



## 2016 NEW ZEALAND EFFIE AWARD FINALISTS

# *Congratulations!*

AGENCY	ADVERTISER	ENTRY TITLE
<b>Charity/Not for Profit</b>		
Barnes, Catmur & Friends Dentsu	The Heart Foundation	Heart Attack Act
Colenso BBDO	Amnesty International	Amnesty International Unblocker
DDB New Zealand	Westpac NZ	The People's Chopper
Saatchi & Saatchi	ASB	The little ambulance that wanted to be a big one
<b>Social Marketing/Public Service</b>		
bcg2	Safekids Aotearoa	Check for me before you turn the key
Clemenger BBDO	Flag Consideration Panel	Flag Consideration Project
FCB New Zealand	Maritime New Zealand	Virtual Coastguard
FCB New Zealand	New Zealand Fire Service	A Burning Issue
J. Walter Thompson	Auckland Transport	Everybody loves a happy ending
<b>Retail/Etail - Sponsored by The Radio Bureau</b>		
99	Ziera	Fashion as it Should Be
Colenso BBDO	Burger King	Backyard Burger King
DDB New Zealand	The Warehouse Ltd	Made By Me
FCB New Zealand	Air New Zealand	Dawn Deals
<b>Business to Business (B2B)</b>		
Colenso BBDO	Bank of New Zealand (BNZ)	Asset Finance
Republik New Zealand	Fuji Xerox New Zealand	A Golden Opportunity
<b>Fast Moving Consumer Goods (FMCG) - Sponsored by Soar Print</b>		
Colenso BBDO	MARS	A Dog's Story
Colenso BBDO	Fonterra Brands NZ, Tip Top	Jelly Tip July
Colenso BBDO	DB Breweries	Brewtroleum
Colenso BBDO	Fonterra Brands NZ, Anchor	Anchor Uno Pouches
DDB New Zealand	Lion New Zealand	We Will
OMD New Zealand	Frucor Beverages Ltd	Jono V Ben
Sugar & Partners	Endeavour Consumer Health Ltd - Red Seal	Red Seal Hot & Cold Fruit Tea Launch
<b>Consumer Durables</b>		
Barnes, Catmur & Friends Dentsu	Subaru of New Zealand	The Power of Focus: How Subaru Turned Disaster Into Success
Colenso BBDO	Samsung New Zealand	Samsung Now You Can
Special Group	Holden	Spark Something New
Sugar & Partners	Daikin NZ	Creating clear air for Daikin
<b>Consumer Services</b>		
Clemenger BBDO	Nova Energy	Nova Energy
Colenso BBDO	Bank of New Zealand	Shred 2
Colenso BBDO	IAG New Zealand Ltd	AMI Young Drivers
DDB New Zealand	Lotto NZ	Imagine
FCB New Zealand	Mercury Energy	Good Energy Goodies
FutureBrand	GEM Finance	How to keep the phones ringing when you lose your brand.
True	Air New Zealand	Air New Zealand and the Department of Conservation: Turning a sponsorship into campaign to inspire New Zealanders to explore their own backyard
True	Air New Zealand	Where to Next: A brand platform designed to bring Air NZ 'home'
WhybinTBWA	ANZ	Fortune favours the brave
<b>New Product or Service</b>		
Colenso BBDO	Fonterra Brands NZ, Anchor	Anchor Uno Pouches
Colenso BBDO	Samsung New Zealand	Samsung Now You Can
DDB New Zealand	SKY Television NZ	SKY On-Demand
FCB New Zealand	Sony New Zealand	Sony Defy
PHD	Unilever	Toni & Guy Best of British
Saatchi & Saatchi	Electric Kiwi	Bring the Kiwi back to New Zealand Power
<b>Limited Budget: less than \$300,000</b>		
Barnes, Catmur & Friends Dentsu	The Heart Foundation	Heart Attack Act
Colenso BBDO	MARS	A Dog's Story
Colenso BBDO	Bank of New Zealand	Asset Finance
Colenso BBDO	Amnesty International	Amnesty International Unblocker
DDB New Zealand	Westpac NZ	The People's Chopper
FCB New Zealand	Paper Plus Group	Creating a different conversation around Father's Day
J. Walter Thompson	Auckland Transport	Everybody loves a happy ending
Ogilvy & Mather	NZ Police	Do you care enough to be a cop?
Special Group	Powershop	Power You Can Love
Special Group	Holden	Spark Something New
WhybinTBWA	ANZ	Fortune Favours The Brave



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AGENCY	ADVERTISER	ENTRY TITLE
<b>Most Effective Integrated Campaign</b>		
Colenso BBDO	Bank of New Zealand	Shred 2
Colenso BBDO	DB Breweries	Brewtroleum
DDB New Zealand	SKY Television NZ	SKY On-Demand
DDB New Zealand	Lion New Zealand	We Will
FCB New Zealand	New Zealand Fire Service	A Burning Issue
FCB New Zealand	Maritime New Zealand	Completing the journey to the water
OMD New Zealand	Frucor Beverages Ltd	Jono V Ben
Special Group	2degrees	Play the Quiz
True	Air New Zealand	Crazy About Rugby - Turning owned channels into a global demonstration of support for the All Blacks
True	Air New Zealand	Air New Zealand and the Department of Conservation: Turning a sponsorship into campaign to inspire New Zealanders to explore their own backyard
True	Vodafone	Turning the Vodafone Music Awards from a traditional sponsorship event into a live media platform
<b>Most Effective Social Campaign</b>		
DDB New Zealand	Westpac NZ	The People's Chopper
True	Vodafone	Turning the Vodafone Music Awards from a traditional sponsorship event into a live media platform
<b>L - Most Effective Use of Digital Technology - Sponsored by NZME</b>		
Colenso BBDO	Amnesty International	Amnesty International Unblocker
FCB New Zealand	Maritime New Zealand	Virtual Coastguard
FCB New Zealand	Air New Zealand	Dawn Deals
MBM	Loyalty NZ	Preaching to the not yet converted
Special Group	2degrees	Play the Quiz
<b>Most Effective Use of Data</b>		
MBM	Loyalty NZ	Preaching to the not yet converted
<b>Most Effective PR/Experiential Campaign</b>		
bcg2	Safekids Aotearoa	Check for me before you turn the key
Colenso BBDO	Burger King	Backyard Burger King
Colenso BBDO	The Yummy Fruit Company	The World's Loudest Apple
Colenso BBDO	DB Breweries	Brewtroleum
FCB New Zealand	Paper Plus Group	Creating a different conversation around Father's Day
FCB New Zealand	Ministry of Social Development	Paradise Hill
Ogilvy & Mather	NZ Police	Do you care enough to be a cop?
Special Group	Powershop	Power You Can Love
True	Air New Zealand	Pranking the nation with a lolly that tasted like Rugby
True	Vodafone	Turning the Vodafone Music Awards from a traditional sponsorship event into a live media platform
<b>Best Strategic Thinking - Sponsored by Nielsen</b>		
Barnes, Catmur & Friends Dentsu	Subaru of New Zealand	The Power of Focus: How Subaru Turned Disaster Into Success
Barnes, Catmur & Friends Dentsu	The Heart Foundation	Heart Attack Act
bcg2	Safekids Aotearoa	Check for me before you turn the key
Colenso BBDO	Burger King	Backyard Burger King
Colenso BBDO	IAG New Zealand Ltd	AMI Young Drivers
Colenso BBDO	DB Breweries	Brewtroleum
Colenso BBDO	Foodstuffs	Little Kitchen
Colenso BBDO	Amnesty International	Amnesty International Unblocker
DDB New Zealand	Lion New Zealand	We Will
DDB New Zealand	Lotto NZ	Imagine
FCB New Zealand	Mercury Energy	Good Energy Goodies
Ogilvy & Mather	NZ Police	Do you care enough to be a cop?
True	Vodafone	Turning the Vodafone Music Awards from a traditional sponsorship event into a live media platform
<b>Most Progressive Campaign</b>		
Colenso BBDO	Amnesty International	Amnesty International Unblocker
Colenso BBDO	DB Breweries	Brewtroleum
FCB New Zealand	Maritime New Zealand	Virtual Coastguard
J. Walter Thompson	Auckland Transport	Everybody loves a happy ending
Saatchi & Saatchi	ASB	Helping along the home buying journey
Saatchi & Saatchi	ASB	The little ambulance that wanted to be a big one
<b>Sustained Success</b>		
FCB New Zealand	Noel Leeming	The Sustained Success of Real Shopper Advocate Stories
FCB New Zealand	HPA Alcohol	From ads to action: The Sustained Success of 'Say Yeah Nah'

