

**The Australian Effie Awards 2010
Finalists**

AGENCY	CLIENT	CATEGORY	ENTRY TITLE	ENTRY #	STATE
Naked Communications	FBI Radio	Travel, Leisure & Media	How to save an iconic Australia radio station: Ask Richa	188	NSW
Droga5	V Australia	Travel, Leisure & Media	"How to fill plane in 4320 minutes"	166	NSW
HOST	Air New Zealand	Travel, Leisure & Media	Home Sweet As	154	NSW
AJF Partnership	National Foods - Farmers Union Iced Coffee	Small Budget Under \$500,000	Fading brand legend gets FUIced and wins 9.5% growt	31	VIC
Leo Burnett	Canon EOS	Small Budget Under \$500,000	EOS Photo 5	129	NSW
M&C Saatchi / Mark / IKON Communicator	Westfield	Small Budget Under \$500,000	All I want for Christmas is a Westfield Gift Card	46	NSW
BMF	Commonwealth Bank	Small Budget Under \$500,000	Stimulus Package	50	NSW
HOST	Air New Zealand	Small Budget Under \$500,000	Home Sweet As	85	NSW
Lowe Sydney	Football Federation Australia	Small Budget Under \$500,000	The Great Christmas Gift Wrapping Swindle	98	NSW
303	Australian Olive Association	Small Budget Under \$500,000	Fresher Tastes Better	69	NSW
M&C Saatchi / Mark	Optus	Small Budget Under \$500,000	Tape Recorder	38	NSW
Naked Communications	FBI Radio	Small Budget Under \$500,000	How to save an iconic Australia radio station: Ask Richa	187	NSW
Pusher	Snack Brands Australia	Small Budget Under \$500,000	Samboy is Back!	33	NSW
DDB and phdcreative	McDonald's Australia and Ronald McDonald H	Small Budget \$500k - \$1 Millio	How a little Hope, Love and Courage revitalised one of	68	NSW
Ward6	Valeant Pharmaceuticals	Small Budget \$500k - \$1 Millio	UV Triplegard's case for avoiding the sea of sameness	186	NSW
OMD Fuse	Fonterra Brands Australia	Small Budget \$500k - \$1 Millio	Kids can do BIG things	144	VIC
303	Racing and Wagering WA	Small Budget \$500k - \$1 Millio	Player - The launch of the new name in racing and spor	66	WA
M&C Saatchi / Mark	Qantas Frequent Flyer	Return on Investment	Time to Choose	74	NSW
Naked Communications	Telstra	Return on Investment	The Southern Hemisphere's Biggest Ever Truck Campa	175	NSW
M&C Saatchi / Mark	Optus	Return on Investment	Tape Recorder	40	NSW
BMF	Commonwealth Bank	Return on Investment	Stimulus Package	76	NSW
Clemenger BBDO Proximity Melbourne	Yellow Pages	Return on Investment	Businesses Get Their Numbers Up With Yellow Pages	203	VIC
Clemenger BBDO Proximity Melbourne	CUB	Return on Investment	Carlton Draught - 'Drop the Bomb'	167	VIC
DDB Group Melbourne	Whirlpool	Return on Investment	The reinvigoration of an Aussie advertising icon	81	VIC
The White Agency/ IKON Communications	Commonwealth Bank	Return on Investment	Commonwealth Bank Home Loans Online Marketing Pr	146	San Fra
Three Drunk Monkeys	UBank	Retail/Etail	"Saving is the new Spending"	179	NSW
Smart Melbourne	Specsavers	Retail/Etail	New Brands Changing The Category Paradigm Need C	163	VIC
Host	Bankwest	Retail/Etail	How acting like a retailer made for happier banking	34	NSW
DDB Group Melbourne	Whirlpool	Other Consumer Goods	The reinvigoration of an Aussie advertising icon	15	VIC
The Campaign Palace / MediaCom	Bonds	Other Consumer Goods	Undie Pride	118	NSW
George Patterson Y&R	Colgate Palmolive	Other Consumer Goods	Thanks Mum	151	NSW
Leo Burnett	Canon EOS	Other Consumer Goods	Great photography is about inspiration, not technology	124	NSW
Whybin\TBWA\Tequila	Nissan Motor Co. (Australia) Pty. Ltd.	Other Consumer Goods	Making Hearts Race Through Innovative Communicatio	97	NSW
AJF Partnership	GM Holden	Other Consumer Goods	How a big car maker turned the small car market on its	23	VIC
BMF	Commonwealth Bank	One-to-One	Stimulus Package	75	NSW
Belgiovane Williams Mackay	Telstra Mobile Plus	One-to-One	Reconnecting with Small Business	58	NSW
Clemenger BBDO Proximity Melbourne	Yellow Pages	One-to-One	Businesses Get Their Numbers Up With Yellow Pages	202	VIC
M&C Saatchi / Mark	ANZ	One-to-One	The Chase	42	NSW
DDB Sydney	McDonald's	New Product or Service	The burgers aren't better at Hungry Jack's!	197	NSW
Sapient Nitro	sanofi aventis	New Product or Service	Sweet Dreams	70	QLD
DDB Group Melbourne	Bingle - Suncorp Personal Insurance	New Product or Service	Pushing the frontiers of car insurance	113	VIC
JWT	Johnson & Johnson	New Product or Service	A good offence is often the best defence: How using a r	195	VIC
AJF Partnership	GM Holden	New Product or Service	How a big car maker turned the small car market on its	11	VIC
Clemenger BBDO	Campbell's Soup	New Product or Service	How Fully Loaded Man Squeezed Out the Competition	64	NSW
303	Racing and Wagering WA	New Product or Service	Player - The new name in racing and sports betting	62	WA
JWT	Kraft	New Product or Service	It's Vegemite, but different	115	VIC
LOUD	PPS Optus Pty Ltd	Multicultural/Indigenous	Ethnic Market Launch	137	NSW

M&C Saatchi / Mark / IKON Communication	Westfield	Most Original Thinking	All I want for Christmas is a Westfield Gift Card	49	NSW
The Campaign Palace / MediaCom	Bonds	Most Original Thinking	Undie Pride	120	NSW
Lowe Sydney	Football Federation Australia	Most Original Thinking	The Great Christmas Gift Wrapping Swindle	30	NSW
Clemenger BBDO Proximity, Melbourne	Mars Chocolate	Most Original Thinking	Not taking M&Ms for granted	172	VIC
Naked Communications	FBi Radio	Most Original Thinking	How to save an iconic Australia radio station: Ask Richa	185	NSW
303	Bible Society NSW	Most Original Thinking	Jesus. All about life.	145	WA
Whybin\TBWA\Tequila	Nissan	Most Original Thinking	Making Hearts Race Through Innovative Communicatio	96	NSW
Clemenger BBDO Proximity Melbourne	CUB	Most Original Thinking	Dry Dreams' - "How liberating Gen Y'ers useless dream	194	VIC
M&C Saatchi / Mark	Optus	Most Original Thinking	Tape Recorder	41	NSW
BMF	Weight Watchers	Most Original Thinking	Frump to fresh: How the ups and downs of weight loss k	139	NSW
Clemenger BBDO Proximity, Melbourne	National Australia Bank	Most Original Thinking	Sign up to fight unfair banking	170	VIC
Clemenger BBDO Proximity Melbourne	CUB	Most Original Thinking	Carlton Draught - Drop the Bomb	165	VIC
Belgiovane Williams Mackay	Telstra (BigPond)	Long Term Effects	The Power of Belonging	55	NSW
George Patterson Y&R	Defence Force Recruiting	Long Term Effects	Tour of Duty	169	NSW
M&C Saatchi / Mark / MPG	Optus	Long Term Effects	Pre-Paid	126	NSW
bellamyhayden	GlaxoSmithKline	Healthcare	Sensodyne Chill Test	152	NSW
Ward6	Valeant Pharmaceuticals	Healthcare	UV Triplegard's case for avoiding the sea of sameness	178	NSW
The Furnace	GSK	Healthcare	Kicking the Habit	22	NSW
DDB and phdcreative	McDonald's Australia and Ronald McDonald H	Government, Corporate And S	How a little Hope, Love and Courage revitalised one of	60	NSW
The Campaign Palace	The Heart Foundation (Victoria)	Government, Corporate And S	Warning Signs Campaign 2009	100	NSW
The Campaign Palace	Cancer Institute NSW	Government, Corporate And S	Dark Side of Tanning	92	NSW
Grey Melbourne	Worksafe	Government, Corporate And S	Young Workers	78	VIC
Grey Melbourne	Transport Accident Commission	Government, Corporate And S	Driving a record low road toll for the second consecutive	8	VIC
Clemenger BBDO Proximity - Melbourne	Mars Chocolate	Food, Confectionary & Snacks	Not taking M&Ms for Granted	94	VIC
JWT	Nestle	Food, Confectionary & Snacks	How Allen's Regained Its Category Crown by Using Fre	191	NSW
DDB Sydney	McDonald's	Food, Confectionary & Snacks	The burgers aren't better at Hungry Jack's!	196	NSW
DDB Sydney	Continental Cup a Soup	Food, Confectionary & Snacks	My cup runneth over	119	NSW
Naked Communications	George Weston Foods	Food, Confectionary & Snacks	How the Ministry of Muffins revived the fortunes of Little	184	NSW
Belgiovane Williams Mackay	Sanitarium Up&Go	Food, Confectionary & Snacks	Freedom	56	NSW
Whybin\TBWA\Tequila	Goodman Fielder - La FAMIGLIA	Food, Confectionary & Snacks	Leading the category into premiumisation to overcome t	105	NSW
Clemenger BBDO	Campbell's Soup	Food, Confectionary & Snacks	How Fully Loaded Man Squeezed Out the Competition	63	NSW
JWT	Kraft	Food, Confectionary & Snacks	Philadelphia - Try It On	114	VIC
Publicis Mojo	Weis Frozen Foods	Food, Confectionary & Snacks	The Taste on Everyone's Lips	89	QLD
DRAFTFCB	Kraft Foods - OREO	Food, Confectionary & Snacks	OREO tales on Goliath in the Battle of the Barrel.	80	VIC
The White Agency/ IKON Communications	Commonwealth Bank	Consumer Services	Home Loans Online Marketing Programme	173	San Fran
Three Drunk Monkeys	UBank	Consumer Services	Saving is the new spending	181	NSW
BMF	Weight Watchers	Consumer Services	Frump to fresh: How the ups and downs of weight loss k	103	NSW
M&C Saatchi / Mark	Qantas Frequent Flyer	Consumer Services	Time to Choose	72	NSW
M&C Saatchi / Mark / MPG	Optus	Consumer Services	Pre-Paid	125	NSW
BADJAR Ogilvy	AAMI	Consumer Services	AAMI Swans	121	VIC
HOST	Bankwest	Consumer Services	How acting like a retailer made for happier banking	156	NSW
Clemenger BBDO Proximity, Melbourne	National Australia Bank	Consumer Services	Sign up to fight unfair banking	147	VIC
AJF Partnership	National Foods - Farmers Union Iced Coffee	Beverages – Alcoholic & Non-	Fading brand legend gets FUICed and wins 9.5% growth	24	VIC
Clemenger BBDO Proximity - Melbourne	CUB	Beverages – Alcoholic & Non-	Dry Dreams' - "How liberating Gen Y'ers useless dream	189	VIC
Clemenger BBDO Proximity Melbourne	CUB	Beverages – Alcoholic & Non-Alc	Carlton Draught - Drop The Bomb	17	VIC
OMD Fuse	Fonterra Brands Australia	Beverages – Alcoholic & Non-	Kids can do BIG things	143	VIC
The Campaign Palace	The Heart Foundation (Victoria)	Best State Campaign	Warning Signs	101	VIC
303	Racing and Wagering WA	Best State Campaign	Player - WA's new sports betting brand	109	VIC
Grey Melbourne	Transport Accident Commission	Best State Campaign	Driving a record low road toll for the second consecutive	9	NSW
The Brand Agency	Curtin University of Technology	Best State Campaign	The Box	84	WA

303	Bible Society NSW	Best State Campaign	Jesus. All about life.	133	NSW
Leo Burnett	Canon EOS	Best Marketing Campaign	Great photography is about inspiration, not technology	128	VIC
BMF & Commonwealth Bank	Commonwealth Bank	Best Marketing Campaign	Stimulus Package	77	NSW
DDB Sydney	George Weston Foods	Best Marketing Campaign	Abbott's Village Bakery: Marketing As It Should Be	88	NSW
DDB Group Melbourne	Whirlpool	Best Marketing Campaign	The reinvigoration of an Aussie advertising icon	79	VIC