

# congrats to our finalists



beacon  
awards

oh!  
unmissable

## social marketing/public service

AGENCY	CLIENT	TITLE
Dentsu Aotearoa	ASB	Project Manaaki
FCB	Health Promotion Agency	Health Promotion Agency - It's Ok To Do Nothing
FCB	New Zealand Police	New Zealand Police - Survive The Drive FM
MBM	Auckland Transport	Getting Aucklanders on board
MBM	EECA (Energy Efficiency & Conservation Authority)	The Climate Special
MBM	Fire and Emergency New Zealand	Extinguishing Fire Danger
MBM	Fire and Emergency New Zealand	You're Cooked
OMD New Zealand	New Zealand Defense Force	New Zealand Defense Force - Codewords
VMLY&R	Te Whatu Ora	Stick it to Hep C

## retail/etail

AGENCY	CLIENT	TITLE
Dentsu Aotearoa	Countdown	Project Winback
Dentsu Aotearoa	Kathmandu	KM3
Hearts & Science	icebreaker	Winning Black Friday through the Loyalty Growth Gateway
MBM	Whittaker's NZ	Google to Grocery
OMD New Zealand	McDonald's New Zealand	McDonald's - MyMacca's Rewards Me
PHD Aotearoa	Foodstuffs NZ	Holiday Hotspots

## fast moving consumer goods (FMCG)

AGENCY	CLIENT	TITLE
Dentsu Aotearoa	Tiger Beer	The Beer Brand That Served Music
Essencemediacom	Fonterra Brands New Zealand	Bringing a Plate to New Zealand
Essencemediacom	Lion	There's no business, like snow business
MBM	Tip Top	A Classic Refresh
OMD New Zealand	Frucor Suntory	Mountain Dew - The Sweaty Boys
OMD New Zealand	Silver Fern Farms	Silver Fern Farms - Cooks on Fire
PHD Aotearoa	Sealord	Finding New Zealand's ultimate 'fakeaway' Fish Burger
Spark Foundry	Arnott's	An Arnott's State of Mood

## consumer durables

AGENCY	CLIENT	TITLE
FCB	Audi New Zealand	Audi New Zealand - Scrap Girl Cars
Together	Jaguar NZ	She Sets the Pace
Together	Volvo NZ	Algorithms for Good

## consumer services

AGENCY	CLIENT	TITLE
Dentsu Aotearoa	ASB	Level Up
Essencemediacom	Universal Pictures International	Booting up for Puss in Boots
Hearts & Science	Bank of New Zealand	Uniting Kiwis to feel safer online
MBM	Southern Cross	VIS
PHD Aotearoa	ANZ	Let's talk about F*****!
PHD Aotearoa	IAG	Hard Hats to Hard Coverage - A Tradie Love Story
PHD Aotearoa	IAG	Mistake Report
PHD Aotearoa	Spark / Skinny	Skinny: Phone It In
Spark Foundry	Westpac	Newscubs
Special Group NZ	Partners Life	The Last Performance

## charity

AGENCY	CLIENT	TITLE
OMD	The Wellington City Mission	The Wellington City Mission - The Silent Night

## best small budget (up to \$100k per annum)

AGENCY	CLIENT	TITLE
Dentsu Aotearoa	TVNZ	Breaking Broadcasting Boundaries
FCB	New Zealand Police	New Zealand Police - Survive The Drive FM
Spark Foundry	Arnott's	An Arnott's State of Mood

## best use of event/experiential

AGENCY	CLIENT	TITLE
FCB	Audi New Zealand	Audi New Zealand - Scrap Girl Cars
MBM	TAB	Consider The Odds
MBM	Whittaker's NZ	Leveraging the Leak
OMD New Zealand	Frucor Suntory	Suntory BOSS Coffee - Tokyo House

## best use of content

AGENCY	CLIENT	TITLE
FCB	New Zealand Police	New Zealand Police - Survive The Drive FM
OMD New Zealand	McDonald's New Zealand	McDonald's - Can I have a Job with That?
Spark Foundry	Westpac	Newscubs
Special Group NZ	Partners Life	The Last Performance
Together	Health NZ, Te Whatu Ora	Real Nurses

## best use of technology

AGENCY	CLIENT	TITLE
OMD New Zealand	Bargain Chemist	Bargain Chemist - Scaling the Long Tail of SEO with a touch of AI
Together	Volvo NZ	Algorithms for Good

### best use of data

AGENCY	CLIENT	TITLE
Dentsu Aotearoa	Countdown	Project Winback
Dentsu Aotearoa	Kathmandu	KM3
FCB	New Zealand Police	New Zealand Police - Survive The Drive FM
Together	Te Ara Ahunga Ora Retirement Commission	Predicting Financial Needs

### best use of search engine marketing

AGENCY	CLIENT	TITLE
OMD New Zealand	Bargain Chemist	Bargain Chemist - Scaling the Long Tail of SEO with a touch of AI
OMD New Zealand	Kiwibank Ltd	Kiwibank - A More Responsible Approach to Lending using Location Intelligence

### creative media idea

AGENCY	CLIENT	TITLE
Essencemediacom	Universal Pictures International	Booting up for Puss in Boots
FCB	New Zealand Police	New Zealand Police - Survive The Drive FM
MBM	Fire and Emergency New Zealand	Extinguishing Fire Danger
MBM	Fire and Emergency New Zealand	You're Cooked
MBM	TAB	Consider The Odds
PHD Aotearoa	ANZ	Let's talk about F*****!
PHD Aotearoa	Spark / Skinny	Skinny: Phone It In
Spark Foundry	Westpac	Newscubs
Special Group NZ	Partners Life	The Last Performance
Together	Health NZ, Te Whatu Ora	Real Nurses

### best use of insight

AGENCY	CLIENT	TITLE
Dentsu Aotearoa	Kathmandu	KM3
Essencemediacom	Fonterra Brands New Zealand	Bringing a Plate to New Zealand
FCB	Audi New Zealand	Audi New Zealand - Scrap Girl Cars
FCB	Health Promotion Agency	Health Promotion Agency - It's Ok To Do Nothing
FCB	New Zealand Police	New Zealand Police - Survive The Drive FM
MBM	Fire and Emergency New Zealand	Extinguishing Fire Danger
MBM	Fire and Emergency New Zealand	You're Cooked
OMD New Zealand	New Zealand Defense Force	New Zealand Defense Force - Codewords
PHD Aotearoa	ANZ	Let's talk about F*****!
PHD Aotearoa	IAG	Mistake Report
PHD Aotearoa	Spark / Skinny	Skinny: Phone It In
Spark Foundry	Arnott's	An Arnott's State of Mood
Spark Foundry	Westpac	Newscubs
Special Group NZ	Partners Life	The Last Performance
Together	Te Ara Ahunga Ora Retirement Commission	Predicting Financial Needs

### best communications strategy

AGENCY	CLIENT	TITLE
FCB	Health Promotion Agency	Health Promotion Agency - It's Ok To Do Nothing
PHD Aotearoa	ANZ	Let's talk about F*****!
PHD Aotearoa	IAG	Mistake Report
PHD Aotearoa	Spark / Skinny	Skinny: Phone It In
Spark Foundry	Arnott's	An Arnott's State of Mood
Spark Foundry	Westpac	Newscubs
Spark Foundry	Westpac	The Rescue Exchange

### most effective

AGENCY	CLIENT	TITLE
Hearts & Science	icebreaker	Winning Black Friday through the Loyalty Growth Gateway
MBM	Auckland Transport	Getting Aucklanders on board
MBM	TAB	Consider The Odds
OMD New Zealand	New Zealand Defense Force	New Zealand Defense Force - Codewords
PHD Aotearoa	Spark / Skinny	Skinny: Phone It In
Spark Foundry	Westpac	Newscubs
VMLY&R	Te Whatu Ora	Stick it to Hep C

### best collaboration

AGENCY	CLIENT	TITLE
Essencemediacom	Universal Pictures International	Booting up for Puss in Boots
Hearts & Science	Bank of New Zealand	Uniting Kiwis to feel safer online
OMD New Zealand	Silver Fern Farms	Silver Fern Farms - Cooks on Fire
PHD Aotearoa	ANZ	Let's talk about F*****!
PHD Aotearoa	Foodstuffs NZ	A Masterful partnership: Cooking up joy with New World
Spark Foundry	Westpac	Newscubs
Spark Foundry	Westpac	The Rescue Exchange
Special Group NZ	Partners Life	The Last Performance
Together	Health NZ, Te Whatu Ora	Real Nurses
TVNZ	TVNZ	The Big Shorty Shout Out

### sustained success

AGENCY	CLIENT	TITLE
OMD New Zealand	Frucor Suntory	Pepsi - From the Side Stage to the Main Stage
PHD Aotearoa	IAG	Too Busy for Insurance
PHD Aotearoa	Spark NZ	Skinny: Get the Skinny

### sales team of the year

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NZME

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Phantom Billstickers

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Stuff

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TVNZ

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Val Morgan NZ

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Warner Bros. Discovery

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### media business of the year

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Go Media

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JCDecaux

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NZME

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Shout Media

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TVNZ

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Warner Bros. Discovery

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### media agency of the year

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MBM

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OMD New Zealand

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PHD New Zealand

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Together

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