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## 2018 Spikes Asia New Zealand Agency of the Year

The Spikes Asia Awards are Asia Pacific's accolade for excellence in creative communications, celebrating the very best in creativity across the region. The 2018 winners were announced at the Spikes Asia Awards Ceremony on 28 September at Marina Bay Sands Theatre, Singapore.

The Country Agency of the Year Award is awarded to the Agency in New Zealand that obtains the most points for winning and shortlisted entries in the Spikes Asia Awards. It is one of the Special Awards categories which also includes; Network of the Year, Asia Pacific Agency of the Year, Independent Agency of the Year, The Spikes Palm Award, Media Network of the Year along with the individual Country Agencies of the Year.

The 2018 Country Agency of the Year winner is DDB New Zealand.

Here are the full agency rankings:

Ranking	Company	City
1	DDB NEW ZEALAND	Auckland
2	COLENZO BBDO	Auckland
3	FCB NEW ZEALAND	Auckland
4	CLEMENGER BBDO WELLINGTON	Wellington

Speaking on the winners, Matt Tremain, Sales Director for Val Morgan New Zealand said “DDB New Zealand are well deserved winners, they are continuously raising the bar for advertising and never cease to engage and entertain with their creativity. At Val Morgan we believe in supporting programs like Spikes Asia Awards that provides a platform for the creative industry to have their work recognized at an international level.”

15 juries composed of 95 of the regions most talented and celebrated creative leaders undertook a rigorous judging process to ensure that the work recognised was of the highest calibre. In addition, PwC conducted independent assurance of the judging processes, verifying the standards required to be honoured with a Spikes Award.

The full list of Country Agency of the Year Awards recognized are the following:

# v a l m o r g a n

Japan: Dentsu Inc., Tokyo

Australia: Host/Havas, Sydney

India: TBWA\India, Mumbai

Singapore: BBH, Singapore

China: TBWA\Media Arts Lab, Shanghai

Hong Kong: Ogilvy Hong Kong

South Korea: Innocean Worldwide, Seoul

Thailand: GREYnJ UNITED, Bangkok

The Philippines: TBWA\Santiago Mangada Puno, Makati City

Full details of all the winners can be found at <https://www2.spikes.asia/winners/2018/>.

**For further information contact:**

Matt Tremain, NZ Sales Director | Val Morgan

E: [mtremain@valmorgan.co.nz](mailto:mtremain@valmorgan.co.nz)

T: + 64 9 951 6180

**About Val Morgan**

Val Morgan Cinema Network is Australia and New Zealand's leading national supplier of screen advertising. Our network of over 2,000 cinema screens covers metro, regional and country areas and provides advertisers access to a sought after audience in a high impact environment, proven to deliver six times the engagement of television. Val Morgan is part of the HOYTS Group – A Wanda Group Company.

**Head Office**

Level 50, 680 George Street Sydney NSW 2000  
PO Box 20038 World Square NSW 2002  
T 02 8113 5600 F 02 8113 5672  
[valmorgan.com.au](http://valmorgan.com.au)

Val Morgan & Co (Aust) Pty Ltd  
ABN 28 004 806 857