

The 2020 EFFIE AWARDS IN ASSOCIATION WITH TVNZ

# Congratulations to the Finalists!

ADVERTISER	AGENCY	ENTRY TITLE
<b>Charity/Not for Profit</b>		
Movember	Dentsu	Happy Hour: Our Mo'st Effective Campaign Yet
Project Crimson Trust	MBM	Sowing The Seeds of Love For Native Trees
<b>Social Marketing/Public Service</b>		
Waka Kotahi NZ Transport Agency	Clemenger BBDO	The 1-Star Reality Car
New Zealand Police	Stanley Street	Making 105 Memorable
<b>Retail/Etail Sponsored by oOh!media</b>		
TAB	Hello	No Matter Who Scores, You Score With TAB.
McDonald's	OMD	Still A Big Mac?
The Warehouse Group	OMD	The Return of the Goodnight Kiwi
Burger King	Pitchblack Partners	Rebel Rebel, How Could They Know?
<b>Business to Business (B2B)</b>		
Chorus	Saatchi & Saatchi	A Crucial Connection: The Launch of Small Business Fibre
<b>Fast Moving Consumer Goods (FMCG)</b>		
Lion	DDB	Speights - The Dance
Vitaco	Energj	Beat Your Best Challenge
Goodman Fielder	Goodman Fielder	Molenberg: There's Always More Inside
Orchard Thieves	Saatchi & Saatchi	Follow the Fox: A cunning Cider story
Heineken	Saatchi & Saatchi	Keep The Conversation Flowing: How Heineken Won The RWC Beer Showdown
<b>Consumer Durables</b>		
Volkswagen	DDB	Youngest Brother
Jaguar Landrover	TRUE	Race the Pace
<b>Consumer Services - Sponsored by The Radio Bureau</b>		
AA Insurance	DDB	Live a Little Freer
Lotteries	DDB	Lotto 'Imagine'
Vodafone	DDB	Huxley - Old Dog, New Tricks
Meridian Energy	Dentsu	Three words to save the world
Chorus	Saatchi & Saatchi	The Big New Brand For New Zealand's Future
Chorus	Saatchi & Saatchi	From Final Fantasy to Families: Taking Gig Fibre Mainstream
Tourism New Zealand	Special Group	Good Morning World
ANZ	TBWA	How a Nature-Powered Ram Led The Charge To a Complete Market Share Turnaround
ANZ	TBWA	The Community Initiative That Gave Back To The Business
2degrees	TBWA	2degrees Brand Launch
<b>New Product or Service</b>		
Vodafone	DDB	Endless Dataaaaaaaaaaaaa
Vodafone	DDB	Huxley - Old Dog, New Tricks
Meridian Energy	Dentsu	Turbine Pale Ale
Burger King	Pitchblack Partners	Rebel Rebel, How Could They Know?
New Zealand Police	Stanley Street	Making 105 Memorable
<b>Limited Budget: less than \$100,000</b>		
Movember	Dentsu	A Moment Against Silence
ecostore	ecostore	Ocean Waste Plastic
<b>Most Effective Integrated Campaign - Sponsored by Facebook</b>		
Waka Kotahi NZ Transport Agency	Clemenger BBDO	The 1-Star Reality Car
AA Insurance	DDB	Live a Little Freer
Lotteries	DDB	Lotto 'Imagine'
Sky	DDB	Sky Life Needs More Sport
Vodafone	DDB	Endless Dataaaaaaaaaaaaa
Meridian Energy	Dentsu	Three words to save the world
Movember	Dentsu	Happy Hour: Our Mo'st Effective Campaign Yet
ANZ	TBWA	How a Nature-Powered Ram Led The Charge To a Complete Market Share Turnaround
2degrees	TBWA	2degrees Brand Launch
Tourism New Zealand	Special Group	Good Morning World
<b>Most Effective Social Campaign</b>		
Tourism New Zealand	Special Group	Good Morning World
Briscoe Group	Stanley Street	It's Not Me, It's You
ANZ	TBWA	Best In Show: How Puppies And Kittens Grew a Bank
<b>Most Effective Use of Digital Technology</b>		
McDonald's	DDB	From Pocket To Profits: How Data Powered Digital Delivered Growth For Macca's
Heineken	Saatchi & Saatchi	Keep The Conversation Flowing: How Heineken Won The RWC Beer Showdown
<b>Best Use of Data</b>		
No Finalists		
<b>Most Effective PR/Experiential Campaign</b>		
Movember	Dentsu	A Moment Against Silence
ASB	WITH Collective - a Dentsu company	Building Sustainaball Relationships
<b>Best Strategic Thinking - Sponsored by Nielsen</b>		
Lion	DDB	Speights' The Dance
AA Insurance	DDB	Live a Little Freer
Lotteries	DDB	Lotto 'Imagine'
Sky	DDB	Sky Life Needs More Sport
Chorus	Saatchi & Saatchi	Chorus: The Big New Brand For New Zealand's Future
Tourism New Zealand	Special Group	Good Morning World
ANZ	TBWA	How a Nature-Powered Ram Led The Charge To a Complete Market Share Turnaround
2degrees	TBWA	2degrees Brand Launch
<b>Most Progressive Campaign</b>		
Lotteries	DDB	Lotto 'Imagine'
Tourism New Zealand	Special Group	Good Morning World
<b>Short Term Success</b>		
Westpac	DDB	Winter Warm Up
Air New Zealand	Pitchblack Partners	Journey to Safety
Briscoes Group	Stanley Street	The Most Competitive Friday
New Zealand Police	Stanley Street	Ink Beneath the Blue
Long White Vodka	TBWA	Long White Launch Campaign
ANZ	TBWA	Best In Show: How Puppies And Kittens Grew a Bank
ASB	WITH Collective - a Dentsu company	Building Sustainaball Relationships
<b>Sustained Success - Sponsored by oOh!media</b>		
Lotteries	DDB	Lotto 'Imagine'
Lion	DDB	Speights' The Dance
Movember	Dentsu	Regrowing the Mo'
New Zealand Police	Stanley Street	Recruiting for Diversity
<b>Topical Marketing (Current Events)</b>		
KidsCan	DDB	KidsCan 19 For 19
McDonald's	DDB	McDonald's Return of the Mac(ca's)
Meridian Energy	Dentsu	AMPEP - High Voltage Kids' TV
TSB	MBM	Rebuilding NZ Through Good Business Ideas
New Zealand Marketing Association	NZ Marketing Association	The Mark Ritson WFH Marketing Bootcamp
Toyota New Zealand	Saatchi & Saatchi	Toyota Small Business Driver
Tourism New Zealand	Special Group	Do Something New, New Zealand
New Zealand Police	Stanley Street	How NZ Police busted out their COVID-19 messaging
2degrees	TBWA	#togetherwecam How We Used a Crisis to Connect New Zealand When They Needed it Most
Ministry of Social Development	VML&R	Keeping New Zealanders safe in their bubble
<b>Hardest Challenge - Sponsored by oOh!media</b>		
PENDING		
<b>Most Effective Client of The Year - Sponsored by Google</b>		
PENDING		
<b>Most Effective Agency of The Year - Sponsored by NZME</b>		
PENDING		
<b>Grand Effie - Sponsored by TVNZ</b>		
PENDING		
<b>Marketer of The Year - Sponsored by TVNZ</b>		
PENDING		
THANKS TO OUR COMMERCIAL PARTNERS		
AND THANKS TO OUR SPONSORS		