



congrats to our winners

best in show sponsored by oOh!media

AGENCY	CLIENT	ENTRY TITLE
FCB	AMP	Investars

media agency of the year sponsored by Meta

PHD

media business of the year

NZME

sales team of the year sponsored by Nielsen

Go Media

inspiring individual award in honour of Sandy Smith

Charlotte Lobo MBM

social marketing/public service

AGENCY	CLIENT	TITLE	METAL
Together	Te Ara Ahunga Ora Retirement Commission	The Māori Money Movement	Silver

retail/etail

AGENCY	CLIENT	TITLE	METAL
PHD	Foodstuffs	The Adternship	Gold
Dentsu	Woolworths	When you can shop without thinking	Silver

fast moving consumer goods sponsored by Cartology

AGENCY	CLIENT	TITLE	METAL
MBM	Eta	Profound Conversation Generator	Silver

consumer durables sponsored by The Radio Bureau

AGENCY	CLIENT	TITLE	METAL
Together	COLORSTEEL	Roof ID	Gold
MBM	Mazda	TikTok Test Drive	Silver
Spark Foundry	Samsung Electronics	Flip Your Perspective	Silver

consumer services

AGENCY	CLIENT	TITLE	METAL
Dentsu	ASB	Bagels – Created by Benee, backed by science	Silver
FCB	AMP	Investars	Silver

charity sponsored by Unltd:

AGENCY	CLIENT	TITLE	METAL
YoungShand	Blind Low Vision	Hi-vis for Blind Low Vision	Silver

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

AGENCY	CLIENT	TITLE	METAL
Together	COLORSTEEL	Roof ID	Silver

best use of event/experiential

AGENCY	CLIENT	TITLE	METAL
PHD	Restaurant Brands	KFC Six and Shout - hitting it out of the park	Silver
VML	Stats NZ	Even Harry Styles	Silver

best use of content sponsored by TVNZ

AGENCY	CLIENT	TITLE	METAL
Dentsu	ASB	Bagels – Created by Benee, backed by science	Silver
EssenceMediacom	Uber	Delivering Five-Star Favourability	Silver
OMD	Ministry of Social Development	Own the Feels	Silver
Together	Te Ara Ahunga Ora Retirement Commission	The Māori Money Movement	Silver

best use of technology sponsored by Meta

AGENCY	CLIENT	TITLE	METAL
FCB	AMP	Investars	Gold
MBM	Eta	Profound Conversation Generator	Silver
MBM	Fire and Emergency New Zealand	Wildfires - Reinventing The Half Grapefruit	Silver
Together	Ballance Agri-Nutrients	Farm Genie	Silver
Together	COLORSTEEL	Roof ID	Silver

best communications strategy sponsored by Are Media

AGENCY	CLIENT	TITLE	METAL
Spark Foundry	Samsung Electronics	Flip Your Perspective	Gold
FCB	AMP	Investars	Silver

best use of data sponsored by Stuff

AGENCY	CLIENT	TITLE	METAL
Together	Bright	Turning Bad Data into Good Data	Gold
Together	Ballance Agri-Nutrients	Farm Genie	Silver
Together	COLORSTEEL	Roof ID	Silver
VML	EQC Toka Tū Ake	Earthquake Triggered	Silver

creative media idea sponsored by NZME

AGENCY	CLIENT	TITLE	METAL
FCB	AMP	Investars	Gold
Dentsu	ASB	Bagels – Created by Benee, backed by science	Silver
PHD	Foodstuffs	The Adternship	Silver

best use of insight

AGENCY	CLIENT	TITLE	METAL
MBM	Mazda	TikTok Test Drive	Silver
Spark Foundry	Samsung Electronics	Flip Your Perspective	Silver
Together	Tourism Industry Aotearoa	Stemming the tide of Tourism negativity	Silver

most effective sponsored by TVNZ

AGENCY	CLIENT	TITLE	METAL
Spark Foundry	Samsung Electronics	Flip Your Perspective	Gold
MBM	Mazda	TikTok Test Drive	Silver
Together	Brightr	Turning Bad Data into Good Data	Silver

best collaboration sponsored by oOh!media

AGENCY	CLIENT	TITLE	METAL
PHD	Foodstuffs	The Adternship	Gold
EssenceMediacom	Uber	Delivering Five-Star Favourability	Silver
PHD	ANZ	ANZ Presents: The Comedy Treatment	Silver
Together	Te Ara Ahunga Ora Retirement Commission	The Māori Money Movement	Silver
TVNZ	TVNZ, Arnotts, Burger King, Flight Centre, Liquorland, and Summerset	TVNZ Royally Presents: Like A King	Silver

sustained success

AGENCY	CLIENT	TITLE	METAL
PHD	Restaurant Brands	KFC Six and Shout – four seasons of hitting it out of the park	Silver