

## 2013 Australian Effie Awards Finalists

Entry No	Category	Agency	Client	Entry Title	State
138	A. Retail/ Etail	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning	NSW
180	A. Retail/ Etail	BWM	Kmart	Making Low Prices Irresistible	NSW
139	B. Food	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning	NSW
127	B. Food	Clemenger BBDO Sydney	Campbell's	Helping Campbell's Sell Out Like Never Before	NSW
246	B. Food	BMF	Meat & Livestock Australia	Lambnesia - An 8 year old idea smashes all sales results records	NSW
248	B. Food	BMF	Meat & Livestock Australia	How Steak reclaimed it's rightful share of grill	NSW
51	B. Food	DDB Sydney	McDonald's Corporation	Value which puts a McSmile on your face	NSW
258	C. Confectionary & Snacks	Clemenger BBDO Melbourne	Mars Chocolate Australia	Chocolate's Dysfunctional Family	VIC
275	C. Confectionary & Snacks	DDB Sydney	The Wrigley Company	Minting the Category. The launch that changed the flavour of chewy mints.	NSW
33	D. Beverages	The Works	Beam Global Australia	Devil's Cut: How we made the launch of an innovative new bourbon as effective as hell.	NSW
259	D. Beverages	Clemenger BBDO Melbourne	Carlton & United Breweries	Reviving a dying Australian icon	VIC
86	D. Beverages	AJF Partnership	Lion - Farmers Union Iced Coffee	Turning a local legend into a national hero	VIC
41	D. Beverages	The Monkeys	OAK (Parmalat)	Effectively Killing Hungrythirsty Dead	NSW
45	D. Beverages	The Hallway	Frucor	Music to put you in the zone.	NSW
65	D. Beverages	AJF Partnership	Lion - Dare Iced Coffee	How Communication Allowed Dare to go Mental	VIC
87	D. Beverages	GPY&R Melbourne	Schweppes	The Cocktail Revolution	VIC
240	E. Other Consumer Goods	HOST	Berlei	Helping Berlei Achieve a Bounce in Sales	NSW
118	E. Other Consumer Goods	WhybinTBWA Sydney	MJ Bale	Grazed on Greatness	NSW
234	F. Healthcare	Ward6	Gilead	Beyond HIV	NSW
77	F. Healthcare	Havas WW Sydney	Nurofen for Children	Mum knows best: Harnessing the power of advocacy	NSW
179	G. Financial Services	303Lowe	Aussie	Why should the banks have things all their own way	NSW
96	G. Financial Services	WhybinTBWA Sydney	RaboDirect	RaboDirect - Steal Back Your Dreams	NSW
168	G. Financial Services	Clemenger BBDO Melbourne	National Australia Bank	New Rules for Sponsorship, one fan at a time	VIC
251	G. Financial Services	Clemenger BBDO Melbourne	National Australia Bank	How not changing a thing changed everything	VIC

106	H. Other Services	WhybinTBWA Sydney	NRMA Insurance	Car Creation	NSW
74	H. Other Services	Havas WW Sydney/One Green Bean	Virgin Mobile Australia	How Doug Pitt helped Virgin Mobile redefine retention marketing	NSW
50	H. Other Services	Ogilvy Melbourne	AAMI	AAMI's Rhonda and Ketut - a love story	VIC
187	I. Travel, Leisure & Media	HOST	Air New Zealand	The Kiwi Sceptics: How Branded Content Sold Seats	NSW
186	I. Travel, Leisure & Media	Naked Communications	Art Series Hotels	Overstay Checkout: Overstay youré welcome	VIC
35	I. Travel, Leisure & Media	Meerkats	96FM	Inside Out: How Meerkats and 96FM kept real music alive.	WA
144	I. Travel, Leisure & Media	GPY&R Brisbane	V8 Supercars	Facebook Powered Slot Cars	QLD
5	I. Travel, Leisure & Media	Iris Sydney	Christchurch & Canterbury Tourism	How big thinking got Aussies back to Christchurch	NSW
92	J. Government, Corporate and Social Services	GPY&R Melbourne	Defence Force Recruiting	Tour of Duty: GPY&R and the Australian Defence Force	VIC
93	J. Government, Corporate and Social Services	McCann Melbourne	Metro Trains	Dumb Ways to Die	VIC
274	J. Government, Corporate and Social Services	JWT Perth	RAC	Turning public indifference into pressure that drives policy change.	WA
195	J. Government, Corporate and Social Services	Saatchi & Saatchi	Greenpeace	Getting John West to Change its Tuna	NSW
102	J. Government, Corporate and Social Services	WhybinTBWA Sydney	Taronga Conservation Society	Taronga Zoo Ensuring Wildlife Thrive, Not Just Survive.	NSW
10	J. Government, Corporate and Social Services	UM	Australia National Preventive Health Authority	My QuitBuddy	NSW
263	J. Government, Corporate and Social Services	Droga5	The United Nations	I Was Here for World Humanitarian 2012 - a different kind of donation	NSW
270	J. Government, Corporate and Social Services	JWT/The Campaign Palace	NSW Rural Fire Service	Overcoming "It won't happen to me"	NSW
271	K. Best State Campaign	JWT/The Campaign Palace	NSW Rural Fire Service	Overcoming "It won't happen to me"	NSW
94	K. Best State Campaign	McCann Melbourne	Metro Trains	Dumb Ways to Die	VIC
107	K. Best State Campaign	WhybinTBWA Sydney	NRMA Insurance	Car Creation	NSW

104	K. Best State Campaign	WhybinTBWA Sydney	Taronga Conservation Society	Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive.	NSW
140	M. Return on Investment	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning	NSW
238	M. Return on Investment	GPY&R Melbourne	Defence Force Recruiting	Tour of Duty: GPY&R and the Australian Defence Force	Melbourne
162	M. Return on Investment	WhybinTBWA Sydney	NRMA Insurance	Car Creation	NSW
120	M. Return on Investment	WhybinTBWA Sydney	MJ Bale	Grazed on Greatness	NSW
73	M. Return on Investment	Havas WW Sydney/One Green Bean	Virgin Mobile Australia	How Doug Pitt helped Virgin Mobile redefine retention marketing	NSW
268	M. Return on Investment	WhybinTBWA Sydney	Taronga Conservation Society	Taronga Zoo – Ensuring Wildlife Thrive, Not Just Survive	NSW
260	M. Return on Investment	Clemenger BBDO Melbourne	Carlton & United Breweries	Reviving a dying Australian icon	VIC
217	M. Return on Investment	Droga5	Qantas	The Unofficial Sponsor of the End of Summer	NSW
269	M. Return on Investment	WhybinTBWA Sydney	Domain	Dominate With Domain	NSW
81	M. Return on Investment	Havas WW Sydney/Naked Communications	Sony Electronics	How rewarding 'bad' smashed targets	NSW
115	M. Return on Investment	Starcom MediaVest Group	Network TEN	Million Kilo Challenge	NSW
244	M. Return on Investment	DDB	Telstra	Telstra AO Digital Performance Platform	NSW
91	N. Long Term Effects	GPY&R Melbourne	Defence Force Recruiting	Tour of Duty: GPY&R and the Australian Defence Force	VIC
150	N. Long Term Effects	Clemenger BBDO Brisbane	Leukaemia Foundation of Australia	World's Greatest Shave Campaign	QLD
125	N. Long Term Effects	BWM	Birds Eye	The Reanimation Of Birds Eye	NSW
89	O. Short Term Effects	GPY&R Melbourne	Schweppes	The Cocktail Revolution	VIC
245	O. Short Term Effects	DDB Sydney	McDonald's Australia	From McDonald's to Macca's. How an American icon became Australia's most famous brand.	NSW
261	O. Short Term Effects	Clemenger BBDO Melbourne	Carlton & United Breweries	Reviving a dying Australian icon	VIC
145	O. Short Term Effects	GPY&R Brisbane	V8 Supercars	Facebook Powered Slot Cars	QLD
199	O. Short Term Effects	Naked Communications	Who Gives a Crap	Help Get Simon Off The Loo	NSW

247	O. Short Term Effects	BMF	Meat & Livestock Australia	Lambnesia - An 8 year old idea smashes all sales results records	NSW
169	O. Short Term Effects	Clemenger BBDO Melbourne	National Australia Bank	New Rules for Sponsorship, one fan at a time	VIC
253	O. Short Term Effects	Clemenger BBDO Melbourne	National Australia Bank	How not changing a thing changed everything	VIC
95	O. Short Term Effects	McCann Melbourne	Metro Trains	Dumb Ways to Die	VIC
249	O. Short Term Effects	BMF	Meat & Livestock Australia	How Steak reclaimed it's rightful share of grill	NSW
141	P. Most Original Thinking	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning	NSW
97	P. Most Original Thinking	McCann Melbourne	Metro Trains	Dumb Ways to Die	VIC
278	P. Most Original Thinking	HOST	Air New Zealand	The Kiwi Sceptics: How Branded Content Sold Seats	NSW
117	P. Most Original Thinking	WhybinTBWA Sydney	MJ Bale	Grazed on Greatness	NSW
262	P. Most Original Thinking	Clemenger BBDO Melbourne	Carlton & United Breweries	Reviving a dying Australian icon	VIC
183	P. Most Original Thinking	Naked Communications	Art Series Hotels	Overstay Checkout: Overstay youré welcome	VIC
237	P. Most Original Thinking	The Monkeys	OAK (Parmalat)	Effectively Killing HungryThirsty Dead	NSW
276	P. Most Original Thinking	DDB Sydney	McDonald's Australia	From McDonald's to Macca's. How an American icon became Australia's most famous brand.	NSW
90	P. Most Original Thinking	GPY&R Melbourne	Schweppes	The Cocktail Revolution	VIC
255	P. Most Original Thinking	Clemenger BBDO Melbourne	National Australia Bank	How not changing a thing changed everything	VIC
170	P. Most Original Thinking	Clemenger BBDO Melbourne	National Australia Bank	New Rules for Sponsorship, one fan at a time	VIC
75	P. Most Original Thinking	Havas WW Sydney/One Green Bean	Virgin Mobile Australia	How Doug Pitt helped Virgin Mobile redefine retention marketing	NSW
42	Q. New Product or Service	The Monkeys	OAK (Parmalat)	Effectively Killing Hungrythirsty Dead	NSW
27	Q. New Product or Service	M&C Saatchi	Commonwealth Bank of Australia	Pay with Points	NSW
40	Q. New Product or Service	The Works	Beam Global Australia	Devils' Cut: How we made the launch of an innovative new bourbon as effective as hell.	NSW
63	Q. New Product or Service	DraftFCB	Beiersdorf	Nothing Beats the power of Black and White	NSW
188	Q. New Product or Service	Droga5	belVita	MUM TOLD ME NOT TO EAT BISCUITS FOR BREAKFAST	NSW

116	R1. Small Budget (A) Under \$500,00	WhybinTBWA Sydney	MJ Bale	Grazed on Greatness	NSW
185	R1. Small Budget (A) Under \$500,00	Naked Communications	Art Series Hotels	Overstay Checkout: Overstay youré welcome	VIC
142	R1. Small Budget (A) Under \$500,00	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning	NSW
98	R1. Small Budget (A) Under \$500,00	McCann Melbourne	Metro Trains	Dumb Ways to Die	VIC
38	R1. Small Budget (A) Under \$500,00	Meerkats	96FM	Inside Out: How Meerkats and 96FM kept real music alive.	WA
154	R2. Small Budget (B) \$500,000 to \$1 Million	Iris Sydney	Christchurch & Canterbury Tourism	How big thinking got Aussies back to Christchurch	NSW
243	S. Digital Platforms	DDB	Telstra	Telstra AO Digital Performance Platform	NSW
143	S. Digital Platforms	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning	NSW
72	S. Digital Platforms	GPY&R Melbourne	Defence Force Recruiting	Defence Broadcasts: How creating a live digital broadcast studio capable of real-time Q and A	VIC
114	S. Digital Platforms	Starcom MediaVest Group	Network TEN	Million Kilo Challenge	NSW