



Embargoed until 00:01am Friday 4th September, 2015

2015 Effie Award Winners Announced

- **Saatchi & Saatchi Sydney named Effective Agency of the Year**
- **The Works awarded Grand Effie for Canadian Club (Beam Suntory)**
- **Four Gold Effies awarded overall**
- **Meat & Livestock Australia is awarded inaugural Effective Advertiser of the Year**

Saatchi & Saatchi Sydney has been named Effective Agency of the Year at the 2015 Australian Effie Awards, scooping two of the evening's four gold awards and a further silver for Luxottica's OPSM campaign, 'The most important story you will ever read to your child'.

The remaining two gold awards were presented to Showpony Advertising for SA Health's Aboriginal Immunisation campaign and to The Works for Beam Suntory's Canadian Club campaign 'Keeping Australians 'Over Beer' for 5 years' - which also went on to claim the coveted Grand Effie.

Positioning Canadian Club as a refreshing alternative to beer, this winning campaign for Beam Suntory consistently increased the Ready To Drink market by poaching beer drinkers to try the Canadian Club with a campaign built around an insight into "Beer Boredom".

The ceremony which took place at Doltone House, Jones Bay Wharf, in Sydney last night, delivered a further 10 silver and 18 bronze awards, bringing the total number of agencies awarded for outstanding measurable results to 22 and the number of clients to 24.

A new award this year, Effective Advertiser of the Year was presented to Meat & Livestock Australia for the organisation's long track record producing highly effective marketing and advertising campaigns which consistently create desire and ultimately demand for its products. Judges also praised the client's long-term 'partnership' approach to agency relationships.

Anthony Freedman, Chairman of The Australian Effie Awards, said: "The Effies are important to clients and agencies because they recognise the *result* of commercial creativity. It is important that we celebrate the impact and therefore the value of our work, which has the power to transform client businesses as the winning cases tonight have demonstrated. Congratulations to all of winners and finalists."

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

Healthcare

- **Saatchi & Saatchi Sydney - Luxottica – The most important story you will ever read to your child**



Most Original Thinking

- Saatchi & Saatchi Sydney - Luxottica – The most important story you will ever read to your child

Small Budget

- Showpony Advertising – SA Health – Aboriginal Immunisation

Long Term Effects

- The Works – Canadian Club (Beam Suntory) – Keeping Australian's 'Over Beer' for 5 years

All case studies will be online at www.effies.com.au from tomorrow.

The Communications Council would like to thank its sponsors and supporters for their generous support, including: Healthcare Communications Council, The Digital Edge, The Monkeys Cobbler, Trapdoor Productions, B&T, and Un Ltd.

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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.