

Axis Awards Finalists 2021



	CRAFT		
Editing			
Advertiser	Agency/Production Company	Entry Title	
ANZ New Zealand	Sweetshop	Good Sports	
BNZ	Sweetshop	The Greatest Gift	
Bumble	Eight	Girls will be Girls	
Chorus	Sweetshop	Fibre. It's How We Internet Now.	
DB Breweries	Sweetshop	That's Why	
Lion	Flying Fish	Steinlager Flotilla	
Red Bull	Reel Factory	Kick it with Beaudy	
Silver Fern	The Editors	Silver Fern 'Worth the Wait'	
Smiths City	Eight	Smiths City	
Spark New Zealand	FINCH	Kupu - "Te Question"	
The Department Of Internal Affairs	Motion Sickness	Keep It Real Online	
Toyota	Sweetshop	Unbreakable Bond	
Trustpower	CPD FILMS	Lost & Found	
Waka Kotahi New Zealand Transport Agency	The Editors	NZTA 'Doors'	
Waka Kotahi New Zealand Transport Agency	Sweetshop	Speed	
Worksafe	Sweetshop	You Can Sense it, You Can Stop it	
	Cinematography		
Advertiser	Agency/Production Company	Entry Title	
ANZ New Zealand	Sweetshop	Good Sports	
BNZ	Sweetshop	The Greatest Gift	
Carlton United Breweries	Good Oil	Temple Of Dry	
Disney	Flux Animation	From Our Family To Yours	
Kelloggs	Two Bearded Men	The Peak Teaser	
Lion	Good Oil	Legend	
Lion	Flying Fish	Steinlager Flotilla	
Silver Fern Farms	Good Oil	Worth The Wait	
Spark New Zealand	FINCH	OutLine	
Tourism New Zealand	Good Oil	Do Something New, New Zealand	
Tourism New Zealand	Reel Factory	Have You Ever	
Tourism New Zealand	Sweetshop	Pure	
Toyota	Sweetshop	Unbreakable Bond	
Waka Kotahi New Zealand Transport Agency	Good Oil	Doors	
Worksafe	Sweetshop	You Can Sense it, You Can Stop it	
	Moving Image - 2D Animation		
Advertiser	Agency/Production Company	Entry Title	
Partners Life	Flux Animation	Unhappily Ever After	
The Warehouse Group	Studio Local Limited	Heart is Where the Home is	
Toyota	Assembly	In Crazy We Believe	
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4	Moving Image - 3D Animation		
	Advertiser	Agency/Production Company	Entry Title
	Disney	Flux Animation	From Our Family To Yours
	Woolworths	Blockhead VFX	Woolworths
	Worksafe	Blockhead VFX	Worksafe
		Visual Effects	
1	Advertiser	Agency/Production Company	Entry Title
	Chorus	Sweetshop	Fibre. It's How We Internet Now.
	Worksafe	Blockhead VFX	Worksafe
		Art Direction	
	Advertiser	Agency/Production Company	Entry Title
	2Degrees	Eight	It Just Makes Scents?
	AMI Insurance	FINCH	Тар
	BNZ	Sweetshop	The Greatest Gift
1	Bumble	Eight	Girls will be Girls
	Carlton United Breweries	Good Oil	Temple Of Dry
	DB Breweries	Sweetshop	That's Why
	Disney	Flux Animation	From Our Family To Yours
	Lion	Good Oil	Legend
4	Lion	Flying Fish	Steinlager Flotilla
	Smiths City	Eight	Smiths City
	Worksafe	Sweetshop	You Can Sense it, You Can Stop it
4	Xero	Eight	Xero
		Direction	
	Advertiser	Agency/Production Company	Entry Title
	2Degrees	Eight	It Just Makes Scents?
	0		it duct mande decirie.
	ANZ New Zealand	Sweetshop	Good Sports
	ANZ New Zealand	Sweetshop	Good Sports
	ANZ New Zealand BNZ	Sweetshop Sweetshop	Good Sports The Greatest Gift Girls will be Girls
	ANZ New Zealand BNZ Bumble	Sweetshop Sweetshop Eight	Good Sports The Greatest Gift
	ANZ New Zealand BNZ Bumble Carlton United Breweries	Sweetshop Sweetshop Eight Good Oil	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus	Sweetshop Sweetshop Eight Good Oil Sweetshop	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now.
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre New Zealand Government	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH Motion Sickness	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow Keep It Real Online
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre New Zealand Government Pepper Money	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH Motion Sickness Good Oil	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow Keep It Real Online Real Life
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre New Zealand Government Pepper Money Presbyterian Support Northern	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH Motion Sickness Good Oil Chillbox	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow Keep It Real Online Real Life Run
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre New Zealand Government Pepper Money Presbyterian Support Northern Silver Fern Farms	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH Motion Sickness Good Oil Chillbox Good Oil	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow Keep It Real Online Real Life Run Worth The Wait
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre New Zealand Government Pepper Money Presbyterian Support Northern Silver Fern Farms Skinny	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH Motion Sickness Good Oil Chillbox Good Oil Good Oil	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow Keep It Real Online Real Life Run Worth The Wait Stocking Face Family
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre New Zealand Government Pepper Money Presbyterian Support Northern Silver Fern Farms Skinny Smiths City	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH Motion Sickness Good Oil Chillbox Good Oil Good Oil Eight	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow Keep It Real Online Real Life Run Worth The Wait Stocking Face Family Smiths City - A Whiteware Christmas
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre New Zealand Government Pepper Money Presbyterian Support Northern Silver Fern Farms Skinny Smiths City Spark New Zealand	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH Motion Sickness Good Oil Chillbox Good Oil Eight FINCH FINCH	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow Keep It Real Online Real Life Run Worth The Wait Stocking Face Family Smiths City - A Whiteware Christmas Kupu - "Te Question"
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre New Zealand Government Pepper Money Presbyterian Support Northern Silver Fern Farms Skinny Smiths City Spark New Zealand Spark New Zealand	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH Motion Sickness Good Oil Chillbox Good Oil Eight FINCH FINCH FINCH FINCH	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow Keep It Real Online Real Life Run Worth The Wait Stocking Face Family Smiths City - A Whiteware Christmas Kupu - "Te Question" OutLine
	ANZ New Zealand BNZ Bumble Carlton United Breweries Chorus DB Breweries Disney Every Kiwi Vote Counts Lion Lion National Crisis Management Centre New Zealand Government Pepper Money Presbyterian Support Northern Silver Fern Farms Skinny Smiths City Spark New Zealand Spark New Zealand Tourism New Zealand	Sweetshop Sweetshop Eight Good Oil Sweetshop Sweetshop Flux Animation Sweetshop Good Oil Flying Fish FINCH Motion Sickness Good Oil Chillbox Good Oil Eight FINCH FINCH FINCH FINCH FINCH FOOD Oil	Good Sports The Greatest Gift Girls will be Girls Temple Of Dry Fibre. It's How We Internet Now. That's Why From Our Family To Yours The Meddler Legend Steinlager Flotilla For Tomorrow Keep It Real Online Real Life Run Worth The Wait Stocking Face Family Smiths City - A Whiteware Christmas Kupu - "Te Question" OutLine Do Something New, New Zealand





Direction CONT.		
Trustpower	CPD FILMS	Lost & Found
Waka Kotahi New Zealand Transport Agency	Sweetshop	Speed
Waka Kotahi New Zealand Transport Agency	Good Oil	Doors
Worksafe	Sweetshop	You Can Sense it, You Can Stop it

Worksafe	Sweetshop	You Can Sense it, You Can Stop it
Original Soundtrack - Film & Screen Content		
Advertiser	Agency/Production Company	Entry Title
ANZ	Beatworms	ANZ Good Sports
DB Breweries	Liquid Studios	DB Export Gold 0.0
Tourism New Zealand	Good Oil	Do Something New, New Zealand
Trustpower	CPD FILMS	Lost & Found
Worksafe	Sweetshop	You Can Sense it, You Can Stop it
	Original Soundtrack - Radio	
Advertiser	Agency/Production Company	Entry Title
Rebel Sport	Film360	Find Your Rhythm
	Original Arrangement of Existing Mus	ic
Advertiser	Agency/Production Company	Entry Title
Chorus NZ	Liquid Studios	Chorus Fibre' Badnet'
Lion	Liquid Studios	Steinlager 'Peace Flotilla'
Pepper Money	Good Oil	Real Life
Toyota New Zealand	Franklin Rd Music & Sound	Toyota Hilux - An Unbreakable Bond
Sound Design - Film & Screen Content		
Advertiser	Agency/Production Company	Entry Title
ALT	Liquid Studios	ALT
Fire and Emergency New Zealand	Starla	The Ad You Can't Escape
Lion	Liquid Studios	Steinlager 'Peace Flotilla'
Toyota New Zealand	Franklin Rd Music & Sound	Toyota Hilux - An Unbreakable Bond
Waka Kotahi New Zealand Transport	Good Oil	Doors
Agency		
A.1	Copywriting - Magazine & Newspape	
Advertiser	Agency/Production Company	Entry Title
Air New Zealand	FCB New Zealand	Do Business WithOut The Distractions
IAG	Colenso BBDO	On Your Side (Post)
IAG	Colenso BBDO	On Your Side (Tap)
IAG	Colenso BBDO	On Your Side (TV)
Netsafe	Motion Sickness	Your News Bulletin
Oceania Healthcare	YoungShand	In Their Shoes





	Copywriting - Out of Home		
Advertiser	Agency/Production Company	Entry Title	
New Zealand Aids Foundation	DDB Aotearoa	NZAF - Stand Proud	
	Copywriting - Radio		
Advertiser	Agency/Production Company	Entry Title	
KFC	Film360	One Hit Wonders	
KFC	Film360	One Hit Wonders - Crazy Frog	
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mary)	
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Row)	
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Twinkle)	
Volkswagen	DDB Aotearoa	Grand Cali - Eric	
Volkswagen	DDB Aotearoa	Grand Cali - Janis	
Volkswagen	DDB Aotearoa	Grand Cali - Mad Dog Mike	
Volkswagen	DDB Aotearoa	Zero to Crazy - Birthday	
Volkswagen	DDB Aotearoa	Zero to Crazy - Girlfriend	
Volkswagen	DDB Aotearoa	Zero to Crazy - Job	
Volkswagen	DDB Aotearoa	Zero to Crazy - Mafia	
Volkswagen	DDB Aotearoa	Zero to Crazy - New Name	
Water Safety New Zealand	FCB New Zealand	Swim Your Age: Puff 'n' Surf	
Copywriting - Film & Video			
Advertiser	Agency/Production Company	Entry Title	
2Degrees	TBWA	Christmas Campaign	
IAG	Colenso BBDO	On Your Side (Post)	
IAG	Colenso BBDO	On Your Side (Tap)	
IAG	Colenso BBDO	On Your Side (TV)	
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Hose)	
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Nightclub)	
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Park)	
New Zealand Government	Clemenger BBDO	For Tomorrow	
New Zealand Government	Motion Sickness	Keep It Real Online	
Partners Life	Special Group New Zealand	Unhappily Ever After	
Spark	Colenso BBDO	5G	
Tend	YoungShand	Inner Monologue - Riley	
Tend	YoungShand	Inner Monologue - Tai	
Tourism New Zealand	Special Group New Zealand	100% Pure New Zealand. A Journey of Reflection.	
Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond	





Art	Direction & Typography - Magazine & N	lewspaper
Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	On Your Side
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Pool
Lion	DDB Aotearoa	Emerson's - Tiny Pub Print - Tiny Darts
Lion	DDB Aotearoa	Emerson's - Tiny Pub Print - Tiny Peanut
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)
New Zealand Breast Cancer Foundation	Colenso BBDO	Mokopuna Mythologies
	Art Direction & Typography - Out of H	lome
Advertiser	Agency/Production Company	Entry Title
Lion	DDB Aotearoa	Emerson's - Tiny Pub Activation
McDonald's	DDB Aotearoa	Reflections - Cheeseburger
McDonald's	DDB Aotearoa	Reflections - Fries
McDonald's	DDB Aotearoa	Reflections Big Mac
New Zealand Aids Foundation	DDB Aotearoa	NZAF - Stand Proud
The University of Auckland	Wunderman Thompson	You Zag. If They Zig
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It Daz
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It Kylee
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It Shane
WWF	Colenso BBDO	Ending Lockdown
	Image	
Advertiser	Agency/Production Company	Entry Title
Lion	DDB Aotearoa	Emerson's Tiny Pub Print Tiny Darts
Lion	DDB Aotearoa	Emerson's Tiny Pub Print Tiny Peanuts
Lion	DDB Aotearoa	Emerson's Tiny Pub Print Tiny Pool
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)
McDonald's	DDB Aotearoa	Reflections - Big Mac
McDonald's	DDB Aotearoa	Reflections - Cheeseburger
McDonald's	DDB Aotearoa	Reflections - Fries
Partners Life	Special Group New Zealand	Unhappily Ever After
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	Image cont.	
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
Toyota	Saatchi & Saatchi	Yaris Made of Fun
Volkswagen	DDB Aotearoa	Transporter - Construction Men
Volkswagen	DDB Aotearoa	Transporter - Jerry's Fireworks
Volkswagen	DDB Aotearoa	Transporter Vegan Meal Co
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It Daz
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It Kylee
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It Shane
	DIGITAL CRAFT	
	Digital Copywriting	
Advertiser	Agency/Production Company	Entry Title
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
New Zealand Government	Motion Sickness	The Eggplant
PAK'nSAVE	FCB New Zealand	Instickman
Digital Art Direction & Typography		
Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	Tally
Tend	YoungShand	Inner Monologue
	Interface & Navigation	
Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	My Hooman
	User Experience	
Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	Tally
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	MyHooman
New Zealand Human Rights Commission	Assembly	Voice of Racism
	Digital Use of Video	T= . =
Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	DentaSTIX Studios
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
Skinny	Colenso BBDO	Friend-vertising
	Digital Use of Music or Sound Desig	
Advertiser	Agency/Production Company	Entry Title
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism





OUT OF HOME unmissable			
Standard Outdoor Advertising			
Advertiser	Agency/Production Company	Entry Title	
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election	
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Peanut	
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Pool	
Lion	DDB Aotearoa	Emerson's - Tiny Pub Tiny Darts	
Lotto New Zealand	DDB Aotearoa	Commas - Cars	
Lotto New Zealand	DDB Aotearoa	Commas - Souvenirs	
Lotto New Zealand	DDB Aotearoa	Commas - Art	
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)	
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)	
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)	
McDonald's	DDB Aotearoa	Reflections - Big Mac	
McDonald's	DDB Aotearoa	Reflections - Cheeseburger	
McDonald's	DDB Aotearoa	Reflections - Fries	
New Zealand Government	Clemenger BBDO	Unite Against COVID-19: Be kind	
New Zealand Government	Clemenger BBDO	Unite Against COVID-19: Cough or sneeze into your elbow	
New Zealand Government	Clemenger BBDO	Unite Against COVID-19: Stay home if you are sick	
New Zealand Government	Clemenger BBDO	Unite Against COVID-19: Wash your hands	
Spark	Colenso BBDO	Kupu Stories	
Spark	Colenso BBDO	Kupu Stories	
Spark	Colenso BBDO	Kupu Stories	
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It Daz	
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It Kylee	
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It Shane	
	Special Build Outdoor		
Advertiser	Agency/Production Company	Entry Title	
2Degrees	TBWA	Broadband	
ASB	dentsu	Borrow Eden Park	
	Non Traditional Outdoor		
Advertiser	Agency/Production Company	Entry Title	
ASB	dentsu	Borrow Eden Park	
ASB	dentsu	Essential Thanks	
Kiwi Property	99	Envy Installation	
Lion	DDB Aotearoa	Emerson's - Tiny Pub Activation	





Interactive Outdoor		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Essential Thanks
Kiwi Property	99	Envy Installation
	Transit	
Advertiser	Agency/Production Company	Entry Title
Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond
	Out of Home Campaign	
ASB	dentsu	Borrow The All Blacks
ASB	dentsu	Essential Thanks
LegaSea	Special Group New Zealand	Rescue Fish
Lion	DDB Aotearoa	Emerson's - Tiny Pub campaign
Lotto New Zealand	DDB Aotearoa	Commas
Mars	Colenso BBDO	Take a Baby Step Into Parenting
McDonald's	DDB Aotearoa	McDonald's Reflections
New Zealand Government	Clemenger BBDO	Unite Against COVID-19
NZME	Pitchblack Partners/Jet Black Production	LIVE NOW
Skinny	Colenso BBDO	Friend-vertising
Spark	Colenso BBDO	Kupu Stories
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond
Women's Work Female Photographers of the AIPA	Saatchi & Saatchi	Feel the Female Gaze
WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It.
MAGAZINE & NEWSPAPER		PER
	Magazine	
Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)
Volkswagen	DDB Aotearoa	Transporter - Construction Men
Volkswagen	DDB Aotearoa	Transporter - Jerry's Fireworks
Volkswagen	DDB Aotearoa	Transporter Vegan Meal Co
Advertiser	Magazine Campaign Agency/Production Company	Entry Title
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	Take a Baby Step Into Parenting
Volkswagen	DDB Aotearoa	Transporter
Vollowageri	Newspaper	Transportor
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow Eden Park
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Darts
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Peanuts
Lion	DDB Aotearoa	Emerson's - Tiny Pub - Tiny Pool
Netsafe	Motion Sickness	Your News Bulletin
Volkswagen	DDB Aotearoa	Patents - Meetings
Volkswagen	DDB Aotearoa	Patents - Movies
Volkswagen	DDB Aotearoa	Patents - Talking Car
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Į		Newspaper Campaign	
	Advertiser	Agency/Production Company	Entry Title
	IAG	Colenso BBDO	On Your Side
	Lion	DDB Aotearoa	Emerson's - Tiny Pub Print
	Volkswagen	DDB Aotearoa	Patents
ĺ		Innovation in Print	
4	Advertiser	Agency/Production Company	Entry Title
Ì	Kiwi Property	99	Envy Installation
Ì	×11 × × ×2	DIRECT MARKETING	,
1			
Į		Direct Physical	
	Advertiser	Agency/Production Company	Entry Title
	Part Time Rangers	Pitchblack Partners/Jet Black Production	Lil' Rhino
	Media Design School	Freelance	MDS End of Year Show Invite 2020
j		Direct Digital	
	Advertiser	Agency/Production Company	Entry Title
	ASB	dentsu	Borrow The All Blacks
	BMW	Colenso BBDO	Lockdown
	Electoral Commission Te Kaitiaki Take KÅ whiri	VMLY&R	Vote Ghost
Ì	Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
	IAG	Colenso BBDO	Tally
	Mars	Colenso BBDO	DentaSTIX Studios
	New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
	Skinny	Colenso BBDO	Friend-vertising
Ì		Direct Broadcast	
	Advertiser	Agency/Production Company	Entry Title
Ì	2Degrees	TBWA	Broadband
ĺ	2Degrees	TBWA	Christmas Campaign
	Electoral Commission Te Kaitiaki Take KÅ whiri	VMLY&R	Vote Ghost
ĺ	Skinny	Colenso BBDO	Friend-vertising
		Creative Use of Data in Direct	
Î	Advertiser	Agency/Production Company	Entry Title
	IAG	Colenso BBDO	Tally
	New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
		Direct Campaign	
	Advertiser	Agency/Production Company	Entry Title
	2Degrees	TBWA	Broadband
	Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
	IAG	Colenso BBDO	Tally
	Lion	DDB Aotearoa	Emerson's - Tiny Pub





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4	Direct Campaign cont.			
	Mars	Colenso BBDO	DentaSTIX Studios	
	New Zealand Government	Clemenger BBDO	Unite Against COVID-19	
	New Zealand Government	Motion Sickness	Keep It Real Online	
	Oceania Healthcare	YoungShand	In Their Shoes	
	Skinny	Colenso BBDO	Friend-vertising	
	Tourism New Zealand	Special Group New Zealand	Do Something New, New Zealand	
	Tourism New Zealand	Special Group New Zealand	Messages from New Zealand	
	PR, BR	AND EXPERIENCE & ACTIV	/ATION	
İ		Brand Experience & Activation		
1	Advertiser	Agency/Production Company	Entry Title	
	ASB	dentsu	Borrow Eden Park	
j	Lion	DDB Aotearoa	Emerson's - Tiny Pub	
	Mars	Colenso BBDO	DentaSTIX Studios	
Ì	New Zealand Government	Colenso BBDO & Clemenger BBDO,	Unstoppable Summer: A COVID-19	
		Wellington	public service announcement	
Į	-	Campaign Lead by Brand Experience &		
	Advertiser	Agency/Production Company	Entry Title	
	2Degrees	TBWA	Broadband	
ļ	ASB	dentsu	Borrow Eden Park	
	ASB	dentsu	Borrow The All Blacks	
1	Lion	DDB Aotearoa	Emerson's - Tiny Pub	
	Mars	Colenso BBDO	DentaSTIX Studios	
	Skinny	Colenso BBDO	Friend-vertising	
		PR		
	Advertiser	Agency/Production Company	Entry Title	
1	Accor	DDB Aotearoa	Thanks from Isolation	
Į	ASB	dentsu	Borrow Eden Park	
	New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement	
Ì		PR Social & Digital		
Ī	Advertiser	Agency/Production Company	Entry Title	
	ASB	dentsu	Borrow Eden Park	
	ASB	dentsu	Borrow The All Blacks	
	ASB	dentsu	Essential Thanks	
	Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election	
		PR Campaign		
	Advertiser	Agency/Production Company	Entry Title	
	Accor	DDB Aotearoa	Thanks from Isolation	
	ASB	dentsu	Borrow Eden Park	
	EcoStore	DDB Aotearoa	Permanent Bottle Recall	
	Lion	DDB Aotearoa	Emerson's - Tiny Pub	





DESIGN		
Design 360		
Advertiser	Agency/Production Company	Entry Title
Citizen	Special Group New Zealand	Citizen Beer
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Jarden	DDB Aotearoa	Jarden - Brand Lauch
New Zealand Government	Clemenger BBDO	Unite Against COVID-19
Rua Bioscience	Special Group New Zealand	Rua Bioscience
	Product Design - Tech	
Advertiser	Agency/Production Company	Entry Title
Mars	Colenso BBDO	DentaSTIX Studios
Mars	Colenso BBDO	MyHooman
	Product Design - Non Tech	
Advertiser	Agency/Production Company	Entry Title
Part Time Rangers	Pitchblack Partners/Jet Black Production	Kiwi Rangers Come Out At Night
The Warehouse Group	The Warehouse Group	Workplace Essentials
	Environmental Design	
Advertiser	Agency/Production Company	Entry Title
Lion	DDB Aotearoa	Emerson's - Tiny Pub
Kiwibank	99	Sustainable Signage
	Experience Design	
Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	Tally
Lion	DDB Aotearoa	Emerson's - Tiny Pub
Mars	Colenso BBDO	DentaSTIX Studios
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
	Publication and Magazine Design	
Advertiser	Agency/Production Company	Entry Title
Kiwi Property	99	Envy Installation
	CHARITY	
	rity - Magazine & Newspaper or Out of	
Advertiser	Agency/Production Company	Entry Title
New Zealand Breast Cancer Foundation	Colenso BBDO	Mokopuna Mythologies
WWF	Colenso BBDO	Ending Lockdown
	Charity - Direct	
Advertiser	Agency/Production Company	Entry Title
KidsCan	DDB Aotearoa	19 for 19
KidsCan	DDB Aotearoa	Real Meals
Adventions	Charity - Digital or Screen	F. A. T. T. H.
Advertiser	Agency/Production Company	Entry Title
KidsCan	DDB Aotearoa	Real Meals
Refugees as Survivors New Zealand	VMLY&R	No refugees in New Zealand





CHARITY				
Charity - Social Media				
Advertiser	Agency/Production Company	Entry Title		
Refugees as Survivors New Zealand	VMLY&R	No refugees in New Zealand		
The sage of the carrier and a carrier	Charity - Design			
Advertiser	Agency/Production Company	Entry Title		
WWF	Colenso BBDO	Ending Lockdown		
Charity - Campaign				
Advertiser	Agency/Production Company	Entry Title		
KidsCan	DDB Aotearoa	Real Meals		
New Zealand Aids Foundation	DDB Aotearoa	NZAF - Stand Proud		
The Returned Services Association / LION	DDB Aotearoa	RSA/STEINLAGER - Anzac - Out of Home		
	Charity - Creative Use of Media			
Advertiser	Agency/Production Company	Entry Title		
Autism New Zealand	DDB Aotearoa	Toddler Driving test		
KidsCan	DDB Aotearoa	Real Meals		
The Returned Services Association / Lion	DDB Aotearoa	RSA/Steinlager - Anzac		
	DIGITAL & INTERACTIVE	FACEBOOK		
	Website			
Advertiser	Agency/Production Company	Entry Title		
Spark NZ	99	Virtual Store		
	Campaign Website			
Advertiser	Agency/Production Company	Entry Title		
EcoStore	DDB Aotearoa	Permanent Bottle Recall		
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election		
Mars	Colenso BBDO	MyHooman		
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism		
	Online Advertising	•		
Advertiser	Agency/Production Company	Entry Title		
ASB	dentsu	Borrow The All Blacks		
	Social Media Campaigns			
Advertiser	Agency/Production Company	Entry Title		
2Degrees	TBWA	Broadband		
ASB	dentsu	Essential Thanks		
BMW	Colenso BBDO	Lockdown		
Bumble	Eight	Girls will be Girls		
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election		
Hellers	YoungShand	The Daily Meat Up		
KFC	Stanley St	Chicken Milk		
Skinny	Colenso BBDO	Friend-vertising		
State	Colenso BBDO	Destruction Distraction		
Tourism New Zealand	Special Group New Zealand	Good Morning World		
Tourism New Zealand	Special Group New Zealand	Messages from New Zealand		





Agency/Production Company	Entry Title	
TBWA	Broadband	
dentsu	Borrow The All Blacks	
YoungShand	The Daily Meat Up	
FCB New Zealand	Instickman	
Colenso BBDO	Friend-vertising	
Special Group New Zealand	Good Morning World	
Mobile		
Agency/Production Company	Entry Title	
Colenso BBDO	DentaSTIX Studios	
Colenso BBDO	MyHooman	
	_ · ·	
	Entry Title	
	Borrow The All Blacks	
	Meddle in the New Zealand Election	
	DentaSTIX Studios	
Coleriso BBBO	Delitas IIX Studios	
Clemenger BBDO	Voice of Racism	
YoungShand	Inner Monologue	
Special Group New Zealand	Good Morning World	
Tech Driven Creative		
Agency/Production Company	Entry Title	
	D CTIV O: 11	
Colenso BBDO	DentaSTIX Studios	
Colenso BBDO Colenso BBDO	MyHooman	
Colenso BBDO	MyHooman tynz	
Colenso BBDO FILM & VIDEO	MyHooman tynz	
Colenso BBDO FILM & VIDEO TV, Cinema or Online 30' or Below - S	MyHooman Single	
TV, Cinema or Online 30' or Below - S Agency/Production Company	MyHooman Single Entry Title	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu	MyHooman Single Entry Title ASB Brand Launch	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu	MyHooman Single Entry Title ASB Brand Launch Borrow The All Blacks	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu dentsu Pitchblack Partners/Jet Black	MyHooman Single Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu dentsu dentsu	MyHooman Single Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet Modern Day Hunter	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu Pitchblack Partners/Jet Black Production	MyHooman Single Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet Modern Day Hunter Big King XL On Your Side (Post)	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu Pitchblack Partners/Jet Black Production Colenso BBDO	MyHooman Single Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet Modern Day Hunter Big King XL On Your Side (Post) On Your Side (Tap)	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Colenso BBDO	MyHooman Single Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet Modern Day Hunter Big King XL On Your Side (Post) On Your Side (Tap) On Your Side (TV) Take a Baby Step Into Parenting	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Colenso BBDO Colenso BBDO	MyHooman Single Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet Modern Day Hunter Big King XL On Your Side (Post) On Your Side (Tap) On Your Side (TV)	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO	MyHooman Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet Modern Day Hunter Big King XL On Your Side (Post) On Your Side (Tap) On Your Side (TV) Take a Baby Step Into Parenting (Hose) Take a Baby Step Into Parenting	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu Pitchblack Partners/Jet Black Production Colenso BBDO	MyHooman Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet Modern Day Hunter Big King XL On Your Side (Post) On Your Side (Tap) On Your Side (TV) Take a Baby Step Into Parenting (Hose) Take a Baby Step Into Parenting (Nightclub) Take a Baby Step Into Parenting	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu Pitchblack Partners/Jet Black Production Colenso BBDO	MyHooman Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet Modern Day Hunter Big King XL On Your Side (Post) On Your Side (Tap) On Your Side (TV) Take a Baby Step Into Parenting (Hose) Take a Baby Step Into Parenting (Nightclub) Take a Baby Step Into Parenting (Park)	
TV, Cinema or Online 30' or Below - S Agency/Production Company dentsu dentsu dentsu dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Do Colenso BBDO Colenso BBDO Colenso BBDO Colenso BBDO Do Colenso BBDO Colenso BBDO Do Colenso BBDO Do Colenso BBDO	MyHooman Entry Title ASB Brand Launch Borrow The All Blacks Girl With The Cold Feet Modern Day Hunter Big King XL On Your Side (Post) On Your Side (Tap) On Your Side (TV) Take a Baby Step Into Parenting (Hose) Take a Baby Step Into Parenting (Nightclub) Take a Baby Step Into Parenting (Park) Summer	
	TBWA dentsu YoungShand FCB New Zealand Colenso BBDO Special Group New Zealand Mobile Agency/Production Company Colenso BBDO Colenso BBDO Digital and Interactive Campaign Agency/Production Company dentsu Special Group New Zealand Colenso BBDO Clemenger BBDO YoungShand Special Group New Zealand Tech Driven Creative Agency/Production Company	





	AX15-21		
	TV, C	Cinema or Online 30' or Below - Single	cont.
	Nestlé	Saatchi & Saatchi	Original Kiwi Dip: Stewart
İ	Nestlé	Saatchi & Saatchi	Original Kiwi Dip: Wrong Song
	New Zealand Electoral Commission	Eight	Electoral Commission - Vote Ghost
	SKY	DDB Aotearoa	Sky Sport - Press Conferences - Dana
	SKY	DDB Aotearoa	Sky Sport - Press Conferences - Hansen
	SKY	DDB Aotearoa	Sky Sport - Press Conferences - Kearney
	SKY	DDB Aotearoa	Sky Sport - Press Conferences - Lebron
4	Spark	Colenso BBDO	Kupu Stories
İ	Vodafone	DDB Aotearoa	Vodafone Chicken Knight
	TV,	Cinema or Online 30' or Below - Camp	paign
Ì	Advertiser	Agency/Production Company	Entry Title
İ	ASB	dentsu	Everyday Banking
	ASB	dentsu	Home Loans
Ì	ASB	dentsu	Borrow The All Blacks
İ	Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
	Mars	Colenso BBDO	Take a Baby Step Into Parenting
İ	Nestlé	Saatchi & Saatchi	Made For Mates
j	Skinny	Colenso BBDO	Friend-vertising
4	SKY	DDB Aotearoa	Sky Sport - Press Conferences
İ	Toyota	Saatchi & Saatchi	In Crazy We Believe
	,	TV, Cinema or Online Over 30' - Single	,
	Advertiser	Agency/Production Company	Entry Title
	2Degrees	TBWA	Broadband
	ANZ	TBWA	Goodsports
	ASB	dentsu	ASB Brand Launch
ı	ASB	dentsu	Borrow The All Blacks
	ASB	dentsu	Girl With The Cold Feet
	Bank of New Zealand	Colenso BBDO	The Greatest Gift
	Chorus	Saatchi & Saatchi	Fibre. It's how we internet now.
4	DB Breweries	Colenso BBDO	That's Why
ı	Google	Colenso BBDO	Aussie Small Business
	IAG	Colenso BBDO	Sleeper
	Lion	DDB Aotearoa	Steinlager - Flotilla
l	New Zealand Government	Clemenger BBDO	For Tomorrow
	New Zealand Post	FCB New Zealand	Three Timing Trixie
	New Zealand Government	Motion Sickness	Keep It Real Online
	Optus	Special Group New Zealand	Amazing Race
		Special Group New Zealand	BFF
	Optus Partners Life		
	Silver Fern Farms	Special Group New Zealand	Unhappily Ever After Worth the Wait
		Special Group New Zealand	
	Smiths City	Eight Colored BBDO	Smiths City
	Spark	Colenso BBDO	5G
'	Spark	Colenso BBDO	Kupu Stories





	TV, Cir	ema or Online 30' or Below - Campaig	n cont.
	Tourism New Zealand	Special Group New Zealand	100% Pure New Zealand. A Journey of Reflection.
	Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
	Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond
	Waka Kotahi New Zealand Transport Agency	Clemenger BBDO	Doors
	WorkSafe New Zealand	FCB New Zealand	You Can Sense It. You Can Stop It.
		TV, Cinema or Online 30' - Campaign	
2	Advertiser	Agency/Production Company	Entry Title
	Department of Internal Affairs / NZ Government	Motion Sickness	Keep It Real Online
	Optus	Special Group New Zealand	It Starts With Yes
	Skinny	Colenso BBDO	Endless Data Weekends
		6" Pre-Rolls (Single)	
	Advertiser	Agency/Production Company	Entry Title
	ASB	dentsu	Borrow The All Blacks
	ASB	dentsu	Borrow The All Blacks
	Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mum)
	Mars	Colenso BBDO	Take a Baby Step Into Parenting (Paw)
	Mars	Colenso BBDO	Take a Baby Step Into Parenting (Stork)
		6" Pre-Rolls (Campaign)	(Ciciny
	Advertiser	Agency/Production Company	Entry Title
	Bumble	TBWA	Bumble Make The First Move
	Mars	Colenso BBDO	Take a Baby Step Into Parenting
	Toyota	Saatchi & Saatchi	Hilux Unbreakable Bond
	Volkswagen	DDB Aotearoa	Icons
		Social Video	
	Advertiser		
4	Advertiser	Agency/Production Company	Entry Title
	ASB	Agency/Production Company dentsu	Entry Title Borrow The All Blacks
	ASB	dentsu Pitchblack Partners/Jet Black	Borrow The All Blacks
	ASB Air New Zealand	dentsu Pitchblack Partners/Jet Black Production	Borrow The All Blacks 'Twas The Flight Before Christmas
	ASB Air New Zealand BMW	dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Pitchblack Partners/Jet Black	Borrow The All Blacks 'Twas The Flight Before Christmas Lockdown
	ASB Air New Zealand BMW Burger King	dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Pitchblack Partners/Jet Black Production	Borrow The All Blacks 'Twas The Flight Before Christmas Lockdown Rebel Whopper
	ASB Air New Zealand BMW Burger King Every Kiwi Vote Counts	dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Pitchblack Partners/Jet Black Production Special Group New Zealand	Borrow The All Blacks 'Twas The Flight Before Christmas Lockdown Rebel Whopper Meddle in the New Zealand Election Take a Baby Step Into Parenting
	ASB Air New Zealand BMW Burger King Every Kiwi Vote Counts Mars	dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Pitchblack Partners/Jet Black Production Special Group New Zealand Colenso BBDO	Borrow The All Blacks 'Twas The Flight Before Christmas Lockdown Rebel Whopper Meddle in the New Zealand Election Take a Baby Step Into Parenting (Hose) Take a Baby Step Into Parenting
	ASB Air New Zealand BMW Burger King Every Kiwi Vote Counts Mars Mars	dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Pitchblack Partners/Jet Black Production Special Group New Zealand Colenso BBDO Colenso BBDO	Borrow The All Blacks 'Twas The Flight Before Christmas Lockdown Rebel Whopper Meddle in the New Zealand Election Take a Baby Step Into Parenting (Hose) Take a Baby Step Into Parenting (Nightclub) Take a Baby Step Into Parenting
	ASB Air New Zealand BMW Burger King Every Kiwi Vote Counts Mars Mars Mars	dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Pitchblack Partners/Jet Black Production Special Group New Zealand Colenso BBDO Colenso BBDO Colenso BBDO	Borrow The All Blacks 'Twas The Flight Before Christmas Lockdown Rebel Whopper Meddle in the New Zealand Election Take a Baby Step Into Parenting (Hose) Take a Baby Step Into Parenting (Nightclub) Take a Baby Step Into Parenting (Park)
	ASB Air New Zealand BMW Burger King Every Kiwi Vote Counts Mars Mars Mars Mars	dentsu Pitchblack Partners/Jet Black Production Colenso BBDO Pitchblack Partners/Jet Black Production Special Group New Zealand Colenso BBDO Colenso BBDO Colenso BBDO DDB Aotearoa	Borrow The All Blacks 'Twas The Flight Before Christmas Lockdown Rebel Whopper Meddle in the New Zealand Election Take a Baby Step Into Parenting (Hose) Take a Baby Step Into Parenting (Nightclub) Take a Baby Step Into Parenting (Park) McDonald's Kiwiburger for all Kiwis





	Long Form - Single	
Advertiser	Agency/Production Company	Entry Title
Air New Zealand	Pitchblack Partners/Jet Black Production	A Journey To Safety
Air New Zealand	Pitchblack Partners/Jet Black Production	The Search for the 8th Wonder of the World
Fire and Emergency New Zealand	FCB New Zealand	The Ad You Can't Escape
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
Tourism New Zealand	Special Group New Zealand	Messages from New Zealand
Long Form - Campaign		
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	2nd Chance Charlie
New Zealand Government	Motion Sickness	The Eggplant
	Large Scale Content	
Advertiser	Agency/Production Company	Entry Title
New Zealand Government	Colenso BBDO & Clemenger BBDO, Wellington	Unstoppable Summer: A COVID-19 public service announcement
	TV & Broadcast - 90' and Over	, ·
Advertiser	Agency/Production Company	Entry Title
2Degrees	TBWA	2nd Chance Charlie
Department of Internal Affairs / NZ Government	Motion Sickness	The Eggplant
BRANDED CONTENT NZ ME HORA NO HITHER AND HORA NO HITHER HORA NO HITHER AND HORA NO HITHER HORA NO HITHER HORA NO HITHER HORA NO HITHER HORA NO HITHER HORA NO HITHER HORA NO HITHER HORA		
	BRANDED CONTENT	NZ WE HOBLAND
	BRANDED CONTENT Branded Content - Campaign	
Advertiser	Branded Content - Campaign Agency/Production Company	Entry Title
2Degrees	Branded Content - Campaign	Entry Title 2nd Chance Charlie
2Degrees ASB	Branded Content - Campaign Agency/Production Company TBWA dentsu	Entry Title 2nd Chance Charlie Borrow The All Blacks
2Degrees	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness	Entry Title 2nd Chance Charlie
2Degrees ASB New Zealand Government	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant
2Degrees ASB New Zealand Government Advertiser	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title
2Degrees ASB New Zealand Government	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis
2Degrees ASB New Zealand Government Advertiser McDonald's New Zealand Government	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa Colenso BBDO & Clemenger BBDO, Wellington	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis Unstoppable Summer: A COVID-19 public service announcement
2Degrees ASB New Zealand Government Advertiser McDonald's	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa Colenso BBDO & Clemenger BBDO,	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis Unstoppable Summer: A COVID-19
2Degrees ASB New Zealand Government Advertiser McDonald's New Zealand Government	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa Colenso BBDO & Clemenger BBDO, Wellington Special Group New Zealand MEDIA	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis Unstoppable Summer: A COVID-19 public service announcement
2Degrees ASB New Zealand Government Advertiser McDonald's New Zealand Government Tourism New Zealand	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa Colenso BBDO & Clemenger BBDO, Wellington Special Group New Zealand MEDIA Creative Use of Media - Single	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis Unstoppable Summer: A COVID-19 public service announcement Do Something New New Zealand
2Degrees ASB New Zealand Government Advertiser McDonald's New Zealand Government Tourism New Zealand Advertiser	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa Colenso BBDO & Clemenger BBDO, Wellington Special Group New Zealand MEDIA Creative Use of Media - Single Agency/Production Company	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis Unstoppable Summer: A COVID-19 public service announcement Do Something New New Zealand NZME STREETMENT
2Degrees ASB New Zealand Government Advertiser McDonald's New Zealand Government Tourism New Zealand	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa Colenso BBDO & Clemenger BBDO, Wellington Special Group New Zealand MEDIA Creative Use of Media - Single Agency/Production Company FCB New Zealand	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis Unstoppable Summer: A COVID-19 public service announcement Do Something New New Zealand NZME (STANO) Entry Title The Ad You Can't Escape
2Degrees ASB New Zealand Government Advertiser McDonald's New Zealand Government Tourism New Zealand Advertiser	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa Colenso BBDO & Clemenger BBDO, Wellington Special Group New Zealand MEDIA Creative Use of Media - Single Agency/Production Company	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis Unstoppable Summer: A COVID-19 public service announcement Do Something New New Zealand NZME STREETMENT
2Degrees ASB New Zealand Government Advertiser McDonald's New Zealand Government Tourism New Zealand Advertiser Fire and Emergency New Zealand	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa Colenso BBDO & Clemenger BBDO, Wellington Special Group New Zealand MEDIA Creative Use of Media - Single Agency/Production Company FCB New Zealand Colenso BBDO & Clemenger BBDO,	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis Unstoppable Summer: A COVID-19 public service announcement Do Something New New Zealand NZME Entry Title The Ad You Can't Escape Unstoppable Summer: A COVID-19
2Degrees ASB New Zealand Government Advertiser McDonald's New Zealand Government Tourism New Zealand Advertiser Fire and Emergency New Zealand New Zealand Government	Branded Content - Campaign Agency/Production Company TBWA dentsu Motion Sickness Music Content Agency/Production Company DDB Aotearoa Colenso BBDO & Clemenger BBDO, Wellington Special Group New Zealand MEDIA Creative Use of Media - Single Agency/Production Company FCB New Zealand Colenso BBDO & Clemenger BBDO, Wellington Colenso BBDO & Clemenger BBDO, Wellington	Entry Title 2nd Chance Charlie Borrow The All Blacks The Eggplant Entry Title McDonald's Kiwiburger for all Kiwis Unstoppable Summer: A COVID-19 public service announcement Do Something New New Zealand NZ NE TOTAL COVID-19 The Ad You Can't Escape Unstoppable Summer: A COVID-19 public service announcement





AXIS-21		
	Creative Use of Media - Integrate	
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow The All Blacks
Every Kiwi Vote Counts	Special Group New Zealand	Meddle in the New Zealand Election
Mars	Colenso BBDO	MyHooman
Skinny	Colenso BBDO	Endless Data Weekends
Skinny	Colenso BBDO	Friend-vertising
Tourism New Zealand	Special Group New Zealand	Good Morning World
	RADIO	ग्रीtrb
Radio 30' or below - Single		
Advertiser	Agency/Production Company	Entry Title
ASB	dentsu	Borrow The All Blacks
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Mary)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Row)
Mars	Colenso BBDO	Take a Baby Step Into Parenting (Twinkle)
Part Time Rangers	Pitchblack Partners/Jet Black Production	How To Save The Brown Kiwi
Part Time Rangers	Pitchblack Partners/Jet Black Production	How To Save The Great White Shark
Part Time Rangers	Pitchblack Partners/Jet Black Production	How To Save The Rhinos
Toyota	Saatchi & Saatchi	Secondhand Pop
Toyota	Saatchi & Saatchi	Secondhand Rap
Toyota	Saatchi & Saatchi	Toyota's Guide to Bad Labelling
Volkswagen	DDB Aotearoa	Zero to Crazy - Baby
Volkswagen	DDB Aotearoa	Zero to Crazy - Birthday
Volkswagen	DDB Aotearoa	Zero to Crazy - Girlfriend
Volkswagen	DDB Aotearoa	Zero to Crazy - Job
Volkswagen	DDB Aotearoa	Zero to Crazy - Mafia
Volkswagen	DDB Aotearoa	Zero to Crazy - New Name
Water Safety New Zealand	FCB New Zealand	Swim Your Age: Lifejackets Are So Basic
Water Safety New Zealand	FCB New Zealand	Swim Your Age: Puff 'n' Surf
Water Safety New Zealand	FCB New Zealand	Swim Your Age: The Skuxx Swim Alone
	DIRECT MARKETING	
	Radio 30' or below - Campaign	
Advertiser	Agency/Production Company	Entry Title
IAG	Colenso BBDO	On Your Side
Mars	Colenso BBDO	Take a Baby Step Into Parenting
Part Time Rangers	Pitchblack Partners/Jet Black Production	How To Save The Wild
Toyota	Saatchi & Saatchi	Secondhand Songs
Toyota	Saatchi & Saatchi	Toyota's Guide to Bad Labelling
Volkswagen	DDB Aotearoa	Zero to Crazy
Water Safety New Zealand	FCB New Zealand	Swim Your Age





MMIS ET		
Radio Above 30' - Single		
Advertiser	Agency/Production Company	Entry Title
KiwiRail	DDB Aotearoa	The DistractAd Campaign - Kiwirail
Sky & ADHD New Zealand	DDB Aotearoa	The DistractAd Campaign - Sky
Tourism New Zealand	Special Group New Zealand	Do Something New New Zealand
Volkswagen	DDB Aotearoa	Grand Cali - Eric
Volkswagen	DDB Aotearoa	Grand Cali - Janis
Volkswagen	DDB Aotearoa	Grand Cali - Mad Dog Mike
Volkswagen & ADHD New Zealand	DDB Aotearoa	The DistractAd Campaign - Volkswagen
	Radio Above 30' - Campaign	
Advertiser	Agency/Production Company	Entry Title
KFC	Stanley St	One Hit Wonders
Sky TV, KiwiRail & Volkswagen	DDB Aotearoa	The DistractAd Campaign
Volkswagen	DDB Aotearoa	Grand Cali
	Non Standard Radio & Audio	
Advertiser	Agency/Production Company	Entry Title
McDonald's	DDB Aotearoa	McDonald's Kiwiburger for all Kiwis
New Zealand Human Rights Commission	Clemenger BBDO	Voice of Racism
Pak'nSave Foodstuffs NZ	FCB New Zealand	Meat Hijack
GOOGLE STUDENT CHALLENGE Google		
	Google Student Challenge	
	James McCulloch & Charlotte Upto Robyn Ramsay & Luke Roxburgh Gabrielle Larsen & Arron Sharma	on

Congratulations!









FACEBOOK

