

CAANZ BEACON AWARDS 2016



in association with NZME.

Finalists

	Agency	Advertiser	Entry Title
REI Media NZ Fire Service A Burning issue from Communications Provigin Distribution Ltd 6 for The Burnina Free Burning Communications Proving Distribution Ltd 6 for Retail VELIA FERENCIA Media Fight Center Foot Retail VELIA FERENCIA Media New World Turning a Promotion the Play MCDONIA'Z McClonaled'S Resetting the benchman's for Programmatic Advertising Fast Moving Consumer Goods: (PMCG) FOOT RETAIL MANUAL PROVINCE ADMINISTRATION OF TURNING A Province Street Most with the most of the Moderation of Proteirs Brands NZ Fisher Moving Consumer Goods: (PMCG) MEMIA J.H. Whittlader's, & Sons Limited The Other AB's Scoring Tries and Serling Blocks MEMIA J.H. Whittlader's, & Sons Limited The Other AB's Scoring Tries and Serling Blocks MEMIA J.H. Whittlader's, & Sons Limited The Other AB's Scoring Tries and Serling Blocks MEMIA TO Other AB's Scoring Tries and Serling Blocks MEMIA TO Other AB's Scoring Tries and Serling Blocks MEMIA TO Other AB's Scoring Tries and Serling Blocks The Other AB's Scoring	,		
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Synergy and Carat Sovereign Insurance Sovereign's Winning Moment	SparkPHD		
	Synergy and Carat	Sovereign Insurance	Sovereign's Winning Moment



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Finalists

Agency	Advertiser	Entry Title
	Best Use of C	ontent
FCB Media	Ministry of Social Development	Not OK in Any Home
FCB Media	New World	Turning a Promotion Into Play
мвм	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 Teo	chnology
FCB Media	Flight Centre	From Retail to Etail
Ikon Communications	Coca-Cola New Zealand	TrueYou - Using Facebook for better social engagement
МВМ	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 N	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
МВМ	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
МВМ	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 M	ledia 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 I	•
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



CAANZ BEACON AWARDS 2016



in association with NZME.

Finalists

Agency	Advertiser	Entry Title
	Best Communication	ons 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 Effect	tive
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
МВМ	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 Laun	ch
FCB Media	Flight Centre	From Retail to Etail
OMD NZ	Frucor	Jono V Ben
OMD NZ	McDonald's	СҮТ
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 Collabor	ration
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 Su	iccess
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 o	f the Year
	Bauer Med	dia
	iSite Medi	ia
	NZME	
	Sky Network Te	levision
	TVNZ	

CONGRATULATIONS!