



Embargoed until 00:01am Friday 9th September, 2016

2016 Effie Award Winners Announced

- **The Monkeys named Effective Agency of the Year**
- **The Monkeys awarded Grand Effie for Operation Boomerang - Meat and Livestock Australia**
- **Six Gold Effies awarded overall**
- **Officeworks is awarded Effective Advertiser of the Year**

The Monkeys has been named Effective Agency of the Year at the 2016 Australian Effie Awards, scooping one Gold for Blackmore's case: 'The power of knowledge: How an 80-year-old reclaimed thought leadership', and three Golds for Meat & Livestock Australia's 'Operation Boomerang' - a case which also won the coveted Grand Effie.

Described as Meat & Livestock Australia's most successful Australia Day Lamb campaign to date, 'Operation Boomerang' was awarded for demonstrating a very compelling and clear business case, with a high degree of difficulty; judges said the strategy was bold, disruptive, and extremely effective.

The remaining two Gold awards were presented to AFFINITY for the Narellan Pools case, 'Diving into data for Narellan Pools', and Whybin\TBWA Group Melbourne for the entry, 'Owning the First Job Trigger' for ANZ.

The ceremony which took place at Doltone House, Jones Bay Wharf, in Sydney last night, delivered a further 13 silver and 20 bronze awards, bringing the total number of agencies awarded for outstanding measurable results to 27 and the number of clients to 23.

The Effective Advertiser of the Year award was presented to Officeworks. The jury said the Officeworks marketing team not only have a very impressive case history and set of results, but a great argument for the science and art of marketing over simple merchandising. The team was praised for their consistent approach and focus on effectiveness; a long term commitment to their agency partners; and, processes that give everyone the best chance of success, internally and externally.

Anthony Freedman, Chairman of The Australian Effie Awards, said: "Now in their eighth year, the Effies have become one of the most important dates in our industry's calendar. Each year, the quality of the cases raises the bar for great creative and strategic thinking that delivers real value to clients businesses. These awards have one of the most rigorous judging processes, led by Chairman of Judges Colin Wilson-Brown through three stages of judging with 170 agency and marketing leaders, so even to become an Effies finalist is a huge achievement - to take home metal is outstanding. Congratulations to all of our winners and finalists. "

He continued: "I'd also like to thank effectiveness expert and consultant, Peter Field, for speaking at the Awards ceremony last night, and our marquee sponsor, research driven, marketing and technology development company, Think TV, for their support."

The full list of Gold Effie winners by category is as follows:



Food, Confectionery & Snacks

- The Monkeys – Meat & Livestock Australia – Operation Boomerang

Health & Wellbeing

- The Monkeys – Blackmores - The power of knowledge: How an 80-year-old reclaimed thought leadership

Financial Services

- Whybin\TBWA Group Melbourne – ANZ – Owing The First Job Trigger

Short Term Effects

- The Monkeys – Meat & Livestock Australia – Operation Boomerang

Most Original Thinking

- The Monkeys – Meat & Livestock Australia – Operation Boomerang

Use of Data

- AFFINITY – Narellan Pools – Diving into Data for Narellan Pools

All case studies will be online at www.effies.com.au from tomorrow.

The Communications Council would like to thank its sponsors and supporters for their generous support, including: Marquee Sponsor Think TV, B&T, Healthcare Communications Council, Shootsta, The Monkeys Cobbler, and UnLtd.

- Ends -

For further comment call

Anthony Freedman
Chairman, The Australian Effie Awards
+61 403797797

About The Effie Awards

The Effie Awards honour 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 recognise any and all forms of marketing communications that contribute to a brand's success.