

The Australian Effie Awards 2018 Finalists

Entrant's ID	Agency	Category	Advertiser	Entry Title
75	BMF	A. Retail/Etail	ALDI Australia	The More The Merrier - How ALDI continues to win over Aussies at Christmas.
74	BMF	A. Retail/Etail	ALDI Australia	ALDI Epic Reminders: The campaign that made ALDI Special Buys EPIC again.
122	TBWA Sydney	A. Retail/Etail	M.J. Bale	Coolest Suit on the Planet
85	BMF	A. Retail/Etail	ALDI Australia	Good Different: How ALDI defied gravity by going long.
95	AJF Partnership	A. Retail/Etail	Officeworks	How Officeworks outsmarted the competition over the back-to-school season
126	Y&R Sydney	A. Retail/Etail	Menulog	Teaching hungry Australian's that silence is Goldblum
179	Clemenger BBDO Melbourne	A. Retail/Etail	Myer	Myer 6 second sale
115	YR New Zealand	B. Food, Confectionery & Snacks	Kraft Heinz Australia	Geoff
107	J. Walter Thompson Melbourne	B. Food, Confectionery & Snacks	Simplot	Have you eaten? How Leggo's reignited Australia's lost passion for Italian food
110	TKT Sydney	B. Food, Confectionery & Snacks	Campbell Arnott's	Santa's Biscuits
81	BMF	B. Food, Confectionery & Snacks	George Weston Foods	Unleashing the Golden Crumpet.
20	The Monkeys	C. Beverages	Beam Suntory	How questioning the unquestionable breathed new life into Canadian Club
29	TKT Sydney	C. Beverages	V Energy - FrucorSuntory	The Natural Hit
93	Richards Rose	D. Other Consumer Goods	Mitsubishi Motors	Moving from #6 to #3: How Mitsubishi is having the time of its life
145	GTB	D. Other Consumer Goods	Ford Motor Company	Fear is good
220	Edge	D. Other Consumer Goods	Nulon	Born This Way
202	Clemenger BBDO Melbourne	D. Other Consumer Goods	Mercedes-Benz	How an aging A-Class became the most in-demand model for Mercedes-Benz.
101	Emotive	D. Other Consumer Goods	Unilever - LYNX	LYNX Australia - Find your Aussie magic
151	Saatchi & Saatchi	D. Other Consumer Goods	Toyota Motor Corporation Australia	Proof that nothing is impossible with good storytelling.
59	Ogilvy Australia	E. Health and Wellbeing	Kimberly Clark Australia	Let's Move On
103	BWM Dentsu	E. Health and Wellbeing	BabyLove	Premmie Proud
158	cummins&partners	E. Health and Wellbeing	28 by Sam Wood	28 by Sam Wood: How an online business won by being more human
244	TBWA\Melboure	F. Financial Services	ANZ Bank	Putting first home buyers first
42	CHE Proximity	F. Financial Services	Swann Insurance	Inconvenience Stores - Turning an everyday errand, into another reason to ride.
148	Rumble Creative & Media	F. Financial Services	Sunsuper	How a little-known retirement product delivered boss results
100	The Works	G. Other Services	Optus	Bolt, a marathon story: a long term strategy for a world class network
72	Bashful	H. Travel, Leisure & Media	P&O	The Best Way To See The Best Of The South Pacific
10	Ipswich City Council	H. Travel, Leisure & Media	Ipswich City Council	Discover Ipswich Destination Marketing
223	CHE Proximity	H. Travel, Leisure & Media	Velocity Frequent Flyer	The Billion Point Giveaway
188	Clemenger BBDO Melbourne	H. Travel, Leisure & Media	Visit Victoria	Have A Wander: Rethinking Regional Victoria For Melbournians
225	LOUD	I. Government	NSW Government, Department of Justice, Office of Emergency Management	Be Water Safe, Not Sorry
165	Clemenger BBDO Melbourne	J. Not For Profit & Cause Related Marketing	Airbnb	Airbnb #untilweallbelong
189	Clemenger BBDO Melbourne	K. Best State Campaign	Visit Victoria	Have A Wander: Rethinking Regional Victoria For Melbournians
240	BMF	L. Short Term Effects	ALDI Australia	The More The Merrier - How ALDI continues to win over Aussies at Christmas.
181	Clemenger BBDO Melbourne	L. Short Term Effects	Myer	Myer 6 Second Sale
226	CHE Proximity	L. Short Term Effects	Velocity Frequent Flyer	The Billion Point Giveaway
177	Clemenger BBDO Melbourne	L. Short Term Effects	Myer	Myer: Catwalk to Cart
176	TBWA Sydney	L. Short Term Effects	M.J. Bale	Coolest Suit on the Planet
221	cummins&partners	L. Short Term Effects	28 by Sam Wood	28 by Sam Wood: How an online business won by being more human
60	Ogilvy Australia	M. Most Original Thinking	Kimberly Clark Australia	Let's Move On
239	BMF	M. Most Original Thinking	ALDI Australia	Good Different: How ALDI defied gravity by going long.
45	CHE Proximity	M. Most Original Thinking	Swann Insurance	Inconvenience Stores- Turning an everyday errand, into another reason to ride.
129	whiteGREY	M. Most Original Thinking	David Sheldrick Wildlife Trust	Hello in Elephant: Translating an endangered language to help save an endangered species.
254	McCann Sydney	M. Most Original Thinking	The Hunger Project Australia	A Table To End Hunger

230	J. Walter Thompson Sydney	M. Most Original Thinking	Subway Australia	When Data Met Purpose
109	BWM Dentsu	N. New Product or Service	BabyLove	Premmie Proud
80	GTB	N. New Product or Service	Ford Motor Company	How we sold a Muscle car to the Masses
56	72andSunny, Essence Global, PHD Media	N. New Product or Service	Google	Google Home: A little help at home goes a long way
138	TBWA\Melbourne	N. New Product or Service	ANZ Bank	Putting first home buyers first
46	CHE Proximity	O. Small Budget	Swann Insurance	Inconvenience Stores - Turning an everyday errand, into another reason to ride.
253	McCann Sydney	O. Small Budget	The Hunger Project Australia	A Table To End Hunger
183	Clemenger BBDO Melbourne	O. Small Budget	Myer	Myer 6 Second Sale
169	Clemenger BBDO Melbourne	O. Small Budget	Mercedes-Benz	How do you sell a Mercedes-Benz to someone who won't be sold to?
128	whiteGREY	O. Small Budget	David Sheldrick Wildlife Trust	Hello in Elephant: Translating an endangered language to help save an endangered species.
120	The Monkeys	P. Insight and Strategic Thinking	Beam Suntory	How questioning the unquestionable breathed new life into Canadian Club
243	TBWA\Melbourne	P. Insight and Strategic Thinking	ANZ Bank	Putting first home buyers first
105	Richards Rose	P. Insight and Strategic Thinking	Mitsubishi Motors	Moving from #6 to #3: How Mitsubishi is having the time of its life
191	Clemenger BBDO Melbourne	P. Insight and Strategic Thinking	Visit Victoria	Have A Wander: Rethinking Regional Victoria For Melbournians
112	BWM Dentsu	P. Insight and Strategic Thinking	BabyLove	Premmie Proud
61	Ogilvy Australia	P. Insight and Strategic Thinking	Kimberly Clark Australia	Let's Move On
47	CHE Proximity	P. Insight and Strategic Thinking	Swann Insurance	Inconvenience Stores - Turning an everyday errand, into another reason to ride.
238	BMF	P. Insight and Strategic Thinking	ALDI Australia	Good Different: How ALDI defied gravity by going long.
242	BMF	P. Insight and Strategic Thinking	ALDI Australia	ALDI Epic Reminders: The campaign that made ALDI Special Buys EPIC again.
164	Clemenger BBDO Melbourne	P. Insight and Strategic Thinking	MLC	MLC For a Life Unchanging
241	BMF	P. Insight and Strategic Thinking	ALDI Australia	The More The Merrier - How ALDI continues to win over Aussies at Christmas.
124	TKT Sydney	P. Insight and Strategic Thinking	Campbell Arnott's	Santa's Biscuits
236	BMF	P. Insight and Strategic Thinking	Australian Bureau of Statistics	In Australia's hands: Finding power in the middle ground to drive participation in the Australian Marriage Law Postal Survey
197	TBWA Sydney	Q. PR Led Ideas	M.J. Bale	Coollest Suit on the planet
77	Klick Communications	Q. PR Led Ideas	Not Applicable	How a simple idea can transform the sales of the World's Most Awarded Winery
121	The Monkeys	R. Return on Investment	Beam Suntory	How questioning the unquestionable breathed new life into Canadian Club
99	AJF Partnership	R. Return on Investment	Officeworks	How Officeworks outsmarted the competition over the back-to-school season
199	Clemenger BBDO Melbourne	R. Return on Investment	Carlton & United Breweries	How Great Northern Brewing Company turned around a category by delivering staggering ROI
117	Richards Rose	R. Return on Investment	Mitsubishi Motors	Moving from #6 to #3: How Mitsubishi is having the time of its life
154	GTB	R. Return on Investment	Ford Motor Company	Fear is good
246	TBWA\Melbourne	S. Long Term Effects	ANZ Bank	Out and Proud for Mardi Gras
245	TBWA\Melbourne	S. Long Term Effects	ANZ Bank	ANZ connects with home buyers hearts not just their back pockets
155	GTB	S. Long Term Effects	Ford Motor Company	Tough is not Enough
143	The Royals	S. Long Term Effects	Deakin University	Think Young. Challenge today for a better tomorrow.
139	Saatchi & Saatchi	S. Long Term Effects	BankSA	How a Piping Shrike helped BankSA rekindle the spirit of a state
96	AJF Partnership	S. Long Term Effects	Officeworks	How Officeworks made bigger things happen
63	VCCP	S. Long Term Effects	ING	Establishing ING as Australia's 5th Bank
24	Host/Havas	S. Long Term Effects	Defence Force Recruitment	How transforming the Defence Force's approach to recruitment delivered record returns
17	The Monkeys	S. Long Term Effects	Meat & Livestock Australia	How bringing people together delivered record profits for Lamb
161	VML Sydney	T. Digitally Led Ideas	McDonald's	Show don't tell
228	CHE Proximity	T. Digitally Led Ideas	Velocity Frequent Flyer	The Billion Point Giveaway
111	BWM Dentsu	T. Digitally Led Ideas	BabyLove	Premmie Proud
94	TKT Sydney	U. Marketing Solutions Other Than Advertising & PR	V Energy - FrucorSuntory	The Natural Hit
48	CHE Proximity	U. Marketing Solutions Other Than Advertising & PR	Swann Insurance	Inconvenience Stores - Turning an everyday errand, into another reason to ride.

184	McCann Sydney	U. Marketing Solutions Other Than Advertising & PR	The Hunger Project Australia	A Table To End Hunger
185	Clemenger BBDO Melbourne	V. Media Led Idea	Myer	Myer 6 Second Sale
130	GTB	V. Media Led Idea	Ford Motor Company	How we sold a Muscle car to the Masses
229	CHE Proximity	V. Media Led Idea	Velocity Frequent Flyer	The Billion Point Giveaway
116	YR New Zealand	Y. Shopper Marketing	Kraft Heinz Australia	Geoff
192	Clemenger BBDO Melbourne	Y. Shopper Marketing	Carlton & United Breweries	Carlton Dry Underthink It
206	Leo Burnett Melbourne	Z. Use of Data	Honda	How to double market share with half the spend
153	72andSunny, Essence Global, PHD Media	Z. Use of Data	Google	Google Home: A little help at home goes a long way