

The 2011 Australian Effie Awards Winners				
Food Sponsor: The Newspaper Works				
	Agency	Client	Title of Campaign	Placing
	Clemenger BBDO Melbourne	Fonterra Brands (Australia)	Bega Cheese: "How human values can still win against price discounting"	Gold
	Mojo	Nestle	How advertising moved Carnation from 'old fashioned' to 'on trend'	Silver
	AJF Partnership	Bakers Delight	How the return of the real bakery led to the return of more customers	Silver
	UM	Unilever - Streets Magnum	Chasing Magnum Gold	Bronze
Confectionary & Snacks Sponsor: The Newspaper Works				
	Agency	Client	Title of Campaign	Placing
	Clemenger BBDO Sydney	The Wrigley Company	5 Gum: Stimulating your senses. . .and the entire gum category	Silver
	Clemenger BBDO Sydney	The Wrigley Company	Starburst: A near-death experience	Bronze
	Clemenger BBDO Melbourne	Mars Chocolate Australia	How Getting in the Buff gave M&M's the Chance to Show their True Colours	Bronze
Beverages Sponsor: Bacardi				
	Agency	Client	Title of Campaign	Placing
	The Works	Beam Global Australia	Over Beer? How CC became the fastest growing alcohol trademark in the country	Silver
	AJF Partnership	National Foods Ltd - Pura Light Start	Returning the glass half full	Silver
Other Consumer Goods Sponsor: BBC Worldwide				
	Agency	Client	Title of Campaign	Placing
	Happy Soldiers	Tontine	The first pillow with a 'best-before' date	Gold
	UM	Microsoft - Xbox	Australia Kinects	Bronze
	Leo Burnett Sydney	Canon	How Canon EOS grew market dominance by selling inspiration	Silver
Financial Services Sponsor: The Digital Edge				
Entry No.	Agency	Client	Title of Campaign	Placing
	Junior	Bank of Queensland (BOQ)	Smashing targets with the Owner-Manager story	Gold
	Whybin\TBWA\Tequila	RaboDirect	Waking Up People's Lazy Money	Gold
	Clemenger BBDO Melbourne	NAB	How NAB's break up changed banking in a single day	Silver
	BMF	Commonwealth Bank	Commonwealth Bank Home Seeker	Bronze
	BMF	Commonwealth Bank	Creating value in our advice from the inside out	Bronze
Other Services Sponsor: Trapdoor Productions				
	Agency	Client	Title of Campaign	Placing
	Whybin\TBWA\Tequila	NRMA Insurance	350% more efficient with just 28% of the budget – experience makes the difference	Silver
	The Monkeys	Telstra	How a 'functional family' injected relevance back into the fixedline home phone	Bronze
Travel, Leisure and Media Sponsor: OzTam				
	Agency	Client	Title of Campaign	Placing
	Leo Burnett Melbourne	Sportsbet.com.au	For People Who Like Results From Their Campaigns	Gold

	Clemenger BBDO & Proximity, Melbourne	Yellow Pages Australia	How hiding a restaurant proved that Yellow Pages worked better than ever – The Hidden Pizza Restaurant	Bronze
	HOST	Tourism Western Australia	The Extraordinarily Effective Taxi Ride	Bronze
	Mojo	Victorian Government - Tourism Victoria	Lose Yourself in Melbourne	Bronze
Government, Corporate and Social Services Sponsor: B&T				
	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
	Clemenger BBDO Melbourne	Guide Dogs Australia	Showing your support for those who cannot see	Silver
	Mojo	Department of Community Services	How advertising helped take the fear out of foster care	Bronze
	The Campaign Palace	National Disability Services	carecareers	Bronze
Return on Investment Sponsor: Pegasus Systems				
	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
	Leo Burnett Sydney	Canon	How Canon EOS grew market dominance by selling inspiration	Bronze
	Clemenger BBDO Melbourne	Fonterra Brands (Australia)	Bega Cheese: "How human values can still win against price discounting"	Bronze
Long Term Effects Sponsor: Advertising Standards Bureau				
	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
	Mojo	Victorian Government - Tourism Victoria	You'll love every piece of Victoria	Silver
	Clemenger BBDO Melbourne	M&M's	From contrived American Usurper to Aussie embraced icon	Bronze
	HOST	Bankwest	Money won't make you happy. But being happy can make you money.	Bronze
Most Original Thinking Sponsor: Adstream				
	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
	Happy Soldiers	Tontine	The first pillow with a 'best-before' date	Gold
	Clemenger BBDO Melbourne	Guide Dogs Australia	Showing your support for those who cannot see	Silver
	Clemenger BBDO Melbourne	Carlton & United Breweries	How Carlton Mid became a Queensland local.	Bronze
	Clemenger BBDO Melbourne	NAB	How NAB's break up changed banking in a single day	Bronze
New Product or Service Sponsor: EYE				
	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
	Clemenger BBDO Sydney	The Wrigley Company	5 Gum: Stimulating your senses. . .and the entire gum category	Gold
	The Monkeys	Telstra	How a 'functional family' injected relevance back into the fixedline home phone	Bronze
Small Budget (Under \$500K) Sponsor: Telstra				
	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
	George Patterson Y&R Melbourne	Defence Force Recruiting	Royal Australian Air Force: cracking the recruitment efficiency code	Silver
	Belgiovane Williams Mackay	Simplot: Birds Eye Fish Fingers	3D Thinking	Silver
	BMF	Commonwealth Bank	Commonwealth Bank Home Seeker	Bronze
Small Budget (Between \$500K - \$1 Million) Sponsor: Telstra				

	Agency	Client	Title of Campaign	Placing
	Leo Burnett Sydney	eBay Australia & New Zealand	How eBay Sparked Australia's First Cyber Christmas	Bronze
Best State Campaign Sponsor: EYE				
	Agency	Client	Title of Campaign	Placing
	The Campaign Palace	National Disability Services	carecareers	Bronze
Multicultural/Indigenous Sponsor: SBS in Language				
	Agency	Client	Title of Campaign	Placing
	Multicall Connexions	HSBC Bank Australia	The Chinese New Year Term Deposit Bonanza	Gold
The Effective Agency of the Year Sponsor: Commonwealth Bank				
Entry No.	Agency	Client	Title of Campaign	Placing
	Clemenger BBDO Melbourne			
The Grand Effie Sponsor: Millward Brown				
	Agency	Client	Title of Campaign	Placing
	Happy Soldiers	Tontine	The first pillow with a 'best-before' date	