

# CONGRATULATIONS

TO ALL OUR WINNERS!

AGENCY	ADVERTISER	ENTRY TITLE	METAL
Social Marketing or Public Service			
FCB Media	Fire & Emergency New Zealand	Fire Doesn't Wait	Gold
OMD	NZ Government	Unite Against COVID	Gold
FCB Media	Water Safety New Zealand	Personalising Danger	Silver
FCB Media	The Electoral Commission	The Voter Concierge	Silver
Retail or Etail - Sponsored By The Radio Bureau			
dentsu	Countdown	The Magic Number 3	Gold
Together	Wendy's	Brigadier General Sanders	Silver
FCB Media	Mitre 10	Finding Future Renovators Today	Silver
Fast Moving Consumer Goods (FMCG) - Sponsored By Lion			
UM New Zealand	Coca-Cola Oceania	Moments of Kiwi Heat	Silver
MBM	Griffin's	Reigniting Latent Love	Silver
Consumer Services			
FCB Media	Westpac NZ	Confidence Crisis	Gold
PHD	Skinny/Spark NZ	Friendvertising	Gold
Ikon Communications	2degrees	2nd Chance Charlie	Silver
dentsu	ASB	Borrow the All Blacks	Silver
Together	First Gas	Finding the Perfect Match	Silver
Charity			
MediaCom	NZ Blood	Every 18 Minutes	Silver
Best Small Budget (up to \$100k per annum)			
Together	Wendy's	Datanator	Silver
Together	First Gas	Finding the Perfect Match	Silver

FCB Media	Foodstuffs	inStickman	Silver
Best Use of Content - Sponsored By TVNZ			
Ikon Communications	2degrees	2nd Chance Charlie	Gold
dentsu	ASB	Borrow the All Blacks	Gold
PHD	Sanitarium	Match-Fit	Silver
Motion Sickness	NZ Government / Department of Internal Affairs	The Eggplant	Silver
Best Use of Technology			
FCB Media	Mitre 10	Finding Future Renovators Today	Gold
FCB Media	The Electoral Commission	The Voter Concierge	Gold
dentsu	Countdown	From the Mailer to the Future	Silver
Best use of Mobile			
Together	Wendy's	Datanator	Silver
Best use of Data - Sponsored By oOh!media			
FCB Media	Water Safety New Zealand	Personalising Danger	Gold
Together	Wendy's	Datanator	Silver
Together	First Gas	Finding the Perfect Match	Silver
Best Use of Search Engine Marketing			
PHD	Pizza Hut	Outranking with Flavour	Silver
MBM	Trade Me Marketplace	Revolutionising the Trade Me Search Monolith	Silver
Best Use of Social			
FCB Media	Foodstuffs	inStickman	Gold
dentsu	DB Breweries	Full of Flavour, Not Itself	Silver
PHD	KFC	The Colonel's Challenge	Silver

## Creative Media Idea - Sponsored By OVATO Media Bureau

Ikon Communications	2degrees	2nd Chance Charlie	Gold
FCB Media	Fire & Emergency New Zealand	Fire Doesn't Wait	Gold
dentsu	ASB	Borrow the All Blacks	Silver
Together	Wendy's	Brigadier General Sanders	Silver
PHD	Pizza Hut	Outranking with Flavour	Silver

## Best Use of Insight - Sponsored By Nielsen

FCB Media	Westpac NZ	Confidence Crisis	Gold
Ikon Communications	2degrees	2nd Chance Charlie	Silver
Together	Wendy's	Datanator	Silver
PHD	Skinny/Spark NZ	Friendvertising	Silver

## Best Communications Strategy - Sponsored By Are Media

Ikon Communications	2degrees	2nd Chance Charlie	Gold
FCB Media	Westpac NZ	Confidence Crisis	Gold
FCB Media	Fire & Emergency New Zealand	Fire Doesn't Wait	Gold
Dentsu	ASB	Borrow the All Blacks	Silver
FCB Media	Water Safety New Zealand	Personalising Danger	Silver
PHD	Skinny/Spark NZ	Friendvertising	Silver

## Most Effective - Sponsored By TVNZ

Dentsu	Countdown	The Magic Number 3	Silver
FCB Media	Mitre 10	Finding Future Renovators Today	Silver

## Best Launch - Sponsored By NZME

Together	Wendy's	Brigadier General Sanders	Gold
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## Best Collaboration - Sponsored By oOh!media

TVNZ	Fire & Emergency NZ	Ads on Fire!	Gold
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Ikon Communications	2degrees	2nd Chance Charlie	Silver
Together	Rockgas	A Probabilistic Partnership	Silver

Massive thank you to our Commercial Partners



and our Sponsors



# EXECUTIVE AWARDS

Media Business of the Year

**oOh!media - Discovering our Unmissable Advantage**

Team of the Year

**oOh!media - 'From Survive to Thrive - Uncovering oOh!'s Unmissable Advantage'**

Media Agency of the Year Sponsored by Facebook

**MBM**

Sandy Smith Award Sponsored by Discovery

**Sean McCready - MBM**

Advertiser of the Year Sponsored by Google

**2Degrees**

Rising Star

**MediaCom**

Best in Show

**FCB Media - Fire & Emergency New Zealand - Fire Doesn't Wait**