

The Australian Effie Awards 2014 Finalists

Entry Number	Category	Agency	Client	Entry Title	STATE
144	Best State Campaign	JWT Perth/Sydney	Royal Automobile Club of WA	The attention powered car	NSW
139	Best State Campaign	McCann	Metro Trains	Dumb Ways to Die: The Game	VIC
70	Beverages	AJF Partnership	Lion	How not thinking straight helped Dare win	VIC
264	Beverages	ClemengerBBDO Melbourne	CUB	How being stupid was sensible for Carlton Dry	VIC
58	Beverages	Host	The COKE Company	How "Just Adding Zero" sold millions	NSW
121	Confectionary & Snacks	Clemenger BBDO Sydney	The Smith's Snack food Company	How thinly cut stopped the chippy slap	NSW
204	Digital Platforms	DT and Ogilvy	KFC	Snack! In the Face. The smart phone game that's 36 times better than TV	NSW
106	Digital Platforms	Whybin \TBWA	Zuni: safe and well online	Appreciate a Mate	NSW
205	Digitally Led Ideas	DT and Ogilvy	KFC	Snack! In the Face. The smart phone game that's 36 times better than TV	NSW
37	Digitally Led Ideas	Saatchi & Saatchi	Luxottica	How OPSM created a new medical device to revive growth	NSW
181	Digitally Led Ideas	The Monkeys	Boost Mobile	Stay Living: The Campaign that Slayed sales targets	NSW
105	Digitally Led Ideas	Whybin \TBWA	Zuni: safe and well online	Appreciate a Mate	NSW
203	Financial Services	303Lowe	Challenger	Challenger Retirement on Paper Campaign	NSW
236	Financial Services	ClemengerBBDO Melbourne	National Australia Bank	How a little appreciation can go a long way	VIC
180	Financial Services	M&C Saatchi	Commonwealth Bank	O(pposite) Week 2014. Flipping a 10 year strategy on its head	NSW
220	Financial Services	MLC owned by the National Australia Bank	MLC owned by the National Australia Bank	How test driving your retirement achieved an 343% ROI For MLC	NSW
98	Financial Services	Whybin \TBWA	nabtrade	Fortune favours the well informed	NSW
186	Food	DT and Ogilvy	KFC	Snack! In the Face. The smart phone game that's 36 times better than TV	NSW
50	Food	Res Publica	Unilever Australasia	Flora pro-active - Lowering the cholesterol of real Australians	NSW
125	Government, Corporate & Social Services	AJF Partnership	The Australian National Preventive Health Agency	How suffering made people quit	VIC
218	Government, Corporate & Social Services	BMF	Department of Communications, the digital switchover taskforce	Switching the Nation	NSW
72	Government, Corporate & Social Services	GPY&R Melbourne	Defence Force Recruiting	Women in the Air Force	VIC
56	Government, Corporate & Social Services	Grey Australia	Transport Accident Commission	Wipe Off 5; Driving a community to slow down	VIC
201	Government, Corporate & Social Services	Havas Worldwide, Finch, Red Agency, Reactive	Save our Sons	The world's first petition-signing robot. Driving the Australian Govt to action	NSW
143	Government, Corporate & Social Services	JWT Perth/Sydney	Royal Automobile Club of WA	The attention powered car	NSW
128	Government, Corporate & Social Services	McCann	Victorian Responsible Gambling Foundation	100 Day Challenge	VIC
92	Government, Corporate & Social Services	Whybin \TBWA	Tourism New Zealand	Every day a different story	NSW
26	Healthcare	Saatchi & Saatchi	Luxottica	How OPSM created a new medical device to revive growth	NSW
71	Long Term Effects	AJF Partnership	Lion	How Dare dared to be brave	VIC
214	Long Term Effects	AJF Partnership	iSelect	How Mr iselect became the unlikely hero of health insurance	VIC
187	Long Term Effects	BMF	Meat & Livestock Australia	Lamb & Sam - Creating a new Aussie tradition	NSW
166	Long Term Effects	Cummins&Partners/Maxus	Fiat Chrysler Group LLC	You bought a jeep? Here's why.	VIC

65	Long Term Effects	FCB Sydney	Lindt & Sprungli	Re-invigorating the category to become number 1 in dark chocolate	NSW
207	Long Term Effects	M&C Saatchi	Home Timber & Hardware	Go where the tradies go	VIC
132	Long Term Effects	Ogilvy Australia	AAMI	AAMI's Rhonda and Ketut - A love story	VIC
278	Long Term Effects	The Monkeys	Parmalat Oak	Effectively Killing Hungrythirsty Dead	NSW
157	Long Term Effects	The Works	Candian Club, Beam Global Australia	Cracking the code of canadian Club - from zero to hero	NSW
110	Long Term Effects	Whybin \TBWA	RaboDirect	Steal Back your dreams	NSW
217	Most Original Thinking	ClemengerBBDO Melbourne	BONDS	How BOOBS made BONDS serious	VIC
266	Most Original Thinking	ClemengerBBDO Melbourne	CUB	How being stupid was sensible for Carlton Dry	VIC
145	Most Original Thinking	JWT Perth/Sydney	Royal Automobile Club of WA	The attention powered car	WA
129	Most Original Thinking	McCann	Victorian Responsible Gambling Foundation	100 Day Challenge	VIC
184	Most Original Thinking	The Monkeys	Boost Mobile	Stay Living: The Campaign that Slayed sales targets	NSW
107	Most Original Thinking	Whybin \TBWA	Zuni: safe and well online	Appreciate a Mate	NSW
198	New Product or Service	BMF	FFA	The Wanderer Effect: Australia's newest oldest football club	NSW
224	New Product or Service	ClemengerBBDO Melbourne	BONDS	How BOOBS made BONDS serious	VIC
225	New Product or Service	MLC owned by the National Australia Bank	MLC owned by the National Australia Bank	How test driving your retirement achieved an 343% ROI For MLC	NSW
215	Other Consumer Goods	ClemengerBBDO Melbourne	BONDS	How BOOBS made BONDS serious	VIC
163	Other Consumer Goods	Cummins&Partners	Australian Office- Reflex	How to achieve effectiveness through Enwhitment	VIC
165	Other Consumer Goods	Cummins&Partners/Maxus	Fiat Chrysler Group LLC	You bought a jeep? Here's why.	
17	Other Consumer Goods	MediaCom Australia & Leo Burnett	Canon	Eye vs Eye	NSW
27	Other Services	Saatchi & Saatchi	Luxottica	How OPSM created a new medical device to revive growth	NSW
182	Other Services	The Monkeys	Boost Mobile	Stay Living: The Campaign that Slayed sales targets	NSW
103	Other Services	Whybin \TBWA	TAB	Using tweets to predict the Melbourne Cup winner	NSW
53	Retail/Etail	303Lowe	Western Australian TAB	A man on a horse: Putting the love back into a lovable brand	WA
119	Retail/Etail	AJF Partnership	Office Works	How big ideas became big business	VIC
113	Retail/Etail	BMF	Aldi	Coffee snobbery for the masses	NSW
162	Return on Investment	AJF Partnership	Office Works	How big ideas became big business	VIC
179	Return on Investment	Banjo	Destination NSW	Sparking and sustaining a love affair with Sydney	NSW
285	Return on Investment	BMF	FFA	The Wanderer Effect: Australia's newest oldest football club	NSW
122	Return on Investment	Clemenger BBDO Sydney	The Smith's Snack food Company	How thinly cut stopped the chippy slap	NSW
216	Return on Investment	ClemengerBBDO Melbourne	BONDS	How BOOBS made BONDS serious	
167	Return on Investment	Cummins&Partners/Maxus	Fiat Chrysler Group LLC	You bought a jeep? Here's why.	VIC
73	Return on Investment	GPY&R Melbourne	Defence Force Recruiting	Women in the Air Force	
206	Return on Investment	Havas Worldwide, Finch, Red Agency, Reactive	Save our Sons	The world's first petition-signing robot. Driving the Australian Govt to action	NSW
138	Return on Investment	McCann	Metro Trains	Dumb Ways to Die: The Game	VIC
290	Return on Investment	The Monkeys	Parmalat - Oak	Effectively Killing Hungrythirsty dead	NSW
183	Return on Investment	The Monkeys	Boost Mobile	Stay Living: The Campaign that Slayed sales targets	NSW
99	Return on Investment	Whybin \TBWA	nabtrade	Fortune favours the well informed	NSW
97	Return on Investment	Whybin \TBWA	Tourism New Zealand	Every day a different story	NSW
131	Short Term Effects	McCann	Victorian Responsible Gambling Foundation	100 Day Challenge	VIC
135	Short Term Effects	McCann	Metro Trains	Dumb Ways ato die: The Game	VIC
102	Short Term Effects	Whybin \TBWA	TAB	Using tweets to predict the Melbourne Cup winner	NSW
232	Short Term Effects	ZenithOptimedia	20th Century Fox	Breaking the theatrical mould	NSW
238	Small Budget	ClemengerBBDO Melbourne	National Australia Bank	How a little appreciation can go a long way	VIC
130	Small Budget	Host	Australain Indigenous Education Foundation	This will never happen	NSW

23	Small Budget	Saatchi & Saatchi	National Art School	How removing the art led to the National Art School's best year ever	NSW
108	Small Budget	Whybin \TBWA	Zuni: safe and well online	Appreciate a Mate	NSW
6	Travel, Leisure & Media	Banjo	Destination NSW	Sparking and sustaining a love affair with Sydney	NSW
54	Travel, Leisure & Media	Whybin \TBWA	Tourism New Zealand	Every day a different story	NSW