

RESULTS

Category	Agency	Entry Title	Advertiser	Results
Retail/Etail	FCB Media	Peoples' Stories	Noel Leeming Group	Gold
Fast Moving Consumer Goods (FMCG)	OMD NZ	V Robbers	Frucor Beverages Ltd	Silver
	SparkPHD	Weet-Bix collector cards - not just another kids' craze	Sanitarium Health Foods	Silver
	MBM	An Accident Waiting to Happen - Whittaker's L&P Chocolate	J.H. Whittaker & Sons Ltd	Gold
Consumer Durables	FCB Media	Signalling Success	BMW Group New Zealand	Silver
	FCB Media	Message in a Bottle	Sony New Zealand Ltd	Gold
Consumer Services	OMD NZ	Explore your passion	Tourism Australia	Silver
Social Marketing/Public Service	FCB Media	Nudging behaviour change	Maritime NZ	Gold
Best Communications Strategy	MBM	An Accident Waiting to Happen - Whittaker's L&P Chocolate	J.H. Whittaker & Sons Ltd	Silver
	FCB Media	Nudging behaviour change	Maritime NZ	Gold
Best Launch	FCB Media	Nailing it	L'Oreal Group - Maybelline New York	Silver
	Starcom	The Smart Phone Line	Samsung	Silver
	MBM	An Accident Waiting to Happen - Whittaker's L&P Chocolate	J.H. Whittaker & Sons Ltd	Gold
Best Small Budget (up to \$100k per annum)	FCB Media	Nailing it	L'Oreal Group - Maybelline New York	Silver
	FCB Media	Message in a Bottle	Sony New Zealand Ltd	Silver
	OMD NZ	Nothing beats a jingle	The Wellington International Ukulele Orchestra	Silver
	SparkPHD	Tui Cricket	DB Breweries	Gold
Best Smart Media Idea	FCB Media	Xbox One Cinema Takeover	Microsoft	Silver
	FCB Media	Message in a Bottle	Sony New Zealand Ltd	Silver
Best Use of Branded Content	FCB Media	NY to NZ	L'Oreal Group - Maybelline New York	Silver
	Ogilvy & Mather Media	Dress to Impress with Cottonelle Dresses	Kimberly-Clark NZ	Silver
	OMD NZ and Clemenger BBDO	Blazed Drug Driving	New Zealand Transport Agency	Gold
Best Use of Digital Landscape	FCB Media	Census Youth	Statistics New Zealand	Silver
	MediaCom	How do you feel about money?	Bank of New Zealand	Silver
Best Collaboration	FCB Media	Peoples' Stories	Noel Leeming Group	Gold

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Best Use of Event/Activation/Sponsorship	SparkPHD	Heineken Open Play	DB Breweries	Silver
Best Use of Insight	FCB Media	Census Youth	Statistics New Zealand	Silver
	MediaCom	If these walls could talk, the stories they would tell	Bank of New Zealand	Silver
	FCB Media	Nudging behaviour change	Maritime NZ	Gold
Sustained Success	FCB Media	One question, 3 years	Electricity Authority	Silver
	FCB Media	The Journal - 3 years of fighting depression	Health Promotions Agency	Silver
Most Effective	FCB Media	Signalling Success	BMW Group New Zealand	Silver
	FCB Media	Earning Saving Success	RaboDirect	Silver
	MBM	An Accident Waiting to Happen - Whittaker's L&P Chocolate	J.H. Whittaker & Sons Ltd	Silver
	FCB Media	Peoples' Stories	Noel Leeming Group	Gold
Best Integrated Campaign	OMD NZ	V Robbers	Frucor Beverages Ltd	Silver
	OMD NZ	#loveyourcityblc	Heart of the City	Silver
	OPEN	What Success Means to You	Unitec	Silver
	SparkPHD	Heineken Open Play	DB Breweries	Silver
	FCB Media	Nudging behaviour change	Maritime NZ	Gold
Best Use of Earned or Owned	MBM	An Accident Waiting to Happen - Whittaker's L&P Chocolate	J.H. Whittaker & Sons Ltd	Silver
	FCB Media	Nailing it	L'Oreal Group - Maybelline New York	Gold
	FCB Media	Message in a Bottle	Sony New Zealand Ltd	Gold
Inspiring Individual Award	Nielsen	Claire Harris		Gold
Media Brand of the Year	MediaWorks TV	Deconstruct and Rebuild		Gold
Advertiser of the Year	Maritime NZ			Gold
Media Agency of the Year	MBM			Gold
Best in Show	FCB Media	People's Stories	Noel Leeming Group	Gold