

Editing

| Advertiser | Agency/Production Company | Entry Title |
|-------------------------------------|---------------------------|--------------------------------|
| Powershop | Assembly | A Power Company You Can Love |
| Griffin's | Eight | Griffin's Snax Crunches |
| HPA Quitline | Film Construction | Follow You Til I Die |
| Bank of New Zealand | FINCH | The Kids Room |
| Pinnacle | FINCH | The World's Luckiest Man |
| Sealy Posturepedic | Flying Fish | Sealy |
| Lion New Zealand | Good Oil | Black Laundry |
| Trade Me | Good Oil | There's Someone for Everything |
| Gem | Heckler | Partners in Money |
| Lotto NZ | Scoundrel | L05T |
| Sky Sports | Scoundrel | Hot Spot |
| Coca-Cola | Sweetshop | Best Day Ever |
| DB Breweries | Sweetshop | I'm Drinking It For You |
| New Zealand Transport Agency (NZTA) | Sweetshop | Distractions |
| Spark | Sweetshop | Play |
| Vodafone | Sweetshop | Huxley |
| Volkswagen | Sweetshop | The Youngest Brother |
| Lion | The Editors | Tokyo Dry 2 |
| Pet Refuge | The Editors | Lean On Me |
| Spark | The Editors | Wedding Speech |
| NZ Post | Thick as Thieves | Little Fibs |

Cinematography

| Advertiser | Agency/Production Company | Entry Title |
|-------------------------------------|---------------------------|---------------------------------------|
| HPA Quitline | Film Construction | Follow You Til I Die |
| Spark | FINCH | Wedding |
| Bank of New Zealand | FINCH | The Kids Room |
| Pinnacle | FINCH | The World's Luckiest Man |
| Sealy Posturepedic | Flying Fish | Sealy |
| Lion New Zealand | Good Oil | Tokyo Dry 2 |
| AA Insurance | Good Oil | Dinosaur vs Unicorn |
| Bank of Melbourne | Good Oil | If You Have The Will, We Have The Way |
| Pet Refuge | Good Oil | Rescue A Pet. Rescue A Family. |
| Lotto NZ | Scoundrel | L05T |
| DB Breweries | Sweetshop | I'm Drinking It For You |
| Vodafone | Sweetshop | Huxley |
| Coca-Cola | Sweetshop | Best Day Ever |
| Spark | Sweetshop | Play |
| Tourism New Zealand | Sweetshop | Good Morning World |
| New Zealand Transport Agency (NZTA) | Sweetshop | Distractions |
| Volkswagen | Sweetshop | The Youngest Brother |

Moving Image - 2D Animation

| Advertiser | Agency/Production Company | Entry Title |
|---|---------------------------|---------------------------|
| EECA (The Energy Efficiency and Conservation Authority) | Assembly | Gen Less |
| Disney | Flux Animation | The Little Mermaid Retold |

Moving Image - 3D Animation

| Advertiser | Agency/Production Company | Entry Title |
|-------------------|---------------------------|----------------------|
| AA Insurance | Alt.vfx | Dinosaur Vs Unicorn |
| Bank of Melbourne | Alt.vfx | If You Have The Will |
| Spark | Sweetshop | Play |

Visual Effects

| Advertiser | Agency/Production Company | Entry Title |
|-------------------|---------------------------|------------------------------|
| AA Insurance | Alt.vfx | Dinosaur Vs Unicorn |
| Bank of Melbourne | Alt.vfx | If You Have The Will |
| Powershop | Assembly | A Power Company You Can Love |
| Gem | Heckler | Partners in Money |
| Spark | Sweetshop | Play |

Art Direction

| Advertiser | Agency/Production Company | Entry Title |
|---|---------------------------|--------------------------|
| Kiwi Property | 99 | Wear It Your Way - Onion |
| EECA (The Energy Efficiency and Conservation Authority) | Assembly | Gen Less |
| Sealy Posturepedic | Flying Fish | Sealy |
| Lion New Zealand | Good Oil | Tokyo Dry 2 |
| Lotto NZ | Scoundrel | L05T |
| Sky Sports | Scoundrel | Hot Spot |
| New Zealand Transport Agency (NZTA) | Sweetshop | Distractions |
| DB Breweries | Sweetshop | I'm Drinking It For You |
| Coca-Cola | Sweetshop | Best Day Ever |
| Vodafone | Sweetshop | Huxley |

CRAFT

Art Direction

| Advertiser | Agency/Production Company | Entry Title |
|------------|---------------------------|-----------------------|
| Frucor | Sweetshop | Procrastination Place |

Direction

| Advertiser | Agency/Production Company | Entry Title |
|---|---------------------------|--------------------------------|
| Powershop | Assembly | A Power Company You Can Love |
| EECA (The Energy Efficiency and Conservation Authority) | Assembly | Gen Less |
| Griffin's | Eight | Griffin's Snax Crunches |
| HPA Quitline | Film Construction | Follow You Til I Die |
| Spark | FINCH | Wedding |
| Spark | FINCH | Pride, Let's Talk |
| Bank of New Zealand | FINCH | The Kids Room |
| Sky Sports | FINCH | Summer Of Sport |
| Sealy Posturepedic | Flying Fish | Sealy |
| Lion New Zealand | Good Oil | Tokyo Dry 2 |
| AA Insurance | Good Oil | Dinosaur vs Unicorn |
| Trade Me | Good Oil | There's Someone for Everything |
| Pet Refuge | Good Oil | Rescue A Pet. Rescue A Family. |
| Lotto NZ | Scoundrel | L05T |
| Sky Sports | Scoundrel | Hot Spot |
| Sky Sports | Scoundrel | Sin Bin |
| DB Breweries | Sweetshop | I'm Drinking It For You |
| Spark | Sweetshop | Play |
| New Zealand Transport Agency (NZTA) | Sweetshop | Distractions |
| Coca-Cola | Sweetshop | Best Day Ever |
| Volkswagen | Sweetshop | The Youngest Brother |
| Vodafone | Sweetshop | Huxley |
| Frucor | Sweetshop | Procrastination Place |
| NZ Post | Thick as Thieves | Little Fibs |

Original Soundtrack - Film & Screen Content

| Advertiser | Agency/Production Company | Entry Title |
|--------------------------|---------------------------|-------------------------------|
| DB Export | Colenso BBDO | I'm Drinking It For You |
| Pedigree | Liquid Studios | Pedigree 'Season of Good Dog' |
| Health Protection Agency | Liquid Studios | Quit for Your Pets |
| NZ Transport Agency | Liquid Studios | The Unsaid |
| Lotto NZ | Scoundrel | L05T |

Original Arrangement of Existing Music

| Advertiser | Agency/Production Company | Entry Title |
|-----------------------------|---------------------------|---------------------------------------|
| Lion | Beatworms | Steinlager Tokyo Dry |
| Pet Refuge Charitable Trust | Franklin Rd Music & Sound | Pet Refuge |
| Bank of Melbourne | Good Oil | If you have the will, We have the way |
| NZ Post | Liquid Studios | NZ Post 'Christmas' |

Sound Design - Film & Screen Content

| Advertiser | Agency/Production Company | Entry Title |
|---|---------------------------|------------------------------------|
| EECA (Energy Efficiency and Conservation Authority) | Clemenger BBDO Wellington | Gen Less |
| Vodafone | DDB Group New Zealand | Don't Ruin the Moment |
| AAI Insurance | Liquid Studios | AA Insurance 'Dinosaur Vs Unicorn' |
| Sealy | Liquid Studios | Sealy 'Clearly' |

Copywriting - Magazine & Newspaper

| Advertiser | Agency/Production Company | Entry Title |
|----------------------|---------------------------|--------------------------------------|
| Monteith's | Colenso BBDO | APA Seal of Approval (Letter 1) |
| Monteith's | Colenso BBDO | APA Seal of Approval (Letter 2) |
| Monteith's | Colenso BBDO | APA Seal of Approval (Letter 3) |
| Volkswagen | DDB Group New Zealand | Volkswagen Last Beetle - Lemon |
| Volkswagen | DDB Group New Zealand | Volkswagen Last Beetle - Think Small |
| Volkswagen | DDB Group New Zealand | Volkswagen Last Beetle - Owning It |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Thriceway |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Fornicate |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Root |
| Champions for Change | Saatchi & Saatchi | CEO |
| Champions for Change | Saatchi & Saatchi | VS |
| Champions for Change | Saatchi & Saatchi | Grow a Pair |

Copywriting - Out of Home

| Advertiser | Agency/Production Company | Entry Title |
|-------------------|---------------------------|------------------------------------|
| Puppo | Colenso BBDO | Every Dog Has Its Ad |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Thriceway |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Fornicate |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Root |
| HNRY | FCB New Zealand | The Lost Receipt - Receipt |
| HNRY | FCB New Zealand | The Lost Receipt - Tims |

Copywriting - Radio

| Advertiser | Agency/Production Company | Entry Title |
|----------------|---------------------------|--|
| Spark | Colenso BBDO | We Speak Football |
| McDonalds | DDB Group New Zealand | Working Late Tonight? (Trains) |
| McDonalds | DDB Group New Zealand | Working Late Tonight? (Satellite) |
| McDonalds | DDB Group New Zealand | Working Late Tonight? (Lake) |
| Lemon & Paeroa | DDB Group New Zealand | Tastes Like Radio - If For Some Reason |
| Lemon & Paeroa | DDB Group New Zealand | Tastes Like Radio - Titanic |
| Lemon & Paeroa | DDB Group New Zealand | Tastes Like Radio - Nuanced Flavour |
| No Ugly | Independent | Conversation Starter |

Copywriting - Film & Video

| Advertiser | Agency/Production Company | Entry Title |
|---|---------------------------|-----------------------------------|
| NZ Transport Agency | Clemenger BBDO Wellington | Totally Compos Mentis |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 33 |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 01 |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 08 |
| EECA (Energy Efficiency and Conservation Authority) | Clemenger BBDO Wellington | Gen Less |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 19 |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 25 |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 24 |
| DB Export | Colenso BBDO | I'm Drinking It For You |
| TradeMe | Colenso BBDO | There's Something For Everyone |
| MARS | Colenso BBDO | Season of Good Dog |
| Lotto NZ | DDB Group New Zealand | L05T |
| Stirling Sports | Motion Sickness | Prove Them Wrong |
| Champions for Change | Saatchi & Saatchi | Politely Interrupt |
| Champions for Change | Saatchi & Saatchi | Better Suited to a Man |
| Champions for Change | Saatchi & Saatchi | Best Manager |
| Champions for Change | Saatchi & Saatchi | Statistically Likely |
| Champions for Change | Saatchi & Saatchi | Flexible Hours |
| Pinnacle Life | YoungShand | Protect What Makes You Feel Lucky |

Copywriting - Other

| Advertiser | Agency/Production Company | Entry Title |
|-------------------|---------------------------|------------------------|
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy |

Art Direction & Typography - Magazine & Newspaper

| Advertiser | Agency/Production Company | Entry Title |
|--------------------------------|---------------------------|------------------------------------|
| Volkswagen | DDB Group New Zealand | VW Last Beetle Print |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Thriceway |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Fornicate |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Root |
| New Zealand Olympic Committee | Saatchi & Saatchi | Run In Peace |
| New Zealand Marketing Magazine | Stanley St | The Creative Filter |

Art Direction & Typography - Out of Home

| Advertiser | Agency/Production Company | Entry Title |
|-------------------------------|---------------------------|------------------------------------|
| Kiwibank | 99 | Fish & Tips |
| State | Colenso BBDO | Too Busy |
| Puppo | Colenso BBDO | Every Dog Has It's Ad |
| Tiger | Colenso BBDO | East Of What You Know |
| Lion | DDB Group New Zealand | Black Laundry |
| Volkswagen | DDB Group New Zealand | VW Last Beetle |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Thriceway |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Fornicate |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Root |
| Health Promotion Agency | FCB New Zealand | Seduced by Moderation - Burger |
| Health Promotion Agency | FCB New Zealand | Seduced by Moderation - Wine |
| New Zealand Olympic Committee | Saatchi & Saatchi | Run In Peace |
| Tourism New Zealand | Special Group | NZ says '39' |

Image

| Advertiser | Agency/Production Company | Entry Title |
|---------------------------|---------------------------|---------------------------------------|
| Kiwibank | 99 | Fish & Tips |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Dan Mason |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Liam Bethell |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Dylan Chirside |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Kahutia Foster |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - James McDonald |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Will Giles |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Willy Carberry |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Dion Perry |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Rick Haira |
| New Zealand Forest & Bird | Colenso BBDO | Portraits By Predators (3rd Portrait) |
| New Zealand Forest & Bird | Colenso BBDO | Portraits By Predators (2nd Portrait) |

| Image | | |
|---|---------------------------|---------------------------------------|
| Advertiser | Agency/Production Company | Entry Title |
| New Zealand Forest & Bird | Colenso BBDO | Portraits By Predators (1st Portrait) |
| Spark | Colenso BBDO | Tall Shorts (#3) |
| Spark | Colenso BBDO | Tall Shorts (#2) |
| State | Colenso BBDO | Too Busy |
| Spark | Colenso BBDO | Tall Shorts (#1) |
| New Zealand Aids Foundation | DDB Group New Zealand | Rules of a Fuck Buddy |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Fornicate |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Root |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Thriceway |
| Fire and Emergency New Zealand | FCB New Zealand | Highly Flammable - Tui |
| Fire and Emergency New Zealand | FCB New Zealand | Highly Flammable - Fantail |
| Frucor Suntory | Raydar | Twisted Tropics |
| Burger King | VMLY&R NZ | Burger King - Uber Eats |
| Digital Copywriting | | |
| Advertiser | Agency/Production Company | Entry Title |
| EECA (Energy Efficiency and Conservation Authority) | Clemenger BBDO Wellington | Gen Less |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| Extra | Colenso BBDO | Pep Talks |
| New Zealand Aids Foundation | DDB Group New Zealand | Rules of a Fuck Buddy |
| Water Safety New Zealand | FCB New Zealand | Swim Reaper |
| Blind Low Vision NZ | YoungShand | #AltTextForAll - BBC Callout |
| Blind Low Vision NZ | YoungShand | #AltTextForAll - Nat Geo Callout |
| Digital Art Direction & Typography | | |
| Advertiser | Agency/Production Company | Entry Title |
| BNZ | Colenso BBDO | Checkout Checkpoint |
| New Zealand Breast Cancer Foundation | Colenso BBDO | Pre-Check |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| New Zealand Aids Foundation | DDB Group New Zealand | Rules of a Fuck Buddy |
| New Zealand AIDS Foundation | DDB Group New Zealand | The HIV Positive Sperm Bank |
| Lotto NZ | DDB Group New Zealand | L05T |
| Red Bull | Special Group | Red Bull Forceback |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Interface & Navigation | | |
| Advertiser | Agency/Production Company | Entry Title |
| New Zealand Breast Cancer Foundation | Colenso BBDO | Pre-Check |
| BNZ | Colenso BBDO | Checkout Checkpoint |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Lotto NZ | DDB Group New Zealand | L05T |
| User Experience | | |
| Advertiser | Agency/Production Company | Entry Title |
| New Zealand Breast Cancer Foundation | Colenso BBDO | Pre-Check |
| BNZ | Colenso BBDO | Checkout Checkpoint |
| Extra | Colenso BBDO | Pep Talks |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Lotto NZ | DDB Group New Zealand | L05T |
| New Zealand Aids Foundation | DDB Group New Zealand | Incognito Banners |
| New Zealand Aids Foundation | DDB Group New Zealand | Rules of a Fuck Buddy |
| Digital Use of Video | | |
| Advertiser | Agency/Production Company | Entry Title |
| Lotto NZ | DDB Group New Zealand | L05T |
| Digital Use of Music or Sound Design | | |
| Advertiser | Agency/Production Company | Entry Title |
| DB Export | Liquid Studios | I'm Drinking it For You |
| Standard Outdoor Advertising | | |
| Advertiser | Agency/Production Company | Entry Title |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Liam Bethell |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Dylan Chirside |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Dan Mason |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Rick Haira |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Kahutia Foster |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - James McDonald |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Dion Perry |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Will Giles |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Willy Carberry |
| State | Colenso BBDO | Too Busy |
| Volkswagen | DDB Group New Zealand | VW Last Beetle OOH |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Thriceway |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Fornicate |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Root |

DIGITAL CRAFT

oh! OUT OF HOME
Unmissable

Standard Outdoor Advertising

| Advertiser | Agency/Production Company | Entry Title |
|-------------------------------|---------------------------|--------------|
| New Zealand Olympic Committee | Saatchi & Saatchi | Run In Peace |

Ambient Outdoor

| Advertiser | Agency/Production Company | Entry Title |
|---------------------|---------------------------|----------------------|
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| Tiger | Colenso BBDO | Bar Snacks |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Lion | DDB Group New Zealand | Black Laundry |
| The Warehouse Group | DDB Group New Zealand | Think it Print it |
| Baltimore Ravens | Flux Animation | Baltimore Raven |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Tourism New Zealand | Special Group | NZ says '39' |
| BP | Stanley St | Thank You Button |

Interactive Outdoor

| Advertiser | Agency/Production Company | Entry Title |
|------------------|---------------------------|---------------------|
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Baltimore Ravens | Flux Animation | Baltimore Raven |

Transit

| Advertiser | Agency/Production Company | Entry Title |
|---------------------|---------------------------|----------------------|
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Tourism New Zealand | Special Group | NZ Says '39' |
| BP | Stanley St | Thank You Button |

Out of Home Campaign

| Advertiser | Agency/Production Company | Entry Title |
|---------------------|---------------------------|-------------------------|
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors |
| Puppo | Colenso BBDO | Every Dog Has It's Ad |
| Tiger | Colenso BBDO | East Of What You Know |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Lion | DDB Group New Zealand | New Zealand Meets Japan |
| Sky | DDB Group New Zealand | For the Love of Sport |
| HNRV | FCB New Zealand | The Lost Receipt |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Tourism New Zealand | Special Group | NZ says '39' |

Magazine

| Advertiser | Agency/Production Company | Entry Title |
|---------------------|---------------------------|------------------------------------|
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Liam Bethell |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Dylan Chirnside |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - James McDonald |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors - Will Giles |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Fornicate |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Thriceway |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy - Root |
| Auckland Transport | Stanley St | Distracted Road Signs - milk |

Magazine Campaign

| Advertiser | Agency/Production Company | Entry Title |
|---------------------|---------------------------|------------------------|
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors |
| Reckitt Benckiser | FCB New Zealand | Better Safe Than Syphy |

Newspaper

| Advertiser | Agency/Production Company | Entry Title |
|-------------------------------|---------------------------|---|
| Monteith's | Colenso BBDO | APA Seal of Approval (Letter 2) |
| Monteith's | Colenso BBDO | APA Seal of Approval (Letter 3) |
| Monteith's | Colenso BBDO | APA Seal of Approval (Letter 1) |
| Volkswagen | DDB Group New Zealand | VW LAST BEETLE - Lemon |
| Volkswagen | DDB Group New Zealand | VW LAST BEETLE - Think Small |
| Volkswagen | DDB Group New Zealand | VW LAST BEETLE - Owning It |
| Champions for Change | Saatchi & Saatchi | Grow a Pair |
| New Zealand Olympic Committee | Saatchi & Saatchi | Run In Peace |
| Smirnoff | Special Group | Smirnoff Lime |
| Rebel Sport | Stanley St | Dad Shoe |
| New Zealand Blood Service | YoungShand | The Lifesaving Edition Of The Sunday News |

Newspaper Campaign

| Advertiser | Agency/Production Company | Entry Title |
|----------------------|---------------------------|-------------------------------|
| Monteith's | Colenso BBDO | APA Seal of Approval |
| Volkswagen | DDB Group New Zealand | Volkswagen Last Beetle |
| Champions for Change | Saatchi & Saatchi | How Unconscious Is Your Bias? |
| Auckland Transport | Stanley St | Distracted road signs |

MAGAZINE & NEWSPAPER



| Innovation in Print | | |
|---|---------------------------|---|
| Advertiser | Agency/Production Company | Entry Title |
| New Zealand Blood Service | YoungShand | The Lifesaving Edition Of The Sunday News |
| Direct Physical | | |
| Advertiser | Agency/Production Company | Entry Title |
| Spark | Colenso BBDO | Play |
| Skinny | Colenso BBDO | VIPish Box |
| Lion | DDB Group New Zealand | Black Laundry Black Mail |
| Tourism New Zealand | Special Group | NZ says '39' |
| BP | Stanley St | Thank You Button |
| ANZ | TBWA | Mr Humfreez |
| Direct Digital | | |
| Advertiser | Agency/Production Company | Entry Title |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors |
| EECA (Energy Efficiency and Conservation Authority) | Clemenger BBDO Wellington | Gen Less |
| Spark | Colenso BBDO | Play |
| BNZ | Colenso BBDO | Checkout Checkpoint |
| State | Colenso BBDO | Too Busy |
| Lotto NZ | DDB Group New Zealand | L05T |
| Education New Zealand | Special Group | Education New Zealand - Ask New Anything |
| New Zealand Blood Service | YoungShand | World's Biggest Reserve Bench |
| Lion - Beer, Spirit and Wine (NZ) Ltd | YoungShand | Potential Stage |
| Direct Broadcast | | |
| Advertiser | Agency/Production Company | Entry Title |
| EECA (Energy Efficiency and Conservation Authority) | Clemenger BBDO Wellington | Gen Less |
| Lotto NZ | DDB Group New Zealand | L05T |
| BP | Stanley St | Thank You Button |
| ANZ | TBWA | Mr Humfreez |
| New Zealand Blood Service | YoungShand | World's Biggest Reserve Bench |
| Creative Use of Data in Direct | | |
| Advertiser | Agency/Production Company | Entry Title |
| Puppo | Colenso BBDO | Every Dog Has It's Ad |
| Spark | Colenso BBDO | Play |
| State | Colenso BBDO | Too Busy |
| Education New Zealand | Special Group | Education New Zealand - Ask New Anything |
| BP | Stanley St | Thank You Button |
| Direct Campaign | | |
| Advertiser | Agency/Production Company | Entry Title |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| EECA (Energy Efficiency and Conservation Authority) | Clemenger BBDO Wellington | Gen Less |
| Puppo | Colenso BBDO | Every Dog Has It's Ad |
| Spark | Colenso BBDO | Play |
| Monteith's | Colenso BBDO | APA Seal of Approval |
| DB Export | Colenso BBDO | I'm Drinking It For You |
| MARS | Colenso BBDO | Season of Good Dog |
| Lotto NZ | DDB Group New Zealand | L05T |
| Lion | DDB Group New Zealand | Black Laundry |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Tourism New Zealand | Special Group | Good Morning World |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Tourism New Zealand | Special Group | NZ says '39' |
| BP | Stanley St | Thank You Button |
| ANZ Bank | TBWA | Mr Humfreez |
| Brand Experience & Activation | | |
| Advertiser | Agency/Production Company | Entry Title |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| DB Export | Colenso BBDO | I'm Drinking It For You |
| Spark | Colenso BBDO | Play |
| Tiger | Colenso BBDO | Bar Snacks |
| Lion | DDB Group New Zealand | Black Laundry |
| Lotto NZ | DDB Group New Zealand | L05T |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Reckitt Benckiser | FCB New Zealand | Fecal Fashion |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Tourism New Zealand | Special Group | NZ says '39' |
| Karma Cola | Special Group | Karma Cola Lemmy's Life |
| BP | Stanley St | Thank You Button |
| Rebel Sport | Stanley St | Fathers of Fashion |

DIRECT MARKETING

N

PR, BRAND EXPERIENCE & ACTIVATION

| ANZ Bank | TBWA | Mr Humfreez |
|---|---------------------------|---------------------------------------|
| Lion - Beer, Spirit and Wine (NZ) Ltd | YoungShand | Potential Stage |
| Integrated Campaign Lead by Brand Experience & Activation | | |
| Advertiser | Agency/Production Company | Entry Title |
| Meridian | BCF Dentsu | Meridian Turbine |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| Spark | Colenso BBDO | Play |
| Tiger | Colenso BBDO | Bar Snacks |
| NRMA | Colenso BBDO | Pavlova |
| DB Export | Colenso BBDO | I'm Drinking It For You |
| Lotto NZ | DDB Group New Zealand | L05T |
| Lion | DDB Group New Zealand | Black Laundry |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Tourism New Zealand | Special Group | Good Morning World |
| Tourism New Zealand | Special Group | NZ says '39' |
| BP | Stanley St | Thank You Button |
| Youth Advisory Council - Tauranga City Council | WAVE | Outvote Boomers |
| PR | | |
| Advertiser | Agency/Production Company | Entry Title |
| Hell Pizza | BCF Dentsu | Hell Unruly Tourists |
| Lion | DDB Group New Zealand | Black Laundry |
| Tourism New Zealand | Special Group | NZ says '39' |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| 2degrees | TBWA | It was a Tie Tie |
| PR Social & Digital | | |
| Advertiser | Agency/Production Company | Entry Title |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors |
| DB Export | Colenso BBDO | I'm Drinking It For You |
| Tourism New Zealand | Special Group | Good Morning World |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Auckland Transport | Stanley St | The Most Dangerous Stunt in the World |
| Health Protection Agency | YoungShand | Quit For Your Pets |
| PR Campaign | | |
| Advertiser | Agency/Production Company | Entry Title |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors |
| NRMA | Colenso BBDO | Pavlova |
| Monteith's | Colenso BBDO | APA Seal of Approval |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Tourism New Zealand | Special Group | NZ says '39' |
| Technology in PR | | |
| Advertiser | Agency/Production Company | Entry Title |
| BP | Stanley St | Thank You Button |

DESIGN

| Design 360 | | |
|------------------------------------|---------------------------|-----------------------|
| Advertiser | Agency/Production Company | Entry Title |
| Designers Institute of New Zealand | Raydar | Moonlight |
| Product Design - Tech | | |
| Advertiser | Agency/Production Company | Entry Title |
| Spark | Colenso BBDO | Play |
| BP | Stanley St | Thank You Button |
| ASB Bank | WiTH Collective | ASB Sustainaball |
| Product Design - Non Tech | | |
| Advertiser | Agency/Production Company | Entry Title |
| Tiger | Colenso BBDO | Bar Snacks |
| Ecostore | Special Group | Ecostore Sea Waste |
| Tourism New Zealand | Special Group | NZ says '39' |
| ANZ Bank | TBWA | Mr Humfreez |
| Environmental Design | | |
| Advertiser | Agency/Production Company | Entry Title |
| Lion | DDB Group New Zealand | Black Laundry |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Experience Design | | |
| Advertiser | Agency/Production Company | Entry Title |
| Puppo | Colenso BBDO | Every Dog Has It's Ad |
| BNZ | Colenso BBDO | Checkout Checkpoint |
| Spark | Colenso BBDO | Play |
| Extra | Colenso BBDO | Pep Talks |
| Lion | DDB Group New Zealand | Black Laundry |
| Lotto NZ | DDB Group New Zealand | L05T |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |



Axis Awards Finalists 2020



| | | | |
|--|---------------------------------------|---|--------------------|
| | Designers Institute of New Zealand | Raydar | Moonlight |
| | Red Bull | Special Group | Red Bull Forceback |
| | BP | Stanley St | Thank You Button |
| | Lion - Beer, Spirit and Wine (NZ) Ltd | YoungShand | Alcohol & Me |
| Publication and Magazine Design | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| New Zealand Marketing Magazine | Stanley St | The Creative Filter | |
| Charity - Magazine & Newspaper or Out of Home | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| New Zealand Forest & Bird | Colenso BBDO | Portraits By Predators | |
| Charity - Direct | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| New Zealand Breast Cancer Foundation | Colenso BBDO | Pre-Check | |
| New Zealand AIDS Foundation | DDB Group New Zealand | The HIV Positive Sperm Bank | |
| Charity - PR | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| The Movember Foundation & NZ Rugby | BCF Dentsu | A Moment Against Silence | |
| New Zealand AIDS Foundation | DDB Group New Zealand | The HIV Positive Sperm Bank | |
| Pet Refuge | DDB Group New Zealand | Rescue a Pet, Rescue a Family | |
| Charity - Brand Activation | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| The Movember Foundation & NZ Rugby | BCF Dentsu | A Moment Against Silence | |
| New Zealand Aids Foundation | DDB Group New Zealand | Rules of a Fuck Buddy | |
| Charity - Digital or Screen | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| Pet Refuge | DDB Group New Zealand | Rescue a Pet, Rescue a Family | |
| New Zealand Aids Foundation | DDB Group New Zealand | Incognito Banners | |
| Blind Low Vision NZ | YoungShand | #AltTextForAll - Launch | |
| Blind Low Vision NZ | YoungShand | #AltTextForAll - BBC Callout | |
| Blind Low Vision NZ | YoungShand | #AltTextForAll - Nat Geo Callout | |
| Charity - Social Media | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| Water Safety New Zealand | FCB New Zealand | Swim Reaper | |
| Blind Low Vision NZ | YoungShand | #AltTextForAll | |
| Charity - Design | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| New Zealand Breast Cancer Foundation | Colenso BBDO | Pre-Check | |
| New Zealand Aids Foundation | DDB Group New Zealand | Rules of a Fuck Buddy | |
| KiwiHarvest | Wunderman Thompson | KiwiHarvest Annual Report | |
| Charity - Campaign | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| The Movember Foundation & NZ Rugby | BCF Dentsu | A Moment Against Silence | |
| New Zealand Forest & Bird | Colenso BBDO | Portraits By Predators | |
| Charity - Creative Use of Media | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| New Zealand Aids Foundation | DDB Group New Zealand | Incognito Banners | |
| Website | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| OneRoof | NZME | OneRoof - Disrupting the Traditional Property Model in NZ | |
| Lion | YoungShand | Alcohol & Me | |
| Campaign Website | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| Lotto NZ | DDB Group New Zealand | L05T | |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials | |
| Uber Eats | Special Group | Uber Eats Shark Bait | |
| Online Advertising | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| State | Colenso BBDO | Too Busy | |
| Social Media Campaigns | | | |
| Advertiser | Agency/Production Company | Entry Title | |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors | |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid | |
| DB Export | Colenso BBDO | I'm Drinking It For You | |
| BNZ | Colenso BBDO | Checkout Checkpoint | |
| No Ugly | Independent | No Ugly Conversation Starter | |
| Tourism New Zealand | Special Group | Good Morning World | |
| Karma Cola | Special Group | Karma Cola Lemmy's Life | |
| Auckland Transport | Stanley St | The Most Dangerous Stunt in the World | |
| Health Protection Agency | YoungShand | Quit For Your Pets | |

CHARITY

ACTIVE

| | | |
|---|----------------------------------|---|
| New Zealand Blood Service | YoungShand | World's Biggest Reserve Bench |
| Influencer | | |
| Advertiser | Agency/Production Company | Entry Title |
| NZ Transport Agency | Clemenger BBDO Wellington | Belted Survivors |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| EECA (Energy Efficiency and Conservation Authority) | Clemenger BBDO Wellington | Gen Less |
| Lion | DDB Group New Zealand | Black Laundry |
| Tourism New Zealand | Special Group | Good Morning World |
| Tourism New Zealand | Special Group | NZ says '39' |
| Auckland Transport | Stanley St | The Most Dangerous Stunt in the World |
| New Zealand Blood Service | YoungShand | World's Biggest Reserve Bench |
| Mobile | | |
| Advertiser | Agency/Production Company | Entry Title |
| Spark | Colenso BBDO | Play |
| BNZ | Colenso BBDO | Checkout Checkpoint |
| Extra | Colenso BBDO | Pep Talks |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Red Bull | Special Group | Red Bull Forceback |
| Digital and Interactive Campaign | | |
| Advertiser | Agency/Production Company | Entry Title |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| DB Export | Colenso BBDO | I'm Drinking It For You |
| Spark | Colenso BBDO | Play |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Reckitt Benckiser | FCB New Zealand | Fecal Fashion |
| Tourism New Zealand | Special Group | Good Morning World |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Tech Driven Creative | | |
| Advertiser | Agency/Production Company | Entry Title |
| Spark | Colenso BBDO | Play |
| Puppo | Colenso BBDO | Every Dog Has It's Ad |
| Extra | Colenso BBDO | Pep Talks |
| BP | Stanley St | Thank You Button |
| Jaguar Landrover New Zealand | True Limited | Race the Pace |
| TV, Cinema or Online 30' or Below - Single | | |
| Advertiser | Agency/Production Company | Entry Title |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 33 |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 19 |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 08 |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 25 |
| TradeMe | Colenso BBDO | There's Something For Everyone (Motors) |
| TradeMe | Colenso BBDO | There's Something For Everyone (Property) |
| State | Colenso BBDO | Too Busy (Thursday) |
| State | Colenso BBDO | Too Busy (Saturday) |
| Sky | DDB Group New Zealand | Life Needs More Sport - Caddie |
| Vodafone | DDB Group New Zealand | Don't Ruin the Moment |
| Sky | DDB Group New Zealand | Life Needs More Sport - Hot Spot |
| Sky | DDB Group New Zealand | Life Needs More Sport - Sin Bin |
| Sky | DDB Group New Zealand | Life Needs More Sport - Subbing Boyfriend |
| Champions for Change | Saatchi & Saatchi | Better Suited to a Man |
| Champions for Change | Saatchi & Saatchi | Politely Interrupt |
| Champions for Change | Saatchi & Saatchi | Statistically Likely |
| Champions for Change | Saatchi & Saatchi | Extremely Qualified |
| Champions for Change | Saatchi & Saatchi | Flexible Hours |
| Champions for Change | Saatchi & Saatchi | Best Manager |
| TV, Cinema or Online 30' or Below - Campaign | | |
| Advertiser | Agency/Production Company | Entry Title |
| Kiwibank | 99 | Mindblowingly Low Interest |
| Spark | Colenso BBDO | Kupu |
| Sky | DDB Group New Zealand | Life Needs More Sport |
| McDonalds | DDB Group New Zealand | Bill & Paul |
| Champions for Change | Saatchi & Saatchi | It's Not That Hard |
| Tourism New Zealand | Special Group | Good Morning World |
| Griffins | True Limited | Griffins Crunches |
| TV, Cinema or Online Over 30' - Single | | |
| Advertiser | Agency/Production Company | Entry Title |
| Powershop | Assembly | A Power Company You Can Love |
| Meridian | BCF Dentsu | Meridian Napkin |
| NZ Transport Agency | Clemenger BBDO Wellington | Liberated Drivers |
| EECA (Energy Efficiency and Conservation Authority) | Clemenger BBDO Wellington | Gen Less |
| NZ Transport Agency | Clemenger BBDO Wellington | Totally Compos Mentis |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Day 01 |

| | | |
|---------------------------|-----------------------|---------------------------------------|
| DB Export | Colenso BBDO | I'm Drinking It For You |
| Spark | Colenso BBDO | Play |
| Spark | Colenso BBDO | Wedding Speech |
| NRMA | Colenso BBDO | Pavlova |
| MARS | Colenso BBDO | Season of Good Dog |
| BNZ | Colenso BBDO | Kid's Room |
| BNZ | Colenso BBDO | What Ella Wants |
| Vodafone | DDB Group New Zealand | Huxley |
| Lemon & Paeroa | DDB Group New Zealand | L&P Best Day Ever TV |
| Lion | DDB Group New Zealand | New Zealand Meets Japan |
| Lotto NZ | DDB Group New Zealand | L05T |
| Sky | DDB Group New Zealand | Let it All Hang Out |
| AAI Insurance | DDB Group New Zealand | Dinosaur vs Unicorn |
| Volkswagen | DDB Group New Zealand | Youngest brother |
| New Zealand Post | FCB New Zealand | Keeping Ho Ho Hush Hush |
| Tourism New Zealand | Special Group | Welcome Film |
| Auckland Transport | Stanley St | The Most Dangerous Stunt in the World |
| Health Protection Agency | YoungShand | Quit For Your Pets |
| New Zealand Blood Service | YoungShand | World's Biggest Reserve Bench |
| Pinnacle Life | YoungShand | Protect What Makes You Feel Lucky |

TV, Cinema or Online 30' - Campaign

| Advertiser | Agency/Production Company | Entry Title |
|---------------------|---------------------------|--------------------------|
| NZ Transport Agency | Clemenger BBDO Wellington | Totally Compos Mentis |
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| House Of Travel | House of Travel | House Of Travel Campaign |
| Tourism New Zealand | Special Group | Good Morning World |

6" Pre-Rolls (Campaign)

| Advertiser | Agency/Production Company | Entry Title |
|------------|---------------------------|-------------------|
| Griffins | True Limited | Griffins Crunches |

Social Video

| Advertiser | Agency/Production Company | Entry Title |
|---|---------------------------|---------------------------------------|
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Final Day |
| EECA (Energy Efficiency and Conservation Authority) | Clemenger BBDO Wellington | Gen Less |
| NZ Transport Agency | Clemenger BBDO Wellington | Liberated Drivers |
| DB Export | Colenso BBDO | I'm Drinking It For You |
| NRMA | Colenso BBDO | Pavlova |
| BNZ | Colenso BBDO | Scam Savvy |
| Lotto NZ | DDB Group New Zealand | L05T |
| Eyes and Ears | Eyes and Ears | We Are New Zealand |
| Champions for Change | Saatchi & Saatchi | Better Suited to a Man |
| Champions for Change | Saatchi & Saatchi | Best Manager |
| Champions for Change | Saatchi & Saatchi | Statistically Likely |
| Champions for Change | Saatchi & Saatchi | Extremely Qualified |
| Champions for Change | Saatchi & Saatchi | Politely Interrupt |
| Champions for Change | Saatchi & Saatchi | Flexible Hours |
| Auckland Transport | Stanley St | The Most Dangerous Stunt in the World |
| ASB Bank | WiTH Collective | ASB Sustainaball |
| Health Protection Agency | YoungShand | Quit For Your Pets |

Long Form - Single

| Advertiser | Agency/Production Company | Entry Title |
|--------------------------|---------------------------|-------------------------|
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid - Final Day |
| DB Export | Colenso BBDO | I'm Drinking It For You |
| Spark | Colenso BBDO | Pride Outline |
| MARS | Colenso BBDO | Season of Good Dog |
| ASB Bank | WiTH Collective | ASB Sustainaball |
| Health Protection Agency | YoungShand | Quit For Your Pets |

Large Scale Content

| Advertiser | Agency/Production Company | Entry Title |
|------------------|---------------------------|-----------------|
| Baltimore Ravens | Flux Animation | Baltimore Raven |

Branded Content - Campaign

| Advertiser | Agency/Production Company | Entry Title |
|---------------------|---------------------------|--------------------|
| MARS | Colenso BBDO | Season of Good Dog |
| Tourism New Zealand | Special Group | Good Morning World |

Music Content

| Advertiser | Agency/Production Company | Entry Title |
|------------|---------------------------|-------------------------|
| DB Export | Colenso BBDO | I'm Drinking It For You |
| MARS | Colenso BBDO | Season of Good Dog |
| Lion | DDB Group New Zealand | New Zealand Meets Japan |

Creative Use of Media - Single

| Advertiser | Agency/Production Company | Entry Title |
|--------------------|---------------------------|---------------------------------------|
| Kiwibank | 99 | Fish & Tips |
| DB Export | Colenso BBDO | I'm Drinking It For You |
| Tiger | Colenso BBDO | Bar Snacks |
| BNZ | Colenso BBDO | Checkout Checkpoint |
| Extra | Colenso BBDO | Pep Talks |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| NEON | Special Group | NEON Light Up |
| Auckland Transport | Stanley St | The Most Dangerous Stunt in the World |
| BP | Stanley St | Thank You Button |
| 2degrees | TBWA | It was a Tie Tie |

Creative Use of Media - Integrated

| Advertiser | Agency/Production Company | Entry Title |
|-----------------------|---------------------------|--|
| NZ Transport Agency | Clemenger BBDO Wellington | The Unsaid |
| Puppo | Colenso BBDO | Every Dog Has It's Ad |
| State | Colenso BBDO | Too Busy |
| Monteith's | Colenso BBDO | APA Seal of Approval |
| KiwiRail | DDB Group New Zealand | Near Miss Memorials |
| Lotto NZ | DDB Group New Zealand | L05T |
| Tourism New Zealand | Special Group | Good Morning World |
| Uber Eats | Special Group | Uber Eats Shark Bait |
| Education New Zealand | Special Group | Education New Zealand - Ask New Anything |

Radio 30' or below - Single

| Advertiser | Agency/Production Company | Entry Title |
|----------------------|---------------------------|--|
| Lemon & Paeroa | DDB Group New Zealand | Tastes Like Radio - If For Some Reason |
| Lemon & Paeroa | DDB Group New Zealand | Tastes Like Radio - Titanic |
| Lemon & Paeroa | DDB Group New Zealand | Tastes Like Radio - Nuanced Flavour |
| Auckland Transport | Federation | Bike Bike |
| Champions for Change | Saatchi & Saatchi | What to Say |

Radio 30' or below - Campaign

| Advertiser | Agency/Production Company | Entry Title |
|----------------|---------------------------|-----------------------|
| Lemon & Paeroa | DDB Group New Zealand | L&P Tastes Like Radio |
| Pak'nSave | FCB New Zealand | Instore That Engaged |
| No Ugly | Freelance | Conversation Starters |

Radio Above 30' - Single

| Advertiser | Agency/Production Company | Entry Title |
|------------|---------------------------|-----------------------------------|
| DB Export | Colenso BBDO | I'm Drinking It For You |
| Sky | DDB Group New Zealand | Apollo 11 |
| Volkswagen | DDB Group New Zealand | The Ungrateful - Swim Mum |
| McDonalds | DDB Group New Zealand | Working Late Tonight? (Trains) |
| Volkswagen | DDB Group New Zealand | The Ungrateful - Astronaut Dad |
| McDonalds | DDB Group New Zealand | Working Late Tonight? (Satellite) |
| McDonalds | DDB Group New Zealand | Working Late Tonight? (Lake) |
| Volkswagen | DDB Group New Zealand | The Ungrateful - Algebra Mum |

Radio Above 30' - Campaign

| Advertiser | Agency/Production Company | Entry Title |
|------------|---------------------------|-----------------------|
| Volkswagen | DDB Group New Zealand | The Ungrateful |
| McDonalds | DDB Group New Zealand | Working Late Tonight? |

Non Standard Radio & Audio

| Advertiser | Agency/Production Company | Entry Title |
|------------|---------------------------|-------------------------|
| DB Export | Colenso BBDO | I'm Drinking It For You |

Google Student Challenge

| | | |
|----------------|-----------------------------|-------------------------------|
| Gravity Coffee | Alexia Johnson & Briar Wood | Don't Skip Coffee |
| Women's Refuge | Renee Ley & Rebecca McRae | The Abusive Pre-roll |
| Powershop | Jaymi Redpath & Max Barrow | Give Standby Power the Finger |
| Lotto NZ | Ashleigh Reid & Luke Ryan | Imagine What You Could Skip |

Congratulations!

MEDIA

NZME

RADIO

trb

Google Student Challenge



Axis Awards Finalists 2020

