

in association with NZME.

Finalists

Agency	Advertiser	Entry Title
Social Marketing / Public Service		
FCB Media	Ministry of Social Development	Not OK in Any Home
FCB Media	NZ Fire Service	A Burning Issue
Ikon Communications	Fiveight Distribution Ltd	Be The Batman
Retail/Etail		
FCB Media	Flight Centre	From Retail to Etail
FCB Media	New World	Turning a Promotion Into Play
OMD NZ	McDonald's	Resetting the benchmark for Programmatic Advertising
Fast Moving Consumer Goods (FMCG)		
MBM	Griffin's Huntley & Palmers	Flatbreads: The host with the most
MBM	J.H. Whittaker's & Sons Limited	The Other AB's Scoring Tries and Selling Blocks
Mediacom	Fonterra Brands NZ	It Must Be Milk
Mediacom	Fonterra Brands NZ	Stealing share back from the Paddle Pop Lion
OMD NZ	Frucor	Jono V Ben
SparkPHD	DB Export	Brewtroleum - a real reason to drink more DB Export
SparkPHD	Unilever - Toni & Guy	Bringing the best of British to NZ
ZenithOptimedia	Lion	Believe
Consumer Durables		
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory
Ikon Communications	Fujifilm NZ	Stories of Instax
Starcom	Toyota New Zealand	Port-a-Palace
Y&R Media	Land Rover New Zealand	Love from Land Rover
Consumer Services		
Carat	ASB Bank	ASB All Blacks Sponsorship Launch
Carat	ASB Bank	ASB Snap Scholarships
Dynamo Media (OMG Group)	Skinny Mobile	Skinny Mobile Attribution: Data driven planning for success
Dynamo Media (OMG Group)	Spark NZ	The Boroughs - Bringing Streetball to Auckland
OMD NZ	Air New Zealand	Take another look: Revitalising Destination Queensland
SparkPHD	Mediaworks	Having breakfast with Paul Henry
Starcom	Westpac NZ	Breaking the Donator Inertia
Y&R Media	Paramount Pictures NZ	Searching for an Evil Master
Charity		
Y&R Media	Breast Cancer Cure	Breast Milk
Best Small Budget (up to \$100k per annum)		
BEAT	Eat My Lunch	Buy One, Give One. Feeding hungry kids to make a difference.
Dynamo Media (OMG Group)	BMW	Reverse April Fool's Day
FCB Media	Ministry of Social Development	Not OK in Any Home
Ikon Communications	Fiveight Distribution Ltd	Be The Batman
Best Use of Event/Activation/Sponsorship		
Carat	ASB Bank	ASB All Blacks Sponsorship Launch
FCB Media	Audi	Quattro Bistro
OMD NZ	Air New Zealand	Sand Sculptures
OMD NZ	Roadshow	From rank outsider to box office heavyweight champion
Sherson Willis	Spark	World's Smallest Queue for the Year's Biggest Phone Launch
SparkPHD	Gold Coast Tourism	Lucky Luggage
Synergy and Carat	Sovereign Insurance	Sovereign's Winning Moment

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Best Use of Content		
FCB Media	Ministry of Social Development	Not OK in Any Home
FCB Media	New World	Turning a Promotion Into Play
MBM	Huntley and Palmers	Flatbreads: The Summer of the insatiable
Ogilvy & Mather	Public Trust	The Rightful Owners
OMD NZ	Frucor	Jono V Ben
Y&R Media	Brake	Living Memories
Y&R Media	Burger King Corporation & Peace One Day	McWhopper - when McDonald's said no, the internet said yes.
Y&R Media	Vodafone New Zealand	VNZMAs Snapchat Campaign
ZenithOptimedia	Lion	Instagram my what?
Best Use of Technology		
FCB Media	Flight Centre	From Retail to Etail
Ikon Communications	Coca-Cola New Zealand	TrueYou - Using Facebook for better social engagement
MBM	Loyalty New Zealand	Preaching to the (almost) converted
OMD NZ	McDonald's	Resetting the benchmark for Programmatic Advertising
OMD NZ	Air New Zealand	2 tech platforms revolutionise Air NZ planning
Vizeum	Nissan	Taking Control of Search
Best Use of Mobile		
FCB Media	Maritime NZ	Using Mobile to own a Moment
SparkPHD	AEG	AEG: How we drilled in on Tradies
Starcom	Mars	Finding Fido
Best Use of Data		
Contagion	Tourism New Zealand	#NZMustDo Again
FCB Media	Flight Centre	From Retail to Etail
Ikon Communications	Coca-Cola New Zealand	TrueYou - Using Facebook for better social engagement
MBM	Loyalty New Zealand	Preaching to the (almost) converted
Mediacom	Fonterra Brands NZ	A Kapiti Christmas
OMD NZ	Air New Zealand	2 data driven platforms revolutionise Air NZ planning
Best Use of Video		
FCB Media	New World	Turning a Promotion Into Play
MBM	J.H. Whittaker's & Sons Limited	The Other AB's
Mediacom	Fonterra Brands NZ	It Must Be Milk
Y&R Media	Vodafone New Zealand	How Vodafone made the weather big news
Best Use of Social		
Carat	ASB Bank	ASB Snap Scholarships
Contagion	Tourism New Zealand	#NZMustDo Again
Ikon Communications	Fujifilm NZ	Stories of Instax
Y&R Media	Vodafone New Zealand	How Vodafone made the VNZMAs a social event
ZenithOptimedia	Lion	Instagram my what?
Best Creative Media Idea		
FCB Media	Ministry of Social Development	Not OK in Any Home
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory
SparkPHD	DB Export	Brewtroleum - a real reason to drink more DB Export
Synergy and Carat	Sovereign Insurance	Sovereign's Winning Moment
Vizeum	Nissan	Taking Control of Search
Best Use of Insight		
Dynamo Media (OMG Group)	Spark NZ	The Boroughs - Bringing Streetball to Auckland
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory
FCB Media	NZ Fire Service	A Burning Issue
Ikon Communications	2degrees	Play the Quiz
Mediacom	Fonterra Brands NZ	A Kapiti Christmas

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Finalists

Agency	Advertiser	Entry Title
Best Communications Strategy		
Dynamo Media (OMG Group)	Spark NZ	The Boroughs - Bringing Streetball to Auckland
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory
FCB Media	NZ Fire Service	A Burning Issue
OMD NZ	Air New Zealand	Pranking the nation with a lolly that tasted like rugby
SparkPHD	DB Export	Brewtroleum - a real reason to drink more DB Export
ZenithOptimedia	Lion	Believe
ZenithOptimedia	Lion	Men of Deeds
Most Effective		
BEAT	Eat My Lunch	Buy One, Give One. Feeding hungry kids to make a difference.
Carat	ASB Bank	ASB Snap Scholarships
FCB Media	European Motor Distributors Ltd	Skoda Fabia - Ultimate Fashion Accessory
FCB Media	Flight Centre	From Retail to Etail
MBM	Loyalty New Zealand	Preaching to the (almost) converted
OMD NZ	Air New Zealand	Take Another Look' - Revitalising Queensland
OMD NZ	Frucor	Jono V Ben
SparkPHD	DB Export	Brewtroleum - a real reason to drink more DB Export
Y&R Media	Burger King Corporation & Peace One Day	McWhopper - a burger for world peace
ZenithOptimedia	Lion	Men of Deeds
Best Launch		
FCB Media	Flight Centre	From Retail to Etail
OMD NZ	Frucor	Jono V Ben
OMD NZ	McDonald's	CYT
SparkPHD	Unilever - Ben & Jerry's	Ben & Jerry's "Mooves" in
Y&R Media	Burger King Corporation & Peace One Day	McWhopper - launching the impossible burger
ZenithOptimedia	Lion	Believe
Best Collaboration		
FCB Media	Ministry of Social Development	Not OK in Any Home
Mediacom	FMG	FMG Rural Weather Outlook: weather smarts for farmers
Mediacom	Fonterra Brands NZ	Perfect Get Togethers
Mediacom	Fujitsu	Under the Pump: Selling heat pumps in summer
Ogilvy & Mather	Public Trust	The Rightful Owners
OMD NZ	Frucor	Jono V Ben
Y&R Media	Vodafone New Zealand	1SecondWeather
Sustained Success		
FCB Media	Health Promotion Agency	From Minds to Moments
FCB Media	Noel Leeming	A Success Story
Ikon Communications	Coca-Cola New Zealand	The Powerade Challenge
Media Business of the Year		
Bauer Media iSite Media NZME Sky Network Television TVNZ		

CONGRATULATIONS!