

2026 Australian Effie Finalists



Category	Entry ID	Entry	Agency	Client
A01. Retail	1583	Effectiveness on a Plate: The Numbers behind Record Number Plate Sales	Publicis Australia + Publicis Edge	Personalised Plates Queensland
A01. Retail	1594	How flipping the script from ‘supermodel’ to ‘supermum’ enabled BIG W to drive profitable growth through its womenswear influencer marketing.	Hypetap	BIG W
A01. Retail	1601	How Kitchen Warehouse Mumnipulated Mother’s Day	Special Australia	Kitchen Warehouse
A01. Retail	1610	How having an Eye for Value kept Dan Murphy’s on top in a race to the bottom	BMF	Endeavour Drinks Group
A02 Food - Packaged and Fresh	1431	How Lean Cuisine listened to what nobody would admit	TBWA\Australia	Patties Food Group
A02 Food - Packaged and Fresh	1460	Kellogg's 'For Real'	Bastion Agency	Kellanova
A02 Food - Packaged and Fresh	1490	HOW HAPPINESS MADE AUSTRALIANS HAPPY TO SPEND RECORD AMOUNTS ON LAMB IN OUR COST-OF-LIVING CRISIS	Droga5 ANZ, part of Accenture Song + UM	Meat and Livestock Australia
A02 Food - Packaged and Fresh	1511	The rise of the dark side: Showing Australians how to savour dark chocolate put Lindt EXCELLENCE back on top.	Richards Rose + Spark Foundry	Lindt & Sprüngli (Australia) PTY LTD
A02 Food - Packaged and Fresh	1514	How Australian Pork turned the tables on market share.	Dig	Australian Pork Limited
A02 Food - Packaged and Fresh	1587	From "Unlikely to Grow" to Unstoppable: How Zespri SunGold Became Crazy Effective in a Commodity-Driven Category.	Dentsu Creative	Zespri
A02 Food - Packaged and Fresh	1596	DEFYING DECLINE: THE REINVENTION OF THE WEET-BIX KID.	303	Sanitarium
A02 Food - Packaged and Fresh	1619	How Turning Bananas Into Passes Got People off their Asses	Thinkerbell	Hort Innovation
A03 Alcoholic and Non-Alcoholic Beverages	1450	The Mid That Mattered: Carlton Dry’s Record Growth and a Brand Reborn	Clemenger BBDO	Asahi Beverages
A03 Alcoholic and Non-Alcoholic Beverages	1451	Go Full Orange: The launch that took Hard Rated to #1	Clemenger BBDO	Asahi Beverages
A03 Alcoholic and Non-Alcoholic Beverages	1507	HOW REFRESHING ENGLAND ON THE LAWS OF CRICKET REFRESHED VB’S SALES.	Droga5 ANZ, part of Accenture Song	Asahi Holdings Australia
A03 Alcoholic and Non-Alcoholic Beverages	1565	SOLO Energy: How an icon became a category disruptor	Clemenger BBDO	Asahi Beverages
A04. Restaurants & Food Delivery	1438	How The Grinch ‘Ruinin it’ helped Macca’s reclaim summer sales and family share	Wieden+Kennedy Sydney	McDonald's Australia
A04. Restaurants & Food Delivery	1470	How Macca’s made Brekkie the most important meal of the day once again.	Wieden+Kennedy Sydney	McDonald's Australia
A04. Restaurants & Food Delivery	1495	How Uber Eats delivered results by delivering Andy Murray	Special Australia	Uber Pty Ltd
A04. Restaurants & Food Delivery	1684	From Happy Meals to Squid Game: how Macca’s grew up for the way young adults play	Akelo + OMD	McDonald's
A05. Other Consumer Goods	1530	Windex Fast Shine Foam Launch	VML Australia	SC Johnson
A05. Other Consumer Goods	1593	It Takes You and a Ranger: Real-world proof beats polished promises.	VML Australia	Ford Australia
A05. Other Consumer Goods	1600	BACK FROM THE DEAD! How a zombie apocalypse drove record-breaking electric vehicle sales for Kia.	Innocean Australia	Kia Australia
A05. Other Consumer Goods	1659	It’s Selleys and it’s work that really, really works	Howatson+Company	Selleys
A06. Financial Services and Insurance	1553	The Monster Effect: Building Australia’s Most Memorable Advertising	M&C Saatchi	Australian Retirement Trust
A06. Financial Services and Insurance	1603	How making Tasmania the healthiest island on the planet took St Lukes from category challenger to leader.	Pangea Agency	St Lukes
A06. Financial Services and Insurance	1665	Care you can count on: Allianz’s dramatic transformation from push to pull	Howatson+Company	Allianz Australia
A06. Financial Services and Insurance	1691	How to start a revolution with a regional budget.	It’s Friday	Greater Bank
A07. Telecommunications, Utilities and Other Services	1501	Join the Data Rich: How Belong made ‘data wealth’ the new mid-tier telco value advantage	Clemenger BBDO	Belong
A07. Telecommunications, Utilities and Other Services	1572	Entertainment changes everything, even toilet behaviour	It’s Friday	Sydney Water
A07. Telecommunications, Utilities and Other Services	1592	HOW A LUST FOR LIFE (AND TIGHT KHAKI SHORTS) DOUBLED LEVANDE RETIREMENT LIVING’S PRICING POWER.	303	Levande Retirement Living
A07. Telecommunications, Utilities and Other Services	1669	How Telstra went from engineering-led to brand-led growth	Bear Meets Eagle On Fire	Telstra
A08. Travel, Leisure and Media	1461	How Vanuatu got Aussies to Answer the Call	Apparent + GTI Tourism	Vanuatu Tourism Office
A08. Travel, Leisure and Media	1518	Travel Fully: How Klook Solved Planning Stress and Drove Conversion	Paper Moose	Klook
A08. Travel, Leisure and Media	1540	Yes, I took on Goliath, DiDi	Sunday Gravy	DiDi ANZ
A08. Travel, Leisure and Media	1550	HOW SBS WON BY SHIRKING CATEGORY ORTHODOXY AND BOLDLY GOING WHERE ONLY IT CAN	Droga5 ANZ, part of Accenture Song	SBS
A08. Travel, Leisure and Media	1604	The Off Season: helping mainlanders find their winter selves re-ignited an island economy	BMF	Tourism Tasmania
A08. Travel, Leisure and Media	1611	Tennis Australia: How hitting different made history for AO 2026	BMF	Tennis Australia
A09. Government	1617	How Three Tiny Actions Made Australians Safer Online	BMF	Australian Federal Government
A09. Government	1704	Entertainment changes everything, even toilet behaviour	It's Friday	Sydney Water
A10. Not-For-Profit Organisations	1465	Bitcoin	Container Exchange Pty Ltd (COEX) / Containers for Change Queensland	Container Exchange (COEX)
A10. Not-For-Profit Organisations	1469	The STI Campaign Algorithms Tried to Ban. The Results They Couldn’t Ignore.	Sexual and Reproductive Health Australia (SRHA)	Sexual and Reproductive Health Australia
A10. Not-For-Profit Organisations	1479	How we turned 10 cents into a million bucks	TBWA\Australia	VicReturns
A10. Not-For-Profit Organisations	1566	Life Is The Reason: Giving the nation a new reason to donate and saving a life every 11 minutes	M+C Saatchi Group	Australian Red Cross Lifeblood
A10. Not-For-Profit Organisations	1573	Big Gas is Taking the Piss: How a Pub Test Reframed Australia's Gas Debate	Berlin	The Australia Institute
A10. Not-For-Profit Organisations	1616	How Animal Welfare League NSW turned passive scrolling into active adoption	Saatchi & Saatchi Australia + Spark Foundry	Animal Welfare League NSW

Awarding Ideas that work				
B01. New Product or Service	1453	Go Full Orange: The launch that took Hard Rated to #1	Clemenger BBDO	Asahi Beverages
B01. New Product or Service	1457	The Mid That Mattered: Carlton Dry's Record Growth and a Brand Reborn	Clemenger BBDO	Asahi Beverages
B01. New Product or Service	1644	SOLO Energy: How an icon became a category disruptor	Clemenger BBDO	Asahi Beverages
B01. New Product or Service	1697	From outsider to apex predator - how the BYD SHARK 6 swam into hostile waters and won.	TABOO + Yango	BYD Australia & New Zealand
B01. New Product or Service	1749	How NESCAFÉ Espresso Concentrate hacked coffee culture to create a category	HERD MSL Australia + Saatchi & Saatchi Australia	NESTLE
B02. Challenger Brands	1473	How Vanuatu got Aussies to Answer the Call	Apparent + GTI Tourism	Vanuatu Tourism Office
B02. Challenger Brands	1482	HOW HAPPINESS MADE AUSTRALIANS HAPPY TO SPEND RECORD AMOUNTS ON LAMB IN OUR COST-OF-LIVING CRISIS	Droga5 ANZ, part of Accenture Song + UM	Meat and Livestock Australia
B02. Challenger Brands	1542	Yes, I took on Goliath, DiDi	Sunday Gravy	DiDi ANZ
B02. Challenger Brands	1543	Getting Australia To Pour More Sapporo	Sunday Gravy	Coopers Brewery
B02. Challenger Brands	1631	The Off Season: helping mainlanders find their winter selves re-ignited an island economy	BMF	Tourism Tasmania
B02. Challenger Brands	1645	SOLO Energy: How an icon became a category disruptor	Clemenger BBDO	Asahi Beverages
B02. Challenger Brands	1734	How Lexus Australia tore up the traditional luxury automotive playbook by making it personal	Saatchi & Saatchi Australia + Team One	Lexus Australia
B02. Challenger Brands	1742	Chuck it in the ute: How GWM weaponised utility to break the adventure fantasy	Thinkerbell	GWM ANZ
B03. Small Budget	1647	Trending Thoughts	Yonder Creative + Reborn Media	ReachOut Australia
B03. Small Budget	1710	How Kitchen Warehouse Mumnipulated Mother's Day	Special Australia	Kitchen Warehouse
B03. Small Budget	1746	Little Listings: How Mattel Broke a 98% Monopoly By Selling Toy Cars As Real Cars	Thinkerbell + carsales	Mattel
B04. Positive Change	1506	How we turned 10 cents into a million bucks	TBWA\Australia	VicReturns
B04. Positive Change	1577	Comfort Zone: how a game got Gen Z talking about the awkward stuff	Clemenger BBDO	Our Watch
B04. Positive Change	1612	Life Is The Reason: Giving the nation a new reason to donate and saving a life every 11 minutes	M+C Saatchi Group	Australian Red Cross Lifeblood
B05. Social Media First	1628	How Animal Welfare League NSW turned passive scrolling into active adoption	Saatchi & Saatchi Australia + Herd MSL	Animal Welfare League NSW
B07. Youth Marketing	1435	Trending Thoughts	Yonder Creative	ReachOut Australia
B07. Youth Marketing	1720	DEFYING DECLINE: THE REINVENTION OF THE WEET-BIX KID.	303	Sanitarium
B08. Health Marketing	1456	Maxalt Migraine Relief had to fight to win	Ward6 (A Ward Marketing Group Company)	Organon
B10. Most Original Thinking	1454	Go Full Orange: The launch that took Hard Rated to #1	Clemenger BBDO	Asahi Beverages
B10. Most Original Thinking	1534	HOW REFRESHING ENGLAND ON THE LAWS OF CRICKET REFRESHED VB'S SALES.	Droga5 ANZ, part of Accenture Song	Asahi Holdings Australia
B10. Most Original Thinking	1541	Yes, I took on Goliath, DiDi	Sunday Gravy	DiDi ANZ
B10. Most Original Thinking	1626	The Renewables Ad Engine	Hearts & Science	Opella Healthcare Australia
B10. Most Original Thinking	1764	Big Gas is Taking the Piss: How a Pub Test Reframed Australia's Gas Debate	Berlin	The Australia Institute
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1442	How Macca's made Brekkie the most important meal of the day once again.	Wieden+Kennedy Sydney	McDonald's Australia
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1466	How Lean Cuisine listened to what nobody would admit	TBWA\Australia	Patties Food Group
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1492	HOW HAPPINESS MADE AUSTRALIANS HAPPY TO SPEND RECORD AMOUNTS ON LAMB IN OUR COST-OF-LIVING CRISIS	Droga5 ANZ, part of Accenture Song + UM	Meat and Livestock Australia
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1513	Join the Data Rich: How Belong made 'data wealth' the new mid-tier telco value advantage	Clemenger BBDO	Belong
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1525	From Death Cover to Life Courage: How a Single Insight Reversed a Generational Decline	Ogilvy Australia	TAL
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1584	Effectiveness on a Plate: The Numbers behind Record Number Plate Sales	Publicis Australia + Publicis Edge	Personalised Plates Queensland
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1655	From Happy Meals to Squid Game: how Macca's grew up for the way young adults play	Akelo + OMD	McDonald's
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1675	It's Selleys and it's work that really, really works	Howatson+Company	Selleys
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1740	HOW A LUST FOR LIFE (AND TIGHT KHAKI SHORTS) DOUBLED LEVANDÉ RETIREMENT LIVING'S PRICING POWER.	303	Levande Retirement Living
B11a. Insight & Strategic Thinking - campaigns \$1-5 million	1753	HOW SBS WON BY SHIRKING CATEGORY ORTHODOXY AND BOLDLY GOING WHERE ONLY IT CAN	Droga5 ANZ, part of Accenture Song	SBS
B11b. Insight & Strategic Thinking - campaigns under \$1 million	1512	From Guilt Trip to Giving: How Gratitude For Age Unlocked New Donors For Children's Cancer Institute	Orphan	Children's Cancer Institute
B11b. Insight & Strategic Thinking - campaigns under \$1 million	1632	How Animal Welfare League NSW turned passive scrolling into active adoption	Saatchi & Saatchi Australia + Spark Foundry	Animal Welfare League NSW
B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1458	The Mid That Mattered: Carlton Dry's Record Growth and a Brand Reborn	Clemenger BBDO	Asahi Beverages
B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1500	How Australian Pork turned the tables on market share.	Dig	Australian Pork Limited
B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1556	Yes, I took on Goliath, DiDi	Sunday Gravy	DiDi ANZ
B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1568	Medibank Family Roast	Colenso BBDO	Medibank
B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1606	BACK FROM THE DEAD! How a zombie apocalypse drove record-breaking electric vehicle sales for Kia.	Innocean Australia	Kia Australia
B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1613	Life Is The Reason: Giving the nation a new reason to donate and saving a life every 11 minutes	M+C Saatchi Group	Australian Red Cross Lifeblood
B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1633	The Off Season: helping mainlanders find their winter selves re-ignited an island economy	BMF	Tourism Tasmania
B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1681	Care you can count on: Allianz's dramatic transformation from push to pull	Howatson+Company	Allianz Australia

B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1721	DEFYING DECLINE: THE REINVENTION OF THE WEET-BIX KID.	303	Sanitarium
B11c. Insight & Strategic Thinking - campaigns \$5-20 million	1723	Turning Road Safety Into A National Sport	Leo Australia	Suncorp Group
B12. Media-Led Ideas	1560	How Uber Eats delivered results by delivering Andy Murray	Special Australia	Uber Pty Ltd
B12. Media-Led Ideas	1677	"If You Can Take It, It's Yours": The tradie torture test that turbo-charged Selleys	Howatson+Company	Selleys
B12. Media-Led Ideas	1690	From Happy Meals to Squid Game: how Macca's grew up for the way young adults play	Akelo + OMD	McDonald's
B12. Media-Led Ideas	1711	How Kitchen Warehouse Mumnipulated Mother's Day	Special Australia	Kitchen Warehouse
B13. Innovative Marketing Strategy	1569	Medibank Family Roast	Colenso BBDO	Medibank
B13. Innovative Marketing Strategy	1748	How Telstra went from engineering-led to brand-led growth	Bear Meets Eagle On Fire	Telstra
B14. CX	1585	Effectiveness on a Plate: The Numbers behind Record Number Plate Sales	Publicis Australia + Publicis Edge	Personalised Plates Queensland
B14. CX	1735	How Lexus Australia tore up the traditional luxury automotive playbook by making it personal	Saatchi & Saatchi Australia + Team One	Lexus Australia
B15. Sponsorship Activity	1440	How The Grinch 'Ruinin it' helped Macca's reclaim summer sales and family share	Wieden+Kennedy Sydney	McDonald's Australia
B15. Sponsorship Activity	1455	Go Full Orange: The launch that took Hard Rated to #1	Clemenger BBDO	Asahi Beverages
B15. Sponsorship Activity	1561	How Uber Eats delivered results by delivering Andy Murray	Special Australia	Uber Pty Ltd
B15. Sponsorship Activity	1716	From Happy Meals to Squid Game: how Macca's grew up for the way young adults play	Akelo + OMD	McDonald's
B16. Data-Driven	1452	Effectiveness on a Plate: The Numbers behind Record Number Plate Sales	Publicis Australia + Publicis Edge	Personalised Plates Queensland
B16. Data-Driven	1708	Giving Every Australian Home A Voice	Leo Australia	Suncorp Group
B18a. Return On Investment - Commercial Over \$5million	1459	The Mid That Mattered: Carlton Dry's Record Growth and a Brand Reborn	Clemenger BBDO	Asahi Beverages
B18a. Return On Investment - Commercial Over \$5million	1559	How Uber Eats Embraced "Almost" to Become an "Anything" Delivery Brand.	Special Australia	Uber Eats
B18a. Return On Investment - Commercial Over \$5million	1607	BACK FROM THE DEAD! How a zombie apocalypse drove record-breaking electric vehicle sales for Kia.	Innocean Australia	Kia Australia
B18a. Return On Investment - Commercial Over \$5million	1623	All Kinds of Useful: How Origin Switched On a Category of One	Special Australia + Atomic 212	Origin
B18a. Return On Investment - Commercial Over \$5million	1635	The Off Season: helping mainlanders find their winter selves re-ignited an island economy	BMF	Tourism Tasmania
B18a. Return On Investment - Commercial Over \$5million	1643	How having an Eye for Value kept Dan Murphy's on top in a race to the bottom	BMF	Endeavour Drinks Group
B18a. Return On Investment - Commercial Over \$5million	1656	Tennis Australia: How hitting different made history for AO 2026	BMF	Tennis Australia
B18a. Return On Investment - Commercial Over \$5million	1686	It Takes You and a Ranger: Real-world proof beats polished promises.	VML Australia	Ford Australia
B18b. Return On Investment - Commercial Under \$5 million	1467	How Lean Cuisine listened to what nobody would admit	TBWA\Australia	Patties Food Group
B18b. Return On Investment - Commercial Under \$5 million	1586	Effectiveness on a Plate: The Numbers behind Record Number Plate Sales	Publicis Australia + Publicis Edge	Personalised Plates Queensland
B18b. Return On Investment - Commercial Under \$5 million	1646	SOLO Energy: How an icon became a category disruptor	Clemenger BBDO	Asahi Beverages
B18b. Return On Investment - Commercial Under \$5 million	1683	Care you can count on: Allianz's dramatic transformation from push to pull	Howatson+Company	Allianz Australia
B18b. Return On Investment - Commercial Under \$5 million	1712	How Kitchen Warehouse Mumnipulated Mother's Day	Special Australia	Kitchen Warehouse
B18b. Return On Investment - Commercial Under \$5 million	1719	How NESCAFÉ Café Creations brewed up a habit of unstoppable growth	Saatchi & Saatchi Australia	NESTLE
B18b. Return On Investment - Commercial Under \$5 million	1741	HOW A LUST FOR LIFE (AND TIGHT KHAKI SHORTS) DOUBLED LEVANDE RETIREMENT LIVING'S PRICING POWER.	303	Levande Retirement Living
B18c. Return On Investment - Social	1505	How we turned 10 cents into a million bucks	TBWA\Australia	VicReturns
B18c. Return On Investment - Social	1614	Life Is The Reason: Giving the nation a new reason to donate and saving a life every 11 minutes	M+C Saatchi Group	Australian Red Cross Lifeblood
B19. Short-Term Effects	1441	How The Grinch 'Ruinin it' helped Macca's reclaim summer sales and family share	Wieden+Kennedy Sydney	McDonald's Australia
B19. Short-Term Effects	1491	HOW HAPPINESS MADE AUSTRALIANS HAPPY TO SPEND RECORD AMOUNTS ON LAMB IN OUR COST-OF-LIVING CRISIS	Droga5 ANZ, part of Accenture Song + UM	Meat and Livestock Australia
B19. Short-Term Effects	1562	How Uber Eats delivered results by delivering Andy Murray	Special Australia	Uber Pty Ltd
B19. Short-Term Effects	1640	How having an Eye for Value kept Dan Murphy's on top in a race to the bottom	BMF	Endeavour Drinks Group
B19. Short-Term Effects	1649	Campbell's: Winning The Winter Window, When Everything Was Against Us _STE	Saatchi & Saatchi Australia + Spark Foundry	The Arnott's Group
B19. Short-Term Effects	1685	From Happy Meals to Squid Game: how Macca's grew up for the way young adults play	Akelo + OMD	McDonald's
B19. Short-Term Effects	1714	How Kitchen Warehouse Mumnipulated Mother's Day	Special Australia	Kitchen Warehouse
B20a. Long-Term Effects - Product	1544	The Barista-Led Revolution: How MILKLAB Used Professional Advocacy to Win the Supermarket Aisle	72andSunny	MILKLAB
B20a. Long-Term Effects - Product	1660	Original Tasmanian Timber	Bennett Agency	The Tasmanian Timber Promotion Board
B20a. Long-Term Effects - Product	1679	From "Unlikely to Grow" to Unstoppable: How Zespri SunGold Became Crazy Effective in a Commodity-Driven Category.	Dentsu Creative	Zespri
B20a. Long-Term Effects - Product	1718	How NESCAFÉ Café Creations brewed up a habit of unstoppable growth	Saatchi & Saatchi Australia	NESTLE
B20a. Long-Term Effects - Product	1736	How Lexus Australia tore up the traditional luxury automotive playbook by making it personal	Saatchi & Saatchi Australia + Team One	Lexus Australia
B20a. Long-Term Effects - Product	1744	Rebuilding Tooheys: Refreshing the brand's meaning for the modern world.	Thinkerbell	LION
B20b. Long-Term Effects - Services/Retail	1432	How NAB made more cents out of 'More Than Money'	TBWA Australia + Mindshare	NAB
B20b. Long-Term Effects - Services/Retail	1481	How Uber Eats Embraced "Almost" to Become an "Anything" Delivery Brand.	Special Australia	Uber Eats
B20b. Long-Term Effects - Services/Retail	1608	How making Tasmania the healthiest island on the planet took St Lukes from category challenger to leader.	Pangea Agency	St Lukes

B21. Brand Value	1602	The Monster Effect: Building Australia's Most Memorable Advertising	M&C Saatchi	Australian Retirement Trust
B21. Brand Value	1609	How making Tasmania the healthiest island on the planet took St Lukes from category challenger to leader.	Pangea Agency	St Lukes
B21. Brand Value	1722	DEFYING DECLINE: THE REINVENTION OF THE WEET-BIX KID.	303	Sanitarium
B21. Brand Value	1743	HOW A LUST FOR LIFE (AND TIGHT KHAKI SHORTS) TRIPLED LEVANDE RETIREMENT LIVING'S BRAND POWER.	303	Levande Retirement Living
B22. Performance Marketing	1680	How Charles Sturt Won the Audience Higher Ed Forgot	DC Experience	Charles Sturt University