



**Embargoed until 00:01am Friday 5<sup>th</sup> September, 2014**

### **AJF Partnership Awarded 2014 Grand Effie for ANPHA**

- **AJF Partnership takes out Grand Effie**
- **Seven Gold Effies awarded overall**
- **AJF Partnership is awarded Effective Agency of the Year**

AJF Partnership was awarded the 2014 Grand Effie award for the Australian National Preventive Health Agency (ANPHA) at this year's Australian Effie Awards run by The Communications Council.

Finding a new way to help people quit smoking, the campaign dramatises the long-term suffering that a smoker and their family endure due to a smoking-related illness, compared with the short-term pain of quitting. Approximately 180,000 smokers made a quit attempt as a direct result of seeing the National Tobacco Campaign.

Continuing its success, AJF Partnership was also presented Effective Agency of the Year after claiming an additional Gold for the ANPHA campaign, a silver for Officeworks and two bronze awards for iSelect and Lion.

Seven Gold Effies were presented in total, with three awarded to Clemenger BBDO Melbourne for BONDS, and the final three were given to 303Lowe for Challenger, Host for The Coca-Cola Company, and Whybin\TBWA\ DAN Sydney for RaboDirect.

The ceremony, held at the City Recital Hall in Sydney, also delivered 14 silver and 17 bronze trophies, awarding a total of 18 agencies and 23 clients.

Chairman of the Australian Effie Awards, Matthew Melhuish said: "I'd like to thank and congratulate all of this year's winners and finalists for sharing their brilliant work with us. It is inspiring to be exposed to the world class strategies demonstrated in this year's showcase. This awards program really matters because it is about celebrating the proof that excellent strategic thinking and bold creative ideas can deliver exponentially. The bar for entries is also extremely high, making a win all the sweeter for that."

The full list of Gold Effie winners by category is as follows:

#### **Beverages**

- Host – The Coca-Cola Company – How "Just Adding Zero" Sold Millions

#### **Other Consumer Goods**

- Clemenger BBDO Melbourne – BONDS – How BOOBS Made BONDS Serious



### **Financial Services**

- 303Lowe – Challenger – Challenger Retirement on Paper

### **Government, Corporate and Social Services**

- AJF Partnership – Australian National Preventative Health Agency – How Suffering Made People Quit

### **Most Original Thinking**

- Clemenger BBDO Melbourne – BONDS – How BOOBS Made BONDS Serious

### **New Product or Service**

- Clemenger BBDO Melbourne – BONDS – How BOOBS Made BONDS Serious

### **Long Term Effects**

- Whybin\TBWA\ DAN Sydney – RaboDirect – Steal Back Your Dreams

All case studies will be online at [www.affies.com.au](http://www.affies.com.au) from tomorrow.

The Communications Council would like to thank its sponsors and supporters for their generous support, including: Millward Brown, Healthcare Communications Council, The Digital Edge, Trapdoor Productions, B&T, and UN LTD.

**- Ends -**

### **For further comment call**

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### **About The Effie Awards**

The Effie Awards honour Australia's most significant achievements in marketing communications: ideas that work. Known by advertisers and agencies globally as the pre-eminent award in the industry, the Effies recognise any and all forms of marketing communications that contribute to a brand's success.