

# 2023 Australian Effie Award Winners



Category	Client	Agency	Entry	Award
Retail & Etail	ALDI Australia	BMF	Proving special is a thing you can buy, only at ALDI	Bronze
Retail and Etail	ALDI Australia	BMF	How the gift of generosity helped ALDI win Christmas	Silver
Retail and Etail	BONDS	Special Australia	How some innovation 'down there' and a little imagination grew market share with Aussie guys for BONDS	Silver
Food and Beverage Brands	Arnott's	Saatchi & Saatchi, part of the Neighbourhood	How little moments made big bickies for Arnott's	Gold
Food and Beverage Brands	Beam Suntory	The Monkeys, part of Accenture Song	Stick that in your chairhole: How Canadian Club became Australia's most-loved spirits brand	Bronze
Food and Beverage Brands	Meat & Livestock Australia	The Monkeys, part of Accenture Song	How Un-Australia delivered sublime new records for 100% Australian Lamb	Silver
Food and Beverage Brands	On The Run	Showpony	Go a Moe's	Bronze
Restaurants & Food Delivery	KFC Australia	Ogilvy Australia	KFC Degustation	Bronze
Other Consumer Goods	Toyota Motor Corporation Australia	Dentsu Creative	How Toyota brought an enduring feeling of quality to the grudge of car maintenance	Bronze
Health and Wellbeing	Nutricia	CHEP Network	How little Karicare bucked the formula to outpace category growth 4 to 1	Bronze
Telecommunications and Other Services	Samsung	CHEP Network	From Hunted to Hunter: How 'Flipvertising' Revolutionised a Digital Advertising Adventure and Captured Gen Z's Attention	Bronze
Telecommunications and Other Services	Uber	Special Australia	How leaning into confusion helped bring clarity to Uber One membership	Bronze
Travel, Leisure and Media	Tourism Tasmania	BMF	How anti-ordinary thinking drove anti-ordinary results for Tasmania's Off Season	Silver
Government	Department of Social Services	BMF	From triggered to taking charge: how Bring Up Respect delivered the highest ever response to stop violence against	Bronze
Government	Transport for NSW	Ogilvy Australia	The 6 1/2 Foot Drink Driving Intervention	Bronze
Not-For-Profit Organisations	Curing Homesickness	CHEP Network	Mum's the word! How we found a new sause of revenue for sick kids in hospital.	Bronze
Challenger Brands	ALDI Australia	BMF	How the gift of generosity helped ALDI win Christmas	Bronze
Challenger Brands	Beam Suntory	The Monkeys, part of Accenture Song	Canadian Club: How the ultimate challenger brand overcame its biggest challenge to date	Silver
Challenger Brands	Virgin Australia	Special Australia	Virgin Australia: A Remarkable Comeback Story	Bronze
Small Budget	On The Run	Showpony	Go a Moe's	Bronze
Positive Change	Liam O'Brien	BCM Group	Liam's Lifesaving List: A campaign to save a life that changed an industry	Bronze
Positive Change	The Government of Tuvalu	The Monkeys, part of Accenture Song	How can a country exist without land?	Bronze
Positive Change	Transport for NSW	Ogilvy Australia	The 6 1/2 Foot Drink Driving Intervention	Silver
Social Media First	KFC Australia	Ogilvy Australia	KFC Degustation	Bronze
Social Media First	McDonald's Australia	DDB Australia	Deals so distracting they were un-skippable	Bronze
Most Original Thinking	Samsung	CHEP Network	From Hunted to Hunter: How 'Flipvertising' Revolutionised a Digital Advertising Adventure and Captured Gen Z's Attention	Silver
Insight & Strategic Thinking	Nutricia	CHEP Network	How little Karicare bucked the formula to outpace category growth 4 to 1	Silver
Insight & Strategic Thinking	Tourism Tasmania	BMF	How anti-ordinary thinking drove anti-ordinary results for Tasmania's Off Season	Gold
Insight & Strategic Thinking	Toyota Motor Corporation Australia	Dentsu Creative	How Toyota brought an enduring feeling of quality to the grudge of car maintenance	Bronze
Innovative Media or Channel Solutions	A-Leagues	R/GA	Selling the game, by not selling the game.	Bronze
Innovative Media or Channel Solutions	Samsung	CHEP Network	From Hunted to Hunter: How 'Flipvertising' Revolutionised a Digital Advertising Adventure and Captured Gen Z's Attention	Gold
Innovative Marketing Solutions	Curing Homesickness	CHEP Network	Mum's the word! How we found a new sause of revenue for sick kids in hospital.	Silver
CX	Samsung	CHEP Network	How Samsung flipped eCommerce on its head with a sales mechanic that more than doubled sales.	Bronze
CX	Virgin Australia	Special Australia	Virgin Australia: A Remarkable Comeback Story	Silver
Return on Investment	Arnott's	Saatchi & Saatchi	How little moments made big bickies for Arnott's	Silver
Short-Term Effects	ALDI Australia	BMF	How the gift of generosity helped ALDI win Christmas	Silver
Short-Term Effects	Lion	Thinkerbell	Move over St. Paddy, Guinness got a new best friend: Winter. How to create a new category trigger at 7 degrees	Bronze
Short-Term Effects	Meat & Livestock Australia	The Monkeys, part of Accenture Song	How Un-Australia delivered sublime new records for 100% Australian Lamb	Bronze
Long-Term Effects	Bega Cheese Limited	Thinkerbell	Taking VEGEMITE out of the pantry and back into culture	Silver
Long-Term Effects	BIG W	M&C Saatchi	Revitalising BIG W by celebrating the real every day of modern families	Gold
Long-Term Effects	Telstra	The Monkeys, part of Accenture Song	How not worrying about data took Telstra Pre-Paid from decline to sustained growth	Bronze
Brand Value	BIG W	M&C Saatchi	Revitalising BIG W by celebrating the real every day of modern families	Silver
Brand Value	TAFE NSW	TAFE NSW	The life changing impact of TAFE NSW	Bronze
Best Smaller State Campaign	On The Run	Showpony	Go a Moe's	Best Smaller State Campaign
The Colin Wilson-Brown Chairman's Award	The Government of Tuvalu	The Monkeys, part of Accenture Song	How can a country exist without land?	The Colin Wilson-Brown Chairman's Award
The Effective Agency of the Year		CHEP Network		The Effective Agency of the Year
The Effie Effective Advertiser	KFC Australia	Ogilvy Australia	Did someone say KFC is the most effective advertiser?	The Effie Effective Advertiser
The Grand Effie	The Arnott's Group	Saatchi & Saatchi, part of the Neighbourhood	How little moments made big bickies for Arnott's	Grand Effie