

CATEGORY AWARD FINALISTS

Company	Marketing Initiative
ANZ	ANZ Sponsorship Of Cricket World Cup 2015 – Cutting Through The Sponsorship Clutter – With Dream Big!
ANZ	ANZ Time Is Money
Auckland Transport	Auckland Transport Sober Driver: Drunksense Campaign
Chorus	Gigatown Two x Finalist
Cigna	Cigna Round The Bays
Countdown	Countdown Super Animals
Countdown	myCountdown
Countdown	myCountdown – Making Shopping Easy With Relevant Communications
Countdown/Cigna	Countdown Insurance
Data Insight	Valocity Launch
Douglas Pharmaceuticals	Reclassification Of Silvesta From Prescription Only To Pharmacist Only
Farmers Trading Company	Breast Cancer Month Two x Finalist
Fletcher Window & Door Systems	Fletcher Window & Door Systems Launch
Fonterra Brands (Tip Top)	FruJu Tropical Snow's Comeback
Fonterra Brands New Zealand	Anchor Milk
Foodstuffs New Zealand	New World Clubcard
Fuji Xerox New Zealand	Fuji Xerox Versant 2100 Launch
Griffin's Food	NPD Launch – Huntley & Palmers Flatbread
GS1 New Zealand	GS1 Brand Boost
Health Promotion Agency	Rheumatic Fever Prevention Campaign 2014
Heritage Hotel Management	Best Destinations Campaign
Holdfast NZ	Gorilla King Of Foams Campaign
Independent Liquor NZ	Long White Vodka Launch
iSite Media	Panels To People Two x Finalist
J. H. Whittaker & Sons	Everything Is Better With 100s & 1000s
Kiwibank	Independence Launch
Maybelline New York	Maybelline 'Love Your Face'
MediaWorks	The Edge TV
Mitre 10 (New Zealand)	Mitre 10 Garden Club
Mitre 10 (New Zealand)	Proprietary Brand Transformation
Motoka Rentals Ltd (T/A Thrifty Car Rental)	AA Thrifty 'The Price You See Is The Price You Pay' Car Rental Campaign Three x Finalist
Nestlé Purina PetCare	Purina Pound Pups To Dog Stars
New Zealand AIDS Foundation	National HIV Testing Month

New Zealand Automobile Association	AA Membership Two x Finalist
SKYCITY Auckland	Chinese New Year 2015
SKYCITY Auckland	Firefighter Sky Tower Stair Challenge
Slingshot	Website Rebuild Two x Finalist
Sovereign	RPM
Tait Communications	Tait Tough Two x Finalist
Trustpower	\$49 Unlimited Data Broadband Campaign Two x Finalist
TVNZ	Our First Home
Westpac New Zealand	Westpac One
Westpac New Zealand and Air New Zealand	Airpoints Two x Finalist
WooHoo NZ Tax Refunds	Mobile App Launch And Confirmation/Retention Campaign
World Vision New Zealand	The Forgotten Millions
Y&R New Zealand	Love From Land Rover
Z Energy	Kapow!

JUDGES CHOICE AWARD FINALISTS

Company	Marketing Initiative
2degrees	2degrees Play The Bridge
ANZ	ANZ Sponsorship Of Cricket World Cup 2015 – Cutting Through The Sponsorship Clutter – With Dream Big!
Chorus	Gigatown Three x Finalist
Countdown	myCountdown Three x Finalist
Countdown	myCountdown – Making Shopping Easy With Relevant Communications Three x Finalist
Countdown/Cigna	Countdown Insurance
Data Insight	Valocity Launch Two x Finalist
Douglas Pharmaceuticals	Reclassification Of Silvasta From Prescription Only To Pharmacist Only Three x Finalist
Farmers Trading Company	Breast Cancer Month Two x Finalist
Fletcher Window & Door Systems	Fletcher Window & Door Systems Launch
Fonterra Brands (Tip Top)	FruJu Tropical Snow's Comeback
Fonterra Brands (Tip Top)	Kapiti Ice Cream
Fonterra Brands New Zealand	Anchor Milk Two x Finalist
Foodstuffs New Zealand	New World Clubcard Three x Finalist
Griffin's Food	NPD Launch – Huntley & Palmers Flatbread Two x Finalist
GS1 New Zealand	GS1 Brand Boost Two x Finalist
Health Promotion Agency	Rheumatic Fever Prevention Campaign 2014 Two x Finalist
Holdfast NZ	Gorilla King Of Foams Campaign

IAG	IAG Map The Country
Independent Liquor NZ	Long White Vodka Launch
iSite Media	Panels To People Four x Finalist
MINI New Zealand (BMW New Zealand)	MINI Goodbye Pork Pie – Scene Remake
Mitre 10 (New Zealand)	Mitre 10 Garden Club Two x Finalist
Mitre 10 (New Zealand)	Proprietary Brand Transformation
Motoka Rentals Ltd (T/A Thrifty Car Rental)	AA Thrifty 'The Price You See Is The Price You Pay' Car Rental Campaign
New Zealand Automobile Association	AA Membership Two x Finalist
Refresh Renovations	Refresh Renovations Two x Finalist
Slingshot	Website Rebuild
Trustpower	\$49 Unlimited Data Broadband Campaign Three x Finalist
Westpac New Zealand	Westpac One Three x Finalist
Y&R New Zealand	Love From Land Rover Two x Finalist

INDIVIDUAL AWARD FINALISTS

Nominee	Company
Alexandra Sides	ADInstruments
Damon Woolf	DB Breweries
Jordan Tran	AA Smartfuel
Jules Lloyd-Jones	Foodstuffs New Zealand
Justin Boyes	HRV
Nick Foster	Powershop
Rachel Langford	The Edge
Rupert Fenton	iSite Media
Sam Forrest	Frucor Beverages Ltd