

2012 Effie Award Finlaists

AGENCY	CLIENT	CATEGORY	ENTRY TITLE	ENTRY NUMBER	STATE
303Lowe	IKEA WA & SA	A. Retail/ Etail	The 2012 IKEA Catalogue - A roommate worth having	32	WA
Beligiovane Williams Mackay	Kmart	A. Retail/ Etail	From Discount Store To Mum's Champion - The Story of 'OK'	122	NSW
George Patterson Y&R	St Vincent de Paul Soc	A. Retail/ Etail	How taking the shirts off musicians" backs helped a NSW retailer make the money other re	109	NSW
Leo Burnett Melbourne	7-Eleven Slurpee	A. Retail/ Etail	BYO Cup Day	54	VIC
Ogilvy	Coca-Cola South Pac	A. Retail/ Etail	Share a Coke	251	NSW
The Monkeys	Trading Post Online	A. Retail/ Etail	Saving an Iconic Brand that was as "Good as Gone"	115	NSW
The Monkeys	IKEA	A. Retail/ Etail	Assemble Your Career with IKEA	113	NSW
BMF	Meat & Livestock Aus	B. Food	Avoiding the 7 year itch: How Lamb breathed new life into Australia Day	2	NSW
Clemenger BBDO Sydney	Hungry Jack's	B. Food	Jack's Packs: How we pulled a rabbit out of our hat.	168	NSW
DDB Sydney	George Weston Food	B. Food	Good on ya mum...winning hearts AND minds	8	NSW
Clemenger BBDO & Clemenger Proximity N	Mars Chocolate Aust	C. Confectionary & Snacks	How Adding A Second Nut Helped the M&M's Family Prosper	150	Victoria
George Patterson Y&R Melbourne	Kraft Foods Australia	C. Confectionary & Snacks	Thinking Outside the Chocolate Box: how finding a new occasion drove greater value for ar	73	VIC
Publicis Mojo	Nestlé Peters	C. Confectionary & Snacks	Maxibon bumps Magnum off its royal pedestal.	212	NSW
AJF Partnership	Lion - Dare Iced Coff	D. Beverages	How Dare Fixed Coffee Credentials to Unlock Growth	89	Vic
Clemenger BBDO & Clemenger Proximity N	Carlton United Brew	D. Beverages	How Carlton Draught beat the mainstream squeeze	141	VIC
Leo Burnett Melbourne	7-Eleven Slurpee	D. Beverages	BYO Cup Day	65	VIC
Leo Burnett Sydney	Diageo Australia	D. Beverages	Smirnoff Pure	241	NSW
Ogilvy	Coca-Cola	D. Beverages	"Share a Coke"	199	NSW
Banjo	Bonds	E. Other Consumer Goods	Bringing all bonds together...	193	NSW
DDB Sydney	Volkswagen Group A	E. Other Consumer Goods	Dodging the 'features and benefits' trap. How Volkswagen became a top 5 automotive bran	211	NSW
Ward6	Valeant Pharmaceuti	E. Other Consumer Goods	Defying your age - How Dr LeWinn's reinvented itself in the skincare category	110	NSW
NPS/Rodd Martin/Slingshot	NPS Medicinewise	F. Healthcare	Medicine brand choices	221	NSW
Ward6	Eli Lilly	F. Healthcare	Give them what they prefer	226	NSW
303Lowe	Challenger	G. Financial Services	Challenger Consumer Campaign	39	NSW
BMF	Commonwealth Bank	G. Financial Services	Investorville - The World's First Investment Property Simulator	164	NSW
BMF	Commonwealth Bank	G. Financial Services	Winning the race with Everyday Settlement	205	NSW
Clemenger BBDO & Clemenger Proximity N	NAB	G. Financial Services	Honesty Experiments - How one unexpected word tripled credit card sales in 3 months	61	VIC
George Patterson Y&R	Suncorp Bank - Agric	G. Financial Services	We took the time to understand Aussie farmers and they repaid us with business growth 34	184	QLD
Host Sydney	Bankwest	G. Financial Services	WA4EVER	104	NSW
WhybinTBWATEquila	RaboDirect	G. Financial Services	RaboDirect - Encouraging Australians To Steal Back Their Dreams	173	NSW
AJF Partnership	iSelect	H. Other Services	"From 'puffin muffin' Millie to memorable and motivating Mr iSelect"	47	VIC
Clemenger BBDO & Clemenger Proximity N	Bupa Australia	H. Other Services	The successful launch of Bupa and the creation of new market space.	55	VIC
DDB Sydney	Telstra	H. Other Services	The Reinvention of Telstra	227	NSW
MercerBell	Allianz	H. Other Services	'One word'	22	NSW
Publicis Mojo	Virgin Mobile Australi	H. Other Services	Taking the ""phoney"" out of the mobile phone category	215	NSW
The Monkeys	Trading Post Online	H. Other Services	Saving an Iconic Brand that was as "Good as Gone"	116	NSW
Amnesia Razorfish	Aussie	I. Transformational Digital Business Pla	Creating Intelligent Sales Channels	94	NSW
BMF	Commonwealth Bank	I. Transformational Digital Business Pla	Investorville - The World's First Investment Property Simulator	25	NSW
George Patterson Y&R Melbourne	Defence Force Recru	I. Transformational Digital Business Pla	The next best thing to work experience: how creating a new digital platform transformed the	76	VIC
DDI	Hayman	J. Travel, Leisure and Media	Triumph out of Adversity	80	NSW
George Patterson Y&R Melbourne/Mediaco	Cricket Australia	J. Travel, Leisure and Media	Bashing boring to the boundary: how branding and communications helped Big Bash repos	72	VIC
Host Sydney	Air New Zealand	J. Travel, Leisure and Media	Selling seats to New Zealand's ski fields in turbulent times	124	NSW
Naked Communications	Art Series Hotels	J. Travel, Leisure and Media	Steal Banksy	24	Victoria
303Lowe	The Office of Road S	K. Government, Corporate and Social S	Enjoy The Ride	35	WA
BMF	Commonwealth Bank	K. Government, Corporate and Social S	School Banking – a dramatic and instant turnaround	191	NSW
George Patterson Y&R	St Vincent de Paul Soc	K. Government, Corporate and Social S	How Rockstars, Facebook and fanaticism worked together to help Australian's in need.	112	NSW
George Patterson Y&R Melbourne	Defence Force Recru	K. Government, Corporate and Social S	How offering Australians a chance to give back changed the fortunes of the Army Reserve	74	VIC
303Lowe	Challenger	L. Return on Investment	Challenger Consumer Campaign	38	NSW
303Lowe	IKEA WA & SA	L. Return on Investment	The 2012 IKEA Catalogue - A roommate worth having	130	WA
AJF Partnership	iSelect	L. Return on Investment	"From 'puffin muffin' Millie to memorable and motivating Mr iSelect"	50	VIC
BMF	Commonwealth Bank	L. Return on Investment	Winning the race with Everyday Settlement	207	NSW
BMF	Commonwealth Bank	L. Return on Investment	Investorville - The World's First Investment Property Simulator	166	NSW

Clemenger BBDO & Clemenger Proximity	NAB	L. Return on Investment	Break Up	102	Vic
Clemenger BBDO & Clemenger Proximity	NAB	L. Return on Investment	Honesty Experiments - How one unexpected word tripled credit card sales in 3 months	62	VIC
Clemenger BBDO & Clemenger Proximity	Carlton United Brew	L. Return on Investment	How Carlton Draught beat the mainstream squeeze	144	VIC
Leo Burnett Melbourne	7-Eleven Slurpee	L. Return on Investment	BYO Cup Day	66	VIC
WhybinTBWATEquila	RaboDirect	L. Return on Investment	RaboDirect - Encouraging Australians To Steal Back Their Dreams	174	NSW
DDB Sydney	McDonald's Corpora	M. Long Term Effects	Profitably future-proofing fast-food	243	NSW
Leo Burnett Melbourne	7-Eleven Slurpee	M. Long Term Effects	Slurpee: Reinventing an Icon	70	VIC
Leo Burnett Sydney	Canon Australia	M. Long Term Effects	PIXMA Endless Creative Possibilities	238	NSW
303Lowe	IKEA WA & SA	N. Short Term Effects	The 2012 IKEA Catalogue - A roommate worth having	132	WA
BMF	Meat and Livestock A	N. Short Term Effects	Avoiding the 7 year itch: How Lamb breathed new life into Australia Day to achieve record s	187	NSW
Clemenger BBDO & Clemenger Proximity	NAB	N. Short Term Effects	Honesty Experiments - How one unexpected word tripled credit card sales in 3 months	63	VIC
Host Sydney	Air New Zealand	N. Short Term Effects	Selling seats to New Zealand's ski fields in turbulent times	125	NSW
JWT Melbourne	Kraft Foods	N. Short Term Effects	It pays to sell Peanut Butter like Ice Cream	148	Victoria
Leo Burnett Melbourne	7-Eleven Slurpee	N. Short Term Effects	BYO Cup Day	67	VIC
Leo Burnett Sydney	Unilever	N. Short Term Effects	The Priceline & Dove 7 Day Test	239	NSW
Naked Communications	Art Series Hotel	N. Short Term Effects	Steal banksy	247	NSW
303Lowe	The Office of Road S	O. Most Original Thinking	Enjoy The Ride	36	WA
BMF	Commonwealth Bank	O. Most Original Thinking	Investorville - The World's First Investment Property Simulator	165	NSW
Clemenger BBDO & Clemenger Proximity	Bupa Australia	O. Most Original Thinking	The successful launch of Bupa and the creation of new market space.	57	VIC
Clemenger BBDO & Clemenger Proximity	NAB	O. Most Original Thinking	Honesty Experiments - How one unexpected word tripled credit card sales in 3 months	64	VIC
Clemenger BBDO & Clemenger Proximity	Carlton United Brew	O. Most Original Thinking	How Carlton Draught beat the mainstream squeeze	145	VIC
DDB Sydney	Volkswagen Group A	O. Most Original Thinking	Dodging the 'features and benefits' trap. How Volkswagen became a top 5 automotive bran	213	NSW
George Patterson Y&R	St Vincent de Paul Sc	O. Most Original Thinking	How Rockstars, Facebook and fanaticism worked together to help Australian's in need.	157	NSW
George Patterson Y&R Melbourne	Kraft Foods Australia	O. Most Original Thinking	Thinking Outside the Chocolate Box: how finding a new occasion drove greater value for ar	79	VIC
Leo Burnett Melbourne	7-Eleven Slurpee	O. Most Original Thinking	BYO Cup Day	68	VIC
Naked Communications	Art Series Hotels	O. Most Original Thinking	Steal Banksy	245	Victoria
Ogilvy	Coca-Cola South Pac	O. Most Original Thinking	Share a Coke	252	NSW
The Monkeys	Trading Post Online	O. Most Original Thinking	Saving an Iconic Brand that was as "Good as Gone"	117	NSW
Beligiovane Williams Mackay	Selleys	P. New Product or Service	Using the Power of Impotence	119	NSW
BMF	Commonwealth Bank	P. New Product or Service	Winning the race with Everyday Settlement	209	NSW
Clemenger BBDO & Clemenger Proximity	Bupa Australia	P. New Product or Service	The successful launch of Bupa and the creation of new market space.	56	VIC
Clemenger BBDO Sydney	Hungry Jack's	P. New Product or Service	Jack's Packs: How we pulled a rabbit out of our hat.	169	NSW
303Lowe	The Office of Road S	Q. Best State Campaign	Enjoy The Ride	37	WA
303Lowe	IKEA WA & SA	Q. Best State Campaign	The 2012 IKEA Catalogue - A roommate worth having	34	WA
George Patterson Y&R	Suncorp Bank - Agric	Q. Best State Campaign	We took the time to understand Aussie farmers and they repaid us with business growth 34	185	QLD
George Patterson Y&R	Suncorp Insurance	Q. Best State Campaign	A 'must-have' campaign	229	QLD
George Patterson Y&R	St Vincent de Paul Sc	Q. Best State Campaign	How taking the shirts off musicians' backs helped a NSW retailer make the money other re	111	NSW
JWT Melbourne	VicRoads	Q. Best State Campaign	Calling A Truce Between 'Cyclo-paths' And 'Murderous Motorists'	153	Victoria
The Monkeys	Trading Post Online	Q. Best State Campaign	Saving an Iconic Brand that was as "Good as Gone"	120	NSW
BCM Partnership	Brumby's Bakery	Q1. Small Budget (Under \$500K)	Pure Bake - How big thinking won the war against price discounting	244	QLD
Ecom	St.George Bank	Q1. Small Budget (Under \$500K)	Enter the Dragon	196	NSW
George Patterson Y&R	St Vincent de Paul Sc	Q1. Small Budget (Under \$500K)	How rock stars, fanaticism and a \$6148 agency donation worked together to help Australia	158	NSW
Leo Burnett Melbourne	7-Eleven Slurpee	Q1. Small Budget (Under \$500K)	BYO Cup Day	69	VIC
Naked Communications	Art Series Hotel	Q1. Small Budget (Under \$500K)	Steal Banksy	246	Victoria
BMF	Commonwealth Bank	Q2. Small Budget (Between \$500k & 1	Investorville - The World's First Investment Property Simulator	167	NSW
JWT Melbourne	Kraft Foods	Q2. Small Budget (Between \$500k & 1	It Pays to sell Peanut Butter like Ice Cream	149	Victoria
The Monkeys	Trading Post Online	Q2. Small Budget (Between \$500k & 1	Saving an Iconic Brand that was as ""Good as Gone""	118	NSW
Ecom	St.George Bank	R. Multicultural / Indigenous	Enter the Dragon	194	NSW
Multicall Connexions	Australian Bureau of	R. Multicultural / Indigenous	Census 2011 Multicultural Campaign	236	NSW