

<b>The 2019 Australian Effie Awards Winners</b>				
<b>Retail / Etail</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
48	BMF	ALDI Australia	The More the Merrier: ALDI's Christmas invite that opened up Aussie hearts, minds and wallets	Silver
49	BMF	ALDI Australia	Good Different Phase 2: Questioning the cult of Loyalty	Silver
122	AJF GrowthOps	Officeworks	How one word changed EOFYTHING	Bronze
<b>Food, Confectionery &amp; Snacks</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
86	DDB Sydney	McDonald's Australia	I'm lovin' the short of it (as much as the long)	Gold
253	VMLY&R / DDB Sydney	McDonald's Australia	How 'play' drove McDonald's highest ever guest count on its lowest media budget	Silver
56	BMF	George Weston Foods/Abbotts Village Bakery	How Abbotts Village Bakery became a breadwinner	Bronze
<b>Other Consumer Goods</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
33	WhiteGREY / Mindshare	Volvo Car Australia	Omtanke: rethinking Volvo	Silver
<b>Health and Wellbeing</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
280	McCann Health	Procter & Gamble	Poo Romance - The Sequel	Bronze
<b>Financial Services</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
185	The Monkeys	NRMA Insurance	How reviving its original purpose reversed 8 years of decline for NRMA Insurance	Gold
<b>Other Services Sponsor: Facebook</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
177	The Monkeys	Telstra	How not worrying about data took Telstra Pre-Paid from decline to growth.	Silver
120	Clemenger BBDO Sydney	Tabcorp	Head vs Heart	Bronze
<b>Travel, Leisure and Media</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
45	Ipswich City Council	Ipswich City Council	Discover Ipswich - Humans Wanted	Silver
31	AFFINITY	Tourism Central Coast	From the couch to the Coast: Shifting perception for unprecedented ROI	Bronze

Best Smaller State Campaign				
Entry No.	Agency	Client	Title of Campaign	Placing
59	The Brand Agency	Foodbank WA	Turning a box of nothing into breakfast for WA Kids	Gold
278	Ipswich City Council	Ipswich City Council	Discover Ipswich - Humans Wanted	Silver
Return on Investment Sponsor: Think TV				
Entry No.	Agency	Client	Title of Campaign	Placing
180	The Monkeys	Telstra	How not worrying about data took Telstra Pre-Paid from decline to growth	Silver
158	Richards Rose	Mitsubishi Motors Australia	How small SUVs drove Mitsubishi to #1	Bronze
Short Term Effects				
Entry No.	Agency	Client	Title of Campaign	Placing
167	News Corp Australia	The Heart Foundation Australia	Australia's Worst Serial Killer	Gold
50	BMF	ALDI Australia	The More the Merrier: ALDI's Christmas invite that opened up Aussie hearts, minds and wallets	Silver
123	AJF GrowthOps	Officeworks	How one word changed EOFYTHING	Bronze
Most Original Thinking				
Entry No.	Agency	Client	Title of Campaign	Placing
51	BMF	ALDI Australia	Good Different Phase 2: Questioning the cult of Loyalty	Gold
196	The Monkeys	Blackmores	How Blackmores enjoyed personal best results by getting Australians in the mood to move.	Silver
New Product or Service				
Entry No.	Agency	Client	Title of Campaign	Placing
243	CHE Proximity	RACV	Cover for their Overconfidence	Silver
237	Clemenger BBDO Melbourne	Carlton & United Breweries	Making a Hero out of Carlton Zero	Bronze
Brand Value Sponsor KPMG				
Entry No.	Agency	Client	Title of Campaign	Placing
110	BMF	ALDI Australia	How a German supermarket became Australia's most trusted brand	Gold
186	The Monkeys	NRMA Insurance	How reviving its original purpose reversed 8 years of decline for NRMA Insurance	Silver
32	WhiteGREY / Mindshare	Volvo Car Australia	Omtanke: rethinking Volvo	Bronze
Not For Profit Organisations Sponsor UnLtd				
Entry No.	Agency	Client	Title of Campaign	Placing
58	The Brand Agency	Foodbank WA	Turning a box of nothing into breakfast for WA kids	Gold

174	News Corp Australia	The Heart Foundation	Australia's worst serial killer	Silver
<b>Insights &amp; Strategic Thinking</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
244	CHE Proximity	RACV	Cover for their Overconfidence	Silver
214	The Monkeys	NRMA Insurance	How reviving its original purpose reversed 8 years of decline for NRMA Insurance	Silver
111	BMF	Department of Social Services (DSS), Australian Federal Government	From deflection to action: the campaign that rallied millions of Australians to help stop violence against women at the start	Bronze
<b>Government</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
53	BMF	Department of Social Services (DSS), Australian Federal Government	From deflection to action: the campaign that rallied millions of Australians to help stop violence against women at the start	Bronze
<b>Positive Change Sponsor Ad Standards</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
175	News Corp Australia	The Heart Foundation Australia	Australia's Worst Serial Killer	Silver
<b>Shopper Marketing Sponsor Displayground</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	<b>Placing</b>
216	VMLY&R / DDB Sydney	McDonald's Australia	Monopoly	Bronze
<b>Media Led Idea or Media Partnership</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	
179	News Corp Australia	The Heart Foundation	Australia's worst serial killer	Gold
<b>Marketing Solutions Other Than Advertising</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	
275	CHE Proximity	RACV	Cover for their Overconfidence	Bronze
<b>Long Term Effects Sponsor ThinkTV</b>				
<b>Entry No.</b>	<b>Agency</b>	<b>Client</b>	<b>Title of Campaign</b>	
238	Clemenger BBDO Melbourne	Carlton & United Breweries	Overtaking the Classics to become Australia's favourite beer	Gold
132	DDB Sydney	VW Amarok	Transforming power into profit - a story about workhorses and thoroughbreds	Bronze
<b>The Effective Advertiser Award</b>				
	<b>Client</b>	<b>Agencies</b>	<b>Title of Campaign</b>	
	ALDI Australia	BMF		

The Effective Agency of the Year				
	Agency	Client	Title of Campaign	
	BMF			
The Grand Effie Sponsor: Think TV				
	Agency	Client	Title of Campaign	
238	Clemenger BBDO Melbourne	Carlton & United Breweries	Overtaking the Classics to become Australia's favourite beer	