



## The 2012 Grand Effie Award Goes to 303Lowe's 'Enjoy The Ride'

- **303Lowe Perth takes out The Grand Effie**
- **Eight Gold Effies awarded overall**
- **George Patterson Y&R Sydney takes out The Effective Agency of the Year**

The annual effectiveness awards celebrated 21 winning agencies and clients at last night's gala Effie dinner in Sydney.

Perth agency 303Lowe has been awarded the Grand Effie at the 4th annual Effie awards. Its 'Enjoy the Ride' campaign took out two Gold Effies for The Office of Road Safety of Western Australia

The 'Enjoy the Ride' campaign was launched to tackle the increasing problem of speed related accidents on Western Australian roads; it especially targeted low level speeders. 303Lowe's campaign sought to convince road users of the impact of low level speeding and encouraged drivers to 'slow down and enjoy the journey'.

The Effie Judges described this campaign as fresh, bold and inspiring while delivering outstanding results. It succeeded in driving effective behavioural change among speeders, resulting in Western Australia's lowest road toll attributable to speeding in a decade.

George Patterson Y&R Sydney was honoured as Effective Agency of the Year winning two Gold and three Silver Effies, spanning the categories of Retail/Etail, Government, Corporate & Social Services, Most Original Thinking, Best State Campaign and Small Budget (Under \$500K).

Chairman of the Australian Effie Awards, Matthew Melhuish said: "This year we are celebrating the fourth annual Effie awards, again marking our industry's commitment to a strong and dynamic effectiveness culture. Marketing thinking has moved on a lot in recent years and the greater availability of data is helping to advance accountability and results based approaches. These awards are a wonderful showcase of excellent strategic thinking, bold campaign ideas, new measurement techniques, clever use of insight and great ROI and they set the bar for us all. My congratulations go to all our finalists and winners."

In all, eight Gold Effies were awarded across 19 categories, including the newly introduced Short Term Effects and Transformational Digital Business Platform categories.

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



### **Retail/Etail**

- George Patterson Y&R Sydney- St Vincent de Paul Society -'Vinnies Signed Finds'

### **Financial Services**

- Whybin\TBWA\Tequila- RaboDirect – 'Encouraging Australians To Steal Back Their Dreams'

### **Transformational Digital Business Platform**

- BMF- Commonwealth Bank- 'The World's First Investment Property Simulator'

### **Government, Corporate and Social Services**

- 303Lowe Perth- The Office of Road Safety Western Australia – 'Enjoy The Ride'

### **Most Original Thinking**

- George Patterson Y&R Sydney- St Vincent de Paul Society- 'Vinnies Signed Finds'
- Naked Communications - Art Series Hotels – 'Steal Banksy'

### **Best State Campaign**

- 303Lowe Perth - The Office of Road Safety Western Australia- 'Enjoy The Ride'

### **Small Budget under \$500K**

- Naked Communications - Art Series Hotels – 'Steal Banksy'

In addition to the eight Gold Effies, 20 Silver and 16 Bronze Effies were also awarded. All case studies will be online at [www.affies.com.au](http://www.affies.com.au) from tomorrow.

The Effies are jointly presented by The Communications Council, Telstra and the Australian Association of National Advertisers (AANA).

Other sponsors and supporters include Millward Brown, The Advertising Standards Bureau, B&T, Commonwealth Bank, OzTam, The Newspaper Works, The Digital Edge, Trapdoor Productions and TSS.

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

#### **For further comment call**

Matthew Melhuish  
Chairman, The Australian Effie Awards  
+61 419 925 559

#### **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.