



EMBARGOED UNTIL

11.00pm 25 August 2011

The 2011 Grand Effie Award Goes to Tontine's campaign for "The first pillow with a 'best-before' date"

- **Happy Soldiers takes out The Grand Effie**
- **8 gold Effie's awarded overall**
- **Clemenger BBDO Melbourne takes out The Effective Agency of the Year**

Happy Soldiers has been awarded the Grand Effie at the 3rd annual Effie awards. Their "The first pillow with a 'best-before' date" campaign on behalf of Tontine took out two Gold Effies.

The 2011 winners were announced at tonight's gala dinner in Sydney, which was attended by 450 guests.

The judges said The Grand Effie winner Happy Soldiers won convincingly due to its bold and original approach, delivering a long term solution and outstanding business results.

The Tontine campaign saw Happy Soldiers stamping its pillows with a 'use by date', and highlighted the importance of regularly updating bed linen with a fresh pillow. The campaign cut through an increasingly cluttered market and increased awareness in a creatively stagnant category. In the activation week, sales increased with an immediate uplift of +345% and far exceeded the agreed goal of a 30% sales increment.

Clemenger BBDO Melbourne took out the award for the "Effective Agency of the Year" for the second year in a row, winning ten Effie's in total.

"This year's record entries and the large turnout for the gala evening are a big vote of confidence in these awards. It is terrific to see that our marketing and advertising industry is so committed to proving the worth of their marketing programs under the harsh spotlight of peer review. There is no doubt that we are



continuing to build a very strong culture of accountability and effectiveness in Australia.” said the Chairman of the Australian Effie Awards, Matthew Melhuish.

In all, eight Gold Effie’s were awarded across 18 categories. The Wrigley Company campaign “5 Gum: Stimulating your senses....and the entire gum category” by Clemenger BBDO Sydney took out one Gold and one Silver. Bega Cheese: “How human values can still win against price discounting” by Clemenger BBDO Melbourne won a Gold and a Bronze.

Whybin\TBWA\ Tequila took out one Gold Effie for RaboDirect, so did Leo Burnett Melbourne for Sportsbet.com.au, along with Multicall Connexions for HSBC Bank Australia and Brisbane agency Junior for their client Bank of Queensland.

“The third Australian Effie awards saw an impressive growth, with 214 entries and 95 finalists, ensuring that all categories were strongly contested” said Chairman of Judges, Colin Wilson-Brown. “The finalists consistently displayed a level of excellence in sales success. Well done to all.”

The Effie Awards, recognising effectiveness in marketing communications, are presented by The Communications Council and the AANA in association with Telstra. They are supported by The Grand Effie sponsor Millward Brown and category sponsors.

The full list of gold Effie winners by category is as follows –

Food

- Clemenger BBDO Melbourne - Fonterra Brands (Australia) – Bega Cheese: “How human values can still win against price discounting”

Other Consumer Goods

- Happy Soldiers – Tontine: “The first pillow with a ‘best-before’ date”

Financial Services

- Junior - Bank of Queensland (BOQ): “Smashing targets with the Owner-Manager story”
- Whybin\TBWA\Tequila – RaboDirect: “Waking Up People's Lazy Money”



Travel, Leisure and Media

- Leo Burnett Melbourne - Sportsbet.com.au: “For People Who Like Results From Their Campaigns.”

Most Original Thinking

- Happy Soldiers - Tontine:” The first pillow with a ‘best-before’ date”

New Product or Service

- Clemenger BBDO Sydney - The Wrigley Company: “5 Gum: Stimulating your senses....and the entire gum category.”

Multicultural/Indigenous

- Multicall Connexions - HSBC Bank Australia: “The Chinese New Year Term Deposit Bonanza.”

In addition to the 8 gold Effies, 13 silvers and 22 bronzes were also awarded. The full list of winners is attached and can also be found on the Australian Effie Awards website: www.effies.com.au

The Australian EFFIES are proudly sponsored by –

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The Communications Council would like to thank all our sponsors for their generous support.

About The Effie Awards

The Effie Awards honor Australia's most significant achievements in marketing communications: ideas that work. Known by advertisers and agencies globally as the pre-eminent award in the industry, the Effies recognize any and all forms of marketing communications that contribute to a brand's success.

For further information on the Awards please call –

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