

The 2018 Australian Effie Awards Winners				
Retail / Etail Sponsor: Displayground				
Entry No.	Agency	Client	Title of Campaign	Placing
122	TBWA\Sydney	M.J. Bale	Coollest Suit on the Planet	Gold
85	BMF	ALDI Australia	Good Different: How ALDI defied gravity by going long	Silver
179	Clemenger BBDO Melbourne	Myer	Myer 6 second sale	Bronze
Food, Confectionery & Snacks Sponsor: Facebook				
Entry No.	Agency	Client	Title of Campaign	Placing
107	J. Walter Thompson Melbourne	Simplot	Have you eaten? How Leggo's reignited Australia's lost passion for Italian food	Bronze
115	Y&R New Zealand	Kraft Heinz Australia	Geoff	Bronze
Beverages				
Entry No.	Agency	Client	Title of Campaign	Placing
20	The Monkeys	Beam Suntory	How questioning the unquestionable breathed new life into Canadian Club	Silver
Other Consumer Goods				
Entry No.	Agency	Client	Title of Campaign	Placing
93	Richards Rose	Mitsubishi Motors	Moving from #6 to #3: How Mitsubishi is having the time of its life	Gold
202	Clemenger BBDO Melbourne	Mercedes-Benz	How an aging A-Class became the most in-demand model for Mercedes-Benz	Bronze
Health and Wellbeing Sponsor: Healthcare Communications Council				
Entry No.	Agency	Client	Title of Campaign	Placing
59	Ogilvy Australia	Kimberly Clark Australia	Let's Move On	Gold
Financial Services				
Entry No.	Agency	Client	Title of Campaign	Placing
42	CHE Proximity	Swann Insurance	Inconvenience Stores - Turning an everyday errand, into another reason to ride	Silver
Other Services Sponsor: Trapdoor Productions				
Entry No.	Agency	Client	Title of Campaign	Placing
100	The Works	Optus	Bolt, a marathon story: a long term strategy for a world class network	Gold
Travel, Leisure and Media				

Entry No.	Agency	Client	Title of Campaign	Placing
72	Bashful	P&O	The Best Way To See The Best Of The South Pacific	Silver
223	CHE Proximity	Velocity Frequent Flyer	The Billion Point Giveaway	Silver
10	Ipswich City Council	Ipswich City Council	Discover Ipswich Destination Marketing	Bronze
Best State Campaign				
Entry No.	Agency	Client	Title of Campaign	Placing
189	Clemenger BBDO Melbourne	Visit Victoria	Have A Wander: Rethinking Regional Victoria For Melbournians	Bronze
Return on Investment Sponsor: Think TV				
Entry No.	Agency	Client	Title of Campaign	Placing
117	Richards Rose	Mitsubishi Motors	Moving from #6 to #3: How Mitsubishi is having the time of its life	Gold
121	The Monkeys	Beam Suntory	How questioning the unquestionable breathed new life into Canadian Club	Gold
99	AJF Partnership	Officeworks	How Officeworks outsmarted the competition over the back-to-school season	Silver
Short Term Effects				
Entry No.	Agency	Client	Title of Campaign	Placing
240	BMF	ALDI Australia	The More The Merrier - How ALDI continues to win over Aussies at Christmas	Silver
176	TBWA\Sydney	M.J. Bale	Coollest Suit on the Planet	Bronze
Most Original Thinking Sponsor: Facebook				
Entry No.	Agency	Client	Title of Campaign	Placing
239	BMF	ALDI Australia	Good Different: How ALDI defied gravity by going long	Silver
45	CHE Proximity	Swann Insurance	Inconvenience Stores- Turning an everyday errand, into another reason to ride	Silver
60	Ogilvy Australia	Kimberly Clark Australia	Let's Move On	Bronze
129	whiteGREY	David Sheldrick Wildlife Trust	Hello in Elephant: Translating an endangered language to help save an endangered species	Bronze
New Product or Service				

Entry No.	Agency	Client	Title of Campaign	Placing
109	BWM Dentsu	BabyLove	Premmie Proud	Bronze
Small Budget Sponsor Displayground				
Entry No.	Agency	Client	Title of Campaign	Placing
46	CHE Proximity	Swann Insurance	Inconvenience Stores - Turning an everyday errand, into another reason to ride	Silver
183	Clemenger BBDO Melbourne	Myer	Myer 6 Second Sale	Bronze
Digitally Led Ideas				
Entry No.	Agency	Client	Title of Campaign	Placing
228	CHE Proximity	Velocity Frequent Flyer	The Billion Point Giveaway	Silver
PR Led Campaign				
Entry No.	Agency	Client	Title of Campaign	Placing
197	TBWA\Sydney	M.J. Bale	Coollest Suit on the planet	Bronze
Insight & Strategic Thinking				
Entry No.	Agency	Client	Title of Campaign	Placing
61	Ogilvy Australia	Kimberly Clark Australia	Let's Move On	Gold
238	BMF	ALDI Australia	Good Different: How ALDI defied gravity by going long	Silver
112	BWM Dentsu	BabyLove	Premmie Proud	Bronze
Media-Led Idea				
Entry No.	Agency	Client	Title of Campaign	Placing
130	GTB	Ford Motor Company	How we sold a Muscle car to the Masses	Silver
Marketing Solutions Other Than Advertising & PR				
Entry No.	Agency	Client	Title of Campaign	Placing
48	CHE Proximity	Swann Insurance	Inconvenience Stores - Turning an everyday errand, into another reason to ride	Gold
Long Term Effects Sponsor Think TV				
Entry No.	Agency	Client	Title of Campaign	Placing
24	Host/Havas	Defence Force Recruitment	How transforming the Defence Force's approach to recruitment delivered record returns	Gold
17	The Monkeys	Meat & Livestock Australia	How bringing people together delivered record profits for Lamb	Gold
155	GTB	Ford Motor Company	Tough is not Enough	Silver

96	AJF Partnership	Officeworks	How Officeworks made bigger things happen	Bronze
The Effective Advertiser Award				
	Client	Agencies	Title of Campaign	
	ALDI Australia	BMF		
The Effective Agency of the Year				
	Agency	Client	Title of Campaign	
	CHE Proximity			
The Grand Effie Sponsor: Think TV				
	Agency	Client	Title of Campaign	
24	Host/Havas	Defence Force Recruitment	How transforming the Defence Force's approach to recruitment delivered record returns	