effie Awards Australia

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Case Study



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part of Accenture Song

Client
Australian Lamb –
Meat and Livestock Australia

Title
How Happiness Made Australians Happy To Spend Record Amounts On Lamb In Our Cost-Of-Living Crisis

Category
B02. Challenger Brands

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Q1. EXECUTIVE SUMMARY & WHY DOES THIS CASE DESERVE AN AWARD?

"Australia may not have a brand that owns Christmas, but it does have a brand that owns a national advertising moment. And it's not debatable. It's Australian Lamb" wrote Cubery General Manager Sam Walters, arguing Australian Lamb is the only advertising series that successfully engages the national psyche, year after year.

In its 21st year, Australian Lamb's enduring success is a shining example of compound consistency paying effectiveness dividends. Familiar made fresh. Learning from 'dull'. Avoiding campaign 'fatigue' (and hopefully Effie paper 'fatigue' too).

Last year's Effie-winning entry argued the intensity of Lamb's challenges couldn't get worse. How wrong we were.

First, 2025 was the year of 'clucking cheap peak chicken'.
Averaging just $9.94/kg, Australians' insatiable appetite saw them devour a stomach-filling 1kg of chicken. Every week.

Second, 'protein wars' erupted.
Aussie Beef and Australian Pork both benefitting from sustained, successful support.
More Australians 'bulking up' consumption of Aussie Beef, the greatest meat.
More Australians putting pork on their forks and in their woks.

Third, Lamb's price leapt over a 'psychological price barrier'.
Its retail price exceeding [redacted] for the first time.
When price was grocery shoppers' dominant purchase decision driver.

Fa[redacted]
Its

Lauded econometrician Dr Grace Kite's words rang louder than ever; *"Marketers need to prioritise strategies that convince consumers their product is worth paying for."*

Guided by our long-term 'unity' strategy, we evolved our campaign creatively. 'The Happiness List' united Australians positively and proudly with a part rebuttal, part national pep talk, part irreverent comedy.

Our media strategy evolved to 'premiere' the launch with 'national gravitas', take a singular asset focus, and select channels for active attention and premium environments.

Evolving Australia's most lauded long-running campaign paid off. Decisively.

By entertaining Aussies, 'The Happiness List' hit [redacted] views. 46% more than any Lamb campaign.
By making people happy, and happy about Australian Lamb, *'Worth paying more for'* hit its highest tracked level ever.
By bolstering Lamb's premium, Australians spent [redacted] on lamb. The most for a summer campaign.

Tuck into how epic, humorous, culturally insightful advertising helped Lamb put a price on happiness.

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Q2. WHAT WAS THE STRATEGIC COMMUNICATIONS CHALLENGE?

(Note: All NielsenIQ Homescan™ data used in this paper is calculation based on data reported by NielsenIQ through its Homescan Service for the Fresh Meat category, Fresh Lamb segment, for the Total Australia Grocery, according to the client defined product hierarchy. Copyright © 2026, Nielsen Consumer LLC.)

IN A BIG MEAT-EATING NATION LAMB IS A SMALL CHALLENGER

Australians buy and eat lots of meat and seafood. The total retail ma[redacted]stimated at $34.8 billion in 2025. [1] On average Aussies devoured 146kg each. Chicken took the lions share at 55.5 kgs (38%), Seafood 30.7kgs (21%), Beef 27.7kgs (19%) and Pork 24.8kgs (17%). Lamb? Just 7.3kgs (5%).[2] ***(Chart 1)*** Its 7.6% volume share dwarfed by Chicken and Beef's combined 71%.[3] ***(Chart 2)*** Dwarfed in frequency too. 8 in 10 (82%) Australians eat Chicken at least once a week. Over half (56%) [redacted] week or more.[4] Lamb just eight time[redacted]annually.[5]

[redacted]

Chart 1

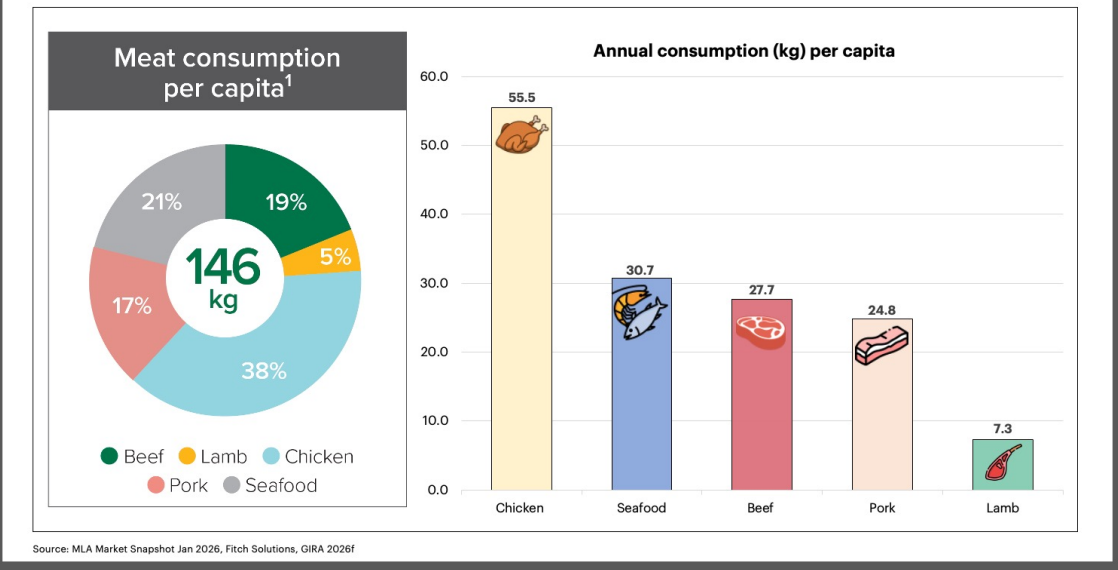


Chart 2

[redacted]

GROCERY SHOPPING PRE-DETERMINED, RUSTED-ON ROUTINE

'Retail therapy' may be social entertainment for some. Grocery shopping is tedious routine for most. Mindlessly buying the same, week in week out. [redacted] already have the meat they'll buy in mind before entering supermarkets.[6] Chicken and Beef rusted-on meal habits. Lamb facing an 'out of mouth, out of mind' salience challenge.

THE YEAR OF 'CLUCKING CHEAP PEAK CHICKEN'

Averaging just $9.94/kg[7], Australia's insatiable hunger for chicken hit new heights over 2025. Stomach-churningly, Australians ate 1 kilo every week. 'Colesworth' sold 40 million roast chooks.[8] Maccas declared *"Peak Chicken is upon us"*.

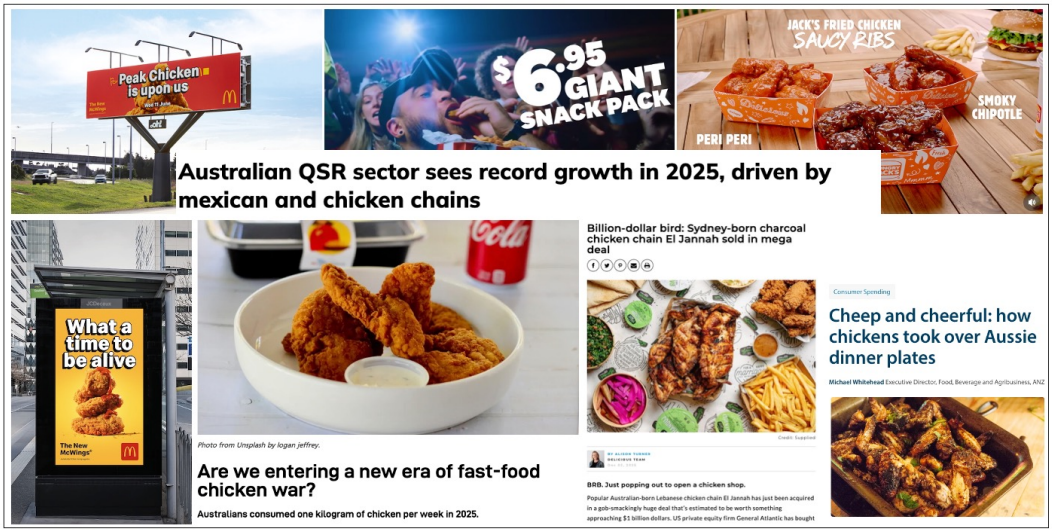
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[1] Google Gemini analysis from ABS Retail Trade Series, IBISWorld and MLA Market snapshot reports.
[2] MLA Australian Market Snapshot Jan 2026.
[3] NielsenIQ Homescan™ rolling 52 w/e 28/12/25.
[4] MLA Nature Quantitative U&A Study 2025.
[5] MLA Australian Market Snapshot Jan 2026.
[6] MLA Nature Quantitative U&A Study 2025.
[7] NielsenIQ Homescan™ $/kg average trended 4weekly 26/01/2025 – 30/11/2025.
[8] Ninehoney 'Major change to Coles roast chook confirmed' 26th Jan 2026.

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NY investors flew in and bought El Jannah's "legendary chicken" for $1billion. ***(Chart 3)*** 368 new chicken shops flapped onto high streets, totalling 1,937 nationwide.[9] Hungry Jack's and McDonalds the 4th and 6th biggest advertisers.[10] Chicken in Australians' minds, baskets and mouths every week.

Chart 3



Montage of QSR Chicken Advertising and media coverage

AUSTRALIANS BULKED UP THEIR BEEF CONSUMPTION

With its superior taste, protein and iron benefits, [redacted] Australians were eating more beef.[11] Over 2025 volume sales increased [redacted][12] Reversing several years of declines. Supported by Aussie Beef's most effective advertising in MLA history.[13] ***(Chart 4)*** Great for Beef, less so Lamb.

Chart 4



Montage of 'Aussie Beef The Greatest' advertising

MORE PORK ON AUSSIES' FORKS AND IN THEIR WOKS

Famous for *"put some pork on your fork"*, in August 2025 Australian Pork launched new advertising and pork strip products, tempting families with "sticky" enjoyment. ***(Chart 5)*** The focus on easy, affordable stir fries got Australians firing

[9] GapMaps 2025 Annual Fast Food & QSR Network Report.
[10] Nielsen Ad Intel 2025.
[11] MLA Pollinate Consumer Sentiment Research 2025.
[12] NielsenIQ Homescan™ 52wks ending 28/12/2025.
[13] MLA Communications Tracking Research.

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up woks. And firing up sales, +5.3% volume sales growth year-on-year outpacing category growth by 66%.[14] Aussies buying, cooking, and enjoying more Pork. 'Protein wars' putting Lamb in a precarious position.

Chart 5



Montage of Australian Pork 'Sticky Pork Stir Fry' advertising

LAMB BROKE AN 'EXPENSIVE PSYCHOLOGICAL PRICE BARRIER'

Drought conditions in NSW, VIC and SA reduced sheep numbers -6.2% to 74.2 million. [15] Squeezing supply, driving up prices. Small increases in price can go unnoticed. Lamb rose a noticeable [redacted] [16] ***(Chart 6)*** Crossing an 'expensive psychological price barrier' to hit [redacted] at the start of 2026. Over [redacted] for the first time hit hard. Even harder compared to Chicken's $10.28/kg (+0.4%) and Pork's $14.45/kg (+3.7%). $9.89/kg more than Chicken, $5.72/kg more than Pork, Lamb's 'expensiveness' put it out of reach for more Australians. [17]***(Chart 7)***

[redacted]

[14] Australian Pork Limited.
[15] MLA Industry Projections 2025 update, 1st Oct 2025.
[16] NielsenIQ Homescan™ Average price per kg trended 4weekly 03/12/2023 – 30/11/2025.
[17] NielsenIQ Homescan™ 6-week periods Campaign 2023 – Campaign 2026.

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PRICE THE LEADING PURCHASE DRIVER FOR AUSSIE SHOPPERS

'Inside the mind of an Australian Grocery Shopper' found price was Aussie shoppers' leading purchase driver, 48% saying it significantly influenced their product choices. [18] When buying lamb, [redacted] said price was their most important driver. [19] ***(Chart 8)*** On average Australians spent $198/week on groceries. 47% 'planning cheaper meals' to reduce their supermarket spending. [20] Vypr's Chief Revenue Officer noting *"the cost-of-living crisis has fundamentally transformed the Australian shopping landscape. Nine in ten shoppers actively hunting for promotions." [21]*



FAMILIES FEELING WORSE OFF, CONSUMER CONFIDENCE SLUMPING

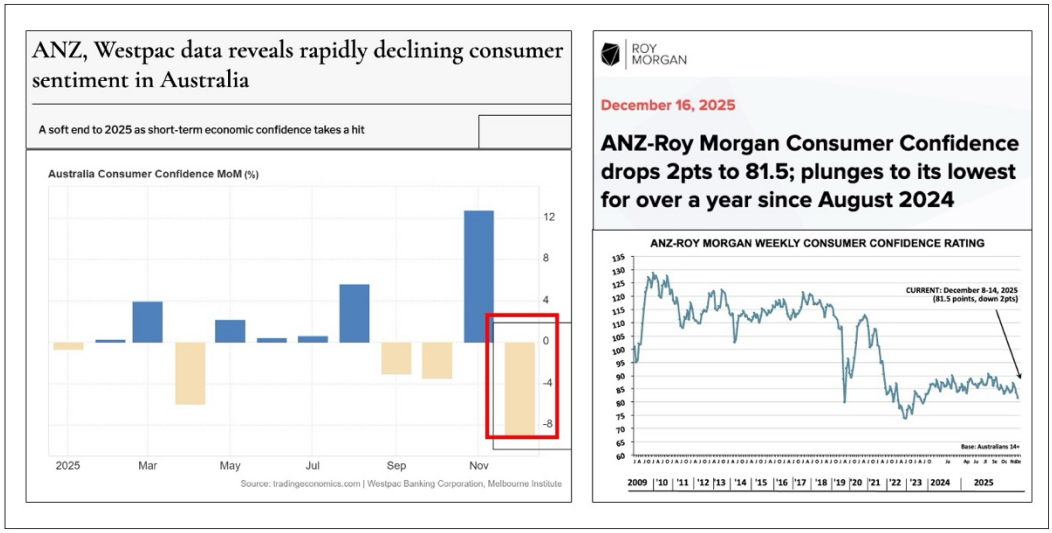
Consumer Sentiment dropped 9% into 'cautiously pessimistic' territory. [22] Consumer Confidence plunged to its lowest level since August 2024. [23] ***(Chart 9)*** 45% feeling 'worse off', only 19% feeling 'better off'. With wage increases (WPI)

[18] Shop! Vypr 'Inside the mind of an Australian Grocery Shopper' report Sept 2025.
[19] MLA Packaging Research 2024.
[20] Comparethemarket Household Budget Barometer Aug 2025.
[21] InsideFMCG 'How the cost-of-living crisis is rewriting the rules of grocery shopping' Webinar 18th Sept 2025.
[22] Westpac–Melbourne Institute Consumer Sentiment Index.
[23] ANZ-Roy Morgan Consumer Confidence.

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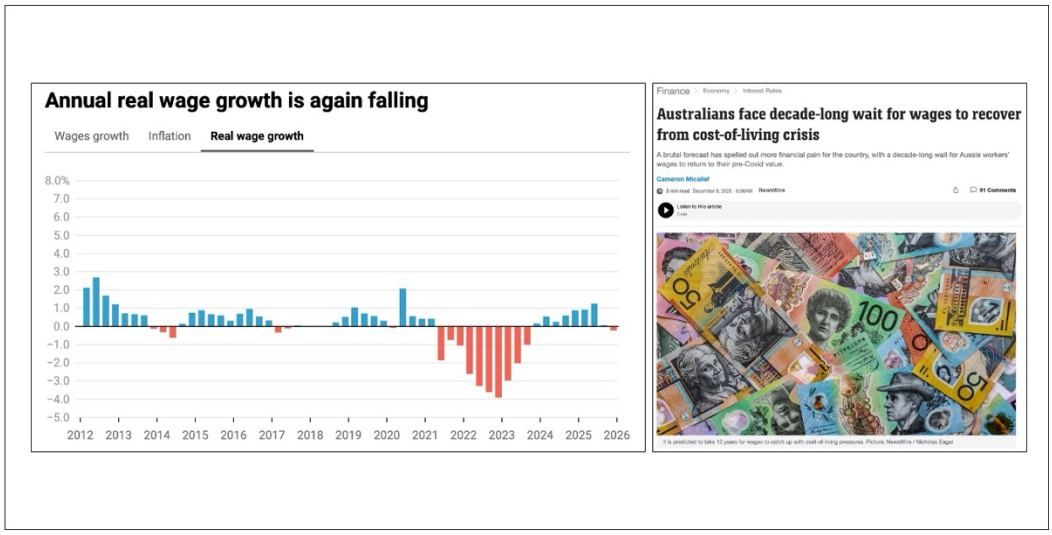
lagging inflation (CPI) Aussies were losing real purchasing power. [24] ***(Chart 10)*** A sense of 'going backwards' exacerbated feelings lamb was becoming a 'luxury' to cut out, not worth dropping in their basket.

Chart 9



Source: Tradingeconomics.com, Roy Morgan December 2025

Chart 10



Source: The Guardian Feb 2026, News.com.au Dec 2025

MAKING PREMIUM RED MEAT'S PRICE ELASTICITY HYPERSENSITIVE

AI analysis from Binet & Field, NielsenIQ and ABARES found premium red meat had a [redacted] price elasticity. [25] Food isn't a category you can quit. But switching to cheaper proteins is super easy. Lamb's [redacted] price increase meant it faced a potential [redacted] slump in value sales.

OUR CHALLENGE – WITH EVER-INTENSIFYING COST-OF-LIVING PRESSURES AND A 'PROTEIN WARS' OUTBREAK WE NEEDED TO JUSTIFY LAMB'S EXTREME PRICE PREMIUM SO AUSSIES FELT IT WORTH THE EXPENSE OF BUYING OVER CHEAPER, MORE FAMILIAR MEATS.

[24] Australian Bureau of Statistics Consumer Price Index / Wage Price Index Year to December 2025.
[25] Google Gemini analysis of Binet & Field IPA Databank studies, NielsenIQ Homescan™ 2025 modelling, American Journal of Public Health 'The impact of food prices on consumption' and ABARES 2026 meat retail pricing.

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Q3. WHAT WERE YOUR OBJECTIVES? State specific goals.

Fame has been the proven success behind Australian Lamb's summer campaign fortunes.
We doubled down with similarly ambitious goals, despite the hardest retail buying environment.

1. To increase Lamb's salience, we needed to make Lamb famous.
2. To protect against record high prices, we had to make Lamb feel worthwhile.
3. To get Aussies buying Lamb we had to make them feel it met their needs.

COMMUNICATION OBJECTIVE: MAKE LAMB FAMOUS, TO BOOST TOP OF MIND SALIENCE.

KPI 1: Our stretch goal was 22,000,000 long-form film views.
Knowing from previous success 'eyeballs drive mouthfuls', Lamb needs the oxygen of fame to deliver personal, community and cultural familiarity. Seeing *"The Lamb Ad"* is critical to Aussies sharing the lamb. MLA's 2021-2025 average campaign views were [redacted]

KPI 2: Increase total brand communication awareness [redacted]
With food purchasing a deeply habitual auto-pilot shop, Aussies buying what comes to mind (predominantly pre-shop), increasing how much they'd 'seen, heard or read about Lamb recently' was essential. This goal would lift Lamb up to its second highest level in the past eight years.

MARKETING OBJECTIVE: MAKE LAMB FEEL WORTHWHILE AND RELEVANT, TO JUSTIFY ITS PRICE PREMIUM.

KPI 3: Maintain 'worth paying more for' vs prior year.
A core metric for Lamb, 'WPMF' hit its highest level in a decade in 2025. Maintaining it would be tough given Lamb's highest ever retail prices. Yet critical to protect Lamb sales, with shoppers hypersensitive to meat prices.

KPI 4: Increase 'meets my needs' [redacted] vs prior year.
If people felt Lamb met their needs more, they would be more likely to buy it. Outside of 2024 (when prices were a delectable $14.66/kg) this would exceed Lamb's previous highest level.

BUSINESS OBJECTIVE: GET AUSTRALIANS PURCHASING MORE LAMB OVER SUMMER.

KPI 5: Match the record value sales of 2025's campaign [redacted] despite the tougher buying environment.
Given Lamb's [redacted] price elasticity, negating the potential [redacted] value sales would be a powerful display of advertising's undervalued defensive capabilities. Demonstrating it's an invaluable investment, not expendable cost, in challenging and inflationary environments.

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Q4. WHAT WAS YOUR STRATEGY AND HOW DID YOU GET THERE?

GUIDED BY LAMB'S ENDURING ESSENCE OF UNITY

A strong and enduring brand strategy really proves its worth in tough times. Lamb's success is still anchored in a truth discovered by ethnographic research in 2015. A truth holding true as much today as it did then. Unlike Chicken, Beef and Seafood which are often eaten alone, Lamb is predominantly a shared meal. And the only meat that genuinely crosses Australia's ethnic diversity – a truly multicultural meat for a multicultural country. 'Unity' lies at the heart of the brand's promise. A true, emotive, desirable and timeless strategic foundation we strongly believed would continue to stand us in good stead against Chicken and Pork's more rational arguments of 'cheap' and 'easy'.

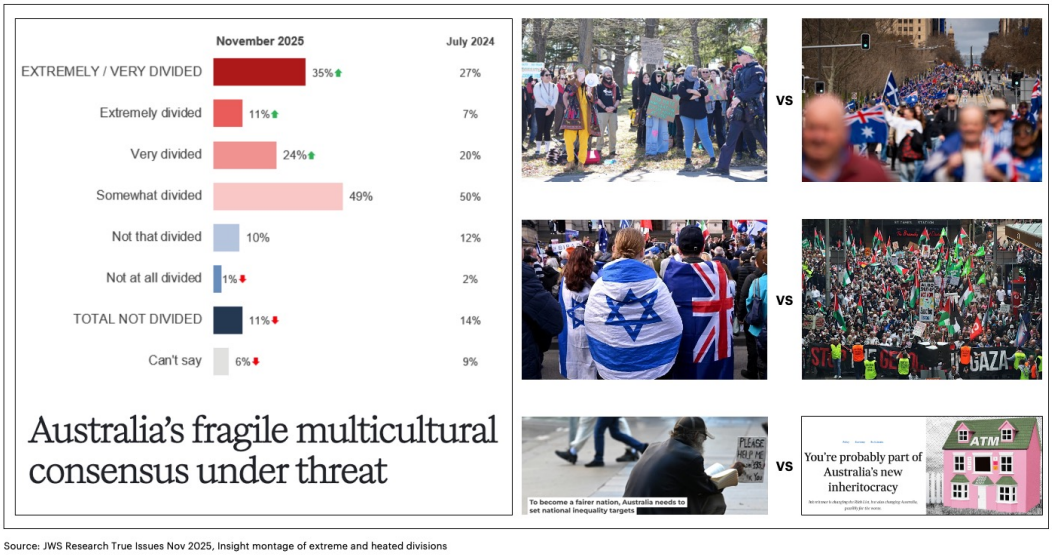
OUR 'DIVISIVE' APPROACH NEEDED TO EVOLVE

Previously, the insight powering each summer campaign came from asking one provocative question: *"What's the biggest cultural issue dividing Australians that Lamb can irreverently overcome?"* In 2025 many issues were dividing Australians. But our successful approach of the past years needed to evolve if we were to be successful in 2026. As Lamb couldn't go near them...

ISSUES THAT WERE TOO FLAMIN' HOT FOR LAMB

Australia's divisions were so serious and brutal they'd reaching incendiary levels of white-hot anger. Ever expanding wealth, housing and 'generationally rigged inequality' were at crisis point. From fringe to frontline, 'Anti-immigration vs Anti-Racist Multiculturalism' saw mass rallies nationwide. While the Israel-Palestine divisions erupted in online activism, and onto street and campus protests. ***(Chart 11)***

Chart 12



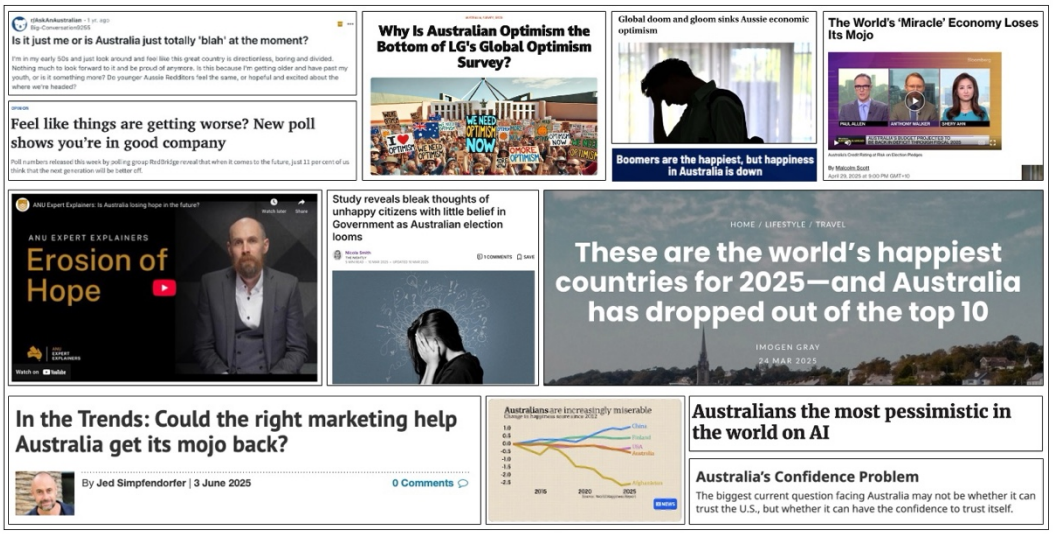
Source: JWS Research True Issues Nov 2025, Insight montage of extreme and heated divisions

A SENTIMENT, NOT AN ISSUE

Our source of inspiration wasn't an issue to unite the nation around. It was a sentiment. We were becoming pessimistic. Less bright and optimistic. Less 'she'll be right'. Highlighted by the World Happiness Report, less happy. ***(Chart 12)*** Beneath the surface lay a different division. Australians were being divided from our innate sense of positivity and bright outlook. Yes, we've been through some tough years. Yet we're an extraordinary country. Some of the 'most liveable' cities. A lifestyle the world envies. Beautiful beaches and bush. And free barbies.

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Chart 13



Source: ABC, Auctions Plus, The Canberra Times, The Australian, Daily Mail, SkyNews

Our core insight: As the nation's mood darkened, Australians desperately needed something positive to unite around and remind them of the abundance of uniquely Aussie things that make us happy.

UNHAPPY ABOUT 'LOSING' ON THE WORLD STAGE.
The World Happiness Report had dropped Australia out of their Top 10 Happiest Countries List. For the first time. Behind Mexico. Behind Luxembourg. Unhappy with this happiness news, we sought to turn such negativity into positive entertainment. Because, while we didn't agree with their ranking, we couldn't agree more with a golden nugget buried deep in their report; *"Across regions, countries, and cultures, for men and women, young and old, sharing more meals is associated with greater subjective wellbeing."* [26] (* Page 71/260 if you want to look it up)

[26] World Happiness Report 2025.

AUSTRALIAN LAMB, THE ONLY BRAND THAT COULD DO THIS?
Arguably only Australian Lamb has the cultural licence and bold ambition to launch a campaign like 'The Happiness List'. Part official rebuttal, part national pep talk, part irreverent comedy. Sticking it to a global authority while rallying the spirits of a nation. In a cost-of-living crisis. About a pricy meat.

All to make Aussies so happy they'd 'eat, shop, love' Australian Lamb.

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Q5. HOW WAS YOUR STRATEGY BROUGHT TO LIFE?

CAMPAIGN IDEA: AN IRREVERENT REBUTTAL OF OUR NATION'S RANKING, PROUDLY DEMONSTRATING EVERYTHING AUSTRALIANS HAVE TO BE HAPPY ABOUT, WITH LAMB THE CLOSING ARGUMENT.

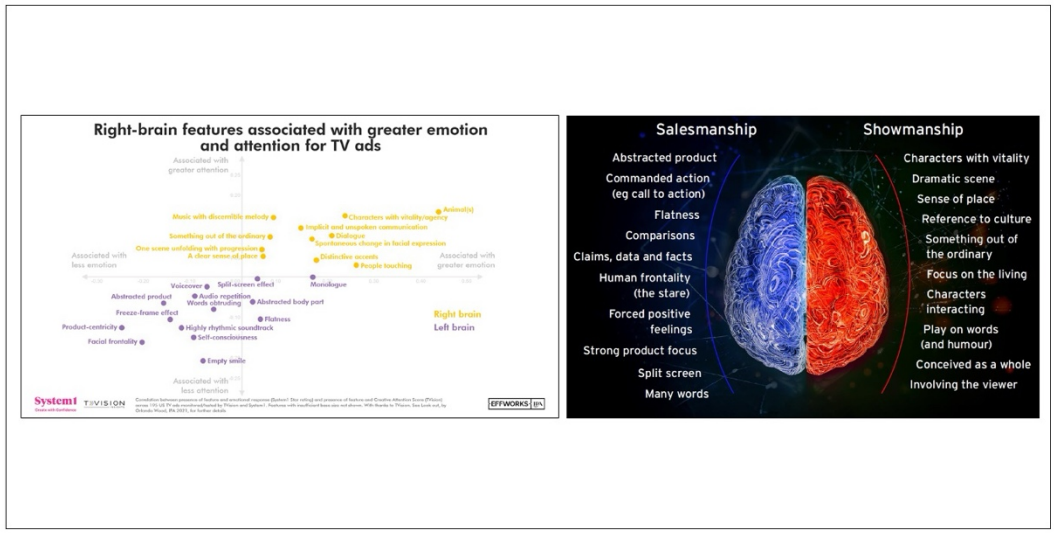
MORE THAN AN AD ABOUT LAMB

Australian Lamb made a case, on behalf of the nation, against this 'indexing error'. A meat brand taking on the World Happiness Report is inherently absurd. But it brought Australians together around a shared villain, shared mission, and shared taste of Australian happiness.

EPICALLY ENTERTAINING SHOWMANSHIP

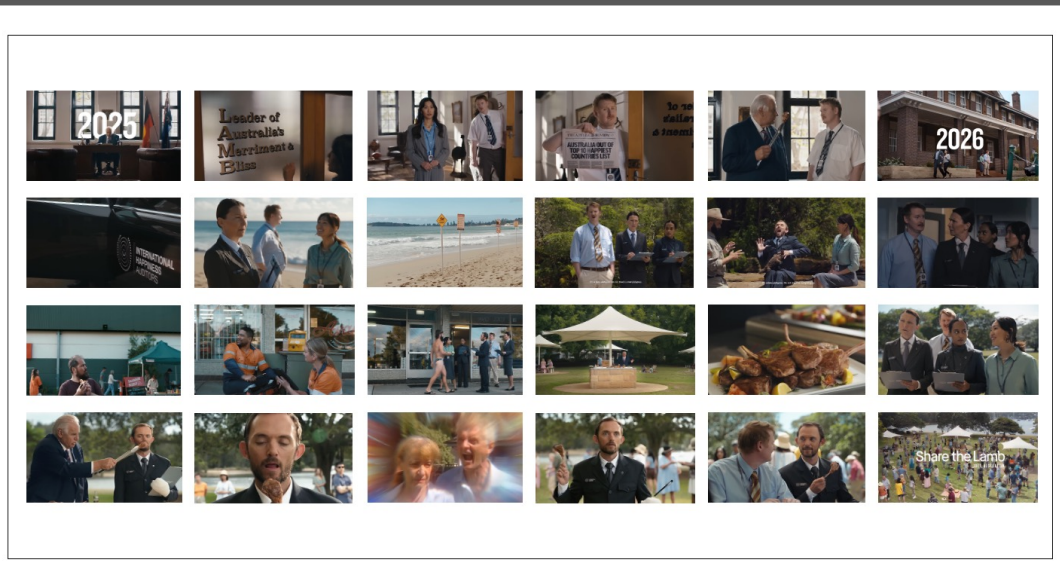
"The Lamb Ad" is entertaining. And epic. For greater attention and emotion, our hero three-minute film 'The Happiness List' had all Orlando Wood's showmanship ingredients. Including 'animal(s)'. [27] ***(Chart 13)*** A cross-country quest at the behest of the '**L**eader of **A**ustralia's **M**erriment & **B**liss' (aka 'Lambassador' Sam Kekovich) to convince deadpan International Happiness Auditors Australia deserves its Top 10 spot back. Sweeping coastlines, sausages from hardware stores, popping to the shops in your togs. All fail to impress the Auditors. Until Lamb sizzles onto screen with its delectable closing argument. ***(Chart 14)***

Chart 14



Source: System1 The Divided Brain and its Implications for Attention and Creativity, Nov 2023

Chart 15



Montage of key frames from 'The Happiness List' hero long-form film

[27] Orlando Wood, System1.

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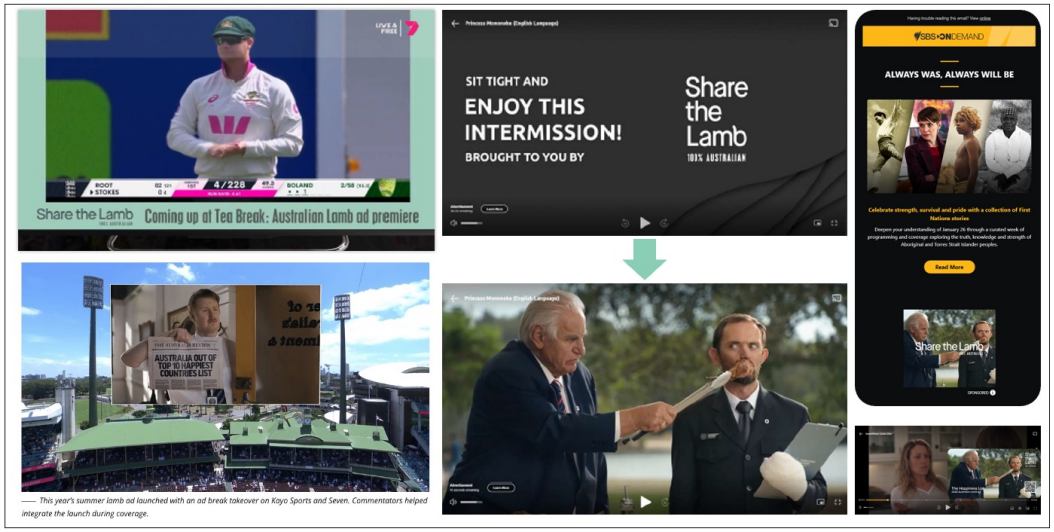
POSITIVELY GUSHING WITH NATIONAL PRIDE

Retaining our 'unity' story focus, we evolved the tone from sharp observational satire and 'divisive conflict' to overt positivity and pride in our sources of happiness. This more positive and celebratory shift specifically crafted to uplift the nation's sombre and downbeat mood. Culminating in *"all these people"* happily enjoying a heroic Lamb barbie.

LAUNCHED AT A MOMENT OF 'NATIONAL GRAVITAS'

For more immediate impact, we evolved our media strategy to make more of the launch. Introducing the campaign in a moment of 'national gravitas'. Knowing the Ashes is another source of Aussie happiness that captures the nation's attention (especially when giving it to the Poms), Channel 7 and Kayo 'premiered' the full 3-minute film in a media first exclusive ad break during the Sydney Cricket Test. On screen squeeze-backs primed viewers of the *"Lamb ad premiere"*, and commentators threw to, and reacted to, the film during the live broadcast. ***(Chart 15)***

Chart 16



Montage of Channel 7, Kayo and SBS media placements

ONE FOCUSSED ASSET, PREMIUM PLACEMENTS, ACTIVE ATTENTION

Unlike previous years, our media strategy focused solely on our hero long-form film. No short edits, no supporting OOH. Knowing the right mix of media channels can drive an +11% improvement in revenue ROI [28] every channel was chosen judiciously. YouTube gave us broad reach and shareability, especially with key younger audiences. SBS On-Demand was included for the first time targeting more affluent, older Lamb buyers. A custom-built '3-minute intermission' showcasing the hero film. ***(Chart 15)*** BVOD's strong active attention reinforced engagement. Cinema enhanced Lamb's premium perceptions, as it can deliver a +12% uplift in the optimal price consumers are willing to pay for a product. [29] Its immersive environment perfect to screen the film in all its epic glory. Meta and TikTok extended reach, shareability and popular fame.

PR AMPLIFYING THE HAPPINESS STORY

Beyond the screen, PR amplified our happy story with an independent 'National Happiness Census' measuring our cultural quirks no global index could ever capture. Supporting the case Australia's happiness can't be measured by conventional metrics and spreading Lamb's fame far and wide.

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Q6. HOW DO YOU KNOW THAT YOUR CAMPAIGN WAS SUCCESSFUL?

'The Happiness List' made everyone happy little lambs...

COMMUNICATION OBJECTIVE: MAKE LAMB FAMOUS, TO BOOST TOP OF MIND SALIENCE.

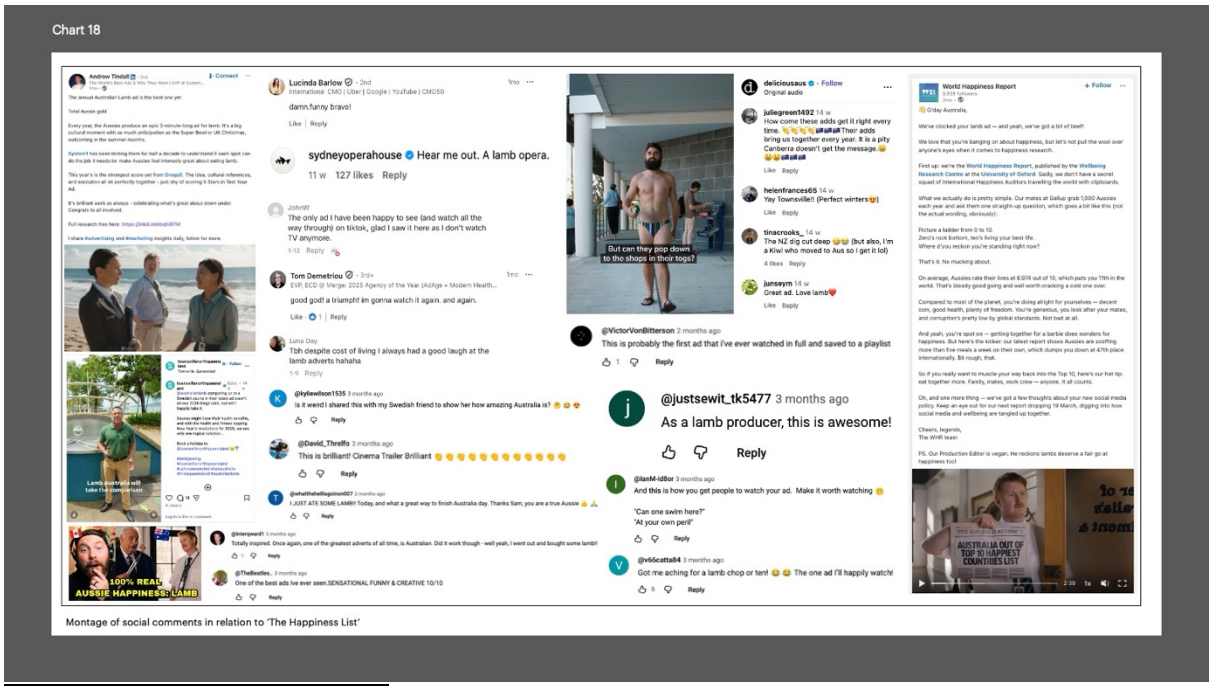
KPI 1: Our stretch goal was 22,000,000 long-form views.

RESULT: The campaign amassed [redacted] over target. The most viewed in Lamb's history, [redacted] above its previous record. [30] ***(Chart 16)***



The campaign's entertaining creativity captivated people's attention. Including the World Happiness Report's. Ensuring it wasn't 'served and ignored' advertising. YouTube saw +296% above planned views at a CPV of $0.01 vs $0.05 planned. For a 3-minute ad, a rare achievement in our super-cluttered content world. [31] ***(Chart 17)***

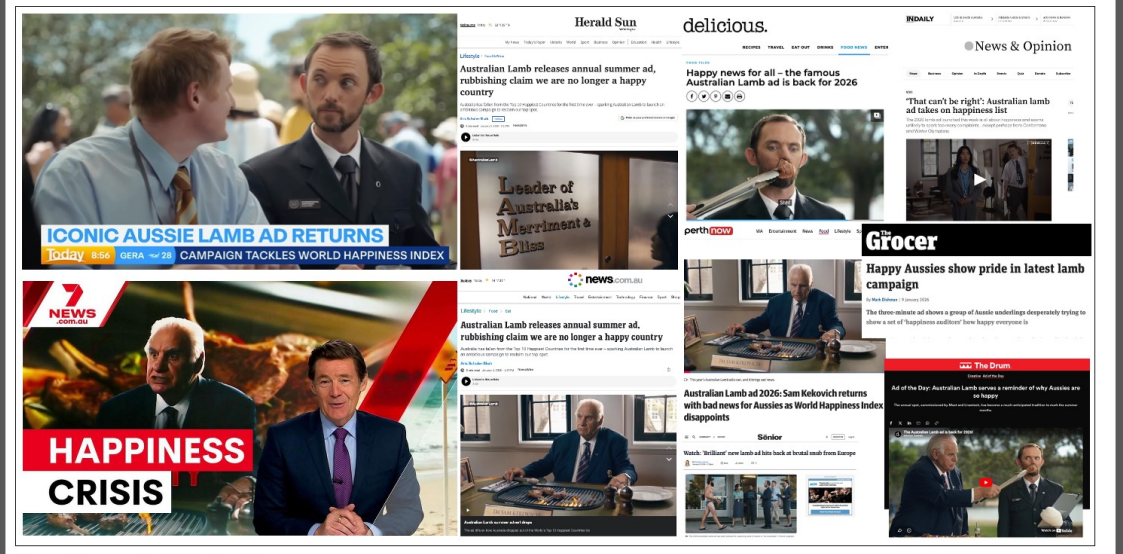
Helping fuel Lamb's fame, 702 pieces of PR coverage with 161 million opportunities to see talked about Australian Lamb. [32] With a 95% impact score. [33] However, commercial radio wasn't tracked, so this isn't Lamb's 'full fame effect'. ***(Chart 18)***



[28] WARC The Multiplier Effect, Analytic Partners ROI Genome 2025.
[29] WARC Digital Cinema Media (DCM) and Everyday People 2025 study.
[30] MLA UM Campaign Tracking 2026.
[31] MLA UM Campaign Tracking 2026.

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Chart 19



Montage of PR coverage about 'The Happiness List'

KPI 2: Increase total brand communication awareness [redacted]
RESULT: Total brand communication awareness increased [redacted] [34]

In just weeks we increased how much people 'heard, saw or read about Lamb'. Getting Lamb on Australians' lips. The precursor to being in their mouths.

Kantar said it *"reinforced Lamb's distinctive cultural territory and evolved the familiar Summer Lamb campaign with freshness to feel new."* Key measures smashing Australian norms. Enjoyment +33% above norm. Relevance +37% above norm. Brand appeal +37% above norm. Think differently +61% above norm. Likely to eat +29% above norm. [35] ***(Chart 19)***

[redacted]

[32] MLA OGB Campaign PR Tracking 2026.
[33] MLA OGB Campaign PR Tracking 2026 (analysis of media outlet quality, inclusion of key messaging and brand assets, and positive sentiment).
[34] MLA Kantar Brand Tracking 2026.

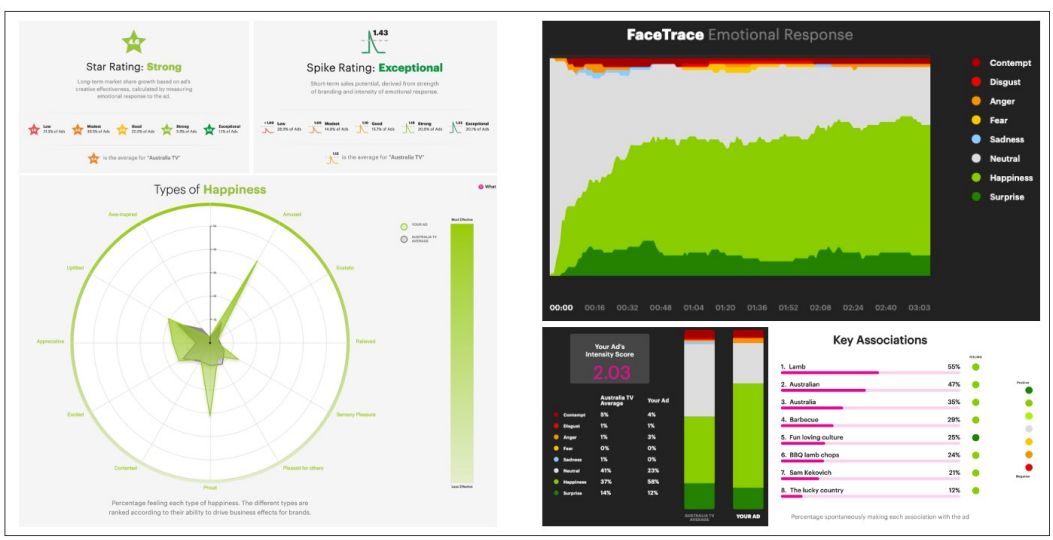
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A sign of the industry's interest, System1 and Cubery have proactively researched the Summer Lamb campaign for the past six years. The most captivating, emotive and effective to date? 'The Happiness List'.

System1's Andrew Tindall praised it - *"The best one yet. Total Aussie Gold."* A strong 4.6-star rating, close to the top 1% of all ads. An exceptional 1.43 spike rating. Its intensity score made 58% happy, significantly above Australian norms. [36] ***(Chart 20)***

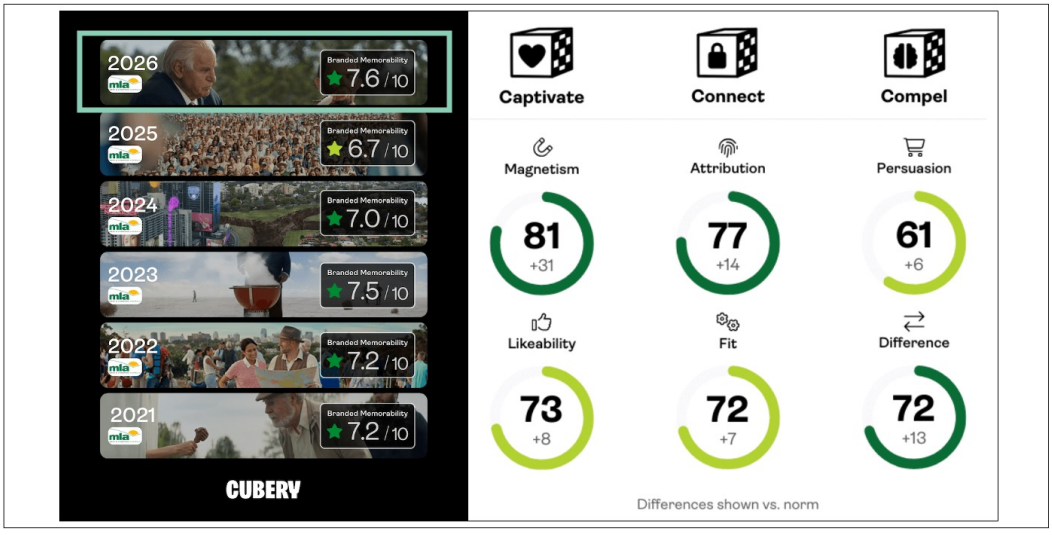
Cubery called it *"a reminder that effectiveness doesn't come from chasing novelty. It comes from committing, year after year, to a clear role in people's lives."* 'Branded Memorability' hit a top-ranking 7.6. 'Magnetism' +31 above norm, 'Attribution' +14 above norm and 'Difference' +13 above norm. [37] ***(Chart 21)***

Chart 21



Source: System1 proactive report on 'The Happiness List'

Chart 22



Source: Cubery proactive report on 'The Happiness List'

[35] MLA Kantar Brand Tracking 2026.
[36] System1 proactive research.
[37] Cubery proactive research.

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MARKETING OBJECTIVE: MAKE LAMB FEEL WORTHWHILE AND RELEVANT, TO JUSTIFY ITS PRICE PREMIUM.
KPI 3: Maintain 'worth paying more for' vs prior year.
RESULT: 'Worth paying more for' increased [38] ***(Chart 22)***

Value isn't rational. It's mostly irrational and emotional. Hitting a 'WPMF' record high as shoppers faced record high prices proof humour drives value perceptions. And happiness was a powerful emotion to justify Lamb's price premium.



KPI 4: Increase 'meets my needs' vs prior year.
RESULT: 'Meets my needs' soared [39] ***(Chart 23)***

Exceeding 2024's previous high showed how important context is at influencing how people perceive value. Lamb offered Aussies more than just delicious taste. It provided a taste of happiness and unity we craved. Even at



[38] MLA Kantar Brand Tracking 2026.
[39] MLA Kantar Brand Tracking 2026.

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The impacts more striking comparing Campaign Recognisers vs Non-Recognisers - 'Fits within my budget' +9pts. 'Worth paying more for' + 17pts. 'Consistently high quality' +12pts. 'Good for sharing' +10pts. 'Full of flavour' +10pts. 'Australian raised and produced' +9pts. [40] ***(Chart 24)*** Meat on the bones for how entertaining, emotional advertising significantly improves 'unspoken' rational attributes.



BUSINESS OBJECTIVE: GET AUSTRALIANS PURCHASING MORE LAMB OVER SUMMER.
KPI 5: Match 2025 campaign's record value sales [redacted] despite the tougher buying environment.
RESULT: Value sales hit [redacted] vs 2025. [41] **A new record.** ***(Chart 25)***

Faced with a potential [redacted] value sales slump, powerful evidence of advertising's undervalued defensive capabilities. In challenging, inflationary environments, advertising is an invaluable investment, not expendable cost.



[40] MLA Kantar Brand Tracking 2026.
[41] NielsenIQ Homescan™ Campaign 2026 – 6 weeks to 15/02/2026, Campaign 2025 - 6 weeks to 16/02/2025.

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Q7. WAS THE CAMPAIGN A GOOD INVESTMENT?

MLA'S CHARTER IS TO DRIVE DEMAND, NOT PROFIT

MLA delivers research, development and marketing services to Australia's sheep, cattle, and goat producers. With approximately 50,000 livestock producer members who have stakeholder entitlements in the company and make markedly varying profit margins. MLA is not an industry body and doesn't lobby government or regulate the industry. Nor does MLA own or sell any sheep or derived products. MLA's responsibility is to generate demand for its members by investing in advertising initiatives. With no responsibility or authority over production, supply chain or price setting, MLA's marketing must be judged on its ability to drive demand for farmers.

'FARMER ROI'. THE TRUE MEASURE OF ROI FOR LAMB

Given it's not possible to provide an ROI based on incremental profit, as per previous Effie entries we have calculated a 'Farmer ROI' based on 'incremental volume demand' x 'over-the-hooks price'. The truest ROI measure because it represents the actual $/kg ('over-the-hooks price') paid to farmers ($11.35/kg) [42] not the average retail price [redacted] [43]

A TRUE COMPARISON

Dr Grace Kite observed; *"When price goes up, people inevitably buy less."* With 2026's campaign price +12% higher than 2025's inevitably less volume was purchased. To determine a true comparison, we have measured 2026's campaign investment vs the prior period when there was just +1.05% price difference [redacted]

ROI outlined in ***(Chart 26)***



[42] MLA NLRS.
[43] MLA.

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Q8. DEMONSTRATE THAT THE RESULT WAS NOT DUE TO OTHER FACTORS

The only factor to influence results was Lamb's increased price, no others a positive impact.

Price had increased, becoming less affordable: As highlighted in the challenge, Lamb's [redacted] retail price increase wasn't a positive tailwind. While it may be fair to argue some incremental value uplift was due to this, the negative headwinds of record high prices made sales far from inevitable. For many Australians, paying [redacted] more a price leap too far.

Product was unchanged: No new affordable cuts were introduced. 100% Australian Lamb remained the same high-quality that's brought Australians together for years.

Media spend nudged higher: In absolute terms spend was [redacted] but only increased slightly in real terms given media inflation. [44] Far from bluntly 'buying success', we earnt it smartly evolving our media and creative strategy.

Like 2025, PR activity supported the campaign: PR amplified the campaign, helping drive Lamb's fame. All PR campaign costs have been included in the ROI calculation.

Distribution was unchanged: With no increases in retail outlets.

Packaging didn't change: No new packs or formats were introduced during the campaign.

We hope this is *"one of the best Effies papers I've ever read. SENSATIONAL. FUNNY. EFFECTIVE. 10/10." * (*paraphrasing @TheBeatles' campaign comment)*

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[44] UM Campaign Paid Media 2026 vs 2025.

Q9. GIVE CONTEXT TO BUDGET IN COMPARISON TO COMPETITORS.

Q10. GIVE CONTEXT TO THE BRAND'S OVERALL BUDGET.

Q11. MEDIA BUDGET ELABORATION

Q12. DESCRIBE OWNED MEDIA ACTIVITY

Q13. OUTLINE ANY SPONSORSHIPS

Q14. OUTLINE COMMUNICATION TOUCHPOINTS

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