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2016 Effie Awards New Zealand Winners Celebrated

(Auckland, 20 October 2016) "Showcasing your science" was the theme of the evening enjoyed by 500 advertising and marketing industry professionals at the Effie Awards New Zealand gala. The Effie New Zealand program is run by the Communication Agencies Association of New Zealand (CAANZ), in association with TVNZ. The Awards Gala was hosted by TVNZ journalist Tim Wilson at The Langham Hotel in Auckland, where the industry was out in force to celebrate those awarded as NZ's most effective marketing campaigns.

DB Breweries and Colenso BBDO's *Brewtroleum* campaign won trophies across many categories, including Gold in the Most Progressive Campaign and Gold in the Most Effective PR and Experiential Campaign categories. The campaign also earned the night's top honors, the Grand Effie. DB Breweries and Colenso BBDO were awarded Effie NZ's local recognitions of Most Effective Client of the Year and Most Effective Agency of the Year, respectively.

Merry Baskin, International Guest Judge from Baskin Shark, UK, commented, "Brewtroleum was a really strong idea. An 'out-of-the-boundary' piece of creative work that has become globally famous. In a declining category and a changing market, this campaign managed to turn sales and they even got another company to come on board and help with this task."

Paul Head summed up the evening by saying that "Effie is a most coveted award due to its rigorous judging and international credibility. To win an award of any colour is a significant achievement that proves the value that communication agencies add to their clients business." Congratulations to all the finalists and winners.

To see the full list of winners, click [here](#).>