

01 - Editing		
Agency	Advertiser	Entry Title
Heckler	Heineken - Tiger Beer	Tiger Beer - Wok
Rankin	V Pure	V Pure Editing
Robbers Dog	Holden	The Chop
Robbers Dog	Paspaley	Life Needs Adventure
The Editors Pty Ltd	Westpac	Westpac 'The Decision'
The Sweet Shop	Lipton	School Bus
The Sweet Shop	Lotto New Zealand	Mum's Wish
The Sweet Shop	McDonalds	How Very Un-McDonald's
The Sweet Shop	NAB	Journey
The Sweet Shop	Interislander	Find Time
Thick as Thieves	Spark	Big Tony
02 - Cinematography		
Agency	Advertiser	Entry Title
Eight	NZTA	Dead on their Feet - Driver Fatigue
FINCH	Rebel Sport	What's Your Why
FINCH	SKODA	Driver's Seat
FINCH	Tourism Australia	A Place You Feel
Goodoil Films	Westpac	It's Time
Ogilvy & Mather NZ	Energy Efficiency and Conservations Authority	Electric Vehicles: Tiny
Robber's Dog	Tourism New Zealand	Curiosity
Robbers's Dog	Samsung	Now You Can
The Sweet Shop	New Zealand Lotto	Mum's Wish
The Sweet Shop	Ladbrokes	Up for the Challenge
The Sweet Shop	Interislander	Find Time
The Sweetshop	McDonald's	How Very Un-McDonald's
Thick as Thieves	Spark	Big Tony
03 - Animation/Design/Visual Effects		
Agency	Advertiser	Entry Title
Blockhead	Air New Zealand	A Better Way to Fly
FINCH	AFL	Behind the Game
FINCH	ABC Tissues	Dance
Ogilvy & Mather NZ	Energy Efficiency and Conservations Authority	Deng Adult
Palace	Steinlager	Steinlager - Tokyo Dry
The Sweet Shop	5 Seeds	In the Moment
04 - Art Direction		
Agency	Advertiser	Entry Title
FINCH	State Insurance	Skip.Done.
05 - Direction		
Agency	Advertiser	Entry Title
Curious Films	NZ Transport Agency	NZTA "Hello"
Eight	The Salvation Army	Terry - Being Homeless
FINCH	Rebel Sport	What's Your Why
FINCH	SKODA	Driver's Seat
Goodoil Films	Steinlager	Tokyo Dry
Goodoil Films	Australian Defence Force	What Will You Bring?
Rankin	V Pure	V Pure Directing
Robber's Dog	Vinomofo	Decide
Robber's Dog	McDonald's	Create your Taste
Robber's Dog	Holden	The Chop
The Sweet Shop	Lawn Tennis Association	Go Hit It
The Sweet Shop	Lipton	School Bus
The Sweet Shop	HCF	Health Is
The Sweet Shop	New Zealand Lotto	Mum's Wish
The Sweet Shop	McDonald's	How Very Un-McDonald's
The Sweetshop	RWE	Energy Goes Innogy
Thick as Thieves	Spark	Big Tony
06 - Original Sountrack - Film & Screen Content		
Agency	Advertiser	Entry Title
Beatworms	Lion	Welcome to the Other Side
Franklin Road	Fonterra	Anchor. Go Strong.
Liquidstudios	NZ Post	NZ Post ' My Parcels, My Way'
Liquidstudios	Mercury Energy	Mercury Energy City to Surf
Liquidstudios	Samsung	Samsung 'Lowlight'
Liquidstudios	Rebel Sport	Rebel Sport 'What's Your Why'
08 - Sound Design - Fim & Screen Content		
Agency	Advertiser	Entry Title
Ogilvy & Mather NZ	Pernod Ricard	Art of Tom
The Coopers	Fonterra	Anchor. Go Strong.
The Sweet Shop	HCF	Health Is

CRAFT

10 - Digital Use of Music/Sound Design		
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	NZ Transport Agency	Hello
Digicake Ltd	Skoda	Skoda Octavia RS 230
Digicake Ltd	Air New Zealand	Honolullaby
Franklin Rd	Pedigree	Pedigree A Dogs Story
Liquidstudios	Verizon Wireless	Verizon Wireless
10.5 - Original Arrangement of Existing Music - Film & Screen Content		
Agency	Advertiser	Entry Title
Franklin Rd	New Zealand Transport Agency	New Zealand Transport Agency. Hello
11 - CopyWriting - Magazine & Newspaper And Out of Home		
Agency	Advertiser	Entry Title
Colenso BBDO	42 Below	42 Below Recycled Cocktail Lemons Eco Soap - Poster
Colenso BBDO	42 Below	42 Below Recycled Cocktail Lemons Eco Soap - Coaster
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Butter is Back
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Say Cheese
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Cool Again
13 - CopyWriting - Radio		
Agency	Advertiser	Entry Title
Colenso BBDO	Mars	Dogs Don't Judge - Hit Song
DDB Group New Zealand	SKY TV	Free SoHo
DDB Group New Zealand	SKY TV	Free Hoodie
DDB Group New Zealand	SKY TV	Free Coffee Mug
14 - CopyWriting - Film And Video		
Agency	Advertiser	Entry Title
Clemenger BBDO/ Proximity	NZ Transport Agency	Chopper's Thoughts
Clemenger BBDO/ Proximity	NZ Transport Agency	Simon McKinney's Thoughts
Clemenger BBDO/ Proximity	NZ Transport Agency	Tom Furniss' Thoughts
Clemenger BBDO/ Proximity	NZ Transport Agency	Jono & Bens' Thoughts
Clemenger BBDO/ Proximity	NZ Transport Agency	Cori Gonzalez-Macuer's Thoughts
Clemenger BBDO/ Proximity	NZ Transport Agency	Hello
Ogilvy & Mather NZ	Pernod Ricard	Art of Tom
Ogilvy & Mather NZ	Rebel Sport	What's your Why
TRUE	Air New Zealand	A Better Way to Fly
16 - Art Direction & Typography -Magazine & Newspaper And Out of home		
Agency	Advertiser	Entry Title
99	Leukaemia & Blood Cancer New Zealand	Dine For a Difference
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Butter is Back
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Cool Again
Colenso BBDO	Mars	Old Dogs - Rags
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Just Chill
Colenso BBDO	Mars	Old Dogs - Frankie
Colenso BBDO	Mars	Old Dogs - Monty
Special Group Limited	Goodman Fielder	Molenberg Sandwich Shop
Sugar & Partners	Soul	#ProtectIhumatao
18 - Art Direction & Typography - Digital		
Agency	Advertiser	Entry Title
Assembly	Bank of New Zealand	BNZ 'Death Pledge'
DDB Group New Zealand	SKY Television New Zealand	Tiny Trailers
19 - Image - Magazine & Newspaper And Out of Home		
Agency	Advertiser	Entry Title
Colenso BBDO	Mars	Old Dogs - Monty
Colenso BBDO	Mars	Old Dogs - Rags
Colenso BBDO	Mars	Old Dogs - Frankie
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	Breat Cancer Screenings - Alexia
Ogilvy & Mather NZ	Coca Cola Oceania	Coke Summer Art
20 - Image - Direct Marketing		
Agency	Advertiser	Entry Title
Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump

DIGITAL CRAFT

OUT OF HOME

21 - Interface & Navigation		
Agency	Advertiser	Entry Title
Colenso BBDO	Mars	A Dog's Story
FCB Advertising	New Zealand Fire Service	Escape My House
Special Group Limited	2degrees	Data Hunt
22 - User Experience		
Agency	Advertiser	Entry Title
Colenso BBDO	Mars	A Dog's Story
FCB Advertising	New Zealand Fire Service	Escape My House
FCB Advertising	Cengage	Read On
Special Group Limited	2degrees	Data Hunt
23 - Digital Use of Video		
Agency	Advertiser	Entry Title
DDB Group New Zealand	Auckland City Mission	Harsh Reality
FCB Advertising	New Zealand Fire Service	Escape My House
Ogilvy & Mather NZ	Auckland City Council	A Kauri Cries
Ogilvy & Mather NZ	Pernod Ricard	Art of Tom
TBWA Auckland	The Salvation Army	The Unexpected Homeless
Young + Shand	Smirnoff Vodka	Smirnoff Selfie
24 - Digital Animation/ Motion Graphics, Illustration & Design		
Agency	Advertiser	Entry Title
Assembly	W + K Portland	Kubo & The Two Strings - Arcade
Assembly	Verizon	Verizon 'Better Matters'
Colenso BBDO	Mars	A Dog's Story
26 - Out of Home Posters		
Agency	Advertiser	Entry Title
Colenso BBDO	Mars	Old Dogs - Frankie
Colenso BBDO	Mars	Old Dogs - Monty
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Butter is Back
Colenso BBDO	Mars	Old Dogs - Rags
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Cool Again
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Just Chill
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Say Cheese
Colenso BBDO	42Below	42 Below Recycled Cocktail Lemons Eco Soap - Wash yourself today with some of last night
Colenso BBDO	Stolen Rum	Stolen Posters - Nike
Colenso BBDO	Stolen Rum	Stolen Posters - McDonalds
FCB Advertising	Paper Plus	Read Better Stories - Selfies
FCB Advertising	Paper Plus	Read Better Stories - Food
FCB Advertising	Paper Plus	Read Better Stories - Workouts
FCB Advertising	Paper Plus	Read Better Stories - Travel
FCB Advertising	New Zealand Fire Service	Fire is Fun
27 - Transit Advertising		
Agency	Advertiser	Entry Title
Colenso BBDO	Bank of New Zealand	Cancelled
DDB Group New Zealand	SKY TV	Error Message Adshels
FCB Advertising	Paper Plus	Read Better Stories - Food
FCB Advertising	New Zealand Fire Service	Fire is Fun
28 - Out Of Home Special Build		
Agency	Advertiser	Entry Title
Clemenger BBDO/ Proximity	KiwiRail	The Conscious Crossing
29 - Non Traditional Outdoor/ Ambient		
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing
Colenso BBDO	Fonterra Brands NZ	X-Ray Casts
Colenso BBDO	Burger King NZ	Backyard Burger King
Colenso BBDO	42Below	42 Below Recycled Cocktail Lemons Eco Soap
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry
Ogilvy & Mather New Zealand	MyRepublic	MyRepublic Face Swap
Special Group Limited	Goodman Fielder	Molenberg Sandwich Shop
Special Group Limited	Lion	Smirnoff Chiller Bag
30 - Out Of Home Campaign		
Agency	Advertiser	Entry Title
Colenso BBDO	Mars	Old Dogs
Colenso BBDO	Fonterra Brands NZ	X-Ray Casts
Colenso BBDO	42Below	42 Below Recycled Cocktail Lemons Eco Soap
Colenso BBDO	Stolen Rum	Stolen Posters

MAGZINE AND NEWSPAPER

DIRECT MARKETING

DDB Group New Zealand	Westpac	Spendonyms
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings
FCB Advertising	Paper Plus	Read Better Stories
Special Group Limited	Goodman Fielder	Molenberg Sandwich Shop
Sugar & Partners	Soul	#ProtectIhumatao
TBWA Auckland	Independent Liquor NZ	BRB Relaunch
TVNZ Blacksand	TVNZ	DUKE Launch Campaign
31 - Magazine		
Agency	Advertiser	Entry Title
Colenso BBDO	Mars	Old Dogs - Frankie
Colenso BBDO	Mars	Old Dogs - Monty
Colenso BBDO	Mars	Old Dogs - Rags
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Butter is Back
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Just Chill
Colenso BBDO	SKYCITY Entertainment Group Ltd	Views from SkyCity - Paint Brush
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Cool Again
Colenso BBDO	SKYCITY Entertainment Group Ltd	Views from Sky City - Tea Cups
FCB Advertising	Paper Plus	Read Better Stories - Selfie
FCB Advertising	New Zealand Fire Service	Smoke Alarms Save What Really Matters
Sugar & Partners	Hubbards	An Oat Looking for Love
32 - Magazine Campaign		
Agency	Advertiser	Entry Title
Colenso BBDO	Mars	Old Dogs
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness
33 - Newspaper		
Agency	Advertiser	Entry Title
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Say Cheese
Colenso BBDO	Fonterra Brands NZ	7 Days of Goodness - Cool Again
Colenso BBDO	Stolen Rum	Stolen Posters - McDonalds
Colenso BBDO	Stolen Rum	Stolen Posters - Nike
DDB Group New Zealand	Lion	Lion Red Valentine's Day
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings - Michelle
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings - Alexia
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings - Nic
FCB Advertising	New Zealand Fire Service	Made From Remains - The Alberts
FCB Advertising	New Zealand Fire Service	Made From Remains - The Hifo
FCB Advertising	New Zealand Fire Service	Made From Remains - The Humphries
FCB Advertising	New Zealand Fire Service	Made From Remains - The Pewhairangi
FCB Advertising	New Zealand Fire Service	Fire is Fun
Republik New Zealand	Volvo New Zealand	One Safe Place
Special Group Limited	Powershop	Power You Can Love
34 - Newspaper Campaign		
Agency	Advertiser	Entry Title
Colenso BBDO	Stolen Rum	Stolen Posters
FCB Advertising	New Zealand Fire Service	Made From Remains
35 - Direct Physical		
Agency	Advertiser	Entry Title
Colenso BBDO	Fonterra Brands NZ	X-Ray Casts
J.Walter Thompson	Auckland Transport	Happy Endings
36 - Direct Digital		
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	NZ Transport Agency	Hello
FCB Advertising	Maritime New Zealand	Virtual Coastguard
FCB Advertising	Air New Zealand	Honolullaby
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry
Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom
Saatchi & Saatchi	Amplifon	The Emotional Hearing Test
37 - Direct Broadcast/ Screen		
Agency	Advertiser	Entry Title
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries

39 - Direct Campaign		
Agency	Advertiser	Entry Title
Colenso BBDO	Fonterra Brands NZ	X-Ray Casts
Colenso BBDO	Burger King NZ	Backyard Burger King
Colenso BBDO	Bank of New Zealand	Crusaders Home Turf
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings
DDB Group New Zealand	SKY TV	Silicon Valley URXXL
Saatchi & Saatchi	Amplifon	The Emotional Hearing Test
Special Group Limited	2degrees	Data Hunt
40 - Promo & Activation Single		
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing
DDB Group New Zealand	SKY Television New Zealand	Tiny Trailers
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry
Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom
Special Group Limited	2degrees	Data Hunt
Special Group Limited	Goodman Fielder	Molenberg Sandwich Shop
41 - Promo & Activation Campaign		
Agency	Advertiser	Entry Title
Colenso BBDO	Fonterra Brands NZ	X-Ray Casts
Colenso BBDO	Burger King NZ	Backyard Burger King
Colenso BBDO	Foodstuffs	Little Garden
Colenso BBDO	42Below	42 Below Recycled Cocktail Lemons Eco Soap
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings
DDB Group New Zealand	SKY TV	Silicon Valley URXXL
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?
Special Group Limited	2degrees	Data Hunt
Special Group Limited	Goodman Fielder	Molenberg Sandwich Shop
42 - PR		
Agency	Advertiser	Entry Title
Special Group Limited	Powershop	Power You Can Love
43 - PR Social & Digital		
Agency	Advertiser	Entry Title
Colenso BBDO	Fonterra Brands NZ	X-Ray Casts
Colenso BBDO	Mars	A Dog's Story
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?
Special Group Limited	Powershop	Power You Can Love
44 - Campaign		
Agency	Advertiser	Entry Title
Chemistry Interaction	Sovereign Insurance	How old are you really?
DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings
45 - Design 360		
Agency	Advertiser	Entry Title
Ogilvy & Mather New Zealand	World Master Games	World Master Games
Special Group Limited	Karma Cola UK	What Comes Around Goes Around
TVNZ Blacksand	TVNZ	Developing the DUKE Brand Identity
46 - Product Design - Tech		
Agency	Advertiser	Entry Title
FCB Advertising	Air New Zealand	Honolullaby
Special Group Limited	2degrees	Data Hunt
47 - Product Design - Non Tech		
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing
Colenso BBDO	42Below	42 Below Recycled Cocktail Lemons Eco Soap
Colenso BBDO	Frucor Beverages Ltd	V Pure
Special Group Limited	Lion	Smirnoff Chiller Bag
48 - Brand Experience/ Enviromental		
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing
FCB Advertising	Vodafone	Tuam Street Design
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry
Ogilvy & Mather New Zealand	MyRepublic	MyRepublic Internet Ready Coffin
Special Group Limited	Goodman Fielder	Molenberg Sandwich Shop
TBWA Auckland	ANZ	ANZ to GAYNZ
49 - User Experience		
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing

DIRECT
MARKETING

PR/PROMO & ACTIVATION

DESIGN

	Colenso BBDO	Mars	A Dog's Story
	FCB Advertising	Air New Zealand	Honolullaby
	Geometry Global New Zealand	Lion	Steinlager Tokyo Dry
	Special Group Limited	2degrees	Data Hunt
CHARITY	50 - Charity - Magazine & Newspaper or Out of Home		
	Agency	Advertiser	Entry Title
	Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Friends
	Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Family
	Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Work
	TBWA Auckland	The Salvation Army	The Unexpected Homeless
	51 - Charity Direct Marketing		
	Agency	Advertiser	Entry Title
	Colenso BBDO	Amnesty International	Amnesty International Unblocker
	Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump
	DDB Group New Zealand	Auckland City Mission	Harsh Reality
	Saatchi & Saatchi	Womens Refuge	Shielded
	52 - Charity PR/ Promo & Activation		
	Agency	Advertiser	Entry Title
	Colenso BBDO	Amnesty International	Amnesty International Unblocker
	Saatchi & Saatchi	Womens Refuge	Shielded
	TBWA Auckland	The Salvation Army	The Unexpected Homeless
	53 - Charity - Digital or Screen		
	Agency	Advertiser	Entry Title
	Colenso BBDO	Amnesty International	Amnesty International Unblocker
	DDB Group New Zealand	Auckland City Mission	Harsh Reality
	Saatchi & Saatchi	Womens Refuge	Shielded
	TBWA Auckland	The Salvation Army	The Unexpected Homeless
	55 - Charity - Design		
Agency	Advertiser	Entry Title	
Colenso BBDO	Amnesty International	Amnesty International Unblocker	
Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump	
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Family	
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Friends	
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Work	
56 - Charity Campaign			
Agency	Advertiser	Entry Title	
Colenso BBDO	Amnesty International	Amnesty International Unblocker	
Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump	
Ogilvy & Mather New Zealand	Alcoholics Anonymous	Get Back	
TBWA Auckland	The Salvation Army	The Unexpected Homeless	
DIGITAL & INTERACTIVE	57 - Websites & Microsites		
	Agency	Advertiser	Entry Title
	Sugar & Partners	Soul	#ProtectIhumatao
	58 - Online Advertising		
	Agency	Advertiser	Entry Title
	FCB Advertising	Maritime New Zealand	Virtual Coastguard
	FCB Advertising	Mitre 10	Bantermatic
	59 - Social Video (Viral) and/or Interactive Video		
	Agency	Advertiser	Entry Title
	Clemenger BBDO/Proximity	NZ Transport Agency	Hello
	Colenso BBDO	42Below	42 Below Recycled Cocktail Lemons Eco Soap
	FCB Advertising	Vodafone	4G Redline
	FCB Advertising	New Zealand Fire Service	Escape My House
	FCB Advertising	Sony New Zealand	Defy
	Ogilvy & Mather New Zealand	Rebel Sport	Whats Your Why
	Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop - Drunk Man
	Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop - Hungry Kid
	Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries
	Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop - Old Woman
	Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom
	Special Group Limited	Powershop	Power You Can Love
	TBWA Auckland	ANZ	Fortune Favours The Brave
	Young + Shand	Smirnoff Vodka	Smirnoff Selfie
	60 - Webisode/ Series		
Agency	Advertiser	Entry Title	
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?	
Ogilvy & Mather New Zealand	Rebel Sport	Whats Your Why	

DIGITAL & INTERACTIVE

61 - Social Media

Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	NZ Transport Agency	Hello
Colenso BBDO	Burger King NZ	Backyard Burger King
DDB Group New Zealand	SKY Television New Zealand	Tiny Trailers
DDB Group New Zealand	SKY	Sky Social
FCB Advertising	Vodafone	4G Redline
FCB Advertising	Vodafone	Te Reo
TBWA Auckland	ANZ	Fortune Favours The Brave

62 - Mobile

Agency	Advertiser	Entry Title
Colenso BBDO	Mars	A Dog's Story
DDB Group New Zealand	Pfizer	Caremate
FCB Advertising	New Zealand Fire Service	Escape My House
FCB Advertising	Cengage	Read On
FCB Advertising	Maritime New Zealand	Virtual Coastguard
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry
Saatchi & Saatchi	db Breweries	Heineken Live
Special Group Limited	2degrees	Data Hunt
Sugar & Partners	The Blues	Blues Big Shot

63 - Digital & Interactive Campaign

Agency	Advertiser	Entry Title
Colenso BBDO	Fonterra Brands NZ	X-Ray Casts
Colenso BBDO	Burger King NZ	Backyard Burger King
Colenso BBDO	IAG New Zealand Ltd	Skip. Done.
Colenso BBDO	Mars	Don't App When You're Hungry
DDB Group New Zealand	SKY TV	Silicon Valley URXXL
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries
Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?
Ogilvy & Mather New Zealand	Rebel Sport	Whats Your Why
Special Group Limited	2degrees	Data Hunt
TVNZ Blacksand	TVNZ	Shortland Street - The Living Moment

64 - Tech Driven Creative

Agency	Advertiser	Entry Title
FCB Advertising	Vodafone	4G Redline
FCB Advertising	Air New Zealand	Honolullaby
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries
Special Group Limited	2degrees	Data Hunt

65 - Large Scale Content

Agency	Advertiser	Entry Title
Colenso BBDO	Fonterra Brands NZ	Go Strong
DDB Group New Zealand	Lion	Welcome to the Other Side
DDB Group New Zealand	New Zealand Lotteries	Mum's Wish

66 - Long Form Single

Agency	Advertiser	Entry Title
Colenso BBDO	Spark NZ	Everyday Magic

68 - TV Single Commercial 30' or Below

Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	Fly Buys	Clever You
DDB Group New Zealand	McDonald's	Rubber Band Ball
DDB Group New Zealand	Lion	Unfinished Projects
Special Group Limited	2degrees	Pay Monthly

70 - TVC Single Commercial Above 30'

Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	NZ Transport Agency	Hello
Clemenger BBDO/Proximity	KiwiRail	Find Time
Clemenger BBDO/Proximity	NZ Transport Agency	Cori Gonzalez-Macuer's Thoughts
Clemenger BBDO/Proximity	NZ Transport Agency	Chopper's Thoughts
Clemenger BBDO/Proximity	NZ Transport Agency	Jono and Ben's Thoughts
Clemenger BBDO/Proximity	NZ Transport Agency	Tom Furniss' Thoughts
Clemenger BBDO/Proximity	NZ Transport Agency	Rhys Darby's Thoughts
Colenso BBDO	Fonterra Brands NZ	Go Strong
Colenso BBDO	Spark NZ	Everyday Magic
DDB Group New Zealand	Lion	Welcome to the other side.
DDB Group New Zealand	New Zealand Lotteries	Mum's Wish
FCB Advertising	Vodafone	4G Redline
Ogilvy & Mather New Zealand	Rebel Sport	Whats your why

FILM & VIDEO

	Special Group Limited	2degrees	Pay Monthly
	TRUE	Air New Zealand	A Better Way to Fly
	71 - TV Commercial Campaign Above 30'		
BRANDED CONTENT	Agency	Advertiser	Entry Title
	Clemenger BBDO/Proximity	NZ Transport Agency	Thoughts
	72 - Cinema & Theatrical		
	Agency	Advertiser	Entry Title
	DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings
	76 - Online 5 Minutes & Under		
	Agency	Advertiser	Entry Title
	FCB Advertising	Vodafone	4G Redline
	77 - Branded Content Campaign		
	Agency	Advertiser	Entry Title
	DDB Group New Zealand	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Breast Cancer Screenings
	Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?
	78 - Music Content		
	Agency	Advertiser	Entry Title
	FCB Advertising	Sony New Zealand	Defy
Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries	
TBWA Auckland	ANZ	Fortune Favours The Brave	
MEDIA	79 - Creative Use of Media - Single		
	Agency	Advertiser	Entry Title
	Colenso BBDO	Fonterra Brands NZ	X-Ray Casts
	Colenso BBDO	42Below	42 Below Recycled Cocktail Lemons Eco Soap
	FCB Advertising	New Zealand Fire Service	Made From Remains
	FCB Advertising	Maritime New Zealand	Virtual Coastguard
	FCB Advertising	New Zealand Fire Service	Smoke Alarms Save What Really Matters
	Ogilvy & Mather New Zealand	Pernod Ricard	Art of Tom
	80 - Creative Use of Media - Campaign		
	Agency	Advertiser	Entry Title
	Clemenger BBDO/Proximity	NZ Transport Agency	Thoughts
	Colenso BBDO	42Below	42 Below Recycled Cocktail Lemons Eco Soap
	Colenso BBDO	Burger King NZ	Backyard Burger King
	DDB Group New Zealand	SKY Television New Zealand	Tiny Trailers
	DDB Group New Zealand	SKY TV	Silicon Valley URXXL
TVNZ Blacksand	TVNZ	DUKE Launch Campaign	
TVNZ Blacksand	TVNZ	First Dates NZ - Guinea Pigs of Love	
RADIO	81 - Radio - Single		
	Agency	Advertiser	Entry Title
	Colenso BBDO	Mars	Dogs Don't Judge - Crime Boss
	Colenso BBDO	Mars	Dogs Don't Judge - Hit Song
	Colenso BBDO	Mars	Dogs Don't Judge - Most Popular Girl
	Colenso BBDO	Burger King NZ	Fill Up For Less (Chicken Fries)
	Colenso BBDO	Burger King NZ	Fill Up For Less (L&P)
	DDB Group New Zealand	SKY Television	SKY - GoT Shame Radio
	DDB Group New Zealand	SKY TV	Free SoHo
	DDB Group New Zealand	SKY Television New Zealand	Bill Bryson
	DDB Group New Zealand	SKY TV	Free Hoodie
	DDB Group New Zealand	SKY TV	Free Tee Shirt
	DDB Group New Zealand	SKY TV	Free Coffee Mug
	Ogilvy & Mather New Zealand	New Zealand Police	Engage Safety
	82 - Radio - Campaign		
	Agency	Advertiser	Entry Title
	Colenso BBDO	Mars	Dogs Don't Judge
	DDB Group New Zealand	SKY TV	Silicon Valley URXXL
	83 - Non Standard Radio		
	Agency	Advertiser	Entry Title
	Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries

Congratulations!