



2024 PRESSIE AWARDS

CONGRATULATIONS TO OUR FINALISTS

BEST USE OF MEDIA RELATIONS

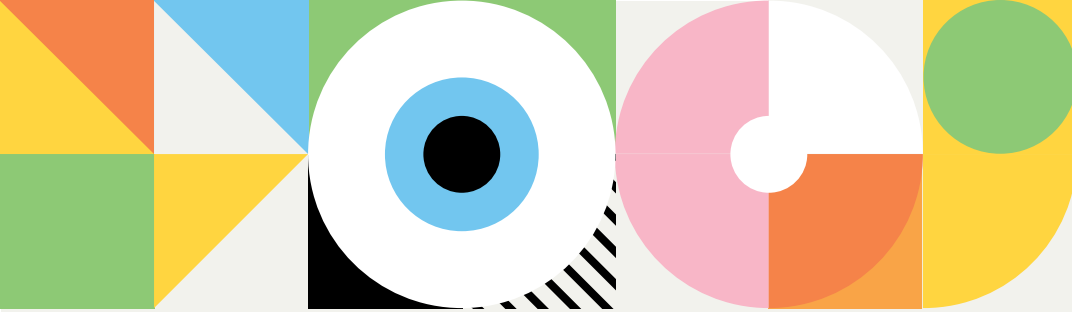
Agency	Client	Entry Title
Bastion Shine	Spark	Spark Accelerate Aotearoa
Special PR	KFC	All Aboard The KFC Gravy Train
Special PR	Trade Me	Job Hunt January

BEST EXPERIENTIAL OR EVENT CAMPAIGN

Agency	Client	Entry Title
Acumen	Samsung New Zealand	Samsung - A taste of 5G
Dentsu Aotearoa	FreshChoice	The Aid Aisle
Mango	McDonald's	Big Mac Pitch In
Pitchblack Partners	TAB	Ink the faith
Special PR	KFC	All Aboard The KFC Gravy Train
Special PR	Tourism New Zealand	Pou-o-Kai: The restaurant with the most stars
TBWA\ELEVEN	2degrees	Straight up rugby: How 2degrees saved Super Aupiki Rugby

BEST CREATIVE PR CAMPAIGN

Agency	Client	Entry Title
Pead Ltd	One New Zealand, New Zealand Warriors, Dynasty Sport	A Warriors' Sacrifice
Quantum Jump Ltd.	Wellington Phoenix	Campaign For Greater Wellington
Special PR	KFC	All Aboard The KFC Gravy Train
Special PR	Tourism New Zealand	Pou-o-Kai: The restaurant with the most stars



BEST INTEGRATED CAMPAIGN

Agency	Client	Entry Title
Dentsu Aotearoa	Woolworths	Where do you Draw the Line?
Fuse	2degrees	2degrees Good Tings
Hearts & Science	Popeyes	A WORLD RECORD breaking opening day for Popeyes Takanini
Special PR	Trade Me	Job Hunt January
TBWA\ELEVEN	2degrees	Straight up rugby: How 2degrees saved Super Aupiki Rugby

DIVERSITY, EQUITY & INCLUSION

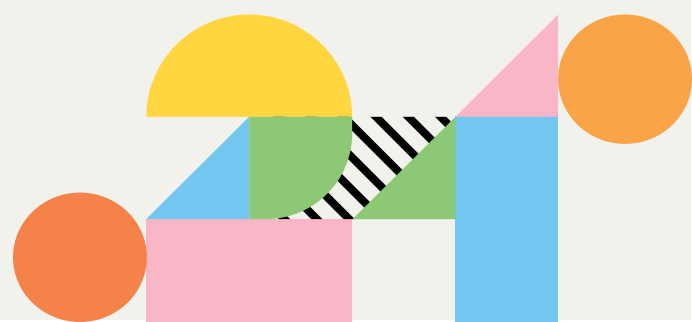
Agency	Client	Entry Title
Māia	Rare Disorders NZ	#GlowUpShowUp forRareDisorders
Māia	Tāmaki Regeneration Company	Step Into Your Place
Special PR	Kiwibank	The Penalty Talk

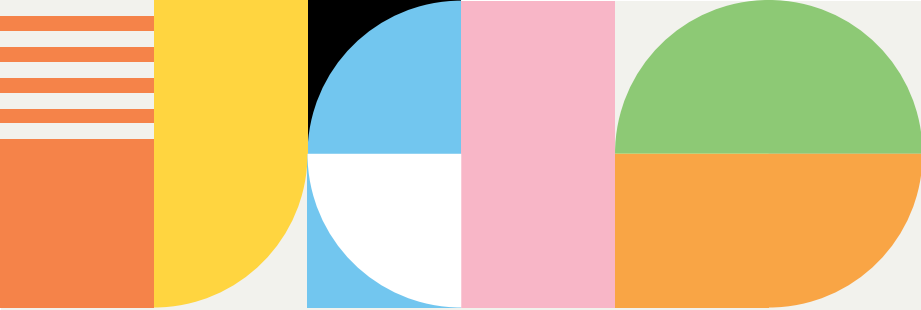
BEST MEDIA PARTNERSHIP

Agency	Client	Entry Title
Fuse and TBWA\ELEVEN	2degrees	Fans Flock To TikTok
Fuse	Ministry of Social Development	Own the Feels
Hearts & Science	Contact	Connecting with families when they need support the most

NON-PROFIT

Agency	Client	Entry Title
Chemistry	AGED CARE ASSOCIATION	THE DOMINO EFFECT
Māia	Rare Disorders NZ	#GlowUpShowUpForRareDisorders
One Plus One Communications	New Zealand Food Network	Pitching In To Feed Aotearoa
Special PR	Every Kiwi Vote Counts	This New Zealand Election, Australia Decides





BEST SOCIAL CONTENT CREATOR OR INFLUENCER MARKETING CAMPAIGN

Agency	Client	Entry Title
Fuse	Ministry of Social Development	Own the Feels
One Plus One Communications	2degrees	The Team Talk That Rarked Up A Nation
Pead Ltd	Best Foods New Zealand	Turning waste into taste: Best Foods' Second Chance Sundays
Special PR	White Claw (DB Breweries)	The First Wave
Special PR	Xero	Sole Trader Thursday

BEST USE OF SOCIAL MEDIA

Agency	Client	Entry Title
Dentsu Aotearoa	Movember	Ancient Influencers
Fuse	2degrees	Fans Flock To TikTok
Fuse	New Zealand Cricket	The Instigators

BEST STRATEGIC THINKING

Agency	Client	Entry Title
Bastion Shine	Spark	Spark Accelerate Aotearoa
Fuse	New Zealand Cricket	The Instigators
Hearts & Science	Popeyes	A WORLD RECORD breaking opening day for Popeyes Takanini
Pead Ltd	Best Foods New Zealand	Turning waste into taste: Best Foods' Second Chance Sundays
Pead Ltd	One New Zealand, New Zealand Warriors, Dynasty Sport	A Warriors' Sacrifice
Special PR	Every Kiwi Vote Counts	This New Zealand Election, Australia Decides

YOUNG PRACTITIONER OF THE YEAR

Name	Agency
Cee Fitton	GroupM New Zealand
Emily Ding	One Plus One Communications

