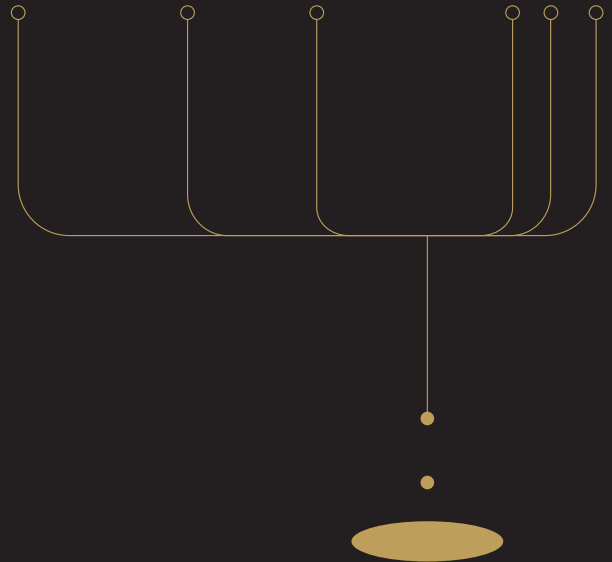


# congrats to our finalists



## social marketing/public service

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	Ministry of Social Development	Helping Change-Ready Men Achieve "Better Everythings"
MBM	Fire And Emergency New Zealand	Housefires – Making Kiwi Homes Fire Ready, One Suburb at a Time
MBM	National Cyber Security Centre (NCSC)	Scamathon
Stanley Street	Department of Corrections – Ara Poutama Aotearoa	Department of Corrections – Following the Need: A Smarter Way to Recruit
VML	Hutt City Council	Rescuing Recycling in the Hutt

## retail/etail

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	Air New Zealand	Growth Without Limits: AI & Automation for Airpoints Store
Dentsu Media Aotearoa	FreshChoice	When You Back Your Community, They Back You Right Back
Dentsu Media Aotearoa	Woolworths New Zealand	Where Freshness Starts
Hearts & Science	Animates NZ Ltd	Animates Pawprint Petition
Hearts & Science and Pitchblack Partners	Popeyes	The Most Successful Popeyes Launch In The World
OMD New Zealand	McDonald's	Kiwiburger 'The Best of '91 is Back!'
PHD Aotearoa	Four Square	Micro-Seasonality, Macro Results
PHD Aotearoa	PAK'nSAVE	PAK'nRAVE
Together	Wendy's NZ	Catch the Craving



## fast moving consumer goods (fmcg)

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	DB Breweries	"Yeah Right" The Reboot
Dentsu Media Aotearoa	DB Breweries	The Export Ultra "Cold Call Back Service"
EssenceMediacom	Fonterra Oceania	Milk – Real Good!
FCB	Nestlé New Zealand	Puppy News-pee-per
MBM	Goodman Fielder	Certified Toast Perfection

## consumer durables

AGENCY	CLIENT	TITLE
MBM	Dulux	Dulux: Live from Aotearoa
Spark Foundry	Lexus	Amazing Replays
Spark Foundry	Samsung	Look Up

## financial services

AGENCY	CLIENT	TITLE
FCB	Instant Finance	Empathetic Applications
Hearts & Science	Bank of New Zealand	More than a Hoop
Initiative	ASB	Scam Update: Training a Nation to Fight Back
OMD New Zealand	AA Insurance	Tom on Location
OMD New Zealand	Kiwibank	On The Ladder with Kiwibank
PHD Media Aotearoa	ANZ Bank	Dreamers to Doers: How ANZ Drove Growth by Championing Aspiring Entrepreneurs
Spark Foundry	Southern Cross Travel Insurance	Underwritten by Imagination
Spark Foundry	Westpac	Black Friday Hangovers
Together	AIA New Zealand	The Upside



## utility & telco services

AGENCY	CLIENT	TITLE
FCB	One New Zealand	The Big Deal
OMD New Zealand	2degrees	Reshaping Rugby
PHD Aotearoa	Spark	Spark Game Arena

## other consumer services

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	Television New Zealand	Excitement Has No Boundaries
FCB	Flight Centre	The Original Influence
Lassoo Media & PR	Auto Trader	Auto Trader – Tell New Zealand About Your Car
Together	Barfoot & Thompson	Seller Opportunity Score
Together	BestStart	Beating the Black Box

## charity

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	Movember	Mindsets
Motion Sickness	New Zealand Herpes Foundation	How New Zealand became The Best Place In The World To Have Herpes

## small budget

AGENCY	CLIENT	TITLE
FCB	Nestlé New Zealand	Puppy News-pee-per
Hearts & Science	Bank of New Zealand	Finding Your Way to (B)NZ
MBM	Dulux	Dulux: Live from Aotearoa
MBM	National Cyber Security Centre (NCSC)	Scamathon
Rainmakers	The PoolHouse	The PoolHouse – Living the kiwi dream



## content

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	Television New Zealand	Excitement Has No Boundaries
Initiative	ASB	Scam Update: Training a Nation to Fight Back
OMD New Zealand	2degrees	Reshaping Rugby
OMD New Zealand	Kiwibank	On The Ladder with Kiwibank
PHD Aotearoa	PAK'nSAVE	PAK'nRAVE
Spark Foundry	Lexus	Amazing Replays
Together	AIA New Zealand	The Upside

## technology

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	Air New Zealand	Growth Without Limits: AI & Automation for Airpoints Store
Dentsu Media Aotearoa	Television New Zealand	Excitement Has No Boundaries
FCB	Instant Finance	Empathetic Applications
MBM	Dulux	Dulux: Live from Aotearoa
Together	Wendy's NZ	Catch the Craving

## data

AGENCY	CLIENT	TITLE
FCB	Instant Finance	Empathetic Applications
PHD Aotearoa	Four Square	Micro-Seasonality, Macro Results
PHD Aotearoa	New World	Driving Trips not Clicks at Christmas
PHD Media Aotearoa	ANZ Bank	Dreamers to Doers: Instilling confidence in aspiring entrepreneurs through data
Stanley Street	Department of Corrections, Ara Poutama Aotearoa	Following the Need: A Smarter Way to Recruit
Together	Barfoot & Thompson	Seller Opportunity Score
Together	BestStart	Beating the Black Box



## creative media idea

AGENCY	CLIENT	TITLE
FCB	Nestlé New Zealand	Puppy News-pee-per
FCB	One New Zealand	The Big Deal
Hearts & Science	Animates NZ Ltd	Animates Pawprint Petition
MBM	Dulux	Dulux: Live from Aotearoa
MBM	Goodman Fielder	Certified by Vogel's
PHD Aotearoa	PAK'nSAVE	PAK'nRAVE
Spark Foundry	Lexus	Amazing Replays
Spark Foundry	Samsung	Look Up
Spark Foundry	Westpac	Black Friday Hangovers

## insight

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	DB Breweries	The Export Ultra "Cold Call Back Service"
Dentsu Media Aotearoa	Woolworths New Zealand	Where Freshness Starts
FCB	Flight Centre	The Original Influence
FCB	One New Zealand	The Big Deal
Hearts & Science	Animates NZ Ltd	Animates Pawprint Petition
Hearts & Science and Pitchblack Partners	Popeyes	The Most Successful Popeyes Launch In The World
PHD Aotearoa	Four Square	Micro-Seasonality, Macro Results
Spark Foundry	Southern Cross Travel Insurance	Underwritten by Imagination
Spark Foundry	Westpac	Black Friday Hangovers



## communications strategy

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	FreshChoice	When You Back Your Community, They Back You Right Back
Dentsu Media Aotearoa	Ministry of Social Development	Helping Change-Ready Men Achieve "Better Everythings"
Dentsu Media Aotearoa	Woolworths New Zealand	Where Freshness Starts
FCB	Flight Centre	The Original Influence
FCB	One New Zealand	The Big Deal
Hearts & Science and Pitchblack Partners	Popeyes	The Most Successful Popeyes Launch In The World
Initiative	ASB	Scam Update: Training a Nation to Fight Back
Lassoo Media & PR	Auto Trader	Auto Trader – Tell New Zealand About Your Car
PHD Aotearoa	ANZ Bank	Dreamers to Doers: How ANZ Drove Growth by Championing Aspiring Entrepreneurs
PHD Aotearoa	Spark	Spark Game Arena
Spark Foundry	Southern Cross Travel Insurance	Underwritten by Imagination

## most effective

AGENCY	CLIENT	TITLE
Dentsu Media Aotearoa	DB Breweries	The Export Ultra "Cold Call Back Service"
Dentsu Media Aotearoa	DB Breweries	"Yeah Right" The Reboot
EssenceMediacom	Fonterra Oceania	Milk – Real Good!
FCB	Instant Finance	Empathetic Applications
Hearts & Science	Animates NZ Ltd	Animates Pawprint Petition
Hearts & Science and Pitchblack Partners	Popeyes	The Most Successful Popeyes Launch In The World
Initiative	ASB	Scam Update: Training a Nation to Fight Back
OMD New Zealand	Kiwibank	On The Ladder with Kiwibank
Spark Foundry	Westpac	Black Friday Hangovers
Stanley Street	Department of Corrections, Ara Poutama Aotearoa	Department of Corrections – Following the Need: A Smarter Way to Recruit
Together	Waitoa	Challenging the Pecking Order



## best collaboration

AGENCY	CLIENT	TITLE
FCB	Nestlé New Zealand	Puppy News-pee-per
MBM	Goodman Fielder	Certified Toast Perfection
OMD New Zealand	2degrees	Reshaping Rugby
PHD Aotearoa	KFC New Zealand	KFC Super Rugby: How we partnered with Sky to "Catch the Colonel"
PHD Aotearoa	PAK'nSAVE	PAK'nRAVE
Spark Foundry	Samsung	Look Up
Special PR & MediaWorks	Restaurant Brands – KFC	A Super Delivery With The KFC Gravy Train
Together	AIA New Zealand	The Upside
Together	Wendy's NZ	Catch the Craving

## DEI community engagement

AGENCY	CLIENT	TITLE
OMD New Zealand	2degrees	Reshaping Rugby
OMD New Zealand	Ministry of Social Development	Love Better "Third Culture Kids"

## sustained success

AGENCY	CLIENT	TITLE
FCB	Chorus	Avoiding Badnet
PHD Media Aotearoa + DRUM	James Hardie New Zealand Limited	Weathering the storm: Pulling James Hardie away from the leaky home crisis
VML	ACC	From Hmmm to Habit: Creating an Injury Prevention Culture in NZ