



2023  
PRESSIE AWARDS



# CONGRATULATIONS TO OUR FINALISTS

## BEST USE OF MEDIA RELATIONS

AGENCY	ADVERTISER	ENTRY TITLE
Adhesive PR	National Capital	Helping KIWIS build their SAVER
Mango	Destination Hauraki Coromandel	Lucky Loop
Special PR	Better Packaging Company	Plastic piles of sh!t
Special PR	Tourism NZ	The Beautiful Game
Special PR	Wellington City Mission	The Silent Night

## BEST MEDIA PARTNERSHIP

AGENCY	ADVERTISER	ENTRY TITLE
Fuse / OMD	Kiwibank	Kiwibank Business for Better...Is Better
Fuse / OMD	Silver Fern Farms	Cooks on Fire
Hearts & Science	Bank of New Zealand	Uniting Kiwi to feel safer online
Special PR	Jaguar Land Rover	Jaguar Design Drives

## BEST CORPORATE PR

AGENCY	ADVERTISER	ENTRY TITLE
Silvereye	New Zealand Game Developers Association	Government Boost for Game Development sector in New Zealand
Special PR	Kiwibank	The most inclusive workplace wardrobe
The Monkeys	ASB	"Bagels" - Created by Benee. Backed by Science.

## BEST USE OF SOCIAL MEDIA

AGENCY	ADVERTISER	ENTRY TITLE
dentsu	Restaurant Brands NZ	Pizza Hut's TikTok Content Creator
Fuse / OMD	New Zealand Defence Force	Codewords
Special PR	OddCompany	'Pop cans, not hips' – Introducing The Granny Pack
The Attention Seeker	One New Zealand	Mean Tweets
The Yarn Agency	Hell Pizza	AfterLife Pay



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### BEST SOCIAL CONTENT CREATOR OR INFLUENCER MARKETING CAMPAIGN

AGENCY	ADVERTISER	ENTRY TITLE
Eleven PR	ANZ	Who has your card hooked up with?
Special PR	Odd Company	'Pop cans, not hips' – Introducing The Granny Pack
Special PR	Trade Me	Break-Up Starter Packs

### BEST CREATIVE PR CAMPAIGN

AGENCY	ADVERTISER	ENTRY TITLE
Mango	Destination Hauraki Coromandel	Lucky Loop
Special PR	Better Packaging Company	Plastic piles of sh!t
Special PR	Tourism New Zealand	The Beautiful Game
Special PR	Wellington City Mission	The Silent Night
Undertow Media	Pic's Peanut Butter	A Smunchy Story
The Yarn Agency	Hell Pizza	AfterLife Pay

### BEST EXPERIENTIAL OR EVENT CAMPAIGN

AGENCY	ADVERTISER	ENTRY TITLE
Acumen	Stake	Stake Dinner Club: Serving up a feast of investing insights
Mango	McDonald's	Macca's at Fieldays - the most successful sequel ever
PHD	Spark NZ and Samsung NZ	Peak Sounds – getting Spark and Samsung customers closer to the music
Special PR	Better Packaging Company	Plastic piles of sh!t
Special PR	Tourism New Zealand	The Beautiful Game
Special PR	Trade Me	Everyday Runway

### BEST INTEGRATED CAMPAIGN

AGENCY	ADVERTISER	ENTRY TITLE
Eleven PR	ANZ	Screen Savers
Mango	McDonald's	McCensus: Understanding crew to attract new
Mango	Team Heroine	Correct the Internet
Special PR	Trade Me	Everyday Runway
The Yarn Agency	Hell Pizza	AfterLife Pay



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### BEST STRATEGIC THINKING

AGENCY	ADVERTISER	ENTRY TITLE
Bastion Shine	Air New Zealand	The Power of Many – helping New Zealand understand the real meaning behind Kapa Haka
Fuse / OMD	New Zealand Defence Force	Codewords
Mango	McDonald's	McCensus: Understanding the crew to attract new
Special PR	Wellington City Mission	The Silent Night
The Monkeys	ASB	"Bagels" - Created by Benee. Backed by Science.

### DIVERSITY, EQUITY + INCLUSION

AGENCY	ADVERTISER	ENTRY TITLE
Bastion Shine	Air New Zealand	The Power of Many – helping New Zealand understand the real meaning behind Kapa Haka
Māia	Janda	M9 Ki Te Ao Katoa
Mango	Booking.com	Ride with Pride
Mango	Team Heroine	Correct the Internet
Special PR	Kiwibank	The most inclusive workplace wardrobe
Undertow Media	PERSOLKELLY	A job that counts

### NON-PROFIT

AGENCY	ADVERTISER	ENTRY TITLE
Pead	Cystic Fibrosis New Zealand	How humanising Cystic Fibrosis secured critical Pharmac funding
Special PR	Wellington City Mission	The Silent Night

### YOUNG PRACTITIONER OF THE YEAR

AGENCY	NOMINEE
Acumen	Reilly Hodson
Eleven PR	Charlotte Goldstraw
Thompson Spencer	Chandni Patel

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