

# COMMS COUNCIL PRESCOM AWARDS 2019



## Finalists



Agency	Advertiser	Entry Title
<b>Best Use of Media Relations</b>		
MKTG	The Movember Foundation	The Right to Grow
Spark PR & Activate	Tui, DB Breweries	Tui Catch a Million 2017/18
Lassoo Media & PR Ltd	Blind Foundation	Red Puppy Appeal 2018
MediaWorks	MediaWorks / The Edge	Five Marathons in Five Days
Spark PR & Activate	XPO Exhibitions	Body Worlds Vital - New Zealand Tour
Mango Communications	Booking.com	Using Big Data to Talk Local Trends
Eleven PR	Krispy Kreme	Krispy Kreme's Most Successful Store Opening EVER
Sherson Willis	Mayo & Calder	Volvo Ocean Race Auckland Stopover
<b>Best Sponsorship or Media Partnership</b>		
Fuse	Qantas Airways New Zealand	Qantas helps Cure Kids on Red Nose Day
MKTG	GM Holden New Zealand	Holden 'Sparks' Street Eats
Spark PR & Activate	HP New Zealand	HP Reinventors
Spark PR & Activate	Skinny	Get the Skinny
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Summer 2018
<b>Public Affairs or Stakeholder Management</b>		
Fuse	Countdown	Countdown Plastic Bags
Sherson Willis	Livestock Improvement Corporation (LIC)	LIC Share Simplification
<b>Best Use of Social Media</b>		
Fuse	McDonald's New Zealand	My First Time
Tenfold Creative	Mercer New Zealand	Mercer Social Influencer Campaign
TBWA	ILNZ	Cody's Industries
<b>Best Influencer Marketing</b>		
Tenfold Creative	Mercer New Zealand	Mercer Social Influencer Campaign
Fuse	Countdown	Dropping the Price of Sanitary Products for Kiwi Women
Spark PR & Activate	Skinny	Get the Skinny
Studio7	Vitaly	Vitaly Influencer Campaign
Mango Communications	Booking.com	Tracking and Rewarding the Influence of Influencers
Mango Communications	Qantas Airways New Zealand	A Twist at Every Turn
<b>Best Experiential or Event</b>		
Hustle & Bustle	Pernod Ricard New Zealand	The Chivas Club
MKTG	GM Holden New Zealand	Holden 'Sparks' Street Eats
Spark PR & Activate	Skinny	Get the Skinny
Campbell+Co	Jaguar New Zealand	The Art of Performance Tour
Spark PR & Activate	Reebok	Reebok 'Confidence Unleashed'
Mango Communications & Fuse	McDonald's New Zealand	Celebrating 50 Years of Big Mac
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Summer 2018
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Note 9 Launch Event
<b>Best Sampling or Retail Activation</b>		
Spark PR & Activate	Lotto NZ	Lotto Imagine Caravan
Mango Communications & Fuse	McDonald's New Zealand	Celebrating 50 Years of Big Mac
Copper Brand Experiences	Coca-Cola Oceania	Coca-Cola Summer 2017   18
<b>Best Implementation or Production</b>		
Spark PR & Activate	Lightbox	Suits NZ
Mango Communications & Fuse	McDonald's New Zealand	Celebrating 50 Years of Big Mac

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Agency	Advertiser	Entry Title
<b>Most Innovative Campaign</b>		
Fuse	Countdown	Countdown Plastic Bags
Spark PR & Activate	Lightbox	Suits NZ
Spark PR & Activate	Skinny	Get the Skinny
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Summer 2018
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Note 9 Launch Event
<b>Best Integrated Campaign</b>		
MKTG	The Movember Foundation	The Right to Grow
Hustle & Bustle	Pernod Ricard New Zealand	The Chivas Club
Scope Media	Otago Regional Council	Mobilising Queenstown to Become #BetterByBus
Spark PR & Activate	Spark	Spark Santaline
Copper Brand Experiences	Samsung Electronics New Zealand	Samsung Galaxy Summer 2018
<b>Best Strategic Thinking</b>		
MKTG	The Movember Foundation	The Right to Grow
MediaWorks	MediaWorks / The Rock	Thane and Dunc's Search for MH370
Spark PR & Activate	XPO Exhibitions	Body Worlds Vital - New Zealand Tour
Fuse	McDonald's New Zealand	McDonald's Snapchat Strategy

# CONGRATULATIONS!