

The 2015 Australian Effie Awards Winners				
Retail / Etail				
	Agency	Client	Title of Campaign	Placing
178	McCann Melbourne	Nimble	Nimble it and Move On	Bronze
107	AJF Partnership	Officeworks	How Officeworks Grew Minds	Bronze
Beverages				
	Agency	Client	Title of Campaign	Placing
13	Leo Burnett Melbourne	7- Eleven	Slurpee Xpandinator: Flipping value on its head	Bronze
Other Consumer Goods				
	Agency	Client	Title of Campaign	Placing
115	Blue Hive Australia	Ford Motor Company of Australia	Tough Is Not Enough	Bronze
141	Leo Burnett Melbourne	Honda Australia	Honda Odyssey: Be Our Best Critic	Bronze
Healthcare Sponsor: Healthcare Communications Council				
	Agency	Client	Title of Campaign	Placing
24	Saatchi & Saatchi Sydney	Luxottica	The most important story you will ever read to your child	Gold
Financial Services Sponsor: The Digital Edge				
Entry No.	Agency	Client	Title of Campaign	Placing
106	Clemenger BBDO Melbourne	MLC	Save Retirement	Silver
Other Services Sponsor: Trapdoor Productions				
	Agency	Client	Title of Campaign	Placing
25	Saatchi & Saatchi Sydney	Luxottica	The most important story you will ever read to your child	Silver
69	The Brand Agency	St John Ambulance Western Australia	Break The Barrier - prioritising first aid	Bronze
Travel, Leisure and Media Sponsor: B&T				
	Agency	Client	Title of Campaign	Placing
132	Publicis Mojo	Tourism Northern Territory	Pushing the NT off Aussies' bucket lists and onto their to-do lists	Bronze
Government				
	Agency	Client	Title of Campaign	Placing
47	J. Walter Thompson Sydney	NSW Government	Winning the war against alcohol-fuelled violence	Bronze
201	GPY&R Melbourne	Public Transport Victoria	The Freeloadin' Fare Evader	Bronze
Not For Profit or Cause Related Marketing Sponsor UnLtd				
	Agency	Client	Title of Campaign	Placing
88	Clemenger BBDO Melbourne	DrinkWise	How To Drink Properly	Silver
40	Tongue	Cure Brain Cancer Foundation	Don't Let Them Fight It Alone	Silver
150	Grey Melbourne	MS Society	Transforming an Ugly Disease into something Beautiful	Bronze
Best State Campaign				
	Agency	Client	Title of Campaign	Placing
205	GPY&R Melbourne	Public Transport Victoria	The Freeloadin' Fare Evader	Silver
29	The Brand Agency	St John Ambulance Western Australia	Break The Barrier - prioritising first aid	Bronze
188	303Lowe Perth	Perth Racing	Ashbeclee	Bronze
Return on Investment				
	Agency	Client	Title of Campaign	Placing
116	Blue Hive Australia	Ford Motor Company of Australia	Tough Is Not Enough	Silver
109	AJF Partnership	Officeworks	How Officeworks Grew Minds	Bronze
Short Term Effects				
	Agency	Client	Title of Campaign	Placing
44	Whybin\TBWA Sydney	IAG Group's NRMA Insurance	Crashed Car Showroom	Bronze
153	GPY&R Melbourne	The Lost Dogs Home	Human Walking Program	Bronze
Most Original Thinking				

	Agency	Client	Title of Campaign	Placing
26	Saatchi & Saatchi Sydney	Luxottica	The most important story you will ever read to your child	Gold
208	Grey Melbourne	MS Society	Transforming an Ugly Disease into something Beautiful	Silver
89	Clemenger BBDO Melbourne	DrinkWise	How To Drink Properly	Bronze
New Product or Service sponsor The Monkeys Cobbler				
	Agency	Client	Title of Campaign	Placing
113	Give Art Science	FRUCOR Beverages	Maximus	Silver
Small Budget				
	Agency	Client	Title of Campaign	Placing
100	Showpony Advertising	SA Health	Aboriginal Immunisation	Gold
155	GPY&R Melbourne	The Lost Dogs Home	Human Walking Program	Bronze
Digitally Led Ideas				
	Agency	Client	Title of Campaign	Placing
148	Whybin\TBWA Sydney	Chobani	Inspiring your inner foodie	Bronze
PR Led Campaigns				
	Agency	Client	Title of Campaign	Placing
17	Leo Burnett Melbourne	SPC Ardmona	#SPCSunday: How listening saved a hundred year old company	Silver
Long Term Effects				
	Agency	Client	Title of Campaign	Placing
202	The Works	Canadian Club (Beam Suntory)	Keeping Australians 'Over Beer' for 5 years	Gold
206	MercerBell	Allianz	'Ahhh Ahhh-Ilianz': Connecting Allianz to the moments Australians need insurance	Silver
The Effective Advertiser of the Year				
	Client	Agency	Title of Campaign	Placing
	Meat & Livestock Australia	BMF, The Monkeys, UM, One Green Bean	Delivering effectiveness through strong and enduring relationships	Winner
The Effective Agency of the Year				
	Agency	Client	Title of Campaign	Placing
	Saatchi & Saatchi Sydney			Winner
The Grand Effie				
	Agency	Client	Title of Campaign	Placing
202	The Works	Canadian Club (Beam Suntory)	Keeping Australians 'Over Beer' for 5 years	Grand Effie