















2020 EFFIE AWARDS IN ASSOCIATION WITH TVNZ

Congratulations!

ADVERTISER	AGENCY	ENTRY TITLE	METAL
Charity/Not for Profit			
Project Crimson Trust	MBM	Sowing the Seeds of Love for Native Trees	Bronze
Moviever	BC&F Dentsu	Happy Hour: Our Mo'st Effective Campaign Yet	Finalist
Social Marketing/Public Service			
Waka Kotahi NZ Transport Agency	Clemenger BBDO	The 1-Star Reality Car	Bronze
NZ Police	Stanley Street	Making 105 Memorable	Finalist
Retail/Etail Sponsored by oOh!media			
			
McDonald's	DDB Aotearoa	Still A Big Mac?	Silver
TAB	Hello	No Matter Who Scores, You Score With TAB.	Silver
Burger King	Pitchblack Partners	Rebel Rebel, How Could They Know?	Bronze
The Warehouse Group	OMG	The Return of the Goodnight Kiwi	Finalist
Business to Business (B2B)			
Chorus	Saatchi & Saatchi	A Crucial Connection: The Launch of Small Business Fibre	Finalist
Fast Moving Consumer Goods (FMCG) sponsored by TVNZ			
			
Lion	DDB Aotearoa	Speight's - The Dance	Gold
Goodman Fielder	The Enthusiasts	Molenberg: There's Always More Inside	Silver
DB Breweries	Saatchi & Saatchi	Keep the Conversation Flowing: How Heineken Won the RWC Beer Showdown	Finalist
DB Breweries	Saatchi & Saatchi	Follow the Fox: A cunning Cider story	Finalist
Vitaco	Energi	Beat Your Best Challenge	Finalist
Consumer Durables			
Volkswagen	DDB Aotearoa	Youngest Brother	Bronze
Jaguar Landrover	TRUE	Race the Pace	Finalist
Consumer Services - Sponsored by The Radio Bureau			
			
2degrees	TBWA	Fighting Our Way to Our Most Profitable Year Ever	Gold
AA Insurance	DDB Aotearoa	Live a Little Freer	Silver
ANZ	TBWA	How a Nature-Powered Ram Led the Charge to a Complete Market Share Turnaround	Bronze
Chorus	Saatchi & Saatchi	The Big New Brand for New Zealand's Future	Bronze
Meridian Energy	BC&F Dentsu	Three Words to Save the World	Bronze
NZ Lotteries	DDB Aotearoa	Lost Ticket	Bronze
ANZ	TBWA	The Community Initiative that Gave Back to the Business	Finalist
Chorus	Saatchi & Saatchi	From Final Fantasy to Families: Taking Gig Fibre Mainstream	Finalist
Tourism NZ	Special Group	Good Morning World	Finalist
Vodafone	DDB Aotearoa	Huxley - Old Dog, New Tricks	Finalist
New Product or Service			
Burger King	Pitchblack Partners	Rebel Rebel, How Could They Know?	Silver
Vodafone	DDB Aotearoa	Endless Dataaaaaaaaaaaaa	Bronze
Vodafone	DDB Aotearoa	Huxley - Old Dog, New Tricks	Bronze
Meridian Energy	BC&F Dentsu	Turbine Pale Ale	Finalist
NZ Police	Stanley Street	Making 105 Memorable	Finalist
Limited Budget: less than \$100,000			
Moviever	BC&F Dentsu	A Moment Against Silence	Silver
ecostore	ecostore	Ocean Waste Plastic	Bronze
Most Effective Integrated Campaign - Sponsored by Facebook			
			
ANZ	TBWA	How a Nature-Powered Ram Led the Charge to a Complete Market Share Turnaround	Gold
2degrees	TBWA	Fighting Our Way to Our Most Profitable Year Ever	Silver
AA Insurance	DDB Aotearoa	Live a Little Freer	Silver
Meridian Energy	BC&F Dentsu	Three Words to Save the World	Silver
Waka Kotahi NZ Transport Agency	Clemenger BBDO	The 1-Star Reality Car	Silver
Moviever	BC&F Dentsu	Happy Hour: Our Mo'st Effective Campaign Yet	Bronze
Sky	DDB Aotearoa	Life Needs More Sport	Bronze
NZ Lotteries	DDB Aotearoa	Lost Ticket	Finalist
Tourism NZ	Special Group	Good Morning World	Finalist
Vodafone	DDB Aotearoa	Endless Dataaaaaaaaaaaaa	Finalist
Most Effective Social Campaign			
Tourism NZ	Special Group	Good Morning World	Gold
ANZ	TBWA	Best In Show: How Puppies and Kittens Grew a Bank	Bronze
Briscoes Group	Stanley Street	It's Not Me, It's You	Finalist
Most Effective Use of Digital Technology			
McDonald's	TRACK Aotearoa	From Pocket to Profits: How Data Powered Digital Delivered Growth For Macca's	Gold
DB Breweries	Saatchi & Saatchi	Keep the Conversation Flowing: How Heineken Won the RWC Beer Showdown	Finalist

Best Use Of Data - Sponsored by oOh!media			
No Finalists			
Most Effective PR/Experiential Campaign			
ASB	With Collective	Building Sustainaball Relationships	Finalist
Movember	BC&F Dentsu	A Moment Against Silence	Finalist
Best Strategic Thinking - Sponsored by Nielsen			
Lion	DDB Aotearoa	Speight's - The Dance	Gold
AA Insurance	DDB Aotearoa	Live a Little Freer	Silver
ANZ	TBWA	How a Nature-Powered Ram Led the Charge to a Complete Market Share Turnaround	Silver
2degrees	TBWA	Fighting Our Way to Our Most Profitable Year Ever	Bronze
Sky	DDB Aotearoa	Life Needs More Sport	Bronze
Chorus	Saatchi & Saatchi	The Big New Brand for New Zealand's Future	Finalist
NZ Lotteries	DDB Aotearoa	Lost Ticket	Finalist
Tourism NZ	Special Group	Good Morning World	Finalist
Most Progressive Campaign			
NZ Lotteries	DDB Aotearoa	Lost Ticket	Gold
Tourism NZ	Special Group	Good Morning World	Silver
Short Term Success			
NZ Police	Stanley Street	Ink Beneath the Blue	Silver
ANZ	TBWA	Best In Show: How Puppies and Kittens Grew a Bank	Bronze
ASB	With Collective	Building Sustainaball Relationships	Bronze
Asahi Beverages NZ	TBWA	Increasing share in our most competitive year	Finalist
Air New Zealand	Pitchblack Partners	Journey to Safety	Finalist
Briscoes Group	Stanley Street	The Most Competitive Friday	Finalist
Westpac	DDB Aotearoa	Westpac Winter Warm Up	Finalist
Sustained Success - Sponsored by oOh!media			
NZ Lotteries	DDB Aotearoa	Imagine	Gold
NZ Police	Stanley Street	Recruiting for Diversity	Silver
Topical Marketing			
KidsCan	DDB Aotearoa	19 For 19	Gold
McDonald's	DDB Aotearoa	Return of the Mac(ca's)	Gold
Tourism NZ	Special Group	Do Something New, New Zealand	Silver
Ministry of Social Development	VMLY&R	Keeping New Zealanders safe in their bubble	Bronze
NZ Marketing Association /Mark Ritson	NZ Marketing Association	The Mark Ritson WFH Marketing Bootcamp	Finalist
2degrees	TBWA	#togetherwecam - How We Used a Crisis to Connect New Zealand When They Needed It	Finalist
TSB	MBM	Rebuilding NZ Through Good Business Ideas	Finalist
NZ Police	Wrestler	How NZ Police Busted Out Their COVID-19 Messaging	Finalist
Meridian Energy	BC&F Dentsu	AMPED - High Voltage Kids' TV	Finalist
Toyota	Saatchi & Saatchi	Small Business Driver	Finalist
Hardest Challenge - Sponsored by oOh!media			
Lion & DDB Aotearoa - Speight's - The Dance			
Most Effective Client of the Year - Sponsored by Google			
ANZ Bank			
Most Effective Agency of the Year - Sponsored by NZME			
DDB Aotearoa			
Most Effective Marketer of the Year - Sponsored by TVNZ			
Craig Baldie			
GRAND EFFIE - Sponsored by TVNZ			
Lion & DDB Aotearoa - Speight's - The Dance			

THANKS TO OUR COMMERCIAL PARTNERS



AND THANKS TO OUR SPONSORS

