



2025 GEMA AWARDS

TV/STREAMING AUSTRALIA-NEW ZEALAND



WINNERS

BROCHURE







2025 GEMA AWARDS

TV/STREAMING AUSTRALIA-NEW ZEALAND

CONGRATULATIONS!

Dear GEMA Community,

On behalf of the Board of Directors and myself, I am honored to congratulate the nominees and winners of the 2025 GEMA Australia-New Zealand Awards for TV and Streaming. These awards celebrate the bold creativity, relentless passion, and innovative spirit that define our global entertainment marketing community.

You are the visionaries who turn ideas into experiences, spark conversations, and create moments that resonate far beyond the screen. Your work doesn't just promote content—it shapes culture, builds connection, and stirs emotion.

This year's submissions were truly exceptional. Each campaign demonstrated masterful storytelling, sharp creative instincts, and the courage to push boundaries. Your ingenuity continues to raise the bar for the entire industry.

A heartfelt thank you to our members, sponsors, and partners. Your unwavering support empowers GEMA to spotlight excellence, foster community, and champion the creative leaders driving our industry forward.

To our esteemed judges and jurors: your time, insight, and dedication are invaluable. Your thoughtful evaluation ensures that the work honored today reflects the very best of our craft.

As the entertainment marketing landscape evolves, so too will GEMA. We remain steadfast in our mission to celebrate creativity, nurture talent, and stay at the forefront of innovation.

To all of this year's honorees: congratulations on this well-earned recognition. Your work inspires us all, and we look forward to seeing what you create next.

With admiration and excitement,

Stacy La Cotera
President & CEO
The Global Entertainment Marketing Academy of Arts & Sciences

OUT WITH THE OLD...

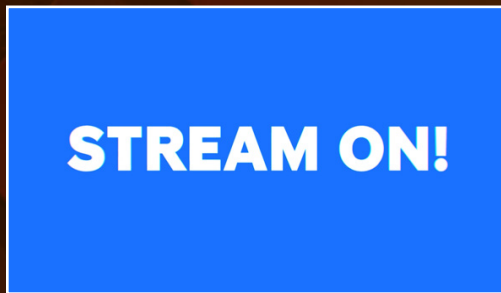
IN WITH THE

NOW



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BEST IMAGE PROMO



GOLD
STREAM ON
PARAMOUNT+



SILVER
FOMBN CINEMA
AUSTRALIAN NEWS CHANNEL

BEST IMAGE CAMPAIGN



GOLD
PARAMOUNT+ GOAT
PARAMOUNT+



SILVER
HBO MAX AUSTRALIA LAUNCH
WARNER BROS. DISCOVERY ANZ

BEST THEMED CAMPAIGN



GOLD
I'M A CELEBRITY...GET ME
OUT OF HERE! 2025
NETWORK 10



SILVER
SKY MOVIES 2025
SKY TELEVISION

BEST PROGRAMME CAMPAIGN



GOLD
THE FLOOR AUS S1
NINE NETWORK



SILVER
COMPLETELY UNCENSORED
TVNZ

BEST NEWS/SPECIAL REPORT PROGRAMME SPOTS



GOLD
NINE NEWS BRAND
NINE NETWORK



SILVER
FOMBN CAMPAIGN
AUSTRALIAN NEWS CHANNEL

BEST CURRENT AFFAIRS PROGRAMME SPOTS



GOLD
FOMBN CAMPAIGN
AUSTRALIAN NEWS CHANNEL



SILVER
PATRICK GOWER ON:
ICE - THREENOW NZ
WARNER BROS. DISCOVERY ANZ

BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROGRAMME SPOTS



GOLD
THE JURY: DEATH ON THE STAIRCASE
SBS AUSTRALIA

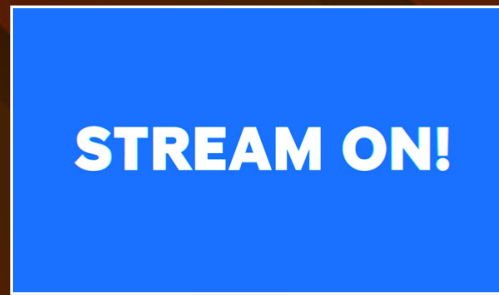


SILVER
LIVE AND LET DAI - THREENOW NZ
WARNER BROS. DISCOVERY ANZ

BEST ENTERTAINMENT PROMO



GOLD
THE GREAT AUSTRALIAN BAKE OFF
BALBOA AGENCY

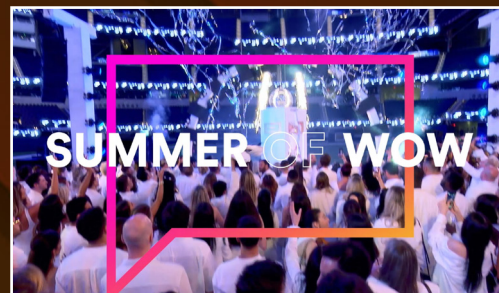


SILVER
STREAM ON
PARAMOUNT+

BEST REALITY PROGRAMME PROMO



GOLD
THE BLOCK HEARTLAND LAUNCH
NINE NETWORK



SILVER
7BRAVO SUMMER
NBCUNIVERSAL

BEST DRAMA PROMO



GOLD
TRAILER: THE NARROW ROAD
TO THE DEEP NORTH
PRIME VIDEO AUNZ



SILVER
LOST IN PARADISE
SKY TELEVISION

BEST MOVIE PROMO



GOLD
HALLOWEEN MOVIES
BALBOA AGENCY



SILVER
THE FAST AND FURIOUS SAGA
NBCUNIVERSAL

BEST SPORTS PROMO



GOLD
AFL 2025
SEVEN NETWORK



SILVER
KAYO SPORTS - SUPER SATURDAY LIVE
BALBOA AGENCY

BEST SPORTS CAMPAIGN



GOLD
AUSTRALIAN OPEN TENNIS 2025
NINE NETWORK



SILVER
MOUNTAIN OF FOOTBALL
PARAMOUNT+

BEST SPECIAL EVENT



GOLD
TE MATATINI 2025
WHAKAATA MĀORI



SILVER
EUROVISION 2025
SBS AUSTRALIA

BEST USE OF HUMOUR



GOLD
I'M A CELEBRITY...GET ME
OUT OF HERE! 2025
NETWORK 10



SILVER
90'S MOVIES ON IVIEW
ABC

BEST PROMO NOT USING PROGRAMME FOOTAGE



GOLD
I'M A CELEBRITY...GET ME
OUT OF HERE! 2025
NETWORK 10



SILVER
THE VOICE 24
SEVEN NETWORK

BEST PROMO ONLY USING PROGRAMME FOOTAGE



GOLD
BIG SUMMER SPOT
PARAMOUNT+



SILVER
THE SURFER - DON'T RATTLE THE CAGE
STAN

SOMETHING FOR NOTHING



GOLD

SBS ON DEMAND SUMMER'S ON
SBS



SILVER

SHE BELIEVES CUP
PARAMOUNT+

BEST EDITING



GOLD

THE SOLID STATE SHOWREEL
THE SOLID STATE



SILVER

NOVEMBER SPORT ON TVNZ+
TVNZ

WEST ONE MUSIC GROUP BEST USE OF MUSIC



GOLD
THE GREAT AUSTRALIAN BAKE OFF
BALBOA AGENCY

STREAM ON!

SILVER
STREAM ON
PARAMOUNT+

101 MUSIC PTY LTD BEST ORIGINAL MUSIC SCORE



GOLD
I'M A CELEBRITY...GET ME
OUT OF HERE! 2025
NETWORK 10



SILVER
MOUNTAIN OF FOOTBALL BRIGGS &
KOBIE DEE
PARAMOUNT+

BEST USE OF LICENSED/ADAPTED MUSIC



GOLD
STREAM STREAM STREAM
PARAMOUNT+



SILVER
MASTERCHEF AUSTRALIA 2025
NETWORK 10

BEST VOICE ARTIST 2025



GOLD
NAT BOND
FOR TATTOO FIXERS, NBC UNIVERSAL



SILVER
TOBY RICKETTS
*FOR WILDLIFE.AI,
ONE FOUR PRODUCTIONS*

BEST COPY / SCRIPT WRITING



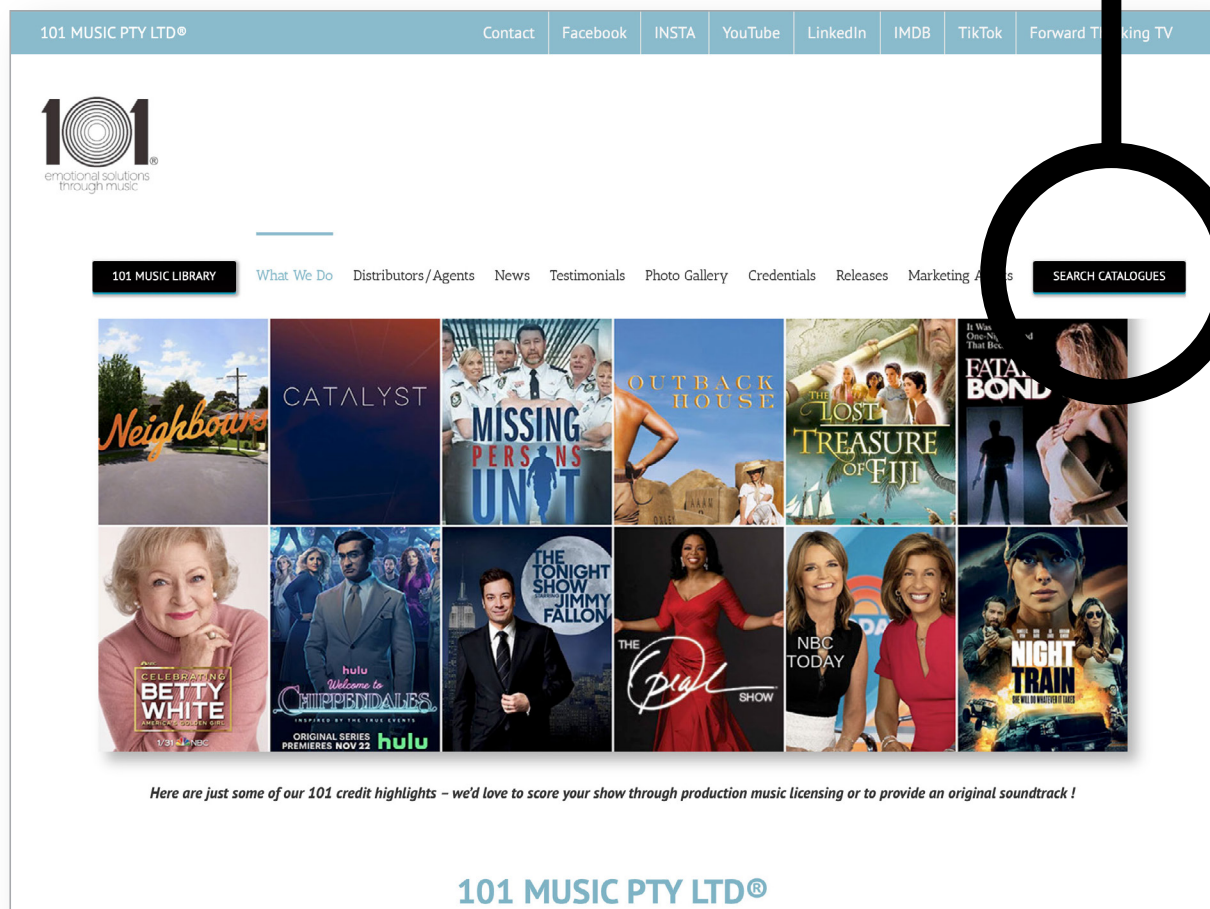
GOLD
I'M A CELEBRITY...GET ME
OUT OF HERE! 2025
NETWORK 10



SILVER
TATTOO FIXERS
NBCUNIVERSAL

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Emotional Solutions Through Music

BEST DIRECTING



GOLD

LEGO MASTERS GRAND MASTERS
OF THE GALAXY
NINE NETWORK



SILVER

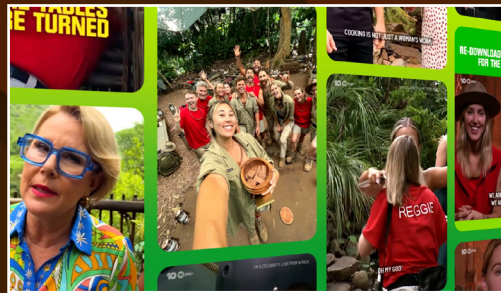
THE EVERYDAY TOUR
SBS CULTURALCONNECT

MOST INNOVATIVE USE OF DIGITAL / SOCIAL



GOLD

MISSION: IMPOSSIBLE
THE FINAL RECKONING NIGHT RUN
*PARAMOUNT PICTURES AUSTRALIA
& HELLO*



SILVER

I'M A CELEBRITY...GET ME
OUT OF HERE! 2025
NETWORK 10 & HELLO

BEST USE OF ORGANIC DIGITAL / SOCIAL



GOLD

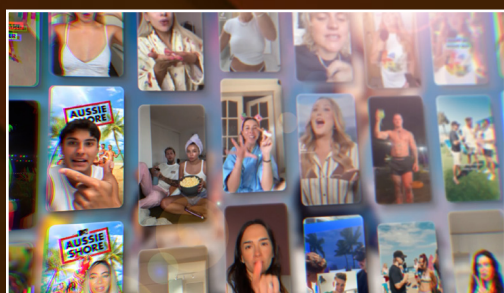
I'M A CELEBRITY...GET ME
OUT OF HERE! 2025
NETWORK 10 & HELLO



SILVER

AUSSIE SHORE
PARAMOUNT+ & HELLO

BEST USE OF CELEBRITY/INFLUENCER/ TALENT USING SOCIAL MEDIA



GOLD

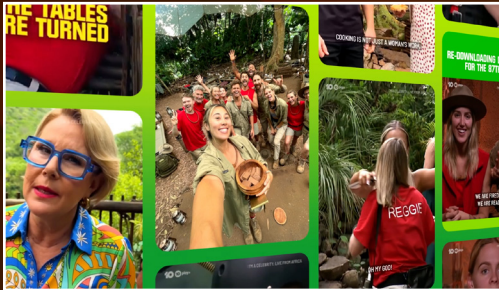
AUSSIE SHORE
PARAMOUNT+ & HELLO



SILVER

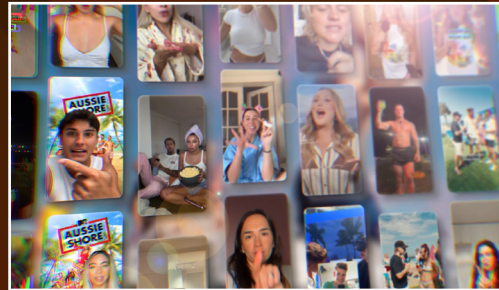
MISSION: IMPOSSIBLE
THE FINAL RECKONING NIGHT RUN
PARAMOUNT PICTURES AUSTRALIA
& HELLO

BEST SOCIAL MEDIA ORIGINAL CONTENT



GOLD

I'M A CELEBRITY...GET ME
OUT OF HERE! 2025
NETWORK 10 & HELLO



SILVER

AUSSIE SHORE
PARAMOUNT+ & HELLO

BEST MARKETING VIDEO / SHOWREEL / SIZZLE REEL / SNEAK PEEKS / UPFRONTS PRESENTATION



GOLD

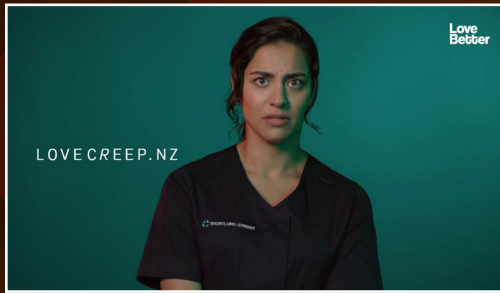
THE SOLID STATE SHOWREEL
THE SOLID STATE



SILVER

BRAVO NZ Q1 2025 REEL
NBCUNIVERSAL

BEST PARTNERSHIP OR CO-CREATION



GOLD
LOVE CREEP
TVNZ



SILVER
SIX & OUT:SECOND INNINGS
BALBOA AGENCY

BEST INTEGRATED TVC OR PROMO



GOLD
BIRTHDAY SURPRISE
TVNZ



SILVER
THE EVERYDAY TOUR
SBS CULTURALCONNECT

BEST BRAND FUNDED CONTENT PARTNER INTEGRATION



GOLD

SIX & OUT: SECONDS INNINGS
BALBOA AGENCY



SILVER

MILKING THE DRAMA
TVNZ

BEST MARKETING CAMPAIGN FOR A PROGRAMME / FRANCHISE / CHANNEL / STREAMING SERVICE / THEATRICAL



GOLD

PARAMOUNT+ GOAT
PARAMOUNT+



SILVER

TOO BIG TO BURY
TVNZ

BEST RADIO PROMOTION



GOLD
GARDENING SECRETS
TVNZ



SILVER
MASTERCHEF AUSTRALIA 2025 -
COLES RADIO
NETWORK 10

BEST OUTDOOR OR PRINT AD



GOLD
DO NOT WATCH THIS SHOW
ABC & LEE BONES



SILVER
GUY MONT S2
ABC

BEST ACTIVATION, STUNT OR EVENT



GOLD
MISSION: IMPOSSIBLE
THE FINAL RECKONING NIGHT RUN
PARAMOUNT PICTURES AUSTRALIA
& HELLO



SILVER
PRIMEVILLE SWEET SPOT
PRIME VIDEO AUNZ

MOST OUTSTANDING MARKETING INITIATIVE



GOLD

MISSION: IMPOSSIBLE
THE FINAL RECKONING NIGHT RUN
PARAMOUNT PICTURES AUSTRALIA
& HELLO



SILVER

BOOK THE BATMOBILE ON UBER
WARNER BROS. DISCOVERY

BEST BRAND DESIGN



GOLD

10 BRAND REFRESH
NETWORK 10



SILVER

10 NEWS REBRAND
NETWORK 10

BEST KEY ART



GOLD

CULTURE BY DESIGN
ABC



SILVER

SHAUN MICALLEF'S EVE
OF DESTRUCTION
ABC

BEST ANIMATION DESIGN



GOLD

THREEDORE - THREENOW NZ
WARNER BROS. DISCOVERY



SILVER

DO NOT WATCH THIS SHOW
ABC & LEE BONES

ROCKET AWARD 2025



GOLD

NED SPELDEWINDE
ABC

CREATIVE TEAM OF THE YEAR 2025



GOLD
PARAMOUNT+



SILVER
SBS AUSTRALIA

MARKETING TEAM OF THE YEAR 2025



GOLD
PARAMOUNT+



SILVER
WARNER BROS. DISCOVERY



2025 GEMA AWARDS

TV/STREAMING AUSTRALIA-NEW ZEALAND

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West One Music Group





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2025 GEMA AWARDS

TV/STREAMING AUSTRALIA-NEW ZEALAND

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AUSTRALIAN ASSOCIATION
OF VOICE ACTORS

HBO
max

sky news

10





2025 GEMA AWARDS

TV/STREAMING AUSTRALIA-NEW ZEALAND

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Awards Creative Partner

LUCIDO

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MARKETING ACADEMY OF
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