entry Title	Metal
FCB New Zealand	It's Not OK	Paradise Hill	Silver
Colenso BBDO / Proximity	Volkswagen	Almost Perfect	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Strawberry	Finalist

## 32 - Magazine Campaign

Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Brake New Zealand	Living Memories	Bronze
Colenso BBDO / Proximity	SKYCITY	Views of Sky City	Finalist

## 33 - Newspaper

Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	BMW	April Fools' Day	Silver
DDB Group New Zealand	SKY Television	Death Star	Bronze
FCB New Zealand	New Zealand Fire Service	Burnt Home	Bronze
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Thatcher	Bronze
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Bronze
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Bush	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room - Snake	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room - Bear	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Curry	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Gym	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Boots	Finalist
FCB New Zealand	Prime	Rugby World Cup	Finalist
Ogilvy NZ	Rebel Sport	Big Kahunas	Finalist
Saatchi & Saatchi	ASB Bank	The Smartphone Lantern	Finalist

## 34 - Newspaper Campaign

Agency	Advertiser	Entry Title	Metal
FCB New Zealand	Cerebos Greggs	There's Always Room	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories Campaign	Finalist

OUT OF HOME

MAGAZINE AND NEWSPAPER



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## DIRECT MARKETING

35 - Direct Physical			
Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	SKY	Fargo Woollens	Bronze
DDB Group New Zealand	BMW	April Fools' Day	Bronze
Colenso BBDO / Proximity	Fonterra	JET	Finalist
Colenso BBDO / Proximity	Fonterra	Leave Room For	Finalist
FCB New Zealand	It's Not OK	Paradise Hill	Finalist
36 - Direct Digital			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Gold
Colenso BBDO / Proximity	Fonterra	Yes Sticks	Finalist
FCB New Zealand	New Zealand Fire Service	TradeMe Burnt Home	Finalist
FCB New Zealand	Prime	CSI : CYBER - Identity Stealing	Finalist
Y&R New Zealand	Burger King	McWhopper	Finalist
Y&R New Zealand	Jaguar New Zealand	Actual Reality	Finalist
37 - Direct Campaign			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Silver
Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Silver
Special Group	2degrees	Play the Bridge	Bronze
Y&R New Zealand	Burger King	McWhopper	Finalist
Y&R New Zealand	Microsoft NZ Ltd	Server Room Reboot	Finalist
39 - Creative Use of Data in Direct - Campaign			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Silver

## PR/PROMO & ACTIVATION

40 - PR			
Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Burger King	McWhopper	Gold
Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Silver
DDB Group New Zealand	BMW	April Fools' Day	Silver
Spark PR	DB Breweries	Drink DB Export - Save the entire world	Silver
TRUE	Air New Zealand	MIB - Safety Defenders	Silver
FCB New Zealand	Sony New Zealand	Octographer	Bronze
Y&R New Zealand	Brake New Zealand	Living Memories	Bronze
Saatchi & Saatchi	ASB Bank	ASB The Best Ball Boys In The World	Finalist
FCB New Zealand	It's Not OK	Paradise Hill	Finalist
Saatchi & Saatchi	ASB Bank	ASB All Black Sponsorship Announcement	Finalist
DDB Group New Zealand	SKY	Fargo Woollens	Finalist
Y&R New Zealand	Jaguar New Zealand	Actual Reality	Finalist
41 - Promo & Activation			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Gold
DDB Group New Zealand	BMW	April Fools' Day	Gold
DDB Group New Zealand	SKY	Fargo Woollens	Silver
Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Bronze
Special Group	2degrees	Play the Bridge	Bronze
Colenso BBDO / Proximity	Fonterra	Yes Sticks	Finalist
Colenso BBDO / Proximity	Fruco Beverages	#VCHAT	Finalist
Colenso BBDO / Proximity	Fruco Beverages	Go Caps	Finalist
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Finalist
Colenso BBDO / Proximity	Foodstuffs	Little Kitchen	Finalist
8	Playstation	Playstation 1886	Finalist
FCB New Zealand	Air New Zealand	Dawn Deals	Finalist
Saatchi & Saatchi	ASB Bank	ASB Marathon Run Down Your Rate	Finalist
Y&R New Zealand	Jaguar NZ	Actual Reality	Finalist
Colenso BBDO / Proximity	Fonterra	Leave Room For	Finalist
Y&R New Zealand	Microsoft NZ Ltd	Server Room Reboot	Finalist

## DESIGN

42 - Design 360			
Agency	Advertiser	Entry Title	Metal
Ogilvy NZ	Britomart Hospitality Group	Better Burger	Bronze
Ogilvy NZ	Ogilvy & Mather NZ	Tatou	Finalist
Strategy Design and Advertising	My Food Bag	My Food Bag Brand Building	Finalist
43 - Product Design - Tech			
Agency	Advertiser	Entry Title	Metal
Saatchi & Saatchi	ASB Bank	ASB Clever Kash	Gold
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Bronze
Geometry Global NZ	Kellogg's	Nutri-Grain Bolt	Finalist
44 - Product Design - Non Tech			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Gold
bcg2	Safekids Aotearoa	Safekids Driveway Safety Keyring	Bronze
Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Bronze
Colenso BBDO / Proximity	Fonterra	JET	Finalist
Colenso BBDO / Proximity	Fruco Beverages	Go Caps	Finalist
DDB Group New Zealand	SKY	Fargo Woollens	Finalist
45 - Brand Experience/Environmental			
Agency	Advertiser	Entry Title	Metal
Special Group	2degrees	Play the Bridge	Silver
DDB Group New Zealand	Sky	The Unforgotten Soldiers	Bronze
FCB New Zealand	Audi	Quattro Bistro	Finalist
Ogilvy NZ	World Masters Games 2017	Head Office	Finalist
Cheshire Architects	Cheshire Architects	Saan	Finalist
46 - User Experience			
Agency	Advertiser	Entry Title	Metal
Saatchi & Saatchi	ASB Bank	ASB Clever Kash	Gold
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Silver
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Bronze
Special Group	2degrees	Play the Bridge	Bronze
Waxeye	Air New Zealand	Air New Zealand Virtual Flight Lab	Finalist
Y&R New Zealand	Jaguar New Zealand	Actual Reality	Finalist

## CHARITY

47 - Charity - Magazine & Newspaper And Out Of Home			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	NZ Book Council	Books Shape the World	Silver
Colenso BBDO / Proximity	New Zealand Breast Cancer Foundation	A cream that gives you wrinkles	Silver
Colenso BBDO / Proximity	New Zealand Breast Cancer Foundation	A cream for every part of you	Bronze
DDB Group New Zealand	Paw Justice	Don't Trade Me	Bronze
Y&R New Zealand	Brake Aotearoa New Zealand	Living Memories	Bronze
Y&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk - Wheat-bix	Bronze
Colenso BBDO / Proximity	New Zealand Breast Cancer Foundation	The Question	Finalist
Y&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk - Breakfast	Finalist
48 - Charity - Direct Marketing			
Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk	Silver
DDB Group New Zealand	Paw Justice	Don't Trade Me	Bronze
bcg2	Safekids Aotearoa	Check for me	Finalist
FCB New Zealand	ANZ	Shadow Battalion	Finalist
Us&Co	Movember	Mo Dollar	Finalist



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## CHARITY

### 49 - Charity - PR/Promo & Activation

Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk	Silver
DDB Group New Zealand	Paw Justice	Don't Trade Me	Bronze
Us&Co	Movember	Mo Dollar	Bronze
FCB New Zealand	ANZ	Shadow Battalion	Finalist

### 50 - Charity - Digital Or Screen

Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	Paw Justice	Don't Trade Me	Bronze
Barnes, Catmur & Friends Dentsu	The Heart Foundation	Heart Attack Act	Finalist
FCB New Zealand	ANZ	Shadow Battalion	Finalist
The Sweet Shop	Westpac Chopper Appeal	Donations Change Endings	Finalist
Us&Co	Movember	Mo Dollar	Finalist
Y&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk	Finalist

### 51 - Charity - Radio

Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	Wellington Zoo	Meet the Bears	Finalist
Clemenger BBDO/Proximity	Wellington Zoo	Meet the Alligators	Finalist
Clemenger BBDO/Proximity	Wellington Zoo	Meet the Fire Ants	Finalist
DDB Group New Zealand	Paw Justice	Don't Trade Me	Finalist

### 52 - Websites & Microsites

Agency	Advertiser	Entry Title	Metal
Assembly	PwC	PwC Extraordinary Challenges	Silver
FCB New Zealand	Air New Zealand	Dawn Deals	Bronze
Y&R New Zealand	Burger King	McWhopper	Bronze

### 53 - Online Advertising

Agency	Advertiser	Entry Title	Metal
FCB New Zealand	Holden New Zealand	Holden Cruze	Finalist
FCB New Zealand	Prime	CSI : CYBER - Identity Stealing	Finalist
Special Group	2degrees	The \$6 Million Banner	Finalist

### 54 - Social Video (Viral) And/Or Interactive Video

Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Silver
Contagion	ENERGY ONLINE	GOODBYE DOOR KNOCKERS	Bronze
Clemenger BBDO/Proximity	Eastern Bay Road Safety Programme	Jim's Legend Series	Bronze
Y&R New Zealand	Brake Aotearoa New Zealand	Living Memories	Bronze
Geometry Global NZ	Kellogg's	Nutri-Grain Bolt	Finalist
Saatchi & Saatchi	ASB Bank	ASB The Best Ball Boys In The World	Finalist
TRUE	Air New Zealand	Air New Zealand 75th - 50 Cent	Finalist
Us&Co	Cerebos Greggs	F. Whitlock&Sons	Finalist
Y&R New Zealand	Jaguar New Zealand	Actual Reality	Finalist
FCB New Zealand	Sony New Zealand	Octographer	Finalist

### 55 - Webisodes/Series

Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	Michael Hill	We're for Love	Bronze
Clemenger BBDO/Proximity	Eastern Bay Road Safety Programme	Jim's Legend Series	Bronze
Colenso BBDO / Proximity	Foodstuffs	Little Kitchen	Finalist

### 56 - Social Media

Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Burger King	McWhopper	Gold
Clemenger BBDO/Proximity	Eastern Bay Road Safety Programme	Jim's Legend Series	Silver
TRUE	Vodafone	Vodafone Snap Stars	Bronze
Colenso BBDO / Proximity	Fruco Beverages	#VCHAT	Bronze
Sugar&Partners	NZ Rugby	ITM Cup Rugby Wars	Finalist
Colenso BBDO / Proximity	Fonterra	Yes Sticks	Finalist

### 57 - Mobile

Agency	Advertiser	Entry Title	Metal
Saatchi & Saatchi	ASB Bank	ASB Clever Kash	Silver
TRUE	Vodafone	Vodafone Snap Stars	Bronze
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Bronze
Special Group	2degrees	Play the Bridge	Bronze
Geometry Global NZ	Kellogg's	Nutri-Grain Bolt	Finalist

### 58 - Digital & Interactive Campaign

Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Burger King	McWhopper	Bronze
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Bronze
Special Group	2degrees	Play the Bridge	Bronze
Saatchi & Saatchi	ASB Bank	ASB Clever Kash	Bronze
Geometry Global NZ	Kellogg's	Nutri-Grain Bolt	Finalist
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Finalist

### 59 - Tech Driven Creative

Agency	Advertiser	Entry Title	Metal
Saatchi & Saatchi	ASB Bank	ASB Clever Kash	Gold
Special Group	2degrees	Play the Bridge	Bronze
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Bronze
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Finalist
Geometry Global NZ	Kellogg's	Nutri-Grain Bolt	Finalist
Colenso BBDO / Proximity	Fruco Beverages	0% Sugar. 100% Mental	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories	Finalist

### 60 - Large Scale Screen Content

Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	Lotto NZ	Pop's Gift	Bronze
Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Bronze
Special Group	Paspaley	Behind the Lens	Finalist

### 61 - Long-Form - Single

Agency	Advertiser	Entry Title	Metal
Special Group	Paspaley	Behind the Lens	Bronze
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Finalist
The Sweet Shop	Westpac Chopper Appeal	Donations Change Endings	Finalist
TRUE	Air New Zealand	MIB - Safety Defenders	Finalist
Y&R New Zealand	Burger King	McWhopper	Finalist

### 62 - Long - Form - Campaign

Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	Foodstuffs	Little Kitchen	Finalist

### 63 - Branded Content

Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Silver
DDB Group New Zealand	BMW	April Fools' Day	Silver
Special Group	Special Group	Behind the Lens	Bronze
Clemenger BBDO/Proximity	Eastern Bay Road Safety Programme	Jim's Legend Series	Bronze
Colenso BBDO / Proximity	Fonterra	The Science of Feeling Tip Top	Finalist
FCB New Zealand	Sony New Zealand	Octographer	Finalist
TRUE	Air New Zealand	MIB - Safety Defenders	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories	Finalist
Y&R New Zealand	Burger King	McWhopper	Finalist
Colenso BBDO / Proximity	Foodstuffs	Little Kitchen	Finalist

## Digital & Interactive

## Film & Screen Content



# Axis Awards Winners 2016



## Film & Screen Content

64 - TV Single Commercial 30' or below			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	George Weston Foods	Hi Protein - Gutterball	Bronze
Thick As Thieves	BNZ	Courier	Finalist
66 - TV Single Commercial Above 30'			
Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	Lotto NZ	Pop's Gift	Silver
Colenso BBDO / Proximity	DB Breweries	Brewtroleum - Save the entire world	Bronze
Colenso BBDO / Proximity	DB Breweries	The not so sweet cider - Tommy	Bronze
Clemenger BBDO/Proximity	NZ Transport Agency	Numbers	Finalist
Barnes, Catmur & Friends Dentsu	Southern Cross Health Society	Advice to a younger me	Finalist
Colenso BBDO / Proximity	DB Breweries	Brewtroleum - Zero	Finalist
Colenso BBDO / Proximity	Michael Hill	What would you do for love	Finalist
DDB Group New Zealand	Lion	The Originals	Finalist
8	Toyota	The Chariot	Finalist
DDB Group New Zealand	Westpac	Tin Foil	Finalist
FCB New Zealand	Vodafone	Piggy Sue	Finalist
Saatchi & Saatchi	New Zealand Defence Force	NZDF A Force For New Zealand	Finalist
Y&R New Zealand	Earth Quake Commission (EQC)	Fix One Thing	Finalist

## Radio

68 - Radio Single			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Lower Back Tattoo	Silver
Colenso BBDO / Proximity	Auckland Writers Festival	Well Written Weather - Friday	Finalist
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Lottery	Finalist
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Whack Job	Finalist
Colenso BBDO / Proximity	New Zealand Book Council	Well Written Weather - Tuesday	Finalist
FCB New Zealand	New Zealand Fire Service	Guy Fawkes	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Gym	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Boots	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Curry	Finalist
FCB New Zealand	Prime	Radio Punks - Pierce	Finalist
FCB New Zealand	Prime	Radio Punks - Chicken	Finalist
69 - Radio Campaign			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	MARS	Dogs Don't Judge	Silver
Colenso BBDO / Proximity	Auckland Writers Festival	Well Written Weather	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories Campaign	Bronze
FCB New Zealand	Prime	Radio Punks	Finalist
70 - Non-Standard Radio			
Agency	Advertiser	Entry Title	Metal
Special Group	2degrees	Play the Bridge	Silver

## Executive Awards

71 - Integrated Axis			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Gold
Y&R New Zealand	Burger King	McWhopper	Gold
Y&R New Zealand	Land Rover New Zealand	Love From Land Rover	Bronze
Y&R New Zealand	Brake New Zealand	Living Memories	Finalist
Y&R New Zealand	Microsoft NZ Ltd	Server Room Reboot	Finalist
Barnes, Catmur & Friends Dentsu Dentsu	Boundary Road Brewery	Brewniversity	Finalist
72 - For Good			
Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk	Silver
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Bronze
DDB Group New Zealand	Sky	The Unforgotten Soldiers	Finalist
String Theory	Good Books	"We Need to Talk About Alice"	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories	Finalist
Y&R New Zealand	Burger King	McWhopper	Finalist
74 - Innovation Axis			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Gold
Saatchi & Saatchi	ASB Bank	ASB Clever Kash	Gold
Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Finalist
Colenso BBDO / Proximity	MARS	PEDIGREE Found	Finalist
DDB Group New Zealand	SKY	Unforgotten Soldiers	Finalist
Special Group	2degrees	Play the Bridge	Finalist
Y&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk	Finalist
Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Finalist
Y&R New Zealand	Burger King	McWhopper	Finalist
Y&R New Zealand	Microsoft NZ Ltd	Server Room Reboot	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories	Finalist

# Congratulations!