

**Australian Effie Awards 2019 Finalists**

| Entrant's ID | Agency                   | Category                          | Advertiser                                 | Entry Title   |
|--------------|--------------------------|-----------------------------------|--|---|
| 48           | BMF                      | A. Retail/Etail                   | ALDI Australia                             | The More the Merrier: ALDI's Christmas invite that opened up Aussie hearts, minds and wallets |
| 49           | BMF                      | A. Retail/Etail                   | ALDI Australia                             | Good Different Phase 2: Questioning the cult of Loyalty                                       |
| 25           | AJF Partnership          | A. Retail/Etail                   | Target                                     | Discover Winterful; Target comes out of hibernation   |
| 122          | AJF GrowthOps            | A. Retail/Etail                   | Officeworks                                | How one word changed EOFYTHING  |
| 86           | DDB Sydney               | B. Food, Confectionery and Snacks | McDonald's Australia                       | I'm lovin' the short of it (as much as the long)  |
| 253          | DDB, Sydney              | B. Food, Confectionery and Snacks | McDonald's Australia                       | How 'play' drove McDonald's highest ever guest count on its lowest media budget               |
| 56           | BMF                      | B. Food, Confectionery and Snacks | George Weston Foods/Abbotts Village Bakery | How Abbotts Village Bakery became a breadwinner   |
| 23           | Clemenger BBDO / Traffik | B. Food, Confectionery and Snacks | Campbell Arnott's                          | The Tim Tam Genie Returns   |
| 39           | Clemenger BBDO           | C. Beverages                      | Frucor Suntory                             | V Pure  |
| 252          | DDB, Sydney              | D. Other Consumer Goods           | VW Amarok                                  | Transforming power into profit - a story about workhorses and thoroughbreds                   |
| 91           | Clemenger BBDO           | D. Other Consumer Goods           | HP Australia                               | Say It With A Sprocket  |
| 33           | whiteGREY, Mindshare     | D. Other Consumer Goods           | Volvo Car Australia                        | Omtanke: rethinking Volvo   |
| 149          | The Monkeys              | E. Health and Wellbeing           | Blackmores                                 | How Blackmores enjoyed personal best results by getting Australians in the mood to move.      |
| 280          | McCann Health            | E. Health and Wellbeing           | Procter & Gamble                           | Poo Romance - The Sequel  |
| 146          | Thinkerbell              | E. Health and Wellbeing           | Sukin                                      | Nothing but special   |
| 230          | Ward6                    | E. Health and Wellbeing           | Amgen                                      | Cracking conventions to help cancer patients live longer                                      |
| 185          | The Monkeys              | F. Financial Services             | NRMA Insurance                             | How reviving its original purpose reversed 8 years of decline for NRMA Insurance              |
| 62           | whiteGREY                | F. Financial Services             | Frank Health Insurance                     | Making Health Insurance As Easy as Frank.   |
| 55           | BMF                      | F. Financial Services             | Insuranceline                              | Insuranceline in full bloom   |
| 188          | CHE Proximity            | F. Financial Services             | Insurance Australia Group / NRMA           | NRMA Safety Hub   |
| 241          | CHE Proximity            | F. Financial Services             | RACV                                       | Cover for their Overconfidence  |
| 177          | The Monkeys              | G. Other Services                 | Telstra                                    | How not worrying about data took Telstra Pre-Paid from decline to growth.                     |
| 120          | Clemenger BBDO           | G. Other Services                 | Tabcorp                                    | Head vs Heart   |

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| 156 | Marketforce           | G. Other Services               | Alinta Energy  | We give it to you straight  |
| 45  | Ipswich City Council  | H. Travel, Leisure and Media    | Ipswich City Council   | Discover Ipswich - Humans Wanted  |
| 31  | AFFINITY              | H. Travel, Leisure and Media    | Tourism Central Coast  | From the couch to the Coast: Shifting perception for unprecedented ROI  |
| 226 | Clemenger BBDO        | H. Travel, Leisure and Media    | AFL  | How the AFL defied 'never' by creating a world where anything is possible.  |
| 53  | BMF                   | I. Government                   | Department of Social Services (DSS), Australian Federal Government | From deflection to action: the campaign that rallied millions of Australians to help stop violence against women at the start |
| 58  | The Brand Agency      | J. Not For Profit Organisations | Foodbank WA  | Turning a box of nothing into breakfast for WA Kids   |
| 174 | News Corp Australia   | J. Not For Profit Organisations | The Heart Foundation Australia                                     | Australia's Worst Serial Killer   |
| 22  | Clemenger BBDO        | J. Not For Profit Organisations | The Dry July Foundation  | The Reclaiming of Dry July  |
| 59  | The Brand Agency      | K. Best Smaller State Campaign  | Foodbank WA  | Turning a box of nothing into breakfast   |
| 278 | Ipswich City Council  | K. Best Smaller State Campaign  | Ipswich City Council   | Discover Ipswich - Humans Wanted  |
| 169 | Marketforce           | K. Best Smaller State Campaign  | Alinta Energy  | We give it to you straight  |
| 170 | Meerkats              | K. Best Smaller State Campaign  | Brownes Dairy  | Stay Chill  |
| 50  | BMF                   | L. Short Term Effects           | ALDI Australia   | The More the Merrier: ALDI's Christmas invite that opened up Aussie hearts, minds and wallets                                 |
| 263 | Clemenger BBDO        | L. Short Term Effects           | Myer   | Myer - Christmas Bauble   |
| 202 | Clemenger BBDO        | L. Short Term Effects           | Dry July Foundation  | The Reclaiming of Dry July  |
| 190 | CHE Proximity         | L. Short Term Effects           | Insurance Australia Group / NRMA                                   | NRMA Safety Hub   |
| 240 | CHE Proximity         | L. Short Term Effects           | RACV   | Cover for their Overconfidence  |
| 123 | AJF GrowthOps         | L. Short Term Effects           | Officeworks  | How one word changed EOFYTHING  |
| 167 | News Corp Australia   | L. Short Term Effects           | The Heart Foundation Australia                                     | Australia's Worst Serial Killer   |
| 139 | Leo Burnett Melbourne | L. Short Term Effects           | Twinnings  | Infusing new life into an ageing category   |
| 51  | BMF                   | M. Most Original Thinking       | ALDI Australia   | Good Different Phase 2: Questioning the cult of Loyalty   |
| 172 | News Corp Australia   | M. Most Original Thinking       | The Heart Foundation Australia                                     | Australia's Worst Serial Killer   |
| 196 | The Monkeys           | M. Most Original Thinking       | Blackmores   | How Blackmores enjoyed personal best results by getting Australians in the mood to move.                                      |
| 126 | AJF GrowthOps         | M. Most Original Thinking       | Officeworks  | Making a bigger brand happen  |
| 65  | whiteGREY             | M. Most Original Thinking       | Frank Health Insurance   | Making Health Insurance As Easy as Frank.   |
| 283 | AFFINITY              | M. Most Original Thinking       | Tourism Central Coast  | From the couch to the Coast: Shifting perception for unprecedented ROI  |
| 34  | whiteGREY, Mindshare  | M. Most Original Thinking       | Volvo Car Australia  | Omtanke: rethinking Volvo   |

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|-----|------------------------------|-----------------------------------|--|---|
| 228 | Clemenger BBDO               | M. Most Original Thinking         | AFL  | How the AFL defied "never" by creating a world where anything is possible.  |
| 237 | Clemenger BBDO               | N. New Product or Service         | Carlton & United Breweries   | Making a Hero out of Carlton Zero   |
| 243 | CHE Proximity                | N. New Product or Service         | RACV   | Cover for their Overconfidence  |
| 176 | News Corp Australia          | N. New Product or Service         | The Heart Foundation Australia                                     | Australia's Worst Serial Killer   |
| 114 | BMF                          | N. New Product or Service         | BPAY   | Say hello to Osko   |
| 251 | Ward6                        | O. Small Budget                   | Amgen  | Cracking conventions to help cancer patients live longer  |
| 261 | BWM Dentsu                   | O. Small Budget                   | Selleys  | The Unstoppable Selleys Storm   |
| 214 | The Monkeys                  | P. Insight and Strategic Thinking | NRMA Insurance   | How reviving its original purpose reversed 8 years of decline for NRMA Insurance  |
| 111 | BMF                          | P. Insight and Strategic Thinking | Department of Social Services (DSS), Australian Federal Government | From deflection to action: the campaign that rallied millions of Australians to help stop violence against women at the start |
| 108 | BMF                          | P. Insight and Strategic Thinking | ALDI Australia   | Good Different Phase 2: Questioning the cult of Loyalty   |
| 284 | AFFINITY                     | P. Insight and Strategic Thinking | Tourism Central Coast  | From the couch to the Coast: Shifting perception for unprecedented ROI  |
| 66  | whiteGREY                    | P. Insight and Strategic Thinking | Frank Health Insurance   | Making Health Insurance As Easy as Frank.   |
| 229 | Clemenger BBDO               | P. Insight and Strategic Thinking | AFL  | How the AFL defied 'never' by creating a world where anything is possible.  |
| 121 | Clemenger BBDO               | P. Insight and Strategic Thinking | Tabcorp  | Head vs Heart   |
| 198 | The Monkeys                  | P. Insight and Strategic Thinking | Blackmores   | How Blackmores enjoyed personal best results by getting Australians in the mood to move.                                      |
| 173 | News Corp Australia          | P. Insight and Strategic Thinking | The Heart Foundation Australia                                     | Australia's Worst Serial Killer   |
| 192 | CHE Proximity                | P. Insight and Strategic Thinking | Insurance Australia Group / NRMA                                   | NRMA Safety Hub   |
| 35  | whiteGREY, Mindshare         | P. Insight and Strategic Thinking | Volvo Car Australia  | Omtanke: rethinking Volvo   |
| 244 | CHE Proximity                | P. Insight and Strategic Thinking | RACV   | Cover for their Overconfidence  |
| 136 | Leo Burnett Melbourne        | P. Insight and Strategic Thinking | Bonds  | Queendom: A new frontier for Bonds  |
| 186 | The Monkeys                  | Q. Brand Value                    | NRMA Insurance   | How reviving its original purpose reversed 8 years of decline for NRMA Insurance  |
| 110 | BMF                          | Q. Brand Value                    | ALDI Australia   | How a German supermarket became Australia's most trusted brand  |
| 127 | AJF GrowthOps                | Q. Brand Value                    | Officeworks  | Making a bigger brand happen  |
| 246 | Wunderman Thompson Australia | Q. Brand Value                    | Nestle Australia   | Make Australia Break Again  |
| 32  | whiteGREY, Mindshare         | Q. Brand Value                    | Volvo Car Australia  | Omtanke: rethinking Volvo   |
| 124 | AJF GrowthOps                | R. Return on Investment           | Officeworks  | How one word changed EOFYTHING  |

|     |                         |   |                                  |   |
|-----|-------------------------|---|----------------------------------|---|
| 180 | The Monkeys             | R. Return on Investment                       | Telstra                          | How not worrying about data took Telstra Pre-Paid from decline to growth.   |
| 285 | AFFINITY                | R. Return on Investment                       | Tourism Central Coast            | From the couch to the Coast: Shifting perception for unprecedented ROI      |
| 68  | whiteGREY               | R. Return on Investment                       | Frank Health Insurance           | Making Health Insurance As Easy as Frank.                                   |
| 259 | DDB Sydney              | R. Return on Investment                       | McDonald's Australia             | I'm lovin' the short of it (as much as the long)                            |
| 128 | AJF GrowthOps           | R. Return on Investment                       | Officeworks                      | Making a bigger brand happen  |
| 36  | whiteGREY, Mindshare    | R. Return on Investment                       | Volvo Car Australia              | Omtanke: rethinking Volvo   |
| 158 | Richards Rose           | R. Return on Investment                       | Mitsubishi Motors Australia      | How small SUVs drove Mitsubishi to #1                                       |
| 132 | DDB, Sydney             | S. Long Term Effects                          | VW Amarok                        | Transforming power into profit - a story about workhorses and thoroughbreds |
| 145 | Saatchi & Saatchi       | S. Long Term Effects                          | BankSA                           | Turning a lukewarm underdog into a Piping hot competitor                    |
| 199 | Noble Brands Worldwide  | S. Long Term Effects                          | Australian Pork Limited          | How "Pork on your Fork" bought home the bacon                               |
| 207 | BWM Dentsu              | S. Long Term Effects                          | Dr. Oetker                       | You Won't Believe It's Frozen   |
| 238 | Clemenger BBDO          | S. Long Term Effects                          | Carlton & United Breweries       | Overtaking the Classics to become Australia's favourite beer                |
| 89  | Publicis Communications | S. Long Term Effects                          | Campbell Arnott's                | Shapes Road to Recovery   |
| 75  | whiteGREY               | T. Digitally Led Ideas                        | Missing Persons Advocacy Network | Invisible Friends   |
| 179 | News Corp Australia     | U. Media Led Idea Idea or Media Partnership   | The Heart Foundation Australia   | Australia's Worst Serial Killer   |
| 275 | CHE Proximity           | V. Marketing Solutions Other Than Advertising | RACV                             | Cover for their Overconfidence  |
| 195 | CHE Proximity           | V. Marketing Solutions Other Than Advertising | Insurance Australia Group / NRMA | NRMA Safety Hub   |
| 216 | VMLY&R                  | W. Shopper Marketing                          | McDonald's Australia             | Monopoly  |
| 162 | AFFINITY                | X. Use of Data                                | Tourism Central Coast            | From the couch to the Coast: Shifting perception for unprecedented ROI      |
| 193 | CHE Proximity           | X. Use of Data                                | Insurance Australia Group / NRMA | NRMA Safety Hub   |
| 270 | TBWA\Melbourne          | Y. Positive Change                            | ANZ Bank                         | ANZ Serves an Ace for Inclusion   |
| 175 | News Corp Australia     | Y. Positive Change                            | The Heart Foundation Australia   | Australia's Worst Serial Killer   |
| 116 | Clemenger BBDO          | Y. Positive Change                            | The Dry July Foundation          | The Reclaiming of Dry July  |