



The Australian Effie Awards 2009



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For Immediate Release



The Grand EFFIE Award Goes to NSW Road Safety Campaign

- Clemenger BBDO Sydney and the RTA take out the big prize
- 16 gold EFFIES awarded
- 5 campaigns are multi-gold winners

The top prize at the inaugural Australian EFFIE Awards has been won by a campaign produced by Clemenger BBDO Sydney on behalf of the NSW Roads and Traffic Authority (RTA).

The judges said The Grand EFFIE winner was a truly outstanding campaign that drove a real sea change in social attitudes to speeding. Clemenger BBDO Sydney used an insightful strategy to develop the campaign. The judges said the **“Speeding. No One Thinks Big of You”** campaign saved lives and benefitted the state by two hundred and sixty four million dollars.

For that it won The Grand Effie for the most effective campaign. It also won three gold EFFIEs in the Best State campaign, Most Original Thinking and Government, Corporate and Social Services categories.

The EFFIE Awards, recognising effectiveness in marketing communications, are jointly staged by the AFA and the AANA, in association with major sponsor, Millward Brown. The winners were announced at a gala dinner attended by more than four hundred guests in Sydney this evening.

“The tremendous support for this, the first-ever EFFIE Awards, has demonstrated the strong focus agencies have on achieving results for their clients and their ability to deliver those results,” said AFA Effectiveness Committee Chairman, Matthew Melhuish.

In all, 16 gold awards were made across the 16 categories. The Tourism Queensland (CumminsNitro Brisbane) “Best Job in the World” campaign won three gold EFFIEs, with the World Wildlife Fund (WWF) “Earth Hour” campaign taking out two gold awards, as did the Clemenger BBDO Melbourne campaign for “Four’N Twenty” pies and the Campaign Palace’s Berlei campaign.

“The first-ever Australian EFFIE awards have delivered extremely high quality results with all judges impressed by the standard of the 131 entries and 81 finalists,” said Chairman of Judges, Colin Wilson-Brown.

“The winning entries truly reflect the changing communications world with strong innovation demonstrated in the digital and viral campaigns. The quality of the work shows that our industry is indeed in good heart,” he said.

The full list of gold EFFIE winners by category is as follows –

Retail/Etail

- Three Drunk Monkeys (Foxtel) “Foxtel’s Good News Sale”

Food Confectionary and Snacks

- Clemenger BBDO Melbourne (Patties Foods) “Four’N Twenty Magic Salad Plate”

Beverages

- Clemenger BBDO Melbourne (Carlton and United Breweries) “Pure Blonde’s Brewtopia”

Other Consumer Goods

- The Campaign Palace (Berlei, Pacific Brands) “The Berlei Uplifting Tour of Australia”

Healthcare

- Sudler and Hennessey, Sydney (Pfizer Australia) “Spotlight on Cholesterol”

Travel, Leisure and Media

- CumminsNitro Brisbane (Tourism Queensland) “The Best Job in the World”

Government, Corporate and Social Services

- Clemenger BBDO Sydney (NSW RTA) “Speeding. No One Thinks Big of You”
- CumminsNitro Brisbane (Tourism Queensland) “The Best Job in the World”
- Leo Burnett (WWF) “Earth Hour”

Most Original Thinking

- CumminsNitro Brisbane (Tourism Queensland) “The Best Job in the World”
- Clemenger BBDO Melbourne (Patties Foods) “Four’N Twenty Magic Salad Plate”
- Clemenger BBDO Sydney (NSW RTA) “Speeding. No One Thinks Big of You”
- Leo Burnett (WWF) “Earth Hour”
- The Campaign Palace (Berlei, Pacific Brands) “The Berlei Uplifting Tour of Australia”

Small Budget

- JWT Sydney/RMG Connect Sydney (Nestle Kit Kat Chunky) “Kit Kat Chunky Cookies and Cream: Kit Kat Chunga

Best State Campaign

- Clemenger BBDO Sydney (NSW RTA) “Speeding. No One Thinks Big of You”

In addition to the 16 gold EFFIEs, 16 silvers and 17 bronzes were also awarded. The full list of winners can be found on the AFA website – <http://www.afa.org.au/>

The Australian EFFIES are proudly sponsored by –

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The AFA would like to thank all our sponsors for their generous support.

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