

The 2017 Australian Effie Awards Winners				
Retail / Etail Sponsor: Think TV				
Entry No.	Agency	Client	Title of Campaign	Placing
355	BMF	ALDI Australia	The ALDI Christmas campaign that out-sold its' Effie winning predecessor	Silver
Food, Confectionery & Snacks Sponsor: Facebook				
Entry No.	Agency	Client	Title of Campaign	Placing
123	The Monkeys	Meat & Livestock Australia	"Bloody Idiots and Ratbags" do it again for Lamb	Silver
103	Clemenger BBDO Melbourne	MARS Australia	HUNGERITHM: The angrier the Internet, the cheaper the SNICKERS	Bronze
Beverages				
Entry No.	Agency	Client	Title of Campaign	Placing
285	TBWA\Integer	Hahn	Hahn Ultra Launch	Silver
131	Clemenger BBDO / TKT Sydney	Frucor Beverages - V Energy	The Massive Hit	Silver
231	Vizeum / The Story Lab	Vodka Cruiser	Vodka Cruiser TV LIVE on Facebook	Bronze
133	TKT Sydney	Frucor Beverages - OVI Hydration	OVI - Finding Truth In the Fridges Of Australia	Bronze
Other Consumer Goods				
Entry No.	Agency	Client	Title of Campaign	Placing
179	BWM Dentsu	Toyota	Anything Goes: How returning to RAV4's roots led to record sales	Silver
224	The Works	Black Hawk	How Black Hawk took a big bite out of the premium dog food market	Bronze
Health and Wellbeing Sponsor: Healthcare Communications Council				
Entry No.	Agency	Client	Title of Campaign	Placing
335	Leo Burnett Melbourne	headspace National Youth Mental Health Foundation	Reword: Changing Online Bullying Behaviour	Silver
286	AFFINITY	Flordis	Don't Ignore a Cough	Bronze
319	Ogilvy Sydney	Nestle Australia	Turning an Achilles heel into the greatest weapon	Bronze
Financial Services				
Entry No.	Agency	Client	Title of Campaign	Placing
307	BMF	TAL Insurance	Launching a brand nobody had heard of... in a category nobody likes	Silver
220	J. Walter Thompson Sydney	Challenger	'What's your lifestyle expectancy?'	Bronze

Other Services Sponsor: Shootsta				
Entry No.	Agency	Client	Title of Campaign	Placing
260	whiteGREY	GMHBA	Enough to make you sick	Silver
Travel, Leisure and Media				
Entry No.	Agency	Client	Title of Campaign	Placing
283	BMF	Football Federation Australia	You've Gotta Have a Team: Bringing the next generation of fans into the Hyundai A-League	Silver
Government				
Entry No.	Agency	Client	Title of Campaign	Placing
271	BMF	Australian Government - Department of Social Services	The campaign that got millions of Australians to help prevent violence in future generations	Silver
Not For Profit & Cause Related Marketing Sponsor: UnLtd				
Entry No.	Agency	Client	Title of Campaign	Placing
249	BMF	Australian Government - Department of Social Services	The campaign that got millions of Australians to help prevent violence in future generations	Silver
Return on Investment Sponsor: Think TV				
Entry No.	Agency	Client	Title of Campaign	Placing
375	GTB	Ford Motor Company	The Science of Truck	Bronze
Short Term Effects				
Entry No.	Agency	Client	Title of Campaign	Placing
357	BMF	ALDI Australia	The ALDI Christmas campaign that out-sold its' Effie winning predecessor	Silver
126	The Monkeys	Meat & Livestock Australia	"Bloody Idiots and Ratbags" do it again for Lamb	Silver
Most Original Thinking Sponsor: Facebook				
Entry No.	Agency	Client	Title of Campaign	Placing
353	Leo Burnett Melbourne	headspace National Youth Mental Health Foundation	Reward: Changing Online Bullying Behaviour	Gold
New Product or Service Sponsor: Displayground				
Entry No.	Agency	Client	Title of Campaign	Placing
330	Leo Burnett Melbourne	headspace National Youth Mental Health Foundation	Reward: Changing Online Bullying Behaviour	Silver
Small Budget				

Entry No.	Agency	Client	Title of Campaign	Placing
275	Host	#Redefinewomen	#redefinewomen - A social movement that took sexism out of the dictionary	Silver
348	Leo Burnett Melbourne	headspace National Youth Mental Health Foundation	Reword: Changing Online Bullying Behaviour	Silver
290	AFFINITY	Flordis	Don't Ignore a Cough	Bronze
Digitally Led Ideas				
Entry No.	Agency	Client	Title of Campaign	Placing
295	AFFINITY	Flordis	Don't Ignore a Cough	Silver
PR Led Campaign				
Entry No.	Agency	Client	Title of Campaign	Placing
280	BMF	Football Federation Australia	You've Gotta Have a Team: Bringing the next generation of fans into the Hyundai A-League	Bronze
Insight & Strategic Thinking Sponsor: Hourigan International				
Entry No.	Agency	Client	Title of Campaign	Placing
281	BMF	Football Federation Australia	You've Gotta Have a Team: Bringing the next generation of fans into the Hyundai A-League	Gold
352	Leo Burnett Melbourne	headspace National Youth Mental Health Foundation	Reword: Changing Online Bullying Behaviour	Gold
269	BMF	Australian Government - Department of Social Services	The campaign that got millions of Australians to help prevent violence in future generations.	Silver
125	The Monkeys	Meat & Livestock Australia	"Bloody Idiots and Ratbags" do it again for Lamb	Silver
On-Line Brands				
Entry No.	Agency	Client	Title of Campaign	Placing
276	Host	#Redefinewomen	#redefinewomen - A social movement that took sexism out of the dictionary	Bronze
Use of Data				
Entry No.	Agency	Client	Title of Campaign	Placing
75	AFFINITY	Flordis	Don't Ignore a Cough	Gold
198	Wunderman-Bienalto / Quantum	Woolworths Rewards	Project Segment of One	Bronze
Media-Led Idea				
Entry No.	Agency	Client	Title of Campaign	Placing
96	Vizeum / The Story Lab	Vodka Cruiser	Vodka Cruiser TV LIVE on Facebook	Bronze
Media Partnership Activation				

Entry No.	Agency	Client	Title of Campaign	
226	Clemenger BBDO Sydney	Wrigley Pacific	Extra, The Bachelor and Woolworths - a mutually rewarding love story	Silver
Long Term Effects Sponsor: Hourigan International				
Entry No.	Agency	Client	Title of Campaign	
181	AJF Partnership	Lion - Dare Iced Coffee	How not thinking straight led to long-term growth.	Gold
374	GTB	Ford Motor Company	Tough is not Enough	Silver
127	The Monkeys	Meat & Livestock Australia	You Never Lamb Alone: Two Years of Unprecedented Growth	Silver
308	J. Walter Thompson Sydney	Bayer Consumer Care	From Big Nights to Big Days	Bronze
53	Redhanded	Kubota Tractor Australia	Kubota. This is the Life	Bronze
The Effective Advertiser of the Year				
	Client	Agencies	Title of Campaign	
	ANZ Australia	TBWA\Melbourne, PHD Media, Analytic Partners, IPSOS Research		
The Effective Agency of the Year				
	Agency	Client	Title of Campaign	
	BMF			
The Grand Effie Sponsor: Think TV				
	Agency	Client	Title of Campaign	
181	AJF Partnership	Lion - Dare Iced Coffee	How not thinking straight led to long-term growth	