



Congratulations Winners

GRAND EFFIE® sponsored by TVNZ

Agency	Advertiser	Title
Colenso BBDO	Skinny (Spark NZ)	Get The Skinny

Most Effective Agency of the Year sponsored by Google

Agency

DDB Aotearoa

Effective Marketer of the Year sponsored by TVNZ

Marketer	Advertiser
Ally Young	Skinny (Spark NZ)

Hardest Challenge sponsored by Meta

Agency	Advertiser	Title
DDB Aotearoa	Body Positive Positive Women Burnett Foundation	Sperm Positive

Charity/Not for Profit

Agency	Advertiser	Title	Metal
YoungShand	New Zealand Blood Service	Unseen Emergencies	GOLD
DDB Aotearoa	Pet Refuge	Pet Refuge - Safe Beds for Pets	BRONZE
Special	Motor Neurone Disease New Zealand	Hijacking Trade Me to raise awareness for Motor Neurone Disease	BRONZE



Social Marketing/Public Service

Agency	Advertiser	Title	Metal
VMLY&R	Accident Compensation Corporation	Have a hmmm	BRONZE

Retail/Etail

Agency	Advertiser	Title	Metal
Lassoo Media	Turners Group NZ Ltd	Tina from Turners	GOLD
DDB Aotearoa	McDonald's NZ	McDonald's - Ordered from Here	BRONZE

Business to Business

Agency	Advertiser	Title	Metal
TBWA\ New Zealand	Southern Cross Health Insurance	The Everything Project – How celebrating NZ's workforces led to record growth	BRONZE

Fast Moving Consumer Goods sponsored by Cartology

Agency	Advertiser	Title	Metal
DDB Aotearoa	Coca-Cola Europacific Partners	Coca-Cola Europacific - L&P MASA	BRONZE

Consumer Services sponsored by The Radio Bureau

Agency	Advertiser	Title	Metal
Special	Contact Energy	It's Good To Be Home: Creating the foundations to get Contact back to growth	GOLD
Colenso BBDO	State	The State Mistake Report	SILVER
TBWA\ New Zealand	ANZ	How putting Kiwis' financial wellbeing first led to ANZ's most profitable brand campaign ever	SILVER
DDB Aotearoa	Lotto	Lotto - On Ice	BRONZE
FCB/SIX	Mercury	Mercury Movers	BRONZE

Limited Budget: Less than \$100,000

Agency	Advertiser	Title	Metal
DDB Aotearoa	Body Positive Positive Women Burnett Foundation	Sperm Positive	BRONZE



Most Effective Use of Digital Technology sponsored by Neuro-Insight

Agency	Advertiser	Title	Metal
DDB Aotearoa	Samsung	Samsung - iTest	SILVER

Most Effective Use of Data sponsored by oOh!media

Agency	Advertiser	Title	Metal
Colenso BBDO	State	The State Mistake Report	SILVER

Most Effective PR/Experiential Campaign

Agency	Advertiser	Title	Metal
DDB Aotearoa	Body Positive Positive Women Burnett Foundation	Sperm Positive	SILVER
PHD	Restaurant Brands	Smashing it out of the park for KFC	SILVER
Special	Motor Neurone Disease New Zealand	How David's Unusables became a nationwide story for Motor Neurone Disease	SILVER
Strategy Creative	Great South	Te Anau Time	SILVER

Best Strategic Thinking sponsored by Nielsen

Agency	Advertiser	Title	Metal
Lassoo Media	Turners Group NZ Ltd	Tina from Turners	GOLD
Colenso BBDO	State	The State Mistake Report	SILVER
DDB Aotearoa	Body Positive Positive Women Burnett Foundation	Sperm Positive	SILVER
YoungShand	New Zealand Blood Service	Unseen Emergencies	SILVER
DDB Aotearoa	McDonald's NZ	McDonald's - Ordered from Here	BRONZE
Special	Contact Energy	It's Good To Be Home: Creating the foundations to get Contact back to growth	BRONZE
TBWA\ New Zealand	ANZ	How a strategy of reframing financial wellbeing for Kiwis led to ANZ's most profitable marketing ever	BRONZE



Most Progressive Campaign sponsored by NZME

Agency	Advertiser	Title	Metal
DDB Aotearoa	Body Positive Positive Women Burnett Foundation	Sperm Positive	GOLD
Colenso BBDO	Spark	Beyond Binary Code	BRONZE
DDB Aotearoa	Samsung	Samsung - iTest	BRONZE
Special	Motor Neurone Disease New Zealand	Hijacking NZ's biggest e-comm platform to raise awareness for Motor Neurone Disease	BRONZE

Short-Term Success

Agency	Advertiser	Title	Metal
Colenso BBDO	State	The State Mistake Report	SILVER
EightyOne	National Collective of Independent Women's Refuges Inc	Safe Night - A - Thon	SILVER
PHD	ANZ	The Socially-Distanced Daffodil Day	BRONZE

Te Tohu Aumangea | Diversity, Equity & Inclusion sponsored by Stuff

Agency	Advertiser	Title	Metal
Colenso BBDO	Spark	Beyond Binary Code	SILVER
Māia	Ngāti Kuri	#Hikoito100 - A Kaupapa Māori Strategy	SILVER

Sustained Success sponsored by oOh!media

Agency	Advertiser	Title	Metal
Colenso BBDO	Skinny	Get The Skinny	GOLD
DDB Aotearoa	Lotto	Lotto - Imagine	GOLD
DDB Aotearoa	Lion Brewery	Lion Brewery - Speights The Dance	BRONZE

Thank you to all our wonderful sponsors

