



# CONGRATULATIONS TO OUR WINNERS

## Grand Axis sponsored by Meta

AGENCY	ADVERTISER	TITLE
Special	Partners Life	Last Performance

## Agency of the Year sponsored by Meta

Colenso BBDO

## Client of the Year sponsored by oOh!media

Spark NZ

## Production Company of the Year sponsored by TVNZ

Sweetshop

## 2023 Grand Prix

AGENCY	ADVERTISER	TITLE	CATEGORY
3&7	Waka Kotahi NZ Transport	Road To Zero - "Booth"	Direction
Special	Kathmandu	Summer Never Sleeps	TV, cinema or online over 30' (single)
FCB New Zealand	Waka Kotahi NZ Transport	Toll Booth	TV, cinema or online over 30' (single)
Special	Partners Life	Last Performance	Branded content – campaign
Special	Partners Life	Last Performance	Creative use of media – single

## AXIS Student Challenge sponsored by Google

STUDENTS	ADVERTISER	TITLE
Amie Franshaw & Max Hansen	AUT	Trademe - Trademe Vi\$ion

## Emerging Talent

AGENCY	TITLE
Colenso BBDO	Callum McDonald & Charlotte Upton

## Cultural Axis sponsored by Stuff

AGENCY	ADVERTISER	TITLE
DDB	Tourism New Zealand	If You Seek

## Innovation Axis

AGENCY	ADVERTISER	TITLE
Special	Partners Life	Last Performance

# CRAFT

## Editing

AGENCY	ADVERTISER	TITLE	METAL
Scoundrel	Kathmandu	Summer Never Sleeps	GOLD
3&7	Waka Kotahi NZ Transport Agency	Road To Zero - "Booth"	SILVER
Heckler	Vodafone New Zealand	The Smart Network	SILVER
Sweetshop	TVNZ	Wrong Ride	SILVER
Sweetshop	Toyota New Zealand	Princess Bride	BRONZE
Sweetshop	TVNZ	Wooing Jeff	BRONZE
The Editors	Michael Hill	Michael Hill	BRONZE

## Cinematography

AGENCY	ADVERTISER	TITLE	METAL
3&7	Waka Kotahi NZ Transport Agency	Road To Zero - "Booth"	GOLD
Sweetshop	Canterbury of New Zealand	The World's Toughest	GOLD
FINCH	Vodafone New Zealand	The Smart Network	SILVER
Scoundrel	Kathmandu	Summer Never Sleeps	SILVER
Sweetshop	TVNZ	Wooing Jeff	SILVER
Sweetshop	TVNZ	Wrong Ride	SILVER
Augusto	Adidas	Run for the Oceans	BRONZE
Flying Fish	Air New Zealand	Air New Zealand - Tiaki & The Guardians Safety Video	BRONZE
Sweetshop	Toyota New Zealand	Princess Bride	BRONZE
Sweetshop	TVNZ	The Hit	BRONZE

## Moving Image

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

## Visual Effects

AGENCY	ADVERTISER	TITLE	METAL
Blockhead VFX	Air New Zealand	Tiaki & The Guardians	BRONZE
Blockhead VFX	Toyota New Zealand	MARS	BRONZE

## Art Direction

AGENCY	ADVERTISER	TITLE	METAL
Scoundrel	Kathmandu	Summer Never Sleeps	GOLD
FINCH	Powershop	It's a Power Shop	SILVER
Motion Sickness	Fire and Emergency New Zealand	Fire and Emergency NZ: You're Cooked - The Cooked Book	SILVER
Assembly	UN Women	UN Women 'Equality: Our Final Frontier'	BRONZE
FINCH	Spark NZ	Beyond Binary	BRONZE
Motion Sickness	Fire and Emergency New Zealand	Museum of Fires Past	BRONZE
Sweetshop	TVNZ	Wrong Ride	BRONZE
TBWA \New Zealand	Southern Cross Pet Insurance	VIS - The Road Safety Collection	BRONZE

## Direction

AGENCY	ADVERTISER	TITLE	METAL
3&7	Waka Kotahi NZ Transport Agency	Road To Zero - "Booth"	GOLD
Scoundrel	Kathmandu	Summer Never Sleeps	GOLD
Sweetshop	TVNZ	Wrong Ride	SILVER
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing	BRONZE
FINCH	Vodafone New Zealand	The Smart Network	BRONZE
Larchmont	Michael Hill	The Jewellers	BRONZE
Sweetshop	TVNZ	Wooring Jeff	BRONZE

## Original Soundtrack - Film & Screen Content

AGENCY	ADVERTISER	TITLE	METAL
Sweetshop	Canterbury of New Zealand	The World's Toughest	SILVER
Liquid Studios	Subway	Subway Cookiemas	BRONZE
Liquid Studios	TVNZ+	TVNZ+ 'Wrong Ride'	BRONZE

## Original Arrangement of Existing Music

AGENCY	ADVERTISER	TITLE	METAL
Scoundrel	Kathmandu	Summer Never Sleeps	GOLD

## Sound Design - Film & Screen Content

AGENCY	ADVERTISER	TITLE	METAL
Liquid Studios	TVNZ+ Wrong Ride	TVNZ + Wrong Ride	SILVER

## Copywriting – Out-of-Home

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Skinny NZ	Phone It In – Strip Club	GOLD
DDB	McDonald's New Zealand	We Speak Late Night	GOLD
Colenso BBDO	Skinny NZ	Phone It In - Lawyer	SILVER
Colenso BBDO	Medibank	Ode To Height	BRONZE
Colenso BBDO	Skinny NZ	Phone It In – Oat Milk	BRONZE

## Copywriting – Radio

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	MARS New Zealand	Teenagers – Buzz Kill	SILVER
Colenso BBDO	MARS New Zealand	Teenagers - Rollercoaster	SILVER
Colenso BBDO	MARS New Zealand	Teenagers – Stunt Double	BRONZE

## Copywriting - Film and Video

AGENCY	ADVERTISER	TITLE	METAL
DDB	Tourism New Zealand	If You Seek - Tane Mahuta	SILVER
FCB New Zealand	Waka Kotahi NZ Transport Agency	Toll Booth	SILVER
DDB	Tourism New Zealand	If You Seek - Hells Gate	BRONZE
Dentsu Creative	TVNZ	TVNZ 'Its free but it could cost you' Wrong Ride Copywriting	BRONZE
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness	BRONZE

## Art Direction & Typography - Magazine & Newspaper

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Codeinabbis	SILVER
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Diazafew-beers	SILVER
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Zopirolsprit	BRONZE
Colenso BBDO	Spark NZ	Te Korowai Tupu	BRONZE

## Art Direction & Typography – Out-of-Home

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

## Image

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Codeinabbis	SILVER
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Diazafew-beers	SILVER
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Zopirolsprit	SILVER
Colenso BBDO	MARS New Zealand	Pedigree Dogphonics	BRONZE
Motion Sickness	Fire and Emergency New Zealand	Museum of Fires Past - Teddy	BRONZE

## DIGITAL CRAFT

### Digital Art Direction & Typography

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Fortescue Future Industries	Rick & Morty Save The Planet	BRONZE
Colenso BBDO	Spark NZ	Te Korowai Tupu	BRONZE
Daylight	Glorious Digital	The Centenary Collection	BRONZE

### Interface and Navigation

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark NZ	BEYOND BINARY CODE	BRONZE

### User Experience

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

## OUT OF HOME sponsored by oOh!media

### Standard Outdoor Advertising

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

### Non-Traditional Outdoor

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	SPARK NZ	5G Street Museum	SILVER
TBWA \New Zealand	2degrees	Data Piñata	BRONZE

## Interactive Outdoor

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Skinny NZ	Phone It In – Strip Club	GOLD
Colenso BBDO	Skinny NZ	Phone It In - Lawyer	SILVER
Colenso BBDO	Spark NZ	5G Street Museum	SILVER
Colenso BBDO	Skinny NZ	Phone It In – Fort Street	BRONZE

## Out-of-Home Campaign

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds	GOLD
Colenso BBDO	Skinny NZ	Phone It In	GOLD
DDB	McDonald's New Zealand	We Speak Late Night	SILVER

# MAGAZINE & NEWSPAPER sponsored by NZME

## Magazine Campaign

AGENCY	ADVERTISER	TITLE	METAL
Daylight	The Spinoff	The Spinoff Covers	BRONZE

## Newspaper

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Codeinabbis	SILVER
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds Diazafew-beers	SILVER
Colenso BBDO	Skinny NZ	Phone It In - Newspaper	BRONZE
DDB	Lion Breweries	Steinlager We Believe	BRONZE
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness 'The Ad That Makes Ads'	BRONZE

## Newspaper Campaign

AGENCY	ADVERTISER	TITLE	METAL
Clemenger BBDO	Waka Kotahi NZ Transport Agency	Mixed Meds	SILVER

# DIRECT MARKETING

## Direct Physical

AGENCY	ADVERTISER	TITLE	METAL
FCB New Zealand	Fire and Emergency New Zealand	Smokey	BRONZE

## Direct Digital

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	IAG	Tally My Post	SILVER
Colenso BBDO	Spark NZ	Beyond Binary Code	BRONZE
TBWA \New Zealand	2degrees	Data Piñata	BRONZE

## Direct Broadcast

AGENCY	ADVERTISER	TITLE	METAL
FCB New Zealand	New Zealand Police	Survive The Drive	BRONZE

## Creative Use of Data in Direct

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	IAG	The Mistake Report	BRONZE

## Direct Campaign

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Skinny NZ	Phone It In	GOLD
Special	Contact Energy	Fourth Trimester	BRONZE

# PR AND BRAND EXPERIENCE & ACTIVATION

## Brand Experience & Activation – Single

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Fire and Emergency New Zealand	You're Cooked - The Test Kitchen Activation	BRONZE
VMLY&R New Zealand	ACC	The Thinker	BRONZE

## Brand Experience & Activation - Integrated Campaign

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Fire and Emergency New Zealand	You're Cooked - The Test Kitchen Activation	GOLD
Colenso BBDO	Skinny NZ	Phone It In	SILVER
Colenso BBDO	Fortescue Future Industries	Rick & Morty Save The Planet	BRONZE
Special	Contact Energy	Fourth Trimester	BRONZE

# DESIGN

## Design 360

AGENCY	ADVERTISER	TITLE	METAL
FCB New Zealand	Foodstuffs NZ	Four Square Brand Design	SILVER
ThoughtFull	Kiwibank	Kiwibank Transformation	SILVER

## Product Design – Tech

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark NZ	Beyond Binary Code	GOLD

## Product Design – Non-Tech

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

## Environmental Design

AGENCY	ADVERTISER	TITLE	METAL
Retail Dimension	Kiwibank	Kiwibank	BRONZE

## Experience Design

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark NZ	Beyond Binary Code	SILVER

## Publication and Magazine Design

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Fire and Emergency New Zealand	You're Cooked - The Cooked Book	SILVER
Colenso BBDO	MARS NZ	Pedigree Dogphonics	BRONZE

# CHARITY

## Charity – Direct

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Crown Agents	United for Ukraine	BRONZE
Remade	fair&good	Find Fair	BRONZE
Special	Wellington City Mission	Silent Night	BRONZE



## Charity – PR

AGENCY	ADVERTISER	TITLE	METAL
Special	Wellington City Mission	Silent Night	SILVER

## Charity - Brand Activation

AGENCY	ADVERTISER	TITLE	METAL
Remade	fair&good	Find Fair	BRONZE
Special	Wellington City Mission	Silent Night	BRONZE

## Charity - Digital or Screen

AGENCY	ADVERTISER	TITLE	METAL
Remade	fair&good	Find Fair	BRONZE

## Charity – Campaign

AGENCY	ADVERTISER	TITLE	METAL
Special	Wellington City Mission	Silent Night	BRONZE

## Charity - Creative Use of Media

AGENCY	ADVERTISER	TITLE	METAL
Remade	fair&good	Find Fair	SILVER

# DIGITAL & INTERACTIVE

## Website

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark NZ	Beyond Binary Code	BRONZE

## Social Media Campaigns

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

## Influencer

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Fortescue Future Industries	Rick & Morty Save The Planet	SILVER
Colenso BBDO	Spark NZ	5G Street Museum	BRONZE
FCB New Zealand	Foodstuffs NZ	DJ Save A Lot	BRONZE
Special	Tourism Fiji	Booster of Happiness	BRONZE

## Mobile & User Experience

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

## Digital & Interactive Campaign

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark NZ	Beyond Binary Code	GOLD
Colenso BBDO	Fortescue Future Industries	Rick & Morty Save The Planet	SILVER
DDB	Tourism New Zealand	If You Seek - Digital Campaign	SILVER
Colenso BBDO	IAG	The Mistake Report	BRONZE
Colenso BBDO	Spark NZ	5G Street Museum	BRONZE
DDB	Goodman Fielder	Vogel's vs Vogel's	BRONZE
DDB	L&P	L&P MASA	BRONZE

## Tech Driven Creative

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	IAG	Tally My Post	SILVER

## Use of Data in Digital

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	IAG	The Mistake Report	SILVER
Colenso BBDO	Spark NZ	Beyond Binary Code	SILVER

## FILM & VIDEO sponsored by TVNZ

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

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

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

AGENCY	ADVERTISER	TITLE	METAL
DDB	Tourism New Zealand	If You Seek Campaign	SILVER

## TV or Cinema, Online - Above 30" (Single)

AGENCY	ADVERTISER	TITLE	METAL
Dentsu Creative	TVNZ	TVNZ+ 'It's free but it could cost you' - Wrong Ride	GOLD
FCB New Zealand	Waka Kotahi NZ Transport	Toll Booth	GOLD
Special	Kathmandu	Summer Never Sleeps	GOLD
Dentsu Creative	TVNZ	TVNZ 'It's free but it could cost you' - Wooing Jeff	SILVER
EightyOne	Powershop	Powershop. It's a power shop.	SILVER
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing	BRONZE
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing	BRONZE
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing	BRONZE
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness	BRONZE
Saatchi & Saatchi NZ	Toyota New Zealand Limited	Let's Go Places: Princess Bride	BRONZE
TBWA \New Zealand	Southern Cross Health Insurance	Sweet Caroline	BRONZE

## TV or Cinema, Online - Above 30" (Campaign)

AGENCY	ADVERTISER	TITLE	METAL
Dentsu Creative	TVNZ	TVNZ+ 'It's free, but it could cost you' - Campaign	GOLD
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing	SILVER
Motion Sickness	Fire and Emergency New Zealand	You're Cooked	BRONZE

# BRANDED CONTENT

## Branded Content Campaign

AGENCY	ADVERTISER	TITLE	METAL
Special	Partners Life	Last Performance	GOLD
Colenso BBDO	Fortescue Future Industries	Rick & Morty Save The Planet	BRONZE

## MEDIA

### Creative Use of Media (Single)

AGENCY	ADVERTISER	TITLE	METAL
Special	Partners Life	Last Performance	GOLD
FCB New Zealand	New Zealand Police	Survive The Drive	BRONZE
VMLY&R New Zealand	ACC	ACC High action Hijack	BRONZE

### Creative Use of Media (Integrated)

AGENCY	ADVERTISER	TITLE	METAL
PHD	Spark NZ	Skinny: Phone It In	GOLD
Colenso BBDO	Fortescue Future Industries	Rick & Morty Save The Planet	BRONZE
DDB	KiwiRail Holdings Limited	Rail Ritual	BRONZE
Motion Sickness	DB Breweries	Kiwi Lager: Return to Greatness	BRONZE
Stanley St	Waitapu Group in partnership with Hato Hone St John	The Hello Project	BRONZE

## RADIO & AUDIO sponsored by The Radio Bureau

### Radio 30" or below (Single)

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Skinny NZ	Phone It In - Dairy	GOLD
Colenso BBDO	Skinny NZ	Phone It In – Strip Club	SILVER
Colenso BBDO	Skinny NZ	Phone It In – Dimly Lit Carpark	SILVER
Colenso BBDO	MARS New Zealand	Give up On Humans - E-Scooter	BRONZE
Colenso BBDO	MARS New Zealand	Give up On Humans - Feet	BRONZE
Colenso BBDO	Skinny NZ	Phone It In - K' Road	BRONZE
Yarn	Hell Pizza	Hardware Store in Disguise	BRONZE
Yarn	Hell Pizza	Sports Store in Disguise	BRONZE

### Radio 30" or Below (Campaign)

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Skinny NZ	Phone It In	GOLD
FCB New Zealand	Waka Kotahi NZ Transport Agency	Equations	SILVER
Yarn	Hell Pizza	The Impossible Disguise	BRONZE

## Radio Above 30" (Single)

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	MARS New Zealand	Teenagers – Buzz Kill	SILVER
Colenso BBDO	MARS New Zealand	TEENAGERS - Rollercoaster	SILVER
FCB New Zealand	Te Hiringa Hauora, Health Promotion Agency	How To Do Nothing Soundboard	BRONZE

## Non-Standard Radio & Audio

AGENCY	ADVERTISER	TITLE	METAL
FCB New Zealand	New Zealand Police	Survive The Drive	SILVER

Big thanks to our wonderful sponsors:



NZME.



Google

∞ Meta

Stuff