

<b>The 2020 Australian Effie Awards Winners</b>				
Retail / Etail Sponsored by ThinkTV				
Entry No.	Agency	Client	Title of Campaign	Placing
55	BMF	ALDI Australia	How a campaign for one convinced Australia to give ALDI another go	Silver
50	BMF	ALDI Australia	How a never-ending ham helped ALDI beat its own Christmas record	Bronze
Food, Confectionery & Snacks				
Entry No.	Agency	Client	Title of Campaign	Placing
76	Ogilvy Australia	KFC	Michelin Impossible	Bronze
97	Ogilvy Australia	KFC	Secret Menu	Bronze
Beverages				
Entry No.	Agency	Client	Title of Campaign	Placing
172	The Monkeys	Beam Suntory	How Canadian Club became the boss of summer	Gold
159	Special Group Australia	Carlton & United Breweries	Why uncomplicating the complicated is always a winning strategy	Bronze
Health and Wellbeing				
Entry No.	Agency	Client	Title of Campaign	Placing
22	The Works	Amgen	The Big O: Speaking out against a silent disease. A strategy that convinced women osteoporosis is as serious as the Big C	Bronze
Financial Services				
Entry No.	Agency	Client	Title of Campaign	Placing
175	The Monkeys	NRMA Insurance	Every Home Is Worth Protecting	Gold
77	AJF GrowthOps	Bendigo Bank	Four big reasons to try number five	Bronze
192	CHE Proximity	Aussie Home Loans	How Aussie reignited growth by saving people from mortgage mumbo jumbo	Bronze
Other Services				
Entry No.	Agency	Client	Title of Campaign	Placing
187	The Monkeys	Telstra	You don't need Australia's best network campaign...until you do	Silver
Travel, Leisure and Media				
Entry No.	Agency	Client	Title of Campaign	Placing
74	Thinkerbell	Accor Hotels	Wintervention - Reinventing a tired offer	Silver
177	AFFINITY	Tourism Central Coast	Building a Big Billion Dollar Tourism Brand Through "Little Adventures"	Bronze
Government				
Entry No.	Agency	Client	Title of Campaign	Placing
71	Thinkerbell	Victoria Police	'When you need us, not the sirens' - Creating new ways to	Silver

Return on Investment Sponsored by ThinkTV				
Entry No.	Agency	Client	Title of Campaign	Placing
190	The Monkeys	Beam Suntory	How Canadian Club's Greatest Challenge delivered its Greatest	Gold
59	BMF	ALDI Australia	How a Campaign for one convinced Australia to give ALDI another	Silver
168	Leo Burnett Sydney	Samsung	#SubtlySponsoredPost: How Samsung overtook Apple in a-not-so	Bronze
Short Term Effects				
Entry No.	Agency	Client	Title of Campaign	Placing
52	BMF	ALDI Australia	How a never-ending ham helped ALDI beat its own Christmas	Bronze
Most Original Thinking Sponsored by Google				
Entry No.	Agency	Client	Title of Campaign	Placing
210	CHE Proximity	Samsung	Microcodes - How a tiny idea generated massive results	Bronze
85	Ogilvy Australia	KFC	Michelin Impossible	Bronze
New Product or Service				
Entry No.	Agency	Client	Title of Campaign	Placing
206	CHE Proximity	Sydney Children's Hospitals	Curing Homesickness	Bronze
Small Budget (Under \$500K)				
Entry No.	Agency	Client	Title of Campaign	Placing
211	CHE Proximity	Samsung	Microcodes - How a tiny idea generated massive results	Bronze
Use of Data Sponsored by oOh!media				
Entry No.	Agency	Client	Title of Campaign	Placing
176	AFFINITY	Tourism Central Coast	Building a Big Billion Dollar Tourism Brand Through "Little	Bronze
Brand Value				
Entry No.	Agency	Client	Title of Campaign	Placing
185	The Monkeys	NRMA Insurance	How a Koala added \$96m of value to the NRMA Insurance brand	Bronze
Insight & Strategic Thinking				
Entry No.	Agency	Client	Title of Campaign	Placing
184	The Monkeys	NRMA Insurance	Snapping Australians out of their home insurance apathy	Gold
86	Ogilvy Australia	KFC	Michelin Impossible	Bronze
Challenger Brand				
Entry No.	Agency	Client	Title of Campaign	Placing
193	The Monkeys	Beam Suntory	How Canadian Club Challenged Beer as the Boss of Summer	Silver
78	AJF GrowthOps	Bendigo Bank	Four big reasons to try number five	Bronze
56	BMF	ALDI Australia	How a campaign for one convinced Australia to give ALDI another	Bronze
Positive Change Sponsored by Ad Standards				
Entry No.	Agency	Client	Title of Campaign	Placing
181	The Works	Amgen	The Big O: Speaking out against a silent disease. A strategy that	Bronze

Media Led Idea or Media Partnership				
Entry No.	Agency	Client	Title of Campaign	
75	Thinkerbell	Accor Hotels	Wintervention - Reinventing a tired offer	Silver
Marketing Solutions Other Than Advertising				
Entry No.	Agency	Client	Title of Campaign	
205	CHE Proximity	Sydney Children's Hospitals	Curing Homesickness	Bronze
95	Ogilvy Australia	KFC	Viewer Verdict	Bronze
Long Term Effects Sponsored by YouTube				
Entry No.	Agency	Client	Title of Campaign	
60	BMF	ALDI Australia	ALDI Good Different	Gold
139	Richards Rose	Mitsubishi Motors Australia	How Mitsubishi has the time of its life again and again and again	Silver
The Effective Advertiser Award				
	Client	Agency		
	ALDI Australia	BMF		

The Effective Agency of the Year				
	Agency			
	The Monkeys			
The Grand Effie Sponsored by Think TV				
	Agency	Client	Title of Campaign	
60	BMF	ALDI Australia	ALDI Good Different	