

CRAFT

# Axis Awards Finalists 2017



-	01 - Edit		
Agency	Advertiser	Entry Title	
Heckler	Heineken - Tiger Beer	Tiger Beer - Wok	
Rankin	V Pure	V Pure Editing	
lobbers Dog	Holden	The Chop	
Robbers Dog	Paspaley	Life Needs Adventure	
he Editors Pty Ltd	Westpac	Westpac 'The Decision'	
The Sweet Shop	Lipton	School Bus	
Гhe Sweet Shop	Lotto New Zealand	Mum's Wish	
The Sweet Shop	McDonalds	How Very Un-McDonald's	
The Sweet Shop	NAB	Journey	
Гhe Sweet Shop	Interislander	Find Time	
Thick as Thieves	Spark	Big Tony	
	02 - Cinemato	ography	
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	
	· · · · · · · · · · · · · · · · · · ·		
Dgilvy & Mather NZ	Energy Efficiency and Conservations Auth		
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/Desig	n/Visual Effects	
Agency	Advertiser	Entry Title	
Blockhead	Air New Zealand	A Better Way to Fly	
FINCH		Behind the Game	
	AFL		
FINCH	ABC Tissues	Dance	
Ogilvy & Mather NZ	Energy Efficiency and Conservations Auth		
Palace	Steinlager	Steinlager - Tokyo Dry	
The Sweet Shop	5 Seeds	In the Moment	
	04 - Art Dire	ection	
Agency	Advertiser	Entry Title	
FINCH	State Insurance	Skip.Done.	
	05 - Direc	tion	
Agency	Advertiser	Entry Title	
Curious Films	NZ Transport Agency	NZTA "Hello"	
Eight	The Salvation Army	Terry - Being Homeless	
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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 - Fi	Im & 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		
Agency	Advertiser	Entry Title	
Ogilvy & Mather NZ	Pernod Ricard	Art of Tom	
The Coopers	Fonterra	Anchor. Go Strong.	
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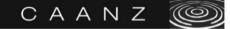


	10 - Digital Use of Music/S	ound Design
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	NZ Transport Agency	Hello
Digicake Ltd	Skoda	Skoda Octavia RS 230
Digicake Ltd	Air New Zealand	Honolullaby
Franklin Rd		· · · · · · · · · · · · · · · · · · ·
	Pedigree	Pedigree A Dogs Story
Liquidstudios	Verizon Wireless	Verizon Wireless
1	10.5 - Original Arrangement of Existing M	usic - Film & Screen Content
Agency	Advertiser	Entry Title
Franklin Rd	New Zealand Transport Agency	New Zealand Transport Agency. Hello
	11 - CopyWriting - Magazine & News	•
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
	Fonterra Brands NZ	7 Days of Goodness - Say Cheese 7 Days of Goodness - Cool Again
Colenso BBDO		
	13 - CopyWriting -	
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	
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 & Typogr	aphy - Digital
Agency	Advertiser	
Agency		Entry Title
Assembly	Bank of New Zealand	BNZ 'Death Pledge'
DDB Group New Zealand	SKY Television New Zealand	Tiny Trailers
	19 - Image - Magazine & Newspap	er 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 Cancer Foundation	Breast Breat Cancer Screenings - Alexía
Ogilvy & Mather NZ	Coca Cola Oceania	Coke Summer Art
	20 - Image - Direct Ma	arketing
Agency	Advertiser	Entry Title



Agency		Navigation
	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 Expe	erience
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 Gra	aphics, 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 Hom	e 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
		42 Below Recycled Cocktail Lemons Eco Soap - Wash you
Colenso BBDO	42Below	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 27 - Transit Adv	Fire is Fun
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 S	•
Agency	Advertiser	Entry Title
Clemenger BBDO/ Proximity	KiwiRail	The Conscious Crossing
	29 - Non Traditional Ou	-
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	KiwiRail	The Conscious Crossing
Calanaa DDDO	Fonterra Brands NZ	X-Ray Casts
Colenso BBDO	Burger King NZ 42Below	Backyard Burger King
Colenso BBDO		42 Below Recycled Cocktail Lemons Eco Soap
Colenso BBDO Colenso BBDO		Steinlager Tokyo Dry
Colenso BBDO Colenso BBDO Geometry Global New Zealand	Lion	Steinlager Tokyo Dry MyRepublic Face Swap
Colenso BBDO Colenso BBDO Geometry Global New Zealand Ogilvy & Mather New Zealand	Lion MyRepublic	MyRepublic Face Swap
Colenso BBDO Colenso BBDO Geometry Global New Zealand	Lion	
Colenso BBDO Colenso BBDO Geometry Global New Zealand Ogilvy & Mather New Zealand Special Group Limited	Lion MyRepublic Goodman Fielder	MyRepublic Face Swap Molenberg Sandwich Shop Smirnoff Chiller Bag
Colenso BBDO Colenso BBDO Geometry Global New Zealand Ogilvy & Mather New Zealand Special Group Limited	Lion MyRepublic Goodman Fielder Lion	MyRepublic Face Swap Molenberg Sandwich Shop Smirnoff Chiller Bag
Colenso BBDO Colenso BBDO Geometry Global New Zealand Ogilvy & Mather New Zealand Special Group Limited Special Group Limited	Lion MyRepublic Goodman Fielder Lion <b>30 - Out Of Home</b>	MyRepublic Face Swap Molenberg Sandwich Shop Smirnoff Chiller Bag Campaign
Colenso BBDO Colenso BBDO Geometry Global New Zealand Ogilvy & Mather New Zealand Special Group Limited Special Group Limited Agency	Lion MyRepublic Goodman Fielder Lion <b>30 - Out Of Home</b> Advertiser	MyRepublic Face Swap Molenberg Sandwich Shop Smirnoff Chiller Bag Campaign Entry Title





DDB Group New Zealand	Westpac	Spendonyms
	Rialto Channel / Ascendant Dx / New Zealand Breast	
DDB Group New Zealand	Cancer Foundation	The Breast Cancer Screenings
FCB Advertising	Paper Plus	Read Better Stories
Special Group Limited	Goodman Fielder	Molenberg Sandwich Shop #ProtectIhumatao
Sugar & Partners TBWA Auckland	Soul Independent Liquor NZ	BRB Relaunch
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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	T
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
	Rialto Channel / Ascendant Dx / New Zealand Breast	
DDB Group New Zealand	Cancer Foundation	The Breast Cancer Screenings - Michelle
	Rialto Channel / Ascendant Dx / New Zealand Breast	
DDB Group New Zealand	Cancer Foundation	The Breast Cancer Screenings - Alexia
	Rialto Channel / Ascendant Dx / New Zealand Breast	
DDB Group New Zealand	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 Campaigr	ı
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
I.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
8 1		The Emotional Hearing Test
8 1	Amplifon	
8 1	Ampliton 37 - Direct Broadcast/ Scree	
Saatchi & Saatchi		
Saatchi & Saatchi	37 - Direct Broadcast/ Scree	en
Saatchi & Saatchi Agency	37 - Direct Broadcast/ Scree         Advertiser         Rialto Channel / Ascendant Dx / New Zealand Breast	en Entry Title
Agency DDB Group New Zealand Ogilvy & Mather New Zealand Ogilvy & Mather New Zealand	37 - Direct Broadcast/ Scree	en



Communication Agencies Association

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	Special Gro
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DESIGN

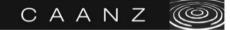
AXIS 2017

	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
	Rialto Channel / Ascendant Dx / New Zealand Breast	
DDB Group New Zealand	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 Sin	gle
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 Camp	paign
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
-	Rialto Channel / Ascendant Dx / New Zealand Breast	,
DDB Group New Zealand	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	
Agonov	Advertiser	Entry Title
Agency 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	
A =	· · ·	Frederic Tible
Agency	Advertiser	Entry Title
Chemistry Interaction	Sovereign Insurance	How old are you really?
DDP Croup New Zooland	Rialto Channel / Ascendant Dx / New Zealand Breast Cancer Foundation	The Project Concer Screenings
DDB Group New Zealand		The Breast Cancer Screenings
	45 - Design 360	
Agency	Advertiser	Entry Title
Ogilvy & Mather New Zealand	World Master Games	World Master Games
Special Group Limited TVNZ Blacksand	Karma Cola UK	What Comes Around Goes Around
I VINZ DIACKSAIIU	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 Te	ech
Agency	Advertiser	Entry Title
<b>Agency</b> Clemenger BBDO/Proximity	Advertiser KiwiRail	Entry Title The Conscious Crossing
<b>Agency</b> Clemenger BBDO/Proximity Colenso BBDO	Advertiser KiwiRail 42Below	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO	Advertiser KiwiRail 42Below Frucor Beverages Ltd	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO	Advertiser KiwiRail 42Below Frucor Beverages Ltd Lion	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO	Advertiser KiwiRail 42Below Frucor Beverages Ltd	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited	Advertiser KiwiRail 42Below Frucor Beverages Ltd Lion	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited Agency	Advertiser KiwiRail 42Below Frucor Beverages Ltd Lion 48 - Brand Experience/ Environ Advertiser	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag nental Entry Title
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited Agency Clemenger BBDO/Proximity	Advertiser KiwiRail 42Below Frucor Beverages Ltd Lion 48 - Brand Experience/ Environ	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag Thental Entry Title The Conscious Crossing
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited Agency Clemenger BBDO/Proximity FCB Advertising	Advertiser KiwiRail 42Below Frucor Beverages Ltd Lion 48 - Brand Experience/ Environ Advertiser KiwiRail Vodafone	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag nental Entry Title The Conscious Crossing Tuam Street Design
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited Agency Clemenger BBDO/Proximity FCB Advertising Geometry Global New Zealand	Advertiser         KiwiRail         42Below         Frucor Beverages Ltd         Lion <b>48 - Brand Experience/ Environ</b> Advertiser         KiwiRail         Vodafone         Lion	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag Tental Entry Title The Conscious Crossing Tuam Street Design Steinlager Tokyo Dry
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited Agency Clemenger BBDO/Proximity FCB Advertising Geometry Global New Zealand Ogilvy & Mather New Zealand	Advertiser KiwiRail 42Below Frucor Beverages Ltd Lion 48 - Brand Experience/ Environ Advertiser KiwiRail Vodafone	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag Tental Entry Title The Conscious Crossing Tuam Street Design Steinlager Tokyo Dry MyRepublic Internet Ready Coffin
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited Agency Clemenger BBDO/Proximity FCB Advertising	Advertiser         KiwiRail         42Below         Frucor Beverages Ltd         Lion <b>48 - Brand Experience/ Environ</b> Advertiser         KiwiRail         Vodafone         Lion         MyRepublic	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag nental Entry Title The Conscious Crossing Tuam Street Design Steinlager Tokyo Dry
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited Agency Clemenger BBDO/Proximity FCB Advertising Geometry Global New Zealand Ogilvy & Mather New Zealand Special Group Limited	Advertiser         KiwiRail         42Below         Frucor Beverages Ltd         Lion <b>48 - Brand Experience/ Environ</b> Advertiser         KiwiRail         Vodafone         Lion         MyRepublic         Goodman Fielder         ANZ	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag Tental Entry Title The Conscious Crossing Tuam Street Design Steinlager Tokyo Dry MyRepublic Internet Ready Coffin Molenberg Sandwich Shop
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited Agency Clemenger BBDO/Proximity FCB Advertising Geometry Global New Zealand Ogilvy & Mather New Zealand Special Group Limited TBWA Auckland	Advertiser         KiwiRail         42Below         Frucor Beverages Ltd         Lion <b>48 - Brand Experience/ Environ</b> Advertiser         KiwiRail         Vodafone         Lion         MyRepublic         Goodman Fielder         ANZ	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag Tental Entry Title The Conscious Crossing Tuam Street Design Steinlager Tokyo Dry MyRepublic Internet Ready Coffin Molenberg Sandwich Shop ANZ to GAYNZ
Agency Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO Special Group Limited Agency Clemenger BBDO/Proximity FCB Advertising Geometry Global New Zealand Ogilvy & Mather New Zealand Special Group Limited	Advertiser         KiwiRail         42Below         Frucor Beverages Ltd         Lion <b>48 - Brand Experience/ Environ</b> Advertiser         KiwiRail         Vodafone         Lion         MyRepublic         Goodman Fielder         ANZ	Entry Title The Conscious Crossing 42 Below Recycled Cocktail Lemons Eco Soap V Pure Smirnoff Chiller Bag Tental Entry Title The Conscious Crossing Tuam Street Design Steinlager Tokyo Dry MyRepublic Internet Ready Coffin Molenberg Sandwich Shop



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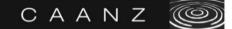
Colenso BBDO FCB Advertising	Mars Air New Zealand	A Dog's Story Honolullaby
Geometry Global New Zealand	Lion	Steinlager Tokyo Dry
Special Group Limited	2degrees	Data Hunt
	50 - Charity - Magazine & Newspa	
Agency	Advertiser	Entry Title
Agency Dgilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Friends
Dgilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Family
Dgilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Work
FBWA Auckland	The Salvation Army	The Unexpected Homeless
	51 - Charity Direct Ma	•
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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
FBWA Auckland	The Salvation Army	The Unexpected Homeless
	53 - Charity - Digital or	Screen
Agency		
Agency Colenso BBDO	Advertiser	Entry Title Amnesty International Unblocker
DDB Group New Zealand	Amnesty International Auckland City Mission	
Saatchi & Saatchi	Womens Refuge	Harsh Reality Shielded
FBWA Auckland	The Salvation Army	The Unexpected Homeless
	,	· ·
-	55 - Charity - Desi	
Agency	Advertiser	Entry Title
Colenso BBDO	Amnesty International	Amnesty International Unblocker
Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump
Dgilvy & Mather New Zealand	Alcoholics Anonymous	Get Back - Family
Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Alcoholics Anonymous Alcoholics Anonymous	Get Back - Friends Get Back - Work
Shivy & Mather New Zealdhu	,	
-	56 -Charity Campa	<u> </u>
Agency	Advertiser	Entry Title
Colenso BBDO	Amnesty International	Amnesty International Unblocker
Colenso BBDO	New Zealand Breast Cancer Foundation	The Annoying Lump
Dgilvy & Mather New Zealand	Alcoholics Anonymous	Get Back
BWA Auckland	The Salvation Army	The Unexpected Homeless
	57 - Websites & Micr	osites
Agency	Advertiser	Entry Title
Sugar & Partners	Soul	#ProtectIhumatao
-	58 - Online Adverti	sing
Agency	Advertiser	Entry Title
CB Advertising	Maritime New Zealand	Virtual Coastguard
CB Advertising	Mitre 10	Bantermatic
-	59 - Social Video (Viral) and/or I	
Agency	Advertiser	Entry Title
Clemenger BBDO/Proximity	NZ Transport Agency	Hello
Colenso BBDO	42Below	42 Below Recycled Cocktail Lemons Eco Soap
CB Advertising	Vodafone	4G Redline
CD/Idvertising		Escape My House
CB Advertising	New Zealand Fire Service	
CB Advertising		Defv
CB Advertising	Sony New Zealand	Defy
CB Advertising CB Advertising Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport	Whats Your Why
CB Advertising CB Advertising Ogilvy & Mather New Zealand	Sony New Zealand	
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport	Whats Your Why
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police	Whats Your Why Do You Care Enough To Be a Cop - Drunk Man
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police Auckland City Council	Whats Your Why Do You Care Enough To Be a Cop - Drunk Man Do You Care Enough To Be a Cop - Hungry Kid A Kauri Cries
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police Auckland City Council New Zealand Police	Whats Your Why         Do You Care Enough To Be a Cop - Drunk Man         Do You Care Enough To Be a Cop - Hungry Kid         A Kauri Cries         Do You Care Enough To Be a Cop - Old Womar
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police Auckland City Council New Zealand Police Pernod Ricard	Whats Your Why         Do You Care Enough To Be a Cop - Drunk Man         Do You Care Enough To Be a Cop - Hungry Kid         A Kauri Cries         Do You Care Enough To Be a Cop - Old Womar         Art of Tom
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police Auckland City Council New Zealand Police	Whats Your Why         Do You Care Enough To Be a Cop - Drunk Man         Do You Care Enough To Be a Cop - Hungry Kid         A Kauri Cries         Do You Care Enough To Be a Cop - Old Woman
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police Auckland City Council New Zealand Police Pernod Ricard	Whats Your Why         Do You Care Enough To Be a Cop - Drunk Man         Do You Care Enough To Be a Cop - Hungry Kid         A Kauri Cries         Do You Care Enough To Be a Cop - Old Woman         Art of Tom
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police Auckland City Council New Zealand Police Pernod Ricard Powershop	Whats Your Why         Do You Care Enough To Be a Cop - Drunk Man         Do You Care Enough To Be a Cop - Hungry Kid         A Kauri Cries         Do You Care Enough To Be a Cop - Old Woman         Art of Tom         Power You Can Love
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police Auckland City Council New Zealand Police Pernod Ricard Powershop ANZ Smirnoff Vodka	Whats Your Why         Do You Care Enough To Be a Cop - Drunk Man         Do You Care Enough To Be a Cop - Hungry Kid         A Kauri Cries         Do You Care Enough To Be a Cop - Old Woman         Art of Tom         Power You Can Love         Fortune Favours The Brave         Smirnoff Selfie
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand Special Group Limited FBWA Auckland Young + Shand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police Auckland City Council New Zealand Police Pernod Ricard Powershop ANZ Smirnoff Vodka <b>60 - Webisode/ Se</b>	Whats Your Why         Do You Care Enough To Be a Cop - Drunk Man         Do You Care Enough To Be a Cop - Hungry Kid         A Kauri Cries         Do You Care Enough To Be a Cop - Old Woman         Art of Tom         Power You Can Love         Fortune Favours The Brave         Smirnoff Selfie
CB Advertising CB Advertising Dgilvy & Mather New Zealand Dgilvy & Mather New Zealand	Sony New Zealand Rebel Sport New Zealand Police New Zealand Police Auckland City Council New Zealand Police Pernod Ricard Powershop ANZ Smirnoff Vodka	Whats Your Why         Do You Care Enough To Be a Cop - Drunk Man         Do You Care Enough To Be a Cop - Hungry Kid         A Kauri Cries         Do You Care Enough To Be a Cop - Old Woman         Art of Tom         Power You Can Love         Fortune Favours The Brave         Smirnoff Selfie





	61 - Social Me	edia	
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 - Mobil		
Agency Colenso BBDO	Advertiser	Entry Title	
DDB Group New Zealand	Mars Pfizer	A Dog's Story 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 & Interacti	ve 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 Ogilvy & Mather New Zealand	Auckland City Council New Zealand Police	A Kauri Cries 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 C		
Agency	Advertiser	Entry Title	
Agency Colenso BBDO	Advertiser Fonterra Brands NZ	Entry Title Go Strong	
Colenso BBDO DDB Group New Zealand		Go Strong Welcome to the Other Side	
Colenso BBDO	Fonterra Brands NZ	Go Strong	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand	Fonterra Brands NZ Lion New Zealand Lotteries 66 -Long Form	Go Strong Welcome to the Other Side Mum's Wish Single	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency	Fonterra Brands NZ Lion New Zealand Lotteries 66 -Long Form S Advertiser	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand	Fonterra Brands NZ Lion New Zealand Lotteries <b>66 -Long Form S</b> Advertiser Spark NZ	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO	Fonterra Brands NZ Lion New Zealand Lotteries 66 -Long Form S Advertiser Spark NZ 68 - TV Single Commerci	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency	Fonterra Brands NZ Lion New Zealand Lotteries <b>66 -Long Form S</b> Advertiser Spark NZ	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency	Fonterra Brands NZ Lion New Zealand Lotteries 66 -Long Form S Advertiser Spark NZ 68 - TV Single Commerci Advertiser	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below Entry Title	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity	Fonterra Brands NZ Lion New Zealand Lotteries 66 -Long Form S Advertiser Spark NZ 68 - TV Single Commerci Advertiser Fly Buys	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below Entry Title Clever You	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees	Go Strong         Welcome to the Other Side         Mum's Wish         Single         Entry Title         Everyday Magic         al 30' or Below         Entry Title         Clever You         Rubber Band Ball         Unfinished Projects         Pay Monthly	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand Special Group Limited	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerce	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below Entry Title Clever You Rubber Band Ball Unfinished Projects Pay Monthly	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below Entry Title Clever You Clever You Rubber Band Ball Unfinished Projects Pay Monthly cicial Above 30' Entry Title	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerce	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below Entry Title Clever You Rubber Band Ball Unfinished Projects Pay Monthly	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below Entry Title Clever You Clever You Rubber Band Ball Unfinished Projects Pay Monthly cicial Above 30' Entry Title	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser         NZ Transport Agency	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below Entry Title Clever You Rubber Band Ball Unfinished Projects Pay Monthly rcial Above 30' Entry Title Hello	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser         KiwiRail	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below Entry Title Clever You Rubber Band Ball Clever You Rubber Band Ball Unfinished Projects Pay Monthly Cial Above 30' Entry Title Hello Find Time	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser         KiwiRail         NZ Transport Agency         KiwiRail         NZ Transport Agency	Go Strong Welcome to the Other Side Mum's Wish Single Entry Title Everyday Magic al 30' or Below Entry Title Clever You Rubber Band Ball Unfinished Projects Pay Monthly rcial Above 30' Entry Title Hello Find Time Cori Gonzalez-Macuer's Thoughts	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser         KiwiRail         NZ Transport Agency         KiwiRail         NZ Transport Agency         NZ Transport Agency	Go Strong         Welcome to the Other Side         Mum's Wish         Single         Entry Title         Everyday Magic         al 30' or Below         Entry Title         Clever You         Rubber Band Ball         Unfinished Projects         Pay Monthly         rcial Above 30'         Entry Title         Clover You         Rubber Band Ball         Unfinished Projects         Pay Monthly         Cori Gonzalez-Macuer's Thoughts         Chopper's Thoughts	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser         KiwiRail         NZ Transport Agency         KiwiRail         NZ Transport Agency	Go Strong         Welcome to the Other Side         Mum's Wish         Single         Entry Title         Everyday Magic         al 30' or Below         Entry Title         Clever You         Rubber Band Ball         Unfinished Projects         Pay Monthly         rcial Above 30'         Entry Title         Clover You         Rubber Band Ball         Unfinished Projects         Pay Monthly         Cial Above 30'         Cial Above 30'         Cial Above 30'         Cori Gonzalez-Macuer's Thoughts         Chopper's Thoughts         Jono and Ben's Thoughts	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand <b>Agency</b> Colenso BBDO <b>Agency</b> Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand DDB Group New Zealand Special Group Limited <b>Agency</b> Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser         KiwiRail         NZ Transport Agency         KiwiRail         NZ Transport Agency	Go Strong         Welcome to the Other Side         Mum's Wish         Single         Entry Title         Everyday Magic         al 30' or Below         Entry Title         Clever You         Rubber Band Ball         Unfinished Projects         Pay Monthly         rcial Above 30'         Entry Title         Hello         Find Time         Cori Gonzalez-Macuer's Thoughts         Jono and Ben's Thoughts         Jono and Ben's Thoughts         Rhys Darby's Thoughts	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity Clemenger BBDO/Proximity	Fonterra Brands NZ Lion New Zealand Lotteries 66 -Long Form S 66 -Long Form S 66 -Long Form S 66 -Long Form S 66 -Long Form S Spark NZ 50 68 - TV Single Commerci Advertiser Fly Buys McDonald's Lion 2degrees 70 - TVC Single Commer Advertiser NZ Transport Agency KiwiRail NZ Transport Agency KiwiRail NZ Transport Agency NZ Transport Agency Fonterra Brands NZ	Go Strong         Welcome to the Other Side         Mum's Wish         Single         Entry Title         Everyday Magic         al 30' or Below         Entry Title         Clever You         Rubber Band Ball         Unfinished Projects         Pay Monthly         rcial Above 30'         Entry Title         Gori Gonzalez-Macuer's Thoughts         Chopper's Thoughts         Jono and Ben's Thoughts         Tom Furniss' Thoughts         Rhys Darby's Thoughts         Go Strong	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser         KiwiRail         NZ Transport Agency         KiwiRail         NZ Transport Agency         Spark NZ	Go Strong         Welcome to the Other Side         Mum's Wish         Single         Entry Title         Everyday Magic         al 30' or Below         Entry Title         Clever You         Rubber Band Ball         Unfinished Projects         Pay Monthly         rcial Above 30'         Entry Title         Cori Gonzalez-Macuer's Thoughts         Chopper's Thoughts         Jono and Ben's Thoughts         Tom Furniss' Thoughts         Go Strong         Everyday Magic	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser         KiwiRail         NZ Transport Agency         KiwiRail         NZ Transport Agency         Spark NZ         Lion	Go Strong         Welcome to the Other Side         Mum's Wish         Single         Entry Title         Everyday Magic         al 30' or Below         Entry Title         Clever You         Rubber Band Ball         Unfinished Projects         Pay Monthly         rcial Above 30'         Entry Title         Gor Gonzalez-Macuer's Thoughts         Chopper's Thoughts         Jono and Ben's Thoughts         Tom Furniss' Thoughts         Rhys Darby's Thoughts         Go Strong         Everyday Magic         Welcome to the other side.	
Colenso BBDO DDB Group New Zealand DDB Group New Zealand Agency Colenso BBDO Agency Clemenger BBDO/Proximity DDB Group New Zealand DDB Group New Zealand DDB Group New Zealand Special Group Limited Agency Clemenger BBDO/Proximity Clemenger BBDO/Proximity	Fonterra Brands NZ         Lion         New Zealand Lotteries         66 -Long Form S         Advertiser         Spark NZ         68 - TV Single Commerci         Advertiser         Fly Buys         McDonald's         Lion         2degrees         70 - TVC Single Commerci         Advertiser         KiwiRail         NZ Transport Agency         KiwiRail         NZ Transport Agency         Spark NZ	Go Strong         Welcome to the Other Side         Mum's Wish         Single         Entry Title         Everyday Magic         al 30' or Below         Entry Title         Clever You         Rubber Band Ball         Unfinished Projects         Pay Monthly         rcial Above 30'         Entry Title         Cori Gonzalez-Macuer's Thoughts         Chopper's Thoughts         Jono and Ben's Thoughts         Tom Furniss' Thoughts         Go Strong         Everyday Magic	





	Special Group Limited	2degrees	Pay Monthly
	TRUE	Air New Zealand	A Better Way to Fly
		71 - TV Commercial Campaign A	bove 30'
	Agency	Advertiser	Entry Title
	Clemenger BBDO/Proximity	NZ Transport Agency	Thoughts
		72 - Cinema & Theatrical	
	Agency	Advertiser	Entry Title
Ζ		Rialto Channel / Ascendant Dx / New Zealand Breast	
	DDB Group New Zealand	Cancer Foundation	The Breast Cancer Screenings
CONTEN		76 - Online 5 Minutes & Un	der
Ζ	Agency	Advertiser	Entry Title
0	FCB Advertising	Vodafone	4G Redline
ŭ		77 - Branded Content Campa	aign
	Agency	Advertiser	Entry Title
		Rialto Channel / Ascendant Dx / New Zealand Breast	
Ш	DDB Group New Zealand	Cancer Foundation	The Breast Cancer Screenings
	Ogilvy & Mather New Zealand	New Zealand Police	Do You Care Enough To Be a Cop?
BRANDED		78 - Music Content	
◄	Agency	Advertiser	Entry Title
2	FCB Advertising	Sony New Zealand	Defy
	Ogilvy & Mather New Zealand	Auckland City Council	A Kauri Cries
	TBWA Auckland	ANZ	Fortune Favours The Brave
		79 - Creative Use of Media - S	
	Agenau	Advertiser	
	Agency Colenso BBDO	Fonterra Brands NZ	Entry Title 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 - Ca	mazign
		80 - Creative Use of Media - Ca	
1EC	Agency	Advertiser	Entry Title
MED	Clemenger BBDO/Proximity	Advertiser NZ Transport Agency	Entry Title Thoughts
MEDI	Clemenger BBDO/Proximity Colenso BBDO	Advertiser NZ Transport Agency 42Below	Entry Title Thoughts 42 Below Recycled Cocktail Lemons Eco Soap
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO	AdvertiserNZ Transport Agency42BelowBurger King NZ	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger King
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand	AdvertiserNZ Transport Agency42BelowBurger King NZSKY Television New Zealand	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny Trailers
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand	AdvertiserNZ Transport Agency42BelowBurger King NZSKY Television New ZealandSKY TV	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXL
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand	AdvertiserNZ Transport Agency42BelowBurger King NZSKY Television New ZealandSKY TVTVNZ	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXLDUKE Launch Campaign
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand	AdvertiserNZ Transport Agency42BelowBurger King NZSKY Television New ZealandSKY TVTVNZTVNZ	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXL
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Burger King NZ	Entry Title         Thoughts         42 Below Recycled Cocktail Lemons Eco Soap         Backyard Burger King         Tiny Trailers         Silicon Valley URXXL         DUKE Launch Campaign         First Dates NZ - Guinea Pigs of Love
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ <b>81 - Radio - Single</b> Advertiser	Entry Title         Thoughts         42 Below Recycled Cocktail Lemons Eco Soap         Backyard Burger King         Tiny Trailers         Silicon Valley URXXL         DUKE Launch Campaign         First Dates NZ - Guinea Pigs of Love         Entry Title
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency Colenso BBDO	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Advertiser         Mars	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXLDUKE Launch CampaignFirst Dates NZ - Guinea Pigs of LoveEntry TitleDogs Don't Judge - Crime Boss
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency Colenso BBDO Colenso BBDO	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Mars         Mars	Entry Title         Thoughts         42 Below Recycled Cocktail Lemons Eco Soap         Backyard Burger King         Tiny Trailers         Silicon Valley URXXL         DUKE Launch Campaign         First Dates NZ - Guinea Pigs of Love         Entry Title         Dogs Don't Judge - Crime Boss         Dogs Don't Judge - Hit Song
MED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency Colenso BBDO Colenso BBDO Colenso BBDO	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Mars         Mars         Mars         Mars	Entry Title         Thoughts         42 Below Recycled Cocktail Lemons Eco Soap         Backyard Burger King         Tiny Trailers         Silicon Valley URXXL         DUKE Launch Campaign         First Dates NZ - Guinea Pigs of Love         Entry Title         Dogs Don't Judge - Crime Boss         Dogs Don't Judge - Most Popular Girl
GED	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Mars         Mars         Burger King NZ         Burger King NZ	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXLDUKE Launch CampaignFirst Dates NZ - Guinea Pigs of LoveEntry TitleDogs Don't Judge - Crime BossDogs Don't Judge - Hit SongDogs Don't Judge - Most Popular GirlFill Up For Less (Chicken Fries)
	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Mars         Mars         Burger King NZ         Burger King NZ	Entry Title         Thoughts         42 Below Recycled Cocktail Lemons Eco Soap         Backyard Burger King         Tiny Trailers         Silicon Valley URXXL         DUKE Launch Campaign         First Dates NZ - Guinea Pigs of Love         Entry Title         Dogs Don't Judge - Crime Boss         Dogs Don't Judge - Hit Song         Dogs Don't Judge - Most Popular Girl         Fill Up For Less (Chicken Fries)         Fill Up For Less (L&P)
	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Mars         Mars         Burger King NZ         SKY TV         SKY TV         SKY TV         SKY TV         SKY TV         TVNZ         Mars         Mars         Burger King NZ         SKY Television	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXLDUKE Launch CampaignFirst Dates NZ - Guinea Pigs of LoveEntry TitleDogs Don't Judge - Crime BossDogs Don't Judge - Hit SongDogs Don't Judge - Most Popular GirlFill Up For Less (Chicken Fries)Fill Up For Less (L&P)SKY - GoT Shame Radio
	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO DDB Group New Zealand	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Mars         Mars         Burger King NZ         SKY Television New Zealand         SKY TV         SKY TV         TVNZ         Mars         Mars         Burger King NZ         SKY Television         SKY Television	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXLDUKE Launch CampaignFirst Dates NZ - Guinea Pigs of LoveEntry TitleDogs Don't Judge - Crime BossDogs Don't Judge - Hit SongDogs Don't Judge - Most Popular GirlFill Up For Less (Chicken Fries)Fill Up For Less (L&P)SKY - GoT Shame RadioFree SoHo
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	Clemenger BBDO/Proximity Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand DDB Group New Zealand	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Mars         Mars         Burger King NZ         SKY Television New Zealand         SKY TV         SKY TV         TVNZ         Mars         Mars         Burger King NZ         SKY Television         SKY Television	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXLDUKE Launch CampaignFirst Dates NZ - Guinea Pigs of LoveEntry TitleDogs Don't Judge - Crime BossDogs Don't Judge - Hit SongDogs Don't Judge - Most Popular GirlFill Up For Less (Chicken Fries)Fill Up For Less (L&P)SKY - GoT Shame RadioFree SoHo
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RADIO	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand Agency Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand	AdvertiserNZ Transport Agency42BelowBurger King NZSKY Television New ZealandSKY TVTVNZTVNZMarsMarsMarsBurger King NZBurger King NZSKY TVSKY Television New ZealandSKY TelevisionSKY TVSKY TV	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXLDUKE Launch CampaignFirst Dates NZ - Guinea Pigs of LoveEntry TitleDogs Don't Judge - Crime BossDogs Don't Judge - Hit SongDogs Don't Judge - Most Popular GirlFill Up For Less (Chicken Fries)Fill Up For Less (L&P)SKY - GoT Shame RadioFree SoHoBill BrysonFree Tee ShirtFree Coffee Mug
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	Clemenger BBDO/Proximity Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand TVNZ Blacksand TVNZ Blacksand <b>Agency</b> Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO DDB Group New Zealand DDB Group New Zealand	Advertiser         NZ Transport Agency         42Below         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Mars         Mars         Burger King NZ         SKY Television New Zealand         SKY TV         TVNZ         TVNZ         Mars         Mars         Burger King NZ         SKY Television         SKY TV         SKY Television New Zealand         SKY TV         New Zealand Police         82 - Radio - Campiagn         Advertiser	Entry TitleThoughts42 Below Recycled Cocktail Lemons Eco SoapBackyard Burger KingTiny TrailersSilicon Valley URXXLDUKE Launch CampaignFirst Dates NZ - Guinea Pigs of LoveEntry TitleDogs Don't Judge - Crime BossDogs Don't Judge - Most Popular GirlFill Up For Less (Chicken Fries)Fill Up For Less (L&P)SKY - GoT Shame RadioFree Tee SoHoBill BrysonFree Tee ShirtFree Coffee MugEngage SafetyEntry Title
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Congratulations!