

2024 Australian Effie Award Winners



Category name	Entry ID	Entry name	Agency	Client	2024 Award
A01. Retail/Etail	922	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	ALDI Australia	Gold
	1041	How Michael Hill Rediscovered His Romance	CHEP Network	Michael Hill	Bronze
A02. Food and Beverage Brands	1048	HOW UNITING GENERATIONS SAW AUSTRALIAN LAMB ENJOY RESULTS FOR THE AGES	The Monkeys, part of Accenture Song	Meat and Livestock Australia	Silver
	1090	How NESCAFÉ made mini breaks into big business	Saatchi & Saatchi	Nestlé NESCAFÉ	Bronze
	1156	How little moments delivered big bikkies...again (the Tiny Teddy budget version)	Saatchi & Saatchi	Arnott's	Silver
A03. Restaurants and Food Delivery	953	Get Almost Almost Anything	Special Australia	Uber Eats	Gold
	1092	Kentucky Fly Chicken	Ogilvy Australia	KFC Australia	Bronze
A04. Other Consumer Goods	1001	HOW MITSUBISHI OUTLANDER COIGHT UP TO THE COMPETITION AND BECAME AUSTRALIA'S #1 PLUG-IN HYBRID	Richards Rose	Mitsubishi Motors Australia	Bronze
A07. Telecommunications, Utilities and Other Services	1038	From a house to a home: How Samsung reimagined DTC to transform their place in Australia's retail landscape.	CHEP Network	Samsung Australia	Bronze
	1089	HELLO CHRISTMAS: How Telstra won the toughest festive fight ever, by adding a little Christmas spirit	The Monkeys, part of Accenture Song	Telstra	Bronze
A08. Travel, Leisure and Media	954	How Bringing Fijian Culture to the Fore of its Tourism Brand Transformed the Fortunes of a Nation.	Havas Australia	Tourism Fiji	Silver
A09. Government	1074	HOW CARER GATEWAY PROVIDED HELP FOR THOSE WHO MIGHT NEVER ASK	The Monkeys, part of Accenture Song	Australian Government Department of Social Services	Bronze
A10. Not-For-Profit Organisations	1102	Til' It's Done	Ogilvy Australia	Football Australia	Silver
	1126	The Forever Reef Project: Insuring the largest living structure on earth	M&C Saatchi	Great Barrier Reef Legacy	Bronze
B02. Challenger Brands	985	Thinking small to win big at Christmas, how ALDI made side dishes the main event	BMF	ALDI Australia	Bronze
	987	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	ALDI Australia	Gold
B03. Small Budget	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.	Silver
B04. Positive Change	969	Hunger Ghrelins: The hunger hormones feeding hungry families.	The Brand Agency	Foodbank WA	Bronze
	1029	Making the invisible threat of UV visible saved lives.	303 MullenLowe	Cancer Institute NSW	Bronze
	1140	The Big Shift: Transforming an entire industry to normalise disability in advertising.	Special	Dylan Alcott Foundation	Silver
B05. Social Media First	1096	How a historic jingle unlocked new love	DDB Australia	McDonald's Australia	Bronze
B06. Most Original Thinking	989	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	ALDI Australia	Silver
	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 Australia	Honest Eggs Co.	Silver
B07. Insight and Strategic Thinking	986	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	Aldi Australia	Gold
	1030	Making the invisible threat of UV visible saved lives.	303 MullenLowe	Cancer Institute NSW	Silver
	1071	HOW UNITING GENERATIONS SAW AUSTRALIAN LAMB ENJOY RESULTS FOR THE AGES	The Monkeys, part of Accenture Song	Meat and Livestock Australia	Silver
	1088	HELLO CHRISTMAS: How Telstra won the toughest festive fight ever by adding a little Christmas spirit	The Monkeys, part of Accenture Song	Telstra	Silver
B08. Innovative Media or Channel Solutions (Inc Media Partnerships)	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	VML Australia	Honest Eggs Co.	Silver
B09. Innovative Marketing Solutions	1060	PetWatch: Parasites aren't out of sight – they're on your doorstep.	Howatson+Company	Petbarn	Silver
B10. CX	1068	Norco Cow's Play; How a little Queensland Co Op Took it to big milk	CHEP Network	Norco Co-operative Limited	Bronze
B11. Data-Driven	1059	PetWatch: Parasites aren't out of sight – they're on your doorstep.	Howatson+Company	Petbarn	Bronze
B13. Return on Investment	981	NAB's Wild World delivers an even wilder ROI	TBWA\Melbourne	NAB	Bronze
	988	Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.	BMF	Aldi Australia	Bronze
	1073	HOW UNITING GENERATIONS SAW AUSTRALIAN LAMB ENJOY RETURNS FOR THE AGES	The Monkeys, part of Accenture Song	Meat and Livestock Australia	Bronze
	1155	How little moments delivered big bikkies...again (the Tiny Teddy budget version)	Saatchi & Saatchi	Arnott's	Silver
B14. Short-Term Effects	973	How "Giving a XXXX" about Origin turned 'The Pride of Queensland' to gold.	Thinkerbell	XXXX	Silver
	983	Thinking small to win big at Christmas, how ALDI made side dishes the main event	BMF	ALDI Australia	Silver
	1069	How uniting generations saw Australian Lamb enjoy results for the ages	The Monkeys, part of Accenture Song	Meat and Livestock Australia	Silver
	1114	Kentucky Fly Chicken	Ogilvy Australia	KFC Australia	Bronze
B15. Long-Term Effects	929	Come Down For Air: How thinking like a culture brand helped Tourism Tasmania thrive amid tourism's toughest times	BMF	Tourism Tasmania	Silver
	1025	One Campaign. Six Years of market redefining insurance growth - Solved.	303 MullenLowe	Budget Direct	Gold
	1042	How the unofficial state of the nation saw Australian Lamb leap to new heights	The Monkeys, part of Accenture Song	Meat and Livestock Australia	Silver
	1095	How Lilydale's Dedication to Taste continues to deliver year on year	M&C Saatchi	Baiada Poultry (Lilydale)	Bronze
B16. Brand Value	1084	One Campaign. Six Years of market redefining insurance growth - Solved.	303 MullenLowe	Budget Direct	Gold
Effective Advertiser of the Year				Aldi Australia	Effective Advertiser of the Year
Effective Agency of the Year			BMF Australia		Effective Agency of the Year
Best Smaller State Campaign		Norco Cow's Play; How a little Queensland Co Op Took it to big milk	CHEP Network - Brisbane	Norco Co-operative Limited	Best Smaller State Campaign
Colin Wilson-Brown Award		How the unofficial state of the nation saw Australian Lamb leap to new heights	The Monkeys, part of Accenture Song	Meat and Livestock Australia	Colin Wilson-Brown Award
The Grand Effie		Shop ALDI First: How encouraging supermarket polygamy helped a nation save in a cost-of-living crisis.		Aldi Australia	The Grand Effie