

New Zealand Effie Awards 2015 in association with TVNZ

Metal Winners

Special Awards

Category	Agency	Advertiser	Entry Title	Credits	Metal
Grand Effie	Clemenger BBDO	New Zealand Transport Agency	Legend	<p><u>Clemenger BBDO</u> Executive Creative Director - Philip Andrew Creative Director/Writer - Brigid Alkema Writer - Mitch Alison Director of Social Marketing - Linda Major Account Director - Julianne Hastings Head of Television - Martin Gray</p> <p><u>OMD</u> Managing Partner - Matt McNeil</p> <p><u>New Zealand Transport Agency</u> Principal Scientist - Paul Graham Principal Advisor - Rachel Prince</p>	Gold
Highly Commended for Grand Effie	J. Walter Thompson	The Appliance Shed	Legit Brands. Legit Results	<p><u>J. Walter Thompson</u> Head of Planning - Jacqueline Smart Executive Creative Director - Cleve Cameron Retail Creative Director - Rod Prosser Creative - Hayley Marks Creative - Sam Dickson Creative - Mark Clothier Head of Interactive and Social - Peeyoosh Chandra Digital Producer - Anthony Brosnan Account Director - Natalie Allen Account Executive - Thomas Mendey Studio Manager - Tim Long Business Director and Head of Trading - Aafreen Mamaji Media Manager- Dorota Girdlestone Communications Co-ordinator - Ashley Tahapehi</p> <p><u>The Rig</u> Producer - Lisa Eversden Director - Glen Atkins</p> <p><u>Appliance Shed</u> General Manager - Cherie Kerrison Marketing Manager - Dave Moody</p>	Gold
Most Effective Agency of the Year	Colenso BBDO				Gold
Most Effective Client of the Year		ASB Bank			Gold

Hardest Challenge	FCB New Zealand	Inland Revenue	Finding the Unfindable	<u>FCB New Zealand</u> Planning Director - Olivia Prentice Group Account Director - Melissa Neustroski Account Executive - Sarah-Jane Ferens Executive Creative Director - Tony Clewett Senior Copywriter - Rob Banks Senior Art Director - David Reid Head of Content - Pip Mayne Executive Producer - Rochelle Ivanson <u>FCB Media</u> Communication Planning Director - Anne Lipsham Media Director - Blair Alexander Digital Director - Steph Pearson Performance Planner - Emily Douglas Search Campaign Manager - Nick Sadler Performance Executive - Emma Piper Media Manager - Hilary Barrett Performance Director - Anna Mathews Digital Campaign Manager - Claudia Crasborn <u>Inland Revenue</u> Group Manager: Marketing & Communications - Andrew Stott Marketing Manager - Katie Soloman Senior Marketing and Communications Advisor - Cristina Samson Senior Communications Advisor - Jennifer Leman	Gold
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Category	Agency	Advertiser	Entry Title	Credits	Metal
New Product or Service	Barnes, Catmur & Friends	Hell Pizza	Holding Australia To Ransom	<u>Barnes, Catmur & Friends</u> Managing Partner & Executive Creative Director -Paul Catmur Managing Partner & CEO - Daniel Barnes General Manager - Luke Farmer Head of Production - Shayna Armstrong Media Director - Monica Wales Account Director - Meredith Maclean Creative - Bradley Stratton Creative - Rob Cook Creative - Rob Longuet-Higgins <u>Hell Pizza</u> Marketing Manager - Jason Buckley General Manager - Ben Cumming Director - Stu McMullin Director - Callum Davies	SILVER
		World Vision New Zealand	The Forgotten Millions	<u>World Vision new Zealand</u> Campaign Lead – Head of External Affairs and Communications - Chloe Irvine Acting GM Marketing and Communications - Margi Mellisop Digital Marketing Manager - Kate Elton Media Advisor - Dominica Leonard Campaign front-person and reporter – Broadcaster - Rachel Smalley <u>New Zealand Herald</u> Editor in Chief - Shayne Currie <u>MBM</u> Digital planner - Lauren Smith	GOLD

Charity/Not for Profit	Socialites & Little Giant	Cancer Society of New Zealand	Junk Free June: Empowering a nation to improve their health.	<p><u>Little Giant</u> Creative Director - Matt Clayton CEO - Mark Hurley Designer - Becca O'Shea Designer - Emma Stone Senior Developer - Jeremy Bridson Developer - Oliver Shaw Developer - Tom Alexander Production Manager - Jessica Crowhurst</p> <p><u>Socialites</u> Content Director - Courtenay Clark Account Manager - Ashlee Lennon Analytics & Advertising - Paul Zaruchevsky Senior Community Manager - Lizi Oldham Content Producer - Chloe Fagence Community Manager - Meagan Kerr Community Manager - Isabella Rose Community Manager - Kat McMillan Community Manager - Hannah Rogers General Manager - Victoria Graves Managing Director - Wendy Thompson</p> <p><u>Steven Fernandez Media</u> Creative Director - Steven Fernandez</p> <p><u>Sam Lee Photography</u> Director - Sam Lee</p> <p><u>Cancer Society of New Zealand</u> National Mens Health Coordinator- Steve Kenny Manager Health Promotion - Raewyn Sutton Chief Executive Officer - Michael Smith</p>	SILVER
	Colenso BBDO	New Zealand Breast Cancer Foundation	Breast Cream	<p><u>Colenso BBDO</u> Creative Chairman – Nick Worthington Head of Art - Mike Davison Senior Art Director - Kristal Knight Copywriter - Rachael Macklin Copywriter - Hannah Habgood Group Business Director - Sarah Williams Senior Account Manager - Hannah Watson Senior Producer / Project Manager - Serena Fountain-Jones Planning Director Digital and Social - Neville Doyle Planner - Sarah Oberman Head of PR & Activation - Paul Gunn Digital Designer - Gene Wheaton Retoucher - Reks Kok Mac Operator - Jodi Davis Mac Operator - Carla Jordaan Senior Editor - Marco Siraky</p> <p><u>IDC</u> Photographer / DOP - Tim White Producer - Michele Richards Production Company</p> <p><u>Beryl</u> Online Editor & Post Production Blockhead Grading - Pete Ritchie</p>	BRONZE
Business to Business (B2B)	No Metal Awards Given				

Social Marketing/Public Service	FCB New Zealand	Inland Revenue	Finding the Unfindable	<p><u>FCB New Zealand</u> Planning Director - Olivia Prentice Group Account Director - Melissa Neustroski Account Executive - Sarah-Jane Ferens Executive Creative Director - Tony Clewett Senior Copywriter - Rob Banks Senior Art Director - David Reid Head of Content - Pip Mayne Executive Producer - Rochelle Ivanson</p> <p><u>FCB Media</u> Communication Planning Director - Anne Lipsham Media Director - Blair Alexander Digital Director - Steph Pearson Performance Planner - Emily Douglas Search Campaign Manager - Nick Sadler Performance Executive - Emma Piper Media Manager - Hilary Barrett Performance Director - Anna Mathews Digital Campaign Manager - Claudia Crasborn</p> <p><u>Inland Revenue</u> Group Manager: Marketing & Communications - Andrew Stott Marketing Manager - Katie Soloman Senior Marketing and Communications Advisor - Cristina Samson Senior Communications Advisor - Jennifer Leman</p>	SILVER
	DDB	Paw Justice	Paw Justice: Turning the tables on Trade Me	<p>DDB Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - James Conner Copywriter - Christie Cooper Senior Account Director - Jenny Travers Art Director - Jian Xin Tay Copywriter - Kiran Strickland Head of Planning - Lucinda Sherborne Senior Planner - Anna Gunnell Digital Producer - Sheetal Pradhan Head of Digital Production - Liz Knox</p> <p>BEAT Director - Angela Mace Account Manager - Rebecca McNab</p> <p>Paw Justice Co-Founder - Craig Dunn</p>	BRONZE
	Colenso BBDO	AMI	Real Claims	<p><u>Colenso BBDO</u> Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Senior Copywriter - Matt Lawson General Manager - Scott Coldham Business Director - Krystel Houghton Account Executive - Hannah Wall Producer - Jen Storey Planner - Lisa Divett</p> <p><u>Assembly</u> Production Company Producer - Amanda Chambers Design - Jonny Kofoed Animation - Scott Wilson</p> <p><u>Franklin Rd</u> Sound Design</p> <p><u>IAG</u> GM Marketing & Communications - Merran Anderson Senior Channel Marketing Specialist - Eve Whitwell Channel Marketing Specialist - Owen Hallmark</p>	SILVER

Consumer Services

<p>Saatchi & Saatchi</p>	<p>ASB Bank</p>	<p>ASB Snap Scholarships</p>	<p><u>Saatchi & Saatchi</u> Executive Creative Director - Corey Chalmers Executive Creative Director - Guy Roberts Creative - Thomas Marcusson Creative - Charlie Godinet Creative - Phil Hickes Director of Strategy - Murray Streets Senior Digital Strategist - Ian Hulme TV Producer - Anna Kennedy Animator - Tomas Cottle Digital Producer - Brendan Haddock Business Director - Teresa Davis Senior Account Director - Michael Wood Account Director - Campbell McLean Content Creator and Social Media Manager - Jess Reihana</p> <p><u>ASB</u> GM Marketing - Shane Evans Associate Marketing Manager – Retail - Lisa Barclay ASB Social media - Bhavika Rambhai Digital Brand Manager - Catrina Kuehler Segment Manager Starting Out Portfolio - Anita Parag</p>	<p>SILVER</p>
<p>Whybin/TBWA</p>	<p>ANZ Bank</p>	<p>Time Really is Money</p>	<p><u>WHYBIN/TBWA</u> Chief Creative Officer - Toby Talbot Creative Director - Steve Kane Creative Director - Tim Huse Creative Director - Julian Andrews Head of Planning - David McIndoe Senior Planner - Steve Clark Client Services Director - Jodi Willocks Group Account Director - Nick Bulmer Account Director - Victoria Meo Account Executive - Abraham Turner</p> <p><u>ANZ</u> Head of Marketing - Astrud Burgess Head of Brand, Retail and Business Banking Marketing - Matt Pickering Senior Marketing Manager - Darryn Gordon Marketing Manager - Shorbna Dahya</p>	<p>SILVER</p>
<p>Special Group</p>	<p>2degrees Mobile Limited</p>	<p>2degrees Play the Bridge</p>	<p><u>Special Group</u> Creative Partner - Tony Bradbourne Creative Partner - Rob Jack Managing Partner - Michael Redwood Design Partner - Heath Lowe Planning Director - Claire Beatson Planning Director - Teresa Harris Senior Account Director - Samantha Parsons Account Director - Stuart Mallarkey Project Manager - Jess McColl</p> <p><u>Ikon</u> Strategy Director - Augusta Grayson Client Services Director - Chantelle Hurndell Communications co-ordinator - Ashleigh Lawson Communications Manager - Meei Chai</p> <p><u>Spark</u> Senior Account Director - Gemma Doughty Account Director - Victoria Fruean</p> <p><u>Catch</u> Managing Director - Hamish Stevenson</p> <p><u>Gladeye</u> Producer - Conrad Blight Managing Director - Tava Graham</p>	<p>BRONZE</p>

Fast Moving Consumer Goods (FMCG)	Colenso bbdo	Fonterra	Must Be Milk	<p><u>Colenso BBDO</u> Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Art Director - Jim Walsh Copywriter - Mick Stalker Business Director - Kat Sliper Account Manager - Lucy Hartstone Account Manager - Eddie Thomas Producer - Jen Storey Planner - Andy McLeish</p> <p><u>Flying Fish</u> Production Company Production Company Producer - Samantha Attenborough Director - James Solomon Sound Design</p> <p><u>Freelance</u> DOP / Cinematographer - Marty Williams Editor - Nathan Pickles</p> <p><u>Fonterra</u> Group Marketing Manager - Alison Yorston Product Manager - Lucy Smith</p>	GOLD
	DDB	Lion	Steinlager Deep Dive	<p><u>DDB</u> Executive Creative Director - Shane Bradnick Art Director - James Conner Copywriter - Christie Cooper Executive Producer - Judy Thompson Producer - Rosie Grayson Group Business Director - Scott Wallace Head of Planning - Lucinda Sherborne Planning Director - Rupert Price</p> <p><u>Zenith Optimedia</u> Group Business Director - Alex Lawson Senior Media Planner/Buyer - Kate Gamble</p> <p><u>PR Shop</u> Director - Pippa Lekner</p> <p><u>Lion</u> Creative Marketing Director - Ben Wheeler National Marketing Director - Craig Baldie Senior Brand Manager - Michael Taylor</p>	SILVER
	Colenso BBDO	Fonterra	Cheese Forecast	<p><u>Colenso BBDO</u> Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Deputy Creative Director - Mick Stalker Art Director - Scott Kelly Copywriter - Ben Polkinghorne Business Director - Katherine Sliper Account Manager - Lucy Hartstone Producer - Anna Flaws Planner - Gina Williams</p> <p><u>Mediacom</u> Media Agency</p> <p><u>Fonterra</u> Marketing Manager - Rachel Kelly</p>	BRONZE

Colenso BBDO	Fonterra Brands (Tip Top)	Bring Back II: The Tropical Snow Strikes Back	<p><u>Colenso BBDO</u> Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Art Director - Beth O'Brien Copywriter - Oriel Davis-Lyons Business Director - Richard Birkby Project Director - Maria Bjorkman Account Manager - Lucy Hartstone Producer - Emma Tait Planner - Sarah Oberman Digital Designer - Josh Yee Digital Developer - David Arcus Producer - Caroline Wells Senior Editor - Marco Siraky</p> <p><u>MediaCom</u> Media Agency</p> <p><u>Franklin Rd</u> Sound Design</p> <p><u>Fonterra Brands New Zealand (Tip Top)</u> Group Marketing Manager - Minna Reinikkala Product Manager - Tejas Salway</p>	BRONZE
Ikon Communications	Coca-Cola	Colour Your Summer - A World within a World	<p><u>Ikon Communications</u> Client Service Director - Sarah Jones Communications Planner - Elena Redden Managing Partner - Emma Bolser</p> <p><u>Satellite Media</u> Managing Director - Nick Lowe Account Director - Sarah Brown Technical Director - Dave Cooper</p> <p><u>Copper Brand Experiences</u> Account Director - Amy Hayden Account Manager - Danica Lopez</p> <p><u>Ogilvy NZ</u> Group Account Director - Ben Reece Senior Account Director - Jennifer Forbes</p> <p><u>FCB PR</u> Senior Account Manager - Alisha Thomas</p> <p><u>Coca-Cola Oceania NZ</u> Group Marketing Manager - Delina Shields Brand Manager – Coca Cola - Erin Braithwaite Marketing Activations Manager - Nicki Williams Marketing Services Manager - Annette Chillingworth Brand Manager - Pip Mearns</p>	BRONZE

<p>Consumer Durables</p>	<p>DDB</p>	<p>MINI NZ (BMW Group New Zealand)</p>	<p>The MINI F56: Turning a sequel into a blockbuster hit</p>	<p><u>DDB</u> Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - Toby Morris Copywriter - Simone McMahon Account Director - Emma Guadagni Executive Producer - Judy Thompson TV Producer - Sam Royal TV Producer - Rosie Grayson Head of Planning - Lucinda Sherborne Senior Planner - Jamie Barrett Group Business Director - Oliver Lynch Account Manager - Hannah Powell</p> <p><u>Goodoil Production Company</u> Director - Matt Murphy Producer - Chana McLallen</p> <p><u>MINI NZ (BMW Group New Zealand Limited)</u> MINI Marketing Manager - Simonne Mearns</p>	<p>BRONZE</p>
<p>Most Effective PR/Experiential Campaign</p>	<p>DDB</p>	<p>We Compost</p>	<p>From Compost to Currency: The We Compost Weekend</p>	<p><u>DDB</u> Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - Liz Richards Copywriter - Nicholas Dellabarca Creative - Jake Barnes Creative -Sasha Arendelovic Creative - Kevin Batchtiar Digital Designer - Jim Pachal Senior Account Director - Rachel Turner Senior Account Manager - Maria Bjorkman/Melanie Cutfield Account Manager - Genevieve Rogers Head of Planning - Lucinda Sherborne Planner - Craig McLeod Social Planner - Jack Murphy Digital Planner - Michiel Cox Print Producer - Andy Robilliard TV Producer - Kate Moses Editor - Mark Tretheway</p> <p><u>Mango</u> Group Account Director - Sean Brown Senior Account Manager - Eleisha Balmer</p> <p><u>Other</u> Illustration - Hugo Smith Illustration - Chris Hutchinson Illustration - Toby Morris Illustration - Supercrafti Illustration - Jim Pachal Illustration - Ashleigh Yates</p> <p><u>We Compost</u> Managing Director - Steve Rickerby</p>	<p>SILVER</p>

	Special Group	2degrees Mobile Limited	2degrees Play the Bridge	<p><u>Special Group</u> Creative Partner - Tony Bradbourne Creative Partner - Rob Jack Managing Partner - Michael Redwood Design Partner - Heath Lowe Planning Director - Claire Beatson Planning Director - Teresa Harris Senior Account Director - Samantha Parsons Account Director - Stuart Mallarkey Project Manager - Jessica McColl</p> <p><u>Ikon</u> Strategy Director - Augusta Grayson Client Services Director - Chantelle Hurndell Communications co-ordinator - Ashleigh Lawson Communications Manager - Meei Chai</p> <p><u>Spark</u> Senior Account Director - Gemma Doughty Account Director - Victoria Fruean</p> <p><u>Catch</u> Managing Director - Hamish Stevenson</p> <p><u>Gladeye</u> Producer - Conrad Blight Managing Director - Tava Graham</p>	BRONZE
Retail/etail	J. Walter Thompson	The Appliance Shed	Legit Brands. Legit Results.	<p><u>J. Walter Thompson</u> Head of Planning - Jacqueline Smart Executive Creative Director - Cleve Cameron Retail Creative Director - Rod Prosser Senior Copywriter - Hayley Marks Senior Copywriter - Mark Clothier Copywriter - Sam Dickson Head of Interactive and Social - Peeyoosh Chandra Digital Producer - Anthony Brosnan Account Director - Natalie Allen Account Executive - Thomas Mendey Studio Manager - Tim Long Business Director and Head of Trading - Aafreen Mamaji Media Manager- Dorota Girdlestone Communications Co-ordinator - Ashley Tahapehi</p> <p><u>The Rig</u> Producer - Lisa Eversden Director - Glen Atkins</p> <p><u>The Appliance Shed</u> General Manager - Cherie Kerrison Marketing Manager - Dave Moody</p>	GOLD

.99 / justONE	Foodstuffs	New World Christmas 'Noel'	<p><u>.99</u> Chief Creative Officer - Craig Whitehead Snr Copy Writer - Ed Bell Snr Art Director - Greg Wylie Copywriter - Simon Wharton Design - Simone Lash Group Business Director - Pippa O'Regan Account Manager - Allie Buczkowski Producer - Rebecca Richardson Producer - Lauren Watling</p> <p><u>Finch</u> Director - Nick Ball Producer - Andy Mauger</p> <p><u>Blockhead/.99 Motion Graphics</u> Post Production</p> <p><u>Foodstuffs</u> Group General Manager Marketing - Steve Bayliss Group Brand Director - Jules Lloyd National Retail Marketing Manager – New World - Steph Pyne</p>	BRONZE
Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	<p><u>Y&R NZ</u> CEO and Chief Creative Officer New Zealand - Josh Moore Associate Creative Director - Tom Paine Creative - Josh Moore Creative - Tom Paine Head of Planning - Jono Key Account Director - Victoria Meo Account Director - Mel Marshall Senior Account Manager - Mike Keen Head of Production - Christina Hazard Head of Design - Musonda Katongo Senior Designer - James Wendelborn Motion Graphics - Micheal Frogley Media General Manager - Nicky Greville Media Business Director - Paul Hamilton Trading Director - Cath Hamilton Social Community Manager - Laura Holyoake</p> <p><u>Independent</u> Production Company Producer - Sacha Moore TVC Director - Ben Ruffel DOP - William Moore Editor - Nathan Pickles Colour grade - Pete Richie</p> <p><u>Franklin Road</u> Music Licensing and Audio Post</p> <p><u>Liquid Studios</u> Original Music Composition</p> <p><u>Campbell + Co PR</u> Director - Vinny Sherry Director - Anna Hood Account Director - Sarah Rumbold Account Manager - Elena Bluhm</p> <p><u>Land Rover</u> 1957 Series One - The Landy</p> <p><u>Land Rover New Zealand</u> Marketing Manager - James McKee National Sales Manager - Helen Sunley</p>	GOLD

Limited Budget: Less than \$300,000

<p>J. Walter Thompson</p>	<p>Sacred Hill Vineyard</p>	<p>Keeping things Sacred</p>	<p><u>J. Walter Thompson</u> Executive Creative Director - Cleve Cameron Head of Planning - Jacqueline Smart Head of Design - Glenn Chapman Senior Copywriter - Hayley Marks Group Account Director - Lisa Motteram Account Executive - Thomas Mendey Business Director and Head of Trading - Aafreen Mamaji Studio Manager - Tim Long</p> <p><u>Goodeye Ltd</u> Designer - Geoff Francis</p> <p><u>Len Cheeseman Consultancy Limited</u> Art Director - Len Cheeseman</p> <p><u>Sacred Hill Vineyards</u> Marketing Manager - Kara Biggs Assistant Brand Manager - Megan Best Consultant Marketing Manager - Sally Fisher</p>	<p>SILVER</p>
<p>Barnes, Catmur & Friends</p>	<p>Hell Pizza</p>	<p>Holding Australia To Ransom</p>	<p><u>Barnes, Catmur & Friends</u> Managing Partner & Executive Creative Director -Paul Catmur Managing Partner & CEO - Daniel Barnes General Manager - Luke Farmer Head of Production - Shayna Armstrong Media Director - Monica Wales Account Director - Meredith Maclean Creative - Bradley Stratton Creative - Rob Cook Creative - Rob Longuet-Higgins</p> <p><u>Hell Pizza</u> Marketing Manager - Jason Buckley General Manager - Ben Cumming Director - Stu McMullin Director - Callum Davies</p>	<p>BRONZE</p>
<p>Colenso BBDO</p>	<p>New Zealand Breast Cancer Foundation</p>	<p>Breast Cream</p>	<p><u>Colenso BBDO</u> Creative Chairman – Nick Worthington Head of Art - Mike Davison Senior Art Director - Kristal Knight Copywriter - Rachael Macklin Copywriter - Hannah Habgood Group Business Director - Sarah Williams Senior Account Manager - Hannah Watson Senior Producer / Project Manager - Serena Fountain-Jones Planning Director Digital and Social - Neville Doyle Planner - Sarah Oberman Head of PR & Activation - Paul Gunn Digital Designer - Gene Wheaton Retoucher - Reks Kok Mac Operator - Jodi Davis Mac Operator - Carla Jordaan Senior Editor - Marco Siraky</p> <p><u>IDC</u> Photographer / DOP - Tim White Producer - Michele Richards Production Company</p> <p><u>Beryl</u> Online Editor & Post Production Blockhead Grading - Pete Ritchie</p>	<p>BRONZE</p>

			<u>Bigpop Studios</u> Music <u>New Zealand Breast Cancer Foundation</u> Chief Executive - Evangelia Henderson <u>Skinfood (Partner)</u> Managing Director - Alex Gage-Brown	
DDB	We Compost	From Compost to Currency: The We Compost Weekend	DDB Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - Liz Richards Copywriter - Nicholas Dellabarca Creative - Jake Barnes Creative - Sasha Arendelovic Creative - Kevin Batchtiar Digital Designer - Jim Pachal Senior Account Director - Rachel Turner Senior Account Manager - Maria Bjorkman/Melanie Cutfield Account Manager - Genevieve Rogers Head of Planning - Lucinda Sherborne Planner - Craig McLeod Social Planner - Jack Murphy Digital Planner - Michiel Cox Print Producer - Andy Robilliard TV Producer - Kate Moses Editor - Mark Tretheway <u>Mango</u> Group Account Director - Sean Brown Senior Account Manager - Eleisha Balmer <u>Other</u> Illustration - Hugo Smith Illustration - Chris Hutchinson Illustration - Toby Morris Illustration - Supercrafti Illustration - Jim Pachal Illustration - Ashleigh Yates <u>We Compost</u> Managing Director - Steve Rickerby	BRONZE

FCB New Zealand	Sony New Zealand	Amateurs attempt to change perceptions of camera quality	<p><u>FCB New Zealand</u> Regional Executive Creative Director - James Mok Executive Creative Director - Tony Clewett Creative - Kevin Walker Creative - Melina Fiolitakis Group Account Director - Toby Sellers Account Director - Michelle Koome Head of Craft - Nick Smith Designer - Michael Braid Retoucher - Anton Mason Mac Operator - Bex Wells Senior Digital Producer - James McMullan Digital Designer - Liz Low</p> <p><u>FCB Media</u> Media Planner/Buyer - Sarah Bymolt, Duncan Timlin Digital Director - Kate Grigg</p> <p><u>APN</u> Group Sales Manager - Nathan Laing Marketing Manager - Nigel Grant Senior Product Manager - Lisa Moore-Bocarro</p> <p><u>Sony New Zealand Limited</u> Group Manager, Brand Activation & Communications - Peter Buckton</p>	BRONZE
Geometry Global NZ	Sealord	Sealord Little Boat	<p><u>Geometry Global NZ</u> Creative Director - Paul Doffizi Creative - Peter Wujkowski Executive Director - Louise Cunningham Senior Account Director - Lina Montero Soto Senior Account Manager - Leon Cui Designer - Reuben Hannaford</p> <p><u>Ogilvy & Mather NZ</u> Retoucher/Photographer - Jamie Wright Photographer - Craig Haybittle Director/Editor - Gary Sims Editor - Ben Chester</p> <p><u>Sealord</u> Head of Marketing and Innovation - Sarah Sandoval Senior Brand Manager - Craig Harrison Brand Manager - Nikkola Mathews</p>	BRONZE

	Y&R New Zealand	Land Rover New Zealand	Love from Land Rover	<p><u>Y&R Z</u> CEO and Chief Creative Officer New Zealand - Josh Moore Associate Creative Director - Tom Paine Creative - Josh Moore Creative - Tom Paine Head of Planning - Jono Key Account Director - Victoria Meo Account Director - Mel Marshall Senior Account Manager - Mike Keen Head of Production - Christina Hazard Head of Design - Musonda Katongo Senior Designer - James Wendelborn Motion graphics - Micheal Frogley Media General Manager - Nicky Greville Media Business Director - Paul Hamilton Trading Director - Cath Hamilton Social Community Manager - Laura Holyoake</p> <p><u>Independent</u> Production Company Producer - Sacha Moore TVC Director - Ben Ruffel DOP - William Moore Editor - Nathan Pickles Colour grade - Pete Richie</p> <p><u>Franklin Road</u> Music Licensing and Audio Post</p> <p><u>Liquid Studios</u> Original Music Composition</p> <p><u>Campbell + Co PR</u> Director - Vinny Sherry Director - Anna Hood Account Director - Sarah Rumbold Account Manager - Elena Bluhm</p> <p><u>Land Rover New Zealand</u> Marketing Manager - James McKee National Sales Manager - Helen Sunley 1957 Series One - The Landy</p>	SILVER
Most Effective Integrated Campaign	Colenso BBDO	Fonterra	Must Be Milk	<p><u>Colenso BBDO</u> Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Art Director - Jim Walsh Copywriter - Mick Stalker Business Director - Kat Sliper Account Manager - Lucy Hartstone Account Manager - Eddie Thomas Producer - Jen Storey Planner - Andy McLeish</p> <p><u>Flying Fish</u> Production Company Production Company Producer - Samantha Attenborough Director - James Solomon Sound Design</p> <p><u>Freelance</u> DOP / Cinematographer - Marty Williams Editor - Nathan Pickles</p> <p><u>Fonterra</u> Group Marketing Manager - Alison Yorston Product Manager - Lucy Smith</p>	BRONZE

DDB	Lion	Steinlager Deep Dive	<p><u>DDB</u> Executive Creative Director - Shane Bradnick Art Director - James Conner Copywriter - Christie Cooper Executive Producer - Judy Thompson Producer - Rosie Grayson Group Business Director - Scott Wallace Head of Planning - Lucinda Sherborne Planning Director - Rupert Price</p> <p><u>Zenith Optimedia</u> Group Business Director - Alex Lawson Senior Media Planner/Buyer - Kate Gamble</p> <p><u>PR Shop</u> Director - Pippa Lekner</p> <p><u>Lion</u> Creative Marketing Director - Ben Wheeler National Marketing Director - Craig Baldie Senior Brand Manager - Michael Taylor</p>	BRONZE
FCB New Zealand	Health Promotion Agency	Not Beersies. The beer that's actually water.	<p><u>FCB New Zealand</u> Group Account Director - Jane Wardlaw Senior Account Manager - Jess Sheffield Head of Planning - David Thomason Head of Design - Nick Smith Senior Designer - Nick McFarlane Content Producer - Marijana Hart Head of Content - Pip Mayne Planner - Carl Sarney Senior Creative Lead - Kelly Lovelock Senior Creative Lead - Hywel James Executive Creative Director - Regan Grafton</p> <p><u>FCB Media</u> Media Manager - Roxane Vosper Media Manager/Buyer - Dan Roberts Digital Director - Kate Grigg Senior Digital Planner/buyer - Lucy Sorensen Account Director (activation and social) - Kimberley Kastelan Account Manager (activation and social) - Alisha Thomas</p> <p><u>Reload</u> Photographer - Steven Langdon</p> <p><u>Robbers Dog</u> Director - Chris Dudman</p>	BRONZE

	Saatchi & Saatchi	ASB Bank	ASB Bank Snap Scholarships	<p><u>Saatchi & Saatchi</u> Executive Creative Director - Corey Chalmers Executive Creative Director - Guy Roberts Creative - Thomas Marcusson Creative - Charlie Godinet Creative - Phil Hickee Director of Strategy - Murray Streets Senior Digital Strategist - Ian Hulme TV Producer - Anna Kennedy Animator - Tomas Cottle Digital Producer - Brendan Haddock Business Director - Teresa Davis Senior Account Director - Michael Wood Account Director - Campbell McLean Content Creator and Social Media Manager - Jess Reihana</p> <p><u>ASB</u> GM Marketing - Shane Evans Associate Marketing Manager – Retail - Lisa Barclay ASB Social media - Bhavika Rambhai Digital Brand Manager - Catrina Kuehler Segment Manager Starting Out Portfolio - Anita Parag</p>	GOLD
Most Effective Digital/Social Media Campaign	FCB New Zealand	Inland Revenue	Finding the Unfindable	<p><u>FCB New Zealand</u> Planning Director - Olivia Prentice Group Account Director - Melissa Neustroski Account Executive - Sarah-Jane Ferens Executive Creative Director - Tony Clewett Senior Copywriter - Rob Banks Senior Art Director - David Reid Head of Content - Pip Mayne Executive Producer - Rochelle Ivanson</p> <p><u>FCB Media</u> Communication Planning Director - Anne Lipsham Media Director - Blair Alexander Digital Director - Steph Pearson Performance Planner - Emily Douglas Search Campaign Manager - Nick Sadler Performance Executive - Emma Piper Media Manager - Hilary Barrett Performance Director - Anna Mathews Digital Campaign Manager - Claudia Crasborn</p> <p><u>Inland Revenue</u> Group Manager: Marketing & Communications - Andrew Stott Marketing Manager - Katie Soloman Senior Marketing and Communications Advisor - Cristina Samson Senior Communications Advisor - Jennifer Leman</p>	SILVER

DDB	MINI NZ (BMW Group New Zealand)	The MINI F56: Turning a sequel into a blockbuster hit	<p><u>DDB</u> Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - Toby Morris Copywriter - Simone McMahon Account Director - Emma Guadagni Executive Producer - Judy Thompson TV Producer - Sam Royal TV Producer - Rosie Grayson Head of Planning - Lucinda Sherborne Senior Planner - Jamie Barrett Group Business Director - Oliver Lynch Account Manager - Hannah Powell</p> <p><u>Goodoil Production Company</u> Director - Matt Murphy Producer - Chana McLallen</p> <p><u>MINI NZ (BMW Group New Zealand Limited)</u> MINI Marketing Manager - Simonne Mearns</p>	BRONZE
FCB New Zealand	Inland Revenue	Finding the Unfindable	<p><u>FCB New Zealand</u> Planning Director - Olivia Prentice Group Account Director - Melissa Neustroski Account Executive - Sarah-Jane Ferens Executive Creative Director - Tony Clewett Senior Copywriter - Rob Banks Senior Art Director - David Reid Head of Content - Pip Mayne Executive Producer - Rochelle Ivanson</p> <p><u>FCB Media</u> Communication Planning Director - Anne Lipsham Media Director - Blair Alexander Digital Director - Steph Pearson Performance Planner - Emily Douglas Search Campaign Manager - Nick Sadler Media Manager - Hilary Barrett Performance Director - Anna Mathews Performance Executive - Emma Piper Digital Campaign Manager - Claudia Crasborn</p> <p><u>Inland Revenue</u> Group Manager: Marketing & Communications - Andrew Stott Marketing Manager - Katie Soloman Senior Marketing and Communications Advisor - Cristina Samson Senior Communications Advisor - Jennifer Leman</p>	GOLD
Saatchi & Saatchi	ASB Bank	ASB Snap Scholarships	<p><u>Saatchi & Saatchi</u> Executive Creative Director - Corey Chalmers Executive Creative Director - Guy Roberts Creative - Thomas Marcusson Creative - Charlie Godinet Creative - Phil Hickes Director of Strategy - Murray Streets Senior Digital Strategist - Ian Hulme TV Producer - Anna Kennedy Animator - Tomas Cottle Digital Producer - Brendan Haddock Business Director - Teresa Davis Senior Account Director - Michael Wood Account Director - Campbell McLean Content Creator and Social Media Manager - Jess Reihana</p> <p><u>ASB</u> GM Marketing - Shane Evans Associate Marketing Manager – Retail - Lisa Barclay ASB Social media - Bhavika Rambhai Digital Brand Manager - Catrina Kuehler Segment Manager Starting Out Portfolio - Anita Parag</p>	SILVER

Most Progressive Campaign

<p>Colenso BBDO</p>	<p>New Zealand Breast Cancer Foundation</p>	<p>Breast Cream</p>	<p><u>Colenso BBDO</u> Creative Chairman – Nick Worthington Head of Art - Mike Davison Senior Art Director - Kristal Knight Copywriter - Rachael Macklin Copywriter - Hannah Habgood Group Business Director - Sarah Williams Senior Account Manager - Hannah Watson Senior Producer / Project Manager - Serena Fountain-Jones Planning Director Digital and Social - Neville Doyle Planner - Sarah Oberman Head of PR & Activation - Paul Gunn Digital Designer - Gene Wheaton Retoucher - Reks Kok Mac Operator - Jodi Davis Mac Operator - Carla Jordaan Senior Editor - Marco Siraky</p> <p><u>IDC</u> Photographer / DOP - Tim White Producer - Michele Richards Production Company</p> <p><u>Beryl</u> Online Editor & Post Production Blockhead Grading - Pete Ritchie</p> <p><u>Bigpop Studios</u> Music</p> <p><u>New Zealand Breast Cancer Foundation</u> Chief Executive - Evangelia Henderson</p> <p><u>Skinfood (Partner)</u> Managing Director - Alex Gage-Brown</p>	<p>BRONZE</p>
<p>DDB</p>	<p>We Compost</p>	<p>From Compost to Currency: The We Compost Weekend</p>	<p><u>DDB</u> Chief Creative Officer - Damon Stapleton Executive Creative Director - Shane Bradnick Art Director - Liz Richards Copywriter - Nicholas Dellabarca Creative - Jake Barnes Creative - Sasha Arendelovic Creative - Kevin Batchtiar Digital Designer - Jim Pachal Senior Account Director - Rachel Turner Senior Account Manager - Maria Bjorkman/Melanie Cutfield Account Manager - Genevieve Rogers Head of Planning - Lucinda Sherborne Planner - Craig McLeod Digital Planner - Michiel Cox Social Planner - Jack Murphy Print Producer - Andy Robilliard TV Producer - Kate Moses Editor - Mark Tretheway</p> <p><u>Mango</u> Group Account Director - Sean Brown Senior Account Manager - Eleisha Balmer</p> <p><u>Other</u> Illustration - Hugo Smith Illustration - Chris Hutchinson Illustration - Toby Morris Illustration - Supercrafti Illustration - Jim Pachal Illustration - Ashleigh Yates</p> <p><u>We Compost</u> Managing Director - Steve Rickerby</p>	<p>BRONZE</p>

<p>FCB New Zealand</p>	<p>Health Promotion Agency</p>	<p>Not Beersies. The beer that's actually water.</p>	<p><u>FCB New Zealand</u> Group Account Director - Jane Wardlaw Senior Account Manager - Jess Sheffield Head of Planning - David Thomason Head of Design - Nick Smith Senior Designer - Nick McFarlane Content Producer - Marijana Hart Head of Content - Pip Mayne Planner - Carl Sarney Senior Creative Lead - Kelly Lovelock Senior Creative Lead - Hywel James Executive Creative Director - Regan Grafton</p> <p><u>FCB Media</u> Media Manager - Roxane Vosper Media Manager/Buyer - Dan Roberts Digital Director - Kate Grigg Senior Digital Planner/buyer - Lucy Sorensen Account Director (activation and social) - Kimberley Kastelan Account Manager (activation and social) - Alisha Thomas</p> <p><u>Reload</u> Photographer - Steven Langdon</p> <p><u>Robbers Dog</u> Director - Chris Dudman</p> <p><u>Health Promotion Agency</u> Chief Executive - Clive Nelson Senior Account Lead - Kathy Compton Manager, Programme Marketing and Communications - Wendy Billingsley</p>	<p>BRONZE</p>
<p>Y&R NZ</p>	<p>Land Rover New Zealand</p>	<p>Love from Land Rover</p>	<p><u>Y&R NZ</u> CEO and Chief Creative Officer New Zealand - Josh Moore Associate Creative Director - Tom Paine Creative - Josh Moore Creative - Tom Paine Head of Planning - Jono Key Account Director - Victoria Meo Account Director - Mel Marshall Senior Account Manager - Mike Keen Head of Production - Christina Hazard Head of Design - Musonda Katongo Senior Designer - James Wendelborn Motion Graphics - Micheal Frogley Media General Manager - Nicky Greville Media Business Director - Paul Hamilton Trading Director - Cath Hamilton Social Community Manager - Laura Holyoake</p> <p><u>Independent</u> Production Company Producer - Sacha Moore TVC Director - Ben Ruffel DOP - William Moore Editor - Nathan Pickles Colour grade - Pete Richie</p> <p><u>Franklin Road</u> Music Licensing and Audio Post</p>	<p>BRONZE</p>

				<p><u>Liquid Studios</u> Original Music Composition</p> <p><u>Campbell + Co PR</u> Director - Vinny Sherry Director - Anna Hood Account Director - Sarah Rumbold Account Manager - Elena Bluhm</p> <p><u>Land Rover New Zealand</u> Marketing Manager - James McKee National Sales Manager - Helen Sunley 957 Series One - The Landy</p>	
	ColensoBBDO	New Zealand Breast Cancer Foundation	Breast Cream	<p><u>Colenso BBDO</u> Creative Chairman – Nick Worthington Head of Art - Mike Davison Senior Art Director - Kristal Knight Copywriter - Rachael Macklin Copywriter - Hannah Habgood Group Business Director - Sarah Williams Senior Account Manager - Hannah Watson Senior Producer / Project Manager - Serena Fountain-Jones Planning Director Digital and Social - Neville Doyle Planner - Sarah Oberman Head of PR & Activation - Paul Gunn Digital Designer - Gene Wheaton Retoucher - Reks Kok Mac Operator - Jodi Davis Mac Operator - Carla Jordaan Senior Editor - Marco Siraky</p> <p><u>IDC</u> Photographer / DOP - Tim White Producer - Michele Richards Production Company</p> <p><u>Beryl</u> Online Editor & Post Production Blockhead Grading - Pete Ritchie</p> <p><u>Bigpop Studios</u> Music</p> <p><u>New Zealand Breast Cancer Foundation</u> Chief Executive - Evangelia Henderson</p> <p><u>Skinfood (Partner)</u> Managing Director - Alex Gage-Brown</p>	SILVER

Best Strategic Thinking

Colenso BBDO	Bank of New Zealand	Shred	<p><u>Colenso BBDO</u> Creative Chairman - Nick Worthington Executive Creative Director - Wayne Pick Creative Director - Kim Pick Head of Art - Mike Davison Senior Art Director - Kristal Knight Senior Copywriter - Darryl Wong Business Director - Sarah Williams Group Account Director - Jillian Stanton Project Director - Janelle Wilson Senior Account Manager - Sarah Hughes Senior Account Manager - Hannah Watson Designer - Leah Shao Executive Producer - Paul Courtney Producer – Print - Sheriden Derby Producer – Experiential - Scott Chapman Senior TV Producer - Natasha Gill Director & Senior Editor - Marco Siraky Photographer - Brent Courtney Junior Producer - Alex Plummer Account Director – Experiential - Lucy Grigg Senior CRM Planner - Angela Legge Planning Director - David McCallen Executive Digital Producer - Tim Freeman Digital Producer - Anna Flaws Digital Art Director - Josh Yee Retoucher - Reks Kok Agency Producer - Natasha Gill</p> <p><u>Porter Novelli</u> PR – Executive Director - Louise Wright PR – Account Director - Joanna James PR – Senior Account Manager - Louisa Jones</p> <p>Media Com Media Agency</p> <p><u>A Guthrie</u> Photographer - Alistair Guthrie</p> <p><u>Roller Coaster Design</u> Production Company – Special Build - Greg Skinner</p> <p><u>FINCH</u> Production Company Production Company Producer - Rebekah Kelly Director - Alex Roberts</p> <p><u>Franklin Rd</u> Sound Design - Shane Taipari</p> <p><u>Freelance</u> DOP or Cinematographer - Aaron Morton Grade - Pete Ritchie</p>	BRONZE
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Colenso BBDO	Fonterra	Must Be Milk	<p><u>Colenso BBDO</u> Creative Chairman - Nick Worthington Executive Creative Director - Steve Cochran Art Director - Jim Walsh Copywriter - Mick Stalker Business Director - Kat Sliper Account Manager - Lucy Hartstone Account Manager - Eddie Thomas Producer - Jen Storey Planner - Andy McLeish</p> <p><u>Flying Fish</u> Production Company Production Company Producer - Samantha Attenborough Director - James Solomon Sound Design</p> <p><u>Freelance</u> DOP / Cinematographer - Marty Williams Editor - Nathan Pickles</p> <p><u>Fonterra</u> Group Marketing Manager - Alison Yorston Product Manager - Lucy Smith</p>	BRONZE
FCB New Zealand	Health Promotion Agency	Not Beersies. The beer that's actually water.	<p><u>FCB New Zealand</u> Group Account Director - Jane Wardlaw Senior Account Manager - Jess Sheffield Head of Design - Nick Smith Senior Designer - Nick McFarlane Content Producer - Marijana Hart Head of Content - Pip Mayne Head of Planning - David Thomason Planner - Carl Sarney Senior Creative Lead – Kelly Lovelock Senior Creative Lead - Hywel James Executive Creative Director - Regan Grafton</p> <p><u>FCB Media</u> Media Manager - Roxane Vosper Media Manager/Buyer - Dan Roberts Digital Director - Kate Grigg Senior Digital Planner/buyer - Lucy Sorensen Account Director (activation and social) - Kimberley Kastelan Account Manager (activation and social) - Alisha Thomas</p> <p><u>Reload</u> Photographer - Steven Langdon</p> <p><u>Robbers Dog</u> Director - Chris Dudman</p>	BRONZE
Clemenger BBDO	New Zealand Transport Agency	Legend	<p><u>Clemenger BBDO</u> Executive Creative Director - Philip Andrew Creative Director/Writer - Brigid Alkema Writer - Mitch Alison Director of Social Marketing - Linda Major Account Director - Julianne Hastings Head of Television - Martin Gray</p> <p><u>OMD</u> Managing Partner - Matt McNeil</p> <p><u>New Zealand Transport Agency</u> Principal Scientist - Paul Graham Principal Advisor - Rachel Prince</p>	GOLD

Sustained Success	Barnes, Catmur & Friends	Boundary Road Brewery	How The People Created 'The People's Beer'™	<u>Barnes, Catmur & Friends</u> Managing Partner & Executive Creative Director - Paul Catmur Managing Partner & CEO - Daniel Barnes General Manager - Luke Farmer Creative - Rob Cook Creative - Brad Stratton Creative - Rob Longuet-Higgins Creative - Jesse Stevens (previous) Creative - Matt Weavers (previous) Senior Account Manager - Nick Gallagher Account Director - Sally Willis (previous) Media Director - Monica Wales Digital Developer - Dylan Scott Head of Production - Shayna Armstrong Senior Finished Artist - Alison Curtis Finished Artist - Simon Kear <u>MC</u> Retoucher - Mark Creaghan <u>Independent Liquor and Boundary Road Brewery</u> General Marketing Manager - Adam Maxwell <u>Boundary Road Brewery</u> Marketing Manager - Ben Shaw Brand Manager - Andy Havill Brand Manager - Kris Hansen	BRONZE
	FCB New Zealand	Mitre 10 (NZ) Limited	Making DIY Easy As	<u>FCB New Zealand</u> Senior Creative Lead - Scott Kelly Senior Planner - Emma Popping Head of Planning - David Thomason Account Director - Lee Dodds Account Director - Rebecca Stuart-Palmer Group Account Director - Kate Lines <u>FCB Media</u> Search Manager - Nick Sadler Performance Director - Anna Matthews Media Manager - Nicole Earnshaw Head of Client Service Media - Simon Teagle <u>TVNZ</u> Director - Ganesh Raj Senior Commercial Producer - Loretta Jacobs Commercial Integration Manager - Lance Hipkins Editor - Gary Young <u>Mitre 10</u> Campaign Manager - Sophie Rose Nicholas Group Brand Manager - Eleanor Downs GM Marketing - Dave Elliott	BRONZE

Congratulations