

## The 2016 Australian Effie Awards Winners

### Retail / Etail Sponsor Think TV

Entry No.	Agency	Client	Title of Campaign	Placing
225	BMF	Aldi Australia	The Christmas campaign that was so effective, we had to pull it off air	Silver
149	BMF	Aldi Australia	On for the Retail Brave: Converting the Haters	Bronze

### Food, Confectionery and Snacks

Entry No.	Agency	Client	Title of Campaign	Placing
157	The Monkeys	Meat & Livestock Australia	Operation Boomerang	Gold
232	BMF	Meat & Livestock Australia	Turning the Corner on a Forty Year Decline	Bronze

### Beverages

Entry No.	Agency	Client	Title of Campaign	Placing
86	Mr Wolf	Taylors Wines	How cooling things down can heat things up	Bronze

### Other Consumer Goods

Entry No.	Agency	Client	Title of Campaign	Placing
299	Leo Burnett Sydney	Samsung Electronics Australia	Samsung Galaxy Tab S2: A data love story	Bronze

### Health and Wellbeing Sponsor: Healthcare Communications Council

Entry No.	Agency	Client	Title of Campaign	Placing
160	The Monkeys	Blackmores	The power of knowledge: How an 80-year-old reclaimed thought leadership	Gold

### Financial Services

Entry No.	Agency	Client	Title of Campaign	Placing
275	Whybin\TBWA Group Melbourne	ANZ	Owning the First Job Trigger	Gold
235	Whybin\TBWA Sydney	RaboDirect	Shonky Savers	Bronze

### Travel, Leisure and Media Sponsor: B&T

Entry No.	Agency	Client	Title of Campaign	Placing
217	AFFINITY	Narellan Pools	Diving into Data for Narellan Pools	Silver

### Government

Entry No.	Agency	Client	Title of Campaign	Placing
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311	J. Walter Thompson Sydney	NSW Rural Fire Services	From Apathy to Action	Silver
145	The Brand Agency	Water Corporation	Drop 2: How one small action helped a city save water	Bronze

Not For Profit & Cause Related Marketing Sponsor UnLtd				
Entry No.	Agency	Client	Title of Campaign	Placing
315	J. Walter Thompson Sydney	NSW Rural Fire Services	From Apathy to Action	Silver
219	J. Walter Thompson Melbourne	Beyondblue	It's not you, it's your brain: encouraging young people to seek support for mental illness	Bronze
304	McCann Melbourne	Seeing Eye Dogs Australia (Vision Australia)	Free Puppies Forever	Bronze

Best State Campaign				
Entry No.	Agency	Client	Title of Campaign	Placing
213	Meerkats Brand Leadership Company	Brownes Dairy	Don't lie to your Mum: How honesty turned the tide for Brownes Yogurt	Silver
319	J.Walter Thompson Sydney	NSW Rural Fire Services	From Apathy to Action	Bronze

Return on Investment Sponsor ThinkTV				
Entry No.	Agency	Client	Title of Campaign	Placing
359	Red Planet	Qantas	Turning retail conventions on their head for the Qantas Wanderlust sale	Silver
294	AFFINITY	Narellan Pools	Diving into data for Narellan Pools	Bronze

Short Term Effects				
Entry No.	Agency	Client	Title of Campaign	Placing
166	The Monkeys	Meat & Livestock Australia	Operation Boomerang	Gold
226	BMF	Aldi Australia	The Christmas campaign that was so effective, we had to pull it off air	Silver
347	Clemenger BBDO Melbourne	Myer	Myer Wonderul Hold Music	Bronze

Most Original Thinking Sponsor Shootsta				
Entry No.	Agency	Client	Title of Campaign	Placing
165	The Monkeys	Meat & Livestock Australia	Operation Boomerang	Gold
252	303 MullenLowe	Budget Direct	Captain Risky	Bronze
376	Grey Melbourne	MS Limited Australia	This Bike has Multiple Sclerosis	Bronze

New Product or Service Sponsor The Monkeys Cobbler				
Entry No.	Agency	Client	Title of Campaign	Placing

326	DDB Sydney	Westpac	Culture eats category for breakfast	Silver
408	Atomic 212° Group	Double Robotics	Lucy the Robot	Bronze
183	gyro	USG Boral	Next Generation	Bronze

#### Small Budget

Entry No.	Agency	Client	Title of Campaign	Placing
238	J. Walter Thompson Melbourne	Beyondblue	It's not you, it's your brain: encouraging young people to seek support for mental illness	Bronze
362	Leo Burnett Melbourne	SPC Ardmona	#MyFamilyCan	Bronze

#### Digitally Led Ideas

Entry No.	Agency	Client	Title of Campaign	Placing
296	AFFINITY	Narellan Pools	Diving into Data for Narellan Pools	Silver

#### PR Led Campaign

Entry No.	Agency	Client	Title of Campaign	Placing
271	Whybin\TBWA Group Melbourne	ANZ	Push for an Equal Future	Bronze

#### Insight & Strategic Thinking

Entry No.	Agency	Client	Title of Campaign	Placing
298	AFFINITY	Narellan Pools	Diving into Data for Narellan Pools	Silver
273	Whybin\TBWA Group Melbourne	ANZ	Push for an Equal Future	Silver
400	J. Walter Thompson Sydney	NSW Rural Fire Services	From Apathy to Action	Bronze

#### On-Line Brands

Entry No.	Agency	Client	Title of Campaign	Placing
374	BMF	Sportsbet	The Idea that cost Sportsbet Millions	Silver

#### Use of Data

Entry No.	Agency	Client	Title of Campaign	Placing
297	AFFINITY	Narellan Pools	Diving into Data for Narellan Pools	Gold
358	Red Planet	Qantas	Turning retail conventions on their head for the Qantas Wanderlust sale	Silver
218	Leo Burnett Sydney	Samsung Electronics Australia	Samsung Galaxy Tab S2: A data love story	Bronze

#### The Effective Advertiser of the Year

Entry No.	Agency	Client	Title of Campaign	Placing
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Entry No.	Agency	Client	Title of Campaign	Placing
	Officeworks	AJF Partnership, Initiative Media, DT Digital, Columbus, Haystac, Mango, Rapp		

**The Effective Agency of the Year**

Entry No.	Agency	Client	Title of Campaign	Placing
	The Monkeys			

**The Grand Effie Sponsor Think TV**

Entry No.	Agency	Client	Title of Campaign	Placing
	The Monkeys	Meat & Livestock Australia	Operation Boomerang	