

## The 2009 Australian Effie Awards Finalists

### A. Retail/Etail

| Entry No. | Agency   | Client                                   | Title of Campaign   | State |
|-----------|--|--|---|-------|
| 039       | M&C Saatchi Sydney                             | Optus                                    | Optus Vs. Telstra   | NSW   |
| 065       | M&C Saatchi Sydney                             | Woolworths                               | An Olympic Idea without an Olympic Sponsorship  | NSW   |
| 108       | DDB Sydney                                     | McDonald's                               | Falling in love with chook - McDonald's 'Moments' Chicken Campaign  | NSW   |
| 114       | Clemenger BBDO / Clemenger Proximity Melbourne | Mercedes-Benz Australia/ Pacific Pty Ltd | Let's Talk. 2421 Cars in 60 days. Mercedes-Benz retailing a prestige brand in a credit crunched environment | VIC   |
| 122       | Three Drunk Monkeys                            | FOXTEL                                   | FOXTEL'S Good News Sale   | NSW   |

Category Total: 5

### B. Food, Confectionary & Snacks

| Entry No. | Agency                   | Client                        | Title of Campaign   | State |
|-----------|--------------------------|-------------------------------|---|-------|
| 006       | JWT Melbourne            | Kraft Foods                   | How do you like your Vegemite?  | VIC   |
| 059       | Clemenger BBDO Melbourne | Patties Foods (Four'N Twenty) | Four'N Twenty Magic Salad Plate   | VIC   |
| 070       | BMF                      | Meat and Livestock Australia  | Lamb on Australia Day 2007 - 2009: Defying the law of Diminishing Returns | NSW   |
| 079       | Clemenger BBDO Sydney    | Campbell's Soup               | How 'Warm Tinny' left a copy-cat competitor out in the cold               | NSW   |
| 081       | Clemenger BBDO Sydney    | Cereal Partners Worldwide     | Uncle Tobys Oats - Finding a new answer within                            | NSW   |
| 109       | DDB Sydney               | Wrigley's                     | Wrigley's Extra: Waking A Sleeping Giant                                  | NSW   |
| 119       | Clemenger BBDO Melbourne | Bega                          | The D Word'   | VIC   |

Category Total: 7

### C. Beverages

| Entry No. | Agency                   | Client                        | Title of Campaign  | State |
|-----------|--------------------------|-------------------------------|--|-------|
| 040       | M&C Saatchi, Sydney      | Sara Lee, Australia (Moccona) | Falling In Love Again  | NSW   |
| 055       | SMART Sydney             | Coca Cola MOTHER              | The MOTHER of all re-launches  | NSW   |
| 084       | Ogilvy Sydney            | Nestea, Coca Cola Company     | Striking the goliath of iced tea with an innovative, strategic punch | NSW   |
| 116       | The Furnace              | Schweppes Australia           | SOLO   | VIC   |
| 123       | Clemenger BBDO Melbourne | Foster's Group                | Team Dry - How Carlton Dry took on TED by doing nothing              | VIC   |
| 115       | Clemenger BBDO Melbourne | Foster's Group                | Pure Blonde's Brewtopia  | VIC   |

Category Total: 6

### D. Other Consumer Goods

| Entry No. | Agency              | Client                 | Title of Campaign                      | State |
|-----------|---------------------|------------------------|--|-------|
| 057       | The Campaign Palace | Berlei, Pacific Brands | The Berlei Uplifting Tour of Australia | NSW   |

Category Total: 1

### E. Healthcare

| Entry No. | Agency                     | Client                | Title of Campaign                 | State |
|-----------|----------------------------|-----------------------|-----------------------------------|-------|
| 001       | Ward 6                     | Bayer Schering Pharma | The Gimmicks Can Go               | NSW   |
| 043       | Sudler & Hennessey, Sydney | Pfizer Australia      | Spotlight on cholesterol          | NSW   |
| 074       | Ursa Communications        | Pfizer Australia      | How Champix Outsmarted Cigarettes | NSW   |

Category Total: 3

### F. Consumer Services

| Entry No. | Agency   | Client                      | Title of Campaign  | State |
|-----------|--|-----------------------------|--|-------|
| 010       | DDB Group Melbourne                                  | Sensis                      | How a Sock Puppet changed the face of directory assistance   | VIC   |
| 027       | Goodby, Silverstein & Partners / Ikon Communications | Commonwealth Bank Australia | The Commonwealth Bank "Home Loans" Campaign  | INT   |
| 038       | M&C Saatchi Sydney                                   | Optus                       | Optus Vs. Telstra  | NSW   |
| 061       | Clemenger Proximity/Clemenger BBDO Melbourne         | National Bank Australia     | NAB Breathing Space - a little cloud of respite  | VIC   |
| 062       | HOST   | Bankwest                    | Taking on the establishment & winning: How Bankwest shook up the staid world of Australian banking | NSW   |
| 073       | BMF  | Commonwealth Bank Australia | "Everyone Loves A Free-bee"  | NSW   |

Category Total: 6

### G. B2B

| Entry No. | Agency                       | Client                      | Title of Campaign     | State |
|-----------|------------------------------|-----------------------------|-----------------------|-------|
| 071       | BMF, IKON, Commonwealth Bank | Commonwealth Bank Australia | Talking Asset Finance | NSW   |

Category Total: 1

**H. Travel, Leisure & Media**

| Entry No. | Agency                  | Client   | Title of Campaign   | State |
|-----------|-------------------------|--|---|-------|
| 046       | Publicis Mojo Melbourne | Tourism Victoria                                       | How Melbourne used a red thread to grow visitation in a declining domestic market | VIC   |
| 125       | CumminsNitro Brisbane   | Tourism Queensland - Islands of the Great Barrier Reef | The Best Job in the World   | QLD   |

**Category Total: 2****I. Government, Corporate and Social Services (Includes NGO's)**

| Entry No. | Agency                   | Client   | Title of Campaign   | State |
|-----------|--------------------------|--|---|-------|
| 008       | Gatecrasher Advertising  | Office of Crime Prevention, Government of WA           | Hoons Campaign  | WA    |
| 047       | Publicis Mojo Melbourne  | Tourism Victoria                                       | How Melbourne used a red thread to grow visitation in a declining domestic market | VIC   |
| 048       | Clemenger BBDO Adelaide  | Motor Accident Commission (SA)                         | Creepers  | SA    |
| 069       | BMF                      | The Australian Electoral Commission                    | A Representative Federal Election   | NSW   |
| 078       | Clemenger BBDO Sydney    | Roads & Traffic Authority                              | Speeding. No one thinks big of you.   | NSW   |
| 094       | McCann Erickson Brisbane | Queensland Water Commission                            | Target 140  | QLD   |
| 106       | Grey Melbourne           | Transport Accident Commission                          | Making Massive Inroads into The Victorian Road Toll                               | VIC   |
| 113       | Leo Burnett Sydney       | WWF- Australia   | Earth Hour  | NSW   |
| 127       | CumminsNitro Brisbane    | Tourism Queensland - Islands of the Great Barrier Reef | The Best Job in the World   | QLD   |

**Category Total: 9****J. Return on Investment**

| Entry No. | Agency   | Client                         | Title of Campaign                              | State |
|-----------|--|--------------------------------|--|-------|
| 014       | George Patterson Y&R Brisbane                        | Maunsell AECOM                 | Maunsell AECOM - Recruitment Campaign          | QLD   |
| 019       | Hark Attack  | Kimberly-Clark Australia       | Viva Paper Towels                              | NSW   |
| 032       | Goodby, Silverstein & Partners / Ikon Communications | Commonwealth Bank Australia    | The Commonwealth Bank "Home Loans" Campaign    | INT   |
| 052       | CumminsNitro Brisbane                                | Personalised Plates Queensland | GET UR 7C                                      | QLD   |
| 056       | SMART Sydney   | Coca Cola MOTHER               | The MOTHER of all re-launches                  | NSW   |
| 066       | BMF, IKON, Commonwealth Bank                         | Commonwealth Bank Australia    | Talking Asset Finance                          | NSW   |
| 080       | Clemenger BBDO Sydney                                | Cereal Partners Worldwide      | Uncle Tobys Oats - Finding a new answer within | NSW   |
| 102       | M&C Saatchi Sydney                                   | Optus                          | Optus Vs. Telstra                              | NSW   |

**Category Total: 8****K. Long Term Effects**

| Entry No. | Agency                       | Client                  | Title of Campaign  | State |
|-----------|------------------------------|-------------------------|--|-------|
| 042       | Belgiovane Williams Mackay   | Telstra BigPond         | Father and Son   | NSW   |
| 090       | Ogilvy Sydney                | Panadol. GSK            | It's My Choice' The Story of Leadership Defence and what could have been | NSW   |
| 105       | Saatchi & Saatchi Healthcare | AECL                    | Cooking up a Storm   | NSW   |
| 131       | 303                          | Department of Health WA | GO FOR 2&5   | WA    |

**Category Total: 4****L. Most Original Thinking**

| Entry No. | Agency                   | Client   | Title of Campaign                              | State |
|-----------|--------------------------|--|--|-------|
| 058       | The Campaign Palace      | Berlei, Pacific Brands                             | The Berlei Uplifting Tour of Australia         | NSW   |
| 060       | Clemenger BBDO Melbourne | Patties Foods (Four'N Twenty)                      | Four'N Twenty Magic Salad Plate                | VIC   |
| 064       | M&C Saatchi Sydney       | Woolworths   | An Olympic Idea without an Olympic Sponsorship | NSW   |
| 076       | Clemenger BBDO Sydney    | Roads & Traffic Authority                          | Speeding. No one thinks big of you.            | NSW   |
| 083       | Ogilvy Sydney            | Hyundai  | Hyundai iLoad. A tough van for a tough market. | NSW   |
| 112       | Leo Burnett Sydney       | WWF - Australia                                    | Earth Hour                                     | NSW   |
| 120       | Three Drunk Monkeys      | Zapruder's Other Films                             | The Gruen Transfer                             | NSW   |
| 124       | CumminsNitro Brisbane    | Tourism Queensland - Islands of Great Barrier Reef | The Best Job in the World                      | QLD   |

**Category Total: 8****M. New Product or Service**

| Entry No. | Agency   | Client                      | Title of Campaign  | State |
|-----------|--|-----------------------------|--|-------|
| 033       | JWT Sydney   | Johnson & Johnson Listerine | Listerine Smart Rinse: Launching a New Product to Create a New Category  | NSW   |
| 075       | Ursa Communications                                  | Pfizer Australia            | How Champix Outsmarted Cigarettes  | NSW   |
| 082       | Ogilvy Sydney  | Hyundai                     | Hyundai i30: How a small car took on a big category                      | NSW   |
| 091       | BMF  | Goodman Fielder             | Wonder Performance - For teens only                                      | NSW   |
| 093       | Goodby, Silverstein & Partners / Ikon Communications | Commonwealth Bank Australia | The Commonwealth Bank: Debit MasterCard "Warch your music grow" Campaign | INT   |
| 098       | BCM Brisbane   | Golden Circle               | Golden Circle Preservative Free Chilled Juice                            | QLD   |

**Category Total: 6**

**N. Small Budget**

| Entry No. | Agency                          | Client                         | Title of Campaign                              | State |
|-----------|---------------------------------|--------------------------------|--|-------|
| 015       | George Patterson Y&R Brisbane   | Maunsell AECOM                 | Maunsell AECOM - Recruitment Campaign          | QLD   |
| 035       | JWT Sydney / RMG Connect Sydney | Nestle Kit Kat Chunky          | Kit Kat Chunky Cookies & Cream: Kit Kat Chunga | NSW   |
| 049       | Clemenger BBDO Adelaide         | SA Lotteries                   | Alarm Clock Amnesty                            | SA    |
| 050       | CumminsNitro Brisbane           | Personalised Plates Queensland | GET UR 7C                                      | QLD   |
| 068       | BMF                             | Commonwealth Bank Australia    | "Everyone Loves A Free-bee"                    | NSW   |
| 072       | BMF, IKON, Commonwealth Bank    | Commonwealth Bank Australia    | Talking Asset Finance                          | NSW   |
| 121       | Three Drunk Monkeys             | National Rugby League          | NRL Key Signings                               | NSW   |

**Category Total: 7****O. Best State Campaign**

| Entry No. | Agency                   | Client                                       | Title of Campaign                                   | State |
|-----------|--------------------------|--|---|-------|
| 053       | CumminsNitro Brisbane    | Personalised Plates Queensland               | GET UR 7C   | QLD   |
| 077       | Clemenger BBDO Sydney    | Roads & Traffic Authority                    | Speeding. No one thinks big of you.                 | NSW   |
| 095       | McCann Erickson Brisbane | Queensland Water Commission                  | Target 140  | QLD   |
| 097       | BCM Brisbane             | Queensland Government - Queensland Transport | Share My Story                                      | QLD   |
| 107       | Grey Melbourne           | Transport Accident Commission                | Making Massive Inroads into The Victorian Road Toll | VIC   |
| 128       | 303                      | IKEA   | Love where you live                                 | WA    |

**Category Total: 6****P. Multicultural/Indigenous**

| Entry No. | Agency                | Client   | Title of Campaign                           | State |
|-----------|-----------------------|--|---|-------|
| 020       | Loud Multicultural    | Western Union Financial Services                       | South Asia and Middle East (SAME) Promotion | NSW   |
| 126       | CumminsNitro Brisbane | Tourism Queensland - Islands of the Great Barrier Reef | The Best Job in the World                   | QLD   |

**Category Total: 2****Finalists 81**