



CONGRATULATIONS TO OUR FINALISTS

BEST USE OF MEDIA RELATIONS

SPONSORED BY TELUM MEDIA

AGENCY	CLIENT	TITLE
DRUM	Unilever	The Reverse Selfie campaign
Kiwibank	Kiwibank	Media relations making impact for budding homeowners
MBM	J.H. Whittaker & Sons	tOATally leaked!
PR Partners	Dementia Auckland	Light in the Darkness
Special PR	Tourism Fiji	A 'Booster of Happiness' for Dr Bloomfield
Special PR	Jaguar Land Rover	A MITEY Achievement with Sir John Kirwan and Land Rover

BEST SPONSORSHIP OR MEDIA PARTNERSHIP

SPONSORED BY NZME

AGENCY	CLIENT	TITLE
Accenture	Sky Television	Fire Will Reign
Crave Global	Lion	Keep Changing
DRUM	IAG	Save John!
DRUM	Spark	Skinny's 'Famous Names' makes a debut on Shortland Street
Eleven PR	SONY PlayStation NZ	The GT7 Celebrity Race Off
Fuse	Visit Ruapehu	From Winter Wonderland to Summer Hotspot
Fuse	Frucor Suntory	Sweaty Boy

BEST PUBLIC AFFAIRS OR STAKEHOLDER MANAGEMENT CAMPAIGN

AGENCY	CLIENT	TITLE
Project Gender	Gender Justice Collective	Ushering in the biggest change in women health in decades, done by remote volunteer team

BEST USE OF SOCIAL MEDIA

AGENCY	CLIENT	TITLE
Acumen	Microsoft	A true digital celebration of the best in New Zealand's technology sector - Microsoft Partner Awards 2021
Bananaworks Communications Ltd	Department of Prime Minister and Cabinet, COVID-19 Group	Navigate NZ Chinese Community successfully through COVID-19 lockdown
Chemistry	Schick NZ	Schick Everyday Ballers 2021





Fuse	McDonald's	Can I have a job with that?
Fuse	The Warehouse	Value meets Viral
Fuse	PepsiCo	A Small B2C Campaign With Big B2B Impact
Fuse	George Weston Foods	Creating a Golden Opportunity
Fuse	Countdown	Follow the Green Bricks Road
Silvereye	New Zealand Chinese Language Week Charitable Trust	New Zealand Chinese Language Week 2021
Socialites Group Limited	WESTPAC	CHOPPER SPOTTER
Socialites Group Limited	HEALTH PROMOTION AGENCY	THAT'S US
Special PR	Jetstar	Clickbait Gold for Jetstar
Special PR	Tourism Fiji	Fiji says BULA to BeReal

BEST INFLUENCER MARKETING CAMPAIGN

AGENCY	CLIENT	TITLE
Dentsu	TVNZ	TVNZ #IsoCareKits
Fuse	Westland Milk Products	Buttering up Japan
Fuse	PepsiCo	A Small B2C Campaign With Big B2B Impact
Fuse	Visit Ruapehu	From Winter Wonderland to Summer Hotspot
Fuse	The Warehouse	Value meets Viral
Socialites Group Limited	HEALTH PROMOTION AGENCY	THAT'S US
Special PR	NZ AIDS Foundation	How an influencer from the past reconnected New Zealand Aids Foundation to its future
Special PR	Jaguar Land Rover	DRIVING a new form of influencer marketing

BEST EXPERIENTIAL OR EVENT CAMPAIGN

SPONSORED BY RADLAB

AGENCY	CLIENT	TITLE
Accenture	Sky Television	Fire will reign
Eleven PR	Asahi Beverages NZ	Long White 15 Minute Festivals
Fuse	Frucor Suntory	Tokyo House
HeyYou	Whanganui & Partners, Venture Taranaki, & Central Economic Development Agency (CEDA)	World's First Art Gallery Campervan
Mango Communications	Lion	Bon Appétit with Stella Artois
Spark NZ	Spark	ALL IN: Spark's Digital Equity Mission
Special PR	Jaguar Land Rover	No Ordinary Event: How Land Rover Supported Children's Mental Health



BEST SAMPLING OR RETAIL ACTIVATIONS

AGENCY	CLIENT	TITLE
Dentsu	Dairyworks	Talk & Cheese - Sampling Experience
Fuse	Frucor Suntory	Nothing Tastes Better Than Sustainability
Special PR	Jetstar	Getting kiwis onboard with Jetstar

BEST COMMUNITY MANAGEMENT IMPACT

AGENCY	CLIENT	TITLE
MBM	Tip Top Ice Cream	Sprouting positivity with Tip Top
Socialites Group Limited	WESTPAC	CHOPPER SPOTTER

MOST INNOVATIVE CAMPAIGN

SPONSORED BY META

AGENCY	CLIENT	TITLE
Accenture	Sky Television	Fire will Reign
Chemistry	TAB NZ	Consider The Odds campaign
Eleven PR	SONY PlayStation NZ	The GT7 Celebrity Race Off
Mango Communications	KiwiRail and TrackSAFE NZ	Rail Safety Week 2022
MBM	Vogel's, Goodman Fielder	Vogel's vs Vogel's
PHD	Spark NZ	Spark and Samsung Inspired by Creativity campaign.
Spark NZ	Spark	ALL IN: Spark's Digital Equity Mission
Special PR	Tourism Fiji	A 'Booster of Happiness' for Dr Bloomfield

BEST INTEGRATED CAMPAIGN

AGENCY	CLIENT	TITLE
DRUM	IAG	Save John!
Fuse	George Weston Foods	Creating a Golden Opportunity
Fuse	Frucor Suntory	Sweaty Boy
Mango Communications	Samsung	Bespoke campaign for a bespoke fridge
Mango Communications	American Express	A Taste of Gold
Scope Media	Glyn Lewers	The making of a Mayor: How the Queenstown Lakes District Council election was won.
Silvereye	New Zealand Chinese Language Week Charitable Trust	New Zealand Chinese Language Week
Spark NZ	Spark	ALL IN: Spark's Digital Equity Mission



Special PR	NZ AIDS Foundation	Have you heard what Bruce did?
TBWA\Eleven NZ	TBWA\Eleven NZ	VIS - The Road Safety Collection

BEST STRATEGIC THINKING

AGENCY	CLIENT	TITLE
Accenture	Sky Television	Fire will Reign
Eleven PR	Asahi Beverages NZ	Long White 15 Minute Festivals
Spark NZ	Spark	ALL IN: Spark's Digital Equity Mission
Special PR	Education New Zealand	Getting the world to take a New Look at NZ education

NON-PROFIT

AGENCY	CLIENT	TITLE
Fuse	McDonald's	McGiven
PR Partners	Dementia Auckland	Light in the Darkness
Silvereye	New Zealand Chinese Language Week Charitable Trust	New Zealand Chinese Language Week 2021
Special PR	New Zealand AIDS Foundation	Have you heard what Bruce did?
TBWA\Eleven NZ	Netsafe NZ	#BeYourSelfie

DIVERSITY, EQUITY + INCLUSION SPONSORED BY STUFF

AGENCY	CLIENT	TITLE
Māia	Ngāti Kuri	HīkoiTo100
Socialites Group Limited	HEALTH PROMOTION AGENCY	THAT'S US
Spark NZ	Spark	ALL IN: Spark's Digital Equity Mission
Special PR	Education New Zealand	Getting the world to take a New Look at NZ education
Whare PR	Whare PR	'You are a Priority' diabetes campaign

BRAVEST CLIENT

AGENCY	CLIENT	TITLE
Crave Global	Lion	Keep Changing

Big thanks to our wonderful sponsors:

