

The 2010 Australian Effie Award Winners

Category: Retail / Etail		Sponsor: The Newspaper Works	
Agency	Client	Title of Campaign	Placing
HOST	Bankwest	How acting like a retailer made for happier banking	Bronze
Three Drunk Monkeys	UBank	Saving is the new spending	Bronze
Category : Food, Confectionary & Snacks		Sponsor: The Newspaper Works	
Agency	Client	Title of Campaign	Placing
JWT	Nestle'	How Allen's Regained Its Category Crown by Using Fresh Insight to Put the Smiles Back Into Jellies	Gold
Naked Communications	George Weston Foods	How the Ministry of Muffins revived the fortunes of Little Bites of Cake	Gold
DDB	McDonald's	The burgers aren't better at Hungry Jack's!	Silver
Clemenger BBDO Proximity, Melbourne	Mars Chocolate	Not taking M&Ms for granted	Silver
JWT	Kraft	Philadelphia - Try It On	Bronze
Category: Beverages		Sponsor: Bacardi	
Agency	Client	Title of Campaign	Placing
AJF Partnership	National Foods - Farmers Union Iced Coffee 750ml Stubby	Fading brand legend gets FUIced and wins 9.5% growth	Gold
Clemenger BBDO Proximity, Melbourne	CUB	'Dry Dreams' - "How liberating Gen Y'ers useless dreams made the fickle commit"	Gold
Category: Other Consumer Goods		Sponsor: EYE	
Agency	Client	Title of Campaign	Placing
AJF Partnership	GM Holden	How a big car maker turned the small car market on its head	Silver
The Campaign Palace \ MediaCom	Bonds	Undie Pride	Silver
Leo Burnett	Canon EOS	Great photography is about inspiration, not technology	Bronze
Whybin\TBWA\Tequila	Nissan Motor Co. (Australia) Pty. Ltd.	Making Hearts Race Through Innovative Communications	Bronze
Category: Healthcare		Sponsor: Healthcare Communications Council	
Agency	Client	Title of Campaign	Placing
Ward6	Valeant Pharmaceuticals	UV Triplegard's case for avoiding the sea of sameness	Gold
The Furnace	GSK	Kicking the habit	Silver
Category: Consumer Services		Sponsor: Trapdoor Productions	

Agency	Client	Title of Campaign	
M&C Saatchi / Mark	Qantas Frequent Flyer	Time to Choose	Gold
BMF /The White Agency/ IKON Communications	Commonwealth Bank	Home Loans Online Marketing Programme	Gold
Category: One-to-One		Sponsor: Open Up To Mail	
Agency	Client	Title of Campaign	
Belgiovane Williams Mackay	Telstra Mobile Plus	Reconnecting with Small Business	Silver
BMF / Commonwealth Bank	Commonwealth Bank	Stimulus Package	Bronze
Category: Travel, Leisure & Media		Sponsor: Radio Network	
Agency	Client	Title of Campaign	
Naked Communications	FBI Radio	How to save an iconic Australian radio station: Ask Richard (Branson)	Silver
HOST	Air New Zealand	Home Sweet As	Bronze
Category: Government, Corporate and Social Services		Sponsor: B&T	
Agency	Client	Title of Campaign	
The Campaign Palace	Cancer Institute NSW	Dark Side of Tanning	Gold
The Campaign Palace	The Heart Foundation (Victoria)	Warning Signs Campaign 2009	Silver
DDB and phdcreative	McDonald's Australia and Ronald McDonald House Charities (RMHC) Australia	How a little 'Hope, Love and Courage' revitalised one of Australia's longest standing charity fundraisers.	Bronze
Category: Return on Investment		Sponsor: Pegasus Systems	
Agency	Client	Title of Campaign	
M&C Saatchi / Mark	Qantas Frequent Flyer	Time to Choose	Gold
BMF / Commonwealth Bank	Commonwealth Bank	Stimulus Package	Silver
Clemenger BBDO Proximity, Melbourne	CUB	Carlton Draught - Drop the Bomb	Bronze
Clemenger BBDO Proximity, Melbourne	Yellow Pages	Businesses Get Their Numbers Up With Yellow Pages	Bronze
Category: Long Term Effects		Sponsor: Advertising Standards Bureau	
Agency	Client	Title of Campaign	
Belgiovane Williams Mackay	Telstra (BigPond)	The Power of Belonging	Gold
M&C Saatchi / Mark / MPG	Optus	Pre-Paid	Bronze
Category: Most Original Thinking		Sponsor: Adstream	
Agency	Client	Title of Campaign	
Lowe Sydney	Football Federation Australia	The Great Christmas Gift Wrapping Swindle	Gold
Naked Communications	FBI Radio	How to save an iconic Australian radio station: Ask Richard (Branson)	Gold
Clemenger BBDO Proximity, Melbourne	CUB	Carlton Draught - Drop the Bomb	Silver
Clemenger BBDO Proximity, Melbourne	Mars Chocolate	Not taking M&Ms for granted	Silver

The Campaign Palace \ MediaCom	Bonds	Undie Pride	Bronze
Category: New Product or Service		Sponsor: EYE	
Agency	Client	Title of Campaign	
DDB Sydney	McDonald's	The burgers aren't better at Hungry Jack's!	Gold
AJF Partnership	GM Holden	How a big car maker turned the small car market on its head	Silver
JWT	Johnson & Johnson	A good offence is often the best defence.	Bronze
Category: Small Budget Under \$500k		Sponsor: SBS in Language	
Agency	Client	Title of Campaign	
Lowe Sydney	Football Federation Australia	The Great Christmas Gift Wrapping Swindle	Gold
Naked Communications	FBI Radio	How to save an iconic Australian radio station - Ask Richard (Branson)	Gold
AJF Partnership	National Foods - Farmers Union Iced Coffee 750ml Stubby	Fading brand legend gets FUIced and wins 9.5% growth	Silver
M&C Saatchi / Mark	Optus	Tape Recorder	Bronze
Category: Small Budget Between \$500K - 1 Million		Sponsor: SBS In Language	
Agency	Client	Title of Campaign	
DDB and phdcreative	McDonald's Australia and Ronald McDonald House Charities (RMHC) Australia	How a little 'Hope, Love and Courage' revitalised one of Australia's longest standing charity fundraisers.	Gold
303 Group	Racing and Wagering WA	Player - The launch of the new name in racing and sports betting	Silver
OMD Fuse	Fonterra Brands Australia	Kids can do BIG things	Bronze
Category: Best State Campaign		Sponsor: OzTam	
Agency	Client	Title of Campaign	
The Brand Agency	Curtin University of Technology	The Box	Gold
The Campaign Palace	The Heart Foundation (Victoria)	Warning Signs	Silver
Category: Best Marketing Campaign		Sponsor: Telstra	
Agency	Client	Title of Campaign	
BMF & Commonwealth Bank	Commonwealth Bank	Stimulus Package	Bronze
DDB Group Melbourne	Whirlpool	The reinvigoration of an Aussie advertising icon	Bronze
Leo Burnett	Canon EOS	Great photography is about inspiration, not technology	Bronze
The Effective Agency of the Year		Sponsor: Commonwealth Bank	
Agency			
Clemenger BBDO Proximity, Melbourne			
The Grand Effie		Sponsor: Millward Brown	
Agency	Client	Title of Campaign	
JWT	Nestle'	How Allen's Regained Its Category Crown by Using Fresh Insight to Put the Smiles Back Into Jellies	The Grand Effie