

**Media Release
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For Immediate Release**

**THE CHANGE AGENCY, DRAFTFCB NEW ZEALAND REFLECTS ON A
REWARDING 2011**

Global recognition, award ceremony domination and being classed as one of the country's best places to work marks 2011 as an eventful one for DraftFCB New Zealand.

The two latest recognitions for the agency include the Five Star Agency award for a second year running at the National Business Review Advertising Agency Awards last week.

DraftFCB was also ranked in the Top 10 Best Medium-Large Workplaces in New Zealand according to the JRA Best Workplaces Survey 2011.

DraftFCB Australia & New Zealand Chairman & Group CEO, Bryan Crawford says "These awards further highlight that creating a great environment for talented people to do their thing produces outstanding results for our clients."

The Effie Worldwide results in June announced DraftFCB New Zealand as one of the Top 10 most effective agencies in the world and number one worldwide for government/not for profit advertising.

In October, DraftFCB cleaned up at the New Zealand EFFIE awards, winning eight gold EFFIEs including Most Effective Agency of the Year and Most Effective Campaign.

"Our work for the National Depression Initiative with "The Journal" continues to dominate at industry award nights. We are delighted with how the campaign has performed and the results it has achieved in its first year with New Zealanders experiencing depression", adds Crawford.

Continuing the year's successes, DraftFCB Media dominated the 2011 CAANZ Media Awards taking home five gold awards and three silver including Best In Show and Best Agency. This success followed the agency's 2010 performance with 10 golds and silver awards.

"Our full service agency is performing in all areas, with our PR team also dominating at the 2011 PRINZ PR industry awards back in July taking home two golds on the night for our work with UNICEF and the National Depression Initiative - "The Journal", says Crawford.

DraftFCB was the most awarded Agency at 2011 RSVP awards taking away three gold, three silver and the RSVP Grand Prix for its work on "The Journal" for the National Depression Initiative.

As well as the raft of awards DraftFCB has received, it has also been a very successful year for both client work and new business.

A highlight was DraftFCB's work with the Electricity Authority with the "What's My Number" campaign. "When the campaign's credited by Statistics New Zealand with having an impact on the country's inflation, the way the Electricity Authority switching campaign has, that's pretty outstanding," Crawford says.

“The agency’s performance in 2011 will encourage us to strive even further next year and I am personally excited about what lies ahead,” concludes Crawford.

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About DraftFCB Australia/New Zealand

- DraftFCB creates change.
- Whether through tactical campaigns, long-term brand strategies or social change projects, DraftFCB has extensive experience in helping organisations change brand perceptions, achieve significant commercial success, or dramatically shifted social norms.
- As a full service integrated agency our clients enjoy the benefit of open and active collaboration across multiple disciplines to deliver better communications solutions.
- DraftFCB ANZ is one of the region’s top marketing and communications agencies, and is part of the DraftFCB Worldwide network. With offices in Sydney, Melbourne, Auckland and Wellington the agency has an extensive list of clients in the automotive, retail, government, media and FMCG sectors.
- DraftFCB is a subsidiary of the Interpublic Group of Companies, a US public listed company that also owns Lowe Worldwide and McCann Erickson Worldwide.
- 2009 & 2011 CAANZ Media Agency of the Year
- 2010 Agency of the Year
- Most awarded Agency at 2011 RSVP awards and EFFIES awards