



Winners

Categories:

- [Sales and Ad-Operations](#)
 - [Channel Excellence](#)
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 - [Data and Effectiveness](#)
 - [Grand Awards](#)
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Sales and Ad Operations Awards.

2025 Digital Sales Excellence (Individual)

GOLD

From Limitation to Leadership

Josh Turney

oOh!media

2025 Digital Sales Excellence (Team)

GOLD

Sky: Awakening the Sleeping Giant

Sky

2025 Digital Ad Operations Excellence (Individual)

GOLD

Redefining Digital Leadership at Stuff

Hayden Tan

Stuff Group

2025 Digital Ad Operations Excellence (Team)

GOLD

Trade Me Advertising Operations Team – Unlocking Potential

Trade Me

Channel Excellence Awards.

2025 Best Use of CTV

GOLD

PAK'nSAVE at 40: Still Stealing the Show

TVNZ, PAK'nSAVE

PHD Media

2025 Best Use of Digital Audio

GOLD

The Export Ultra "Cold Call Back Service"

Special New Zealand, DB Breweries

Dentsu Media Aotearoa

2025 Best Use of Display

GOLD

Dreamers to Doers: Instilling Confidence in Aspiring Entrepreneurs Through Data

Trade Me, ANZ Bank

PHD Media

SILVER

Fletcher Living – Blis Location Targeting Campaign

Blis

Fletcher Living

2025 Best Use of DOOH

SILVER

Colours of New Zealand

Dulux, LUMO, Latch

MBM

SILVER

Pitch to Pavement

TVNZ

Dentsu Media Aotearoa

SILVER

"Yeah Right" The Reboot

Saatchi & Saatchi, DB Breweries

Dentsu Media Aotearoa

2025 Best Use of SEM

GOLD

Xero: SEMplified

Google, Monks

Xero

SILVER

Finding Your Way to (B)NZ

BNZ

Hearts & Science

SILVER

Growth Without Limits: AI & Automation for Airpoints Store

Air New Zealand

Dentsu Media Aotearoa

2025 Best Use of Social

GOLD

Sustaining Shortland Street With New Blood on TikTok

TVNZ

GOLD

The Export Ultra "Cold Call Back Service"

Special New Zealand, DB Breweries

Dentsu Media Aotearoa

SILVER

A Bank Campaign Worth Sharing – ANZ's Matariki Celebration

ANZ Bank

PHD Media

SILVER

Fiji Genius: Turning Trivia Into Travel

Tourism Fiji, FCB Aotearoa, Marigold, The Hood & Co, Air New Zealand

Dentsu Media Aotearoa

2025 Best Use of Video

GOLD

Full Stream Ahead for Te Matatini

TVNZ

Dentsu Media Aotearoa

SILVER

Lexus Amazing Replays

Saatchi & Saatchi, Sky, Lexus

Spark Foundry

SILVER

Make New Zealand "The Best Place in the World to Have Herpes"

New Zealand Herpes Foundation

Motion Sickness

Campaign Effectiveness Awards.

2025 Best Brand Campaign

GOLD

The Export Ultra "Cold Call Back Service"

Special New Zealand, DB Breweries
Dentsu Media Aotearoa

SILVER

Animates: The Pawprint Petition

Pixel World, Animates
Hearts & Science, Insiders

2025 Best Charity Campaign

GOLD

Make New Zealand "The Best Place in the World to Have Herpes"

New Zealand Herpes Foundation
Motion Sickness

2025 Best Integrated Digital Exclusive Campaign

GOLD

Catch the Craving

Wendy's
Together

SILVER

Beating the Black Box

BestStart
Together

2025 Best Multi-Channel Integration Campaign

GOLD

Animates: The Pawprint Petition

Pixel World, Animates
Hearts & Science, Insiders

GOLD

Making New Zealand "The Best Place in the World to Have Herpes"

New Zealand Herpes Foundation
Motion Sickness

GOLD

"Yeah Right" The Reboot

Saatchi & Saatchi, DB Breweries
Dentsu Media Aotearoa

SILVER

Lexus Amazing Replays

Saatchi & Saatchi, Sky, Lexus
Spark Foundry

SILVER

The Export Ultra "Cold Call Back Service"

Special New Zealand, DB Breweries

Dentsu Media Aotearoa

2025 Best Retail/eCommerce Campaign

GOLD

Catch the Craving

Wendy's

Together

GOLD

The Export Ultra "Cold Call Back Service"

Special New Zealand, DB Breweries

Dentsu Media Aotearoa

Data and Effectiveness Awards.

2025 Best Use of Data: Campaign Measurement and Optimisation

SILVER

Beating the Black Box

BestStart

Together

2025 Best Use of Data: Campaign Targeting

GOLD

Beating the Black Box

BestStart

Together

SILVER

Waiting for Wednesday

Foodstuffs

PHD Media

2025 Best Use of Generative AI

GOLD

Animates: The Pawprint Petition

Pixel World, Animates

Hearts & Science, Insiders

GOLD

Skinny 4 Life

Colenso BBDO, Spark Digital, Spark NZ

PHD Media

SILVER

Innovation Era: From Breaking News to Published Article in Seconds – A Generative AI Success Story

Innovation Era
FugazAI

2025 Best Use of Programmatic

GOLD

Following the Need: A Smarter Way to Recruit

Vistar Media, Department of Corrections – Ara Poutama Aotearoa
Stanley St

SILVER

Click Scene Investigation | CSI: New Zealand

University of Auckland – Online
Acquire

2025 Best Use of SEO

No winners

2025 Best Use of Technology

GOLD

Animates: The Pawprint Petition

Pixel World, Animates
Hearts & Science, Insiders

GOLD

Colours of New Zealand

Dulux, LUMO, Latch
MBM

GOLD

Driving Trips, Not Clicks, Over Christmas

Foodstuffs
PHD Media

SILVER

Fletcher Living – Blis Location Targeting Campaign

Blis, Fletcher Living
Fletcher Living

SILVER

"Yeah Right" The Reboot

Saatchi & Saatchi, DB Breweries
Dentsu Media Aotearoa

Grand Awards.

2025 Digital Product or Service of the Year

GOLD

One Giant Leap for CTV Measurement

Infinitum

Calibre + Candor, Belron International, TVNZ

2025 Council Member of the Year

GOLD

Tina Trenkner-Meade

Founder & Independent Commerce Strategist

Signal & Light

2025 Emerging Talent

GOLD

Ester Monti

NZME

2025 Service to the Industry

GOLD

Kate Grigg

Head of PMX New Zealand

Publicis Media

2025 Media Publisher of the Year

GOLD

NZME

2025 Media Agency of the Year

GOLD

Together

2025 Creative Agency of the Year

GOLD

TVNZ Blacksand

2025 Best in Show

GOLD

The Export Ultra "Cold Call Back Service"

Special New Zealand, DB Breweries

Dentsu Media Aotearoa