

Top Awards

Campaign	Nominee	Entrant	Award
Great Mates	Air New Zealand	FCB New Zealand / True	GRAND PRIX
New World Clubcard - Making Every Shopping Trip More Rewarding	Foodstuffs (NZ)	justONE	NEXUS SUPREME

Industry Awards

Campaign	Category	Nominee	Entrant	Award
Amnesty International Unblocker	Not-for-Profit	Amnesty International New Zealand	Colenso BBDO / Proximity New Zealand	Gold
Check For Me Before You Turn The Key	Not-for-Profit	Safekids Aotearoa	bcg2	Gold
Defy	Retail	Sony New Zealand	FCB New Zealand	Gold
GMI - Kiwi Wealth KiwiSaver - Future You	Financial Services	Gareth Morgan Investments	Done by Friday	Gold
Great Mates	Travel & Leisure	Air New Zealand	FCB New Zealand / True	Gold
Healthy By Sovereign	Financial Services	Sovereign Insurance	Chemistry Interaction	Gold
How Old Will You Be?	Financial Services	Bank of New Zealand	Colenso BBDO / Proximity New Zealand	Gold
Member Tax Credit 2016	Financial Services	AMP	justONE	Gold
MyBLACKCAPS	Travel & Leisure	New Zealand Cricket	SpeakData	Gold
Virtual Coastwatch	Government/Public Sector	Maritime New Zealand	FCB New Zealand	Gold
4G Redline	Communications/ Utilities	Vodafone New Zealand	FCB New Zealand	Silver
AMP Retention Rewards	Financial Services	AMP	justONE	Silver
Backyard Burger King	Retail	Burger King	Colenso BBDO / Proximity New Zealand	Silver
Fashion As It Should Be	Retail	Ziera Shoes	.99	Silver
Girls On The Menu	Not-for-Profit	Destiny Rescue New Zealand	Hunch	Silver

It All Started Here	Travel & Leisure	SKYCITY Auckland	Rainger & Rolfe	Silver
Kiwibank Home Loan Annual Review	Financial Services	Kiwibank	Affinity ID	Silver
KiwiSaver - AMP Essentials	Financial Services	AMP	justONE	Silver
Little Kitchen	Retail	New World	Colenso BBDO / Proximity New Zealand	Silver
Picture Your Retirement	Financial Services		Mercer (N.Z.) Limited	Silver
State Click. Pop. Win	Financial Services	IAG New Zealand	Chemistry Interaction	Silver
Summer Doesn't Stop	Government/Public Sector	New Zealand Blood Service	Young + Shand	Silver
The Block NZ	Financial Services	AMP	justONE	Silver
The First 100 Days	Financial Services	Westpac New Zealand	TRACK	Silver
Crusaders Home Turf	Financial Services	Bank of New Zealand	Colenso BBDO / Proximity New Zealand	Bronze
First Year Welcome	Financial Services	Bank of New Zealand	Colenso BBDO / Proximity New Zealand	Bronze
Friends For Life Loyalty Programme Redesign	Retail		Animates	Bronze
GMI - Private Portfolio Service - How to Get the Retirement Lifestyle You Really Want	Financial Services	Gareth Morgan Investments	Done by Friday	Bronze
hello Monday	Travel & Leisure	helloworld	Chemistry Interaction	Bronze
Loyalty NZ - It's All About the Points. Using, Not Losing.	Other - B2C	Loyalty New Zealand	justONE	Bronze
Made From Remains	Government/Public Sector	New Zealand Fire Service	FCB New Zealand	Bronze
Mercury Rebrand	Communications/Utilities	Mercury	FCB New Zealand	Bronze
myCountdown Engagement Programme	Retail	Countdown	Affinity ID	Bronze
Not Just an Annoying Pit Stop	Communications/Utilities	Caltex (Z Energy)	Chemistry Interaction	Bronze
Q Card The More the Merrier	Financial Services	Flexi Cards	Federation	Bronze
Speaking Your Language	Communications/Utilities	Spark New Zealand	Hunch	Bronze

We've Got Your Back	Retail	The Comfort Group	Chemistry Interaction	Bronze
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Channel Awards

Campaign	Category	Nominee	Entrant	Award
Clubcard Anniversary - Making it Personal at the Till	Direct Response (any media)	Foodstuffs South Island	justONE	Gold
Defy	Social Media & Viral	Sony New Zealand	FCB New Zealand	Gold
Eyes on Lightbox	Email Marketing		Lightbox	Gold
Fly Buys Local Reactivation	Direct Mail B2C		Loyalty New Zealand	Gold
GMI - Always On Inbound Marketing	CRM Multi-Channel	Gareth Morgan Investments	Done by Friday	Gold
Great Mates	Mobile Marketing	Air New Zealand	FCB New Zealand / True	Gold
Healthy By Sovereign	CRM Multi-Channel	Sovereign Insurance	Chemistry Interaction	Gold
Healthy By Sovereign	Direct Response (any media)	Sovereign Insurance	Chemistry Interaction	Gold
Made From Remains	Direct Response (any media)	New Zealand Fire Service	FCB New Zealand	Gold
MTC - A Bigger and Better Boat	Email Marketing	AMP	justONE	Gold
MyBLACKCAPS	Best Loyalty Programme	New Zealand Cricket	SpeakData	Gold
MyBLACKCAPS	Email Marketing	New Zealand Cricket	SpeakData	Gold
Right Here for Canterbury	Best Loyalty Programme	IAG New Zealand	Chemistry Interaction	Gold
The First 100 Days	Email Marketing	Westpac New Zealand	TRACK	Gold
Warehouse Money - New for Old (Project Awatere)	CRM Multi-Channel	The Warehouse Group Financial Services	justONE	Gold
X-Ray Casts	Direct Response (any media)	Fonterra Brands (NZ) - Anchor	Colenso BBDO / Proximity New Zealand	Gold
4G Redline	Social Media & Viral	Vodafone New Zealand	FCB New Zealand	Silver

Anchor Uno Pouch	CRM Multi-Channel	Fonterra Brands (NZ)	Colenso BBDO / Proximity New Zealand	Silver
Backyard Burger King	Social Media & Viral	Burger King	Colenso BBDO / Proximity New Zealand	Silver
Check For Me Before You Turn The Key	Direct Response (any media)	Safekids Aotearoa	bcg2	Silver
Farmlands - Offering Our Shareholders More	CRM Multi-Channel	Farmlands	justONE	Silver
Girls On The Menu	Direct Response (any media)	Destiny Rescue New Zealand	Hunch	Silver
Great Mates	Direct Response (any media)	Air New Zealand	FCB New Zealand / True	Silver
Grow Your KiwiSaver	Direct Response (any media)	ANZ New Zealand Investments Limited	FCB New Zealand	Silver
How Old Will You Be?	Direct Response (any media)	Bank of New Zealand	Colenso BBDO / Proximity New Zealand	Silver
Kiwibank Home Loan Annual Review	Email Marketing	Kiwibank	Affinity ID	Silver
Little Kitchen	Social Media & Viral	New World	Colenso BBDO / Proximity New Zealand	Silver
Mercury Rebrand	Direct Response (any media)	Mercury	FCB New Zealand	Silver
Mercury Rebrand	Mobile Marketing	Mercury	FCB New Zealand	Silver
myCountdown Engagement Programme	Email Marketing	Countdown	Affinity ID	Silver
NZI Cyber	Direct Response (any media)	NZI	Young + Shand	Silver
Stoptober	Direct Response (any media)	Inspiring Ltd	Young + Shand	Silver
The First 100 Days	CRM Multi-Channel	Westpac New Zealand	TRACK	Silver
Vodafone - Snapstars	Social Media & Viral	Vodafone New Zealand	True	Silver
AMP Essentials - Making Insurance Easy to Understand	CRM Multi-Channel	AMP	justONE	Bronze
Grow Your KiwiSaver	Direct Mail B2C	ANZ New Zealand Investments Limited	FCB New Zealand	Bronze

hello Monday	Direct Response (any media)	helloworld	Chemistry Interaction	Bronze
Mercury Rebrand	Email Marketing	Mercury	FCB New Zealand	Bronze
MTC - A Bigger and Better Boat	CRM Multi-Channel	AMP	justONE	Bronze
New World's One Day Christmas Cracker	Direct Mail B2C	New World	Loyalty New Zealand	Bronze
Q Card Countdown Launch	Direct Mail B2C	Flexi Cards	Federation	Bronze
Q Card The More the Merrier	Direct Mail B2C	Flexi Cards	Federation	Bronze
Q Card The More the Merrier	Direct Response (any media)	Flexi Cards	Federation	Bronze
Virtual Coastwatch	Mobile Marketing	Maritime New Zealand	FCB New Zealand	Bronze
Vodafone - Snapstars	Direct Response (any media)	Vodafone New Zealand	True	Bronze

Craft Awards

Campaign	Category	Nominee	Entrant	Award
4G Redline	Excellence in Creative	Vodafone New Zealand	FCB New Zealand	Gold
Check For Me Before You Turn The Key	Excellence in Strategy	Safekids Aotearoa	bcg2	Gold
GMI - Always On Inbound Marketing	Excellence in Strategy	Gareth Morgan Investments	Done by Friday	Gold
Healthy By Sovereign	Excellence in Data Strategy	Sovereign Insurance	Chemistry Interaction	Gold
Healthy By Sovereign	Excellence in Strategy	Sovereign Insurance	Chemistry Interaction	Gold
Kiwibank Home Loan Annual Review	Excellence in Strategy	Kiwibank	Affinity ID	Gold
MyBLACKCAPS	Excellence in Data Strategy	New Zealand Cricket	SpeakData	Gold
MyBLACKCAPS	Excellence in Strategy	New Zealand Cricket	SpeakData	Gold
myCountdown Engagement Programme	Excellence in Data Strategy	Countdown	Affinity ID	Gold
X-Ray Casts	Excellence in Creative	Fonterra Brands (NZ) - Anchor	Colenso BBDO / Proximity New Zealand	Gold
Backyard Burger King	Excellence in Strategy	Burger King	Colenso BBDO / Proximity New Zealand	Silver

Healthy By Sovereign	Excellence in Creative	Sovereign Insurance	Chemistry Interaction	Silver
Kiwibank Home Loan Annual Review	Excellence in Data Strategy	Kiwibank	Affinity ID	Silver
Little Kitchen	Excellence in Creative	New World	Colenso BBDO / Proximity New Zealand	Silver
The First 100 Days	Excellence in Strategy	Westpac New Zealand	TRACK	Silver
A Dog's Story	Excellence in Art Direction	Mars - PEDIGREE	Colenso BBDO / Proximity New Zealand	Bronze
Amnesty International Unblocker	Excellence in Strategy	Amnesty International New Zealand	Colenso BBDO / Proximity New Zealand	Bronze
AMP Essentials - Data Strategy	Excellence in Data Strategy	AMP	justONE	Bronze
Mercury Rebrand	Excellence in Strategy	Mercury	FCB New Zealand	Bronze
MTC	Excellence in Strategy	AMP	justONE	Bronze
NZI Cyber	Excellence in Strategy	NZI	Young + Shand	Bronze

Nexus Awards

Campaign	Category	Nominee	Entrant	Award
Amnesty International Unblocker	Innovation	Amnesty International New Zealand	Colenso BBDO / Proximity New Zealand	Gold
Amnesty International Unblocker	Media and/or Channel Utilisation	Amnesty International New Zealand	Colenso BBDO / Proximity New Zealand	Gold
GMI - Always On Inbound Marketing	CRM & Data Management	Gareth Morgan Investments	Done by Friday	Gold
Healthy By Sovereign	Customer & Market Insight	Sovereign Insurance	Chemistry Interaction	Gold
New World Clubcard - Making Every Shopping Trip More Rewarding	CRM & Data Management	Foodstuffs (NZ)	justONE	Gold
New World Clubcard - Making Every Shopping Trip More Rewarding	Strategic Vision	Foodstuffs (NZ)	justONE	Gold
AMP Essentials - Managing Complex Data	CRM & Data Management	AMP	justONE	Silver

AMP Essentials - Testing and Adapting	Production & Fulfilment	AMP	justONE	Silver
CashNav	CRM & Data Management	Westpac New Zealand	TRACK	Silver
GMI - Always On Inbound Marketing	Media and/or Channel Utilisation	Gareth Morgan Investments	Done by Friday	Silver
GMI - Always On Inbound Marketing	Strategic Vision	Gareth Morgan Investments	Done by Friday	Silver
Healthy By Sovereign	Innovation	Sovereign Insurance	Chemistry Interaction	Silver
Healthy By Sovereign	Marketing Products & Services	Sovereign Insurance	Chemistry Interaction	Silver
It All Started Here	Strategic Vision	SKYCITY Auckland	Rainger & Rolfe	Silver
Smirnoff RNV	Media and/or Channel Utilisation	Smirnoff Vodka	Young + Shand	Silver
Building New Zealand's Biggest Retailer Segmentation to Enable 'Customer Obsession' - The Merchant DNA	Customer & Market Insight	Paymark	TRA	Bronze
Friends For Life Loyalty Programme Redesign	CRM & Data Management		Animates	Bronze
Healthy By Sovereign	CRM & Data Management	Sovereign Insurance	Chemistry Interaction	Bronze
Made From Remains	Customer & Market Insight	New Zealand Fire Service	FCB New Zealand	Bronze
Marketing Automation Lives Here	Marketing Products & Services		Trade Me	Bronze
MyBLACKCAPS	CRM & Data Management	New Zealand Cricket	SpeakData	Bronze
MyBLACKCAPS	Strategic Vision	New Zealand Cricket	SpeakData	Bronze
New World Clubcard - Making Every Shopping Trip More Rewarding	Customer & Market Insight	Foodstuffs (NZ)	justONE	Bronze
Stoptober	Media and/or Channel Utilisation	Inspiring Ltd	Young + Shand	Bronze

Special Awards

Nominee	Award	Award
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Countdown	The Keith Norris Direct Marketing Organisation of the Year	WINNER
Gareth Morgan Investments	The Keith Norris Direct Marketing Organisation of the Year	Finalist
Mercer (N.Z.) Limited	The Keith Norris Direct Marketing Organisation of the Year	Finalist
AMP	The Keith Norris Direct Marketing Organisation of the Year	Finalist

Michael Summers-Gervai	Direct Marketer of the Year	WINNER
Emily Colmore-Williams	Direct Marketer of the Year	Finalist

Student Marketer of the Year Award

Finalists	Tertiary Institute	Campaign Name	Award
Sophia Cooper & Malcolm Hayes	The Brandbach / University of Otago	Couch BBQ	WINNER
Marika Berney, Caleb Bell and Matt Ellwood	AUT	A Message From Future You	Finalist
Zoe Robson, Dominic Stumbles & Georgia Woodbridge	The Brandbach / University of Otago	You Got This	Finalist