

SHORTLIST 2022

Creative Effectiveness



Title	Brand	Product / Service	Entrant Company	Location
A02 Healthcare				
WHERE BABIES COME FROM	GENEA	IVF	CHE PROXIMITY Sydney	AUSTRALIA
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
SANTA CRASHES CHRISTMAS	ALDI	SUPERMARKET	BMF Sydney	AUSTRALIA
GOOD MORNING WORLD	TOURISM NEW ZEALAND	TOURISM	SPECIAL Auckland	NEW ZEALAND
A06 Not-for-profit / Charity / Government				
MEDDLE IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS (IVOTE)	NZ ELECTION	SPECIAL Auckland	NEW ZEALAND
B03 Creative Effectiveness for Good				
NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN	INTERNET & TELECOMMUNICATIONS	OGILVY PAKISTAN Islamabad	PAKISTAN
C03 Real-time Response				
NAMING THE INVISIBLE BY DIGITAL BIRTH REGISTRATION	TELENOR PAKISTAN	INTERNET & TELECOMMUNICATIONS	OGILVY PAKISTAN Islamabad	PAKISTAN
C06 Breakthrough on a Budget				
MEDDLE IN THE NEW ZEALAND ELECTION	EVERY KIWI VOTE COUNTS (IVOTE)	NZ ELECTION	SPECIAL Auckland	NEW ZEALAND
C07 Challenger Brand				
GOOD MORNING WORLD	TOURISM NEW ZEALAND	TOURISM	SPECIAL Auckland	NEW ZEALAND