

# 2023 Effie Award Finalists



| Category  | ID  | Entry  | Agency                              | Client                                 |
|---|-----|--|-------------------------------------|--|
| A01. Retail/Etail   | 675 | How the gift of generosity helped ALDI win Christmas   | BMF                                 | ALDI Australia                         |
|   | 676 | Proving special is a thing you can buy, only at ALDI   | BMF                                 | ALDI Australia                         |
|   | 717 | From selling 'stuff' to manifesting magic: the story of BIG W's biggest Christmas in 13 years  | M&C Saatchi                         | BIG W                                  |
|   | 730 | How some innovation 'down there' and a little imagination grew market share with Aussie guys for BONDS.                                | Special Group Australia             | BONDS                                  |
|   | 748 | How a discount retailer awakened a flame that had almost extinguished.   | CHEP Network                        | Michael Hill                           |
| A02. Food & Beverage Brands   | 832 | Anything but ugly. How DIY Blinds created a beautiful point of difference in a category dominated by ugly.                             | Bullfrog                            | DIY Blinds                             |
|   | 605 | How Un-Australia delivered sublime new records for 100% Australian Lamb.   | The Monkeys, part of Accenture Song | Meat & Livestock Australia             |
|   | 608 | Stick that in your chairhole: How Canadian Club became Australia's most-loved spirits brand  | The Monkeys, part of Accenture Song | Beam Suntory                           |
|   | 764 | How little moments made big bickies for Arnott's   | Saatchi & Saatchi                   | Arnott's                               |
|   | 796 | The Tale of the Little Pig who Changed the Game  | Wunderman Thompson                  | Treasury Premium Brands                |
|   | 801 | Go a Moe's   | Showpony Advertising                | On The Run Pty                         |
|   | 810 | Waking Aussies Up To Goodness  | Ogilvy Australia                    | Nestle Australia                       |
| A03. Restaurants and Food Delivery                                  | 623 | Sauce Quest – Only enough for the superfans  | DDB Australia                       | McDonald's Australia                   |
|   | 632 | KFC Degustation  | Ogilvy Australia                    | KFC Australia                          |
|   | 638 | Deals so distracting they were un-skipable   | DDB Australia                       | McDonald's Australia                   |
|   | 763 | The Great Potato Debate – How a product name sparked an interstate dispute.  | DDB Australia                       | McDonald's Australia                   |
| A04. Other Consumer Goods   | 667 | Changing the Way Australia Builds  | Ogilvy Australia                    | James Hardie Australia                 |
|   | 853 | How Toyota brought an enduring feeling of quality to the grudge of car maintenance   | Dentsu Creative                     | Toyota Motor Corporation Australia     |
| A05. Health and Wellbeing   | 785 | How little Karicare bucked the formula to outpace category growth 4 to 1.  | CHEP Network                        | Nutricia                               |
| A06. Financial Services and Insurance                               | 598 | NAB's Wild World delivers even wilder results  | TBWA/Melbourne                      | NAB                                    |
|   | 873 | Opening doors: How HSBC stopped talking about home loans, started talking about wealth, and grew home loan settlements value by 151%.  | whiteGREY                           | HSBC Bank Australia                    |
| A07. Telecommunications and Other Services                          | 663 | How not worrying about data took Telstra Pre-Paid from decline to sustained growth.  | The Monkeys, part of Accenture Song | Telstra                                |
|   | 678 | How leaning into confusion helped bring clarity to Uber One membership   | Special Group                       | Uber                                   |
|   | 755 | From Hunted to Hunter: How 'Filpvertising' Revolutionised a Digital Advertising Adventure and Captured Gen Z's Attention               | CHEP Network                        | Samsung                                |
|   | 794 | How Samsung flipped eCommerce on its head with a sales mechanic that more than doubled sales.  | CHEP Network                        | Samsung                                |
|   | 866 | Rise of the UnderDodo  | Deloitte Digital                    | Dodo                                   |
| A08. Travel, Leisure and Media                                      | 677 | How anti-ordinary thinking drove anti-ordinary results for Tasmania's Off Season   | BMF                                 | Tourism Tasmania                       |
|   | 892 | Selling the game, by not selling the game.   | R/GA                                | A-Leagues                              |
|   | 900 | Virgin Australia: A Remarkable Comeback Story  | Special Australia                   | Virgin Australia                       |
| A09. Government   | 609 | Selfish Prick  | Black Sheep Advertising             | South Australian Police                |
|   | 666 | The 6 1/2 Foot Drink Driving Intervention  | Ogilvy Australia                    | Transport for NSW                      |
|   | 736 | From Duty to Desire: The Australian Census, a story of success and statistics  | BMF                                 | Australian Bureau of Statistics        |
|   | 770 | From triggered to taking charge: how Bring Up Respect delivered the highest ever response to stop violence against women, at the start | BMF                                 | Department of Social Services          |
| A10. Not-For-Profit Organisations                                   | 620 | How can a country exist without land?  | The Monkeys, part of Accenture Song | The Government of Tuvalu               |
|   | 772 | Mum's the word! How we found a new sause of revenue for sick kids in hospital.   | CHEP Network                        | Curing Homesickness                    |
|   | 893 | The behaviour change that stuck  | R/GA                                | OzHarvest                              |
| B01. New Product or Service   | 654 | How leaning into confusion helped bring clarity to Uber One membership   | Special Group                       | Uber                                   |
|   | 671 | Changing the Way Australia Builds  | Ogilvy Australia                    | James Hardie Australia                 |
| B02. Challenger Brands  | 707 | The Loveable Maverick that took on a category giant  | Dig                                 | Mitre 10                               |
|   | 734 | How anti-ordinary thinking drove anti-ordinary results for Tasmania's Off Season   | BMF                                 | Tourism Tasmania                       |
|   | 798 | How little Karicare bucked the formula to outpace category growth 4 to 1.  | CHEP Network                        | Nutricia                               |
|   | 804 | How the gift of generosity helped ALDI win Christmas   | BMF                                 | ALDI Australia                         |
|   | 807 | How Un-Australia delivered sublime new records for 100% Australian Lamb.   | The Monkeys, part of Accenture Song | Meat & Livestock Australia             |
|   | 887 | Canadian Club: How the ultimate challenger brand overcame its biggest challenge to date  | The Monkeys, part of Accenture Song | Beam Suntory                           |
|   | 901 | Virgin Australia: A Remarkable Comeback Story  | Special Australia                   | Virgin Australia                       |
| B03. Small Budget   | 697 | Sauce Quest – Only enough for the superfans  | DDB Australia                       | McDonald's Australia                   |
|   | 802 | Mum's the word! How we found a new sause of revenue for sick kids in hospital.   | CHEP Network                        | Curing Homesickness                    |
|   | 812 | How can a country exist without land?  | The Monkeys, part of Accenture Song | The Government of Tuvalu               |
|   | 816 | Go a Moe's   | Showpony Advertising                | On The Run Pty                         |
| B04. Positive Change  | 682 | Liam's Lifesaving List: A campaign to save a life that changed an industry   | Howatson+Company                    | Lord Nelson                            |
|   | 683 | How AMCS overcame eco-avoidance and recruited the next generation of ocean conservationists through the power of song.                 | BCM Group                           | Liam O'Brien                           |
|   | 695 | The 6 1/2 Foot Drink Driving Intervention  | Innocent Australia                  | Australian Marine Conservation Society |
|   | 821 | How can a country exist without land?  | Ogilvy Australia                    | Transport for NSW                      |
|   | 854 | From triggered to taking charge: how Bring Up Respect delivered the highest ever response to stop violence against women, at the start | The Monkeys, part of Accenture Song | The Government of Tuvalu               |
|   | 854 | From triggered to taking charge: how Bring Up Respect delivered the highest ever response to stop violence against women, at the start | BMF                                 | Department of Social Services          |
| B05. Social Media First   | 647 | Deals so distracting they were un-skipable   | DDB Australia                       | McDonald's Australia                   |
|   | 686 | KFC Degustation  | Ogilvy Australia                    | KFC Australia                          |
| B06. Most Original Thinking   | 859 | The Great Potato Debate – How a product name sparked an interstate dispute.  | DDB Australia                       | McDonald's Australia                   |
|   | 680 | KFC's Left-Handed Menu   | Ogilvy Australia                    | Yum! Brands, KFC Australia             |
|   | 751 | From Hunted to Hunter: How 'Filpvertising' Revolutionised a Digital Advertising Adventure and Captured Gen Z's Attention               | CHEP Network                        | Samsung                                |
|   | 845 | Waking Aussies Up To Goodness  | Ogilvy Australia                    | Nestle Australia                       |
|   | 852 | How How Exhibit Ai made the injustice of offshore detention visible to millions of Australians   | Howatson+Company                    | Maurice Blackburn                      |
| B07. Insight & Strategic Thinking                                   | 899 | Virgin Australia: A Remarkable Comeback Story  | Special Australia                   | Virgin Australia                       |
|   | 688 | KFC Degustation  | Ogilvy Australia                    | KFC Australia                          |
|   | 696 | The 6 1/2 Foot Drink Driving Intervention  | Ogilvy Australia                    | Transport for NSW                      |
|   | 698 | How anti-ordinary thinking drove anti-ordinary results for Tasmania's Off Season   | BMF                                 | Tourism Tasmania                       |
|   | 699 | Proving special is a thing you can buy, only at ALDI   | BMF                                 | ALDI Australia                         |
|   | 741 | How a discount retailer awakened a flame that had almost extinguished.   | CHEP Network                        | Michael Hill                           |
|   | 779 | How McCain SureCrisp™ used food envy to deliver the hot chips Aussies craved   | Dig                                 | McCain Australia                       |
|   | 797 | How little Karicare bucked the formula to outpace category growth 4 to 1.  | CHEP Network                        | Nutricia                               |
|   | 808 | How Un-Australia delivered sublime new records for 100% Australian Lamb.   | The Monkeys, part of Accenture Song | Meat & Livestock Australia             |
|   | 850 | How Toyota brought an enduring feeling of quality to the grudge of car maintenance   | Dentsu Creative                     | Toyota Motor Corporation Australia     |
| B08. Innovative Media or Channel Solutions (Inc Media Partnerships) | 886 | How Canadian Club subverted big beer's appropriation of the outdoors and smashed its sales targets                                     | The Monkeys, part of Accenture Song | Beam Suntory                           |
|   | 754 | From Hunted to Hunter: How 'Filpvertising' Revolutionised a Digital Advertising Adventure and Captured Gen Z's Attention               | CHEP Network                        | Samsung                                |
|   | 817 | How can a country exist without land?  | The Monkeys, part of Accenture Song | The Government of Tuvalu               |
| B09. Innovative Marketing Solutions                                 | 889 | Stop it at the Start Phase 4 - Bring Up Respect  | UM Australia                        | Australian Government                  |
|   | 891 | Selling the game, by not selling the game.   | R/GA                                | A-Leagues                              |
|   | 803 | Mum's the word! How we found a new sause of revenue for sick kids in hospital.   | CHEP Network                        | Curing Homesickness                    |
|   | 825 | The Long and Short of CRM: How Samsung applied the classic model to email marketing and reversed the tide of Churn.                    | CHEP Network                        | Samsung                                |
| B10. CX   | 898 | Virgin Australia: A Remarkable Comeback Story  | Special Australia                   | Virgin Australia                       |
|   | 757 | The Long and Short of CRM: How Samsung applied the classic model to email marketing and reversed the tide of Churn.                    | CHEP Network                        | Samsung                                |
|   | 848 | How Samsung flipped eCommerce on its head with a sales mechanic that more than doubled sales.  | CHEP Network                        | Samsung                                |
| B11. Clever Use of Research / Data                                  | 876 | Virgin Australia: A Remarkable Comeback Story  | Special Australia                   | Virgin Australia                       |
|   | 756 | From Hunted to Hunter: How 'Filpvertising' Revolutionised a Digital Advertising Adventure and Captured Gen Z's Attention               | CHEP Network                        | Samsung                                |
| B12. Return on Investment   | 630 | How Petbarn won share of voice supremacy - without any incremental spend   | Howatson+Company                    | Pet Barn                               |
|   | 679 | How leaning into confusion helped bring clarity to Uber One membership   | Special Group                       | Uber                                   |
|   | 771 | How little moments made big bickies for Arnott's   | Saatchi & Saatchi                   | Arnott's                               |
|   | 782 | The University of Adelaide: Despite a sector in crisis, one brand makes history.   | Richards Rose                       | The University of Adelaide             |
|   | 787 | 'Where All Good Change Starts' generated incremental brand value for Origin Energy   | M&C Saatchi                         | Origin Energy                          |
| B13. Short-Term Effects   | 805 | How anti-ordinary thinking drove anti-ordinary results for Tasmania's Off Season   | BMF                                 | Tourism Tasmania                       |
|   | 885 | How Canadian Club's Great Outdoors campaign defied the cost-of-living crisis to drive value growth and ROI                             | The Monkeys, part of Accenture Song | Beam Suntory                           |
|   | 614 | Move over St. Paddy, Guinness got a new best friend: Winter. How to create a new category trigger at 7 degrees.                        | Thinkerbell                         | Lion                                   |
|   | 648 | How the gift of generosity helped ALDI win Christmas   | BMF                                 | ALDI Australia                         |
|   | 685 | Liam's Lifesaving List: A campaign to save a life that changed an industry   | BCM Group                           | Liam O'Brien                           |
|   | 716 | From selling 'stuff' to manifesting magic: the story of BIG W's biggest Christmas in 13 years  | M&C Saatchi                         | BIG W                                  |
|   | 737 | From Duty to Desire: The Australian Census, a story of success and statistics  | BMF                                 | Australian Bureau of Statistics        |
|   | 809 | How Un-Australia delivered sublime new records for 100% Australian Lamb.   | The Monkeys, part of Accenture Song | Meat & Livestock Australia             |
|   | 818 | Go a Moe's   | Showpony Advertising                | On The Run Pty                         |
|   | 846 | Waking Aussies Up To Goodness  | Ogilvy Australia                    | Nestle Australia                       |
|   | 849 | How Samsung flipped eCommerce on its head with a sales mechanic that more than doubled sales.  | CHEP Network                        | Samsung                                |
| B14. Long-Term Effects  | 851 | How Toyota brought an enduring feeling of quality to the grudge of car maintenance   | Dentsu Creative                     | Toyota Motor Corporation Australia     |
|   | 860 | How four digits instantly turned the tide on a titan of beer.  | Thinkerbell                         | Lion                                   |
|   | 865 | It's not for everyone: How Australia's oldest pub brewery put the craft back into craft beer.  | Howatson+Company                    | Lord Nelson                            |
|   | 637 | Taking VEGEMITE out of the pantry and back into culture  | Thinkerbell                         | Bega Cheese Limited                    |
|   | 739 | Revitalising BIG W by celebrating the real every day of modern families  | M&C Saatchi                         | BIG W                                  |
|   | 799 | Mum's the word! How we found a new sause of revenue for sick kids in hospital.   | CHEP Network                        | Curing Homesickness                    |
|   | 883 | How not worrying about data took Telstra Pre-Paid from decline to sustained growth.  | The Monkeys, part of Accenture Song | Telstra                                |
| B15. Brand Value  | 722 | The Life Changing Impact of TAFE NSW   | TAFENSW                             | TAFE NSW                               |
|   | 791 | 'Where All Good Change Starts' generated incremental brand value for Origin Energy   | M&C Saatchi                         | Origin Energy                          |
|   | 882 | Revitalising BIG W by celebrating the real every day of modern families  | M&C Saatchi                         | BIG W                                  |