

### 1. Most Effective Social Media Campaign sponsored by IAG

\*\*\* WINNER \*\*\*

Co-Operative Bank Good Kiwis Campaign - Socialites

For a video that reached the newsfeeds of more than 15 million users and called by TVNZ  
“one of the most commented videos of the year.”

FINALISTS:

#BlacktoBlack (Rugby) - NZME

ANZ - Fortune Favours The Brave - Whybin/TBWA

Co-Operative Bank Good Kiwis Campaign - Socialites

Powershop - Baby Trump - Special Group Limited

SKY #24hourrugbypeople - Fuse

Waikato Civil Defence - Waikato Civil Defence Group

### 2. Most Effective Social Media Campaign Under \$20,000 sponsored by Vodafone New Zealand

\*\*\* WINNER \*\*\*

NewsTalk ZB Engagement Two Cow Economy - NZME

With a campaign so successful that a Facebook page became an overnight success and reached over 201 million people at zero cost.

FINALISTS:

JUCY Destination NSW Instameet - JUCY

Sealord Frozen Salmon: From Facebook to NZ's Freezers - Bloggers Club

Take Charge, Do More (Warehouse Stationery Recruitment campaign) - Prominence Ltd

The Rhythm & Vines Story - Mish Guru

Jamie's World "They Let Me Write a Book" launch - Interlike

NewsTalk ZB Engagement Two Cows Economy - NZME

### 3. Best Use of Social Media in a New Product or Service Launch sponsored by Control Room

\*\*\* WINNER \*\*\*

Jetstar Spreads its Wings - Spark PR & Activate

With a campaign that ensured a huge commercial success and a spike in emotional connection between a brand and their customer.

FINALISTS:

Burger King Chicken Fries have arrived in New Zealand - Y&R NZ

Create Your Taste; Reigniting the Magic of McDonald's - Fuse & Mango

Jetstar Spreads its Wings - Spark PR & Activate

Sealord Frozen Salmon Launch: From Facebook to Kiwis' Freezers - Bloggers Club

Spark Samsung S6 Edge Good Winter Campaign - Socialites

Spark iPhone Launch the World's Smallest Queue - Sherson Willis

### 4. Best Not-for-Profit Social Media Campaign sponsored by Socialites

\*\*\* WINNER \*\*\*

Anti-Smoking Snapped Out Campaign - Motion Sickness + Richards Partners  
For a campaign that hit over a 100,000 highly targeted social impressions and a newly formed community of young people pledging to flick a bad habit.

FINALISTS:

2016 Maori Language Week Gifs - Vodafone  
Kea - Every Kiwi Counts - Kea  
Evita Auckland - Morgahna Godwin Creative  
Macular Degeneration Awareness Week - Cadence Communications  
Anti-Smoking Snapped Out Campaign - Motion Sickness + Richards Partners

5. Most Creative Use of Existing or Emerging Social Platform(s) sponsored by The Goat Farm

\*\*\* WINNER \*\*\*

VNZMAs Snap Star Awards - Vodafone New Zealand  
For using Snapchat as real superstars and inspiring over 10,000 user generated content pieces during live event.

FINALISTS:

Vodafone 360 Video Easter Egg Hunt - Vodafone  
Xero Budget Day Q&A - Xero  
NZ Police Running Man Challenge - New Zealand Police  
VNZMAs Snap Star Awards - Vodafone New Zealand  
Spark Social Top-Up - Sherson Willis  
Waikato Civil Defence - Waikato Civil Defence Group

6. Community Building and Management sponsored by Microsoft New Zealand

\*\*\* WINNER \*\*\*

Vodafone Digi-Parenting - Vodafone  
For creating a great resource that now gets 3,000 users a month organically.

FINALISTS:

Sovereign 21 Day Challenge - Socialites  
Auckland Council Biodiversity - Auckland Council  
Chicks in Bowls - Chicks in Bowls  
Vodafone Digi-Parenting - Vodafone  
Mitre 10 Facebook Page Community - Socialites

7. #SMCAKL Supreme Award

\*\*\* WINNER \*\*\*

NZ Police - Running Man Challenge  
For a post that generated over 30 million views and became an absolute viral sensation inspiring remakes from around the world including New York, Scotland, Miami, Hollywood, San Diego, Finland and several from Australia.