

CONGRATULATIONS TO ALL OUR WINNERS!

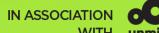
AGENCY	ADVERTISER	ENTRY TITLE	METAL		
	Social Marketing or Public Service				
FCB Media	Fire & Emergency New Zealand	Fire Doesn't Wait	Gold		
OMD	NZ Government	Unite Against COVID	Gold		
FCB Media	Water Safety New Zealand	Personalising Danger	Silver		
FCB Media	The Electoral Commission	The Voter Concierge	Silver		
R	etail or Etail - Sponsored	By The Radio Bureau			
dentsu	Countdown	The Magic Number 3	Gold		
Together	Wendy's	Brigadier General Sanders	Silver		
FCB Media	Mitre 10	Finding Future Renovators Today	Silver		
Fast Moving Consumer Goods (FMCG) - Sponsored By Lion					
UM New Zealand	Coca-Cola Oceania	Moments of Kiwi Heat	Silver		
МВМ	Griffin's	Reigniting Latent Love	Silver		
	Consumer S	ervices			
FCB Media	Westpac NZ	Confidence Crisis	Gold		
PHD	Skinny/Spark NZ	Friendvertising	Gold		
Ikon Communications	2degrees	2nd Chance Charlie	Silver		
dentsu	ASB	Borrow the All Blacks	Silver		
Together	First Gas	Finding the Perfect Match	Silver		
Charity					
MediaCom	NZ Blood	Every 18 Minutes	Silver		
	Best Small Budget (up to \$100k per annum)				
Together	Wendy's	Datanator	Silver		
Together	First Gas	Finding the Perfect Match	Silver		







FCB Media	Foodstuffs	inStickman	Silver		
	Best Use of Content - S	ponsored By TVNZ			
Ikon Communications	2degrees	2nd Chance Charlie	Gold		
dentsu	ASB	Borrow the All Blacks	Gold		
PHD	Sanitarium	Match-Fit	Silver		
Motion Sickness	NZ Government / Department of Internal Affairs	The Eggplant	Silver		
	Best Use of Te	chnology			
FCB Media	Mitre 10	Finding Future Renovators Today	Gold		
FCB Media	The Electoral Commission	The Voter Concierge	Gold		
dentsu	Countdown	From the Mailer to the Future	Silver		
Best use of Mobile					
Together	Wendy's	Datanator	Silver		
	Best use of Data - Sponsored By oOh!media				
FCB Media	Water Safety New Zealand	Personalising Danger	Gold		
Together	Wendy's	Datanator	Silver		
Together	First Gas	Finding the Perfect Match	Silver		
Best Use of Search Engine Marketing					
PHD	Pizza Hut	Outranking with Flavour	Silver		
МВМ	Trade Me Marketplace	Revolutionising the Trade Me Search Monolith	Silver		
Best Use of Social					
FCB Media	Foodstuffs	inStickman	Gold		
dentsu	DB Breweries	Full of Flavour, Not Itself	Silver		
PHD	KFC	The Colonel's Challenge	Silver		







Creative Media Idea - Sponsored By OVATO Media Bureau					
Ikon Communications	2degrees	2nd Chance Charlie	Gold		
FCB Media	Fire & Emergency New Zealand	Fire Doesn't Wait	Gold		
dentsu	ASB	Borrow the All Blacks	Silver		
Together	Wendy's	Brigadier General Sanders	Silver		
PHD	Pizza Hut	Outranking with Flavour	Silver		
Best Use of Insight - Sponsored By Nielsen					
FCB Media	Westpac NZ	Confidence Crisis	Gold		
Ikon Communications	2degrees	2nd Chance Charlie	Silver		
Together	Wendy's	Datanator	Silver		
PHD	Skinny/Spark NZ	Friendvertising	Silver		
Best C	Best Communications Strategy - Sponsored By Are Media				
Ikon Communications	2degrees	2nd Chance Charlie	Gold		
FCB Media	Westpac NZ	Confidence Crisis	Gold		
FCB Media	Fire & Emergency New Zealand	Fire Doesn't Wait	Gold		
Dentsu	ASB	Borrow the All Blacks	Silver		
FCB Media	Water Safety New Zealand	Personalising Danger	Silver		
PHD	Skinny/Spark NZ	Friendvertising	Silver		
	Most Effective - Sponsored By TVNZ				
Dentsu	Countdown	The Magic Number 3	Silver		
FCB Media	Mitre 10	Finding Future Renovators Today	Silver		
Best Launch - Sponsored By NZME					
Together	Wendy's	Brigadier General Sanders	Gold		
Best Collaboration - Sponsored By oOh!media					
TVNZ	Fire & Emergency NZ	Ads on Fire!	Gold		



Ikon Communications	2degrees	2nd Chance Charlie	Silver
Together	Rockgas	A Probabilistic Partnership	Silver

Massive thank you to our Commercial Partners





and our Sponsors





















EXECUTIVE AWARDS

Media Business of the Year

oOh!media - Discovering our Unmissable Advantage

Team of the Year

oOh!media - 'From Survive to Thrive - Uncovering oOh!'s Unmissable Advantage'

Media Agency of the Year Sponsored by Facebook

MBM

Sandy Smith Award Sponsored by Discovery

Sean McCready - MBM

Advertiser of the Year Sponsored by Google

2Degrees

Rising Star

Shaun Harrison - MediaCom

Best in Show

FCB Media - Fire & Emergency New Zealand - Fire Doesn't Wait