

## SECTOR AWARD FINALISTS

Company	Marketing Initiative
2degrees Mobile	2degrees Data Hunt <b>Two x finalist</b>
Air New Zealand	Airpoints Retail Coalition Launch
Amplifon - Bay Audiology	Bay Audiology - Emotional Hearing test <b>Two x finalist</b>
ANZ	#HoldTight
ANZ	ANZ and Apple Pay
ANZ	ANZ Bank Brand Transformation
AT Metro	99cent Child Weekend Fares <b>Two x finalist</b>
Auckland Transport	I Love My Ride
Auckland Transport	My Phone Stops in the Car
Auckland Transport	Spread the Jam
Bank of New Zealand	BNZ Android Pay launch
Building and Construction Industry Training Organisation	BCITO Not Your Average Shed Campaign
Commission for Financial Capability	Review of Retirement Income Policies
Fairfax Media	WASP WIPEOUT
Foodstuffs NZ	New World's Epic Easter Hunt
Health Promotion Agency	HPV Immunisation Campaign
Heinz Wattie's NZ	Wattie's Baked Beans and Spaghetti
helloworld	helloworld
IAG New Zealand	Right Here for Canterbury
J H Whittaker & Sons	'The K Bar' Pop Up Experience
Kiwibank	Mind Over Money with Kiwibank
Lion	Steinlager Tokyo Dry
Loyalty NZ	Fly Buys Crew
Mercury	Mercury - Energy made Wonderful
MyTax	MyTax
New Zealand Red Cross	Red Cross - 2016 Earthquake Campaign
Paralympics New Zealand	Paralympics New Zealand Spirit of Gold Initiative
realestate.co.nz	realestate.co.nz
Spark	Spark Extra Mail Campaign
Tegel Foods	Tegel Foods Limited
The Trusts	The Trusts Million Dollar Mission
The Urban List	The Urban List
VTNZ	VTNZ are 'On The Road Again' <b>Two x finalist</b>

## EXCELLENCE AWARD FINALISTS

Company	Marketing Initiative
AA New Zealand	AA and Specsavers - a partnership for all to see
AA New Zealand	AA Driver Training
AA New Zealand	AA New Zealand
Air New Zealand	Air New Zealand's Airpoints for Schools programme; supercharging New Zealand's success
Air New Zealand	Airpoints Retail Coalition Launch
Air NZ	Air NZ Great Mates
Amplifon - Bay Audiology	Bay Audiology - Emotional Hearing test
ANZ	#HoldTight
ANZ	ANZ Bank Brand Transformation
AT Metro	99cent Child Weekend Fares
Auckland Council	Auckland International Cultural Festival 2017
Auckland Transport	Driving 'Active Modes' in Auckland
Auckland Transport	I Love My Ride
Auckland Transport	Spread the Jam
BP	BPMe: Delivering spectacular for our customers
Cigna	Cigna Social Media Test & Learn
Countdown Supermarkets	Countdown - Mobilising a Country, Relaunching Onecard <b>Two x finalist</b>
Destiny Rescue NZ	Girls on the Menu
Escea	Stoke Fireplace Studio
helloworld	helloworld
J H Whittaker & Sons	New Zealand's Most Loved and Trusted Brand - Whittaker's
Karma Cola	Karma Cola
Kiwibank	Mind Over Money with Kiwibank
Lion	Smirnoff - Three Years of Pure Potential
Lion	Steinlager Tokyo Dry <b>Four x finalist</b>
Loyalty NZ	Fly Buys Crew <b>Three x finalist</b>
Loyalty NZ (Fly Buys)	Fly Buys Wish Machine
Mercury	Mercury - Energy Made Wonderful <b>Two x finalist</b>
MyTax	MyTax
MyTax & Plato Creative	MyTax & Plato Creative
New Zealand Olympic Committee and ANZ	NZ Olympic Committee & ANZ - NZ Olympic Team App
New Zealand Red Cross	Red Cross - 2016 Earthquake Campaign
nib New Zealand	nib and AA New Zealand's Healthy partnership
nib New Zealand	nib's step up to wellness
Sovereign Insurance	Healthy By Sovereign <b>Two x finalist</b>

Spark	Spark Extra Mail Campaign
Subaru of New Zealand	Subaru of New Zealand
Trade Me	"We Had To Lose Money, To Make Even More"
Vodafone New Zealand	Vodafone Martin Garrix Private Party
VTNZ	VTNZ are 'On The Road Again' <b>Two x finalist</b>
Xero NZ	SPACE Communication Strategy
Z Energy	Z and Fly Buys get Pumped
Ziera	ZIERA Transform or Die

#### **INDIVIDUAL AWARD FINALISTS**

<b>Nominee</b>	<b>Nominee Company</b>
Angela Weeks	Lewis Road Creamery
Ashley Thomas	Fairfax Media New Zealand
Ben Wheeler	Lion New Zealand
Caitlin Attenburrow	J H Whittaker & Sons
Debbie Harrison	Casual Fridays
Dougal Swift	The New Zealand Automobile Association Incorporated
Emily Fu	Fairfax Media
James Woodbridge	Burger King - Antares Restaurants
Lauren Chalmers	Loyalty NZ
Regan Savage	Kiwibank