

## **Axis Awards Winners 2016**



Silver Bronze Finalist Finalist Finalist Finalist Finalist

Silver Bronze Finalist Finalist Finalist Finalist Finalist Finalist

Gold Gold Silver Bronze Bronze Finalist

Finalist

Finalist

Finalist

**MAJOR AWARDS** 

Grand Axis 2016 Advertiser Title Agency ASB Bank Saatchi & Saatchi Clever Kash Grand Prix - Promo & Activation Agency Advertiser Title Y&R New Zealand Burger King McWhopper **Grand Prix - Integrated** Advertiser Colenso BBDO/Proximity DB Breweries Brewtroleum **Grand Prix - Digital & Interactive** Advertiser Saatchi & Saatchi Clever Kash ASB Bank Grand Prix - Product Design - Non Tech Advertiser

Reduce Speed Dial

RECOGNITION **AWARDS**  Colenso BBDO/Proximity

NZME Axis Student Challenge Deborah Chae & Kieran Buchan **AUT University Emerging Talent** Katyana O'Neill & Renee Walker Barnes, Catmur & Friends Dentsu Dentsu Lifetime Achievement Award

Volkswagen

	Peter Culli	nane
	01 - Edit	ing
Agency	Advertiser	Entry Title
The Sweet Shop	Tokio Marine Asia	Yesterday/Today
The Sweet Shop	Lotto New Zealand	Pop's Gift
8	Toyota	The Chariot
Stink	Paspaley	Behind the Lens
The Sweet Shop	Ikea Australia	Best Toy Ever
The Sweet Shop	NZ Post	You Can
The Sweet Shop	Sony	Mirrorless
	02 - Cinemat	ography
Agency	Advertiser	Entry Title
The Sweet Shop	Tokio Marine Asia	Yesterday/Today
The Sweet Shop	Lotto New Zealand	Pop's Gift
Curious Film	DB Breweries	Follow No One
Finch Company	New Zealand Defence Force	A Force for New Zealand
Flying Fish	Air New Zealand	Safety Safari
Flying Fish	Anchor Milk	Anchor Muscle
Goodoil Films	Southern Cross	Advice to a Younger Me
Stink	Paspaley	Behind the Lens
	03 - Animation/Design/Visual Effects	
Agency	Advertiser	Entry Title
Assembly	PwC	PwC Extraordinary Challenges
The Sweet Shop	Air New Zealand	Men In Black Safety Defenders
Finch Company	University of Western Sydney	Jay Manley
Finch Company	University of Western Sydney	Deng Adut
Flux Animation Studio Ltd	Valspar	Chameleons - Change
Finch Company	The Co-Operative Bank	Brian the Crocodile
Finch Company	AAMI	Ride of the AAMI's
Flux Animation Studio Ltd	Toyota	NZ's Real Road Experts
8	Toyota	The Chariot
Goodoil Films	California Milk Processors Board	Sweet Loves Milk

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Goodoil Films	California Milk Processors Board	Sweet Loves Milk	Finalist
	04 - Art Dir	rection	-
Agency	Advertiser	Entry Title	Metal
Finch Company	University of Western Sydney	Jay Manley	Bronze
Finch Company	University of Western Sydney	Deng Adut	Bronze
Revolver/Will O'Rourke	SKY Television - History	The Unforgotten Soldiers	Bronze
Flying Fish	Burger King	McWhopper Burger Proposal	Bronze
Finch Company	State Insurance	Life	Finalist
The Sweet Shop	NZ Post	You Can	Finalist
TRUE	Air New Zealand	Air New Zealand 75th TVC	Finalist
Useful Films Limited	Spark NZ	Spark Morepork Dog	Finalist
	05 - Direc	ction	·
Agency	Advertiser	Entry Title	Metal
Finch Company	University of Western Sydney	Deng Adut	Gold
Finch Company	University of Western Sydney	Jay Manley	Silver
The Sweet Shop	Tokio Marine Asia	Yesterday/Today	Silver
The Sweet Shop	Lotto New Zealand	Pop's Gift	Silver
The Sweet Shop	William Hill	It's Your Call	Bronze
Revolver/Will O'Rourke	Vodafone	Piggy Sue	Bronze
The Sweet Shop	Ikea Australia	Best Toy Ever	Bronze
Finch Company	Volkswagen	Reduce Speed Dial	Finalist
Goodoil Films	California Milk Processors Board	Sweet Loves Milk	Finalist
Goodoil Films	Southern Cross	Advice to a Younger Me	Finalist
Scoundrel Films	DB Breweries	Brewtroleum - Save The Entire World	Finalist
Stink	Paspaley	Behind the Lens	Finalist
The Sweet Shop	Air New Zealand	Men In Black Safety Defenders	Finalist
The Sweet Shop	British Sky Broadcasting Group	Button	Finalist
Finch Company	The Co-Operative Bank	Brian the Crocodile	Finalist
The Sweet Shop	NZ Post	You Can	Finalist
The Sweet Shop	Thomas Cook	Pool Kid	Finalist
Curious Film	Unilever	Move Together	Finalist
The Sweet Shop	Westpac Chopper Appeal	Donations Change Endings	Finalist
Finch Company	New Zealand Defence Force	A Force for New Zealand	Finalist
The Sweet Shop	Wrigley	Say Hello to Fresh	Finalist
Thick As Thieves	BNZ	Courier	Finalist
	06 - Original Sountrack - F	ilm & Screen Content	·
Agency	Advertiser	Entry Title	Metal
Liquid Studios	ВР	BP - Peter and the Rabbit	Bronze
Harmonic	Lion	Speights "We Will"	Finalist
Liquid Studios	Good Books	Good Books - We Need to Talk About Alice	Finalist
Liquid Studios	NZDF	NZDF - For New Zealand	Finalist
Liquid Studios	Southern Cross	Southern Cross - Advice to the Younger Me	Finalist
Liquid Studios	Vodafone	Vodafone - Piggy Sue	Finalist



# **Axis Awards Winners 2016**



	08 - Sound Design - Fim &	Screen Content	
Agency	08 - Sound Design - Fim & Advertiser	Entry Title	Metal
The Sweet Shop	Tokio Marine Asia	Yesterday/Today	Silver
Freelance	Special Group	Behind the Lens	Finalist
Liquid Studios	EQC	EQC - Fix 1 Thing	Finalist
Liquid Studios	Good Books McDonalds	Good Books - We Need to Talk About Alice	Finalist Finalist
Liquid Studios The Coopers	Sky Television	McDonalds - Aliens The Unforgotten Soldiers	Finalist
	09 - Sound Design		
Agency	Advertiser	Entry Title	Metal
Flare	Wellington Zoo	Meet the Bears	Finalist
Flare	Wellington Zoo	Meet the Alligators	Finalist
Flare	Wellington Zoo	Meet the Fire Ants	Finalist
Acceptant	10 - Digital Use of Music/ Advertiser	Sound Design  Entry Title	Matal
Agency Special Group	2degrees	Play the Bridge	Metal Silver
Special Group	11 - CopyWriting - Magazine & New		Silver
Agency	Advertiser	Entry Title	Metal
Barnes, Catmur & Friends Dentsu	Boundary Road Brewery	Brewniversity	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Gym	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Curry	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Boots Almost Perfect	Bronze
Colenso BBDO / Proximity DDB Group New Zealand	Volkswagen Lion	We Believe - Dave	Finalist Finalist
DDB Group New Zealand	Lion	We Believe - Going Home	Finalist
DDB Group New Zealand	Lion	We Believe - Points	Finalist
Y&R New Zealand	Brake New Zealand	Living Memories	Finalist
Y&R New Zealand	Burger King	McWhopper	Finalist
	12 - CopyWriting - Direc		
Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Burger King  13 - CopyWriting	McWhopper Radio	Bronze
Agency	Advertiser	Entry Title	Metal
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Lower Back Tattoo	Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories - Gym	Bronze
Clemenger BBDO/Proximity	Wellington Zoo	Meet the Bears	Finalist
Clemenger BBDO/Proximity	Wellington Zoo	Meet the Fire Ants	Finalist
Clemenger BBDO/Proximity	Wellington Zoo	Meet the Alligators	Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity	Auckland Writers Festival Auckland Writers Festival	Well Written Weather - Tuesday Well Written Weather - Friday	Finalist Finalist
Colenso BBDO / Proximity  Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Lottery	Finalist
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Whack Job	Finalist
FCB New Zealand	New Zealand Fire Service	Guy Fawkes	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Boots	Finalist
FCB New Zealand	Paper Plus Group	Read Better Stories - Curry	Finalist
-	14 - CopyWriting - Film		
Agency Saatchi & Saatchi	Advertiser  Coca-cola Amatil	Entry Title  Mount Franklin	Metal Bronze
DDB Group New Zealand	Lotto NZ	Pop's Gift	Bronze
Colenso BBDO / Proximity	George Weston Foods	Hi Protein - Gutterball	Bronze
DDB Group New Zealand	Lion	The Originals	Bronze
Colenso BBDO / Proximity	DB Breweries	The not so sweet cider - Tommy	Finalist
Barnes, Catmur & Friends Dentsu	Southern Cross Health Society	Advice to a younger me	Finalist
Special Group	Paspaley	Behind the Lens	Finalist
Agongy	16 - Art Direction & Typography -Magazine Advertiser	& Newspaper And Out of Home  Entry Title	Metal
Agency Colenso BBDO / Proximity	NZ Book Council	Books Shape the World - The Bible	Bronze
Colenso BBDO / Proximity	SKYCITY	Views of Sky City - Peter Gordon	Bronze
Colenso BBDO / Proximity	NZ Book Council	Books Shape the World - 1984	Bronze
Colenso BBDO / Proximity	NZ Book Council	Books Shape the World - Romeo & Juliet	Bronze
Cheshire Architects	Cheshire Architects	SKHY Apartments	Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity	Fonterra SKYCITY	Protein Plus - Egg Views of Sky City - Paul Henry	Finalist Finalist
Colenso BBDO / Proximity	SKYCITY	Views of Sky City - Paul Herity  Views of Sky City - Valerie Adams	Finalist
Colenso BBDO / Proximity	Volkswagen	Almost Perfect	Finalist
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Finalist
DDB Group New Zealand	Lion	We Believe - Dave	Finalist
DDB Group New Zealand	Lion	We Believe - Going Home	Finalist
DDB Group New Zealand	Lion	We Believe - Points	Finalist
Special Group	Holden  Brake New Zealand	Cascada - Bad Hair	Finalist
Y&R New Zealand	Brake New Zealand  17 - Art Direction & Typograph	Living Memories	Finalist
Agency	Advertiser	y - Direct Marketing  Entry Title	Metal
DDB Group New Zealand	SKY	Fargo Woollens	Gold
Saatchi & Saatchi	DB Breweries	Tui Book	Silver
Colenso BBDO / Proximity	Fonterra	JET	Finalist
	18 - Art Direction & Typog		
Agency ECR New Zealand	Advertiser	Entry Title	Metal
FCB New Zealand	ANZ  19 - Image - Magazine & Newspa	Shadow Battalion  per And Out of Home	Finalist
Agency	19 - Image - Magazine & Newspa Advertiser	Per And Out of Home  Entry Title	Metal
Colenso BBDO / Proximity	New Zealand Breast Cancer Foundation	A cream that gives you wrinkles	Bronze
FCB New Zealand	Cerebos Greggs	There's Always Room - Bear	Bronze
	It's Not OK	Paradise Hill	Bronze
FCB New Zealand		Protein Plus - Egg	Finalist
Colenso BBDO / Proximity	Fonterra		
Colenso BBDO / Proximity Colenso BBDO / Proximity	Fonterra	JET	Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group	Fonterra Paspaley	JET Behind the Lens	Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners	Fonterra Paspaley Red Seal	JET Behind the Lens Red Seal Fruit Tea - Blackberry	Finalist Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group	Fonterra Paspaley	JET Behind the Lens	Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners	Fonterra Paspaley Red Seal Red Seal	JET Behind the Lens Red Seal Fruit Tea - Blackberry Red Seal Fruit Tea - Blood Orange	Finalist Finalist Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners	Fonterra Paspaley Red Seal Red Seal Red Seal	JET Behind the Lens Red Seal Fruit Tea - Blackberry Red Seal Fruit Tea - Blood Orange Red Seal Fruit Tea - Strawberry Living Memories	Finalist Finalist Finalist Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand Agency	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  Advertiser	JET Behind the Lens Red Seal Fruit Tea - Blackberry Red Seal Fruit Tea - Blood Orange Red Seal Fruit Tea - Strawberry Living Memories    Comparison	Finalist Finalist Finalist Finalist Finalist Metal
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  20 - Image - Direct N  Advertiser Lotto NZ	JET Behind the Lens Red Seal Fruit Tea - Blackberry Red Seal Fruit Tea - Blood Orange Red Seal Fruit Tea - Strawberry Living Memories  Tarketing  Entry Title Shouty the Pirate	Finalist Finalist Finalist Finalist Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand Agency	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  Advertiser	JET Behind the Lens Red Seal Fruit Tea - Blackberry Red Seal Fruit Tea - Blood Orange Red Seal Fruit Tea - Strawberry Living Memories  Tarketing  Entry Title Shouty the Pirate	Finalist Finalist Finalist Finalist Finalist Metal
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand  Agency DDB Group New Zealand  Agency Agency	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  20 - Image - Direct N  Advertiser Lotto NZ  21 - Interface & Na  Advertiser	JET Behind the Lens Red Seal Fruit Tea - Blackberry Red Seal Fruit Tea - Blood Orange Red Seal Fruit Tea - Strawberry Living Memories  Tarketing  Entry Title Shouty the Pirate  Vigation  Entry Title	Finalist Finalist Finalist Finalist Finalist Metal Finalist Metal Metal
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand Agency DDB Group New Zealand Agency Saatchi & Saatchi	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  20 - Image - Direct N  Advertiser Lotto NZ  21 - Interface & Na  Advertiser ASB Bank	JET Behind the Lens Red Seal Fruit Tea - Blackberry Red Seal Fruit Tea - Blood Orange Red Seal Fruit Tea - Strawberry Living Memories  Tarketing Entry Title Shouty the Pirate  Vigation  Entry Title ASB Clever Kash	Finalist Finalist Finalist Finalist Finalist Metal Finalist  Metal Silver
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand  Agency DDB Group New Zealand  Agency Saatchi & Saatchi Special Group	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  20 - Image - Direct N  Advertiser Lotto NZ  21 - Interface & Na  Advertiser ASB Bank 2degrees	JET Behind the Lens Red Seal Fruit Tea - Blackberry Red Seal Fruit Tea - Blood Orange Red Seal Fruit Tea - Strawberry Living Memories  larketing Entry Title Shouty the Pirate  Vigation  Entry Title ASB Clever Kash Play the Bridge	Finalist Finalist Finalist Finalist Finalist Metal Finalist  Metal Silver Bronze
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand Agency DDB Group New Zealand Agency Saatchi & Saatchi	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  20 - Image - Direct N  Advertiser Lotto NZ  21 - Interface & Na  Advertiser ASB Bank 2degrees Burger King	JET  Behind the Lens  Red Seal Fruit Tea - Blackberry  Red Seal Fruit Tea - Blood Orange  Red Seal Fruit Tea - Strawberry  Living Memories  larketing  Entry Title  Shouty the Pirate  Vigation  Entry Title  ASB Clever Kash  Play the Bridge  McWhopper	Finalist Finalist Finalist Finalist Finalist Metal Finalist  Metal Silver
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand  Agency DDB Group New Zealand  Agency Saatchi & Saatchi Special Group Y&R New Zealand	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  20 - Image - Direct N  Advertiser Lotto NZ  21 - Interface & Na  Advertiser ASB Bank 2degrees Burger King  22 - User Experi	JET Behind the Lens Red Seal Fruit Tea - Blackberry Red Seal Fruit Tea - Blood Orange Red Seal Fruit Tea - Strawberry Living Memories  Tarketing Entry Title Shouty the Pirate  Vigation Entry Title ASB Clever Kash Play the Bridge McWhopper  ence	Finalist Finalist Finalist Finalist Finalist  Metal Finalist  Metal Silver Bronze Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand  Agency DDB Group New Zealand  Agency Saatchi & Saatchi Special Group Y&R New Zealand  Agency Agency Agency Saatchi & Saatchi Special Group Y&R New Zealand	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  20 - Image - Direct N  Advertiser Lotto NZ  21 - Interface & Na  Advertiser ASB Bank 2degrees Burger King  22 - User Experi	JET  Behind the Lens  Red Seal Fruit Tea - Blackberry  Red Seal Fruit Tea - Blood Orange  Red Seal Fruit Tea - Strawberry  Living Memories  Control of the Pirate  In the Pirate  ASB Clever Kash  Play the Bridge  McWhopper  Entry Title  McSHopper  McMopper  Entry Title  ASB Clever Kash  Play the Bridge  McWhopper  Entry Title	Finalist Finalist Finalist Finalist Finalist Finalist  Metal Finalist  Metal Silver Bronze Finalist  Metal
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand  Agency DDB Group New Zealand  Agency Saatchi & Saatchi Special Group Y&R New Zealand  Agency Saatchi & Saatchi Special Group Y&R New Zealand	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  20 - Image - Direct N  Advertiser Lotto NZ  21 - Interface & Na  Advertiser ASB Bank 2degrees Burger King  22 - User Experi  ASB Bank	JET  Behind the Lens  Red Seal Fruit Tea - Blackberry  Red Seal Fruit Tea - Blood Orange  Red Seal Fruit Tea - Strawberry  Living Memories  Tarketing  Entry Title  Shouty the Pirate  ASB Clever Kash Play the Bridge McWhopper  ence  Entry Title  ASB Clever Kash	Finalist Finalist Finalist Finalist Finalist Finalist  Metal Finalist  Metal Silver Bronze Finalist  Metal Gold
Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Sugar&Partners Sugar&Partners Sugar&Partners Y&R New Zealand  Agency DDB Group New Zealand  Agency Saatchi & Saatchi Special Group Y&R New Zealand  Agency Agency Agency Saatchi & Saatchi Special Group Y&R New Zealand	Fonterra Paspaley Red Seal Red Seal Red Seal Brake New Zealand  20 - Image - Direct N  Advertiser Lotto NZ  21 - Interface & Na  Advertiser ASB Bank 2degrees Burger King  22 - User Experi	JET  Behind the Lens  Red Seal Fruit Tea - Blackberry  Red Seal Fruit Tea - Blood Orange  Red Seal Fruit Tea - Strawberry  Living Memories  Control of the Pirate  In the Pirate  ASB Clever Kash  Play the Bridge  McWhopper  Entry Title  McSHopper  McMopper  Entry Title  ASB Clever Kash  Play the Bridge  McWhopper  Entry Title	Finalist Finalist Finalist Finalist Finalist Finalist  Metal Finalist  Metal Silver Bronze Finalist  Metal

DIGITAL CRAFT





Metal

Finalist Finalist

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OUT OF HOME

**MAGAZINE AND NEWSPAPER** 

Agency
FCB New Zealand
FCB New Zealand

	Axis Awards Wini	ners 2016	C A A N Z  Communication Agencies Association
	23 - Digita	I Use of Video	
Agency	Advertiser	Entry Title	Metal
Geometry Global NZ	Kellogg's	Nutri-Grain Bolt	Bronze
FCB New Zealand Colenso BBDO / Proximity	Air New Zealand Foodstuffs	Dawn Deals Little Kitchen	Bronze Finalist
Colenso BBBO / FTOXITIILY		on Graphics, Illustration & Design	riiaist
Agency	Advertiser	Entry Title	Metal
Assembly	PwC	PwC Extraordinary Challenges	Gold
Waxeye	Air New Zealand	Air New Zealand Virtual Flight Lab	Bronze
Assembly	Burger King	McWhopper	Finalist
FCB New Zealand	ANZ	Shadow Battalion	Finalist
	25 - Billboa	ord Advertising	
Agency	Advertiser	Entry Title	Metal
FCB New Zealand	Cerebos Greggs	There's Always Room - Snake	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room - Bear	Finalist
Y&R New Zealand	Burger King	McWhopper - Dove	Finalist
Y&R New Zealand	Burger King	McWhopper - Olive Branch	Finalist
Y&R New Zealand	Burger King	McWhopper - Fingers	Finalist
		Home Posters	
Agency	Advertiser	Entry Title	Metal
FCB New Zealand	Paper Plus Group	Read Better Stories - Gym  Read Better Stories - Boots	Bronze
FCB New Zealand FCB New Zealand	Paper Plus Group Paper Plus Group	Read Better Stories - Boots  Read Better Stories - Curry	Bronze Bronze
FCB New Zealand	Cerebos Greggs	There's Always Room - Snake	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room - Bear	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room - Lion	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Blood Orange	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Blackberry	Finalist
Sugar&Partners Y&R New Zealand	Red Seal  Brake New Zealand	Red Seal Fruit Tea - Strawberry Living Memories - Tyreese	Finalist Finalist
Y&R New Zealand	Brake New Zealand	Living Memories - Tyreese  Living Memories - Samuel	Finalist
Y&R New Zealand	Burger King	McWhopper - Big Mac + Whopper	Finalist
Y&R New Zealand	Burger King	McWhopper - Open Letter	Finalist
	27 - Trans	it Advertising	
Agency	Advertiser	Entry Title	Metal
Special Group	2degrees	Play the Bridge	Silver
Colenso BBDO / Proximity	Fonterra  Prole New Zeeland	Protein Plus - Egg	Finalist
Y&R New Zealand Y&R New Zealand	Brake New Zealand Brake New Zealand	Living Memories - Tyreese Living Memories - Samuel	Finalist Finalist
Tok New Zealand		ome Special Build	T III diist
Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	Sky	The Unforgotten Soldiers	Gold
Whybin TBWA	Les Mills Gym	Run The Final	Finalist
	29 - Non Tradition	al Outdoor/ Ambient	
Agency	Advertiser	Entry Title	Metal
Special Group  DDB Group New Zealand	2degrees	Play the Bridge The Unforgotten Soldiers	Gold
Colenso BBDO / Proximity	Sky  DB Breweries	Brewtroleum	Silver Silver
Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Silver
Y&R New Zealand	Jaguar New Zealand	Actual Reality	Bronze
FCB New Zealand	Sony New Zealand	Octographer	Bronze
DDB Group New Zealand	Lion	Steinlatte	Bronze
Colenso BBDO / Proximity FCB New Zealand	Fonterra Audi	Leave Room For Quattro Bistro	Finalist Finalist
Ogilvy NZ	Rebel Sport	Teamspirit	Finalist
Sherson Willis	Spark	Oh Shit! Moments by Morepork	Finalist
Colenso BBDO / Proximity	Frucor Beverages	0% Sugar. 100% Mental - Same Taste. Zero S	ugar Finalist
Whybin TBWA	Les Mills Gym	Run The Final	Finalist
		Home Campaign	
Agency Colenso BRDO / Provimity	Advertiser  DB Breweries	Entry Title  Brewtroleum	Metal Silver
Colenso BBDO / Proximity Y&R New Zealand	Brake New Zealand	Living Memories	Silver Bronze
FCB New Zealand	Paper Plus Group	Read Better Stories Campaign	Bronze
Colenso BBDO / Proximity	Michael Hill	We're for Love	Finalist
FCB New Zealand	Cerebos Greggs	There's Always Room	Finalist
Y&R New Zealand	Burger King	McWhopper	Finalist
Sugar&Partners	NZ Rugby	ITM Cup Rugby Wars	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Teas	Finalist
Agong		Magazine	PA
Agency FCB New Zealand	Advertiser It's Not OK	Entry Title Paradise Hill	Metal Silver
Colenso BBDO / Proximity	Volkswagen	Almost Perfect	Finalist
Sugar&Partners	Red Seal	Red Seal Fruit Tea - Strawberry	Finalist
		zine Campaign	
Agency	Advertiser	Entry Title	Metal
Y&R New Zealand	Brake New Zealand	Living Memories	Bronze
Colenso BBDO / Proximity	SKYCITY	Views of Sky City	Finalist
	33 - N	ewspaper	
Agency	Advertiser	Entry Title	Metal
DDB Group New Zealand	BMW	April Fools' Day	Silver
DDB Group New Zealand	SKY Television	Death Star	Bronze
FCB New Zealand	New Zealand Fire Service	Burnt Home	Bronze
Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Thatcher	Bronze
<u> </u>	Volkswagen	Reduce Speed Dial	Bronze
Colenso BBDO / Proximity		Dogs Don't Judge - Bush	Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity	MARS	ů ů	Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity FCB New Zealand	MARS Cerebos Greggs	There's Always Room - Snake	Finalist Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity	MARS Cerebos Greggs Cerebos Greggs	There's Always Room - Snake There's Always Room - Bear	Finalist Finalist Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity FCB New Zealand FCB New Zealand	MARS Cerebos Greggs	There's Always Room - Snake	Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity FCB New Zealand FCB New Zealand FCB New Zealand	MARS Cerebos Greggs Cerebos Greggs Paper Plus Group Paper Plus Group Paper Plus Group	There's Always Room - Snake There's Always Room - Bear Read Better Stories - Curry Read Better Stories - Gym Read Better Stories - Boots	Finalist Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity FCB New Zealand	MARS Cerebos Greggs Cerebos Greggs Paper Plus Group Paper Plus Group Paper Plus Group Prime	There's Always Room - Snake There's Always Room - Bear Read Better Stories - Curry Read Better Stories - Gym Read Better Stories - Boots Rugby World Cup	Finalist Finalist Finalist Finalist Finalist
Colenso BBDO / Proximity Colenso BBDO / Proximity FCB New Zealand	MARS Cerebos Greggs Cerebos Greggs Paper Plus Group Paper Plus Group Paper Plus Group	There's Always Room - Snake There's Always Room - Bear Read Better Stories - Curry Read Better Stories - Gym Read Better Stories - Boots	Finalist Finalist Finalist Finalist

34 - Newspaper Campaign

**Entry Title** 

There's Always Room Read Better Stories Campaign

Advertiser

Cerebos Greggs Paper Plus Group



# **Axis Awards Winners 2016**



MARKETING	Agenta	35 - Direct Phys	ical	
<u> </u>		Advertiser	Entry Title	Metal
9	Agency DDB Group New Zealand	SKY	Fargo Woollens	Bronze
	DDB Group New Zealand	BMW	April Fools' Day  JET	Bronze
	Colenso BBDO / Proximity Colenso BBDO / Proximity	Fonterra Fonterra	Leave Room For	Finalist Finalist
	FCB New Zealand	It's Not OK	Paradise Hill	Finalist
		36 - Direct Digi		
Щ	Agency	Advertiser	Entry Title	Metal
$\succeq$	Colenso BBDO / Proximity Colenso BBDO / Proximity	MARS Fonterra	PEDIGREE Found Yes Sticks	Gold Finalist
	FCB New Zealand	New Zealand Fire Service	TradeMe Burnt Home	Finalist
◀	FCB New Zealand	Prime	CSI : CYBER - Identity Stealing	Finalist
2	Y&R New Zealand	Burger King	McWhopper	Finalist
_	Y&R New Zealand	Jaguar New Zealand  37 - Direct Camp	Actual Reality	Finalist
	Agency	Advertiser	Entry Title	Metal
f c	Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Silver
ш	Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Silver
RE	Special Group	2degrees	Play the Bridge	Bronze
	Y&R New Zealand	Burger King	McWhopper	Finalist
	Y&R New Zealand	Microsoft NZ Ltd	Server Room Reboot	Finalist
		39 - Creative Use of Data in D		
	Agency Colenso BBDO / Proximity	Advertiser  MARS	Entry Title  PEDIGREE Found	Metal Silver
	coleriso BBDO / Froximity	40 - PR	PEDIGREE FOUND	Silver
	Agency	Advertiser	Entry Title	Metal
7	Y&R New Zealand	Burger King	McWhopper	Gold
	Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Silver
0	DDB Group New Zealand Spark PR	DB Breweries	April Fools' Day  Drink DB Export - Save the entire world	Silver Silver
	TRUE	Air New Zealand	MIB - Safety Defenders	Silver
	FCB New Zealand	Sony New Zealand	Octographer	Bronze
	Y&R New Zealand Saatchi & Saatchi	Brake New Zealand ASB Bank	Living Memories  ASB The Best Ball Boys In The World	Bronze Finalist
2	FCB New Zealand	It's Not OK	Paradise Hill	Finalist
<b>—</b>	Saatchi & Saatchi	ASB Bank	ASB All Black Sponsorship Announcement	Finalist
ACTIVATION	DDB Group New Zealand Y&R New Zealand	SKY  Jaguar New Zealand	Fargo Woollens Actual Reality	Finalist Finalist
Ă	TAK New Zealand	41 - Promo & Acti		FilidiiSt
	Agency	Advertiser	Entry Title	Metal
<b>્</b> ટ	Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Gold
	DDB Group New Zealand	BMW	April Fools' Day	Gold
O	DDB Group New Zealand	SKY	Fargo Woollens	Silver
5	Y&R New Zealand Special Group	Land Rover New Zealand  2degrees	Love from Land Rover Play the Bridge	Bronze Bronze
	Colenso BBDO / Proximity	Fonterra	Yes Sticks	Finalist
PR/PRO	Colenso BBDO / Proximity	Frucor Beverages	#VCHAT	Finalist
$\simeq$	Colenso BBDO / Proximity	Frucor Beverages	Go Caps	Finalist Finalist
_	Colenso BBDO / Proximity Colenso BBDO / Proximity	MARS Foodstuffs	PEDIGREE Found Little Kitchen	Finalist
	8	Playstation	Playstation 1886	Finalist
$\simeq$	FCB New Zealand	Air New Zealand	Dawn Deals	Finalist
<u> </u>	Saatchi & Saatchi Y&R New Zealand	ASB Bank	ASB Marathon Run Down Your Rate Actual Reality	Finalist
				IFINALIST
	Colenso BBDO / Proximity	Jaguar NZ Fonterra	Leave Room For	Finalist Finalist
		Fonterra Microsoft NZ Ltd	Leave Room For Server Room Reboot	
	Colenso BBDO / Proximity Y&R New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36	Leave Room For Server Room Reboot	Finalist Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser	Leave Room For Server Room Reboot  Co  Entry Title	Finalist Finalist  Metal
	Colenso BBDO / Proximity Y&R New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36	Leave Room For Server Room Reboot	Finalist Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building	Finalist Finalist  Metal Bronze
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech	Finalist Finalist  Metal Bronze Finalist Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech Entry Title	Finalist Finalist  Metal Bronze Finalist Finalist  Metal
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech	Finalist Finalist  Metal Bronze Finalist Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt	Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech	Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech Entry Title Entry Title	Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Metal Metal
Z	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech Entry Title Reduce Speed Dial	Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist
N(5)	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser Volkswagen Safekids Aotearoa DB Breweries	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum	Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist
NDI	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist
NDIS	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist
ESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity DDB Group New Zealand  Agency	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser  ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/En	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental Entry Title Entry Title	Finalist Finalist Finalist  Metal Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Finalist  Metal Gold Bronze Finalist  Metal Finalist Finalist Finalist Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental Entry Title Play the Bridge	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Bronze Finalist Finalist Finalist Finalist Finalist Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Special Group DDB Group New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees Sky	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental Entry Title Play the Bridge The Unforgotten Soldiers	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Bronze Finalist Finalist Finalist Finalist Finalist Finalist Finalist Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental Entry Title Play the Bridge	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Bronze Finalist Finalist Finalist Finalist Finalist Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Special Group DDB Group New Zealand FCB New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees Sky Audi World Masters Games 2017 Cheshire Architects	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Invironmental Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Bronze Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees Sky Audi World Masters Games 2017 Cheshire Architects	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Invironmental Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience/Er  Advertiser	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Invironmental Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Entry Title Server Same Play Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees Sky Audi World Masters Games 2017 Cheshire Architects	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Invironmental Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience Advertiser ASB Bank Volkswagen MARS	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  ence Entry Title ASB Clever Kash Reduce Speed Dial	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser 2degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience MARS Volkswagen MARS 2degrees	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  norironmental  Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Metal  Silver Bronze Finalist Finalist  Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience Advertiser ASB Bank Volkswagen MARS	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  ence Entry Title ASB Clever Kash Reduce Speed Dial	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Vaxeye	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser 2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience/ Advertiser ASB Bank Volkswagen MARS 2 degrees Air New Zealand	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Novironmental Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist  Metal Gold Bronze Finalist Finalist Finalist Finalist Finalist Finalist  Metal Silver Bronze Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Special Group Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser  ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experient Advertiser ASB Bank Volkswagen MARS 2 degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand 47 - Charity - Magazine & Newspa	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Invironmental Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial Pilay the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  per And Out Of Home Entry Title  Entry Title	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist  Finalist
DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand  Agency Colenso BBDO / Proximity	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience Advertiser ASB Bank Volkswagen MARS 2degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand 47 - Charity - Magazine & Newspa	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building 1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Invironmental Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge Afre Caps Fargo Woollens  Peroce  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  per And Out Of Home Entry Title Books Shape the World	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist Silver
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Special Group Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser  ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experient Advertiser ASB Bank Volkswagen MARS 2 degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand 47 - Charity - Magazine & Newspa	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Invironmental Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial Pilay the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  per And Out Of Home Entry Title  Entry Title	Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist  Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand  Agency Colenso BBDO / Proximity DDB Group New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experien  Advertiser ASB Bank Volkswagen MARS 2 degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand New Zealand Breast Cancer Foundation Paw Justice	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental  Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Head Office Jaan  Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  Per And Out Of Home Entry Title Books Shape the World A cream for every part of you Don't Trade Me	Finalist Finalist Finalist Finalist  Metal  Gold Bronze Finalist  Metal  Gold Bronze Finalist  Metal  Gold Bronze Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Finalist  Metal  Gold  Silver  Bronze  Bronze  Finalist  Finalist  Metal  Gold  Silver  Bronze  Bronze  Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand  Agency Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience Advertiser ASB Bank Volkswagen MARS 2degrees Air New Zealand Jaguar New Zealand New Zealand Breast Cancer Foundation New Zealand Breast Cancer Foundation Paw Justice Brake Aotearoa New Zealand	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental  Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  per And Out Of Home Entry Title Books Shape the World A cream that gives you wrinkles A cream for every part of you Don't Trade Me Living Memories	Finalist Finalist Finalist Finalist  Metal  Bronze Finalist  Metal  Gold Bronze Finalist  Metal  Gold Bronze Finalist  Finalist  Finalist Finalist  Finalist Finalist Finalist Finalist Finalist Finalist Finalist Finalist  Metal  Silver Bronze Finalist  Metal  Gold Silver Bronze Bronze Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand  Agency Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand  Agency Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand  Agency Colenso BBDO / Proximity Colenso BBDO / Proximity Dobe Group New Zealand Y&R New Zealand Y&R New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design  Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experien  Advertiser ASB Bank Volkswagen MARS 2 degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand New Zealand Breast Cancer Foundation Paw Justice	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental  Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  per And Out Of Home  Entry Title Books Shape the World A cream that gives you wrinkles A cream for every part of you Don't Trade Me Living Memories Breast Milk - Wheat-bix	Finalist Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist  Metal Gold Silver Bronze Bronze Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand  Agency Colenso BBDO / Proximity Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design Advertiser  ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SkY  45 - Brand Experience/Er  Advertiser  2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience Advertiser ASB Bank Volkswagen MARS 2 degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand New Zealand Breast Cancer Foundation New Zealand Breast Cancer Foundation Paw Justice Brake Aotearoa New Zealand Breast Cancer Cure New Zealand Breast Cancer Cure New Zealand Breast Cancer Cure New Zealand	Leave Room For Server Room Reboot  60  Entry Title Better Burger Tatou My Food Bag Brand Building  1 - Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  nvironmental  Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Ence  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  per And Out Of Home Entry Title Books Shape the World A cream that gives you wrinkles A cream for every part of you Don't Trade Me Living Memories	Finalist Finalist Finalist Finalist  Metal  Bronze Finalist  Metal  Gold Bronze Finalist  Metal  Gold Bronze Finalist  Finalist  Finalist Finalist  Finalist Finalist Finalist Finalist Finalist Finalist Finalist Finalist  Metal  Silver Bronze Finalist  Metal  Gold Silver Bronze Bronze Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity DDB Group New Zealand Y&R New Zealand Y&R New Zealand Y&R New Zealand Colenso BBDO / Proximity	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design Advertiser ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2 degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience Advertiser ASB Bank Volkswagen MARS 2 degrees Air New Zealand Jaguar New Zealand New Zealand Breast Cancer Foundation Paw Justice Brake Aotearoa New Zealand Breast Cancer Foundation Peast Cancer Foundation	Leave Room For Server Room Reboot  Totou My Food Bag Brand Building  Tatou My Food Bag Brand Building  Feld Red Red Red Red Red Red Red Red Red Re	Finalist Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist  Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity DDB Group New Zealand Y&R New Zealand Colenso BBDO / Proximity Y&R New Zealand Colenso BBDO / Proximity Y&R New Zealand Colenso BBDO / Proximity Y&R New Zealand Agency	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design Advertiser  ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SkY  45 - Brand Experience/Er  Advertiser  2degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experien Advertiser ASB Bank Volkswagen MARS 2degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand New Zealand Breast Cancer Foundation Paw Justice Brake Aotearoa New Zealand New Zealand Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand	Leave Room For Server Room Reboot  Totou  My Food Bag Brand Building  1 - Tech  Entry Title  ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title  Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Invironmental  Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  PEDIGREE Found Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  PENTY Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  PET AND QUATTRO HOME Entry Title Books Shape the World A cream that gives you wrinkles A cream for every part of you Don't Trade Me Living Memories Breast Milk - Breakfast  Marketing Entry Title  Breast Milk - Breakfast  Marketing Entry Title  Breast Milk - Breakfast  Marketing Entry Title  Entry Title Breast Milk - Breakfast	Finalist Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist
CHARITY DESIGN	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity bcg2 Colenso BBDO / Proximity Colenso BBDO / Proximity Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand  Agency Colenso BBDO / Proximity V&R New Zealand Y&R New Zealand Y&R New Zealand Y&R New Zealand Agency Y&R New Zealand Agency Y&R New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design Advertiser  ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experie  Advertiser AsB Bank Volkswagen MARS 2degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand New Zealand Breast Cancer Foundation Paw Justice Brake Aotearoa New Zealand Breast Cancer Cure New Zealand	Leave Room For Server Room Reboot  Totou My Food Bag Brand Building  In-Tech  Entry Title ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Intry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  PEDIGREE Found Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  PEDIGREE Found Play the Bridge Ar New Zealand Virtual Flight Lab Actual Reality per And Out Of Home Entry Title Books Shape the World A cream that gives you wrinkles A Cream for every part of you Don't Trade Me Living Memories Breast Milk - Breakfast  Marketing  Entry Title Breast Milk - Breakfast  Marketing  Entry Title Breast Milk - Breakfast  Marketing  Entry Title Breast Milk - Breakfast	Finalist Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand FCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity DDB Group New Zealand Y&R New Zealand Colenso BBDO / Proximity Y&R New Zealand Colenso BBDO / Proximity Y&R New Zealand Colenso BBDO / Proximity Y&R New Zealand Agency	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design Advertiser  ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SkY  45 - Brand Experience/Er  Advertiser  2degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experien Advertiser ASB Bank Volkswagen MARS 2degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand New Zealand Breast Cancer Foundation Paw Justice Brake Aotearoa New Zealand New Zealand Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand	Leave Room For Server Room Reboot  Totou  My Food Bag Brand Building  1 - Tech  Entry Title  ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title  Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Invironmental  Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  PEDIGREE Found Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  PENTY Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  PET AND QUATTRO HOME Entry Title Books Shape the World A cream that gives you wrinkles A cream for every part of you Don't Trade Me Living Memories Breast Milk - Breakfast  Marketing Entry Title  Breast Milk - Breakfast  Marketing Entry Title  Breast Milk - Breakfast  Marketing Entry Title  Entry Title Breast Milk - Breakfast	Finalist Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist
	Colenso BBDO / Proximity Y&R New Zealand  Agency Ogilvy NZ Ogilvy NZ Strategy Design and Advertising  Agency Saatchi & Saatchi Colenso BBDO / Proximity Geometry Global NZ  Agency Colenso BBDO / Proximity DDB Group New Zealand  Agency Special Group DDB Group New Zealand PCB New Zealand Ogilvy NZ Cheshire Architects  Agency Saatchi & Saatchi Colenso BBDO / Proximity Special Group Waxeye Y&R New Zealand  Agency Colenso BBDO / Proximity Var New Zealand Y&R New Zealand Y&R New Zealand Agency Y&R New Zealand DDB Group New Zealand	Fonterra Microsoft NZ Ltd  42 - Design 36  Advertiser  Britomart Hospitality Group Ogilvy & Mather NZ My Food Bag  43 - Product Design Advertiser  ASB Bank MARS Kellogg's  44 - Product Design -  Advertiser  Volkswagen Safekids Aotearoa DB Breweries Fonterra Frucor Beverages SKY  45 - Brand Experience/Er  Advertiser  2degrees Sky Audi World Masters Games 2017 Cheshire Architects  46 - User Experience Advertiser Advertiser AdsB Bank Volkswagen MARS 2degrees Air New Zealand Jaguar New Zealand Jaguar New Zealand New Zealand Breast Cancer Foundation Paw Justice Brake Aotearoa New Zealand Breast Cancer Cure New Zealand  Advertiser Breast Cancer Cure New Zealand Paw Justice Breast Cancer Cure New Zealand Paw Justice Breast Cancer Cure New Zealand Breast Cancer Foundation Breast Cancer Cure New Zealand Breast Cancer Cure New Zealand Paw Justice	Leave Room For Server Room Reboot  Totou  My Food Bag Brand Building  1- Tech  Entry Title  ASB Clever Kash PEDIGREE Found Nutri-Grain Bolt  Non Tech  Entry Title  Reduce Speed Dial Safekids Driveway Safety Keyring Brewtroleum JET Go Caps Fargo Woollens  Norionmental  Entry Title Play the Bridge The Unforgotten Soldiers Quattro Bistro Head Office Saan  Pence  Entry Title ASB Clever Kash Reduce Speed Dial Pipt Head Office Saan  Pence  Entry Title ASB Clever Kash Reduce Speed Dial PEDIGREE Found Play the Bridge Air New Zealand Virtual Flight Lab Actual Reality  Per And Out Of Home Entry Title Books Shape the World A cream that gives you wrinkles A cream for every part of you Don't Trade Me Living Memories Breast Milk - Wheat-bix The Question Breast Milk - Breakfast  Marketing  Entry Title Breast Milk Don't Trade Me	Finalist Finalist Finalist Finalist  Metal Bronze Finalist Finalist  Metal Gold Bronze Finalist  Metal Gold Bronze Finalist



Digital & Interactive

Film & Screen Conte

Y&R New Zealand Colenso BBDO / Proximity

# **Axis Awards Winners 2016**



Agency	49 - Charity - PR/Promo	Activation     Entry Title	Metal
&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk	Silver
DB Group New Zealand	Paw Justice	Don't Trade Me	Bronze
s&Co CB New Zealand	Movember ANZ	Mo Dollar Shadow Battalion	Bronze Finalist
	50 - Charity - Digital		
gency	Advertiser	Entry Title	Metal
DB Group New Zealand arnes, Catmur & Friends Dentsu	Paw Justice The Heart Foundation	Don't Trade Me Heart Attack Act	Bronze Finalist
CB New Zealand	ANZ	Shadow Battalion	Finalist
ne Sweet Shop	Westpac Chopper Appeal	Donations Change Endings	Finalist
s&Co &R New Zealand	Movember Breast Cancer Cure New Zealand	Mo Dollar Breast Milk	Finalist Finalist
XX New Zealand	51 - Charity - R		i ilialist
gency	Advertiser	Entry Title	Metal
emenger BBDO/Proximity	Wellington Zoo	Meet the Bears	Finalist
emenger BBDO/Proximity emenger BBDO/Proximity	Wellington Zoo Wellington Zoo	Meet the Alligators  Meet the Fire Ants	Finalist Finalist
DB Group New Zealand	Paw Justice	Don't Trade Me	Finalist
	52 - Websites & M	icrosites	
gency	Advertiser	Entry Title	Metal
ssembly	PwC	PwC Extraordinary Challenges	Silver
CB New Zealand	Air New Zealand	Dawn Deals	Bronze
&R New Zealand	Burger King 53 - Online Adve	McWhopper ertising	Bronze
gency	Advertiser	Entry Title	Metal
B New Zealand	Holden New Zealand	Holden Cruze	Finalist
CB New Zealand Decial Group	Prime 2degrees	CSI : CYBER - Identity Stealing The \$6 Million Banner	Finalist Finalist
Cola. Group	54 - Social Video (Viral) And/0		i manst
gency	Advertiser	Entry Title	Metal
&R New Zealand	Land Rover New Zealand	Love from Land Rover	Silver
ontagion emenger BBDO/Proximity	ENERGY ONLINE Eastern Bay Road Safety Programme	GOODBYE DOOR KNOCKERS  Jimi's Legend Series	Bronze Bronze
&R New Zealand	Brake Aotearoa New Zealand	Living Memories	Bronze
eometry Global NZ	Kellogg's	Nutri-Grain Bolt	Finalist
aatchi & Saatchi RUE	ASB Bank Air New Zealand	ASB The Best Ball Boys In The World Air New Zealand 75th- 50 Cent	Finalist Finalist
s&Co	Cerebos Greggs	F.Whitlock&Sons	Finalist
&R New Zealand	Jaguar New Zealand	Actual Reality	Finalist
CB New Zealand	Sony New Zealand  55 - Webisodes/	Octographer	Finalist
gency	Advertiser 55 - Webisodes/	Entry Title	Metal
plenso BBDO / Proximity	Michael Hill	We're for Love	Bronze
emenger BBDO/Proximity	Eastern Bay Road Safety Programme	Jimi's Legend Series	Bronze
olenso BBDO / Proximity	Foodstuffs	Little Kitchen	Finalist
	56 - Social Me		20-1-1
gency	Advertiser	Entry Title	<b>Metal</b> Gold
&R New Zealand emenger BBDO/Proximity	Burger King Eastern Bay Road Safety Programme	McWhopper Jimi's Legend Series	Silver
RUE	Vodafone	Vodafone Snap Stars	Bronze
blenso BBDO / Proximity	Frucor Beverages	#VCHAT	Bronze
ugar&Partners	NZ Rugby	ITM Cup Rugby Wars	Finalist
olenso BBDO / Proximity	Fonterra	Yes Sticks	Finalist
	57 - Mobile		
gency aatchi & Saatchi	Advertiser  ASB Bank	Entry Title  ASB Clever Kash	Metal Silver
RUE	Vodafone	Vodafone Snap Stars	Bronze
olenso BBDO / Proximity	MARS	PEDIGREE Found	Bronze
pecial Group eometry Global NZ	2degrees Kellogg's	Play the Bridge  Nutri-Grain Bolt	Bronze Finalist
content y diobat N2	58 - Digital & Interactiv	<u> </u>	Tillanse
gency	Advertiser	Entry Title	Metal
&R New Zealand	Burger King	McWhopper	Bronze
plenso BBDO / Proximity pecial Group	MARS 2degrees	PEDIGREE Found Play the Bridge	Bronze Bronze
aatchi & Saatchi	ASB Bank	ASB Clever Kash	Bronze
eometry Global NZ	Kellogg's	Nutri-Grain Bolt	Finalist
plenso BBDO / Proximity	Volkswagen 59 Toch Drivon C	Reduce Speed Dial	Finalist
gency	59 - Tech Driven C Advertiser	Entry Title	Metal
atchi & Saatchi	ASB Bank	ASB Clever Kash	Gold
	24	Play the Bridge	Bronze
ecial Group	2degrees	DEDICATE F	
pecial Group Dlenso BBDO / Proximity	MARS	PEDIGREE Found  Reduce Speed Dial	Bronze Finalist
pecial Group plenso BBDO / Proximity plenso BBDO / Proximity		PEDIGREE Found  Reduce Speed Dial  Nutri-Grain Bolt	Bronze Finalist Finalist
pecial Group  Dlenso BBDO / Proximity  Dlenso BBDO / Proximity  Beometry Global NZ  Dlenso BBDO / Proximity	MARS Volkswagen Kellogg's Frucor Beverages	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental	Finalist Finalist Finalist
pecial Group  Dlenso BBDO / Proximity  Dlenso BBDO / Proximity  Beometry Global NZ  Dlenso BBDO / Proximity	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories	Finalist Finalist
pecial Group  Delenso BBDO / Proximity  Delenso BBDO / Proximity  Beometry Global NZ  Delenso BBDO / Proximity  R New Zealand	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand 60 - Large Scale Scree	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content	Finalist Finalist Finalist
pecial Group plenso BBDO / Proximity	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories	Finalist Finalist Finalist Finalist
pecial Group Delenso BBDO / Proximity Delenso BBDO / Proximity Delenso BBDO / Proximity Delenso BBDO / Proximity R New Zealand Delenso BBDO / Broximity Delenso BBDO / Proximity Delenso BBDO / Prox	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content Entry Title	Finalist Finalist Finalist Finalist Metal
pecial Group Delenso BBDO / Proximity Delenso BBDO / Proximity Delenso BBDO / Proximity Delenso BBDO / Proximity RR New Zealand DB Group New Zealand RR New Zealand	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content Entry Title Pop's Gift Love from Land Rover Behind the Lens	Finalist Finalist Finalist Finalist Finalist Metal Bronze
pecial Group plenso BBDO / Proximity plenso BBDO / Proximity plenso BBDO / Proximity peometry Global NZ plenso BBDO / Proximity RR New Zealand gency DB Group New Zealand RR New Zealand gency pecial Group	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form -	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories  en Content Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single	Finalist Finalist Finalist Finalist  Metal Bronze Bronze Finalist
pecial Group plenso BBDO / Proximity plenso BBDO / Pro	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content Entry Title Pop's Gift Love from Land Rover Behind the Lens Single Entry Title	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Bronze Finalist
pecial Group plenso BBDO / Proximity plenso BBDO / Proximity plenso BBDO / Proximity peometry Global NZ plenso BBDO / Proximity RR New Zealand pecial Group New Zealand RR New Zealand pecial Group gency pecial Group	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories  en Content Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single Entry Title Behind the Lens	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Finalist  Metal Bronze
pecial Group plenso BBDO / Proximity pecial Group plenso BBDO / Proximity pecial Group plenso BBDO / Proximity	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single  Entry Title Behind the Lens Reduce Speed Dial	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Bronze Finalist
pecial Group plenso BBDO / Proximity pecial Group plenso BBDO / Proximity	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories  en Content Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single Entry Title Behind the Lens	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Bronze Finalist  Metal Bronze Finalist
pecial Group plenso BBDO / Proximity pecial Group plenso BBDO / Proximity pecial Group plenso BBDO / Proximity pecial Group plenso BBDO / Proximity per Sweet Shop proximity per Sweet Shop proximity prox	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content Entry Title Pop's Gift Love from Land Rover Behind the Lens Single Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Bronze Finalist  Metal Bronze Finalist  Finalist
pecial Group plenso BBDO / Proximity plenso BBDO / Proximity plenso BBDO / Proximity eometry Global NZ plenso BBDO / Proximity  &R New Zealand  gency DB Group New Zealand  &R New Zealand  pecial Group  gency pecial Group  plenso BBDO / Proximity pe Sweet Shop  RUE  &R New Zealand	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King  62 - Long - Form - C	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens Single Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper Campaign	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Bronze Finalist  Metal Bronze Finalist  Finalist Finalist Finalist Finalist Finalist
pecial Group plenso BBDO / Proximity plenso BBDO / Pro	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King  62 - Long - Form - Co	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single  Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper  Campaign Entry Title	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Bronze Finalist  Metal Bronze Finalist  Finalist Finalist Finalist Finalist Finalist Metal
pecial Group plenso BBDO / Proximity plenso BBDO / Pro	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King  62 - Long - Form - Co Advertiser Foodstuffs	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens Single  Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper  Campaign  Entry Title Little Kitchen	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Bronze Finalist  Metal Bronze Finalist  Finalist Finalist Finalist Finalist Finalist
pecial Group plenso BBDO / Proximity	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley 61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King 62 - Long - Form - Co Advertiser Foodstuffs 63 - Branded Co	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens Single  Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper  Campaign  Entry Title Little Kitchen	Finalist Finalist Finalist Finalist Finalist Finalist  Metal Bronze Finalist  Metal Bronze Finalist  Finalist Finalist Finalist Finalist Finalist Finalist Finalist
pecial Group plenso BBDO / Proximity	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King  62 - Long - Form - Co Advertiser Foodstuffs	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens Single  Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper  Campaign  Entry Title Little Kitchen	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Bronze Finalist  Metal Bronze Finalist  Finalist Finalist Finalist Finalist Finalist Metal
pecial Group plenso BBDO / Proximity plenso BBDO / Proximity plenso BBDO / Proximity permetry Global NZ plenso BBDO / Proximity permetry Global NZ plenso BBDO / Proximity permetry per	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King  62 - Long - Form - C Advertiser Foodstuffs  63 - Branded Co Advertiser Land Rover New Zealand BMW	Reduce Speed Dial Nutri-Grain Bolt O% Sugar. 100% Mental Living Memories  en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single  Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper  Campaign  Entry Title Little Kitchen  Internal Entry Title Love from Land Rover April Fools' Day	Finalist Finalist Finalist Finalist Finalist  Metal Bronze Finalist  Metal Bronze Finalist Finalist Finalist Finalist Finalist Finalist Silver Silver
pecial Group plenso BBDO / Proximity plenso BBDO / Proximity plenso BBDO / Proximity permetry Global NZ plenso BBDO / Proximity plenso BBDO / Proximity plenso BBDO / Proximity permetry permetry permetry pecial Group pecial Group pelenso BBDO / Proximity permetry pelenso BBDO / Proximity permetry pelenso BBDO / Proximity permetry pelenso BBDO / Proximity pelenso BBDO /	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King  62 - Long - Form - C Advertiser Foodstuffs  63 - Branded Co Advertiser Land Rover New Zealand BMW Special Group	Reduce Speed Dial Nutri-Grain Bolt O% Sugar. 100% Mental Living Memories  en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single  Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper  Campaign  Entry Title Little Kitchen  International Content Entry Title Love from Land Rover April Fools' Day Behind the Lens	Finalist Finalist Finalist Finalist Finalist Finalist  Metal Bronze Finalist  Metal Bronze Finalist Finalist Finalist Finalist Finalist Finalist  Metal Finalist Finalist Finalist Finalist Finalist Finalist Finalist Finalist
pecial Group plenso BBDO / Proximity plenso BBDO / Proximity plenso BBDO / Proximity permetry Global NZ plenso BBDO / Proximity plenso BBDO / Proximity plenso BBDO / Proximity pecial Group pecial Group plenso BBDO / Proximity pecial Group permenger BBDO/Proximity pecial Group pemenger BBDO/Proximity	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King  62 - Long - Form - C Advertiser Foodstuffs  63 - Branded Co Advertiser Land Rover New Zealand BMW Special Group Eastern Bay Road Safety Programme	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories  en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single  Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper  Campaign  Entry Title Little Kitchen Untent Entry Title Love from Land Rover April Fools' Day Behind the Lens	Finalist Finalist Finalist Finalist Finalist Finalist  Metal Bronze Finalist  Metal Bronze Finalist  Metal Finalist Finalist Finalist  Metal Finalist  Metal Finalist  Silver Silver Bronze Bronze
pecial Group plenso BBDO / Proximity pecial Group pecial Group plenso BBDO / Proximity	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King  62 - Long - Form - C Advertiser Foodstuffs  63 - Branded Co Advertiser Land Rover New Zealand BMW Special Group	Reduce Speed Dial Nutri-Grain Bolt O% Sugar. 100% Mental Living Memories  en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single  Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper  Campaign  Entry Title Little Kitchen  International Content Entry Title Love from Land Rover April Fools' Day Behind the Lens	Finalist Finalist Finalist Finalist Finalist Finalist  Metal Bronze Finalist  Metal Bronze Finalist Finalist Finalist Finalist Finalist Finalist  Metal Finalist Finalist Finalist Finalist Finalist Finalist Finalist Finalist
pecial Group olenso BBDO / Proximity olenso BBDO / Proximity ieometry Global NZ olenso BBDO / Proximity &R New Zealand  gency DB Group New Zealand  &R New Zealand  pecial Group  gency  genc	MARS Volkswagen Kellogg's Frucor Beverages Brake New Zealand  60 - Large Scale Scree Advertiser Lotto NZ Land Rover New Zealand Paspaley  61 - Long-Form - Advertiser Paspaley Volkswagen Westpac Chopper Appeal Air New Zealand Burger King  62 - Long - Form - C Advertiser Foodstuffs  63 - Branded Co Advertiser Land Rover New Zealand BMW Special Group Eastern Bay Road Safety Programme Fonterra	Reduce Speed Dial Nutri-Grain Bolt 0% Sugar. 100% Mental Living Memories  en Content  Entry Title Pop's Gift Love from Land Rover Behind the Lens  Single  Entry Title Behind the Lens Reduce Speed Dial Donations Change Endings MIB - Safety Defenders McWhopper  Campaign  Entry Title Little Kitchen Intent Love from Land Rover April Fools' Day Behind the Lens  Image: Pools of Tools	Finalist Finalist Finalist Finalist Finalist Finalist  Metal Bronze Finalist  Metal Bronze Finalist  Metal Finalist

Burger King Foodstuffs

McWhopper Little Kitchen

Finalist Finalist



Y&R New Zealand

# **Axis Awards Winners 2016**



AX1S 2016		64 TV Single Commo	reial 20' or holow		
	64 - TV Single Commercial 30' or below Agency Entry Title Metal				
	Colenso BBDO / Proximity	George Weston Foods	Hi Protein - Gutterball	Bronze	
	Thick As Thieves	BNZ	Courier	Finalist	
<u> </u>	THICK AS THIEVES	66 - TV Single Comm		Finalist	
Screel tent					
n & Scre Content	Agency	Advertiser	Entry Title	Metal	
<u> </u>	DDB Group New Zealand	Lotto NZ	Pop's Gift	Silver	
0	Colenso BBDO / Proximity	DB Breweries	Brewtroleum - Save the entire world	Bronze	
S	Colenso BBDO / Proximity	DB Breweries	The not so sweet cider - Tommy	Bronze	
=	Clemenger BBDO/Proximity	NZ Transport Agency	Numbers	Finalist	
જ ⊆	Barnes, Catmur & Friends Dentsu	Southern Cross Health Society	Advice to a younger me	Finalist	
0	Colenso BBDO / Proximity	DB Breweries	Brewtroleum - Zero	Finalist	
	Colenso BBDO / Proximity	Michael Hill	What would you do for love	Finalist	
	DDB Group New Zealand	Lion	The Originals	Finalist	
=	8	Toyota	The Chariot	Finalist	
正	DDB Group New Zealand	Westpac	Tin Foil	Finalist	
_	FCB New Zealand	Vodafone	Piggy Sue	Finalist	
	Saatchi & Saatchi	New Zealand Defence Force	NZDF A Force For New Zealand	Finalist	
	Y&R New Zealand	Earth Quake Commission (EQC)	Fix One Thing	Finalist	
		68 - Radio	Single	1	
	Agency	Advertiser	Entry Title	Metal	
	Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Lower Back Tattoo	Silver	
	Colenso BBDO / Proximity  Colenso BBDO / Proximity	Auckland Writers Festival	Well Written Weather - Friday	Finalist	
		MARS	· ·	Finalist	
	Colenso BBDO / Proximity		Dogs Don't Judge - Lottery		
	Colenso BBDO / Proximity	MARS	Dogs Don't Judge - Whack Job	Finalist	
	Colenso BBDO / Proximity	New Zealand Book Council	Well Written Weather - Tuesday	Finalist	
	FCB New Zealand	New Zealand Fire Service	Guy Fawkes	Finalist	
0	FCB New Zealand	Paper Plus Group	Read Better Stories - Gym	Finalist	
· <u></u>	FCB New Zealand	Paper Plus Group	Read Better Stories - Boots	Finalist	
Radi	FCB New Zealand	Paper Plus Group	Read Better Stories - Curry	Finalist	
<u> </u>	FCB New Zealand	Prime	Radio Punks - Pierce	Finalist	
	FCB New Zealand	Prime	Radio Punks - Chicken	Finalist	
		69 - Radio Ca	mpaign		
	Agency	Advertiser	Entry Title	Metal	
	Colenso BBDO / Proximity	MARS	Dogs Don't Judge	Silver	
	Colenso BBDO / Proximity	Auckland Writers Festival	Well Written Weather	Bronze	
	FCB New Zealand	Paper Plus Group	Read Better Stories Campaign	Bronze	
	FCB New Zealand	Prime	Radio Punks	Finalist	
		70 - Non-Stand	ard Radio		
	Agency	Advertiser	Entry Title	Metal	
	Special Group	2degrees	Play the Bridge	Silver	
		71 - Integrat			
	America			Madel	
	Agency	Advertiser	Entry Title	Metal	
S	Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Gold	
	Y&R New Zealand	Burger King	McWhopper	Gold	
<b>7</b>	Y&R New Zealand	Land Rover New Zealand	Love From Land Rover	Bronze	
	Y&R New Zealand	Brake New Zealand	Living Memories	Finalist	
	Y&R New Zealand	Microsoft NZ Ltd	Server Room Reboot	Finalist	
O	Barnes, Catmur & Friends Dentsu Dentsu	Boundary Road Brewery	Brewniversity	Finalist	
		72 - For G	iood		
<	Agency	Advertiser	Entry Title	Metal	
	Y&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk	Silver	
	Colenso BBDO / Proximity	MARS	PEDIGREE Found	Bronze	
	DDB Group New Zealand	Sky	The Unforgotten Soldiers	Finalist	
-	String Theory	Good Books	"We Need to Talk About Alice"	Finalist	
<b>a</b>	Y&R New Zealand	Brake New Zealand	Living Memories	Finalist	
	Y&R New Zealand	Burger King	McWhopper	Finalist	
		74 - Innovati			
cutive	Agency	Advertiser	Entry Title	Metal	
4	Agency Colenso BBDO / Proximity	Volkswagen	Reduce Speed Dial	Gold	
7			·	Gold	
	Saatchi & Saatchi Colonso BBDO / Broximity	ASB Bank	ASB Clever Kash		
U	Colenso BBDO / Proximity	DB Breweries	Brewtroleum	Finalist	
(1)	Colenso BBDO / Proximity	MARS	PEDIGREE Found	Finalist	
<b>U</b>	DDB Group New Zealand	SKY	Unforgotten Soldiers	Finalist	
×	Special Group	2degrees	Play the Bridge	Finalist	
	Y&R New Zealand	Breast Cancer Cure New Zealand	Breast Milk	Finalist	
	Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	Finalist	
	Y&R New Zealand	Burger King	McWhopper	Finalist	
	Y&R New Zealand	Microsoft NZ Ltd	Server Room Reboot	Finalist	
		Duelso New Zeeland	Living Namonics		

# Congratulations!

Living Memories

Brake New Zealand