



The Australian Effie Awards 2010



The Grand Effie Award Goes to the Nestlé campaign for “How Allen’s Put the Smiles Back into Jellies”

- **JWT Sydney takes out The Grand Effie**
- **17 gold EFFIE’s awarded**
- **Clemenger BBDO Proximity Melbourne takes out The Effective Agency of the Year**

The top prize at the second Australian Effie Awards has been won by JWT with their “How Allen’s regained its category crown by using fresh insight to put the smiles back into Jellies” campaign on behalf of Nestlé.

The judges said The Grand EFFIE winner JWT faced a daunting challenge. It was a strong case, from beginning to end, with outstanding quantified results in a tough environment which created long term sustainability for an iconic brand.

Clemenger BBDO Proximity Melbourne took out the award for the inaugural “Effective Agency of the Year” award, winning six EFFIES in total.

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

The winners were announced at tonight’s gala dinner in Sydney, which was attended by five hundred guests.

“This year’s record entries and the big turnout for this year’s gala evening is a huge vote of confidence. It is great to see that our industry is so committed to justifying and proving their campaigns’ worth to clients” said Chairman of the Australian Effie Awards, Matthew Melhuish.



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In all, 17 gold EFFIES were awarded across 17 categories. The McDonalds 'The burgers aren't better at Hungry Jack's!' campaign by DDB won two gold EFFIEs as did the Qantas' Time to Choose (M&C Saatchi) and Football Federation Australia's, The Great Christmas Gift Swindle (Lowe Sydney), with FBI Radio Ask Richard (Branson) campaign (Naked Communications) taking out two gold awards and one silver.

"The second Australian EFFIE awards saw 154 entries and 102 finalists, which is impressive" said Chairman of Judges, Colin Wilson-Brown.

"The judges were very pleased with the quality of entries, which shows there are plenty of marketing and advertising communications centring on effective ideas. The winning entries truly reflect the breadth and depth of our current industry." he said.

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

Food Confectionary and Snacks

- JWT (Nestle) "How Allen's Regained Its Category Crown by Using Fresh Insight to Put the Smiles Back Into Jellies"
- Naked Communications (George Weston Foods) "How the Ministry of Muffins revived the fortunes of Little Bites of Cake"

Beverages

- AJF Partnership (National Foods - Farmers Union Iced Coffee 750ml Stubby) "Fading brand legend gets FUICed and wins 9.5% growth"
- Clemenger BBDO Proximity, Melbourne (CUB) 'Dry Dreams' - "How liberating Gen Y'ers useless dreams made the fickle commit"

Healthcare

- Ward6 (Valeant Pharmaceuticals), "UV Triplegard's case for avoiding the sea of sameness"

Consumer Services

- M&C Saatchi / Mark (Qantas Frequent Flyer), "Time to Choose"
- BMF /The White Agency/ IKON Communications (Commonwealth Bank), "Home Loans Online Marketing Programme"

Government, Corporate and Social Services

- The Campaign Palace (Cancer Institute NSW), "The Dark Side of Tanning"



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Return on Investment

- M&C Saatchi / Mark (Qantas Frequent Flyer), “Time to Choose”

Long Term Effects

- Belgiovane Williams Mackay (Telstra BigPond), “The Power of Belonging”

Most Original Thinking

- Lowe Sydney (Football Federation Australia), “The Great Christmas Gift Wrapping Swindle”
- Naked Communications (FBi Radio) “How to save an iconic Australian radio station: Ask Richard (Branson)”

New Product or Service

- DDB Sydney (McDonald's), “The burgers aren't better at Hungry Jack's!”

Small Budget under \$500K

- Lowe Sydney (Football Federation Australia), “The Great Christmas Gift Wrapping Swindle”
- Naked Communications (FBi Radio) “How to save an iconic Australian radio station: Ask Richard (Branson)”

Small Budget Between \$500K - \$1 Million

- DDB and phdcreative (McDonald's Australia and Ronald McDonald House Charities (RMHC) Australia) “How a little 'Hope, Love and Courage' revitalised one of Australia's longest standing charity fundraisers”

Best State Campaign

- The Brand Agency (Curtin University of Technology) “The Box”

In addition to the 17 gold EFFIES, 15 silvers and 18 bronzes were also awarded. The full list of winners can be found on the Australian Effie Awards website:

www.effies.com.au

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For further information on the Awards please call –

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