

# The 2018 BEACON AWARDS

in association with NZME.

## RESULTS



Commercial  
Communications  
Council

Best in Show sponsored by SKY			
Agency	Advertiser	Entry Title	Metal
FCB Media	Westpac NZ	The Inequality Issue	Gold
Media Agency of the Year sponsored by NZME			
PHD			
Advertiser of the Year sponsored by NZME			
Fire and Emergency New Zealand			
Sandy Smith Inspiring Individual Award sponsored by MediaWorks			
Robert Harvey			
Media Business of the Year			
MediaWorks			
Sales Person / Team of the Year sponsored by Big Mobile			
Adshel			
Agency	Advertiser	Entry Title	Metal
Social Marketing / Public Service			
FCB Media	Water Safety New Zealand	The Swim Reaper	Gold
FCB Media	Fire and Emergency New Zealand	Igniting Action	Gold
Ogilvy Mine	New Zealand Police	The World's Most Entertaining Police Recruitment Video	Finalist
OMD	New Zealand Human Rights Commission	Give Nothing to Racism	Finalist
GSL Promotus	Health Promotion Agency	Protecting boys from HPV-related cancers	Finalist
Retail/Etail sponsored by The Radio Bureau			
FCB Media	Foodstuffs (NZ) - PAK'n'SAVE	Meatrimony - The "Perfect" Marriage	Gold
OMD	McDonald's	Young Men Deserve Angus	Silver
MediaCom	Restaurant Brands - KFC	Epic Fan Box	Finalist
Fast Moving Consumer Goods (FMCG) sponsored by Nielsen			
PHD	DB Breweries	DB - Beer Bottle Sand	Silver
MediaCom	Nestle Purina Pet Care NZ	Purina One See The Difference	Silver
MediaCom	Fonterra	Putting Mainland on the Menu	Finalist
Ikon Communications	Coca-Cola Oceania	Own Your Awkward With Sprite	Finalist
MediaCom	Procter & Gamble	TV Sponsorship, Re-invented	Finalist
Consumer Durables			
FCB Media	European Motor Distributors	Audi - The Melting Offer	Silver
FCB Media	European Motor Distributors	The Original Audi Q2	Finalist
Consumer Services			
PHD	Skinny Mobile	The best 'Freeekend' Christmas ever!	Gold
PHD	Genesis Energy	Genesis: Reading more than the weather	Silver
Carat	Air New Zealand	A Fantastical Journey into Data	Finalist
Carat	MetlifeCare	Life Begins at MetlifeCare	Finalist
OMD	Kiwibank	Mind Over Money	Finalist
Ikon Communications	MediaWorks	Helping Newshub win the election	Finalist
PHD	2degrees	Data Hunt	Finalist
FCB Media	Westpac NZ	The Inequality Issue	Finalist
Charity			
Carat, BC&F Dentsu & MKTG	Movember Foundation	The Right to Grow	Gold
FCB Media	Testicular Cancer New Zealand	An Uncomfortable Topic	Gold
MBM	World Vision	Selfless Selfie	Silver
Best Small Budget (up to \$100k per annum)			
FCB Media	Westpac NZ	The Inequality Issue	Gold
PHD	MediaWorks	Helping Newshub win the election	Silver
PHD	Genesis Energy	Genesis: Reading more than the weather	Finalist
MBM	Goodman Fielder - Puhoi Valley	Milk Becomes the Spiciest Dish in Town	Finalist
Ogilvy Mine	New Zealand Police	Maori Language Week Campaign	Finalist

Best Use of Event/Activation			
FCB Media	European Motor Distributors	Audi - The Melting Offer	Gold
MBM	Goodman Fielder - Puhoi Valley	Milk Becomes the Spiciest Dish in Town	Finalist
MediaCom	Restaurant Brands - KFC	Epic Fan Box	Finalist
MediaCom	Fonterra	Putting Mainland on the Menu	Finalist
MKTG	Holden NZ	Making Holden Gram-worthy	Finalist
Best Use of Content sponsored by TVNZ			
OMD	Kiwibank	Mind Over Money	Gold
Carat	MetlifeCare	Life Begins at MetlifeCare	Silver
Ogilvy Mine	New Zealand Police	The World's Most Entertaining Police Recruitment Video	Finalist
MBM	Goodman Fielder - Irvines	Everyone's got an Urge to get an Irvines	Finalist
PHD	DB Breweries	Beer Bottle Sand	Finalist
PHD	Spark	Santoline: one phone call, two magical christmases	Finalist
MBM	JH Whittaker & Sons	A passport for our Chocolate Lovers Taste Buds	Finalist
Best Use of Technology sponsored by KPEX			
FCB Media	Fire and Emergency New Zealand	Igniting Action	Gold
PHD	MediaWorks	Helping Newshub win the election	Gold
Carat	Air New Zealand	A Fantastical Journey into Data	Silver
MBM	Cheers & Uber	A message from my sober self	Silver
Ikon Communications	2degrees	Data Hunt	Finalist
Best Use of Mobile sponsored by Google			
MBM	Cheers & Uber	A message from my sober self	Gold
Best Use of Data sponsored by Val Morgan Outdoor			
MBM	Serato	Propensity to DJ	Gold
Carat	Air New Zealand	A Fantastical Journey into Data	Silver
PHD	Genesis Energy	Reading more than the weather	Silver
OMD	Meridian	Going off the grid	Finalist
MediaCom	Fonterra Corporate	Made By Many	Finalist
Best Use of Video sponsored by NZME			
PHD	DB Breweries	Beer Bottle Sand	Silver
MediaCom	Procter & Gamble	TV Sponsorship, Re-invented	Finalist
Carat	AKA & Louise Withers and Associates	Bringing back Matilda	Finalist
PHD	GSK	My Morning Brush Up	Finalist
Best Use of Social			
FCB Media	Water Safety New Zealand	The Swim Reaper	Gold
Socialites	Spark Business	Carpool Coaching	Silver
OMD	New Zealand Human Rights Commission	Give Nothing to Racism	Finalist
MBM	Cheers & Uber	A message from my sober self	Finalist
Best Creative Media Idea sponsored by Bauer Media Group			
MBM	Cheers & Uber	A message from my sober self	Gold
FCB Media	Westpac NZ	The Inequality Issue	Gold
OMD	Kiwibank	Mind Over Money	Silver
FCB Media	Foodstuffs (NZ) - PAK'n'SAVE	Meatrimony - The "Perfect" Marriage	Silver
PHD	DB Breweries	Beer Bottle Sand	Finalist
MBM	Goodman Fielder - Puhoi Valley	Milk Becomes the Spiciest Dish in Town	Finalist
Best Use of Insight sponsored by Nielsen			
Carat	MetlifeCare	Life Begins at MetlifeCare	Gold
MBM	Cheers & Uber	A Message from my sober self	Finalist
FCB Media	Westpac NZ	The Inequality Issue	Finalist
FCB Media	European Motor Distributors	The Original Audi Q2	Finalist
PHD	Genesis Energy	Reading more than the weather	Finalist
PHD	MediaWorks	Helping Newshub win the election	Finalist
MediaCom	Nestle Purina Pet Care NZ	Purina One See The Difference	Finalist

Best Communications Strategy			
FCB Media	Fire and Emergency New Zealand	Igniting Action	Gold
OMD	Kiwibank	Mind Over Money	Gold
PHD	Skinny Mobile	The best 'Freeekend' Christmas ever!	Silver
PHD	DB Breweries	Beer Bottle Sand	Silver
FCB Media	European Motor Distributors	The Original Audi Q2	Finalist
Most Effective sponsored by TVNZ			
PHD	Skinny Mobile	The best 'Freeekend' Christmas ever!	Gold
FCB Media	European Motor Distributors	Audi - The Melting Offer	Silver
PHD	MediaWorks	Helping Newshub win the election	Silver
OMD	Kiwibank	Mind Over Money	Silver
Ogilvy Mine	New Zealand Police	The World's Most Entertaining Police Recruitment Video	Finalist
Ikon Communications	2degrees	Data Hunt	Finalist
OMD	McDonald's	Young Men Deserve Angus	Finalist
Best Launch sponsored by SOAR Print			
FCB Media	Fire and Emergency New Zealand	Igniting Action	Gold
BCF Dentsu	Tegel	Tender is the Afternoon.	Finalist
Carat	AKA & Louise Withers and Associates	Bringing back Matilda	Finalist
Best Collaboration sponsored by Adshel			
FCB Media	Westpac NZ	The Inequality Issue	Gold
Carat	AKA & Louise Withers and Associates	Bringing back Matilda	Finalist
PHD	Lightbox	Watercooler Radio	Finalist
TVNZ	Electoral Commission New Zealand	Partnerships to help Youth Connect-the-Dots and Vote!	Finalist
Carat	Holden NZ	Carvesations	Finalist
Sustained Success			
MediaCom	Restaurant Brands	KFC Bucket Heads an Army for the Seasons	Silver
MBM	JH Whittaker & Sons	Playing Long and Hustling Short	Finalist
Zenith & Special Group	Lion	Smirnoff Pure Potential	Finalist

# CONGRATULATIONS!