

The Australian Effie Awards 2022 Winners				
Financial Services				
Entry	Agency	Client	Entry Name	Placing
416	Leo Burnett Australia	Suncorp	One House To Save Many	Silver
478	Ogilvy Australia	Suncorp	AAMI - A Cautionary Tale of Bargain Regret	Bronze
516	DDB Sydney	Westpac	Life is eventful. That's why we help	Bronze
Government				
Entry	Agency	Client	Entry Name	Placing
381	Simple	Party	The Unwinnable Election	Silver
477	303 MullenLowe	Mental Health	One Drink	Bronze
Other Consumer Goods				
Entry	Agency	Client	Entry Name	Placing
499	Richards Rose	Mitsubishi Motors	Not being considered tough, didn't frighten a Triton.	Bronze
Food, Confectionery & Snacks				
Entry	Agency	Client	Entry Name	Placing
360	BMF	George Weston Foods	Baked into Australia: Letting go of the past to get back to the Tip Top	Silver
Short Term Effects				
Entry	Agency	Client	Entry Name	Placing
431	Special Australia	Uber Eats Australia	'Tonight, I'll be eating... with the Grey Wiggle'	Silver
426	AJF Partnership	Officeworks	Turning tax time into payback time for Officeworks	Bronze
359	BMF	ALDI Australia	How ALDI liberated Aussies to go all out at Christmas	Bronze
New Product or Service				
Entry	Agency	Client	Entry Name	Placing
522	The Monkeys Australia	Beam Suntory	Ridiculous! How -196 defied the hottest trends to become Beam Suntory's most successful launch ever.	Gold
Positive Change sponsored by Ad Standards				
Entry	Agency	Client	Entry Name	Placing
465	M&C Saatchi	The Minderoo	Thrive by Five	Gold
421	Leo Burnett Australia	Suncorp	One House To Save Many	Silver
Health & Wellbeing				
Entry	Agency	Client	Entry Name	Placing
511	CHEP Network	Danone	How Aptamil returned to No 1 by helping new mums return to work	Bronze

Most Original Thinking sponsored by Google				
Entry	Agency	Client	Entry Name	Placing
413	Leo Burnett	Suncorp	One House To Save Many	Gold
572	Howatson+Comp	Matilda Bay	Matilda Bay	Bronze
Innovative Media or Channel Solutions				
Entry	Agency	Client	Entry Name	Placing
563	Ogilvy Australia	KFC	The Long Game: KFC's Bucket Hunt	Bronze
Insights & Strategic Thinking				
Entry	Agency	Client	Entry Name	Placing
417	Leo Burnett	Suncorp	One House To Save Many	Silver
448	CHEP Network	Danone	How Aptamil returned to No 1 by helping new mums return to work	Bronze
Beverages				
Entry	Agency	Client	Entry Name	Placing
535	The Monkeys Australia	Beam Suntory	Crazy! How -196 beat "the hottest beverage on the planet"	Silver
Challenger Brands				
Entry	Agency	Client	Entry Name	Placing
509	CHEP Network	Danone	How Aptamil returned to No 1 by helping new mums return to work	Bronze
407	Richards Rose	Great Southern Bank	How Great Southern Bank helped twice as many Millennials live Happily Clever After.	Bronze
Other Services				
Entry	Agency	Client	Entry Name	Placing
423	Special Australia	Uber Eats Australia	'Tonight, I'll be eating... with the Grey Wiggle'	Gold
446	Australia	Telstra	How Telstra's purpose-led growth left the competition in its wake	Silver
Clever Use of Research / or Data				
Entry	Agency	Client	Entry Name	Placing
372	AFFINITY	Concierge Car Wash	How Creativity Via Handcrafted Text Messages Cleaned Up COVID	Bronze
Return on Investment sponsored by ThinkTV				
Entry	Agency	Client	Entry Name	Placing
536	The Monkeys Australia	Beam Suntory	How 196 achieved an ROI that catapulted it beyond the hottest drink on the planet.	Silver
538	The Monkeys Australia	Telstra	How Telstra's purpose-led growth generated profitable ROI on a titanic scale.	Bronze
Marketing Solutions Other Than Advertising				

Entry	Agency	Client	Entry Name	Placing
549	AFFINITY	Concierge Car Wash	How Creativity Via Handcrafted Text Messages Cleaned Up COVID	Bronze
Best Smaller State Campaign				
Entry	Agency	Client	Entry Name	Placing
578	Simple	South Australian Labor	The Unwinnable Election	Silver
576	303 MullenLowe	Mental Health	One Drink	Bronze
Brand Value				
Entry	Agency	Client	Entry Name	Placing
537	The Monkeys Australia	Telstra	How purpose-led growth revitalised the value of Telstra's brand	Silver
525	DDB Sydney	Westpac	Life is eventful. That's why we help.	Bronze
Retail / Etail sponsored by ThinkTV				
Entry	Entrant	Advertiser	Entry Name	Placing
358	BMF	ALDI Australia	How ALDI liberated Aussies to go all out at Christmas	Silver
425	AJF Partnership	Officeworks	Turning tax time into payback time for Officeworks	Bronze
Long Term Effects sponsored by YouTube				
Entry	Agency	Client	Entry Name	Placing
424	Special Australia	Uber Eats Australia	'Tonight, I'll be eating...'	Gold
The Grand Effie sponsored by ThinkTV				
424	Special Australia	Uber Eats Australia	'Tonight, I'll be eating...'	
The Effective Agency of the Year				
	The Monkeys Australia			
The Effective Advertiser of The Year Award				
	Uber Eats Australia			