



Winners

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Sales and Ad-Operations Awards

2022 Audio Sales Excellence

Gold

Sarah Catran

NZME Podcasts

NZME

2022 DOOH Sales Excellence

Gold

Jack Plowright

Setting DC-OOH Alight to Keep Kiwis Toasty, Not Toast

LUMO Digital Outdoor

2022 Sponsorship Sales Excellence

Gold

Jane Ormsby, Loanan Francis

Scroll Media Gaviscon Healthline.com Sponsorship

Scroll Media

2022 Video Sales Excellence

Gold

Jess Farrow

0.0 Ads Thanks to Heineken 0.0%

Warner Bros. Discovery

2022 Junior Ad-Operations Excellence

Gold

Paula Korunic

Stuff

2022 Senior Ad-Operations Excellence

Gold

Caleb Williams

Stuff

2022 Digital Excellence (Individual)

Gold

Sheridan Stanley

Warner Bros. Discovery

2022 Digital Excellence (Team)

Gold

Warner Bros. Discovery Sales Team

Warner Bros. Discovery

Channel Excellence Awards

2022 Best Use of Audio

Gold

Survive the Drive

New Zealand Police

FCB

2022 Best Use of Display

Silver

Custom Contextual

Together, Volvo New Zealand, The Trade Desk, Oracle

Together

Silver

Ministry for Primary Industries/Biosecurity NZ – Stopping the Spread of Freshwater Pests

Hemisphere, Ministry for Primary Industries/Biosecurity NZ, Flash Guru, Alan Cochrane
Illustration
Hemisphere

2022 Best Use of DOOH

Gold

Mastering Growth in Our Client's Home Cooks' Category

Stanley St, Briscoes, Vistar Media
Stanley St

Silver

McDonald's – Why the Chicken Crossed the Road

OMD New Zealand, McDonald's, oOh!media
OMD New Zealand

Silver

Setting DC-OOH Alight to Keep Kiwis Toasty, Not Toast

LUMO Digital Outdoor, Fire and Emergency New Zealand, Hivestack
LUMO Digital Outdoor

Silver

Vogel's Vs Vogel's

MBM

2022 Best Use of Mobile

Silver

Summer Sparklers

Together, Wendy's New Zealand
Together

2022 Best Use of Native

Gold

Moving the Dial

Fire and Emergency New Zealand
FCB

Silver

Today's Weather Forecast is for Wildfire Prevention

Metservice, Fire and Emergency New Zealand
Metservice

2022 Best Use of Social

Gold

Flex for 1.5

Together, SPREP, Augusto & Archer Communication
Together

Silver

Baking for Better

MBM, DDB
MBM

Silver

Moving the Dial

Fire and Emergency New Zealand
FCB

2022 Best Use of Sponsorship

Gold

Survive the Drive

New Zealand Police
FCB

Silver

The Warehouse – The Collab to Beat the News Cycle

OMD New Zealand, Fuse, NZME, oOh!media, LUMO Digital Outdoor, The Warehouse Group
OMD New Zealand

2022 Best Use of Video

Gold

Sky Wins Gold At the Tokyo Olympics

OMD New Zealand, DDB
OMD New Zealand

Campaign Effectiveness Awards

2022 Best Brand Campaign

Silver

Edge of Relevance

European Motor Distributors
FCB

Silver

Normalising Not Knowing

Te Ara Ahunga Ora Retirement Commission
Together

2022 Best Campaign On A Budget

Silver

Summer Sparklers

Together, Wendy's New Zealand
Together

2022 Best Charity Campaign

Silver

David's Unusables

Special Group, Motor Neurone Disease New Zealand, The Post office
Special Group

2022 Best Integrated Digital Exclusive Campaign

Gold

Moving the Dial

Fire and Emergency New Zealand
FCB

Silver

Edge of Relevance

European Motor Distributors
FCB

2022 Best Multi-Channel Integration Campaign

Gold

Normalising Not Knowing

Together, Te Ara Ahunga Ora Retirement Commission
Together

Silver

Baking for Better

MBM, DDB
MBM

Silver

Move With Mercury

Mercury
FCB

2022 Best Performance Campaign

Gold

Move With Mercury

Mercury
FCB

Silver

Owning the Intent Moment

Together, AIA New Zealand
Together

Data and Effectiveness Awards

2022 Best Use of Data: Campaign Targeting

Gold

Owning the Intent Moment

Together, AIA New Zealand
Together

Silver

Move With Mercury

Mercury
FCB

2022 Best Use of Data: Campaign Measurement and Optimisation

Silver

Move With Mercury

Mercury
FCB

2022 Best Use of Programmatic

Silver

KM3, The Power of 3

Dentsu, Kathmandu
Dentsu

2022 Best Use of SEM and/Or SEO

Gold

Owning the Intent Moment

Together, AIA New Zealand
Together

Silver
Certainty Engine Marketing
Countdown
dentsu

Silver
Pak'nSave – Showing Up in Shopping
Katia Ducker, Victor Peinado
PHD NZ

2022 Best Use of Technology

Gold
Owning the Intent Moment
Together, AIA New Zealand
Together

Silver
Championing Small Business by Growing Big Data
MBM

Silver
Moving the Dial
Fire and Emergency New Zealand
FCB

Grand Awards

2022 Digital Product of the Year

Gold
NZME Podcast Network
James Butcher, Sarah Catran, Sam Collins
NZME

2022 Council Member of the Year

Gold
John Farrell
Stuff

2022 Emerging Talent

Gold
Laine Yeager
Life in the Fast Lane
MBM

2022 Service to the Industry

Gold

Jane Stanley

Hearts & Science NZ

2022 Agency of the Year

Gold

Driving Digital Growth, Together

Together

2022 Best in Show

Gold

Owning the Intent Moment

Together, AIA New Zealand

Together