



2014 NEW ZEALAND EFFIE AWARD FINALISTS

AGENCY	ADVERTISER	ENTRY TITLE
A - Charity/Not for Profit		
.99	Leukaemia and Blood Cancer New Zealand (LBC)	Shave For A Cure
Colenso BBDO/Proximity New Zealand	MARS	Share For Dogs
DDB	Paw Justice	A World without Animals
FCB New Zealand	Brothers in Arms Youth Mentoring	Bank Job
Ogilvy & Mather NZ	World Wide Fund for Nature (WWF) New Zealand	The Last 55
B - Social Marketing/Public Service		
Clemenger BBDO	New Zealand Transport Agency	Mistakes
FCB New Zealand	Health Promotion Agency (HPA)	Say Yeah, Nah
FCB New Zealand	Maritime New Zealand	Partners in Safety: Saving lives like they did in the 80's
FCB New Zealand	Statistics New Zealand	Engaging disenfranchised youth in the 2013 Census
Ogilvy & Mather NZ	Energy Efficiency Conservation Authority (EECA)	Move towards the light
Ogilvy & Mather NZ	Environmental Protection Authority	EPA Business Campaign
Saatchi & Saatchi	New Zealand Defence Force	Getting to the answer faster: how the use of Choice Modelling helped the NZDF recruit top Officer talent
C - Retail/Etail		
.99	Foodstuffs (New Zealand) Limited	New World Little Shop
Barnes Catmur & Friends	Hell Pizza	Rabbit Pizza Billboard
Colenso BBDO/Proximity New Zealand	Burger King	Anti Pre Roll
DDB	The Warehouse Group	Back to School: Getting Ahead with Head to Toe
DDB	The Warehouse Group	Bringing Back The Doubters
FCB New Zealand	JR/Duty Free	Reinventing the wheel
FCB New Zealand	Noel Leeming Group	People's Story
Ogilvy & Mather NZ	Progressive Enterprises Ltd	A Pincer on Price
D - Business to Business (B2B)		
FCB New Zealand	NZI	Devil's Chair
Republik New Zealand	Fuji Xerox NZ	Fuji Xerox - Wide War One
Special Group Ltd	2degrees Mobile Ltd	2degrees - New Zealand's Smartest Business People
E - Fast Moving Consumer Goods (FMCG)		
Colenso BBDO/Proximity New Zealand	DB Breweries/Heineken New Zealand	Export Citrus
Colenso BBDO/Proximity New Zealand	Fonterra Co-operative Group Limited	Feel Better February
Colenso BBDO/Proximity New Zealand	Fonterra Co-operative Group Limited	One Ridiculous Ice Cream
Colenso BBDO/Proximity New Zealand	George Weston Foods	Are You a Burgen Virgin
Contagion	Tasti Products Ltd	Zero to hero: How Tasti Products Ltd became a true Kiwi icon through one made at home campaign
Saatchi & Saatchi and ApolloNation and SparkPHD	DB Breweries	Catch a Million - How Tui got people watching the crowds as well as the cricket
Y&R NZ	Danone Nutricia - Karicare Toddler	Karicare - Made With Love In
F - Consumer Durables		
Clemenger BBDO and OMD	Mitsubishi Motors New Zealand	It's Just Better
FCB New Zealand	Sony New Zealand Ltd	Message in a bottle
Ogilvy & Mather NZ	Holden New Zealand	Holden Barina
Sugar & Partners	Daikin Australia and New Zealand	Trust the Heat Pump Specialists
G - Consumer Services		
Saatchi & Saatchi	ASB Bank Ltd	ASB Student Visa Debit Card: Banking for social animals
Saatchi & Saatchi	ASB Bank Ltd	ASB's Like Loan: Using the power of many to create New Zealand's lowest home loan rate
Saatchi & Saatchi and Dynamo	Telecom NZ Ltd	How Telecom delivered a wake up call to the prepaid Goliath
Special Group Ltd	2degrees Mobile Ltd	2degrees - Welcome 2 Freedom
Special Group Ltd	AA Insurance	AA Insurance - Who has keys to your house?
Sugar & Partners	TAB	Combine The Codes
Whybin\TBWA	ANZ	Debt Consolidation
Whybin\TBWA	ANZ	Low Rate MasterCard
Y&R NZ	The Co-Operative Bank Limited	The Co-Operative Bank - Crack the good stuff Dennis
H - New Product or Service		
Barnes Catmur & Friends	Boundary Road Brewery	Founders: Join The Family
Barnes Catmur & Friends	Hell Pizza	Rabbit Pizza Billboard
Colenso BBDO/Proximity New Zealand	Bank of New Zealand	Home Advantage
FCB New Zealand	Sony New Zealand Ltd	Message in a bottle
The Radio Network	The Radio Network	How iHeartRadio won the hearts and minds of New Zealand's youth
Y&R NZ	The Co-Operative Bank Limited	The Co-Operative Bank - Crack the good stuff Dennis

continued ...

Congratulations!



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I - Limited Budget: less than \$300,000		
.99	Leukaemia and Blood Cancer New Zealand (LBC)	Shave For A Cure
Barnes Catmur & Friends	Hell Pizza	Rabbit Pizza Billboard
Colenso BBDO/Proximity New Zealand	Burger King	Anti Pre Roll
Colenso BBDO/Proximity New Zealand	MARS	Share For Dogs
DDB	SKY Television	Bring Down The King
FCB New Zealand	Brothers in Arms Youth Mentoring	Bank Job
FCB New Zealand	JR/Duty Free	Reinventing the wheel
FCB New Zealand	Noel Leeming Group	People's Story
FCB New Zealand	Sony New Zealand Ltd	Message in a bottle
Ogilvy & Mather NZ	World Wide Fund for Nature (WWF) New Zealand	The Last 55
Whybin\TBWA	ANZ	Debt Consolidation
Y&R NZ	HRV	HRV - Pure Invironment Project
J - Most Effective Integrated Campaign - Sponsored by The Radio Bureau		
.99	Foodstuffs (New Zealand) Limited	New World Little Shop
Contagion	Tasti Products Ltd	Zero to hero: How Tasti Products Ltd became a true Kiwi icon through one made at home campaign
FCB New Zealand	Health Promotion Agency (HPA)	Say Yeah, Nah
Ogilvy & Mather NZ	Holden New Zealand	Holden Barina
Whybin\TBWA	ANZ	Debt Consolidation
Whybin\TBWA	ANZ	Low Rate MasterCard
Y&R NZ	Danone Nutricia - Karicare Toddler	Karicare - Made With Love In
K - Most Effective Digital/Social Media Campaign - Sponsored by NZME.		
Colenso BBDO/Proximity New Zealand	Burger King	Anti Pre Roll
Colenso BBDO/Proximity New Zealand	Heart of the City	Love Your City
Colenso BBDO/Proximity New Zealand	MARS	Share For Dogs
DDB	Lion	#AllBlackSnap
DDB	Paw Justice	A World without Animals
FCB New Zealand	Brothers in Arms Youth Mentoring	Bank Job
FCB New Zealand	Statistics New Zealand	Engaging disenfranchised youth in the 2013 Census
Ogilvy & Mather NZ	Holden	Holden Shortland Street
Ogilvy & Mather NZ	World Wide Fund for Nature (WWF) New Zealand	The Last 55
Saatchi & Saatchi	ASB Bank Ltd	ASB's Like Loan: One of the world's most innovative social media ideas
Touchcast and OMD and Clemenger BBDO	Education New Zealand	Odds On NZ
L - Most Effective PR/Experiential Campaign		
Barnes Catmur & Friends	Hell Pizza	Rabbit Pizza Billboard
Colenso BBDO/Proximity New Zealand	Burger King	Motel Burger King
Colenso BBDO/Proximity New Zealand	DB Breweries/Heineken New Zealand	Export Citrus
Colenso BBDO/Proximity New Zealand	Samsung New Zealand	Don't Let Go
DDB	SKY Television	Bring Down The King
FCB New Zealand	JR/Duty Free	Reinventing the wheel
FCB New Zealand	Sony New Zealand Ltd	Message in a bottle
Saatchi & Saatchi and ApolloNation and SparkPHD	DB Breweries	Catch a Million - How Tui got people watching the crowds as well as the cricket
Y&R NZ	HRV	HRV - Pure Invironment Project
M - Best Strategic Thinking		
Barnes Catmur & Friends	Hell Pizza	Rabbit Pizza Billboard
Clemenger BBDO	New Zealand Transport Agency	Mistakes
Colenso BBDO/Proximity New Zealand	MARS	Share For Dogs
DDB	Paw Justice	A World without Animals
DDB	The Warehouse Group	Bringing Back The Doubters
FCB New Zealand	Health Promotion Agency (HPA)	Say Yeah, Nah
Saatchi & Saatchi	ASB Bank Ltd	ASB's Like Loan: Using social strategy to create a world first home loan offer
Saatchi & Saatchi and Ikon	Coca-Cola Amatil (N.Z.) Ltd.	A Fresh Kiwi Take with L&P
Saatchi & Saatchi and ApolloNation and SparkPHD	DB Breweries	Catch a Million - How Tui got people watching the crowds as well as the cricket
Saatchi & Saatchi	New Zealand Defence Force	NZDF Officer Recruitment: a fast-track to success
Special Group Ltd	AA Insurance	AA Insurance - Who has keys to your house?
Touchcast and OMD and Clemenger BBDO	Education New Zealand	Odds On NZ
Y&R NZ	HRV	HRV - Pure Invironment Project
Y&R NZ	Danone Nutricia - Karicare Toddler	Karicare - Made With Love In
N - Most Progressive Campaign		
Clemenger BBDO	New Zealand Transport Agency	Road Safety Campaign
Colenso BBDO/Proximity New Zealand	Burger King	Motel Burger King
Colenso BBDO/Proximity New Zealand	MARS	Share For Dogs
DDB	SKY Television	Bring Down The King
FCB New Zealand	Brothers in Arms Youth Mentoring	Bank Job
FCB New Zealand	Noel Leeming Group	People's Story
FCB New Zealand	Sony New Zealand Ltd	Message in a bottle
JWT	Ford New Zealand	Getting New Zealand in tune with Ford Kuga
O - Sustained Success		
DDB	STIHL New Zealand	You'll Only Need One
FCB New Zealand	Electricity Authority	Getting New Zealand's Number
Ogilvy & Mather NZ	Energy Efficiency Conservation Authority (EECA)	The Energy Spot