

# CONGRATULATIONS TO OUR WINNERS

## CRAFT / FILM CRAFT

### 001. CASTING

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes	Gold
THE SWEETSHOP	Waka Kotahi - New Zealand Transport Agency	Hard Lessons	Silver
THE SWEETSHOP	Auto Trader	Tell New Zealand about your car	Silver
3&7	One NZ	Finding Jade	Bronze
Good Oil Films	Department Of Social Services	Stop It At The Start	Bronze
Good Oil Films	Les Mills	Be Imperfect	Bronze
THE SWEETSHOP	Canterbury of New Zealand	Canterbury of New Zealand   120 Years	Bronze
MOFA	Olivani	Forever Young	Finalist
Scoundrel	Medical Assurance Society	The Overthinker	Finalist
THE SWEETSHOP	Goodman Fielder	I'm Bored Too	Finalist

## 002. PRODUCTION DESIGN

AGENCY	ADVERTISER	TITLE	METAL
Good Oil Films	Department Of Social Services	Stop It At The Start	Silver
Scoundrel	Medical Assurance Society	The Overthinker	Silver
Bastion Shine	Whittaker's	Pantry Piece	Bronze
FINCH Company	Pure Blonde	A Place Purer Than Yours	Finalist
Good Oil Films	Entain	Bet It Out	Finalist
THE SWEETSHOP	Auto Trader	Tell New Zealand about your car	Finalist

## 003. CINEMATOGRAPHY

AGENCY	ADVERTISER	TITLE	METAL
THE SWEETSHOP	Waka Kotahi - New Zealand Transport Agency	Hard Lessons	Gold
3&7	Waka Kotahi / New Zealand Transport Agency	Safer Vehicles	Silver
THE SWEETSHOP	Canterbury of New Zealand	Canterbury of New Zealand   120 Years	Silver
Good Oil Films	Les Mills	Be Imperfect	Bronze
Scoundrel	Medical Assurance Society	The Overthinker	Bronze
Supernormal	World Health Organisation	The Stories Of Our Lives	Bronze
3&7	One NZ	Finding Jade	Finalist
THE SWEETSHOP	Auto Trader	Tell New Zealand about your car	Finalist

## 004. EDITING

AGENCY	ADVERTISER	TITLE	METAL
THE SWEETSHOP	Auto Trader	Tell New Zealand about your car	Gold
FINCH Company	Pepperstone	Don't Be Fine With It - Tennis	Silver
THE SWEETSHOP	Waka Kotahi - New Zealand Transport Agency	Hard Lessons	Bronze
Good Oil Films	Les Mills	Be Imperfect	Bronze
FINCH Company	BNZ	A World Without Coffee	Finalist
Good Oil Films	Department Of Social Services	'Stop It At The Start'	Finalist
THE SWEETSHOP	Goodman Fielder	I'm Bored Too	Finalist
THE SWEETSHOP	Canterbury of New Zealand	Canterbury of New Zealand   120 Years	Finalist

## 005. ANIMATION

AGENCY	ADVERTISER	TITLE	METAL
Assembly	Hospitals United for Sick Kids	Lightyears from home	Gold
FINCH Company	Contact	Flatties	Silver
Blockhead VFX & The Sweetshop & Special Group NZ	Squirrel	Wake Up To The Squirrel Effect	Bronze

## 006. VISUAL EFFECTS

AGENCY	ADVERTISER	TITLE	METAL
MOFA \ Fathom VFX	Myer	Humbug	Bronze

## 007. DIRECTION

AGENCY	ADVERTISER	TITLE	METAL
3&7	Waka Kotahi / New Zealand Transport Agency	Safer Vehicles	Silver
THE SWEETSHOP	Canterbury of New Zealand	Canterbury of New Zealand   120 Years	Silver
THE SWEETSHOP	Waka Kotahi - New Zealand Transport Agency	Hard Lessons	Silver
THE SWEETSHOP	Auto Trader	Tell New Zealand about your car	Silver
3&7	One NZ	Finding Jade	Bronze
FINCH Company	New Zealand Herpes Foundation (NZHF)	Make New Zealand The Best Place In The World To Have Herpes	Bronze
Scoundrel	Medical Assurance Society	The Overthinker	Bronze
Honeymoon Films	CERT NZ	Use That Password	Bronze
FINCH Company	Pepperstone	Don't Be Fine With It - Tennis	Finalist
FINCH Company	Pepperstone	Don't Be Fine With It - Suits	Finalist
Motion Sickness	Les Mills	Be Imperfect	Finalist
THE SWEETSHOP	Goodman Fielder	I'm Bored Too	Finalist

## CRAFT / SOUND

### 008. ORIGINAL COMPOSITION

AGENCY	ADVERTISER	TITLE	METAL
Beatworms	Fonterra	Anchor - Milk Real Good - Lance	Silver
THE SWEETSHOP	Canterbury of New Zealand	Canterbury of New Zealand   120 Years	Silver
Liquid Studios	Whittakers	Pantry Piece	Bronze
Beatworms	Fonterra	Anchor - Milk Real Good - Alban	Finalist

## 010. BEST USE OF ADAPTED MUSIC

AGENCY	ADVERTISER	TITLE	METAL
Franklin Rd Music & Sound	Qantas	Qantas - Just the Two of Us	Finalist
VML and Larry Killip	Kaibosh	Rescued Jingles	Finalist

## 011. SOUND DESIGN

AGENCY	ADVERTISER	TITLE	METAL
Liquid Studios	Waka Kotahi	'Motorcycles'	Silver

## ADVERTISING / ART DIRECTION

### 012. ART DIRECTION - DIGITAL

AGENCY	ADVERTISER	TITLE	METAL
Special	University of Otago - Ōtākou Whakaihu Waka	Down For It	Silver
Clemenger UnLtd	Ministry of Social Development	Love Creep	Bronze

### 013. ART DIRECTION - EXPERIENTIAL

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	Sky	House of the Dragon 'Baattlewear'	Silver
Saatchi & Saatchi	Toyota New Zealand	Hilux Hybrid - 3.5 Tonne Headline	Bronze

## 015. ART DIRECTION - OUT OF HOME

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Karangahape Road Business Association	EAT IT	Gold
Droga5 Aotearoa	No Ugly	The bacteria that grew a campaign - Fizz	Silver
Droga5 Aotearoa	No Ugly	The bacteria that grew a campaign - Galaxy	Bronze
Droga5 Aotearoa	No Ugly	The bacteria that grew a campaign - Sunny Side Up	Bronze
Saatchi & Saatchi	Toyota New Zealand	Hilux Hybrid - 3.5 Tonne Headline	Bronze
Augusto / UFO Rodeo	Sustainable Coastlines	Trash Species of Aotearoa New Zealand	Finalist
TBWA\New Zealand	Fonterra - Anchor	Anchor. Real Milk. Real Good.	Finalist

## ADVERTISING / COPYWRITING

### 016. COPYWRITING - FILM & VIDEO

AGENCY	ADVERTISER	TITLE	METAL
Clemenger UnLtd	Ministry of Social Development	Love Creep #21 Gaslighting	Silver
EightyOne	MAS	The Overthinker	Bronze
FCB Aotearoa	ONE NEW ZEALAND	Finding Jade	Bronze
Special	DB Breweries	Export Ultra Cold Call Back Service	Bronze
Special	National Cyber Security Centre	Scamathon	Bronze
Clemenger UnLtd	Ministry of Social Development	Love Creep #07 Threats of Self-Harm	Finalist

### 017. COPYWRITING - PRINT

AGENCY	ADVERTISER	TITLE	METAL
FCB Aotearoa	NZTA Waka Kotahi	Hard Lessons	Finalist

### 018. COPYWRITING - OUT OF HOME

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Delivereasy	Delivereasy Fish and Chips	Finalist
Colenso BBDO	Delivereasy	Delivereasy Only Cowards Surrender	Finalist

## 019. COPYWRITING - RADIO

AGENCY	ADVERTISER	TITLE	METAL
Droga5 Aotearoa	No Ugly	No Ugly - Perineum Sunning? No thanks	Finalist
Droga5 Aotearoa	No Ugly	No Ugly - Coffee Enema? No thanks	Finalist
Droga5 Aotearoa	No Ugly	No Ugly - Yoni Steaming? No thanks	Finalist
Droga5 Aotearoa	No Ugly	No Ugly Sport - Indoor Soccer	Finalist
Droga5 Aotearoa	No Ugly	No Ugly Sport - Backyard Cricket	Finalist
Droga5 Aotearoa	No Ugly	No Ugly Sport - Charity Fun Run	Finalist

## 020. COPYWRITING - DIGITAL

AGENCY	ADVERTISER	TITLE	METAL
Clemenger UnLtd	Ministry of Social Development	Love Creep	Silver

## 021. COPYWRITING - OTHER

AGENCY	ADVERTISER	TITLE	METAL
Special	DB Breweries	Export Ultra Cold Call Back Service	Silver

## ADVERTISING / DESIGN

### 022. DESIGN - 360

AGENCY	ADVERTISER	TITLE	METAL
4AM	Auto Trader	Auto Trader - Brand Identity	Bronze
Motion Sickness Design Office	Four Words	Four Words	Bronze

### 023. DESIGN - PRODUCT TECH

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Adoptable. By PEDIGREE.	Silver
Motion Sickness	Whānau Ora	Real-Time Reo	Silver
Daylight	Sustainable Seas	Tohorā	Finalist

## 024. DESIGN - PRODUCT NON-TECH

AGENCY	ADVERTISER	TITLE	METAL
Saatchi & Saatchi	Coastal Trail	Trail Raiser	Finalist

## 025. DESIGN - EXPERIENCE

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark New Zealand	Killabyte	Gold
Special	DB Breweries	Export Ultra Cold Call Back Service	Silver
Clemenger UnLtd	Ministry of Social Development	Love Creep	Bronze

## 027. DESIGN - IMAGE

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	Karangahape Road Business Association	EAT IT	Gold
Droga5 Aotearoa	No Ugly	The bacteria that grew a campaign	Silver
Special	National Cyber Security Centre	Scamathon	Silver
Saatchi & Saatchi	Toyota New Zealand	Lexus Amazing Replays	Finalist
Stanley St	Citizens Advice Bureau	Advice Auctions	Finalist
TBWA\New Zealand	Fonterra - Anchor	Anchor. Real Milk. Real Good.	Finalist

## ADVERTISING / DIGITAL CRAFT

### 030. USER INTERFACE DESIGN (UI)

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	Volkswagen NZ	The Greenprint	Finalist

### 032. DESIGN - WEBSITE

AGENCY	ADVERTISER	TITLE	METAL
Assembly	Ministry of Social Development	Love Creep	Bronze
Grafik	Motion Sickness	Design Office	Bronze



## ADVERTISING / TV, CINEMA OR VOD

### 033. LESS THAN 30 SECONDS

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	Goodman Fielder	Puhi Valley 'Naughty' - Caveman	Bronze
TBWA\New Zealand	ANZ Bank New Zealand	ANZ Turn off your phone	Finalist

### 034. 30 SECONDS

AGENCY	ADVERTISER	TITLE	METAL
FCB Aotearoa	NZTA Waka Kotahi	Safer Vehicles	Silver
Colenso BBDO	Bank of New Zealand	Sorry Russell	Bronze
FCB Aotearoa	ONE NEW ZEALAND	Power Bill	Finalist

### 035. OVER 30 SECONDS

AGENCY	ADVERTISER	TITLE	METAL
4AM	Auto Trader	Auto Trader - Tell NZ About Your Car	Silver
EightyOne	MAS (Medical Assurance Society)	The Overthinker	Silver
Saatchi & Saatchi	Pepperstone	Don't Be Fine With It - 80s McEnroe	Silver
Saatchi & Saatchi	Pepperstone	Don't Be Fine With It - Bad Suit	Silver
FCB Aotearoa	ONE NEW ZEALAND	Finding Jade	Bronze
Special	DB Breweries	Export Ultra Cold Call Back Service	Bronze
FCB Aotearoa	ONE NEW ZEALAND	Switcheroo	Finalist
FCB Aotearoa	NZTA Waka Kotahi	Hard Lessons	Finalist
Motion Sickness	Les Mills New Zealand	Be Imperfect	Finalist

## 036. CAMPAIGNS

AGENCY	ADVERTISER	TITLE	METAL
Special	National Cyber Security Centre	Scamathon	Silver
FCB Aotearoa	ONE NEW ZEALAND	Let's Get Connected	Bronze
TBWA\New Zealand	ANZ Bank New Zealand	ANZ Putting NZ on Patrol	Bronze
Special	DB Breweries	Export Ultra Cold Call Back Service	Finalist

## 038. INNOVATION IN TV, CINEMA, OR VOD

AGENCY	ADVERTISER	TITLE	METAL
TBWA\New Zealand	ANZ Bank New Zealand	ANZ Putting NZ on Patrol	Silver

## 039. TV & BROADCAST - LESS THAN 90 SECONDS

AGENCY	ADVERTISER	TITLE	METAL
Saatchi & Saatchi	Toyota New Zealand	Lexus Amazing Replays	Finalist

## ADVERTISING / BRANDED CONTENT

### 041. BRANDED CONTENT CAMPAIGN

AGENCY	ADVERTISER	TITLE	METAL
Saatchi & Saatchi	Toyota New Zealand	Lexus Amazing Replays	Bronze
TBWA\New Zealand	ANZ Bank New Zealand	Putting NZ on Patrol	Bronze

### 042. MUSIC CONTENT

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	McDonald's New Zealand	Make It Click	Finalist

## 043. INNOVATION IN BRANDED CONTENT

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Spark New Zealand	Killabyte	Gold
Saatchi & Saatchi	Toyota New Zealand	Lexus Amazing Replays	Bronze

## ADVERTISING / PRINT

### 044. MAGAZINE

AGENCY	ADVERTISER	TITLE	METAL
FCB Aotearoa	NZTA Waka Kotahi	Hard Lessons (Mathew)	Finalist
FCB Aotearoa	NZTA Waka Kotahi	Hard Lessons (Nigel)	Finalist
Pitchblack	Norsewear	Fly the flag	Finalist

### 045. NEWSPAPER

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Don't Judge, Adopt: Glasses.	Finalist
Colenso BBDO	Mars	Don't Judge, Adopt: High School.	Finalist
Colenso BBDO	Mars	Don't Judge, Adopt: Goths.	Finalist
FCB Aotearoa	Green Cross Health - Life Pharmacy	Thankfully on Uber Eats (Condoms)	Finalist
FCB Aotearoa	Green Cross Health - Life Pharmacy	Thankfully on Uber Eats (Rectal Cream)	Finalist
FCB Aotearoa	Green Cross Health - Life Pharmacy	Thankfully on Uber Eats (Pregnancy Test)	Finalist
FCB Aotearoa	Nestle	Puppy News-pee-per	Finalist
Stanley St	Restaurant Brands - KFC	KFCURRENCY	Finalist

### 046. PRINT - CAMPAIGN

AGENCY	ADVERTISER	TITLE	METAL
FCB Aotearoa	Green Cross Health - Life Pharmacy	Thankfully on Uber Eats	Finalist
FCB Aotearoa	NZTA Waka Kotahi	Hard Lessons	Finalist

## 047. INNOVATION IN PRINT

AGENCY	ADVERTISER	TITLE	METAL
FCB Aotearoa	Nestle	Puppy News-pee-per	Bronze

## ADVERTISING / OUT OF HOME

### 048. OUT OF HOME - STANDARD

AGENCY	ADVERTISER	TITLE	METAL
FCB Aotearoa	Mercury	Password's on the Back	Bronze
Droga5 Aotearoa	No Ugly	The bacteria that grew a campaign - Sunny Side Up	Finalist
Droga5 Aotearoa	No Ugly	The bacteria that grew a campaign - Fizz	Finalist
Motion Sickness	Karangahape Road Business Association	EAT IT	Finalist
Saatchi & Saatchi	DB Breweries	Tui - Yeah Righting The Country	Finalist
Stanley St	Restaurant Brands - KFC	KFCURRENCY	Finalist
TBWA\New Zealand	Fonterra - Anchor	Anchor. Real Milk. Real Good. (Popeye)	Finalist

### 049. OUT OF HOME - SPECIAL BUILD

AGENCY	ADVERTISER	TITLE	METAL
TBWA\New Zealand	ANZ Bank New Zealand	ANZ x AFC Day One	Finalist

## 050. OUT OF HOME - NON-TRADITIONAL

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	McDonald's New Zealand	McDonald's Ad-ons	Silver
Saatchi & Saatchi	Toyota New Zealand	Hilux 3.5 Tonne Headline	Silver
DDB Group Aotearoa	Sky	House of the Dragon 'Baattlewear'	Finalist
Dentsu Creative Aotearoa	Tegel Foods Ltd	Free Range Crowds	Finalist
Dentsu Creative Aotearoa	Woolworths New Zealand	The Bee Supermarket	Finalist
FCB Aotearoa	Foodstuffs NZ	PAK'nRAVE	Finalist
FCB Aotearoa	Foodstuffs NZ - PAK'nSAVE	Wall of Frames	Finalist
Special	Tourism New Zealand	Pou-o-Kai: The restaurant with the most stars	Finalist
TBWA\New Zealand	ANZ Bank New Zealand	ANZ x AFC Day One	Finalist

## 051. OUT OF HOME - INTERACTIVE

AGENCY	ADVERTISER	TITLE	METAL
FCB Aotearoa	Mercury	Big Crowd Energy Meter	Finalist
FCB Aotearoa	Mercury	Password's on the Back	Finalist
Special	DB Breweries	Export Ultra Cold Call Back Service	Finalist

## 052. OUT OF HOME - CAMPAIGN

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	McDonald's New Zealand	McDonald's Ad-ons	Silver
Motion Sickness	Karangahape Road Business Association	EAT IT	Silver
4AM	Auto Trader	Auto Trader - Win a Billboard OOH Campaign	Bronze
Colenso BBDO	Mars	Adoptable. By PEDIGREE.	Bronze
FCB Aotearoa	Green Cross Health - Life Pharmacy	Awkboards	Bronze
Colenso BBDO	Mars	Don't Judge, Adopt.	Finalist
Droga5 Aotearoa	No Ugly	The bacteria that grew a campaign	Finalist
Motion Sickness	Whānau Ora	Real-Time Reo	Finalist
Stanley St	Restaurant Brands - KFC	KFCURRENCY	Finalist

## 053. TRANSIT

AGENCY	ADVERTISER	TITLE	METAL
Saatchi & Saatchi	Toyota New Zealand	Hilux Hybrid - 3.5 Tonne Headline	Silver
DDB Group Aotearoa	Volkswagen NZ	The Greenprint	Finalist
Special	KFC	All aboard the Gravy Train	Finalist

## 054. INNOVATION IN OUT OF HOME

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Adoptable. By PEDIGREE.	Gold
Saatchi & Saatchi	Toyota New Zealand	Hilux Hybrid - 3.5 Tonne Headline	Silver
FCB Aotearoa	Green Cross Health - Life Pharmacy	Awkboards	Finalist
Motion Sickness	Whānau Ora	Real-Time Reo	Finalist

## ADVERTISING / RADIO & AUDIO

### 055. RADIO - 30 SECONDS OR LESS

AGENCY	ADVERTISER	TITLE	METAL
TBWA\New Zealand	ANZ Bank New Zealand	ANZ Fraud Reflections - Black Friday	Bronze
TBWA\New Zealand	ANZ Bank New Zealand	ANZ Fraud Reflections - Cyber Monday	Finalist
TBWA\New Zealand	ANZ Bank New Zealand	ANZ Fraud Reflections - Boxing Day	Finalist

### 056. RADIO - OVER 30 SECONDS

AGENCY	ADVERTISER	TITLE	METAL
Droga5 Aotearoa	No Ugly	Backyard Cricket	Silver
Droga5 Aotearoa, Part of Accenture Song	No Ugly	Indoor Soccer	Bronze
Droga5 Aotearoa	No Ugly	Charity Fun Run	Finalist

## 057. RADIO - CAMPAIGNS

AGENCY	ADVERTISER	TITLE	METAL
FCB Aotearoa	Green Cross Health - Life Pharmacy	Thankfully on Uber Eats	Silver
Droga5 Aotearoa	No Ugly	Say Yes Please to Winning	Bronze
Clemenger UnLtd	Ministry of Social Development	Going Through The Emotions	Finalist
Droga5 Aotearoa	No Ugly	Weird Wellness? No thanks	Finalist
Pitchblack Partners	VTNZ	Pete from Papakura	Finalist
TBWA\New Zealand	ANZ Bank New Zealand	ANZ Fraud Reflections	Finalist

## 058. INNOVATIVE USE OF RADIO & AUDIO

AGENCY	ADVERTISER	TITLE	METAL
Special	DB Breweries	Export Ultra Cold Call Back Service	Gold
Federation	Maritime New Zealand	The World's Longest Safety Briefing	Finalist
Federation	Maritime New Zealand	Trip Report Takeover	Finalist

## 059. LONGFORM AUDIO

AGENCY	ADVERTISER	TITLE	METAL
FCB Aotearoa	Foodstuffs NZ	PAK'nRAVE	Finalist
Federation	Maritime New Zealand	The World's Longest Safety Briefing	Finalist

## ADVERTISING / DIRECT

### 060. DIRECT - PHYSICAL

AGENCY	ADVERTISER	TITLE	METAL
Saatchi & Saatchi	Coastal Trail	Trail Raiser	Bronze
Federation	Maritime New Zealand	Safety Message In A Bottle	Finalist

## 061. DIRECT - DIGITAL

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Adoptable. By PEDIGREE.	Gold
Colenso BBDO	Mars	Meowzer	Gold
Clemenger UnLtd	Ministry of Social Development	Love Creep	Silver
Special	DB Breweries	Export Ultra Cold Call Back Service	Silver
FCB Aotearoa	Mercury	Password's on the Back	Finalist
Stanley St	Citizens Advice Bureau	Advice Auction	Finalist

## 063. DIRECT - CAMPAIGN

AGENCY	ADVERTISER	TITLE	METAL
Special	DB Breweries	Export Ultra Cold Call Back Service	Gold
Clemenger UnLtd	Ministry of Social Development	Love Creep	Silver
DDB Group Aotearoa	Goodman Fielder	Vogel's 'Certified Toasters'	Silver
TBWA\New Zealand	ANZ Bank New Zealand	ANZ Putting NZ on Patrol	Bronze
Stanley St	Citizens Advice Bureau	Advice Auctions	Finalist

## 064. CREATIVE USE OF DATA IN DIRECT

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Meowzer	Gold
Colenso BBDO	Mars	Adoptable. By PEDIGREE.	Silver
Colenso BBDO	Spark New Zealand	Killabyte	Bronze
DDB Group Aotearoa	Goodman Fielder	Vogel's 'Certified Toasters'	Bronze

## 065. INNOVATION IN DIRECT

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Adoptable. By PEDIGREE.	Gold
Special	DB Breweries	Export Ultra Cold Call Back Service	Bronze



## ADVERTISING / RETAIL

### 066. IN-STORE PRINT

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	Goodman Fielder	Vogel's 'Certified Toasters'	Silver
Saatchi & Saatchi	Coastal Trail	Trail Raiser	Finalist

### 069. OUT OF STORE DIGITAL

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	McDonald's New Zealand	InstaGrim	Finalist

### 070. CREATIVE PROMOTIONAL EXPERIENCE

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	Goodman Fielder	Vogel's 'Certified Toasters'	Silver
Special	KFC	KFCURRENCY	Silver
Dentsu Creative Aotearoa	Woolworths New Zealand	The Bee Supermarket	Bronze
Special	KFC	All aboard the Gravy Train	Bronze
FCB Aotearoa	Mercury	Password's on the Back	Finalist
Special	Tourism New Zealand	Pou-o-Kai: The restaurant with the most stars	Finalist

### 071. PURCHASE EXPERIENCE

AGENCY	ADVERTISER	TITLE	METAL
Special	KFC	KFCURRENCY	Silver
DDB Group Aotearoa	New World Supermarkets Limited	Xmas SOS Vending Machine	Bronze
Thinkerbell	Lion Hyoketsu	Japan's #1 RTD seeks NZ #1 hand	Bronze

### 072. INNOVATION IN RETAIL

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	Goodman Fielder	Vogel's 'Certified Toasters'	Gold

## ADVERTISING / DIGITAL ADVERTISING

### 074. DIGITAL & INTERACTIVE CAMPAIGN

AGENCY	ADVERTISER	TITLE	METAL
Special	DB Breweries	Export Ultra Cold Call Back Service	Gold
Clemenger UnLtd	Ministry of Social Development	Love Creep	Silver

### 075. TECH DRIVEN CREATIVE

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Adoptable. By PEDIGREE	Gold
FCB Aotearoa	Green Cross Health - Life Pharmacy	Awkboards	Bronze
Motion Sickness	Whānau Ora	Real-Time Reo	Finalist

### 076. USE OF DATA IN DIGITAL

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Meowzer	Bronze
FCB Aotearoa	Green Cross Health - Life Pharmacy	Awkboards	Bronze
Motion Sickness	Whānau Ora	Real-Time Reo	Finalist

### 077. INNOVATION IN DIGITAL

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Adoptable. By PEDIGREE.	Gold
Colenso BBDO	Spark New Zealand	Killabyte	Finalist
TBWA\New Zealand	2degrees New Zealand	2degrees Aupiki - The World's first TikTok Final.	Finalist

## ADVERTISING / PR/EXPERIENTIAL

### 078. BRAND EXPERIENCE & ACTIVATION - SINGLE

AGENCY	ADVERTISER	TITLE	METAL
Special	KFC	KFCURRENCY	Gold
Special	Tourism New Zealand	Pou-o-Kai: The restaurant with the most stars	Silver
Dentsu Creative Aotearoa	Woolworths New Zealand	The Bee Supermarket	Bronze
TBWA\New Zealand	ANZ Bank New Zealand	ANZ x AFC Day One	Bronze
Bastion Shine	Air New Zealand	The Flight That Almost Skipped Christmas	Finalist
DDB Group Aotearoa	Sky	House of the Dragon 'Baattlewear'	Finalist
FCB Aotearoa	Foodstuffs NZ	PAK'nRAVE	Finalist
Saatchi & Saatchi	Toyota New Zealand	Hilux Hybrid - 3.5 Tonne Headline	Finalist

### 079. BRAND EXPERIENCE & ACTIVATION - INTEGRATED CAMPAIGN

AGENCY	ADVERTISER	TITLE	METAL
Special	DB Breweries	Export Ultra Cold Call Back Service	Gold
Colenso BBDO	Spark New Zealand	Killabyte	Finalist
DDB Group Aotearoa	Goodman Fielder	Vogel's 'Certified Toasters'	Finalist
TBWA\New Zealand	2degrees Mobile	2degrees Aupiki - The World's first TikTok Final.	Finalist

### 080. PR - SINGLE

AGENCY	ADVERTISER	TITLE	METAL
Special	Tourism New Zealand	Pou-o-Kai: The restaurant with the most stars	Bronze
DDB Group Aotearoa	Samsung New Zealand	different.	Finalist

## ADVERTISING / SOCIAL MEDIA

### 084. INFLUENCE

AGENCY	ADVERTISER	TITLE	METAL
Special	DB Breweries	Export Ultra Cold Call Back Service	Gold
FCB Aotearoa	Foodstuffs NZ	PAK'nRAVE	Silver
DDB Group Aotearoa	McDonald's New Zealand	InstaGrim	Finalist
Special	Tourism New Zealand	Pou-o-Kai: The restaurant with the most stars	Finalist

### 085. SOCIAL VIDEO

AGENCY	ADVERTISER	TITLE	METAL
Clemenger UnLtd	Ministry of Social Development	Love Creep #12 Isolation	Silver
Clemenger UnLtd	Ministry of Social Development	Love Creep #07 Threats of Self-Harm	Finalist
Clemenger UnLtd	Ministry of Social Development	Love Creep #9 Judging Appearance	Finalist
Clemenger UnLtd	Ministry of Social Development	Love Creep #21 Gaslighting	Finalist
Clemenger UnLtd	Ministry of Social Development	Love Creep #23 Volatility	Finalist
Saatchi & Saatchi	Toyota New Zealand	RAV4 and the D-RAVS   'Eartime' & 'Gifting'	Finalist
Saatchi & Saatchi	Westpac	Black Friday Hangovers	Finalist
Special	DB Breweries	Export Ultra Cold Call Back Service	Finalist

### 086. UGC/CO-CREATED

AGENCY	ADVERTISER	TITLE	METAL
Clemenger UnLtd	Ministry of Social Development	Love Creep	Gold
Thinkerbell	Lion Hyoketsu	Japan's #1 RTD seeks NZ #1 hand	Finalist

## 087. TACTICAL

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	Samsung New Zealand	Samsung Different Social	Finalist
Saatchi & Saatchi	Toyota New Zealand	Lexus Amazing Replays	Finalist

## 088. INNOVATION IN SOCIAL

AGENCY	ADVERTISER	TITLE	METAL
TBWA\New Zealand	2degrees Mobile	2degrees Aupiki - The World's first TikTok Final	Bronze

## ADVERTISING / MEDIA

### 089. CREATIVE USE OF MEDIA - SINGLE

AGENCY	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	McDonald's New Zealand	McDonald's Ad-ons	Gold
Saatchi & Saatchi	Toyota New Zealand	Hilux Hybrid - 3.5 Tonne Headline	Gold
FCB Aotearoa	Foodstuffs NZ - PAK'nSAVE	Wall of Frames	Bronze
Dentsu Creative Aotearoa	Woolworths New Zealand	The Bee Supermarket	Finalist
Pitchblack	Norsewear	Fly the flag	Finalist
Special	KFC	All aboard the Gravy Train	Finalist
TBWA\New Zealand	ANZ Bank New Zealand	ANZ x AFC Day One	Finalist

### 090. CREATIVE USE OF MEDIA - CAMPAIGN

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Adoptable. By PEDIGREE.	Gold
DDB Group Aotearoa	Goodman Fielder	Vogel's 'Certified Toasters'	Silver
Special	DB Breweries	Export Ultra Cold Call Back Service	Bronze
PHD Media	PAK'nSAVE	The media placement that made a low- priced supermarket the talk of RnV	Finalist

## ADVERTISING / CHARITY

### 091. CHARITY - MAGAZINE & NEWSPAPER OR OUT OF HOME

AGENCY	ADVERTISER	TITLE	METAL
Augusto / UFO Rodeo	Sustainable Coastlines	Trash Species of Aotearoa New Zealand	Bronze
Daylight	Fair Food	Packed with Purpose	Finalist
Special	Wellington City Mission	Wellington's Greatest Deed	Finalist
Dentsu Aotearoa	Movember New Zealand + Life Fitness	MindSets	Finalist
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes	Finalist

### 092. CHARITY - DIRECT

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes	Silver
Dentsu Aotearoa	Movember New Zealand + Life Fitness	MindSets	Finalist
Special	Wellington City Mission	Wellington's Greatest Deed	Finalist
Special	Sexual Wellbeing Aotearoa	Emotional Support Bits	Finalist
Droga5 Aotearoa	WWF	The Finger	Finalist

### 093. CHARITY - PR

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes	Gold
Special	Wellington City Mission	Wellington's Greatest Deed	Silver
Droga5 Aotearoa	WWF	The Finger	Bronze
Pead / UFO Rodeo	Raukauri Music Therapy Trust	Haka World Record	Finalist

### 094. CHARITY - BRAND ACTIVATION

AGENCY	ADVERTISER	TITLE	METAL
EightyOne	National Collective Of Independent Women's Refuges	Safe Night Beds	Silver
Droga5 Aotearoa	WWF	The Finger	Bronze
Special	Sexual Wellbeing Aotearoa	Emotional Support Bits	Bronze

## 095. CHARITY - DIGITAL OR SCREEN

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes (Digital)	Gold
Droga5 Aotearoa	KidsCan	Helping everyone starts with helping someone	Bronze
Ogilvy New Zealand	Breast Cancer Foundation New Zealand	Normal for Me	Bronze
WANTED - BLU STEVEN	Neuro Research Charitable Trust (Cure Parkinson's NZ)	One in 37	Finalist
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes (Screen)	Finalist

## 096. CHARITY - SOCIAL MEDIA

AGENCY	ADVERTISER	TITLE	METAL
Special	Sexual Wellbeing Aotearoa	Emotional Support Bits	Silver

## 097. CHARITY - RADIO

AGENCY	ADVERTISER	TITLE	METAL
VML	Kaibosh	Rescued Jingles	Bronze
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes	Finalist

## 098. CHARITY - CAMPAIGN

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes	Silver
Droga5 Aotearoa	WWF	The Finger	Bronze
Ogilvy New Zealand	Breast Cancer Foundation New Zealand	Normal for Me	Bronze
EightyOne	National Collective Of Independent Women's Refuges	Safe Night Beds	Bronze
Dentsu Aotearoa	Movember New Zealand + Life Fitness	MindSets	Bronze
Special	Sexual Wellbeing Aotearoa	Emotional Support Bits	Finalist

## 099. CHARITY - CREATIVE USE OF MEDIA

AGENCY	ADVERTISER	TITLE	METAL
Droga5 Aotearoa	KidsCan x Photolife	The Class of New Zealand	Silver
Special	Wellington City Mission	Wellington's Greatest Deed	Silver
Dentsu Aotearoa	Movember New Zealand + Life Fitness	MindSets	Bronze
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes	Finalist

## 100. CHARITY - INNOVATION IN CHARITY

AGENCY	ADVERTISER	TITLE	METAL
Motion Sickness	The New Zealand Herpes Foundation	Make New Zealand the Best Place in the World to Have Herpes	Bronze

## ADVERTISING / FOR GOOD

### 101. FOR GOOD - POSITIVE CHANGE COMMERCIAL

AGENCY	ADVERTISER	TITLE	METAL
Colenso BBDO	Mars	Adoptable. By PEDIGREE.	Gold
TBWA\New Zealand	2degrees Mobile	2degrees Aupiki - The World's first TikTok Final.	Bronze
Dentsu Creative Aotearoa	Woolworths New Zealand	The Bee Supermarket	Finalist
Saatchi & Saatchi	Paralympics New Zealand	We'll Give You Something To Talk About	Finalist
Motion Sickness	Whānau Ora	Real-Time Reo	Finalist



## ADVERTISING / INTEGRATED

### 102. INTEGRATED

AGENCY	ADVERTISER	TITLE	METAL
Special	DB Breweries	Export Ultra Cold Call Back Service	Gold
Clemenger UnLtd	Ministry of Social Development	Love Creep	Bronze
Saatchi & Saatchi	Westpac	Black Friday Hangovers	Bronze
Saatchi & Saatchi	Chorus	The Not Fine Print	Bronze
Special	National Cyber Security Centre	Scamathon	Bronze
Saatchi & Saatchi	Toyota New Zealand	RAV4 and the D-RAVS	Finalist
Motion Sickness	Les Mills New Zealand	Be Imperfect	Finalist

## SPECIAL AWARDS

### 103. CRAFT EMERGING TALENT

AGENCY	WINNER
Good Oil Films	Connor Pritchard

### 104. ADVERTISING EMERGING TALENT

AGENCY	WINNER
DDB Group Aotearoa	Robert & Herman

### 105. AXIS STUDENT CHALLENGE

TITLE	WINNER
KinSultants	Willow Whitman & Zach Riddell

### 106. AGENCY OF THE YEAR

AGENCY
Colenso BBDO

### 107. OUTSTANDING CONTRIBUTION TO THE INDUSTRY

WINNER
Paul Prince

## 108. GRAND PRIX

AWARDED IN 054. INNOVATION IN OUT OF HOME

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Mars	Adoptable. By PEDIGREE.

AWARDED IN 075. TECH DRIVEN CREATIVE

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Mars	Adoptable. By PEDIGREE.

AWARDED IN 079. BRAND EXPERIENCE & ACTIVATION - INTEGRATED CAMPAIGN

AGENCY	ADVERTISER	TITLE
Special	DB Breweries	Export Ultra Cold Call Back Service

## 109. PRODUCTION COMPANY OF THE YEAR

COMPANY

THE SWEETSHOP

## 110. CLIENT OF THE YEAR

COMPANY

Mars

## 111. CRAFT GRAND AXIS

AGENCY	ADVERTISER	TITLE
Assembly	Hospitals United for Sick Kids	Lightyears from home

## 112. GRAND AXIS

AGENCY	ADVERTISER	TITLE
Colenso BBDO	Mars	Adoptable. By PEDIGREE.