



Embargoed until 00:01am Friday 1st September, 2017

2017 Effie Award Winners Announced

- **BMF named Effective Agency of the Year**
- **AJF Partnership awarded Grand Effie for “How not thinking straight led to long-term growth” - Lion, Dare Iced Coffee**
- **Five Gold Effies awarded overall**
- **ANZ Australia is awarded Effective Advertiser of the Year**

BMF has been named Effective Agency of the Year at the 2017 Australian Effie Awards, scooping one Gold, one Silver and one Bronze for Football Federation Australia campaign “You’ve gotta have a team: Bringing the next generation of fans into the Hyundai A-League”, three Silver for Australian Government - Department of Social Services “The campaign that got millions of Australians to help prevent violence in future generations”, two Silver for ALDI Australia’s “The ALDI Christmas campaign that out-sold it’s Effie winning predecessor”, and one Silver for TAL Insurance campaign “Launching a brand nobody had heard of... in a category nobody likes”.

Two Golds were presented to Leo Burnett Melbourne for headspace National Youth Mental Health Foundation campaign “Reword: Changing Online Bullying Behaviour”, one Gold to AFFINITY for Floridis campaign “Don’t Ignore a Cough” and one Gold to AJF Partnership for Lion – Dare Ice Coffee campaign “How not thinking straight led to long term growth”, which also went on to claim the coveted Grand Effie.

Dare successfully took on Australian iced coffee brands and international pick-me-ups by creating a new consumption occasion: becoming the habitual choice for whenever people are not thinking straight. The judges said the strategic challenge was significant given the breadth and strength of competition in the category. The objective was both clear, ambitious and delivered outstanding growth and ROI.

The ceremony which took place at ICC’s Parkside Ballroom in Darling Harbour, in Sydney last night, delivered a further 22 Silver and 15 Bronze awards, bringing the total number of agencies awarded for outstanding measurable results to 25 and the number of clients to 24.

The Effective Advertiser of the Year award was presented to ANZ Australia. The jury said, “ANZ’s entry very clearly expresses the steps they take to achieve advertising effectiveness. There may be nothing unique in their processes but ANZ is a great example of a large Australian marketing team intent on achieving best practice. The effectiveness and creative awards they have achieved are testament to the culture and approach of the team at ANZ.”

Jaimes Leggett Chair of The Communications Council, said “Now in their ninth year, the Effies have become one of the most important dates in our industry’s calendar. Each year, the quality of the cases raises the bar for great creative and strategic thinking that delivers real value to clients’ businesses. These awards have one of the most rigorous judging processes, led by Chairman of Judges, Colin Wilson-Brown through three stages of judging with 175 agency and marketing leaders. So, even to become an Effies finalist is a huge achievement – to take home metal is outstanding. Congratulations to all of our winners and finalists.”



He continued: "I'd also like to thank the effectiveness godfathers, Peter Field and Les Binet, for speaking at the awards ceremony last night, and our marquee sponsor, research driven, marketing and technology development company, Think TV, for their support."

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

Most Original Thinking

- Leo Burnett Melbourne - headspace National Youth Mental Health Foundation - Reword: Changing Online Bullying Behaviour

Insight & Strategic Thinking

- BMF - Football Federation Australia - You've Gotta Have a Team: bringing the next generation of fans into the Hyundai A-League
- Leo Burnett Melbourne - headspace National Youth Mental Health Foundation - Reword: Changing Online Bullying Behaviour

Use of Data

- AFFINITY – Flordis - Don't Ignore a Cough

Long Term Effects

- AJF Partnership - Lion - Dare Iced Coffee - How not thinking straight led to long-term growth

All case studies will be online at www.affies.com.au from 1 September 2017.

The Communications Council would like to thank its sponsors and supporters for their generous support, including: Marquee Sponsor Think TV, Playground, Facebook, Healthcare Communications Council, Hourigan International, Shootsta, and UnLtd.

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About The Effie Awards

The Effie Awards honour 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 recognise any and all forms of marketing communications that contribute to a brand's success.