

BEACON AWARDS 2019 IN ASSOCIATION WITH NZME



Finalists



Agency	Advertiser	Entry Title
Social Marketing / Public Service		
Contagion Media	Tourism New Zealand	A Crappy Challenge
FCB Media	Ministry of Education	Oat the Goat
FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword
Ogilvy	NZ Police	NZ Police Recruitment
Ogilvy	Auckland Transport	Auckland Transport Speed Reduction
OMD	NZTA	Belt Up, Live On
VMLY&R NZ	Electoral Commission	Mau tonu e kowhori - Now is your time to choose
Retail/Etail		
Carat	Air New Zealand	Your Perfect Island
FCB Media	Flight Centre	The Little Christmas Nudge
FCB Media	Foodstuffs NZ	How to Glaze a Ham
OMD	McDonald's (NZ) Ltd	An Icon Turns 50
PHD Group	Instant Kiwi	Rolling Out the Red Carpet for Instant Kiwi
PHD Group	Michael Hill	If You Like It Then You Should Have Put a Ring On It (Oh Wait, You Did)
Fast Moving Consumer Goods (FMCG)		
Carat	Dominion Breweries	Zero to Hero
Carat	Dominion Breweries	Save the Entire World
Ikon Communications	Coca-Cola Oceania	Character Required
MBM	Goodman Fielder	A Conscious Coupling
MediaCom	Fonterra Brands New Zealand	Santa's Milk Moustache
MediaCom	Fonterra Brands New Zealand	Saving Mammoth From Extinciton
OMD	Independent Liquor (19 Crimes)	Who Says Crime Doesn't Pay?
PHD Group	Estee Lauder	How We Got More Women to Sleep With Us
Rocket	Swisse	How Kiwi Guys Lifted Swisse
Consumer Durables		
No Finalists		
Consumer Services		
Carat	Air New Zealand	Are You Feeling Queensland?
Carat	ASB	A Marathon Effort
FCB Media	Mercury	Switch Stop
MBM	Southern Cross Health Society	Modern Life is the Real Killer - Take Life Back
MediaCom	Bank of New Zealand	The Most Prosperous ATM
MediaCom	Twentieth Century Fox	Deadpool: NZ Style
PHD Group	Lightbox	Helping Lightbox Win at The Box Office
PHD Group	Skinny	Turning Famous Names into Famous Faces
PHD Group	Spark New Zealand	Take A Picture, Learn A Language
Charity		
Carat	Movember	The Movember Mensus
FCB Media	Testicular Cancer NZ	A Conversation Starter for Cancer
Best Small Budget (up to \$100k per annum)		
Carat	ASB	A Marathon Effort
FCB Media	Ministry for Primary Industries (MPI)	Saving The Last of The Giants
MBM	Goodman Fielder	Who's on Tonight
PHD Group	Estee Lauder	How We Got More Women to Sleep With Us

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Best Use of Event/Activation		
Carat	ASB	A Marathon Effort
PHD Group	Skinny	Turning Famous Names into Famous Faces
Starcom	Samsung	Samsung "Capture my Summer"
Best Use of Content		
FCB Media	Health Promotion Agency	Pre Testie Bestie
FCB Media	Ministry of Education	Oat the Goat
MBM	Goodman Fielder	Who's on Tonight
Starcom	Air Asia	Meet Malaysia with Air Asia
TVNZ	ASB	ASB Good As Gold Seven Sharp Partnership
Best Use of Technology		
MBM	Trade Me	A New Zealand First: Live From Trade Me's News Desk
Ogilvy	The Department of Corrections	The Department of Corrections Livecast Campaign
PHD Group	Skinny	Putting Skinny on the Map
Best Use of Mobile		
FCB Media	Ministry for Primary Industries (MPI)	Saving The Last of The Giants
OMD	McDonald's	McSnap
Best Use of Data		
Carat	Air New Zealand	Your Perfect Island
FCB Media	Flight Centre	The Little Christmas Nudge
FCB Media	Mercury	Switch Stop
FCB Media	Ministry for Primary Industries (MPI)	Saving The Last of The Giants
MBM	Serato	Reinventing Remarketing
MBM	Trade Me	All I Want for Christmas Is...Big Data
Best Use of Video		
FCB Media	Health Promotion Agency	Pre Testie Bestie
Ikon Communications	Coca-Cola Oceania	Character Required
MBM	Goodman Fielder	Who's on Tonight
Best Use of Search Engine Marketing		
FCB Media	Foodstuffs NZ	How to Glaze A Ham
MBM	Trademe Holiday Houses	Coming In from The Cold - How Search Solved A Seasonal Conundrum
PHD Group	Lightbox	Making Our Search Picture Perfect
PHD Group	Spark New Zealand	Making Search More Profitable
Best Use of Social		
FCB Media	Health Promotion Agency	Pre Testie Bestie
MBM	Loyalty New Zealand	It's In The Egg
Starcom	Air Asia	Meet Malaysia with Air Asia
Best Creative Media Idea		
Contagion Media	Tourism NZ	A Crappy Challenge
FCB Media	Ministry of Education	Oat the Goat

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Agency	Advertiser	Entry Title
<div>Best Creative Media Idea</div> <div></div>		
FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword
MBM	Trade Me	A New Zealand First: Live From Trade Me's News Desk
MediaCom	Twentieth Century Fox	Deadpool: NZ Style
MediaCom	Bank of New Zealand	The Most Prosperous ATM
Ogilvy	Auckland Transport	Auckland Transport Speed Reduction
PHD Group	Skinny	Turning Famous Names into Famous Faces
<div>Best Use of Insight</div> <div></div>		
Carat	Dominion Breweries	Save the Entire World
FCB Media	Health Promotion Agency	Pre Testie Bestie
FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword
MBM	Southern Cross Health Society	Modern Life is the Real Killer - Take Life Back
Ogilvy	NZ Police	NZ Police Recruitment
PHD Group	Lightbox	Helping Lightbox Win at The Box Office
PHD Group	Spark	Take a Picture, Learn a Language
Starcom	Kraft Heinz New Zealand	Breaking The Norms
Zenith	My Food Bag	Dinner Makes Families
<div>Best Communications Strategy</div>		
Carat	Dominion Breweries	Zero to Hero
FCB Media	Flight Centre	The Little Christmas Nudge
FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword
MBM	Southern Cross Health Society	Modern Life is the Real Killer - Take Life Back
MediaCom	Fonterra Brands New Zealand	Santa's Milk Moustache
OMD	Independent Liquor (Carlsberg)	From Suits & Boots to Hardhats & High Vis
PHD Group	Estee Lauder	How We Got More Women to Sleep With Us
PHD Group	Skinny	Turning Famous Names into Famous Faces
PHD Group	Spark New Zealand	Take a Picture, Learn a Language
Starcom	TVNZ	Stop/Watch
<div>Most Effective</div> <div></div>		
Carat	Air New Zealand	Your Perfect Island
FCB Media	Flight Centre	The Little Christmas Nudge
FCB Media	Mercury	Switch Stop
MBM	Goodman Fielder	A Conscious Coupling
OMD	Independent Liquor (Carlsberg)	From Suits & Boots to Hardhats & High Vis
PHD Group	Estee Lauder	How We Got More Women to Sleep With Us
PHD Group	Instant Kiwi	Rolling Out the Red Carpet for Instant Kiwi
PHD Group	Skinny	Turning Famous Names into Famous Faces
Zenith	Lion	Proud Sponsors of the Beer After
<div>Best Launch</div> <div></div>		
Carat	Dominion Breweries	Zero to Hero
FCB Media	Ministry of Education	Oat the Goat

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Agency	Advertiser	Entry Title
Best Launch		
MBM	Goodman Fielder	A Conscious Coupling
MBM	Southern Cross Health Society	Modern Life is the Real Killer - Take Life Back
MediaCom	Fonterra Brands New Zealand	You Can't Fake Delicious
PHD Group	Lightbox	Helping Lightbox Win at the Box Office
Vizeum	Snappy	In(ter)ception
Best Collaboration		
FCB Media	Ministry of Education	Oat the Goat
FCB Media	Ministry of Social Development - Office for Seniors	The Undercover Crossword
Ikon Communications	Coca-Cola Oceania	Character Required
MBM	Trade Me	A New Zealand First: Live From Trade Me's News Desk
MediaCom	Twentieth Century Fox	Deadpool: NZ Style
PHD Group	Skinny	Turning Famous Names into Famous Faces
Sustained Success		
FCB Media	Fire and Emergency New Zealand	Igniting Lasting Action
PHD Group	Lotto New Zealand	Lotto Imagine
Media Business of the Year		
APN Outdoor		
Bauer Media		
Lumo Digital		
MediaWorks		
Ooh! Media		
TVNZ		
Sales Team/Person of the Year		
Bauer Media		
NZME		
Phantom		
TVNZ		

CONGRATULATIONS
To Our Finalists!

