



Congratulations to our winners

GRAND EFFIE®

Sponsored by  tvnz

ENTRANT	ADVERTISER	TITLE
TBWA\ New Zealand	ANZ Bank New Zealand	ANZ: From Dreaming Big to Knowing HOW

MOST EFFECTIVE AGENCY OF THE YEAR

Sponsored by  Meta

TBWA\ New Zealand

HARDEST CHALLENGE

Sponsored by  oh!
unmissable

ENTRANT	ADVERTISER	TITLE
Colenso BBDO	Delivereasy	Delivereasy Leave A Better Taste In Your Mouth



LIST A | INDUSTRY CATEGORIES

Food Services/Restaurants

ENTRANT	ADVERTISER	TITLE	METAL
Colenso BBDO	Delivereasy	Delivereasy Leave A Better Taste In Your Mouth	Bronze
Pitchblack Partners and Hearts & Science	Popeyes New Zealand	The most successful Popeyes launch IN THE WORLD	Bronze
DDB Group Aotearoa	McDonald's New Zealand	Kiwiburger	Finalist
Special	Restaurant Brands	All Aboard The Gravy Train!	Finalist

Retail/Etail

ENTRANT	ADVERTISER	TITLE	METAL
FCB Aotearoa	Foodstuffs NZ – PAK'nSAVE	Teaching an old stick new tricks	Bronze
FCB Aotearoa	Foodstuffs NZ – Four Square	How New Zealand's favourite convenience store overcame an inconvenient truth	Finalist

Business to Business

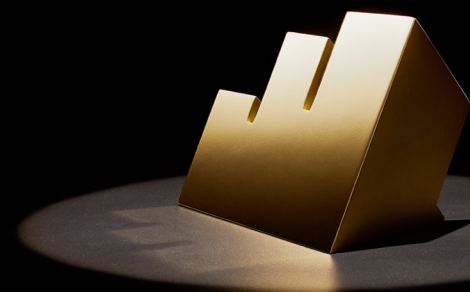
ENTRANT	ADVERTISER	TITLE	METAL
Bastion Shine	Spark New Zealand	Accelerating Aotearoa: changing Spark's B2B story from telco to tech partner	Silver
Quantum Jump	Firth	Worst Kept Secret	Bronze

Food, Confectionary and Snacks | Sponsored by cartology

ENTRANT	ADVERTISER	TITLE	METAL
DDB Group Aotearoa	Goodman Fielder	KALÓ Craving Real?	Finalist
Toast Switzerland	Tip Top Ice Cream Company	Kapiti Ice Cream	Finalist

Beverages | Sponsored by cartology

ENTRANT	ADVERTISER	TITLE	METAL
Thinkerbell Aotearoa	Lion	Hyoketsu Launch Campaign	Silver
Motion Sickness	Apollo Foods – Boring Oat Milk	Quit the Tit	Finalist
Special	DB Breweries	White Claw	Finalist



Consumer Durables | Sponsored by

ENTRANT	ADVERTISER	TITLE	METAL
Crave	The PoolHouse	#ThisIsPoolLife	Gold
DDB Group Aotearoa	Volkswagen New Zealand	Electric Trade-In	Bronze
DDB Group Aotearoa	Samsung New Zealand	Flip Your Perspective	Finalist

Financial Services | Sponsored by

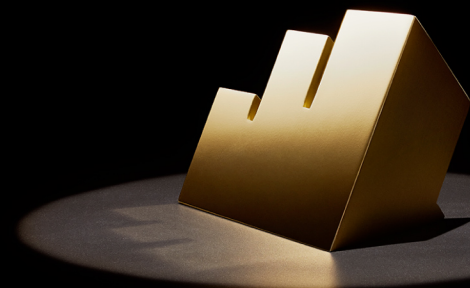
ENTRANT	ADVERTISER	TITLE	METAL
TBWA\ New Zealand	ANZ Bank New Zealand	From anxiety to empathy: How ANZ changed the game in home loans, leading to its most profitable campaign in history.	Silver
The Monkeys	ASB	Helping the nation stay one step ahead of scams	Silver
Special	Partners Life	Get Life Right	Bronze
Colenso BBDO	Bank of New Zealand (BNZ)	BNZ: The next best thing to the Bank of Mum and Dad	Finalist
Colenso BBDO and Hearts & Science	Bank of New Zealand (BNZ)	Everyone's got an opinion, BNZ have got the expertise	Finalist
Track+Tribal	ANZ Bank New Zealand	How a piece of Blu-Tack transformed ANZ's performance marketing.	Finalist

Telcos and Utilities | Sponsored by

ENTRANT	ADVERTISER	TITLE	METAL
Motion Sickness	Frank Energy	Same Energy, Probably Cheaper: Brave enough to be Frank about NZ's power	Gold
Colenso BBDO	Spark New Zealand	Give a gift that unleashes theirs at Spark	Silver
TBWA\ New Zealand	2degrees	2degrees: Teaching Kids the Good and Bad Things About First Phones	Bronze
Special	Contact	Good Plans: Energy Plans that don't just do good, they do great	Finalist

Other Consumer Services | Sponsored by

ENTRANT	ADVERTISER	TITLE	METAL
FCB Aotearoa	NZ Post	How we made the slower, harder and more expensive delivery choice, the preferred option for Kiwis sending gifts overseas.	Bronze
EightyOne	Museum of New Zealand Te Papa Tongarewa	Ngā Taniwha o Rūpapa Dinosaurs of Patagonia	Finalist



International Marketing

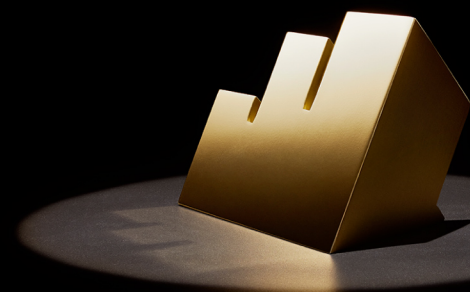
ENTRANT	ADVERTISER	TITLE	METAL
EightyOne	WellingtonNZ	Escape to Wellington	Bronze
Special	Every Kiwi Vote Counts	This New Zealand Election, Australia Decides	Finalist

Social Marketing/Public Service

ENTRANT	ADVERTISER	TITLE	METAL
Clemenger UnLTD + OMD New Zealand	Ministry of Social Development	Love Better "Own the Feels"	Silver
Bastion Shine	New Zealand Police	In Your Element: Finding New Police in Unexpected Places	Bronze
VML and Bright Sunday	Health New Zealand/Te Whatu Ora and Te Aka Whai Ora	Breakfree to Smokefree	Bronze
MBM	EECA (Energy Efficiency & Conservation Authority)	Ways To Save This Winter	Finalist
Motion Sickness	Fire and Emergency New Zealand	Warning Labels: alerting Aotearoa to an emerging fire risk	Finalist
Special	CERT NZ	EXPOSED: Through the lens of a hacker	Finalist

Charity/Not for Profit

ENTRANT	ADVERTISER	TITLE	METAL
EightyOne	National Collective of Independent Women's Refuges	The 17,680 Nights of July	Silver



LIST B | Specialist Categories

New Product or Service

ENTRANT	ADVERTISER	TITLE	METAL
Lion	Thinkerbell Aotearoa	Hyoketsu Launch Campaign	Silver
Pitchblack Partners and Hearts & Science	Popeyes New Zealand	The most successful Popeyes launch IN THE WORLD	Bronze
Colenso BBDO	Bank of New Zealand (BNZ)	BNZ: The next best thing to the Bank of Mum and Dad	Finalist
DDB Group Aotearoa	Samsung New Zealand	Flip Your Perspective	Finalist
Special	Contact	Good Plans: Energy Plans that don't just do good, they do great.	Finalist

Limited Budget: Less than \$250,000 | Sponsored by

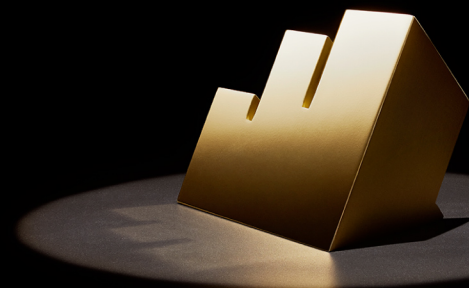
ENTRANT	ADVERTISER	TITLE	METAL
Pitchblack Partners and Hearts & Science	Popeyes New Zealand	Breaking the Popeyes global launch record on a shoestring budget	Gold
Motion Sickness	Fire and Emergency New Zealand	Warning Labels: Shifting risk perception on a budget	Bronze
Māia	Tāmaki Regeneration	Step Into Your Place	Finalist
Motion Sickness	Apollo Foods – Boring Oat Milk	Quit the Tit	Finalist
Special	CERT NZ	EXPOSED: Through the lens of a hacker	Finalist

Customer Experience | Sponsored by Google

ENTRANT	ADVERTISER	TITLE	METAL
TBWA\ New Zealand	2degrees	2degrees: Teaching Kids the Good and Bad Tings About First Phones	Silver
Special	Contact	The Fourth Trimester – How Contact proved brand purpose supporting the newest New Zealanders	Finalist

Content or Social First Campaigns

ENTRANT	ADVERTISER	TITLE	METAL
Clemenger UnLTD + OMD New Zealand	Ministry of Social Development	Love Better "Own The Feels"	Bronze
TBWA\ New Zealand	2degrees	2degrees Aupiki	Bronze
Special	CERT NZ	EXPOSED: Through the lens of a hacker	Finalist
Track+Tribal	ANZ Bank New Zealand	How a piece of Blue-Tak revolutionised digital sales for ANZ	Finalist



Most Original Thinking | Sponsored by ↔ Nielsen

ENTRANT	ADVERTISER	TITLE	METAL
Special	Partners Life	How We Helped NZ Get Life Right by Breaking the Rules	Silver
TBWA\ New Zealand	2degrees	2degrees: Teaching Kids the Good and Bad Things About First Phones	Silver
The Monkeys	ASB	Helping New Zealand Stay One Step Ahead of Scammers	Finalist

Clever Use of Research/Data

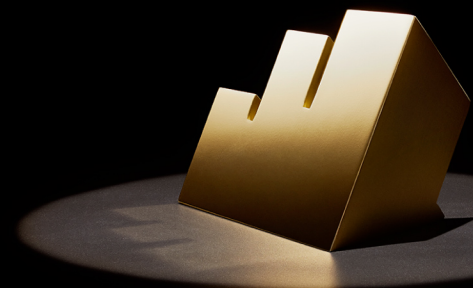
ENTRANT	ADVERTISER	TITLE	METAL
Creative@AT	Auckland Transport	Buses are Back	Finalist
FCB Aotearoa	NZ Post	How we made the slower, harder and more expensive delivery choice, the preferred option for Kiwis sending gifts overseas.	Finalist
The Monkeys	ASB	Helping New Zealand Stay One Step Ahead of Scammers	Finalist

Most Effective PR/Experiential Campaign

ENTRANT	ADVERTISER	TITLE	METAL
Special	CERT NZ	EXPOSED: Through the lens of a hacker	Silver
Bastion Shine	Spark New Zealand	Positioning Spark as a leader in accelerating Aotearoa businesses one technology generation forward	Finalist
Special	Restaurant Brands	All Aboard The Gravy Train!	Finalist
Special	Trade Me	January Job Hunt	Finalist

Brand Revitalisation/Transformation | Sponsored by Tracksuit

ENTRANT	ADVERTISER	TITLE	METAL
Colenso BBDO	Delivereasy	Delivereasy Leave A Better Taste In Your Mouth	Silver
FCB Aotearoa	Foodstuffs NZ – Four Square	How New Zealand's favourite convenience store overcame an inconvenient truth	Silver
Crave	The PoolHouse	#ThisIsPoolLife	Bronze
DDB Group Aotearoa	Goodman Fielder	KALÓ Craving Real?	Finalist
Federation	The Co-Operative Bank	Reclaiming the Co-operative Bank difference	Finalist
Pitchblack Partners	Burger King	How ridiculousness transformed Burger King	Finalist
Stanley Street	Fisher Funds	Ambition is... a brand transformation	Finalist



Short-term Success

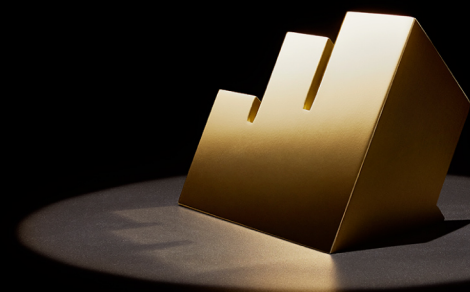
ENTRANT	ADVERTISER	TITLE	METAL
EightyOne	National Collective of Independent Women's Refuges	The 17,680 Nights of July	Silver
Motion Sickness	Fire and Emergency New Zealand	Warning Labels: Rapidly growing awareness of an emerging danger	Bronze
Colenso BBDO	Spark New Zealand	Give a gift that unleashes theirs at Spark	Finalist
Crave	The PoolHouse	#ThisIsPoolLife	Finalist
DDB Group Aotearoa	McDonald's New Zealand	Kiwiburger	Finalist
DDB Group Aotearoa	Volkswagen New Zealand	Electric Trade-In	Finalist
FCB Aotearoa	NZ Post	How we made the slower, harder and more expensive delivery choice, the preferred option for Kiwis sending gifts overseas.	Finalist
Pitchblack Partners and Hearts & Science	Popeyes New Zealand	A WORLD RECORD breaking opening day at Popeyes Takanini	Finalist
Special	Trade Me	January Job Hunt	Finalist

Insights & Strategic Thinking

ENTRANT	ADVERTISER	TITLE	METAL
TBWA\ New Zealand	ANZ Bank New Zealand	Rethinking the rate race: How a breakthrough strategy changed the game in home loans	Silver
Colenso BBDO	Delivereasy	Delivereasy Leave A Better Taste In Your Mouth	Bronze
VML and Bright Sunday	Health New Zealand/Te Whatu Ora and Te Aka Whai Ora	Breakfree to Smokefree	Bronze
Bastion Shine	Spark New Zealand	Accelerating Aotearoa: changing Spark's B2B story from telco to tech partner	Finalist
Colenso BBDO	Spark New Zealand	Give a gift that unleashes theirs at Spark	Finalist
DDB Group Aotearoa	Samsung New Zealand	Flip Your Perspective	Finalist
FCB Aotearoa	Foodstuffs NZ – Four Square	How New Zealand's favourite convenience store overcame an inconvenient truth	Finalist
FCB Aotearoa	Foodstuffs NZ – PAK'nSAVE	Teaching an old stick new tricks	Finalist
Special	Partners Life	How Hindsight Helped NZ Get Life Right	Finalist

Diversity, Equity & Inclusion – Community Engagement | Sponsored by Stuff

ENTRANT	ADVERTISER	TITLE	METAL
Māia	Tāmaki Regeneration	Step Into Your Place	Silver
VML and Bright Sunday	Health New Zealand/Te Whatu Ora and Te Aka Whai Ora	Breakfree to Smokefree	Bronze



Positive Change | Sponsored by Stuff

ENTRANT	ADVERTISER	TITLE	METAL
TBWA\ New Zealand	2degrees	2degrees: Teaching Kids the Good and Bad Tings About First Phones	Gold
TBWA\ New Zealand	2degrees	2degrees Aupiki	Silver
The Monkeys	ASB	Helping New Zealand Stay One Step Ahead of Scammers	Bronze
VML and Bright Sunday	Health New Zealand/Te Whatu Ora and Te Aka Whai Ora	Breakfree to Smokefree	Bronze
Special	Contact	The Fourth Trimester – How Contact proved brand purpose supporting the newest New Zealanders	Finalist

Sustained Success | Sponsored by NZME NEW ZEALAND MEDIA ENTERTAINMENT

ENTRANT	ADVERTISER	TITLE	METAL
Lassoo Media Ltd	Turners Auto Retail	Tina from Turners Turns 3	Gold
TBWA\ New Zealand	ANZ Bank New Zealand	ANZ: From Dreaming Big to Knowing HOW	Gold
DDB Group Aotearoa	Goodman Fielder	Vogel's Nothing Compares	Silver
EightyOne	Powershop	Powering Long Term Growth For Powershop	Bronze
FCB Aotearoa	Foodstuffs NZ – PAK'nSAVE	Helping New Zealand's low-price champion reach new heights	Finalist
Pitchblack Partners	Burger King	How ridiculousness resurrected Burger King	Finalist
Special	Partners Life	Waking NZ up to the importance of personal risk insurance	Finalist

