

**Australian Effie Awards 2019 Finalists**

Entrant's ID	Agency	Category	Advertiser	Entry Title
48	BMF	A. Retail/Etail	ALDI Australia	The More the Merrier: ALDI's Christmas invite that opened up Aussie hearts, minds and wallets
49	BMF	A. Retail/Etail	ALDI Australia	Good Different Phase 2: Questioning the cult of Loyalty
25	AJF Partnership	A. Retail/Etail	Target	Discover Winterful; Target comes out of hibernation
122	AJF GrowthOps	A. Retail/Etail	Officeworks	How one word changed EOFYTHING
86	DDB Sydney	B. Food, Confectionery and Snacks	McDonald's Australia	I'm lovin' the short of it (as much as the long)
253	DDB, Sydney	B. Food, Confectionery and Snacks	McDonald's Australia	How 'play' drove McDonald's highest ever guest count on its lowest media budget
56	BMF	B. Food, Confectionery and Snacks	George Weston Foods/Abbotts Village Bakery	How Abbotts Village Bakery became a breadwinner
23	Clemenger BBDO / Traffik	B. Food, Confectionery and Snacks	Campbell Arnott's	The Tim Tam Genie Returns
39	Clemenger BBDO	C. Beverages	Frucor Suntory	V Pure
252	DDB, Sydney	D. Other Consumer Goods	VW Amarok	Transforming power into profit - a story about workhorses and thoroughbreds
91	Clemenger BBDO	D. Other Consumer Goods	HP Australia	Say It With A Sprocket
33	whiteGREY, Mindshare	D. Other Consumer Goods	Volvo Car Australia	Omtanke: rethinking Volvo
149	The Monkeys	E. Health and Wellbeing	Blackmores	How Blackmores enjoyed personal best results by getting Australians in the mood to move.
280	McCann Health	E. Health and Wellbeing	Procter & Gamble	Poo Romance - The Sequel
146	Thinkerbell	E. Health and Wellbeing	Sukin	Nothing but special
230	Ward6	E. Health and Wellbeing	Amgen	Cracking conventions to help cancer patients live longer
185	The Monkeys	F. Financial Services	NRMA Insurance	How reviving its original purpose reversed 8 years of decline for NRMA Insurance
62	whiteGREY	F. Financial Services	Frank Health Insurance	Making Health Insurance As Easy as Frank.
55	BMF	F. Financial Services	Insuranceline	Insuranceline in full bloom
188	CHE Proximity	F. Financial Services	Insurance Australia Group / NRMA	NRMA Safety Hub
241	CHE Proximity	F. Financial Services	RACV	Cover for their Overconfidence
177	The Monkeys	G. Other Services	Telstra	How not worrying about data took Telstra Pre-Paid from decline to growth.
120	Clemenger BBDO	G. Other Services	Tabcorp	Head vs Heart

156	Marketforce	G. Other Services	Alinta Energy	We give it to you straight
45	Ipswich City Council	H. Travel, Leisure and Media	Ipswich City Council	Discover Ipswich - Humans Wanted
31	AFFINITY	H. Travel, Leisure and Media	Tourism Central Coast	From the couch to the Coast: Shifting perception for unprecedented ROI
226	Clemenger BBDO	H. Travel, Leisure and Media	AFL	How the AFL defied 'never' by creating a world where anything is possible.
53	BMF	I. Government	Department of Social Services (DSS), Australian Federal Government	From deflection to action: the campaign that rallied millions of Australians to help stop violence against women at the start
58	The Brand Agency	J. Not For Profit Organisations	Foodbank WA	Turning a box of nothing into breakfast for WA Kids
174	News Corp Australia	J. Not For Profit Organisations	The Heart Foundation Australia	Australia's Worst Serial Killer
22	Clemenger BBDO	J. Not For Profit Organisations	The Dry July Foundation	The Reclaiming of Dry July
59	The Brand Agency	K. Best Smaller State Campaign	Foodbank WA	Turning a box of nothing into breakfast
278	Ipswich City Council	K. Best Smaller State Campaign	Ipswich City Council	Discover Ipswich - Humans Wanted
169	Marketforce	K. Best Smaller State Campaign	Alinta Energy	We give it to you straight
170	Meerkats	K. Best Smaller State Campaign	Brownes Dairy	Stay Chill
50	BMF	L. Short Term Effects	ALDI Australia	The More the Merrier: ALDI's Christmas invite that opened up Aussie hearts, minds and wallets
263	Clemenger BBDO	L. Short Term Effects	Myer	Myer - Christmas Bauble
202	Clemenger BBDO	L. Short Term Effects	Dry July Foundation	The Reclaiming of Dry July
190	CHE Proximity	L. Short Term Effects	Insurance Australia Group / NRMA	NRMA Safety Hub
240	CHE Proximity	L. Short Term Effects	RACV	Cover for their Overconfidence
123	AJF GrowthOps	L. Short Term Effects	Officeworks	How one word changed EOFYTHING
167	News Corp Australia	L. Short Term Effects	The Heart Foundation Australia	Australia's Worst Serial Killer
139	Leo Burnett Melbourne	L. Short Term Effects	Twinnings	Infusing new life into an ageing category
51	BMF	M. Most Original Thinking	ALDI Australia	Good Different Phase 2: Questioning the cult of Loyalty
172	News Corp Australia	M. Most Original Thinking	The Heart Foundation Australia	Australia's Worst Serial Killer
196	The Monkeys	M. Most Original Thinking	Blackmores	How Blackmores enjoyed personal best results by getting Australians in the mood to move.
126	AJF GrowthOps	M. Most Original Thinking	Officeworks	Making a bigger brand happen
65	whiteGREY	M. Most Original Thinking	Frank Health Insurance	Making Health Insurance As Easy as Frank.
283	AFFINITY	M. Most Original Thinking	Tourism Central Coast	From the couch to the Coast: Shifting perception for unprecedented ROI
34	whiteGREY, Mindshare	M. Most Original Thinking	Volvo Car Australia	Omtanke: rethinking Volvo

228	Clemenger BBDO	M. Most Original Thinking	AFL	How the AFL defied "never" by creating a world where anything is possible.
237	Clemenger BBDO	N. New Product or Service	Carlton & United Breweries	Making a Hero out of Carlton Zero
243	CHE Proximity	N. New Product or Service	RACV	Cover for their Overconfidence
176	News Corp Australia	N. New Product or Service	The Heart Foundation Australia	Australia's Worst Serial Killer
114	BMF	N. New Product or Service	BPAY	Say hello to Osko
251	Ward6	O. Small Budget	Amgen	Cracking conventions to help cancer patients live longer
261	BWM Dentsu	O. Small Budget	Selleys	The Unstoppable Selleys Storm
214	The Monkeys	P. Insight and Strategic Thinking	NRMA Insurance	How reviving its original purpose reversed 8 years of decline for NRMA Insurance
111	BMF	P. Insight and Strategic Thinking	Department of Social Services (DSS), Australian Federal Government	From deflection to action: the campaign that rallied millions of Australians to help stop violence against women at the start
108	BMF	P. Insight and Strategic Thinking	ALDI Australia	Good Different Phase 2: Questioning the cult of Loyalty
284	AFFINITY	P. Insight and Strategic Thinking	Tourism Central Coast	From the couch to the Coast: Shifting perception for unprecedented ROI
66	whiteGREY	P. Insight and Strategic Thinking	Frank Health Insurance	Making Health Insurance As Easy as Frank.
229	Clemenger BBDO	P. Insight and Strategic Thinking	AFL	How the AFL defied 'never' by creating a world where anything is possible.
121	Clemenger BBDO	P. Insight and Strategic Thinking	Tabcorp	Head vs Heart
198	The Monkeys	P. Insight and Strategic Thinking	Blackmores	How Blackmores enjoyed personal best results by getting Australians in the mood to move.
173	News Corp Australia	P. Insight and Strategic Thinking	The Heart Foundation Australia	Australia's Worst Serial Killer
192	CHE Proximity	P. Insight and Strategic Thinking	Insurance Australia Group / NRMA	NRMA Safety Hub
35	whiteGREY, Mindshare	P. Insight and Strategic Thinking	Volvo Car Australia	Omtanke: rethinking Volvo
244	CHE Proximity	P. Insight and Strategic Thinking	RACV	Cover for their Overconfidence
136	Leo Burnett Melbourne	P. Insight and Strategic Thinking	Bonds	Queendom: A new frontier for Bonds
186	The Monkeys	Q. Brand Value	NRMA Insurance	How reviving its original purpose reversed 8 years of decline for NRMA Insurance
110	BMF	Q. Brand Value	ALDI Australia	How a German supermarket became Australia's most trusted brand
127	AJF GrowthOps	Q. Brand Value	Officeworks	Making a bigger brand happen
246	Wunderman Thompson Australia	Q. Brand Value	Nestle Australia	Make Australia Break Again
32	whiteGREY, Mindshare	Q. Brand Value	Volvo Car Australia	Omtanke: rethinking Volvo
124	AJF GrowthOps	R. Return on Investment	Officeworks	How one word changed EOFYTHING

180	The Monkeys	R. Return on Investment	Telstra	How not worrying about data took Telstra Pre-Paid from decline to growth.
285	AFFINITY	R. Return on Investment	Tourism Central Coast	From the couch to the Coast: Shifting perception for unprecedented ROI
68	whiteGREY	R. Return on Investment	Frank Health Insurance	Making Health Insurance As Easy as Frank.
259	DDB Sydney	R. Return on Investment	McDonald's Australia	I'm lovin' the short of it (as much as the long)
128	AJF GrowthOps	R. Return on Investment	Officeworks	Making a bigger brand happen
36	whiteGREY, Mindshare	R. Return on Investment	Volvo Car Australia	Omtanke: rethinking Volvo
158	Richards Rose	R. Return on Investment	Mitsubishi Motors Australia	How small SUVs drove Mitsubishi to #1
132	DDB, Sydney	S. Long Term Effects	VW Amarok	Transforming power into profit - a story about workhorses and thoroughbreds
145	Saatchi & Saatchi	S. Long Term Effects	BankSA	Turning a lukewarm underdog into a Piping hot competitor
199	Noble Brands Worldwide	S. Long Term Effects	Australian Pork Limited	How "Pork on your Fork" bought home the bacon
207	BWM Dentsu	S. Long Term Effects	Dr. Oetker	You Won't Believe It's Frozen
238	Clemenger BBDO	S. Long Term Effects	Carlton & United Breweries	Overtaking the Classics to become Australia's favourite beer
89	Publicis Communications	S. Long Term Effects	Campbell Arnott's	Shapes Road to Recovery
75	whiteGREY	T. Digitally Led Ideas	Missing Persons Advocacy Network	Invisible Friends
179	News Corp Australia	U. Media Led Idea Idea or Media Partnership	The Heart Foundation Australia	Australia's Worst Serial Killer
275	CHE Proximity	V. Marketing Solutions Other Than Advertising	RACV	Cover for their Overconfidence
195	CHE Proximity	V. Marketing Solutions Other Than Advertising	Insurance Australia Group / NRMA	NRMA Safety Hub
216	VMLY&R	W. Shopper Marketing	McDonald's Australia	Monopoly
162	AFFINITY	X. Use of Data	Tourism Central Coast	From the couch to the Coast: Shifting perception for unprecedented ROI
193	CHE Proximity	X. Use of Data	Insurance Australia Group / NRMA	NRMA Safety Hub
270	TBWA\Melbourne	Y. Positive Change	ANZ Bank	ANZ Serves an Ace for Inclusion
175	News Corp Australia	Y. Positive Change	The Heart Foundation Australia	Australia's Worst Serial Killer
116	Clemenger BBDO	Y. Positive Change	The Dry July Foundation	The Reclaiming of Dry July