



CONGRATULATIONS TO OUR FINALISTS

CRAFT

Editing

AGENCY	ADVERTISER	TITLE
3&7	Waka Kotahi	Road To Zero - "Booth"
FINCH	Powershop	It's a Power Shop
Heckler	Vodafone New Zealand	The Smart Network
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness
Scoundrel	Special Group New Zealand	Summer Never Sleeps
Supernormal	Hyundai New Zealand	Hyundai - Isla and the Deep End
Sweetshop	Genesis Energy Ltd	George's Place
Sweetshop	Toyota	Princess Bride
Sweetshop	TVNZ	Wooing Jeff
Sweetshop	TVNZ	Wrong Ride
Sweetshop	TVNZ	The Hit
The Editors	Michael Hill	Michael Hill

Cinematography

AGENCY	ADVERTISER	TITLE
3&7	Waka Kotahi	Road To Zero - "Booth"
Augusto	Adidas	Run for the Oceans
FINCH	Vodafone	The Smart Network
FINCH	Realestate.co.nz	Milky Way
Flying Fish	Air New Zealand	Air New Zealand - Tiaki & The Guardians Safety Video
Good Oil	Fenton Stephens	"How to find a better deal" - BRAND
Good Oil	TBWA\New Zealand	"Sweet Caroline"
Good Oil	The Monkeys Aotearoa	"Talking is the First Step"
Larchmont	Ford	Ford Ranger Raptor
Larchmont	Mcdonalds	Mcdonalds 'Then. Now. Always'.
Scoundrel	Special Group New Zealand	Summer Never Sleeps
Supernormal	Hyundai New Zealand	Hyundai - Storm and the Calm Eye
Sweetshop	Canterbury of New Zealand	The World's Toughest
Sweetshop	Toyota	Princess Bride
Sweetshop	TVNZ	The Hit
Sweetshop	TVNZ	Wooing Jeff

Sweetshop	TVNZ	Wrong Ride
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Moving Image

AGENCY	ADVERTISER	TITLE
Assembly	UN Women	UN Women 'Equality: Our Final Frontier'
Flux Animation	Disney	The Gift - Moving Image
Flux Animation	Subway	Merry Cookiemas - Moving Image

Visual Effects

AGENCY	ADVERTISER	TITLE
Blockhead VFX	Air New Zealand	Tiaki & The Guardians
Blockhead VFX	Toyota	MARS
Scoundrel	Special Group New Zealand	Summer Never Sleeps

Art Direction

AGENCY	ADVERTISER	TITLE
Assembly	UN Women	UN Women 'Equality: Our Final Frontier'
FINCH	Powershop	It's a Power Shop
FINCH	Spark New Zealand	Beyond Binary
Flux Animation	Subway	Merry Cookiemas - Art Direction
Larchmont	Michael Hill	The Jewellers
Motion Sickness	Fire and Emergency New Zealand	Fire and Emergency NZ: You're Cooked - The Cooked Book
Motion Sickness	Fire and Emergency New Zealand	Fire and Emergency NZ: You're Cooked - The Test Kitchen Activation
Motion Sickness	Fire and Emergency New Zealand	Museum of Fires Past
Scoundrel	Special Group New Zealand	Summer Never Sleeps
Sweetshop	Genesis Energy Ltd	George's Place
Sweetshop	TVNZ	Wrong Ride
TBWA	Southern Cross Pet Insurance	VIS - The Road Safety Collection

Direction

AGENCY	ADVERTISER	TITLE
3&7	Waka Kotahi	Road To Zero - "Booth"
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing
FINCH	ANZ	Simpler Home Loans
FINCH	Powershop	It's a Power Shop
FINCH	Spark New Zealand	Beyond Binary
FINCH	Vodafone	The Smart Network
Flying Fish	Air New Zealand	Air New Zealand - Tiaki & The Guardians Safety Video
Flying Fish	Oceania	Oceania - The Duet
Good Oil	TBWA\New Zealand	"Sweet Caroline"
Good Oil	The Monkeys Aotearoa	"Talking is the First Step"

Larchmont	Michael Hill	The Jewellers
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness
Scoundrel	Special Group New Zealand	Summer Never Sleeps
Sweetshop	Canterbury of New Zealand	The World's Toughest
Sweetshop	Genesis Energy Ltd	George's Place
Sweetshop	Tourism New Zealand	Connection
Sweetshop	Toyota	Princess Bride
Sweetshop	TVNZ	The Hit
Sweetshop	TVNZ	Wooing Jeff
Sweetshop	TVNZ	Wrong Ride

Original Soundtrack - Film & Screen Content

AGENCY	ADVERTISER	TITLE
Liquid Studios	Oceania Healthcare	Oceania Couples
Liquid Studios	Subway	Subway Cookiemas
Liquid Studios	TVNZ+	TVNZ+ 'Wrong Ride'
Sweetshop	Canterbury of New Zealand	The World's Toughest

Original Arrangement of Existing Music

AGENCY	ADVERTISER	TITLE
Liquid Studios	NZ Opera	NZ Opera 'Feel with Opera'
Revolver	Optus	The Violinist
Scoundrel	Special Group New Zealand	Summer Never Sleeps

Sound Design - Film & Screen Content

AGENCY	ADVERTISER	TITLE
Liquid Studios	Meridian 'Nature'	Meridian 'Nature'
Liquid Studios	Spark NZ	Spark NZ 'Beyond Binary Code'
Liquid Studios	TVNZ+ Wrong Ride	TVNZ + Wrong Ride

Copywriting - Out of Home

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Medibank	Ode To Height
Colenso BBDO	Skinny NZ	PHONE IT IN - LAWYER
Colenso BBDO	Skinny NZ	PHONE IT IN - OAT MILK
Colenso BBDO	Skinny NZ	PHONE IT IN - STRIP CLUB
Colenso BBDO	Skinny NZ	PHONE IT IN - THEATRE
DDB	McDonald's New Zealand	We Speak Late Night

Copywriting – Radio

AGENCY	ADVERTISER	TITLE
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Colenso BBDO	MARS New Zealand	TEENAGERS - BUZZ KILL
Colenso BBDO	MARS New Zealand	TEENAGERS - ROLLERCOASTER
Colenso BBDO	MARS New Zealand	TEENAGERS - STUNT DOUBLE
FCB New Zealand	Four Square	(Spring) The Inbetween
FCB New Zealand	Four Square	(Summer) Hit The Road
FCB New Zealand	Four Square	Mother of All Muck Ups
FCB New Zealand	Four Square	Somethingteenth
FCB New Zealand	Four Square	Winter Weekend Sports
Special NZ	Hell Pizza	So Wrong But So Right - Fresh Do

Copywriting - Film and Video

AGENCY	ADVERTISER	TITLE
DDB	Tourism New Zealand	If You Seek - Hells Gate
DDB	Tourism New Zealand	If You Seek - Hotwater Beach
DDB	Tourism New Zealand	If You Seek - Tane Mahuta
Dentsu Creative	TVNZ	TVNZ 'Its free but it could cost you' Wrong Ride Copywriting
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing
FCB New Zealand	Waka Kotahi	Toll Booth
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness

Art Direction & Typography - Magazine & Newspaper

AGENCY	ADVERTISER	TITLE
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Codeinabbis
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Diazafew-beers
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Zopirolsprit
Colenso BBDO	SPARK NZ	Te Korowai Tupu
Daylight	The Spinoff	The Spinoff Covers

Art Direction & Typography - Out of Home

AGENCY	ADVERTISER	TITLE
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Codeinabbis
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Diazafew-beers
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Zopirolsprit
Motion Sickness	Fire and Emergency New Zealand	Museum of Fires Past - Shoe
Motion Sickness	Fire and Emergency New Zealand	Museum of Fires Past - Teddy
Motion Sickness	Karangahape Road Business Association	Bad Reviews

Image (inc. Photography/Illustration/Retouching)

AGENCY	ADVERTISER	TITLE
Augusto	SAFE	SAFE For the Animals - Cattle Truck
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Codeinabbis
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Diazafew-beers

Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Zopirolsprit
Colenso BBDO	MARS New Zealand	PEDIGREE DOGPHONICS
Motion Sickness	Fire and Emergency New Zealand	Museum of Fires Past - Shoe
Motion Sickness	Fire and Emergency New Zealand	Museum of Fires Past - Teddy
Stanley St	Rebel Sport	Rebel Sport Home Isolation - Milk Carton Barbell
TBWA	2degrees	#PlayPast12
TBWA	2degrees	#PlayPast12

DIGITAL CRAFT

Digital Copywriting

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Skinny NZ	SKINNY PHONE IT IN - ADVERTISING BLOG

Digital Art Direction & Typography

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Fortescue Future Industries	RICK & MORTY SAVE THE PLANET
Colenso BBDO	SPARK NZ	Te Korowai Tupu
Daylight	Glorious Digital	The Centenary Collection

Interface and Navigation

AGENCY	ADVERTISER	TITLE
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE

User Experience

AGENCY	ADVERTISER	TITLE
Assembly	Spark	Spark 5G Street Museum
Colenso BBDO	IAG	Tally My Post
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE
DDB	Tourism New Zealand	If You Seek - Hobbiton Digital Experience
DDB	Tourism New Zealand	If You Seek - Hooker Valley Digital Experience
Special NZ	Nod	Yawn

OUT OF HOME

Standard Outdoor Advertising

AGENCY	ADVERTISER	TITLE
DDB	McDonald's New Zealand	We Speak Late Night - Cheeseburger
DDB	McDonald's New Zealand	We Speak Late Night - Fries
DDB	McDonald's New Zealand	We Speak Late Night - Quarter Pounder

Motion Sickness	Karangahape Road Business Association	Bad Reviews
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Special Build Outdoor

AGENCY	ADVERTISER	TITLE
Motion Sickness	Fire and Emergency New Zealand	Museum of Fires Past - The Exhibition

Non-Traditional Outdoor

AGENCY	ADVERTISER	TITLE
Colenso BBDO	SPARK NZ	5G Street Museum
EightyOne	WellingtonNZ	Pigeon Tales
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness
TBWA	2degrees	Data Piñata

Interactive Outdoor

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Skinny NZ	PHONE IT IN - FORT STREET
Colenso BBDO	Skinny NZ	PHONE IT IN - LAWYER
Colenso BBDO	Skinny NZ	PHONE IT IN - STRIP CLUB
Colenso BBDO	SPARK NZ	5G Street Museum

Out-of-Home Campaign

AGENCY	ADVERTISER	TITLE
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds
Colenso BBDO	Skinny NZ	PHONE IT IN
Daylight	The Spinoff	The Spinoff Covers
DDB	McDonald's New Zealand	We Speak Late Night
Motion Sickness	Fire and Emergency New Zealand	Museum of Fires Past
Motion Sickness	Karangahape Road Business Association	Bad Reviews
Stanley St	Rebel Sport	Rebel Sport Home Isolation
TBWA	Southern Cross Pet Insurance	VIS - The Road Safety Collection

MAGAZINE & NEWSPAPER

Magazine Campaign

AGENCY	ADVERTISER	TITLE
Daylight	Glorious Digital	The New Era of Art
Daylight	The Spinoff	The Spinoff Covers

Newspaper

AGENCY	ADVERTISER	TITLE
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Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Codeinabbis
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Diazafew-beers
Colenso BBDO	SKINNY NZ	PHONE IT IN - NEWSPAPER
DDB	Lion Breweries	Steinlager We Believe
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness 'The Ad That Makes Ads'
Stanley St	Waitapu Group in partnership with Hato Hone St John	The Hello Project

Newspaper Campaign

AGENCY	ADVERTISER	TITLE
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds
Daylight	Glorious Digital	The New Era of Art

Innovation in Print

AGENCY	ADVERTISER	TITLE
Motion Sickness	Fire and Emergency New Zealand	Fire and Emergency NZ: You're Cooked - The Cooked Book

DIRECT MARKETING

Direct Physical

AGENCY	ADVERTISER	TITLE
Colenso BBDO	MARS New Zealand	DOGPHONICS
FCB New Zealand	Fire and Emergency New Zealand	Smokey
Special NZ	Contact Energy	Fourth Trimester
Special NZ	Hell Pizza	ToMEATo Sauce

Direct Digital

AGENCY	ADVERTISER	TITLE
Colenso BBDO	IAG	Tally My Post
Colenso BBDO	Fortescue Future Industries	RICK & MORTY SAVE THE PLANET
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE
DDB	L&P	L&P MASA #recognisethemanu
Ogilvy	University of Auckland	University of Auckland - Pharmacy
TBWA	2degrees	Data Piñata

Direct Broadcast

AGENCY	ADVERTISER	TITLE
FCB New Zealand	New Zealand Police	Survive The Drive
VMLY&R New Zealand	Te Whatu Ora - Health New Zealand and Te Aka Whai Ora - Māori Health Authority	Stick it to Hep C

Creative Use of Data in Direct

AGENCY	ADVERTISER	TITLE
Colenso BBDO	IAG	THE MISTAKE REPORT
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE

Direct Campaign

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Fortescue Future Industries	RICK & MORTY SAVE THE PLANET
Colenso BBDO	IAG	THE MISTAKE REPORT
Colenso BBDO	Skinny NZ	PHONE IT IN
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness
Ogilvy	University of Auckland	University of Auckland - Pharmacy
Special NZ	Contact Energy	Fourth Trimester

PR AND BRAND EXPERIENCE & ACTIVATION

Brand Experience & Activation – Single

AGENCY	ADVERTISER	TITLE
EightyOne	L'affare Coffee Roasters	L'affare - Embrace the unknown
Motion Sickness	Fire and Emergency New Zealand	Fire and Emergency NZ: You're Cooked - The Test Kitchen Activation
The Monkeys Aotearoa	Sky TV	Sky House of the Dragon
VMLY&R New Zealand	ACC	The Thinker

Brand Experience & Activation - Integrated Campaign

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Fortescue Future Industries	RICK & MORTY SAVE THE PLANET
Colenso BBDO	Skinny NZ	PHONE IT IN
Motion Sickness	Fire and Emergency New Zealand	Fire and Emergency NZ: You're Cooked - The Test Kitchen Activation
Special NZ	Contact Energy	Fourth Trimester
TBWA	2degrees	Data Piñata

PR – Single

AGENCY	ADVERTISER	TITLE
Special NZ	Tourism Fiji	A Booster of Happiness
Stanley St	Tātou	Matariki is not for sale

PR – Campaign

AGENCY	ADVERTISER	TITLE
DDB	KiwiRail Holdings Limited	Rail Ritual

Yarn	Central Economic Development Agency (CEDA) and Palmerston North City Council	Manawa2.0 Relaunch
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DESIGN CATEGORY

Design 360

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Fortescue Future Industries	RICK & MORTY SAVE THE PLANET
FCB New Zealand	Foodstuffs NZ	Four Square Brand Design
ThoughtFull	Kiwibank	Kiwibank Transformation

Product Design – Tech

AGENCY	ADVERTISER	TITLE
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE

Product Design - Non-Tech

AGENCY	ADVERTISER	TITLE
Special NZ	Education New Zealand Manapou ki te Ao	Te Kākahu Hou
TBWA	Southern Cross Pet Insurance	VIS - The Road Safety Collection

Environmental Design

AGENCY	ADVERTISER	TITLE
Retail Dimension	Kiwibank	Kiwibank
The Glue Society	WellingtonNZ	WELL_NGTON

Experience Design

AGENCY	ADVERTISER	TITLE
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE

Publication and Magazine Design

AGENCY	ADVERTISER	TITLE
Colenso BBDO	MARS NZ	PEDIGREE DOGPHONICS
Motion Sickness	Fire and Emergency New Zealand	Fire and Emergency NZ: You're Cooked - The Cooked Book

CHARITY

Charity - Magazine & Newspaper OR Out-of-Home

AGENCY	ADVERTISER	TITLE
VMLY&R New Zealand	Lazy Sneakers	Your shoes have their name on them

Charity – Direct

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Crown Agents	United for Ukraine
Remade	fair&good	FIND FAIR
Special NZ	Wellington City Mission	Silent Night

Charity – PR

AGENCY	ADVERTISER	TITLE
Special NZ	Burnett Foundation Aotearoa / NZ AIDS Foundation	Have you heard what Bruce did?
Special NZ	Wellington City Mission	Silent Night

Charity - Brand Activation

AGENCY	ADVERTISER	TITLE
Remade	fair&good	FIND FAIR
Special NZ	Wellington City Mission	Silent Night

Charity - Digital or Screen

AGENCY	ADVERTISER	TITLE
Remade	fair&good	FIND FAIR

Charity - Social

AGENCY	ADVERTISER	TITLE
Special NZ	Burnett Foundation Aotearoa / NZ AIDS Foundation	Have you heard what Bruce did?

Charity - Design

AGENCY	ADVERTISER	TITLE
Special NZ	Burnett Foundation Aotearoa / NZ AIDS Foundation	Have you heard what Bruce did?

Charity – Campaign

AGENCY	ADVERTISER	TITLE
Special NZ	Wellington City Mission	Silent Night
VMLY&R New Zealand	Lazy Sneakers	Your shoes have their name on them

Charity - Creative Use of Media

AGENCY	ADVERTISER	TITLE
Remade	fair&good	FIND FAIR

DIGITAL & INTERACTIVE

Website

AGENCY	ADVERTISER	TITLE
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE

Online advertising

AGENCY	ADVERTISER	TITLE
Special NZ	Nod	Yawn

Social Media Campaigns

AGENCY	ADVERTISER	TITLE
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness

Influencer

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Fortescue Future Industries	RICK & MORTY SAVE THE PLANET
Colenso BBDO	SPARK NZ	5G Street Museum
DDB	KiwiRail Holdings Limited	Rail Ritual
FCB New Zealand	Foodstuffs NZ	DJ Save A Lot
Special NZ	Contact Energy	Fourth Trimester
Special NZ	Tourism Fiji	A Booster of Happiness

Mobile & User Experience

AGENCY	ADVERTISER	TITLE
Colenso BBDO	IAG	Tally My Post
Colenso BBDO	SPARK NZ	5G Street Museum
DDB	L&P	L&P MASA Manu Maximiser
DDB	Tourism New Zealand	If You Seek - Hobbiton Digital Experience
DDB	Tourism New Zealand	If You Seek - Hooker Valley Digital Experience
TBWA	2degrees	Data Pifiata

Digital & Interactive Campaign

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Fortescue Future Industries	RICK & MORTY SAVE THE PLANET
Colenso BBDO	IAG	THE MISTAKE REPORT
Colenso BBDO	SPARK NZ	5G Street Museum
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE
Daylight	Glorious Digital	The Centenary Collection
DDB	Goodman Fielder	Vogel's vs Vogel's
DDB	L&P	L&P MASA
DDB	Tourism New Zealand	If You Seek - Digital Campaign

Tech Driven Creative

AGENCY	ADVERTISER	TITLE
Colenso BBDO	IAG	Tally My Post

Use of Data in Digital

AGENCY	ADVERTISER	TITLE
Colenso BBDO	IAG	THE MISTAKE REPORT
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE
Yarn	TAB NZ	Live bets for Bledisloe

FILM & VIDEO CONTENT

TV, Cinema, Online 30" or Below (Single)

AGENCY	ADVERTISER	TITLE
DDB	Tourism New Zealand	If You Seek - Lost World
DDB	Tourism New Zealand	If You Seek - Milford Sound
DDB	Tourism New Zealand	If You Seek - Powhiri
DDB	Tourism New Zealand	If You Seek - Tane Mahuta
DDB	Tourism New Zealand	If You Seek - Te Puia
DDB	Tourism New Zealand	If You Seek - Waitomo
Saatchi & Saatchi NZ	Paralympics New Zealand	This is not an Ad

TV or Cinema, Online 30" or Below (Campaign)

AGENCY	ADVERTISER	TITLE
DDB	Tourism New Zealand	If You Seek Campaign

TV or Cinema, Online Above 30" (Single)

AGENCY	ADVERTISER	TITLE
DDB	McDonald's New Zealand	Then. Now. Always.
Dentsu Creative	TVNZ	TVNZ 'It's free but it could cost you' - The Hit
Dentsu Creative	TVNZ	TVNZ 'It's free but it could cost you' - Wooing Jeff
Dentsu Creative	TVNZ	TVNZ+ 'It's free but it could cost you' - Wrong Ride
EightyOne	Powershop	Powershop. It's a power shop.
FCB New Zealand	Waka Kotahi	Toll Booth
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness

Saatchi & Saatchi NZ	Toyota New Zealand Limited	Let's Go Places: Choice Bombs
Saatchi & Saatchi NZ	Toyota New Zealand Limited	Let's Go Places: Princess Bride
Special NZ	Kathmandu	Summer Never Sleeps
TBWA	Southern Cross Health Insurance	Sweet Caroline
The Monkeys Aotearoa	ASB	ASB Manaaki

TV or Cinema, Online Above 30" (Campaign)

AGENCY	ADVERTISER	TITLE
Dentsu Creative	TVNZ	TVNZ+ 'It's free, but it could cost you' - Campaign
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing
Motion Sickness	Fire and Emergency New Zealand	Fire and Emergency NZ: You're Cooked
Motion Sickness	Frank Energy	Frank Energy - Selling it to you Straight
Saatchi & Saatchi NZ	Toyota New Zealand Limited	Let's Go Places

Pre-Rolls - (Single)

AGENCY	ADVERTISER	TITLE
VMLY&R New Zealand	ACC	ACC High action Hijack

Pre-Rolls - (Campaign)

AGENCY	ADVERTISER	TITLE
VMLY&R New Zealand	ACC	ACC High action Hijack

Social Video

AGENCY	ADVERTISER	TITLE
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE
Special NZ	Nod	Yawn
Special NZ	Tourism Fiji	A Booster of Happiness
Yarn	TAB NZ	Digging Up Bledisloe's Past

BRANDED CONTENT

TV & Broadcast - 90 Seconds and Over

AGENCY	ADVERTISER	TITLE
FCB New Zealand	Waka Kotahi	Future News

TV & Broadcast - 90 Seconds and Under

AGENCY	ADVERTISER	TITLE
The Monkeys Aotearoa	Meridian	Meridian Nature

Branded Content Campaign

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Fortescue Future Industries	RICK & MORTY SAVE THE PLANET
Special NZ	Partners Life	Last Performance

Music Content

AGENCY	ADVERTISER	TITLE
Saatchi & Saatchi NZ	Z Energy	Moving with the times
Special NZ	MediaWorks	Traffic School of Rock

MEDIA

Creative Use of Media (Single)

AGENCY	ADVERTISER	TITLE
DDB	McDonald's New Zealand	We Speak Late Night
FCB New Zealand	New Zealand Police	Survive The Drive
FCB New Zealand	Waka Kotahi	Future News
Special NZ	MediaWorks	Traffic School of Rock
Special NZ	Partners Life	Last Performance
VMLY&R New Zealand	ACC	ACC High action Hijack

Creative Use of Media (Integrated)

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Fortescue Future Industries	RICK & MORTY SAVE THE PLANET
DDB	KiwiRail Holdings Limited	Rail Ritual
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness
Motion Sickness	Scapegrace	Whisky Beyond Its Time
PHD	Spark NZ	Skinny: Phone It In
Stanley St	Waitapu Group in partnership with Hato Hone St John	The Hello Project
TBWA	ANZ	Let's talk about F*****

RADIO & AUDIO

Radio 30" or below (Single)

AGENCY	ADVERTISER	TITLE
Colenso BBDO	MARS New Zealand	GIVE UP ON HUMANS - E-SCOOTER
Colenso BBDO	MARS New Zealand	GIVE UP ON HUMANS - FEET
Colenso BBDO	Skinny NZ	PHONE IT IN - DAIRY

Colenso BBDO	Skinny NZ	PHONE IT IN - DIMLY LIT CARPARK
Colenso BBDO	Skinny NZ	PHONE IT IN - STRIP CLUB
Colenso BBDO	Skinny NZ	PHONE IT IN - K' ROAD
Yarn	Hell Pizza	Hardware Store in Disguise
Yarn	Hell Pizza	Sports Store in Disguise
Yarn	Hell Pizza	Supermarket in Disguise

Radio 30" or Below (Campaign)

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Skinny NZ	PHONE IT IN
FCB New Zealand	Waka Kotahi	Equations
Yarn	Hell Pizza	The Impossible Disguise

Radio Above 30" (Single)

AGENCY	ADVERTISER	TITLE
Colenso BBDO	MARS New Zealand	TEENAGERS - BUZZ KILL
Colenso BBDO	MARS New Zealand	TEENAGERS - ROLLERCOASTER
Colenso BBDO	MARS New Zealand	TEENAGERS - STUNT DOUBLE
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing Soundboard

Radio Above 30" (Campaign)

AGENCY	ADVERTISER	TITLE
Motion Sickness	Girls Get Off	The Most Anticlimactic Radio Campaign Ever
Special NZ	Hells Pizza	So Wrong But So Right

Non- Standard Radio & Audio

AGENCY	ADVERTISER	TITLE
FCB New Zealand	New Zealand Police	Survive The Drive
Motion Sickness	Girls Get Off	The Most Anticlimactic Radio Campaign Ever
Special NZ	MediaWorks	Traffic School of Rock

EXECUTIVE JUDGES CHOICE AWARDS

AXIS Google Student Challenge

STUDENTS	ADVERTISER	TITLE
		Drawward
		gARageProject
		The Warehouse Tiny Tailor
		Trademe - Trademe Vi\$ion

Emerging Talent

AGENCY	TITLE
Colenso BBDO	Callum & Charlotte
DDB	Cassandra Lindsay & Katie Tanner
DDB	Pat Brennan & Conal Wilson

Cultural AXIS

AGENCY	ADVERTISER	TITLE
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds
Colenso BBDO	SPARK NZ	BEYOND BINARY CODE
DDB	Tourism New Zealand	If You Seek
EightyOne	New Zealand Rugby	Like A Black Fern
Saatchi & Saatchi NZ	Sport NZ	It's My Move
Saatchi & Saatchi NZ	Z Energy	Moving with the Times
Special NZ	Contact Energy	Fourth Trimester
Special NZ	Education New Zealand Manapou ki te Ao	Te Kākahu Hou
Stanley St	Tātou	Matariki is not for sale
Stanley St	Waitapu Group in partnership with Hato Hone St John	The Hello Project
TBWA	2degrees	Real Mode
The Monkeys Aotearoa	ASB	ASB Manaaki - The partnership that took on a silent pandemic

Innovation AXIS

AGENCY	ADVERTISER	TITLE
Colenso BBDO	IAG	Tally My Post
Colenso BBDO	Skinny NZ	PHONE IT IN
Special NZ	Education New Zealand Manapou ki te Ao	Te Kākahu Hou
Special NZ	MediaWorks	Traffic School of Rock
Special NZ	Partners Life	Last Performance

Big thanks to our wonderful sponsors:

