

RESULTS

Agency	Advertiser	Entry Title	Metal
Best in Show sponsored by Sky Network Television			
FCB Media	Maritime NZ	Using Mobile to own a Moment	Gold
Media Agency of the Year sponsored by NZME			
FCB Media			
Advertiser of the Year sponsored by iSite Media/QMS NZ			
Fruco Beverages Ministry of Social Development			
Sandy Smith Inspiring Individual Award sponsored by MediaWorks			
Matt Bale		MBM	
Media Business of the Year			
NZME			
Social Marketing / Public Service sponsored by SOAR Print			
FCB Media	Ministry of Social Development	Not OK in Any Home	Gold
FCB Media	NZ Fire Service	A Burning Issue	Silver
Retail/Etail sponsored by The Radio Bureau			
FCB Media/Colenso BBDO	Foodstuffs - New World	Turning a Promotion Into Play	Silver
FCB Media	Flight Centre	From Retail to Etail	Finalist
OMD NZ	McDonald's	Resetting the benchmark for Programmatic Advertising	Finalist
Fast Moving Consumer Goods (FMCG) sponsored by Nielsen			
OMD NZ, BEAT, MediaWorks	Fruco Beverages	Jono V Ben	Silver
MBM	Griffin's Huntley & Palmers	Flatbreads: The host with the most	Finalist
MBM	J.H. Whittaker's & Sons Limited	The Other AB*s Scoring Tries and Selling Blocks	Finalist
Mediacom	Fonterra Brands NZ	It Must Be Milk	Finalist
Mediacom	Fonterra Brands NZ	Stealing share back from the Paddle Pop Lion	Finalist
SparkPHD	DB Export	Brewtroleum - a real reason to drink more DB Export	Finalist
SparkPHD	Unilever - Toni & Guy	Bringing the best of British to NZ	Finalist
ZenithOptimedia	Lion	Believe	Finalist
Consumer Durables			
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory	Silver
Y&R Media	Jaguar Land Rover New Zealand	Love from Land Rover	Silver
Ikon Communications	Fujifilm NZ	Stories of Instax	Finalist
Starcom	Toyota New Zealand	Port-a-Palace	Finalist
Consumer Services			
Carat	ASB Bank	Snap Scholarships	Silver
Carat	ASB Bank	All Blacks Sponsorship Launch	Finalist
Dynamo Media (OMG Group)	Skinny Mobile	Skinny Mobile Attribution: Data driven planning for success	Finalist
Dynamo Media (OMG Group)	Spark NZ	The Boroughs - Bringing Streetball to Auckland	Finalist
OMD NZ	Air New Zealand	Take another look: Revitalising Queensland	Finalist
SparkPHD	MediaWorks	Having breakfast with Paul Henry	Finalist
Starcom	Westpac NZ	Breaking the Donator Inertia	Finalist
Y&R Media	Paramount Pictures NZ	Searching for an Evil Master	Finalist
Charity			
Y&R Media	Breast Cancer Cure	Breast Milk	Finalist
Best Small Budget (up to \$100k per annum)			
FCB Media	Ministry of Social Development	Not OK in Any Home	Gold
BEAT	Eat My Lunch	Buy One, Give One. Feeding hungry kids to make a difference.	Finalist
Dynamo Media (OMG Group)	BMW	Reverse April Fool's Day	Finalist
Ikon Communications	Fiveight Distribution Ltd	Be The Batman	Finalist
Best Use of Event/Activation			
FCB Media	Audi	Quattro Bistro	Gold
Carat	ASB Bank	All Blacks Sponsorship Launch	Silver
OMD NZ	Air New Zealand	Take another look: Revitalising Queensland	Silver
MKTG and Carat	Sovereign	Sovereign's Winning Moment	Silver
OMD NZ	Roadshow	From rank outsider to box office heavyweight champion	Finalist
Sherson Willis	Spark	World's Smallest Queue for the Year's Biggest Phone Launch	Finalist
SparkPHD	Gold Coast Tourism	Lucky Luggage	Finalist

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Best Use of Content sponsored by TVNZ			
FCB Media	Ministry of Social Development	Not OK in Any Home	Silver
FCB Media/Colenso BBDO	Foodstuffs - New World	Turning a Promotion Into Play	Silver
OMD NZ, BEAT, MediaWorks	Frucor Beverages	Jono V Ben	Silver
ZenithOptimedia	Lion	Instagram my what?	Silver
MBM	Huntley and Palmers	Flatbreads: The Summer of the insatiable	Finalist
Ogilvy & Mather	Public Trust	The Rightful Owners	Finalist
Y&R Media	Brake	Living Memories	Finalist
Y&R Media	Burger King Corporation & Peace One Day	McWhopper - when McDonald's said no, the internet said yes.	Finalist
Y&R Media & True	Vodafone New Zealand	VNZMAs Snapchat Campaign	Finalist
Best Use of Technology			
FCB Media	Flight Centre	From Retail to Etail	Silver
MBM	Loyalty New Zealand	Preaching to the (almost) converted	Silver
OMD NZ	Air New Zealand	2 tech platforms revolutionise Air NZ planning	Silver
Ikon Communications	Coca-Cola New Zealand	TrueYou - Using Facebook for better social engagement	Finalist
OMD NZ	McDonald's	Resetting the benchmark for Programmatic Advertising	Finalist
Vizeum	Nissan	Taking Control of Search	Finalist
Best Use of Mobile			
FCB Media	Maritime NZ	Using Mobile to own a Moment	Gold
SparkPHD	AEG	AEG: How we drilled in on Tradies	Finalist
Starcom	Mars	Finding Fido	Finalist
Best Use of Data sponsored by Near Media			
MBM	Loyalty New Zealand	Preaching to the (almost) converted	Gold
OMD NZ	Air New Zealand	2 data driven platforms revolutionise Air NZ planning	Silver
Contagion	Tourism New Zealand	#NZMustDo Again	Finalist
FCB Media	Flight Centre	From Retail to Etail	Finalist
Ikon Communications	Coca-Cola New Zealand	TrueYou - Using Facebook for better social engagement	Finalist
Mediacom	Fonterra Brands NZ	A Kapiti Christmas	Finalist
Best Use of Video sponsored by NZME			
FCB Media/Colenso BBDO	Foodstuffs - New World	Turning a Promotion Into Play	Gold
MBM	J.H. Whittaker's & Sons Limited	The Other AB*s	Silver
Mediacom	Fonterra Brands NZ	It Must Be Milk	Finalist
Y&R Media & FCB	Vodafone New Zealand	How Vodafone made the weather big news	Finalist
Best Use of Social			
Carat	ASB Bank	Snap Scholarships	Gold
Y&R Media & True	Vodafone New Zealand	How Vodafone made the VNZMAs a social event	Silver
ZenithOptimedia	Lion	Instagram my what?	Silver
Contagion	Tourism New Zealand	#NZMustDo Again	Finalist
Ikon Communications	Fiveight Distribution Ltd	Be The Batman	Finalist
Ikon Communications	Fujifilm NZ	Stories of Instax	Finalist
Best Creative Media Idea sponsored by Bauer Media			
FCB Media	Ministry of Social Development	Not OK in Any Home	Gold
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory	Silver
SparkPHD	DB Export	Brewtroleum - a real reason to drink more DB Export	Silver
MKTG and Carat	Sovereign	Sovereign's Winning Moment	Finalist
Vizeum	Nissan	Taking Control of Search	Finalist
Best Use of Insight sponsored by Nielsen			
FCB Media	NZ Fire Service	A Burning Issue	Gold
Dynamo Media (OMG Group)	Spark NZ	The Boroughs - Bringing Streetball to Auckland	Finalist
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory	Finalist
Ikon Communications	2degrees	Play the Quiz	Finalist
Mediacom	Fonterra Brands NZ	A Kapiti Christmas	Finalist

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Best Communications Strategy			
FCB Media	NZ Fire Service	A Burning Issue	Gold
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory	Silver
Dynamo Media (OMG Group)	Spark NZ	The Boroughs - Bringing Streetball to Auckland	Finalist
OMD NZ	Air New Zealand	Pranking the nation with a lolly that tasted like rugby	Finalist
SparkPHD	DB Export	Brewtroleum - a real reason to drink more DB Export	Finalist
ZenithOptimedia	Lion	Believe	Finalist
ZenithOptimedia	Lion	Men of Deeds	Finalist
Most Effective sponsored by TVNZ			
Carat	ASB Bank	Snap Scholarships	Gold
MBM	Loyalty New Zealand	Preaching to the (almost) converted	Gold
OMD NZ, BEAT, MediaWorks	Frucor Beverages	Jono V Ben	Gold
FCB Media	Flight Centre	From Retail to Etail	Silver
OMD NZ	Air New Zealand	Take Another Look - Revitalising Queensland	Silver
BEAT	Eat My Lunch	Buy One, Give One. Feeding hungry kids to make a difference.	Finalist
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory	Finalist
SparkPHD	DB Export	Brewtroleum - a real reason to drink more DB Export	Finalist
Y&R Media	Burger King Corporation & Peace One Day	McWhopper - a burger for world peace	Finalist
ZenithOptimedia	Lion	Men of Deeds	Finalist
Best Launch			
OMD NZ, BEAT, MediaWorks	Frucor Beverages	Jono V Ben	Gold
FCB Media	Flight Centre	From Retail to Etail	Silver
OMD NZ	McDonald's	Create Your Taste - Reigniting the magic of McDonald's	Silver
SparkPHD	Unilever - Ben & Jerry's	Ben & Jerry's "Mooves" in	Finalist
Y&R Media	Burger King Corporation & Peace One Day	McWhopper - launching the impossible burger	Finalist
ZenithOptimedia	Lion	Believe	Finalist
Best Collaboration sponsored by NZME			
OMD NZ, BEAT, MediaWorks	Frucor Beverages	Jono V Ben	Gold
FCB Media & Bauer Media Group	Ministry of Social Development	Not OK in Any Home	Silver
Ogilvy & Mather/NZME	Public Trust	The Rightful Owners	Silver
Mediacom/TVNZ	FMG	FMG Rural Weather Outlook: weather smarts for farmers	Finalist
Mediacom/NZME	Fonterra Brands NZ	Perfect Get Togethers	Finalist
Mediacom/NZME	Fujitsu	Under the Pump: Selling heat pumps in summer	Finalist
Y&R Media & FCB	Vodafone New Zealand	1SecondWeather	Finalist
Sustained Success			
FCB Media	Health Promotion Agency	From Minds to Moments	Gold
FCB Media	Noel Leeming	A Success Story	Finalist
Ikon Communications	Coca-Cola New Zealand	The Powerade Challenge	Finalist

CONGRATULATIONS!