



Winners

Categories:

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

Sales and Ad-Operations Awards

2023 Audio Sales Excellence

Gold

Tyson Jemmett

Stuff

2023 Display Sales Excellence

Gold

Placemaker's Tradies Forecast

Mel Graham

MetService

2023 DOOH Sales Excellence

Gold

Programmatic Powerball. Imagine!

Jack Plowright

Lumo Digital Outdoor

2023 Sponsorship Sales Excellence

Gold

Tyson Jemmett

Stuff

2023 Video Sales Excellence

Gold

Sunny Singh
TVNZ

2023 Junior Ad Operations Excellence

Gold

Larissa Welford
Go Media

2023 Senior Ad Operations Excellence

Gold

Damian's Ad-Ventures in Ad Ops Excellence
Damian Gomez
Hearts & Science

2023 Technical Ad Operations Excellence

Gold

Liam Coupe - Ensuring the Future of NZ's Richest Local First-Party Data Set
Trade Me

Channel Excellence Awards

2023 Best Use of Audio

Gold

ASB 'Level Up' Podcast X Rova
Mediaworks - Rova, ASB
Mediaworks

2023 Best Use of Display

Gold

Farm Genie
Together, Ballance Agri-Nutrients
Together

2023 Best Use of DOOH

Gold

Reinventing the Half Grapefruit
MBM, Lumo Digital Outdoor, Hivestack, Latch, Mero
Lumo Digital Outdoor

Silver

The Warehouse - Nigel's National Christmas Takeover
OMD New Zealand, DDB
OMD New Zealand

2023 Best Use of Gaming

Gold

McDonald's Rewards Loyalty App

OMD New Zealand

2023 Best Use of Mobile

Gold

KFC Finger Kickin' Good

Restaurant Brands NZ, Stanley St, Culture, PHD Media, Drum, Method Digital
Stanley St

2023 Best Use of Native

Silver

Hijacking the Weather to Get Boaties to Pay attention for Maritime NZ

PHD Aotearoa, MetService
PHD Aotearoa

2023 Best Use of Social

Gold

FENZ 'You're Cooked'

MBM, Fire and Emergency New Zealand
MBM

Gold

Sharing the Aroha of Tourism

Together, Tourism Industry Association
Together

Silver

Waka Kotahi 'So You Think You Can Drive?'

MBM, Waka Kotahi
MBM

2023 Best Use of Sponsorship

Gold

Newscubs

Spark Foundry, Warner Bros. Discovery, Westpac
Spark Foundry

Silver

Cooks on Fire

OMD New Zealand, TVNZ
OMD New Zealand

Silver

Uniting Kiwis to Feel Safer Online

Hearts & Science

2023 Best Use of Video

Gold

Skinny, Gaming the System

PHD Aotearoa, Colenso BBDO

PHD Aotearoa

Silver

Amplifying Trade Me's Video Shop Window

MBM, Trade Me

MBM

Silver

An Arnott's State of Mood

Spark Foundry, TVNZ, Arnott's

Spark Foundry

Campaign Effectiveness Awards

2023 Best Brand Campaign

Gold

FENZ 'You're Cooked'

MBM, Fire and Emergency New Zealand

MBM

Silver

The State Mistake Report

PHD Aotearoa, Colenso BBDO

PHD Aotearoa

2023 Best Campaign on a Budget

Gold

Roof ID

Together, Colorsteel

Together

2023 Best Charity Campaign

Silver

Movember - Getting Trim

Dentsu Aotearoa

2023 Best Ecommerce Campaign

Gold

The Loyalty Growth Gateway

Hearts & Science NZ

Silver

Countdown - Online Shopping

Dentsu Aotearoa

2023 Best Integrated Digital Exclusive Campaign

Gold

The Loyalty Growth Gateway

Hearts & Science

Silver

An Arnott's State of Mood

Spark Foundry, TVNZ, Arnott's

Spark Foundry

Silver

Predicting Financial Needs

Together, Te Ara Ahunga Ora Retirement Commission

Together

2023 Best Multi-Channel Integration Campaign

Gold

Extinguishing Fire Danger

MBM, Fire and Emergency New Zealand

MBM

Silver

AMP Investars

FCB, AMP

FCB

Silver

Trash Talking - Christchurch City Council Recycling

OMD New Zealand

2023 Best Performance Campaign

Gold

Roof ID

Together, Colorsteel

Together

Silver

Noel Leeming - Omnichannel Search for All Shopping Journeys

OMD New Zealand, Google

OMD New Zealand

Data and Effectiveness Awards

2023 Best Use of Data: Campaign Targeting

Gold

Roof ID

Together, Colorsteel

Together

Silver

Countdown - Online Shopping

Dentsu Aotearoa

Silver

Farm Genie

Together, Ballance Agri-Nutrients

Together

2023 Best Use of Data: Campaign Measurement and Optimisation

Gold

McDonald's Mindset Matrix

OMD New Zealand

2023 Best Use of Programmatic

Gold

Farm Genie

Together, Ballance Agri-Nutrients

Together

Gold

Green Acres/Hire-A-Hubby - Selling the Dream

Dentsu Aotearoa

Silver

Trash Talking - Christchurch City Council Recycling

OMD New Zealand

2023 Best Use of SEM and/or SEO

Gold

Delivering Good Nights with Search

Hearts & Science

Silver

Extinguishing Fire Danger

MBM, Fire and Emergency New Zealand

MBM

Silver

The Loyalty Growth Gateway

Hearts & Science

2023 Best Use of Technology

Gold

Roof ID

Together, Colorsteel

Together

Silver

AMP Investars

FCB, AMP

FCB

Silver
Ridge's Profound Talk Generator
MBM, Griffin's
MBM

Grand Awards

2023 Digital Sales Excellence (Individual)

Gold

Putting Humans at the Centre of a Thriving AI Powered Advertising Ecosystem

Hannah Weir

Google

2023 Digital Sales Excellence (Team)

Gold

NZME Digital Direct Team

Matt Fussell

NZME

2023 Digital Product of the Year

Gold

TVNZ+ Stream on

TVNZ

2023 Council Member of the Year

Gold

Kate Grigg

Publicis Media Exchange

2023 Emerging Talent

Gold

Ella Liddell

Together

2023 Service to the Industry

Gold

Pioneer, Steward, and Mentor in the World of Digital

Richard Conway

Pure SEO

2023 Agency of the Year

Gold

Evolving Digital, Together

Together