

**The Australian Effie Awards  
2017 Finalists**

Entrant's ID	Category	Agency	Advertiser	Entry Title
355	A. Retail/Etail	BMF	ALDI Australia	The ALDI Christmas campaign that out-sold its' Effie winning predecessor
215	A. Retail/Etail	CHE Proximity	First Choice Liquor	How changing the date of Christmas proved to be the most effective challenger strategy for First Choice Liquor.
36	A. Retail/Etail	AJF Partnership	Officeworks	How Officeworks imagined its way into people's hearts at Christmas
196	A. Retail/Etail	Wunderman-Bienalto & Quantum	Woolworths Rewards	Project Segment of One
123	B. Food, Confectionery & Snacks	The Monkeys	Meat & Livestock Australia	"Bloody Idiots and Ratbags" do it again for Lamb
66	B. Food, Confectionery & Snacks	Ogilvy & Mather	KFC	The Home Cricket Ground (HCG) gets a commentary team
103	B. Food, Confectionery & Snacks	Clemenger BBDO	MARS Australia	HUNGERITHM: The angrier the Internet, the cheaper the SNICKERS
131	C. Beverages	TKT Sydney	Frucor Beverages - V Energy	The Massive Hit
285	C. Beverages	TBWA\Integer	Hahn	Hahn Ultra Launch

133	C. Beverages	TKT Sydney	Frucor Beverages - OVI Hydration	OVI - Finding Truth In the Fridges Of Australia
233	C. Beverages	Leo Burnett	Diageo	Lazy Bear: Empirical proof that it pays to be lazy.
231	C. Beverages	Vizeum / The Story Lab	Vodka Cruiser	Vodka Cruiser TV LIVE on Facebook
169	D. Other Consumer Goods	Ogilvy Sydney	DryNites	Boasting About Bedwetting
179	D. Other Consumer Goods	BWM Dentsu	Toyota	Anything Goes: How returning to RAV4's roots led to record sales
224	D. Other Consumer Goods	The Works	Black Hawk	How Black Hawk took a big bite out of the premium dog food market
335	E. Health and Wellbeing	Leo Burnett Melbourne	Headspace National Youth Mental Health Foundation	Reword: Changing Online Bullying Behaviour
170	E. Health and Wellbeing	Ogilvy Sydney	DryNites	Boasting About Bedwetting
319	E. Health and Wellbeing	Ogilvy Sydney	Nestle Australia	Turning an Achilles heel into the greatest weapon
286	E. Health and Wellbeing	AFFINITY	Flordis	Don't Ignore a Cough, AFFINITY for Flordis
220	F. Financial Services	J.Walter Thompson Sydney	Challenger	'What's your lifestyle expectancy?'
307	F. Financial Services	BMF	TAL Insurance	Launching a brand nobody had heard of... in a category nobody likes

162	G. Other Services	J. Walter Thompson Perth	RAC	The Power of Membership
221	G. Other Services	The Works	Optus	Why Optus mobile are relentlessly improving market share
260	G. Other Services	whiteGREY	GMHBA Ltd	Enough to make you sick
283	H. Travel, Leisure & Media	BMF	Football Federation Australia	You've Gotta Have a Team: Bringing the next generation of fans into the Hyundai A-League
318	I. Government	Clemenger BBDO	Transport Accident Commission	How the world met Graham
271	I. Government	BMF	Australian Government - Department of Social Services	The campaign that got millions of Australians to help prevent violence in future generations.
46	I. Government	303 MullenLowe	Road Safety Commission Western Australia	When spending a little bit of time with your mum can do the world of good
52	I. Government	Havas	DFR	See Yourself
256	I. Government	Y&R Melbourne	Public Transport Victoria	Celebrating Buses - The Unsung Heroes of Melbourne's Public Transport
291	J. Not For Profit & Cause Related Marketing	whiteGREY	Cotton On	Not Just Another Charity

249	J. Not For Profit & Cause Related Marketing	BMF	Australian Government - Department of Social Services	The campaign that got millions of Australians to help prevent violence in future generations.
119	J. Not For Profit & Cause Related Marketing	Clemenger BBDO	Transport Accident Commission	How the world met Graham
312	J. Not For Profit & Cause Related Marketing	Leo Burnett Melbourne	Headspace National Youth Mental Health Foundation	Reword: Changing Online Bullying Behaviour
263	K. Best State Campaign	303 MullenLowe	Road Safety Commission Western Australia	When spending a little bit of time with your mum can do the world of good
137	L. PR-led Campaign	Clemenger BBDO	Transport Accident Commission	How the world met Graham
124	L. PR-led Campaign	The Monkeys	Meat & Livestock Australia	"Bloody Idiots and Ratbags" do it again for Lamb
280	L. PR-led Campaign	BMF	Football Federation Australia	You've Gotta Have a Team: Bringing the next generation of fans into the Hyundai A-League
375	M. Return on Investment	GTB	Ford Motor Company	The Science of Truck
197	M. Return on Investment	Wunderman-Bientalto & Quantum	Woolworths Rewards	Project Segment of One
277	M. Return on Investment	CHE Proximity	First Choice Liquor	How changing the date of Christmas proved to be the most effective challenger strategy for First Choice Liquor.

53	N. Long Term Effects	Redhanded	Kubota Tractor Australia	Kubota. This is the Life.
98	N. Long Term Effects	Saatchi & Saatchi	Toyota HiLux	the story of an unbreakable brand
122	N. Long Term Effects	AJF Partnership	Officeworks	Making more of pens and paper
127	N. Long Term Effects	The Monkeys	Meat & Livestock Australia	You Never Lamb Alone: Two Years of Unprecedented Growth
166	N. Long Term Effects	Foundation	Opera Australia	Opera, Sydney-style
172	N. Long Term Effects	Republic of Everyone	Horticulture Innovation Australia	The 2020 Vision
173	N. Long Term Effects	TBWAMelbourne and PHD	ANZ	ANZ hits a home run with Buy Ready
181	N. Long Term Effects	AJF Partnership	Lion - Dare Iced Coffee	How not thinking straight led to long-term growth.
284	N. Long Term Effects	BMF	ALDI Australia	Making ALDI the Champion of the Perfect Aussie Christmas
297	N. Long Term Effects	AFFINITY	CEVA	Building a Programmatic Brand for Feliway
308	N. Long Term Effects	J.Walter Thompson Sydney	Bayer Consumer Care	From Big Nights to Big Days
368	N. Long Term Effects	Saatchi & Saatchi	St.George	Firing up St.George
374	N. Long Term Effects	GTB	Ford Motor Company	Tough is not Enough
126	O. Short Term Effects	The Monkeys	Meat & Livestock Australia	"Bloody Idiots and Ratbags" do it again for Lamb

279	O. Short Term Effects	BMF	Football Federation Australia	You've Gotta Have a Team: Bringing the next generation of fans into the Hyundai A-League
357	O. Short Term Effects	BMF	ALDI Australia	The ALDI Christmas campaign that out-sold its' Effie winning predecessor
304	O. Short Term Effects	whiteGREY	Cotton On	Not Just Another Charity
261	O. Short Term Effects	whiteGREY	GMHBA Ltd	Enough to make you sick
138	P. Most Original Thinking	Clemenger BBDO	Transport Accident Commission	How the world met Graham
171	P. Most Original Thinking	The Monkeys	Meat and Livestock Australia	"Bloody Idiots and Ratbags" do it again for Lamb
153	P. Most Original Thinking	Clemenger BBDO	MARS Australia	HUNGERITHM: The angrier the Internet, the cheaper the SNICKERS
353	P. Most Original Thinking	Leo Burnett Melbourne	Headspace National Youth Mental Health Foundation	Reword: Changing Online Bullying Behaviour
330	Q. New Product or Service	Leo Burnett Melbourne	Headspace National Youth Mental Health Foundation	Reword: Changing Online Bullying Behaviour
234	Q. New Product or Service	Leo Burnett	Diageo	Lazy Bear: Empirical proof that it pays to be lazy.
255	Q. New Product or Service	Leo Burnett	Canon Australia	Inspiring a digital generation to LEAP into photography
180	Q. New Product or Service	BWM Dentsu	Toyota	Anything Goes: How returning to RAV4'S roots led to record sales
290	R. Small Budget	AFFINITY	Flordis	Don't Ignore a Cough, AFFINITY for Flordis
95	R. Small Budget	Six Black Pens	NAB	Redstar for Broker Disruption Campaign

275	R. Small Budget	Host	#Redefinewomen (Host)	#redefinewomen - A social movement that took sexism out of the dictionary
348	R. Small Budget	Leo Burnett Melbourne	Headspace National Youth Mental Health Foundation	Reword: Changing Online Bullying Behaviour
289	R. Small Budget	whiteGREY	Cotton On	Not Just Another Charity
151	S. Digitally Led Ideas	Clemenger BBDO	MARS Australia	HUNGERITHM: The angrier the Internet, the cheaper the SNICKERS
295	S. Digitally Led Ideas	AFFINITY	Flordis	Don't Ignore a Cough, AFFINITY for Flordis
239	S. Digitally Led Ideas	Leo Burnett	Canon Australia	Inspiring a digital generation to LEAP into photography
352	T. Insight & Strategic Thinking	Leo Burnett Melbourne	Headspace National Youth Mental Health Foundation	Reword: Changing Online Bullying Behaviour
125	T. Insight & Strategic Thinking	The Monkeys	Meat & Livestock Australia	"Bloody Idiots and Ratbags" do it again for Lamb
310	T. Insight & Strategic Thinking	BMF	TAL Insurance	Launching a brand nobody had heard of... in a category nobody likes
235	T. Insight & Strategic Thinking	Leo Burnett	Diageo	Lazy Bear: Empirical proof that it pays to be lazy.
269	T. Insight & Strategic Thinking	BMF	Australian Government - Department of Social Services	The campaign that got millions of Australians to help prevent violence in future generations.
139	T. Insight & Strategic Thinking	Clemenger BBDO	Transport Accident Commission	How the world met Graham
182	T. Insight & Strategic Thinking	TKT Sydney	Frucor Beverages - OVI Hydration	OVI - Finding Truth In The Fridges Of Australia
281	T. Insight & Strategic Thinking	BMF	Football Federation Australia	You've Gotta Have a Team: Bringing the next generation of fans into the Hyundai A-League

296	T. Insight & Strategic Thinking	AFFINITY	Flordis	Don't Ignore a Cough, AFFINITY for Flordis
157	T. Insight & Strategic Thinking	Clemenger BBDO	Myer	Give Registry " helping combat Family Violence in a way only a Department Store could
175	T. Insight & Strategic Thinking	TBWA\Melbourne	ANZ	ANZ takes a bite out of the forbidden fruit
200	T. Insight & Strategic Thinking	Wunderman-Bientalto & Quantum	Woolworths Rewards	Project Segment of One
152	T. Insight & Strategic Thinking	Clemenger BBDO	MARS Australia	HUNGERITHM: The angrier the Internet, the cheaper the SNICKERS
276	U. On-line Brands	Host	#Redefinewomen (Host)	#redefinewomen - A social movement that took sexism out of the dictionary
150	V. Use of Data	Clemenger BBDO	MARS Australia	HUNGERITHM: The angrier the Internet, the cheaper the SNICKERS
198	V. Use of Data	Wunderman-Bientalto & Quantum	Woolworths Rewards	Project Segment of One
75	V. Use of Data	AFFINITY	Flordis	Don't Ignore a Cough, AFFINITY for Flordis
227	V. Use of Data	Clemenger BBDO	Mercedes-Benz	How Mercedes-Benz optimised an already best-in-class repurchase reminder
203	X. Media-Led Idea	Slingshot	Goodman Fielder	Mood Food bakes a Sales Cake
79	X. Media-Led Idea	McCann Melbourne	University of Melbourne	Made Possible by Melbourne
96	X. Media-Led Idea	Vizeum / The Story Lab	Vodka Cruiser	Vodka Cruiser TV LIVE on Facebook
226	Y. Media Partnership Activation	ClemengerBBDO Sydney	Wrigley Pacific	Extra, The Bachelor and Woolworths - a mutually rewarding love story.