

2024 Australian Effie Awards Finalists



Category	Entry ID	Entry	Entrant Company	Client
A01. Retail/Etail	922	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	ALDI Australia
	917	Thinking small to win big at Christmas, how ALDI made side dishes the main event	BMF	ALDI Australia
	1041	How Michael Hill Rediscovered His Romance	CHEP Network - Brisbane	Michael Hill
	1053	An ICONIC retail revival guaranteed to get you looking.	Dentsu Creative	THE ICONIC
A02. Food and Beverage Brands	1063	Norco Cow's Play: How a little Queensland Co Op Took it to big milk	CHEP Network - Brisbane	Norco Co-operative Limited
	1139	Mixing It Up with MILO: How rekindling consumer desire helped save an Aussie icon	Ogilvy Australia	Nestlé
	1156	How little moments delivered big bikkies...again (the Tiny Teddy budget version)	Saatchi & Saatchi	Arnott's
	1090	How NESCAFÉ made mini breaks into big business	Saatchi & Saatchi	Nestlé NESCAFÉ
	1048	HOW UNITING GENERATIONS SAW AUSTRALIAN LAMB ENJOY RESULTS FOR THE AGES	The Monkeys, part of Accenture Song	Meat and Livestock Australia
A03. Restaurants and Food Delivery	1093	How a historic jingle unlocked new love	DDB Australia	McDonald's Australia
	979	Fried Night Footy	Ogilvy Australia	KFC Australia
	1092	Kentucky Fly Chicken	Ogilvy Australia	KFC Australia
	1035	How the Footlong reframed fast-food value	Publicis Worldwide	Subway Australia
	953	Get Almost Almost Anything	Special Australia	Uber Eats
A04. Other Consumer Goods	1031	How Toyota made auto accessories a little more Genuine	Dentsu Creative	Toyota Motor Corporation Australia
	1001	HOW MITSUBISHI OUTLANDER COUGHT UP TO THE COMPETITION AND BECAME AUSTRALIA'S #1 PLUG-IN HYBRID	Richards Rose	Mitsubishi Motors Australia
A06. Financial Services and Insurance	1000	How Afterpay Regained Market Share and Proved Brand ROI	Afterpay and BMF	Afterpay
A07. Telecommunications, Utilities and Other S	1038	From a house to a home: How Samsung reimagined DTC to transform their place in Australia's retail landscape.	CHEP Network	Samsung Australia
	1026	Australia's Second Car	Special Australia	Uber Carshare
A08. Travel, Leisure and Media	1089	HELLO CHRISTMAS: How Telstra won the toughest festive fight ever, by adding a little Christmas spirit	The Monkeys, part of Accenture Song	Telstra
	937	How Hitting Different created the most successful Australian Open to date.	BMF	Tennis Australia
	954	How Bringing Fijian Culture to the Fore of its Tourism Brand Transformed the Fortunes of a Nation.	Havas Australia	Tourism Fiji
A09. Government	961	Everyday Journeys. Driving a shift in the road safety culture of WA.	The Brand Agency	Road Safety Commission
	1074	HOW CARER GATEWAY PROVIDED HELP FOR THOSE WHO MIGHT NEVER ASK	The Monkeys, part of Accenture Song	Australian Government Department of Social Services
A10. Not-For-Profit Organisations	1062	How a space traveller unlocked a new frontier of growth	CHEP Network	Hospitals United For Sick Kids
	1126	The Forever Reef Project: Insuring the largest living structure on earth	M&C Saatchi	Great Barrier Reef Legacy
	1102	Til' It's Done	Ogilvy Australia	Football Australia
	968	Hunger Ghrelins: The hunger hormones feeding hungry families.	The Brand Agency	Foodbank WA
B01. New Product or Service	997	How Macca's challenged the pecking order	DDB Australia	McDonald's Australia
	1099	How Modibodi harnessed the power of TikTok to reach a new audience	Howatson+Company	Modibodi
	1129	Australia's Second Car - New Product or Service	Special Australia	Uber Carshare
B02. Challenger Brands	1119	How Afterpay Regained Market Share and Proved Brand ROI	Afterpay and BMF	Afterpay
	987	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	ALDI Australia
	985	Thinking small to win big at Christmas, how ALDI made side dishes the main event	BMF	ALDI Australia
	1127	Australia's Second Car - Challenger Brand	Special Australia	Uber Carshare
B03. Small Budget	1134	How a space traveller unlocked a new frontier of growth	CHEP Network	Hospitals United For Sick Kids
	1091	How White Ribbon Australia used small change to elicit a massive change when it comes to ending men's violence against women.	Innocean Australia	White Ribbon Australia
	1125	The Forever Reef Project: Insuring the largest living structure on earth	M&C Saatchi	Great Barrier Reef Legacy
	962	Hunger Ghrelins: The hunger hormones feeding hungry families.	The Brand Agency	Foodbank WA
	1106	How FitChix delivered a 33% increase in sales and a 222% increase in stockist enquiries, by creating fame on less than \$500,000 clucks.	VML Australia	Honest Eggs Co.
B04. Positive Change	1075	Til' It's Done	Ogilvy Australia	Football Australia
	1029	Making the invisible threat of UV visible saved lives.	303 MullenLowe Sydney	Cancer Institute NSW
	1122	The Forever Reef Project: Insuring the largest living structure on earth	M&C Saatchi	Great Barrier Reef Legacy
	1140	The Big Shift: Transforming an entire industry to normalise disability in advertising.	Special Australia	Dylan Alcott Foundation
	969	Hunger Ghrelins: The hunger hormones feeding hungry families.	The Brand Agency	Foodbank WA
B05. Social Media First	1078	HOW CARER GATEWAY PROVIDED HELP FOR THOSE WHO MIGHT NEVER ASK	The Monkeys, part of Accenture Song	Australian Government Department of Social Services
B06. Most Original Thinking	1096	How a historic jingle unlocked new love	DDB Australia	McDonald's Australia
	1105	How FitChix original thinking delivered a 33% increase in sales and a 222% increase in stockist enquiries, by creating a cluckload of fame.	VML	Honest Eggs Co.
	989	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	ALDI Australia
	972	Infusing a MOOD that was good for more than 'do gooders'	Dentsu Creative	Unltd
B07. Insight and Strategic Thinking	1080	HOW CARER GATEWAY PROVIDED HELP FOR THOSE WHO MIGHT NEVER ASK	The Monkeys, part of Accenture Song	Australian Government Department of Social Services
	1030	Making the invisible threat of UV visible saved lives.	303 MullenLowe Sydney	Cancer Institute NSW
	986	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	ALDI Australia
	982	Thinking small to win big at Christmas, how ALDI made side dishes the main event	BMF	ALDI Australia
	1046	How Michael Hill Rediscovered His Romance	CHEP Network	Michael Hill
	1066	Norco Cow's Play: How a little Queensland Co Op Took it to big milk	CHEP Network	Norco Co-operative Limited
	1033	How Toyota made auto accessories a little more Genuine	Dentsu Creative	Toyota Motor Corporation Australia
	991	Fried Night Footy	Ogilvy Australia	KFC Australia
	1144	How NESCAFÉ made mini breaks into big business	Saatchi & Saatchi	Nestlé NESCAFÉ
	1128	Australia's Second Car - Insight and Strategic Thinking	Special Australia	Uber Carshare
	978	Get Almost Almost Anything	Special Australia	Uber Eats
B08. Innovative Media or Channel Solutions (Inc Media Partnerships)	1088	HELLO CHRISTMAS: How Telstra won the toughest festive fight ever by adding a little Christmas spirit	The Monkeys, part of Accenture Song	Telstra
	1071	HOW UNITING GENERATIONS SAW AUSTRALIAN LAMB ENJOY RESULTS FOR THE AGES	The Monkeys, part of Accenture Song	Meat and Livestock Australia
	1138	The Plastic Forecast. Impossible to ignore, possible to change	M&C Saatchi	The Minderoo Foundation
	1044	Kicking commercial goals with context	Mindshare Melbourne and TBWA\Melbourne	NAB
B09. Innovative Marketing Solutions	1108	How FitChix made eggs a medium to deliver a 33% increase in sales and a 222% increase in stockist enquiries, by creating a cluckload of fame.	VML Australia	Honest Eggs Co.
	1131	How a space traveller unlocked a new frontier of growth	CHEP Network	Hospitals United For Sick Kids
	1060	PetWatch: Parasites aren't out of sight - they're on your doorstep.	Howatson+Company	Petbarn
B10. CX	1113	Kentucky Fly Chicken	Ogilvy Australia	KFC Australia
	1039	From a house to a home: How Samsung reimagined DTC to transform their place in Australia's retail landscape.	CHEP Network	Samsung Australia
B11. Data-Driven	1068	Norco Cow's Play: How a little Queensland Co Op Took it to big milk	CHEP Network	Norco Co-operative Limited
	1118	How Afterpay Regained Market Share and Proved Brand ROI	Afterpay and BMF	Afterpay
	1040	From a house to a home: How Samsung reimagined DTC to transform their place in Australia's retail landscape.	CHEP Network	Samsung Australia
B13. Return on Investment	1059	PetWatch: Parasites aren't out of sight - they're on your doorstep.	Howatson+Company	Petbarn
	1115	How Afterpay Regained Market Share and Proved Brand ROI	Afterpay and BMF	Afterpay
	988	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	ALDI Australia
	984	Thinking small to win big at Christmas, how ALDI made side dishes the main event	BMF	ALDI Australia
	1143	How Lilydale's Dedication to Taste continues to deliver year on year	M&C Saatchi	Baiada Poultry (Lilydale)
	1155	How little moments delivered big bikkies...again (the Tiny Teddy budget version)	Saatchi & Saatchi	Arnott's
	976	Get Almost Almost Anything	Special Australia	Uber Eats
	981	NAB's Wild World delivers an even wilder ROI	Mindshare Melbourne and TBWA\Melbourne	NAB
	1081	HELLO CHRISTMAS: How Telstra won the toughest festive fight ever, by adding a little Christmas spirit.	The Monkeys, part of Accenture Song	Telstra
B14. Short-Term Effects	1073	HOW UNITING GENERATIONS SAW AUSTRALIAN LAMB ENJOY RETURNS FOR THE AGES	The Monkeys, part of Accenture Song	Meat and Livestock Australia
	1011	Transcending Salvos Stores' Holiday Performance Through More Meaningful Gifting	The General Store	Salvos Stores
	983	Thinking small to win big at Christmas, how ALDI made side dishes the main event	BMF	ALDI Australia
	1058	An ICONIC retail revival guaranteed to get you looking.	Dentsu Creative	THE ICONIC
	1032	How Toyota made auto accessories a little more Genuine	Dentsu Creative	Toyota Motor Corporation Australia
	1133	The Forever Reef Project: Insuring the largest living structure on earth	M&C Saatchi	Great Barrier Reef Legacy
	1114	Kentucky Fly Chicken	Ogilvy Australia	KFC Australia
	1069	HOW UNITING GENERATIONS SAW AUSTRALIAN LAMB ENJOY RESULTS FOR THE AGES	The Monkeys, part of Accenture Song	Meat and Livestock Australia
B15. Long-Term Effects	973	How "Giving a XXXX" about Origin turned "The Pride of Queensland" to gold.	Thinkerbell	Lion XXXX
	1025	One Campaign. Six Years of market redefining insurance growth - Solved.	303 MullenLowe	Budget Direct
	929	Come Down For Air: How thinking like a culture brand helped Tourism Tasmania thrive amid tourism's toughest times	BMF	Tourism Tasmania
	951	MUSASHI ALLSPORTS	Joy Agency	Musashi
	1095	How Lilydale's Dedication to Taste continues to deliver year on year	M&C Saatchi	Baiada Poultry (Lilydale)
B16. Brand Value	1042	HOW THE UNOFFICIAL STATE OF THE NATION SAW AUSTRALIAN LAMB LEAP TO NEW HEIGHTS	The Monkeys Sydney	Meat and Livestock Australia
	1005	From Irish novelty to owning a season. How Guinness got into the Winter spirit and reaped the rewards.	Thinkerbell	Lion
	1084	One Campaign. Six Years of market redefining insurance growth - Solved.	303 MullenLowe Sydney	Budget Direct