

AGENCY	STATE	CATEGORY	ENTRY TITLE	PLACING
RETAIL/ETAIl				
George Patterson Y&R	NSW	Retail/ Etail	'Vinnies Signed Finds'	GOLD
303Lowe	WA	Retail/ Etail	The 2012 IKEA Catalogue - A roommate worth having	SILVER
The Monkeys	NSW	Retail/ Etail	Saving an Iconic Brand that was as "Good as Gone"	SILVER
FOOD				
BMF	NSW	Food	Avoiding the 7 year itch	SILVER
Clemenger BBDO Sydney	NSW	Food	Jack's Packs: How we pulled a rabbit out of our hat	BRONZE
DDB Sydney	NSW	Food	Good on ya mum...winning hearts AND minds	BRONZE
CONFECTIONERY & SNACKS				
George Patterson Y&R Melbourne	VIC	Confectionary & Snacks	Thinking Outside the Chocolate Box	SILVER
BEVERAGES				
Ogilvy	NSW	Beverages	Share a Coke	SILVER
Clemenger BBDO Melbourne	VIC	Beverages	How Carlton Draught beat the mainstream squeeze	BRONZE
Leo Burnett Sydney	NSW	Beverages	Smirnoff Pure	BRONZE
OTHER CONSUMER GOODS				
Banjo	NSW	Other Consumer Goods	Bringing all bonds together in a joyous celebration	SILVER
DDB Sydney	NSW	Other Consumer Goods	Dodging the 'features and benefits' trap	BRONZE
Ward6	NSW	Other Consumer Goods	Defying your age: How Dr LeWinn's reclaimed its youth	BRONZE
FINANCIAL SERVICES				
Whybin\TBWA\Tequila	NSW	Financial Services	Encouraging Australians To Steal Back Their Dreams	GOLD
303Lowe	NSW	Financial Services	Challenger Consumer Campaign	SILVER
BMF	NSW	Financial Services	The World's First Investment Property Simulator	SILVER
Host	NSW	Financial Services	WA4EVER	BRONZE
OTHER SERVICES				
Clemenger BBDO Melbourne	VIC	Other Services	The successful launch of Bupa and the creation of new market space	SILVER
AJF Partnership	VIC	Other Services	"From 'puffin muffin' Millie to memorable and motivating Mr iSelect"	BRONZE

MercerBell	NSW	Other Services	'One word'	BRONZE
TRANSFORMATIONAL DIGITAL BUSINESS PLATFORM				
BMF	NSW	Transformational Digital Business Platforms	The World's First Investment Property Simulator	GOLD
Amnesia Razorfish	NSW	Transformational Digital Business Platforms	Creating Intelligent Sales Channels	SILVER
TRAVEL, LEISURE AND MEDIA				
Naked Communications	NSW	Travel, Leisure and Media	Steal Banksy	SILVER
George Patterson Y&R Melbourne & Mediacom	VIC	Travel, Leisure and Media	How BBL bashed through to a lost generation of Australians	BRONZE
GOVERNMENT, CORPORATE AND SOCIAL SERVICES				
303Lowe	WA	Government, Corporate and Social Services	Enjoy The Ride	GOLD
George Patterson Y&R	NSW	Government, Corporate and Social Services	'Vinnies Signed Finds'	SILVER
RETURN ON INVESTMENT				
Clemenger BBDO Melbourne	VIC	Return on Investment	Break Up	SILVER
Clemenger BBDO Melbourne	VIC	Return on Investment	How Carlton Draught beat the mainstream squeeze	SILVER
LONG TERM EFFECTS				
DDB Sydney	NSW	Long Term Effects	Profitably future-proofing fast-food	SILVER
Leo Burnett Sydney	NSW	Long Term Effects	PIXMA Endless Creative Possibilities	BRONZE
SHORT TERM EFFECTS				
Leo Burnett Melbourne	VIC	Short Term Effects	BYO Cup Day	SILVER
Naked Communications	NSW	Short Term Effects	Steal Banksy	SILVER
BMF	NSW	Short Term Effects	Avoiding the 7 year itch	BRONZE
MOST ORIGINAL THINKING				
George Patterson Y&R	NSW	Most Original Thinking	'Vinnies Signed Finds'	GOLD
Naked Communications	NSW	Most Original Thinking	Steal Banksy	GOLD
Ogilvy	NSW	Most Original Thinking	Share a Coke	SILVER
NEW PRODUCT OR SERVICE				

Clemenger BBDO Melbourne	VIC	New Product or Service	The successful launch of Bupa and the creation of new market space	BRONZE
Clemenger BBDO Sydney	NSW	New Product or Service	Jack's Packs: How we pulled a rabbit out of our hat	BRONZE
BEST STATE CAMPAIGN				
303Lowe	WA	Best State Campaign	Enjoy The Ride	GOLD
George Patterson Y&R	NSW	Best State Campaign	'Vinnies Signed Finds'	SILVER
303Lowe	WA	Best State Campaign	The 2012 IKEA Catalogue - A roommate worth having	BRONZE
SMALL BUDGET UNDER \$500K				
Naked Communications	NSW	Small Budget (Under \$500K)	Steal Banksy	GOLD
George Patterson Y&R	NSW	Small Budget (Under \$500K)	'Vinnies Signed Finds'	SILVER
MULTICULTURAL / INDIGENOUS				
Etcom	NSW	Multicultural / Indigenous	Enter the Dragon	BRONZE
THE EFFECTIVE AGENCY OF THE YEAR				
George Patterson Y&R Sydney				
THE GRAND EFFIE				
303Lowe	WA		Enjoy The Ride	