



# congrats to our winners

## best in show

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AGENCY	CLIENT	TITLE
MBM	Goodman Fielder	Certified Toast Perfection

## media agency of the year

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Lassoo Media & PR
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## media business of the year

Stuff
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## inspiring individual

IN HONOUR OF SANDY SMITH

James Davidson
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## social marketing/public service

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

## retail/etail

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AGENCY	CLIENT	TITLE	METAL
Hearts & Science	Animates NZ Ltd	Animates Pawprint Petition	SILVER
Hearts & Science and Pitchblack Partners	Popeyes	The Most Successful Popeyes Launch In The World	SILVER
PHD Aotearoa	PAK’nSAVE	PAK’nRAVE	SILVER
Together	Wendy’s NZ	Catch the Craving	SILVER
Dentsu Media Aotearoa	Air New Zealand	Growth Without Limits: AI & Automation for Airpoints Store	BRONZE
PHD Aotearoa	Four Square	Micro-Seasonality, Macro Results	BRONZE

## fast moving consumer goods

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AGENCY	CLIENT	TITLE	METAL
MBM	Goodman Fielder	Certified Toast Perfection	GOLD
Dentsu Media Aotearoa	DB Breweries	The Export Ultra “Cold Call Back Service”	SILVER

## consumer durables

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

## financial services

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AGENCY	CLIENT	TITLE	METAL
Initiative	ASB	Scam Update: Training a Nation to Fight Back	GOLD
OMD New Zealand	Kiwibank	On The Ladder with Kiwibank	SILVER
Spark Foundry	Southern Cross Travel Insurance	Underwritten by Imagination	SILVER
FCB	Instant Finance	Empathetic Applications	BRONZE
Together	AIA New Zealand	The Upside	BRONZE

## utility & telco services

AGENCY	CLIENT	TITLE	METAL
OMD New Zealand	2degrees	Reshaping Rugby	BRONZE
PHD Aotearoa	Spark	Spark Game Arena	BRONZE

## other consumer services

AGENCY	CLIENT	TITLE	METAL
FCB	Flight Centre	The Original Influence	SILVER
Lassoo Media & PR	Auto Trader	Auto Trader – Tell New Zealand About Your Car	SILVER

## charity

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

## small budget

AGENCY	CLIENT	TITLE	METAL
FCB	Nestlé New Zealand	Puppy News-pee-per	SILVER
MBM	Dulux	Dulux: Live from Aotearoa	SILVER

## content

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

## technology

AGENCY	CLIENT	TITLE	METAL
MBM	Dulux	Dulux: Live from Aotearoa	GOLD
Dentsu Media Aotearoa	Air New Zealand	Growth Without Limits: AI & Automation for Airpoints Store	BRONZE
Dentsu Media Aotearoa	Television New Zealand	Excitement Has No Boundaries	BRONZE

## data

AGENCY	CLIENT	TITLE	METAL
Together	Barfoot & Thompson	Seller Opportunity Score	SILVER
Together	BestStart	Beating the Black Box	SILVER
PHD Aotearoa	Four Square	Micro-Seasonality, Macro Results	BRONZE

## creative media idea

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AGENCY	CLIENT	TITLE	METAL
MBM	Goodman Fielder	Certified by Vogel's	GOLD
PHD Aotearoa	PAK'nSAVE	PAK'nRAVE	GOLD
Spark Foundry	Samsung	Look Up	SILVER
FCB	Nestlé New Zealand	Puppy News-pee-per	BRONZE
Hearts & Science	Animates NZ Ltd	Animates Pawprint Petition	BRONZE
Spark Foundry	Westpac	Black Friday Hangovers	BRONZE

## insight

AGENCY	CLIENT	TITLE	METAL
FCB	Flight Centre	The Original Influence	BRONZE
FCB	One New Zealand	The Big Deal	BRONZE
Hearts & Science	Animates NZ Ltd	Animates Pawprint Petition	BRONZE
Spark Foundry	Southern Cross Travel Insurance	Underwritten by Imagination	BRONZE
Spark Foundry	Westpac	Black Friday Hangovers	BRONZE

## communications strategy

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AGENCY	CLIENT	TITLE	METAL
FCB	Flight Centre	The Original Influence	GOLD
Dentsu Media Aotearoa	Ministry of Social Development	Helping Change-Ready Men Achieve "Better Everythings"	SILVER
Initiative	ASB	Scam Update: Training a Nation to Fight Back	SILVER
Dentsu Media Aotearoa	FreshChoice	When You Back Your Community, They Back You Right Back	BRONZE
FCB	One New Zealand	The Big Deal	BRONZE
Lassoo Media & PR	Auto Trader	Auto Trader – Tell New Zealand About Your Car	BRONZE
PHD Aotearoa	Spark	Spark Game Arena	BRONZE

## most effective

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AGENCY	CLIENT	TITLE	METAL
Hearts & Science and Pitchblack Partners	Popeyes	The Most Successful Popeyes Launch In The World	SILVER
OMD New Zealand	Kiwibank	On The Ladder with Kiwibank	SILVER
Dentsu Media Aotearoa	DB Breweries	The Export Ultra "Cold Call Back Service"	BRONZE
FCB	Instant Finance	Empathetic Applications	BRONZE
Hearts & Science	Animates NZ Ltd	Animates Pawprint Petition	BRONZE
Initiative	ASB	Scam Update: Training a Nation to Fight Back	BRONZE
Spark Foundry	Westpac	Black Friday Hangovers	BRONZE
Stanley Street	Department of Corrections, Ara Poutama Aotearoa	Department of Corrections - Following the Need: A Smarter Way to Recruit	BRONZE

## best collaboration

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AGENCY	CLIENT	TITLE	METAL
OMD New Zealand	2degrees	Reshaping Rugby	GOLD
Together	Wendy's NZ	Catch the Craving	SILVER
FCB	Nestlé New Zealand	Puppy News-pee-per	BRONZE
PHD Aotearoa	PAK'nSAVE	PAK'nRAVE	BRONZE
Together	AIA New Zealand	The Upside	BRONZE

## DEI community engagement

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AGENCY	CLIENT	TITLE	METAL
OMD New Zealand	2degrees	Reshaping Rugby	GOLD

## sustained success

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AGENCY	CLIENT	TITLE	METAL
FCB	Chorus	Avoiding Badnet	SILVER