

2025 Australian Effie Awards Finalists



Category	Entry ID	Entry	Client	Agency / Entrant
A01. Retail/Etail	1244	An ICONIC comeback: redefining the value of brand in a sea of bland.	THE ICONIC	Dentsu Creative
A01. Retail/Etail	1249	Proving that going extra needn't cost extra, how ALDI pushed the boat out to bring Aussies in at Christmas	ALDI Australia	BMF
A02. Food and Beverage Brands	1211	Turning Chocolate Eaters into Chocolate Lovers.	Whittaker's	Bastion Shine
A02. Food and Beverage Brands	1230	HOW AUSTRALIAN LAMB GOT THE NATION OUT OF THE COMMENTS AND INTO THE CUTLETS	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
A02. Food and Beverage Brands	1248	AUSTRALIAN LAMB, THE ULTIMATE SOCIAL DEVICE 'IRL'	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
A02. Food and Beverage Brands	1300	How NESCAFÉ Café Creations brewed a stirring coffee comeback	NESCAFÉ	Saatchi & Saatchi Australia
A02. Food and Beverage Brands	1349	From beer brand to entertainment brand, how GNBC found a new way to unlock growth and stay on top	Carlton United Breweries	Clemenger BBDO
A02. Food and Beverage Brands	1369	A Comeback Full Of Heart: How Steggles reclaimed growth against the odds	Baiada Poultry	M+C Saatchi Group
A02. Food and Beverage Brands	1375	Great Northern's Great Migration	Asahi Beverages	Asahi Beverages
A02. Food and Beverage Brands	1382	A very tasty year: how little moments delivered even bigger bikkies for Arnott's in 2024	The Arnott's Group	Saatchi & Saatchi Australia & Spark Foundry
A03. Restaurants and Food Delivery	1190	Grimace's Very Important Purple Tour	McDonald's Australia	Akcelo
A03. Restaurants and Food Delivery	1291	How McDonald's Australia restored its Value perceptions	McDonald's Australia	DDB Group Australia
A04. Other Consumer Goods	1295	The Ultimate Comeback: How a Seasoned Champion Reclaimed the Crown	Toyota Motor Corporation Australia	Saatchi & Saatchi Australia
A04. Other Consumer Goods	1366	How we delivered Kia's most successful pre-launch campaign of all time, with no car to show.	Kia Australia	Innocean Australia
A06. Financial Services and Insurance	1183	NAB wrangles wild growth	NAB	TBWA Australia & Mindshare
A06. Financial Services and Insurance	1290	A Help Company: How NRMA Insurance made Help its whole business.	IAG	Droga5 ANZ, part of Accenture Song
A06. Financial Services and Insurance	1345	The ART of outperforming the competition: How a big blue monster led to a business boom	Australian Retirement Trust	M+C Saatchi Group
A06. Financial Services and Insurance	1392	Super Helpful: How Aware Super Turned Advice Into Advantage	Aware Super	Thinkerbell
A06. Financial Services and Insurance	1396	The Brighter Side of Banking: How CommBank Used Media Innovation to Help Build the Nation's Financial Confidence	Commonwealth Bank	Commonwealth Bank
A07. Telecommunications, Utilities and Other Services	1276	How Telstra won EOFY by creating a branded sale, not just being a brand on sale.	Telstra	+61
A07. Telecommunications, Utilities and Other Services	1327	How Telstra beat the unbeatable year by creating a brand-led Christmas ecosystem not just another Christmas campaign.	Telstra	Bear Meets Eagle On Fire
A07. Telecommunications, Utilities and Other Services	1333	How felix mobile branched out beyond its sustainability roots to drive some very healthy growth	TPG Telecom	Thinkerbell
A08. Travel, Leisure and Media	1294	How Tourism New Zealand Turned Familiarity into FOMO	Tourism New Zealand	TBWA Australia
A08. Travel, Leisure and Media	1412	Chat NT	Northern Territory Tourism	Edelman Australia
A09. Government	1267	Consent Can't Wait: How Empathy and Understanding Redefined Consent for the next Generation	Department of Social Services	BMF
A09. Government	1304	A Masterclass in Government Sex Talks	Australian Government Department of Health, Disability and Ageing	Ogilvy Australia
A09. Government	1373	HOW ADF CAREERS DROVE EFFECTIVENESS AND EFFICIENCY FOR DEFENCE FORCE RECRUITING	Defence Force Recruiting	VML Australia
A09. Government	1397	How Solar Victoria Helped More Households Put the Sun to Work	Solar Victoria	Hive Creative
A09. Government	1427	Jump-Scaring Young Queenslanders into Action on Sun Safety	Queensland Government Health	Clemenger BBDO
A10. Not-For-Profit Organisations	1212	Don't take the risk. Take the test.	Cancer Council Victoria	Bastion & Spark Foundry
A10. Not-For-Profit Organisations	1363	Lifeblood Blood Supply: How a media first elevated blood donation into a national news story, saving up to 28,848 lives	Australian Red Cross Lifeblood	Clemenger BBDO
A10. Not-For-Profit Organisations	1406	Uniting Purpose and Profit: How Hospitals United for Sick Kids Found a New Way for Businesses to Give Back.	Hospitals United for Sick Kids	Clemenger BBDO
B01. New Product or Service	1274	HOW HALF & HALF HAD A DOOZY AND WON A PLACE IN THE NATIONAL COMP	doozy drinks	Richards Rose
B01. New Product or Service	1365	How we delivered Kia's most successful pre-launch campaign of all time, with no car to show.	Kia Australia	Innocean Australia
B02. Challenger Brands	1239	Defying a category in a state of decline to deliver breaking results	Victoria University	Noisy Beast
B02. Challenger Brands	1292	How supporting Australian music turned up the volume on growth for a previously unknown brand, Sprout.	Telstra	+61
B02. Challenger Brands	1316	Proving that going extra needn't cost extra, how ALDI pushed the boat out to bring Aussies in at Christmas	ALDI Australia	BMF
B02. Challenger Brands	1362	How we delivered Kia's most successful pre-launch campaign of all time, with no car to show.	Kia Australia	Innocean Australia
B02. Challenger Brands	1385	Built to challenge everything: ART unleashes a big, blue super monster	Australian Retirement Trust	M+C Saatchi Group
B02. Challenger Brands	1419	1001 Optometry: The Hidden Eye Test	1001 Optometry	VML Australia
B03. Small Budget	1196	RSPCA SA Perfectly Adoptable Campaign	RSPCA South Australia	Them Advertising
B03. Small Budget	1209	Great Northern's Great Migration	Asahi Beverages	Asahi Beverages
B03. Small Budget	1223	Umm...ergency	SA Health	Simple
B03. Small Budget	1420	Tapping Into a Sense of Place: How Postcode Play Reignited XXXX at the Point of Pour	Lion	AFFINITY & VML
B04. Positive Change	1270	Every Vape is a Hit to Your Health	Cancer Institute NSW	Bastion
B04. Positive Change	1323	Ending the Silence to End Child Sexual Abuse, One Talk at a Time	Attorney-General's Department	BMF
B04. Positive Change	1325	Consent Can't Wait: How Empathy and Understanding Redefined Consent for the next Generation	Department of Social Services	BMF
B04. Positive Change	1340	A Masterclass in Government Sex Talks	Australian Government Department of Health, Disability and Ageing	Ogilvy Australia
B04. Positive Change	1399	Lifeblood Blood Supply: How a media first elevated blood donation into a national news story, saving up to 28,848 lives	Australian Red Cross Lifeblood	Clemenger BBDO
B04. Positive Change	1407	Uniting Purpose and Profit: How Hospitals United for Sick Kids Found a New Way for Businesses to Give Back.	Hospitals United for Sick Kids	Clemenger BBDO
B05. Social Media First	1215	How the Boot McNugget became a collectable	McDonald's	DDB Group Australia
B05. Social Media First	1238	HOW AUSTRALIAN LAMB GOT THE NATION OUT OF THE COMMENTS AND INTO THE CUTLETS	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
B05. Social Media First	1415	How We Tackled Young Australians' Suntanning Habits: A Ticking Timebomb for Skin Cancer	The Australian Government - Department of Health, Disability and Ageing (DoHDA) & Cancer Council Australia	Saatchi & Saatchi Australia
B06. Business-to-Business Marketing	1224	Berger: The Painters Secret.	Dulux	DDB Group Australia
B07. Youth Marketing	1228	Contiki - Inspiring a new generation to live their own legend	The Travel Corporation	Not Bad Pretty Good
B07. Youth Marketing	1269	Every Vape is a Hit to Your Health	Cancer Institute NSW	Bastion
B07. Youth Marketing	1305	How a Macca's sauce became the must-have drip	McDonald's	DDB Group Australia
B07. Youth Marketing	1356	KitKat Break Chair	Nestlé	VML Australia
B08. Most Original Thinking	1245	An ICONIC comeback: redefining the value of brand in a sea of bland.	THE ICONIC	Dentsu Creative
B08. Most Original Thinking	1252	AUSTRALIAN LAMB, THE ULTIMATE SOCIAL DEVICE 'IRL'	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
B08. Most Original Thinking	1320	Disrupting the Algorithm to Tackle the Hidden Trends of Disrespect	Department of Social Services	BMF
B08. Most Original Thinking	1341	A Masterclass in Government Sex Talks	Australian Government Department of Health, Disability and Ageing	Ogilvy Australia
B08. Most Original Thinking	1355	A Help Company: How NRMA Insurance made Help its whole business.	IAG	Droga5 ANZ, part of Accenture Song
B08. Most Original Thinking	1421	How Postcodes Poured XXXX Back Into Banter	Lion	AFFINITY & VML
B09a. Insight and Strategic Thinking - campaigns under \$2 million	1251	AUSTRALIAN LAMB, THE ULTIMATE SOCIAL DEVICE 'IRL'	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
B09a. Insight and Strategic Thinking - campaigns under \$2 million	1260	Don't let cancer in.	Cancer Council Victoria	Bastion & Spark Foundry
B09b. Insight and Strategic Thinking - campaigns over \$2 million	1236	HOW AUSTRALIAN LAMB GOT THE NATION OUT OF THE COMMENTS AND INTO THE CUTLETS	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
B09b. Insight and Strategic Thinking - campaigns over \$2 million	1296	The Ultimate Comeback: How a Seasoned Champion Reclaimed the Crown	Toyota Motor Corporation Australia	Saatchi & Saatchi Australia
B09b. Insight and Strategic Thinking - campaigns over \$2 million	1326	Consent Can't Wait: How Empathy and Understanding Redefined Consent for the next Generation	Department of Social Services	BMF
B09b. Insight and Strategic Thinking - campaigns over \$2 million	1351	A Help Company: How NRMA Insurance made Help its whole business.	IAG	Droga5 ANZ, part of Accenture Song
B09b. Insight and Strategic Thinking - campaigns over \$2 million	1364	""You With RACQ?" How humour, critters and cultural connection reversed a four-year member decline	RACQ	VML Australia
B09b. Insight and Strategic Thinking - campaigns over \$2 million	1370	From Insight to Impact: The Steggles Recipe for Meaningful Growth	Baiada Poultry	M+C Saatchi Group
B09b. Insight and Strategic Thinking - campaigns over \$2 million	1386	Super that feels alive: ART's monster move that made BIG impact	Australian Retirement Trust	M+C Saatchi Group
B10. Innovative Media or Channel Solutions (Inc Media Partnerships)	1308	KitKat Break Chair	Nestlé	VML Australia
B10. Innovative Media or Channel Solutions (Inc Media Partnerships)	1379	From beer brand to entertainment brand, how GNBC found a new way to unlock growth and stay on top	Carlton United Breweries	Clemenger BBDO
B10. Innovative Media or Channel Solutions (Inc Media Partnerships)	1389	The Brighter Side of Banking: How CommBank Used Media Innovation to Help Build the Nation's Financial Confidence	Commonwealth Bank	Commonwealth Bank
B10. Innovative Media or Channel Solutions (Inc Media Partnerships)	1398	Lifeblood Blood Supply: How a media first elevated blood donation into a national news story, saving up to 28,848 lives	Australian Red Cross Lifeblood	Clemenger BBDO
B11. Innovative Marketing Strategy	1410	How Samsung traded tradition for youth culture and market share growth	Samsung Electronics Australia	Clemenger BBDO

B12. CX	1254	Tapping Into a Sense of Place: How Postcode Play Reignited XXXX at the Point of Pour	Lion	AFFINITY & VML
B15. Return on Investment	1258	HOW 'AUSSIE BEEF THE GREATEST' DELIVERED THE GREATEST RESULTS	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
B15. Return on Investment	1271	NAB wrangles a wild ROI	NAB	TBWA\Australia & Mindshare
B15. Return on Investment	1297	The Ultimate Comeback: How a Seasoned Champion Reclaimed the Crown	Toyota Motor Corporation Australia	Saatchi & Saatchi Australia
B15. Return on Investment	1302	How NESCAFÉ Café Creations brewed up an ROI to froth about	NESCAFÉ	Saatchi & Saatchi Australia
B15. Return on Investment	1317	Proving that going extra needn't cost extra, how ALDI pushed the boat out to bring Aussies in at Christmas	ALDI Australia	BMF
B15. Return on Investment	1357	Grimace's Very Important Purple Tour	McDonald's Australia	Akelo
B15. Return on Investment	1384	A very tasty year: how little moments delivered even bigger ROI bikkies for Arnott's in 2024	The Arnott's Group	Saatchi & Saatchi Australia & Spark Foundry
B15. Return on Investment	1388	How Telstra won EOFY by creating a branded sale, not just being a brand on sale.	Telstra	+61
B15. Return on Investment	1400	Lifeblood Blood Supply: How a media first elevated blood donation into a national news story, saving up to 28,848 lives	Australian Red Cross Lifeblood	Clemenger BBDO
B15. Return on Investment	1404	YOU NEED TO SEE IT: HOW OPENING UP NEW PERSPECTIVES CREATED A RECORD-BREAKING SUMMER OF CRICKET IN AUSTRALIA	Cricket Australia	Special Australia
B16. Short-Term Effects	1184	Short-Term Wins, Long-Term Vision: How Steggle won with brand not bargains	Baiada Poultry	M+C Saatchi Group
B16. Short-Term Effects	1237	HOW AUSTRALIAN LAMB GOT THE NATION OUT OF THE COMMENTS AND INTO THE CUTLETS	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
B16. Short-Term Effects	1253	AUSTRALIAN LAMB, THE ULTIMATE SOCIAL DEVICE 'IRL'	Meat & Livestock Australia	Droga5 ANZ, part of Accenture Song
B16. Short-Term Effects	1315	Proving that going extra needn't cost extra, how ALDI pushed the boat out to bring Aussies in at Christmas	ALDI Australia	BMF
B16. Short-Term Effects	1353	Impact at Record Speed: How Superloop dodged the IOC to win customers at the Olympics	SUPERLOOP	Leo Australia / Superloop / Zenith
B16. Short-Term Effects	1383	How Telstra won EOFY by creating a branded sale, not just being a brand on sale.	Telstra	+61
B16. Short-Term Effects	1393	Grimace's Very Important Purple Tour	McDonald's Australia	Akelo
B16. Short-Term Effects	1395	How Telstra beat the unbeatable year by creating a brand-led Christmas ecosystem not just another Christmas campaign.	Telstra	Bear Meets Eagle On Fire
B16. Short-Term Effects	1423	Tapping Into a Sense of Place: How Postcode Play Reignited XXXX at the Point of Pour	Lion	AFFINITY & VML
B17. Long-Term Effects	1216	How NESCAFÉ Café Creations brewed a stirring coffee comeback	NESCAFÉ	Saatchi & Saatchi Australia
B17. Long-Term Effects	1221	How NAB made more cents out of 'More Than Money'	NAB	TBWA\Australia & Mindshare
B17. Long-Term Effects	1225	The biscuits that refused to crumble: how compound creativity faced down compound challenges for Arnott's	The Arnott's Group	Saatchi & Saatchi Australia & Spark Foundry
B17. Long-Term Effects	1243	SUBWAY'S LONG GAME IN A FAST FOOD WORLD	Subway Systems Australia Pty. Ltd.	Publicis Worldwide Australia
B17. Long-Term Effects	1262	THREE YEARS OF ILLUMINATING UV WILL SAVE 41 LIVES, 7079 SKIN CANCERS AND \$64.2M	Cancer Institute NSW	303 MullenLowe
B17. Long-Term Effects	1268	The Long Game of Good Different: The Value of Brand Resilience in a Changing World	ALDI Australia	BMF
B17. Long-Term Effects	1286	From one-off Irish novelty to Winter's best mate - how Guinness drove demand amongst beer drinkers, and publicans' desire to get a pour of the action.	Lion	Thinkerbell
B17. Long-Term Effects	1287	How XXXX found Gold in people's pride of their origin.	Lion	Thinkerbell
B17. Long-Term Effects	1310	Officeworks and the Back to School Kids: Winning Hearts, Heads and Baskets — Three Years Running	Officeworks	Clemenger BBDO
B17. Long-Term Effects	1354	From Recovery to Resilience: How Suncorp Rewrote Insurance Rules - and Revitalised Its Business	SUNCORP	Leo Australia / Suncorp
B18. Brand Value	1246	An ICONIC comeback: redefining the value of brand in a sea of bland.	THE ICONIC	Dentsu Creative
B18. Brand Value	1378	The Long Game of Good Different: The Value of Brand Resilience in a Changing World	ALDI Australia	BMF
B19. Performance Marketing	1377	Great Northern's Great Migration	Asahi Beverages	Asahi Beverages

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