



2017 EFFIE AWARDS IN ASSOCIATION WITH TVNZ
METAL WINNERS

Congratulations!

ADVERTISER	AGENCY	ENTRY TITLE	METAL
Charity/Not for Profit			
Lotto	DDB	Love from Lotto	Bronze
Testicular Cancer New Zealand	FCB New Zealand	Go Balls Out	Gold
Social Marketing/Public Service			
Auckland Council	DDB	Show your love for Auckland	Finalist
Fire and Emergency New Zealand	FCB New Zealand	Made From Remains	Bronze
Water Safety New Zealand	FCB New Zealand	Swim Reaper	Bronze
Fire and Emergency New Zealand	FCB New Zealand	Escape My House	Gold
Retail/Etail - Sponsored by The Radio Bureau			
Flight Centre NZ Ltd	FCB Media	Gifts That Go Places	Bronze
Air New Zealand Grabaseat	True Limited	Grabaseat: The evolution from a cheeky upstart to having a finger on the	Bronze
Air New Zealand	FCB New Zealand	Great Mates	Bronze
Trade Me	DDB	Life Lives Here	Bronze
McDonald's NZ	DDB	Maccas - The home of Angus	Silver
Business to Business (B2B)			
Fonterra Co-Operative Group Ltd	Colenso BBDO	#4.31AM: Proving a turnaround was possible	Finalist
Fast Moving Consumer Goods (FMCG) - Sponsored by Soar Print			
Jed's Coffee Company	Special Group	Jed's Coffee - Find Your Number	Finalist
Lion Breweries	Shine Limited	Mac's Here's to Interesting	Finalist
Lion	Special Group	Pure Potential	Finalist
Nestle Purina PetCare	Mediacom	See the Difference	Finalist
DB Breweries	Colenso BBDO	Beer Bottle Sand	Bronze
Mars NZ	Colenso BBDO	Child Replacement Programme	Silver
Lion	DDB	The other side of Steinlager	Silver
Consumer Durables			
European Motor Distributors	FCB New Zealand	Tiguan	Bronze
Amplifon – Bay Audiology	Saatchi & Saatchi New Zealand	The Emotional Hearing Test	Gold
Consumer Services			
New Zealand Rugby	Sugar & Partners	#SUPERBANGBANG	Finalist
ASB Bank	Saatchi & Saatchi New Zealand	Clever Kash	Finalist
Bank of New Zealand	Colenso BBDO	Home Turf	Finalist
Contact Energy	Bob's Your Uncle	It's a No Brainer	Finalist
Spark New Zealand	Colenso BBDO	The Great Connection	Finalist
AA Insurance	DDB	Keep it together, Keep it simple.	Bronze
Chorus	Saatchi & Saatchi New Zealand	Chorus Better Is Here	Silver
IAG	Colenso BBDO	Renters with Renters Insurance	Silver
2degrees	Special Group	Data Hunt	Silver
Heart of the City	Colenso BBDO	Lovebites	Silver
Mercury	FCB New Zealand	Energy Made Wonderful	Gold
New Product or Service			
Vodafone New Zealand	FCB New Zealand	My Flex Prepay	Finalist
IAG	Colenso BBDO	Renters with Renters Insurance	Silver
Lion	DDB	The other side of Steinlager	Silver
Limited Budget: less than \$100,000 - Sponsored by The Radio Bureau			
Flight Centre NZ Ltd	FCB Media	Gifts That Go Places	Bronze
Testicular Cancer New Zealand	FCB New Zealand	Go Balls Out	Gold



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ADVERTISER	AGENCY	ENTRY TITLE	METAL
Most Effective Integrated Campaign - Sponsored by NZME			
Fonterra Co-Operative Group Ltd	Colenso BBDO	Changing 1,200,000 New Zealanders' minds about Fonterra	Finalist
Fonterra Co-Operative Group Ltd	Colenso BBDO	Rethinking Olympics: Dairy & its quest for potential	Finalist
DB Breweries	Colenso BBDO	Beer Bottle Sand	Bronze
Lion	Special Group	Pure Potential	Bronze
Lion	DDB	The other side of Steinlager	Bronze
2degrees	Special Group	Data Hunt	Silver
Amplifon – Bay Audiology	Saatchi & Saatchi New Zealand	The Emotional Hearing Test	Silver
Mars NZ	Colenso BBDO	Child Replacement Programme	Gold
Mercury	FCB New Zealand	Energy Made Wonderful	Gold
Fire and Emergency New Zealand	FCB New Zealand	Escape My House	Gold
Most Effective Social Campaign			
Mars NZ	Colenso BBDO	The great Crispy Mint M&M invasion	Finalist
Water Safety New Zealand	FCB New Zealand	Swim Reaper	Bronze
Testicular Cancer New Zealand	FCB New Zealand	Go Balls Out	Gold
Most Effective Use of Digital Technology - Sponsored by NZME			
ASB Bank	Saatchi & Saatchi New Zealand	Clever Kash	Bronze
European Motor Distributors	FCB New Zealand	Tiguan	Bronze
2degrees	Special Group	Data Hunt	Silver
Fire and Emergency New Zealand	FCB New Zealand	Escape My House	Gold
Best Use Of Data - Sponsored by Adshel			
Countdown Supermarkets	Mindshare	Mobilising a Country: The Relaunch of Onecard	Finalist
European Motor Distributors	FCB New Zealand	Tiguan	Bronze
Flight Centre NZ Ltd	FCB Media	Gifts That Go Places	Bronze
Most Effective PR/Experiential Campaign			
Fonterra Co-Operative Group Ltd	Colenso BBDO	#4.31AM: Proving a turnaround was possible	Finalist
Fire and Emergency New Zealand	FCB New Zealand	Made From Remains	Bronze
Air New Zealand Grabaseat	True Limited	Turning 10 years of Grabaseat into one record breaking day	Bronze
2degrees	Special Group	Data Hunt	Silver
Bank of New Zealand	Colenso BBDO	Home Turf	Silver
DB Breweries	Colenso BBDO	Beer Bottle Sand	Gold
Best Strategic Thinking - Sponsored by Nielsen			
Trade Me	DDB	Life Lives Here	Finalist
Westpac NZ	TRACK	The First 100 Days	Finalist
DB Breweries	Colenso BBDO	Beer Bottle Sand	Bronze
Fonterra Co-Operative Group Ltd	Colenso BBDO	Changing 1,200,000 New Zealanders' minds about Fonterra	Bronze
Lotto	DDB	Love from Lotto	Bronze
Lion	Special Group	Pure Potential	Bronze
Mars NZ	Colenso BBDO	Child Replacement Programme	Silver
2degrees	Special Group	Data Hunt	Silver
IAG	Colenso BBDO	Renters with Renters Insurance	Silver
Mercury	FCB New Zealand	Energy Made Wonderful	Gold
Fire and Emergency New Zealand	FCB New Zealand	Escape My House	Gold
Amplifon – Bay Audiology	Saatchi & Saatchi New Zealand	The Emotional Hearing Test	Gold
Lion	DDB	The other side of Steinlager	Gold
Most Progressive Campaign - Sponsored by Adshel			
Fonterra Co-Operative Group Ltd	Colenso BBDO	Changing 1,200,000 New Zealanders' minds about Fonterra	Finalist
IAG	Colenso BBDO	Renters with Renters Insurance	Finalist
DB Breweries	Colenso BBDO	Beer Bottle Sand	Silver
Lion	DDB	The other side of Steinlager	Silver
Flight Centre NZ Ltd	FCB Media	Gifts That Go Places	Silver
2degrees	Special Group	Data Hunt	Silver
Fire and Emergency New Zealand	FCB New Zealand	Escape My House	Gold
Amplifon – Bay Audiology	Saatchi & Saatchi New Zealand	The Emotional Hearing Test	Gold
Sustained Success - Sponsored by Bauer Media			
Inland Revenue	FCB New Zealand	Finding the Unfindable	Silver



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ADVERTISER	AGENCY	ENTRY TITLE	METAL
Speights	DDB	The We Will Trilogy	Silver
Foodstuffs NZ Ltd	Colenso BBDO, .99, justONE	A very big Little success story	Silver
Maritime New Zealand	FCB New Zealand	Nudging Towards a New Normal	Gold
Hardest Challenge			
Lion	DDB	The Other Side of Steinlager	
Marketer of the Year - Sponsored by TVNZ			
Craig Baldie, Lion			
Most Effective Client of the Year - Sponsored by NZME			
Fire and Emergency New Zealand			
Most Effective Agency of the Year			
FCB New Zealand			
GRAND EFFIE - Sponsored by TVNZ			
Mercury	FCB New Zealand	Energy Made Wonderful	

