

# Winners

# **Categories:**

- Sales and Ad-Operations Awards
- Channel Excellence Awards
- Campaign Effectiveness Awards
- Data and Effectiveness Awards
- Grand Awards

# **Sales and Ad-Operations Awards**

2022 Audio Sales Excellence

#### Gold

Sarah Catran NZME Podcasts NZME

#### 2022 DOOH Sales Excellence

#### Gold

# **Jack Plowright**

Setting DC-OOH Alight to Keep Kiwis Toasty, Not Toast LUMO Digital Outdoor

# 2022 Sponsorship Sales Excellence

#### Gold

# Jane Ormsby, Loanan Francis

Scroll Media Gaviscon Healthline.com Sponsorship Scroll Media





**Jess Farrow** 

0.0 Ads Thanks to Heineken 0.0% Warner Bros. Discovery

# 2022 Junior Ad-Operations Excellence

#### Gold

Paula Korunic

Stuff

# 2022 Senior Ad-Operations Excellence

#### Gold

**Caleb Williams** 

Stuff

# 2022 Digital Excellence (Individual)

#### Gold

**Sheridan Stanley** 

Warner Bros. Discovery

# 2022 Digital Excellence (Team)

#### Gold

Warner Bros. Discovery Sales Team

Warner Bros. Discovery

# **Channel Excellence Awards**

# 2022 Best Use of Audio

# Gold

**Survive the Drive** 

New Zealand Police

**FCB** 

# 2022 Best Use of Display

#### Silver

**Custom Contextual** 

Together, Volvo New Zealand, The Trade Desk, Oracle Together

Silver



# Ministry for Primary Industries/Biosecurity NZ – Stopping the Spread of Freshwater Pests

Hemisphere, Ministry for Primary Industries/Biosecurity NZ, Flash Guru, Alan Cochrane Illustration Hemisphere

#### 2022 Best Use of DOOH

#### Gold

# Mastering Growth in Our Client's Home Cooks' Category Stanley St, Briscoes, Vistar Media

Stanley St

#### Silver

# McDonald's - Why the Chicken Crossed the Road

OMD New Zealand, McDonald's, oOh!media

**OMD New Zealand** 

#### Silver

# Setting DC-OOH Alight to Keep Kiwis Toasty, Not Toast

LUMO Digital Outdoor, Fire and Emergency New Zealand, Hivestack LUMO Digital Outdoor

Silver

# Vogel's Vs Vogel's

MBM

# 2022 Best Use of Mobile

#### Silver

# **Summer Sparklers**

Together, Wendy's New Zealand

Together

#### 2022 Best Use of Native

#### Gold

# Moving the Dial

Fire and Emergency New Zealand FCB

#### Silver

# **Today's Weather Forecast is for Wildfire Prevention**

Metservice, Fire and Emergency New Zealand

Metservice





Flex for 1.5

Together, SPREP, Augusto & Archer Communication Together

Silver

**Baking for Better** 

MBM, DDB MBM

Silver

Moving the Dial

Fire and Emergency New Zealand FCB

# 2022 Best Use of Sponsorship

#### Gold

**Survive the Drive** 

New Zealand Police FCB

---

The Warehouse – The Collab to Beat the News Cycle

OMD New Zealand, Fuse, NZME, oOh!media, LUMO Digital Outdoor, The Warehouse Group OMD New Zealand

#### 2022 Best Use of Video

#### Gold

Sky Wins Gold At the Tokyo Olympics OMD New Zealand, DDB OMD New Zealand

# **Campaign Effectiveness Awards**

# 2022 Best Brand Campaign

Silver

**Edge of Relevance** 

European Motor Distributors FCB



#### Silver

# **Normalising Not Knowing**

Te Ara Ahunga Ora Retirement Commission Together

# 2022 Best Campaign On A Budget

#### Silver

# **Summer Sparklers**

Together, Wendy's New Zealand Together

# 2022 Best Charity Campaign

#### **Silver**

#### **David's Unusables**

Special Group, Motor Neurone Disease New Zealand, The Post office Special Group

# 2022 Best Integrated Digital Exclusive Campaign

#### Gold

# Moving the Dial

Fire and Emergency New Zealand FCB

#### Silver

# **Edge of Relevance**

European Motor Distributors FCB

# 2022 Best Multi-Channel Integration Campaign

#### Gold

# **Normalising Not Knowing**

Together, Te Ara Ahunga Ora Retirement Commission Together

#### Silver

# **Baking for Better**

MBM, DDB

MBM

#### Silver

# **Move With Mercury**

Mercury

**FCB** 





**Move With Mercury** 

Mercury

**FCB** 

Silver

**Owning the Intent Moment** 

Together, AIA New Zealand

Together

# **Data and Effectiveness Awards**

2022 Best Use of Data: Campaign Targeting

#### Gold

**Owning the Intent Moment** 

Together, AIA New Zealand

Together

Silver

**Move With Mercury** 

Mercury

**FCB** 

2022 Best Use of Data: Campaign Measurement and Optimisation

Silver

**Move With Mercury** 

Mercury

**FCB** 

# 2022 Best Use of Programmatic

Silver

KM3, The Power of 3

Dentsu, Kathmandu

Dentsu

# 2022 Best Use of SEM and/Or SEO

# Gold

**Owning the Intent Moment** 

Together, AIA New Zealand

Together



#### Silver

# **Certainty Engine Marketing**

Countdown dentsu

#### Silver

# Pak'nSave - Showing Up in Shopping

Katia Ducker, Victor Peinado PHD NZ

# 2022 Best Use of Technology

#### Gold

# Owning the Intent Moment

Together, AIA New Zealand Together

Silver

**Championing Small Business by Growing Big Data** 

MBM

#### Silver

# **Moving the Dial**

Fire and Emergency New Zealand FCB

# **Grand Awards**

# 2022 Digital Product of the Year

# Gold

#### **NZME Podcast Network**

James Butcher, Sarah Catran, Sam Collins NZME

2022 Council Member of the Year

#### Gold

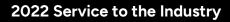
John Farrell

Stuff

# 2022 Emerging Talent

#### Gold

**Laine Yeager** Life in the Fast Laine MBM





**Jane Stanley** Hearts & Science NZ

# 2022 Agency of the Year

# Gold

**Driving Digital Growth, Together** Together

# 2022 Best in Show

# Gold

**Owning the Intent Moment** Together, AIA New Zealand Together