

Category & sponsors	Agency	Advertiser	Title
Healthy Eating Active Lifestyles	DOB New Zealand	McDonald's NZ	My Greatest Feat - The Next Step
sponsored by Ministry of Health			
Charity/Not for Profit	DraftFCB	World Vision	40 Hour Famine - Raise the Stakes
sponsored by New Zealand Post Targeted Communications	Federation	Royal Foundation for the Blind	Red Puppy Appeal 2010
	Saatchi & Saatchi	Women's Refuge	Framing the Reality of Domestic Violence
	Y&R New Zealand	Tim Tam	Tim Tam Breast Buddies
Social Marketing/Public Service	DraftFCB	Ministry of Health	National Depression Initiative - The Journal
sponsored by New Zealand Post Targeted Communications	DraftFCB	ALAC	ALAC Influencers
	DraftFCB	Ministry of Health - National Depression Initiative	Get to a better place - thelowdown.co.nz
Retail/Etail	99	Super Liquor	Build a Turkey
	Colenso BBDO/99	Vodafone New Zealand	Vodafone Symphonia
	DraftFCB	Whitcoulls, part of Redgroup Retail Pty Limited	Whitcoulls Books Initiative
	M2M International	Warehouse Stationery Limited	Back to School
	Ogilvy	Briscoe Group Ltd	Rebel Sport means Christmas
	Spark	NZ Lotteries	Big Wednesday Trump Up Your Life
FMCG	Colenso BBDO	Frucor Beverages New Zealand Ltd	V Rocket Pack
sponsored by Fairfax Media	Colenso BBDO	Mars New Zealand	Whiskas: Love Your Cat
	Publicis Mojo NZ	Goodman Fielder New Zealand	Mackenzie Bread - Keep Lunch Special
Consumer Durables	centralstation	Panasonic NZ Ltd	Panasonic Toughbook Campaign, Panasonic NZ Ltd
sponsored by Admedia	Clemenger BBDO	Goodyear Dunlop Limited	Frank Allen Tyres
	DraftFCB	BMW Group New Zealand	MINI Soho - Is this your number?
	Ogilvy	Holden New Zealand	Inside Holden
Consumer Services	99	Kelly Tarlton's Antarctic Encounter and Underwater World	Oceans of things to sea and do
sponsored by Fairfax Media	Barnes, Catmur	Tourism Fiji NZ	Lucky You
	Barnes, Catmur	Southern Cross Health Society	Putting People before Profit
	BCG2	NZ Bus	NZ Bus Airport Flyer Relaunch
	Colenso BBDO	TV NZ	The Pacific
	Colenso BBDO/99	Vodafone New Zealand	Vodafone Symphonia
	Colenso BBDO	Yellow Pages Group New Zealand	Yellow Chocolate
	Ikon Communications	Kiwibank	Term Deposit Madness - Kiwibank
	OMD	NZ Cricket	Reintroducing Summer
	Special Group	Orcon	Orcon + Iggy - Together Incredible
	Sugar Advertising	Bank of New Zealand	Credit Card Balance Transfer
	TBWA Tequila	2degrees Mobile Ltd	2degrees Launch
Corporate Reputation/Image	Barnes, Catmur	Southern Cross Health Society	Putting People before Profit
sponsored by The NZ Herald	Colenso BBDO	Yellow Pages Group New Zealand	Yellow Chocolate
	Special Group	Orcon	Orcon + Iggy - Together Incredible
	Y&R New Zealand	Vector Limited	Vector - No more short straw
New Product or Service Introduction	Colenso BBDO	Fonterra Brands (Tip Top) Limited	Kapiti On A Stick
sponsored by Benefitz Ltd	TBWA Tequila	2degrees Mobile Ltd	2degrees Launch
Limited Budget: less than \$150,000	Clemenger BBDO	Goodyear Dunlop Limited	Frank Allen Tyres
	Colenso BBDO	Fonterra Brands (Australia) Limited	Perfect Italiano
	Saatchi & Saatchi	Women's Refuge	Framing the Reality of Domestic Violence
Return on Investment	Affinity ID	Progressive Enterprises	Onecard mySpecials
sponsored by New Zealand Post Targeted Communications	Barnes, Catmur	Tourism Fiji NZ	Lucky You
	Barnes, Catmur	Southern Cross Health Society	Putting People before Profit
	Colenso BBDO	Frucor Beverages New Zealand Ltd	V Rocket Pack
	Colenso BBDO	Mars New Zealand	Whiskas: Love Your Cat
	OMD	NZ Cricket	Reintroducing Summer
Single Channel Focus Campaign	BCG2	Lion Nathan	Grant's Whisky Corner to Corner Campaign
	Clemenger BBDO	Goodyear Dunlop Limited	Frank Allen Tyres
	DraftFCB	Whitcoulls, part of Redgroup Retail Pty Limited	Whitcoulls Books Initiative
	DraftFCB	APN News & Media	APN Hour Long Letter
Most Integrated Campaign	Colenso BBDO	Frucor Beverages New Zealand Ltd	V Rocket Pack
sponsored by The Radio Bureau	Colenso BBDO/99	Vodafone New Zealand	Vodafone Symphonia
	Colenso BBDO	Yellow Pages Group New Zealand	Yellow Chocolate
	DraftFCB	Ministry of Health	National Depression Initiative - The Journal
	DraftFCB	BMW Group New Zealand	MINI Soho - Is this your number?
	Ogilvy	Holden New Zealand	Inside Holden
	Special Group	Orcon	Orcon + Iggy - Together Incredible
	Y&R New Zealand	Vector Limited	Vector - No more short straw
Paradigm Shift	Barnes, Catmur	Tourism Fiji NZ	Lucky You
sponsored by Nielsen Media Research	Colenso BBDO	Yellow Pages Group New Zealand	Yellow Chocolate
	Colenso BBDO	Frucor Beverages New Zealand Ltd	V Rocket Pack
	DraftFCB	Ministry of Health	National Depression Initiative - The Journal
	Special Group	Orcon	Orcon + Iggy - Together Incredible
Grand EFFIE for Sustained Success	99	The Farmers Trading Co Ltd	Repositioning a NZ retail icon
sponsored by Fairfax Media	Barnes, Catmur	Subaru of NZ	From Basketcase to NZ Icon
	BCG2	Audi NZ	Audi. Overjoyed to be Number One
	DraftFCB	Mitre 10 New Zealand Limited	Big is Good
	Saatchi & Saatchi Auckland	Westpac	Flying high
	TBWA Tequila	ASB Bank Limited	ASB Goldstein Campaign
Best Use of PR/Experiential in a Marketing Campaign	BCG2	Lion Nathan	Grant's Whisky Corner to Corner Campaign
sponsored by EMANZ	Colenso BBDO	Frucor Beverages New Zealand Ltd	V Rocket Pack
	Colenso BBDO	Yellow Pages Group New Zealand	Yellow Chocolate
	Colenso BBDO	TV NZ	The Pacific
	Special Group	Orcon	Orcon + Iggy - Together Incredible