

The 2013 Australian Effie Awards Winners

Retail / Etail Sponsor: emma

	Agency	Client	Title of Campaign
138	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning

Food Sponsor: emma

	Agency	Client	Title of Campaign
246	BMF	Meat & Livestock Australia	Lambnesia - An 8 year old idea smashes all sales results records
51	DDB Sydney	McDonald's Australia	Value which puts a McSmile on your face
139	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning

Beverages Sponsor: Commonwealth Bank

	Agency	Client	Title of Campaign
87	GPY&R Melbourne	Schweppes	The Cocktail Revolution
65	AJF Partnership	Lion - Dare Iced Coffee	How Communication Allowed Dare to go Mental
259	Clemenger BBDO Melbourne	CUB - Victoria Bitter	Reviving a dying Australian icon

Other Consumer Goods Sponsor: Trapdoor Productions

	Agency	Client	Title of Campaign
118	Whybin\TBWA Sydney	MJ Bale	Grazed on Greatness

Healthcare Sponsor: Healthcare Communications Council

	Agency	Client	Title of Campaign
234	Ward6	Gilead	Beyond HIV

Financial Services Sponsor: The Digital Edge

Entry No.	Agency	Client	Title of Campaign
96	Whybin\TBWA Sydney	RaboDirect	Steal Back Your Dreams
179	303Lowe	Aussie	Why should the banks have things all their own way

Other Services Sponsor: Trapdoor Productions

	Agency	Client	Title of Campaign
74	Havas WW Sydney & One Green Bean	Virgin Mobile Australia	How Doug Pitt helped Virgin Mobile redefine retention marketing
106	Whybin\TBWA Sydney	NRMA Insurance	Car Creation

Travel, Leisure and Media Sponsor: emma

	Agency	Client	Title of Campaign
5	Iris Sydney	Christchurch & Canterbury Tourism	How big thinking got Aussies back to Christchurch
187	HOST	Air New Zealand	The Kiwi Sceptics: How Branded Content Sold Seats
186	Naked Communications Melbourne	Art Series Hotels	The Overstay Checkout: Overstay you're welcome

Government, Corporate and Social Services Sponsor: B&T

	Agency	Client	Title of Campaign
263	Droga5	The United Nations	I Was Here for World Humanitarian 2012 - a different kind of donation
195	Saatchi & Saatchi	Greenpeace	Getting John West to Change its Tuna

Best State Campaign Sponsor: Commonwealth Bank

	Agency	Client	Title of Campaign
94	McCann Melbourne	Metro Trains	Dumb Ways to Die
104	Whybin\TBWA Sydney	Taronga Conservation Society	Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive.
271	JWT & The Campaign Palace	NSW Rural Fire Service	Overcoming "It won't happen to me"
107	Whybin\TBWA Sydney	NRMA Insurance	Car Creation

Return on Investment Sponsor: The Digital Edge

	Agency	Client	Title of Campaign
120	Whybin\TBWA Sydney	MJ Bale	Grazed on Greatness
162	Whybin\TBWA Sydney	NRMA Insurance	Car Creation
140	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning

Short Term Effects Sponsor: Advertising Standards Bureau

	Agency	Client	Title of Campaign
247	BMF	Meat & Livestock Australia	Lambnesia - An 8 year old idea smashes all sales results records
95	McCann Melbourne	Metro Trains	Dumb Ways to Die
145	GPY&R Brisbane	V8 Supercars	Facebook Powered Slot Cars

Most Original Thinking Sponsor: Millward Brown

	Agency	Client	Title of Campaign
183	Naked Communications Melbourne	Art Series Hotels	The Overstay Checkout: Overstay you're welcome
141	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning

New Product or Service Sponsor: Adstream

	Agency	Client	Title of Campaign
63	DraftFCB	Beiersdorf	Nothing Beats the power of Black and White
40	The Works	Beam Global Australia	Devils' Cut: Launching a new bourbon as effective as hell

Small Budget (Under \$500K) Sponsor: Millward Brown

	Agency	Client	Title of Campaign
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185	Naked Communications Melbourne	Art Series Hotels	The Overstay Checkout: Overstay you're welcome
98	McCann Melbourne	Metro Trains	Dumb Ways to Die
142	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning
Small Budget (Between \$500K - \$1 Million) Sponsor: Millward Brown			
	Agency	Client	Title of Campaign
154	Iris Sydney	Christchurch & Canterbury Tourism	How big thinking got Aussies back to Christchurch
Digital Platforms Sponsor: Adstream			
	Agency	Client	Title of Campaign
143	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning
243	DDB Sydney & OMD	Telstra	Telstra AO Digital Performance Platform
The Effective Agency of the Year Sponsor: Commonwealth Bank			
	Agency	Client	Title of Campaign
	Whybin\TBWA Sydney		
The Grand Effie Sponsor: Millward Brown			
	Agency	Client	Title of Campaign
	Whybin\TBWA Sydney	NRMA Insurance	Car Creation

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