

Best in Show sponsored by SKY Television			
Agency	Advertiser	Entry Title	Metal
FCB Media	New Zealand Fire Service	Made From Remains	Gold
Media Agency of the Year sponsored by NZME			
FCB Media			
Advertiser of the Year sponsored by NZME			
Safekids New Zealand			
Sandy Smith Inspiring Individual Award sponsored by MediaWorks			
Julie Ann Hedges		MediaCom	
Media Business of the Year			
Adshel			
Sales Person / Team of the Year			
The Media Collective at Bauer Media Group			
Agency	Advertiser	Entry Title	Metal
Social Marketing / Public Service			
FCB Media	New Zealand Fire Service	Made From Remains	Gold
Mediacom	Safekids New Zealand	Check me before you turn the key	Gold
Brand Spanking	BCITO	Not Your Average.....Shed	Silver
Retail/Etail sponsored by The Radio Bureau			
FCB Media	Flight Centre	Gifts That Go Places	Gold
FCB Media	Mitre 10	Weather Mate	Silver
MediaCom	KFC	Bucketheads Sells Bucketloads of Chicken	Silver
Dynamo	Wendco Ltd. (Wendy's NZ)	Ghost Pepper; taking heat to the next level	Finalist
PHD	Lotto NZ	Attribution Modelling our Always On	Finalist
PHD	Lotto NZ	Unpicking Wednesdays	Finalist
Fast Moving Consumer Goods (FMCG) sponsored by Nielsen			
MBM	J.H. Whittaker & Sons Ltd	The K Bar Experience	Silver
Zenith	Lion	Steinlager Tokyo Dry - Welcome to the Other Side	Silver
MediaCom	Fonterra Brands NZ	Dad, No Matter Where You Are, You've Got This	Finalist
MediaCom	Fonterra Brands NZ	Make It Mammoth	Finalist
OMD New Zealand	Frucor Beverages NZ Limited	Reinvigorating the category leader	Finalist
PHD	DB Breweries	Tiger beer - Uncaging the West	Finalist
Consumer Durables			
FCB Media	Volkswagen	The Many Faces of Tiguan	Silver
Carat and Special Group	Holden New Zealand	Holden Spark Sessions	Finalist
Starcom	Lexus New Zealand	Test Driving RX Innovation	Finalist
Vizeum	Huawei	Huawei P9 Launch	Finalist
Consumer Services			
Dynamo	Spark New Zealand	Managing Demand to Meet Expectations	Silver
MediaCom	Maori Television	Lover Boy or Lavalava Boys?	Silver
OMD New Zealand	Air New Zealand	The Digital Traveller	Silver
Carat and Saatchi & Saatchi	ASB Bank	Creating Love for a Yellow Elephant	Finalist
Dynamo	Latitude Financial Services	Gem Shines Through	Finalist
MediaCom	Bank of New Zealand (BNZ)	How old will you be when you're mortgage free?	Finalist
OMD New Zealand	Roadshow Film Distributors (NZ) Limited	A Taste of The Hateful Eight	Finalist
PHD	IAG New Zealand - AMI	Renters with Renters Insurance	Finalist
PHD	ANZ Bank	Fortune Favours the Brave	Finalist
Charity sponsored by Trade Me			
Starcom & DDB	Westpac	The People's Chopper	Silver
Barnes, Catmur & Friends Dentsu	The Heart Foundation NZ	Heart Foundation's Time Attack	Finalist
Best Small Budget (up to \$100k per annum)			
FCB Media	Flight Centre	Gifts That Go Places	Gold
MediaCom	Maori Television	Lover Boy or Lavalava Boys?	Silver
Dynamo	Spark New Zealand	Managing Demand to Meet Expectations	Finalist
Ikon Communications	Coca-Cola Oceania	Innovative Ways to Safer Roads	Finalist
MBM	Fisher & Paykel	Bringing together the best in NZ Design	Finalist
Ogilvy & Mather NZ	Corrections New Zealand	UK Correction Officer Recruitment	Finalist
Starcom	Mars New Zealand	Canine Cleaning	Finalist

Best Use of Event/Activation			
MBM	J.H Whittaker & Sons Ltd	The K Bar Experience	Gold
MediaCom	KFC	Bucketheads sells Bucketloads of Chicken	Finalist
OMD New Zealand	Roadshow Film Distributors (NZ) Limited	A Taste of The Hateful Eight	Finalist
Republik	Unitec New Zealand	Unitec Teaches the Tertiary Sector a Lesson	Finalist
Sherson Willis	Spark New Zealand	#Roboqueue	Finalist
Best Use of Content sponsored by TVNZ			
Ogilvy & Mather NZ	New Zealand Police	Do you care enough to be a cop?	Gold
Zenith	Lion	Steinlager Tokyo Dry - Welcome to the Other Side	Silver
Ikon Communications	Xero	Life Over Business	Finalist
MediaCom	Fonterra Brands NZ	Dad, No Matter Where You Are, You've Got This	Finalist
PHD	ANZ Bank	Fortune Favours the Brave	Finalist
Starcom	TVNZ	The Living Moment	Finalist
Best Use of Technology sponsored by KPEX			
FCB Media	Mitre 10	Weather Mate	Silver
MBM	Loyalty NZ	Fly Buys - a festive first	Silver
Ikon Communications	Coca-Cola Oceania	Innovative Ways to Safer Roads	Finalist
OMD New Zealand	Air New Zealand	The Digital Traveller	Finalist
Best Use of Mobile			
Dynamo	Spark New Zealand	Managing Demand to Meet Expectations	Finalist
Best Use of Data sponsored by Val Morgan Outdoor			
Dynamo	Spark New Zealand	Managing Demand to Meet Expectations	Silver
FCB Media	Flight Centre	Gifts That Go Places	Silver
MBM	Slingshot	Stronger Together	Silver
PHD	Lotto NZ	Attribution Modelling our Always On	Silver
FCB Media	Mitre 10	Weather Mate	Finalist
OMD New Zealand	Air New Zealand	The Digital Traveller	Finalist
Best Use of Video sponsored by NZME			
FCB Media	Volkswagen	The Many Faces of Tigan	Gold
Starcom	TVNZ	The Living Moment	Silver
MBM	Loyalty NZ	Fly Buys - a festive first	Finalist
Zenith	Lion	Steinlager Tokyo Dry - Welcome to the Other Side	Finalist
Best Use of Social			
Ogilvy & Mather NZ	New Zealand Police	Do you care enough to be a cop?	Finalist
Zenith	Lion	Smirnoff Selfie	Finalist
Best Creative Media Idea sponsored by Bauer Media Group			
FCB Media	New Zealand Fire Service	Made From Remains	Gold
MediaCom	Safekids New Zealand	Check me before you turn the key	Gold
FCB Media	Mitre 10	Weather Mate	Silver
Empower at Dentsu Aegis Network	Microsoft	Bring Your Dream to the Surface	Finalist
Ikon Communications	Coca-Cola Oceania	Innovative Ways to Safer Roads	Finalist
MediaCom	Fonterra Brands NZ	Dad, No Matter Where You Are, You've Got This	Finalist
OMD New Zealand	Roadshow Film Distributors (NZ) Limited	A Taste of The Hateful Eight	Finalist
Best Use of Insight sponsored by Nielsen			
FCB Media	Volkswagen	The Many Faces of Tigan	Gold
MediaCom	Safekids New Zealand	Check me before you turn the key	Gold
Carat	ASB Bank	Guidance for Every Home Buyers Needs	Silver
Carat and Saatchi & Saatchi	ASB Bank	Creating Love for a Yellow Elephant	Finalist
MediaCom	Bank of New Zealand (BNZ)	How old will you be when you're mortgage free?	Finalist
MediaCom	Fonterra Brands NZ	Xray Cast	Finalist
PHD	Lotto NZ	Unpicking Wednesdays	Finalist
PHD	AMI	Renters with Renters Insurance	Finalist
Republik	Unitec New Zealand	Unitec Teaches the Tertiary Sector a Lesson	Finalist

Best Communications Strategy sponsored by Facebook			
MediaCom	Safekids New Zealand	Check me before you turn the key	Gold
Empower at Dentsu Aegis Network	Microsoft	Bring Your Dream to the Surface	Silver
Carat and Saatchi & Saatchi	ASB Bank	Creating Love for a Yellow Elephant	Silver
MediaCom	Maori Television	Lover Boy or Lavalava Boys?	Silver
Ikon Communications	Xero	Xero-ing in on Space	Silver
FCB Media	New World	The Seeds of Success	Finalist
MediaCom	Bank of New Zealand (BNZ)	How old will you be when you're mortgage free?	Finalist
PHD	ANZ	Fortune Favours the Brave	Finalist
Zenith	Lion	Steinlager Tokyo Dry - Welcome to the Other Side	Finalist
Most Effective sponsored by TVNZ			
Carat and Special Group	Holden New Zealand	Holden Spark Sessions	Silver
FCB Media	Volkswagen	The Many Faces of Tiguan	Silver
OMD New Zealand	Air New Zealand	The Digital Traveller	Silver
Dynamo	Latitude Financial Services	Gem Shines Through	Finalist
PHD	DB Breweries	Tiger beer - Uncaging the West	Finalist
PHD	ANZ Bank	Always On	Finalist
Republik	Unitec New Zealand	Unitec Teaches the Tertiary Sector a Lesson	Finalist
Sherson Willis	Spark New Zealand	#Roboqueue	Finalist
Zenith	Lion	Steinlager Tokyo Dry - Welcome to the Other Side	Finalist
Best Launch sponsored by SOAR Print			
MediaCom	Maori Television	Lover Boy or Lavalava Boys?	Gold
MBM	J.H Whittaker & Sons Ltd	The K Bar Experience	Silver
Empower at Dentsu Aegis Network	Microsoft	Bring Your Dream to the Surface	Finalist
Ogilvy & Mather NZ	New Zealand Police	Do you care enough to be a cop?	Finalist
Starcom	TVNZ	More interesting for Blokes	Finalist
Zenith	Lion	Steinlager Tokyo Dry - Welcome to the Other Side	Finalist
Best Collaboration			
FCB Media	New Zealand Fire Service	Made From Remains	Gold
FCB Media	Flight Centre	Gifts That Go Places	Silver
Zenith	Lion	Steinlager Tokyo Dry - Welcome to the Other Side	Silver
OMD New Zealand	Roadshow Film Distributors (NZ) Limited	A Taste of The Hateful Eight	Finalist
Sustained Success sponsored by QMS			
FCB Media	Inland Revenue	Finding the Unfindable	Gold
FCB Media	Maritime New Zealand	Nudging to a New Normal	Gold
OMD New Zealand	SKY Television	Putting data at the heart of business	Finalist

CONGRATULATIONS!