



2012 EFFIE AWARD FINALISTS

AGENCY	ADVERTISER	ENTRY TITLE
A - Charity / Not for Profit		
.99	Westpac	Chopper
ColensoBBDO	Mars	Pedigree Adoption drive
B - Social Marketing / Public Service		
Clemenger BBDO	New Zealand Transport Agency	Bloody Legend
DraftFCB	Electricity Authority	What's My Number?
DraftFCB	NZTA	Safeteedriver - how we helped parents collaborate with teens on their journey to driving independence
DraftFCB	ACC / NZTA	practice.co.nz - driving teens' first step on a safer journey
Saatchi & Saatchi	Electoral Commission	MMP Review
Special Group	Unitec	Unitec - Change Starts Here
C - Retail / Etail		
Barnes, Catmur & Friends	Hell Pizza	Pizza Roulette
DDB	The Warehouse	The Warehouse - 30th Birthday Celebrations
DraftFCB	Mitre 10 (NZ) Limited	The Easy As Guide to a Distinctive DIY Experience
DraftFCB	Foodstuffs NZ Limited	Celebration of the Kiwi Cow
justONE	Farmers Trading Company	Farmers Club - More to love
Publicis Mojo Auckland	Hallenstein Brothers	The Power Of The Suit
D - Fast Moving Consumer Goods (FMCG)		
Below The Line	Frucor Beverages Limited	h2go Cash Caps
ColensoBBDO	Frucor Beverages Ltd	Mountain Dew Pinball Skatepark
ColensoBBDO	DB Breweries	The Wine Is Over
ColensoBBDO	Frucor Beverages Ltd	Pepsi Max Bromitment
ColensoBBDO	DB Monteith's	DB Monteith's - Sorry about the twigs, folks
DDB	Lion Nathan	Steinlager - Believe
E - Consumer Durables		
DDB	Volkswagon	VW Amarok
JWT	Ford	AB 35
F - Consumer Services		
DDB	Yellow	Yellow Toolbox
DDB	NZ Lotto	Lotto - Lucky Dog
DraftFCB	CAANZ	EFFIEs 2011 - Making it Personal
justONE	Farmlands Trading Society Limited	The Party of the Year
Special Group	Mediaworks TV	The Rise of FOUR
Special Group	NZ Tax Refunds	WooHoo
G - New Product or Service		
Barnes, Catmur & Friends	Boundary Road Brewery	Boundary Road Brewery
bcg2	Lion	Te Hana Launch
ColensoBBDO	Frucor Beverages Ltd	Frucor Beverages Ltd V Blue
ColensoBBDO	Ice Bar Co.	The Icebar Co.
Federation	Warehouse Stationery	The Search for NZ's Most Inspiring Teacher
Z Energy	Z Energy	Z is for New Zealand (The Launch of Z)
H - Limited Budget: less than \$300,000		
Barnes, Catmur & Friends	Hell Pizza	Pizza Roulette
Clemenger BBDO	Positively Wellington Tourism	A city that charmed people back to it's heart
Federation	Warehouse Stationery	The Search for NZ's Most Inspiring Teacher
Insight Consultants Ltd	Department of Building & Housing	Pink is Tough
justONE	Farmlands Trading Society Limited	The Party of the Year
The Space InBetween	Media Design School	How Dr Grordbort and a Long-necked Tardmoid boosted student enrolment numbers

continued below

Congratulations!



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AGENCY	ADVERTISER	ENTRY TITLE
I - Most Effective Integrated Campaign		
.99	Westpac	Chopper
Barnes, Catmur & Friends	Boundary Road Brewery	Boundary Road Brewery
ColensoBBDO	Frucor Beverages Ltd	Frucor Beverages Ltd V Blue
ColensoBBDO	Ice Bar Co.	The Icebar Co.
ColensoBBDO	DB Monteith's	DB Monteith's - Sorry about the twigs, folks
ColensoBBDO	DB Breweries	The Wine Is Over
ColensoBBDO	Frucor Beverages Ltd	Mountain Dew Pinball Skatepark
DDB	Lion Nathan	Steinlager - Believe
DraftFCB	Electricity Authority	What's My Number?
Ogilvy NZ	Kiwibank	Kiwibank Offset Mortgage
J - Most Effective Digital / Social Media Campaign		
Barnes, Catmur & Friends	Boundary Road Brewery	Boundary Road Brewery
ColensoBBDO	Frucor Beverages Ltd	Mountain Dew Pinball Skatepark
ColensoBBDO	Mars	Pedigree Adoption drive
DDB	Yellow	Yellow Toolbox
DraftFCB	Mitre 10 (NZ) Limited	The Easy As Guide to a Distinctive DIY Experience
Ogilvy NZ	Kiwibank	Kiwibank Green Ops - Operation Easyswitch
The Space InBetween	Media Design School	How Dr Grordbort and a Long-necked Tardmoid boosted student enrolment numbers
K - Best Strategic Thinking		
Barnes, Catmur & Friends	Hell Pizza	Pizza Roulette
Clemenger BBDO	New Zealand Transport Agency	Bloody Legend
ColensoBBDO	Frucor Beverages Ltd	Mountain Dew Pinball Skatepark
ColensoBBDO	DB Breweries	The Wine Is Over
ColensoBBDO	Frucor Beverages Ltd	Frucor Beverages Ltd V Blue
DDB	Lion Nathan	Steinlager - Believe
DDB	Yellow	Yellow Toolbox
DraftFCB	Mitre 10 (NZ) Limited	The Easy As Guide to a Distinctive DIY Experience
DraftFCB	NZTA	Safeteedriver - how we helped parents collaborate with teens on their journey to driving independence
DraftFCB	Electricity Authority	What's My Number?
Droga5	ASB Bank Limited	Experience ASB: A Game-Changing Switching Platform
Special Group	Mediaworks TV	The Rise of FOUR
L - Most Progressive Campaign		
Barnes, Catmur & Friends	Boundary Road Brewery	Boundary Road Brewery
Barnes, Catmur & Friends	Hell Pizza	Pizza Roulette
ColensoBBDO	Frucor Beverages Ltd	Mountain Dew Pinball Skatepark
ColensoBBDO	DB Monteith's	DB Monteith's - Sorry about the twigs, folks
ColensoBBDO	Westpac	Westpac Impulse Saver
ColensoBBDO	Mars	Pedigree Adoption drive
DraftFCB	Electricity Authority	What's My Number?
Ogilvy NZ	Kiwibank	Kiwibank Green Ops - Operation Easyswitch
M - Most Effective PR / Experiential Campaign		
Barnes, Catmur & Friends	Boundary Road Brewery	Boundary Road Brewery
Barnes, Catmur & Friends	Hell Pizza	Pizza Roulette
ColensoBBDO	Frucor Beverages Ltd	Mountain Dew Pinball Skatepark
Saatchi & Saatchi	Toyota	Top to Bottom
N - Sustained Success		
bcg2	Lion	Grants Corner to Corner 2009 - 2012
Clemenger BBDO	New Zealand Transport Agency	Road Safety Campaign
DraftFCB	Ministry of Health	Finding a Way Through Depression
DraftFCB	Ministry of Health	Like Minds, Like Mine: Changing the way New Zealander's view and treat people with mental illness
DraftFCB	Ministry of Social Development/Families Commission	Campaign for Action on Family Violence: Influencers
DraftFCB	Foodstuffs NZ Limited	Stickman protects his patch
Ogilvy	Progressive Enterprises Limited	Countdown and Masterchef NZ – Serving up Inspiration
Saatchi & Saatchi	DB Breweries	Yeah Rights
TBWA Digital Arts Network	2degrees Mobile	0 to 1 million in just three years