

MAJOR AWARDS

Agency of the Year 2017		
Colenso BBDO		
Production Company of the Year 2017		
The Sweet Shop		
Client of the Year 2017 Sponsored by TVNZ		
Mars NZ		
Grand Axis 2017		
Agency	Advertiser	Title
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing
Grand Prix - Outdoor Sponsored by Bauer Media		
Agency	Advertiser	Title
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing
Grand Prix - Design 360 Sponsored by Bauer Media		
Agency	Advertiser	Title
Special Group	Karma Cola	What Comes Around Goes Around
Grand Prix - User Experience Sponsored by Bauer Media		
Agency	Advertiser	Title
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing

RECOGNITION AWARDS

Axis Student Challenge - supported by Google	
Name	School
Nathaniel Ong & Lauren Day	Media Design School
Emerging Talent Sponsored by Marsden Inch	
Name	Agency
Emily Osborne & Henry Wall	Colenso BBDO
Lifetime Achievement Award - Sponsored by TOYBOX	
Name	
Jen Storey	

CRAFT

01 - Editing			
Agency	Advertiser	Entry Title	Metal
The Sweet Shop	McDonald's	How Very Un-McDonald's	Silver
Heckler	Heineken - Tiger Beer	Tiger Beer - Wok	Bronze
Rankin	V Pure	V Pure	Bronze
The Editors Pty Ltd	Westpac	Westpac 'The Decision'	Bronze
The Sweet Shop	New Zealand Lotteries	Mum's Wish	Bronze
Thick as Thieves	Spark	Big Tony	Finalist
The Sweet Shop	Interislander	Find Time	Finalist
The Sweet Shop	NAB	Journey	Finalist
Robber's Dog	Paspaley	Life Needs Adventure	Finalist
The Sweet Shop	Lipton	School Bus	Finalist
Robber's Dog	Holden	The Chop	Finalist
02 - Cinematography			
Agency	Advertiser	Entry Title	Metal
The Sweet Shop	New Zealand Lotteries	Mum's Wish	Gold
FINCH	Rebel Sport	What's Your Why	Silver
Eight	NZ Transport Agency	Dead on Their Feet - Driver Fatigue	Bronze
FINCH	SKODA	Driver's Seat	Bronze
Ogilvy & Mather New Zealand	Energy Efficiency and Conservation Authority	Electric Vehicles: Tiny	Bronze
The Sweet Shop	Interislander	Find Time	Bronze
The Sweet Shop	McDonald's	How Very Un-McDonald's	Bronze
Goodoil Films	Westpac	It's Time	Bronze
Robber's Dog	Samsung	Now You Can	Finalist
The Sweet Shop	Labdbrokes	Up for the Challenge	Finalist
FINCH	Tourism Australia	A Place You Feel	Finalist
Thick as Thieves	Spark	Big Tony	Finalist
Robber's Dog	Tourism New Zealand	Curiosity	Finalist
03 - Animation/Design/Visual Effects			
Agency	Advertiser	Entry Title	Metal
Palace	Lion	Welcome to the Other Side	Silver
The Sweet Shop	Lion - 5 Seeds	In the Moment	Bronze
Blockhead	Air New Zealand	A better way to fly	Finalist
FINCH	AFL	Behind The Game	Finalist
FINCH	ABC Tissues	Dance	Finalist
Ogilvy & Mather New Zealand	Energy Efficiency and Conservation Authority	Electric Vehicles: Tiny	Finalist
04 - Art Direction			
Agency	Advertiser	Entry Title	Metal
FINCH	State Insurance	Skip. Done.	Bronze
05 - Direction			
Agency	Advertiser	Entry Title	Metal
The Sweet Shop	HCF	Health Is	Gold
Curious Film	NZ Transport Agency	Hello	Gold
Goodoil Films	Lion	Welcome to the Other Side	Silver
The Sweet Shop	McDonald's	How Very Un-McDonald's	Silver
FINCH	Rebel Sport	What's Your Why	Bronze
The Sweet Shop	Lawn Tennis Association	Go Hit It	Bronze
The Sweet Shop	New Zealand Lotteries	Mum's Wish	Bronze
The Sweet Shop	Lipton	School Bus	Bronze
Rankin	V Pure	V-Pure	Finalist
Goodoil Films	Australian Defence Force	What Will You Bring?	Finalist
Thick as Thieves	Spark	Big Tony	Finalist
Robber's Dog	McDonald's	Create Your Taste	Finalist
Robber's Dog	Vinomofo	Decide	Finalist
FINCH	SKODA	Driver's Seat	Finalist
The Sweet Shop	RWE	Energy Goes Innogy	Finalist
Eight	The Salvation Army	Terry - Being Homeless	Finalist
Robber's Dog	Holden	The Chop	Finalist
06 - Original Soundtrack - Film & Screen Content			
Agency	Advertiser	Entry Title	Metal
Beatworms	Lion	Welcome to the other side	Gold
Franklin Rd	Fonterra, Anchor	Go Strong	Bronze
Liquidstudios	Mercury Energy	Mercury Energy City to Surf	Bronze
Liquidstudios	NZ Post	NZ Post 'My parcels, My way'	Finalist
Liquidstudios	Rebel Sport	What's your Why	Finalist
Liquidstudios	Samsung	Samsung 'Lowlight'	Finalist

CRAFT

DIGITAL CRAFT

OUT OF HOME

08 - Sound Design - Film & Screen Content			
Agency	Advertiser	Entry Title	Metal
The Sweet Shop	HCF	Health Is	Gold
The Coopers	Fonterra, Anchor	Go Strong	Silver
Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom	Finalist
10 - Digital Use of Music/Sound Design			
Agency	Advertiser	Entry Title	Metal
Digicake Ltd	Air New Zealand	Honolulu	Bronze
Clemenger BBDO/Proximity	NZ Transport Agency	Hello	Finalist
Franklin Rd	Mars, PEDIGREE	A Dog's Story	Finalist
Digicake Ltd	ŠKODA	ŠKODA Octavia RS 230	Finalist
Liquidstudios	Verizon Wireless	Verizon Wireless	Finalist
10.5 - Original Arrangement of Existing Music - Film & Screen Content			
Agency	Advertiser	Entry Title	Metal
Franklin Rd	NZ Transport Agency	Hello	Finalist
11 - CopyWriting - Magazine & Newspaper And Out of Home			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap (Coaster)	Finalist
Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap (Poster)	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Butter is Back	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Cool Again	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Say Cheese	Finalist
13 - CopyWriting - Radio			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Mars, PEDIGREE	Dogs Don't Judge - Hit Song	Bronze
DDB Group New Zealand	SKY Television New Zealand	Free Coffee Mug	Finalist
DDB Group New Zealand	SKY Television New Zealand	Free Hoodie	Finalist
DDB Group New Zealand	SKY Television New Zealand	Free SoHo	Finalist
14 - CopyWriting - Film And Video			
Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	NZ Transport Agency	Chopper's Thoughts	Bronze
True	Air New Zealand	A Better Way to Fly	Finalist
Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom	Finalist
Clemenger BBDO/Proximity	NZ Transport Agency	Cori Gonzalez-Macuer's Thoughts	Finalist
Clemenger BBDO/Proximity	NZ Transport Agency	Hello	Finalist
Clemenger BBDO/Proximity	NZ Transport Agency	Jono and Ben's Thoughts	Finalist
Clemenger BBDO/Proximity	NZ Transport Agency	Simon McKinney's Thoughts	Finalist
Clemenger BBDO/Proximity	NZ Transport Agency	Tom Furniss' Thoughts	Finalist
Ogilvy & Mather New Zealand	Rebel Sport	Whats your Why	Finalist
16 - Art Direction & Typography - Magazine & Newspaper And Out of Home			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Fonterra	7 Days of Goodness - Cool Again	Silver
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Frankie	Bronze
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Monty	Bronze
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Rags	Bronze
Colenso BBDO	Fonterra	7 Days of Goodness - Butter is Back	Bronze
Colenso BBDO	Fonterra	7 Days of Goodness - Just Chill	Bronze
.99	Leukaemia & Blood Cancer New Zealand	Dine For a Difference	Finalist
Special Group	Goodman Fielder	Molenberg Sandwich Shop	Finalist
Sugar & Partners	Soul	#Protectthumatao	Finalist
18 - Art Direction & Typography - Digital			
Agency	Advertiser	Entry Title	Metal
Assembly	Bank of New Zealand	Death Pledge	Bronze
DDB Group New Zealand	SKY Television New Zealand	Tiny Trailers	Finalist
19 - Image - Magazine & Newspaper And Out of Home - Sponsored by Getty Images			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Frankie	Silver
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Monty	Silver
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Rags	Silver
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings - Alexia	Finalist
Ogilvy & Mather New Zealand	Coca Cola Oceania	Coke Summer Art	Finalist
20 - Image - Direct Marketing - Sponsored by Getty Images			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump	Bronze
21 - Interface & Navigation			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Watermark Ltd	Mars, PEDIGREE	A Dog's Story	Silver
Special Group	2degrees	Data Hunt	Bronze
FCB New Zealand	New Zealand Fire Service	Escape My House	Finalist
22 - User Experience			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Watermark Ltd	Mars, PEDIGREE	A Dog's Story	Silver
Special Group	2degrees	Data Hunt	Bronze
FCB New Zealand	New Zealand Fire Service	Escape My House	Finalist
FCB New Zealand	Cengage	Read On	Finalist
23 - Digital Use of Video - Sponsored by Getty Images			
Agency	Advertiser	Entry Title	Metal
Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom	Bronze
TBWA Auckland	The Salvation Army	The Unexpected Homeless	Bronze
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries	Finalist
FCB New Zealand	New Zealand Fire Service	Escape My House	Finalist
DDB Group New Zealand	Auckland City Mission	Harsh Reality	Finalist
Young + Shand	Smirnoff Vodka	Smirnoff Selfie	Finalist
24 - Digital Animation/ Motion Graphics, Illustration & Design			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Watermark Ltd	Mars, PEDIGREE	A Dog's Story	Gold
Assembly	W+K Portland / LAIKA	Kubo & The Two Strings - Arcade	Gold
Assembly	W+K Portland / Verizon	Better Matters	Silver
26 - Out of Home Posters - Sponsored by APN outdoor			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Frankie	Bronze
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Monty	Bronze
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Rags	Bronze
Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap - Wash yourself today with some of last night	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Butter is Back	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Cool Again	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Just Chill	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Say Cheese	Finalist
FCB New Zealand	New Zealand Fire Service	Fire is Fun	Finalist
FCB New Zealand	Paper Plus	Read Better Stories - Food	Finalist
FCB New Zealand	Paper Plus	Read Better Stories - Selfie	Finalist
FCB New Zealand	Paper Plus	Read Better Stories - Travel	Finalist
FCB New Zealand	Paper Plus	Read Better Stories - Workouts	Finalist
Colenso BBDO	Stolen Rum	Stolen Posters - McDonalds	Finalist
Colenso BBDO	Stolen Rum	Stolen Posters - Nike	Finalist

OUT OF HOME

27 - Transit Advertising - Sponsored by APN outdoor

Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Bank of New Zealand	Cancelled	Finalist
DDB Group New Zealand	SKY Television New Zealand	Error Message Adshels	Finalist
FCB New Zealand	New Zealand Fire Service	Fire is Fun	Finalist
FCB New Zealand	Paper Plus	Read Better Stories - Food	Finalist

28 - Out Of Home Special Build - Sponsored by APN outdoor

Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing	Gold

29 - Non Traditional Outdoor/ Ambient - Sponsored by APN outdoor

Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing	Gold
Colenso BBDO	Fonterra, Anchor	X-Ray Casts	Silver
Special Group	Goodman Fielder	Molenberg Sandwich Shop	Silver
Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap	Bronze
Colenso BBDO	Burger King	Backyard Burger King	Bronze
Ogilvy & Mather New Zealand	MyRepublic	MyRepublic Face Swap	Finalist
Special Group	Lion	Smirnoff Chiller Bag	Finalist
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry	Finalist

30 - Out Of Home Campaign - Sponsored by APN outdoor

Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Mars, PEDIGREE	Old Dogs	Bronze
Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap	Bronze
TBWA Auckland	Independent Liquor NZ	BRB Relaunch	Finalist
TVNZ Blacksand	TVNZ	DUKE Launch Campaign	Finalist
Special Group	Goodman Fielder	Molenberg Sandwich Shop	Finalist
FCB New Zealand	Paper Plus	Read Better Stories	Finalist
DDB Group New Zealand	Westpac	Spondonyms	Finalist
Colenso BBDO	Stolen Rum	Stolen Posters	Finalist
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings	Finalist
Sugar & Partners	Soul	#ProtectHumatao	Finalist
Colenso BBDO	Fonterra, Anchor	X-Ray Casts	Finalist

31 - Magazine - Sponsored by Bauer

Agency	Advertiser	Entry Title	Metal
Colenso BBDO	SKYCITY Entertainment Group Ltd	Views from Sky City - Paint Brush	Silver
FCB New Zealand	New Zealand Fire Service	Smoke Alarms Save What Really Matters	Bronze
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Rags	Bronze
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Frankie	Bronze
Colenso BBDO	Mars, PEDIGREE	Old Dogs - Monty	Bronze
Colenso BBDO	Fonterra	7 Days of Goodness - Butter is Back	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Cool Again	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Just Chill	Finalist
Sugar & Partners	Hubbards	An Oat Looking for Love	Finalist
FCB New Zealand	Paper Plus	Read Better Stories - Selfie	Finalist
Colenso BBDO	SKYCITY Entertainment Group Ltd	Views from Sky City - Tea Cups	Finalist

32 - Magazine Campaign - Sponsored by Bauer

Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Mars, PEDIGREE	Old Dogs	Bronze
Colenso BBDO	Fonterra	7 Days of Goodness	Finalist

33 - Newspaper - Sponsored by Bauer

Agency	Advertiser	Entry Title	Metal
FCB New Zealand	New Zealand Fire Service	Made From Remains - The Hifo	Gold
FCB New Zealand	New Zealand Fire Service	Made From Remains - The Alberts	Silver
FCB New Zealand	New Zealand Fire Service	Made From Remains - The Humphries	Bronze
FCB New Zealand	New Zealand Fire Service	Made From Remains - The Pewhairangi	Bronze
Republik New Zealand	Volvo New Zealand	One Safe Place	Bronze
Colenso BBDO	Fonterra	7 Days of Goodness - Say Cheese	Bronze
Special Group	Powershop	Power You Can Love	Finalist
Colenso BBDO	Stolen Rum	Stolen Posters - McDonalds	Finalist
Colenso BBDO	Stolen Rum	Stolen Posters - Nike	Finalist
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings - Alexia	Finalist
Colenso BBDO	Fonterra	7 Days of Goodness - Cool Again	Finalist
FCB New Zealand	New Zealand Fire Service	Fire is Fun	Finalist
DDB Group New Zealand	Lion	Lion Red Valentine's Day	Finalist
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings - Michelle	Finalist
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings - Nic	Finalist

34 - Newspaper Campaign - Sponsored by Bauer

Agency	Advertiser	Entry Title	Metal
FCB New Zealand	New Zealand Fire Service	Made From Remains	Silver
Colenso BBDO	Stolen Rum	Stolen Posters	Finalist

35 - Direct Physical - Sponsored by Soar Print

Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Fonterra, Anchor	X-Ray Casts	Silver
J.Walter Thompson	Auckland Transport	Happy Endings	Finalist

36 - Direct Digital - Sponsored by Soar Print

Agency	Advertiser	Entry Title	Metal
FCB New Zealand	Air New Zealand	Honolullaby	Bronze
Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom	Bronze
Clemenger BBDO/Proximity	NZ Transport Agency	Hello	Finalist
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry	Finalist
Saatchi & Saatchi New Zealand	Amplifon	The Emotional Hearing Test	Finalist
FCB New Zealand	Maritime New Zealand	Virtual Coastguard	Finalist

37 - Direct Broadcast/Screen - Sponsored by Soar Print

Agency	Advertiser	Entry Title	Metal
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?	Silver
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings	Silver
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries	Bronze

39 - Direct Campaign - Sponsored by Soar Print

Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Fonterra, Anchor	X-Ray Casts	Gold
Saatchi & Saatchi New Zealand	Amplifon	The Emotional Hearing Test	Bronze
Special Group	2degrees	Data Hunt	Bronze
Colenso BBDO	Burger King	Backyard Burger King	Bronze
Colenso BBDO	Bank of New Zealand	Crusaders Home Turf	Finalist
DDB Group New Zealand	SKY Television New Zealand	Silicon Valley URXXL	Finalist
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings	Finalist

MAGAZINE AND NEWSPAPER

DIRECT MARKETING

PR/PROMO & ACTIVATION

40 - Promo & Activation Single - Sponsored by Z Card			
Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing	Gold
Special Group	2degrees	Data Hunt	Bronze
Special Group	Goodman Fielder	Molenberg Sandwich Shop	Bronze
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry	Finalist
DDB Group New Zealand	SKY Television New Zealand	Tiny Trailers	Finalist
Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom	Finalist
41 - Promo & Activation Campaign - Sponsored by Z Card			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Fonterra, Anchor	X-Ray Casts	Gold
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings	Silver
Special Group	Goodman Fielder	Molenberg Sandwich Shop	Silver
Special Group	2degrees	Data Hunt	Silver
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?	Bronze
Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap	Bronze
Colenso BBDO	Burger King	Backyard Burger King	Bronze
Colenso BBDO	Foodstuffs, New World	Little Garden	Bronze
DDB Group New Zealand	SKY Television New Zealand	Silicon Valley URXXL	Finalist
42 - PR - Sponsored by Z Card			
Agency	Advertiser	Entry Title	Metal
Special Group	Powershop	Power You Can Love	Finalist
43 - PR Social & Digital - Sponsored by Z Card			
Agency	Advertiser	Entry Title	Metal
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?	Silver
Colenso BBDO	Fonterra, Anchor	X-Ray Casts	Bronze
Special Group	Powershop	Power You Can Love	Finalist
Colenso BBDO / Watermark Ltd	Mars, PEDIGREE	A Dog's Story	Finalist
44 - PR Campaign - Sponsored by Z Card			
Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings	Silver
Chemistry Interaction	Sovereign Insurance	How old are you really?	Finalist

DESIGN

45 - Design 360			
Agency	Advertiser	Entry Title	Metal
Special Group	Karma Cola	What Comes Around Goes Around	Gold
TVNZ Blacksand	TVNZ	Developing the DUKE Brand Identity	Silver
Ogilvy & Mather New Zealand	World Master Games	World Master Games	Finalist
46 - Product Design - Tech			
Agency	Advertiser	Entry Title	Metal
Special Group	2degrees	Data Hunt	Bronze
FCB New Zealand	Air New Zealand	Honolullaby	Finalist
47 - Product Design - Non Tech			
Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing	Gold
Colenso BBDO	Fruco Beverages Ltd	V Pure	Gold
Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap	Bronze
Special Group	Lion	Smirnoff Chiller Bag	Finalist
48 - Brand Experience/Environmental			
Agency	Advertiser	Entry Title	Metal
Special Group	Goodman Fielder	Molenberg Sandwich Shop	Gold
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing	Gold
FCB New Zealand	Vodafone	Tuam Street Design	Bronze
Ogilvy & Mather New Zealand	MyRepublic	MyRepublic Internet Ready Coffin	Finalist
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry	Finalist
TBWA Auckland	ANZ	ANZ to GAYNZ	Finalist
49 - User Experience			
Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing	Gold
Special Group	2degrees	Data Hunt	Silver
Colenso BBDO / Watermark Ltd	Mars, PEDIGREE	A Dog's Story	Bronze
FCB New Zealand	Air New Zealand	Honolullaby	Finalist
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry	Finalist

CHARITY

50 - Charity - Magazine & Newspaper And Out Of Home			
Agency	Advertiser	Entry Title	Metal
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Family	Finalist
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Friends	Finalist
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Work	Finalist
TBWA Auckland	The Salvation Army	The Unexpected Homeless	Finalist
51 - Charity - Direct Marketing			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump	Silver
Saatchi & Saatchi New Zealand	Womens Refuge	Shielded	Bronze
Colenso BBDO	Amnesty International	Amnesty International Unblocker	Bronze
DDB Group New Zealand	Auckland City Mission	Harsh Reality	Finalist
52 - Charity - PR/Promo & Activation			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Amnesty International	Amnesty International Unblocker	Silver
TBWA Auckland	The Salvation Army	The Unexpected Homeless	Silver
Saatchi & Saatchi New Zealand	Womens Refuge	Shielded	Finalist
53 - Charity - Digital Or Screen			
Agency	Advertiser	Entry Title	Metal
TBWA Auckland	The Salvation Army	The Unexpected Homeless	Gold
Colenso BBDO	Amnesty International	Amnesty International Unblocker	Silver
Saatchi & Saatchi New Zealand	Womens Refuge	Shielded	Bronze
DDB Group New Zealand	Auckland City Mission	Harsh Reality	Finalist
55 - Charity - Design			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump	Bronze
Colenso BBDO	Amnesty International	Amnesty International Unblocker	Finalist
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Family	Finalist
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Friends	Finalist
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Work	Finalist
56 - Charity - Campaign			
Agency	Advertiser	Entry Title	Metal
TBWA Auckland	The Salvation Army	The Unexpected Homeless	Silver
Colenso BBDO	Amnesty International	Amnesty International Unblocker	Bronze
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back	Finalist
Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump	Finalist

DIGITAL & INTERACTIVE

FILM & SCREEN CONTENT

57 - Websites & Microsites - Sponsored by NZME			
Agency	Advertiser	Entry Title	Metal
Sugar & Partners	Soul	#ProtectHumatao	Finalist
58 - Online Advertising - Sponsored by NZME			
Agency	Advertiser	Entry Title	Metal
FCB New Zealand	Mitre 10	Bantermatic	Finalist
FCB New Zealand	Maritime New Zealand	Virtual Coastguard	Finalist
59 - Social Video (Viral) And/Or Interactive Video - Sponsored by NZME			
Agency	Advertiser	Entry Title	Metal
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop - Hungry Kid	Gold
Clemenger BBDO/Proximity	NZ Transport Agency	Hello	Silver
FCB New Zealand	Vodafone	4G Redline	Silver
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop - Old Woman	Bronze
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop - Drunk Man	Bronze
Special Group	Powershop	Power You Can Love	Finalist
Young + Shand	Smirnoff Vodka	Smirnoff Selfie	Finalist
Ogilvy & Mather New Zealand	Rebel Sport	Whats your why	Finalist
FCB New Zealand	New Zealand Fire Service	Escape My House	Finalist
TBWA Auckland	ANZ	Fortune Favours The Brave	Finalist
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries	Finalist
Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom	Finalist
FCB New Zealand	Sony New Zealand	Defy	Finalist
Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap	Finalist
60 - Webisodes/Series - Sponsored by NZME			
Agency	Advertiser	Entry Title	Metal
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?	Bronze
Ogilvy & Mather New Zealand	Briscoes Group - Rebel Sport	Whats your why	Bronze
61 - Social Media - Sponsored by NZME			
Agency	Advertiser	Entry Title	Metal
FCB New Zealand	Vodafone	4G Redline	Silver
Colenso BBDO	Burger King	Backyard Burger King	Bronze
TBWA Auckland	ANZ	Fortune Favours The Brave	Finalist
Clemenger BBDO/Proximity	NZ Transport Agency	Hello	Finalist
DDB Group New Zealand	SKY	Sky Social	Finalist
FCB New Zealand	Vodafone	Te Reo	Finalist
DDB Group New Zealand	SKY Television New Zealand	Tiny Trailers	Finalist
62 - Mobile - Sponsored by NZME			
Agency	Advertiser	Entry Title	Metal
Special Group	2degrees	Data Hunt	Gold
Colenso BBDO / Watermark Ltd	Mars, PEDIGREE	A Dog's Story	Silver
FCB New Zealand	Maritime New Zealand	Virtual Coastguard	Bronze
FCB New Zealand	New Zealand Fire Service	Escape My House	Bronze
Sugar & Partners	The Blues	Blues Big Shot	Finalist
DDB Group New Zealand	Pfizer	Caremate	Finalist
Saatchi & Saatchi New Zealand	db Breweries	Heineken Live	Finalist
FCB New Zealand	Cengage	Read On	Finalist
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry	Finalist
63 - Digital & Interactive Campaign - Sponsored by NZME			
Agency	Advertiser	Entry Title	Metal
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries	Silver
Special Group	2degrees	Data Hunt	Silver
Colenso BBDO	Fonterra, Anchor	X-Ray Casts	Bronze
Colenso BBDO	Burger King	Backyard Burger King	Finalist
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?	Finalist
Colenso BBDO	Mars, PEDIGREE	Don't App When You're Hungry	Finalist
TVNZ Blacksand	TVNZ	Shortland Street - The Living Moment	Finalist
DDB Group New Zealand	SKY Television New Zealand	Silicon Valley URXXL	Finalist
Colenso BBDO	IAG New Zealand Ltd	Skip. Done.	Finalist
Ogilvy & Mather New Zealand	Briscoes Group - Rebel Sport	Whats your why	Finalist
64 - Tech Driven Creative			
Agency	Advertiser	Entry Title	Metal
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries	Gold
FCB New Zealand	Vodafone	4G Redline	Gold
Special Group	2degrees	Data Hunt	Bronze
FCB New Zealand	Air New Zealand	Honolullaby	Finalist
65 - Large Scale Screen Content			
Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	Lion	Welcome to the other side	Gold
Colenso BBDO	Fonterra, Anchor	Go Strong	Finalist
DDB Group New Zealand	New Zealand Lotteries	Mum's Wish	Finalist
66 - Long-Form - Single			
Agency	Advertiser	Entry Title	Metal
Colenso BBDO	Spark NZ	Everyday Magic	Bronze
68 - TV Single Commercial 30' or below - Sponsored by Adstream			
Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	Fly Buys	Clever You	Finalist
Special Group	2degrees	Pay Monthly	Finalist
DDB Group New Zealand	McDonald's	Rubber Band Ball	Finalist
DDB Group New Zealand	Lion	Unfinished Projects	Finalist
70 - TV Single Commercial Above 30' - Sponsored by Adstream			
Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	NZ Transport Agency	Hello	Gold
DDB Group New Zealand	New Zealand Lotteries	Mum's Wish	Silver
DDB Group New Zealand	Lion	Welcome to the other side	Silver
Ogilvy & Mather New Zealand	Briscoes Group - Rebel Sport	Whats your why	Bronze
Clemenger BBDO/Proximity	NZ Transport Agency	Jono and Ben's Thoughts	Bronze
Clemenger BBDO/Proximity	NZ Transport Agency	Chopper's Thoughts	Bronze
Clemenger BBDO/Proximity	NZ Transport Agency	Cori Gonzalez-Macuer's Thoughts	Bronze
Colenso BBDO	Spark NZ	Everyday Magic	Bronze
Clemenger BBDO/Proximity	KiwiRail	Find Time	Bronze
Colenso BBDO	Fonterra, Anchor	Go Strong	Finalist
Special Group	2degrees	Pay Monthly	Finalist
Clemenger BBDO/Proximity	NZ Transport Agency	Rhys Darby's Thoughts	Finalist
Clemenger BBDO/Proximity	NZ Transport Agency	Tom Furniss' Thoughts	Finalist
FCB New Zealand	Vodafone	4G Redline	Finalist
True	Air New Zealand	A Better Way to Fly	Finalist
71 - TV Single Commercial Above 30' - Sponsored by Adstream			
Agency	Advertiser	Entry Title	Metal
Clemenger BBDO/Proximity	NZ Transport Agency	Thoughts	Silver

BRANDED CONTENT	72 - Cinema and Theatrical Branded Content - Sponsored by TVNZ			
	Agency	Advertiser	Entry Title	Metal
	DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings	Bronze
	76 - Online Branded Content - 5 Minutes and Under - Sponsored by TVNZ			
	Agency	Advertiser	Entry Title	Metal
	FCB New Zealand	Vodafone	4G Redline	Silver
	77 - Branded Content Campaign - - Sponsored by TVNZ			
	Agency	Advertiser	Entry Title	Metal
	Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?	Bronze
	DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings	Finalist
78 - Music Content - - Sponsored by TVNZ				
Agency	Advertiser	Entry Title	Metal	
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries	Silver	
FCB New Zealand	Sony New Zealand	Defy	Bronze	
TBWA Auckland	ANZ	Fortune Favours The Brave	Finalist	
MEDIA	79 - Creative Use of Media - Sponsored by NZME			
	Agency	Advertiser	Entry Title	Metal
	Colenso BBDO	Fonterra, Anchor	X-Ray Casts	Silver
	FCB New Zealand	New Zealand Fire Service	Made From Remains	Silver
	FCB New Zealand	New Zealand Fire Service	Smoke Alarms Save What Really Matters	Finalist
	FCB New Zealand	Maritime New Zealand	Virtual Coastguard	Finalist
	Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap	Finalist
	Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom	Finalist
	80 - Creative Use of Media - Campaign - Sponsored by NZME			
	Agency	Advertiser	Entry Title	Metal
	Clemenger BBDO/Proximity	NZ Transport Agency	Thoughts	Bronze
	DDB Group New Zealand	SKY Television New Zealand	Tiny Trailers	Finalist
	Colenso BBDO	Bacardi Martini Ltd, 42 Below	42 Below Recycled Cocktail Lemons Eco Soap	Finalist
	Colenso BBDO	Burger King	Backyard Burger King	Finalist
	TVNZ Blacksand	TVNZ	DUKE Launch Campaign	Finalist
TVNZ Blacksand	TVNZ	First Dates NZ - Guinea Pigs of Love	Finalist	
DDB Group New Zealand	SKY Television New Zealand	Silicon Valley URXXL	Finalist	
RADIO	81 - Radio Single - Sponsored by The Radio Bureau			
	Agency	Advertiser	Entry Title	Metal
	Colenso BBDO	Burger King	Fill Up For Less (Chicken Fries)	Bronze
	Colenso BBDO	Burger King	Fill Up For Less (L&P)	Bronze
	Colenso BBDO	Mars, PEDIGREE	Dogs Don't Judge - Crime Boss	Bronze
	Colenso BBDO	Mars, PEDIGREE	Dogs Don't Judge - Hit Song	Bronze
	Colenso BBDO	Mars, PEDIGREE	Dogs Don't Judge - Most Popular Girl	Bronze
	Ogilvy & Mather New Zealand	New Zealand Police	Engage Safety	Finalist
	DDB Group New Zealand	SKY Television New Zealand	Free Coffee Mug	Finalist
	DDB Group New Zealand	SKY Television New Zealand	Free Hoodie	Finalist
	DDB Group New Zealand	SKY Television New Zealand	Free SoHo	Finalist
	DDB Group New Zealand	SKY Television New Zealand	Free Tee Shirt	Finalist
	DDB Group New Zealand	SKY Television New Zealand	GoT Shame Radio	Finalist
	DDB Group New Zealand	SKY Television New Zealand	Bill Bryson	Finalist
	82 - Radio Campaign - Sponsored by The Radio Bureau			
	Agency	Advertiser	Entry Title	Metal
	Colenso BBDO	Mars, PEDIGREE	Dogs Don't Judge	Silver
	DDB Group New Zealand	SKY Television New Zealand	Silicon Valley URXXL	Finalist
83 - Non-Standard Radio - Sponsored by The Radio Bureau				
Agency	Advertiser	Entry Title	Metal	
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries	Bronze	
Executive Awards	84 - Integrated Axis - Sponsored by Adstream			
	Agency	Advertiser	Entry Title	Metal
	Special Group	Goodman Fielder	Molenberg Sandwich Shop	Silver
	Special Group	2degrees	Data Hunt	Bronze
	Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?	Finalist
	DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings	Finalist
	85 - For Good - Sponsored by The Sweet Shop			
	Agency	Advertiser	Entry Title	Metal
	Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing	Gold
	Special Group	Karma Cola UK	What Comes Around Goes Around	Gold
	DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings	Silver
	ColensoBBDO	Mars, PEDIGREE	A Dog's Story	Bronze
Ogilvy & Mather New Zealand	Auckland City Council/APO	A Kauri Cries	Bronze	
86 - Innovation Axis - Sponsored by Getty Images				
Agency	Advertiser	Entry Title	Metal	
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing	Gold	

Congratulations!