



# Winners

## Categories:

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

### 2024 Digital Sales Excellence (Individual)

#### Gold

**Driving Vistar Media's Growth and pDOOH Success in NZ**

Jack Manning

Vistar Media

### 2024 Digital Sales Excellence (Team)

#### Gold

**NZME Agency Sales Team**

NZME

### 2024 Digital Ad Operations Excellence (Individual)

#### Gold

**Walking The Talk - Success Through Delivery**

Freda Lim

Stuff

### 2024 Digital Ad Operations Excellence (Team)

#### Gold

**NZME Digital Ad Operations: The Ultimate Digital Revenue Bodyguards**

NZME

# Channel Excellence Awards

## 2024 Best Use of CTV

Silver

### **The Spillway Challenge**

Partners: Jaguar Land Rover New Zealand, Samsung Ads  
Together

Silver

### **TVNZ+ Owning the Connected TV Front Door**

Partner: Dentsu  
TVNZ

## 2024 Best Use of Digital Audio

Silver

### **The Gift of Hearing**

Triton Hearing  
Stuff

## 2024 Best Use of Display

Silver

### **The Digital Price Gap Platform - Transforming Pak'nSave's Local Marketing**

Partners: Pak'nSave, PHD  
FCB

Silver

### **Look Up**

Partners: Metservice, Samsung Electronics New Zealand  
Spark Foundry

## 2024 Best Use of DOOH

Silver

### **Leading The EV Charge With Genesis**

Partners: Bastion Shine, Genesis Energy  
PHD Media

Gold

### **Resene Colourmatch - Making Every Match a Masterpiece**

Partners: Resene, Mediastone  
Lumo

Gold

### **Seller Opportunity Score**

Partner: Barfoot & Thompson  
Together

## 2024 Best Use of SEM

No Winners

## 2024 Best Use of Social

**Silver**

### **Sport NZ Unpro**

Partners: Sport NZ, The Breakout Room

MBM

**Silver**

### **Woolworths - The Christmas Stress Sensor**

Partner: Woolworths NZ

Dentsu

**Gold**

### **Movember - Ancient Influencers**

Partner: Movember

Dentsu

**Gold**

### **Straight Up Rugby: How 2degrees Gave Super Rugby Aupiki Bigger Impact from a Smaller Stage**

Partners: TBWA, Sky, Fuse, 2degrees, Tiktok

OMD

## 2024 Best Use of Video

**Silver**

### **Pizza Hut Coupling Up With Love Island & TVNZ+**

Partners: Restaurant Brands, TVNZ

PHD Media

**Silver**

### **The Māori Money Movement**

Partners: Te Ara Ahunga Ora Retirement Commission, TVNZ

Together

**Silver**

### **The Upside**

Partners: AIA New Zealand, TVNZ, NZME

Together

**Gold**

### **Movember - Ancient Influencers**

Partner: Movember

Dentsu

**Gold**

### **TVNZ Cricket: Excitement Has No Boundaries**

Partners: TVNZ, WSC

Dentsu

# Campaign Effectiveness Awards

## 2024 Best Brand Campaign

**Gold**

### **Seller Opportunity Score**

Partner: Barfoot & Thompson

Together

## 2024 Best Charity Campaign

**Silver**

### **Movember - Ancient Influencers**

Partner: Movember

Dentsu

## 2024 Best Integrated Digital Exclusive Campaign

**Silver**

### **The Māori Money Movement**

Partner: Te Ara Ahunga Ora Retirement Commission, TVNZ

Together

**Silver**

### **Turning Bad Data into Good Data**

Partner: Brighter

Together

## 2024 Best Multi-Channel Integration Campaign

**Silver**

### **Z Energy: Home EV Charging**

Partners: Lumo, Z Energy, Saatchi & Saatchi

MBM

**Gold**

### **Flip Your Perspective**

Partners: Tribal DDB, Samsung Electronics New Zealand

Spark Foundry

## 2024 Best Podcast Campaign Award

**Silver**

### **EnableMe | rova**

Partner: EnableMe

Mediaworks

**Silver**

### **The Upside**

Partners: AIA New Zealand, TVNZ, NZME

Together

**Gold****The Dad Pod - Helping New Kiwi Dads Feel Heard**

Partner: Contact Energy

Hearts & Science

**2024 Best Retail/Ecommerce Campaign****Silver****Bringing Kiwi's 24 Days of Christmas Daily Deals**

Hearts & Science and OMD

Omnicom Media Group

**Silver****Farmlands – Flourishing Through The Perfect Storm**

Partner: Farmlands

OMD

**Gold****Pizza Hut Coupling Up With Love Island & TVNZ+**

Partners: Restaurant Brands, TVNZ

PHD Media

**Gold****Woolworths - When You Can Shop Without Thinking - Best Retail/Ecommerce Campaign**

Partners: Woolworths NZ, Greenhouse by M&C Saatchi

Dentsu

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**Data and Effectiveness Awards****2024 Best Use of Data: Campaign Measurement and Optimisation****Silver****Nissan: Influencing Electric Vehicle Sales**

Partner: Nissan

Dentsu

**Silver****Seller Opportunity Score**

Partner: Barfoot & Thompson

Together

**2024 Best Use of Data: Campaign Targeting****Silver****Earthquake Triggered**

Partner: Natural Hazards Commission Toka Tū Ake (Formerly EQC)

VML

**Silver****Nissan: Influencing Electric Vehicle Sales**

Partner: Nissan

Dentsu

Silver

**Woolworths - When You Can Shop Without Thinking - Best Use of Data - Campaign Targeting**

Partners: Woolworths NZ, Greenhouse by M&C Saatchi  
Dentsu

Gold

**Turning Bad Data into Good Data**

Partner: Brighter  
Together

**2024 Best Use of Programmatic**

Silver

**Nissan: Influencing Electric Vehicle Sales**

Partner: Nissan  
Dentsu

2024 Best Use of SEO

Gold

**Taking TVNZ+ SEO to the Big Screen**

Partner: Dentsu  
TVNZ

**2024 Best Use of Technology**

Silver

**Bringing Kiwis 24 Days of Christmas Deals**

Omnicom Media Group (Hearts & Science and OMD)

Silver

**Look Up**

Partners: Metservice, Samsung Electronics New Zealand  
Spark Foundry

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## Grand Awards

**2024 Digital Product or Service of the Year**

Gold

**TVNZ+ Activate**

TVNZ

**2024 Council Member of the Year**

Gold

**Extra Mile Achievers: Celebrating Those Who Inspire Us All**

Travena Addenbrooke, Spark NZ

**2024 Emerging Talent**

**Gold**

**Ishal Eshna: The Swiss Army Knife of Digital Ad Operations**  
NZME

**2024 Service to the Industry**

**Gold**

**Kris Hadley**  
Together

**2024 Media Publisher of the Year**

**Gold**

**NZME - Media Publisher of the Year**  
NZME

**2024 Media Agency of the Year**

**Gold**

**PHD Aotearoa**  
PHD Media

**2024 Creative Agency of the Year**

**Gold**

**DDB Group Aotearoa**  
DDB

**2024 Best in Show**

**Gold**

**Movember - Ancient Influencers**  
Dentsu