



2018 EFFIE AWARDS IN ASSOCIATION WITH TVNZ METAL WINNERS

Congratulations!

ADVERTISER	AGENCY	ENTRY TITLE	METAL
Charity/Not for Profit			
Breast Cancer Foundation NZ	Colenso BBDO	The Annoying Lump	Finalist
Vodafone & Vodafone Foundation	FCB	From the Big C to the Big Sleep: how Vodafone got New Zealand to Help Find a Cure for Cancer	Finalist
Human Rights Commission	Clemenger BBDO	Give Nothing to Racism	Silver
Movember Foundation	BC&F Dentsu	The Face of Change	Silver
Social Marketing/Public Service - Sponsored by Soar Print			
Department of Internal Affairs	Ogilvy	Signatures that Shape New Zealand	Finalist
Health Promotion Agency	GSL Promotus	When Fun becomes Unfun	Bronze
Human Rights Commission	Clemenger BBDO	Give Nothing to Racism	Bronze
Netsafe	DDB Group	Re:scam - The World's Most Unhelpful Chatbot	Bronze
New Zealand Police	Ogilvy	The World's Most Entertaining Recruitment Video	Silver
Retail/Etail - Sponsored by The Radio Bureau			
Air New Zealand	TRUE	How Airpoints brought Good Times to a Cluttered Retail Market	Finalist
KiwiPlates	Saatchi & Saatchi	Own Your Interesting	Finalist
Air New Zealand	FCB	Project Blackout	Bronze
Business to Business (B2B)			
Special Group	Special Group NZ	How a Design Agency used a Pizza Box to make Dough	Finalist
Fast Moving Consumer Goods (FMCG)			
Coca Cola Amatil	DDB Group	Refreshingly Different	Finalist
Fonterra	Colenso BBDO	Richie's Milk Run 2018	Bronze
Goodman Fielder	Shine	Vogel's - What Do you Bring?	Bronze
Fonterra	Colenso BBDO	Protein+	Silver
MARS NZ	Colenso BBDO	selfieSTIX	Silver
Lion	DDB Group	Speight's Summit Ultra	Silver
Lion	Special Group NZ	Smirnoff: From Russia, Now with Love	Silver
Consumer Durables			
KiwiPlates	Saatchi & Saatchi	Own Your Interesting	Finalist
Amplifon - Bay Audiology	Saatchi & Saatchi	After the Emotional Hearing Test	Gold
Consumer Services			
TSB	Special Group NZ	How Thinking like a Small Bank enabled TSB to Behave like a Big One	Finalist
Tower	BC&F Dentsu	How Tower Simplified Insurance	Bronze
Spark	Colenso BBDO	Little Can be Huge	Silver
ANZ Bank New Zealand Limited	TBWA NZ	Everyday Banking	Silver
Skinny	PHD	The Best "Freekend" Christmas Ever!	Gold
Lotto	DDB Group	Imagine	Gold
New Product or Service - Sponsored by NZME			
IAG	Colenso BBDO	Right Here For Small Business	Finalist
Lifestream International Limited	Little Giant	An Insatiable Appetite for Success	Finalist
New Zealand King Salmon	Republik	The Salmon Expert	Finalist
Air New Zealand	TRUE	Emoji Journeys	Bronze
Lion	DDB Group	Speight's Summit Ultra	Bronze
The Tomorrow Project and Uber NZ	TRUE	Hi! This is a Message from your Sober Self	Bronze
Netsafe	DDB Group	Re:scam - The World's Most Unhelpful Chatbot	Silver
Goodman Fielder NZ LTD	Y&R Auckland	Launching Authenticity into the Greek Aisle	Silver
Limited Budget: less than \$100,000 - Sponsored by The Radio Bureau			
Special Group	Special Group NZ	How a Design Agency used a Pizza Box to make Dough	Finalist
Health Promotion Agency	GSL Promotus	Quitline Wrapped in Honey	Bronze
MediaWorks	PHD	Helping Newshub Win the Election	Silver
Netsafe	DDB Group	Re:scam - The World's Most Unhelpful Chatbot	Gold
Movember Foundation	BC&F Dentsu	The Face of Change	Gold



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ADVERTISER	AGENCY	ENTRY TITLE	METAL
Most Effective Integrated Campaign			
Heart of the City	Colenso BBDO	Lovebites	Finalist
Farmers Mutual Group	bcg2	Advice Worth Listening To	Finalist
Tower	BC&F Dentsu	How Tower Simplified Insurance	Finalist
MARS NZ	Colenso BBDO	selfieSTIX	Bronze
Fonterra	Colenso BBDO	Richie's Milk Run 2018	Bronze
Lion	Special Group NZ	Smirnoff: From Russia, Now with Love	Bronze
Goodman Fielder	Shine	Vogel's - What Do you Bring?	Bronze
Vodafone & Vodafone Foundation	FCB	From the Big C to the Big Sleep: how Vodafone got New Zealand to Help Find a Cure for Cancer	Bronze
Fonterra	Colenso BBDO	Protein+	Silver
Spark	Colenso BBDO	Little Can be Huge	Silver
AA Insurance	DDB Group	Reasons to care	Silver
Skinny	PHD	The Best "Freekend" Christmas Ever!	Gold
Most Effective Social Campaign			
Air New Zealand	TRUE	Emoji Journeys	Finalist
Vodafone New Zealand	FCB	A Kiwi Take on the America's Cup	Finalist
Westpac New Zealand	DDB Group	People's Chopper: The Return Trip	Bronze
Human Rights Commission	Clemenger BBDO	Give Nothing to Racism	Gold
New Zealand Police	Ogilvy	The World's most Entertaining Recruitment Video	Gold
Most Effective Use of Digital Technology - Sponsored by Google			
Auckland Airport	Special Group NZ	How a Mobile Game enabled Strata to Spin its Way to Success	Finalist
MARS NZ	Colenso BBDO	selfieSTIX	Silver
The Tomorrow Project and Uber NZ	TRUE	Hi! This is a Message from your Sober Self	Silver
Netsafe	DDB Group	Re:scam - The World's Most Unhelpful Chatbot	Gold
Best Use Of Data - Sponsored by Adshel			
Netsafe	DDB Group	Re:scam - The World's Most Unhelpful Chatbot	Finalist
Westpac New Zealand	TRACK	Playback	Gold
Most Effective PR/Experiential Campaign			
Auckland Airport	Special Group NZ	How People Spinning got Auckland Airport Winning	Finalist
Lion	DDB Group	Fight for Territory	Finalist
Bank of New Zealand	Colenso BBDO	The Most Prosperous ATM	Bronze
Fonterra	Colenso BBDO	Richie's Milk Run 2018	Bronze
Movember Foundation	BC&F Dentsu	The Face of Change	Silver
Netsafe	DDB Group	Re:scam - The World's Most Unhelpful Chatbot	Gold
New Zealand Police	Ogilvy	The World's Most Entertaining Recruitment Video	Gold
Best Strategic Thinking - Sponsored by Nielsen			
Coca Cola Amatil	DDB Group	Refreshingly Different	Finalist
Fonterra	Colenso BBDO	Fonterra: Turning Goliath into David	Bronze
Movember Foundation	BC&F Dentsu	The Face of Change	Bronze
MediaWorks	PHD	Helping Newshub Win the Election	Bronze
Goodman Fielder	Shine	Vogel's - What Do you Bring?	Bronze
Spark	Colenso BBDO	Little Can be Huge	Silver
Human Rights Commission	Clemenger BBDO	Give Nothing to Racism	Silver
Westpac New Zealand	TRACK	Playback	Silver
Amplifon - Bay Audiology	Saatchi & Saatchi	After the Emotional Hearing Test	Silver
Skinny	PHD	The Best "Freekend" Christmas Ever!	Silver
Netsafe	DDB Group	Re:scam - The World's Most Unhelpful Chatbot	Gold
Lotto	DDB Group	Imagine	Gold
Most Progressive Campaign - Sponsored by Adshel			
MARS NZ	Colenso BBDO	selfieSTIX	Finalist
The Tomorrow Project and Uber NZ	TRUE	Hi! This is a Message from your Sober Self	Finalist
Movember Foundation	BC&F Dentsu	The Face of Change	Bronze
New Zealand Police	Ogilvy	The World's most Entertaining Recruitment Video	Silver
Netsafe	DDB Group	Re:scam - The World's Most Unhelpful Chatbot	Gold
Short Term Success			
Spark	Colenso BBDO	#Thankstoyou	Finalist
Spark	Colenso BBDO	Santaline	Finalist
Auckland Airport	Special Group NZ	How People Spinning got Auckland Airport Winning	Finalist
Special Group	Special Group NZ	How a Design Agency used a Pizza Box to make Dough	Finalist
New Zealand King Salmon	Republik	The Salmon Expert	Finalist
Vodafone & Vodafone Foundation	FCB	From the Big C to the Big Sleep: how Vodafone got New Zealand to help find a cure for cancer	Finalist
Vodafone New Zealand	FCB	A Kiwi Take on the America's Cup	Finalist
Westpac New Zealand	DDB Group	People's Chopper: The Return Trip	Bronze
AA Insurance	DDB Group	Reasons to care	Bronze
Fonterra	Colenso BBDO	Richie's Milk Run 2018	Bronze
Movember Foundation	BC&F Dentsu	The Face of Change	Silver
Netsafe	DDB Group	Re:scam - The World's Most Unhelpful Chatbot	Silver
MediaWorks	PHD	Helping Newshub Win the Election	Silver
Skinny	PHD	The Best "Freekend" Christmas Ever!	Gold
Sustained Success - Sponsored by Bauer Media Group			
MARS NZ	Colenso BBDO	Feed the Good	Finalist
Lion	Special Group NZ	Smirnoff: From Russia, Now with Love	Bronze
Lotto	DDB Group	Imagine	Gold
Hardest Challenge			
Human Rights Commission	Clemenger BBDO	Give Nothing to Racism	



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ADVERTISER	AGENCY	ENTRY TITLE	METAL
Marketer of the Year - Sponsored by TVNZ			
		Rachel Ellerm	
Most Effective Client of the Year - Sponsored by Google			
		Netsafe	
Most Effective Agency of the Year - Sponsored by NZME			
		DDB Group	
GRAND EFFIE - Sponsored by TVNZ			
Lotto New Zealand	DDB Group		Imagine

