

The 2009 Australian Effie Awards Finalists

A. Retail/Etail

Entry No.	Agency	Client	Title of Campaign	State
039	M&C Saatchi Sydney	Optus	Optus Vs. Telstra	NSW
065	M&C Saatchi Sydney	Woolworths	An Olympic Idea without an Olympic Sponsorship	NSW
108	DDB Sydney	McDonald's	Falling in love with chook - McDonald's 'Moments' Chicken Campaign	NSW
114	Clemenger BBDO / Clemenger Proximity Melb	Mercedes-Benz Australia/ Pacific Pty Ltd	Let's Talk. 2421 Cars in 60 days. Mercedes-Benz retailing a prestige brand in a credit crunched environment	VIC
122	Three Drunk Monkeys	FOXTEL	FOXTEL'S Good News Sale	NSW

Category Total: 5

B. Food, Confectionary & Snacks

Entry No.	Agency	Client	Title of Campaign	State
006	JWT Melbourne	Kraft Foods	How do you like your Vegemite?	VIC
059	Clemenger BBDO Melbourne	Patties Foods (Four'N Twenty)	Four'N Twenty Magic Salad Plate	VIC
070	BMF	Meat and Livestock Australia	Lamb on Australia Day 2007 - 2009: Defying the law of Diminishing Returns	NSW
079	Clemenger BBDO Sydney	Campbell's Soup	How 'Warm Tinny' left a copy-cat competitor out in the cold	NSW
081	Clemenger BBDO Sydney	Cereal Partners Worldwide	Uncle Tobys Oats - Finding a new answer within	NSW
109	DDB Sydney	Wrigley's	Wrigley's Extra: Waking A Sleeping Giant	NSW
119	Clemenger BBDO Melbourne	Bega	The D Word'	VIC

Category Total: 7

C. Beverages

Entry No.	Agency	Client	Title of Campaign	State
040	M&C Saatchi, Sydney	Sara Lee, Australia (Moccona)	Falling In Love Again	NSW
055	SMART Sydney	Coca Cola MOTHER	The MOTHER of all re-launches	NSW
084	Ogilvy Sydney	Nesta, Coca Cola Company	Striking the goliath of iced tea with an innovative, strategic punch	NSW
116	The Furnace	Schweppes Australia	SOLO	VIC
123	Clemenger BBDO Melbourne	Foster's Group	Team Dry - How Carlton Dry took on TED by doing nothing	VIC
115	Clemenger BBDO Melbourne	Foster's Group	Pure Blonde's Brewtopia	VIC

Category Total: 6

D. Other Consumer Goods

Entry No.	Agency	Client	Title of Campaign	State
057	The Campaign Palace	Berlei, Pacific Brands	The Berlei Uplifting Tour of Australia	NSW

Category Total: 1

E. Healthcare

Entry No.	Agency	Client	Title of Campaign	State
001	Ward 6	Bayer Schering Pharma	The Gimmicks Can Go	NSW
043	Sudler & Hennessey, Sydney	Pfizer Australia	Spotlight on cholesterol	NSW
074	Ursa Communications	Pfizer Australia	How Champix Outsmarted Cigarettes	NSW

Category Total: 3

F. Consumer Services

Entry No.	Agency	Client	Title of Campaign	State
010	DDB Group Melbourne	Sensis	How a Sock Puppet changed the face of directory assistance	VIC
027	Goodby, Silverstein & Partners	Commonwealth Bank Australia	The Commonwealth Bank "Home Loans" Campaign	INT
038	M&C Saatchi Sydney	Optus	Optus Vs. Telstra	NSW
061	Clemenger Proximity/Clemenger BBDO Melbour	National Bank Australia	NAB Breathing Space - a little cloud of respite	VIC
062	HOST	Bankwest	Taking on the establishment & winning: How Bankwest shook up the staid world of Australian banking	NSW
073	BMF	Commonwealth Bank Australia	"Everyone Loves A Free-bee"	NSW

Category Total: 6

G. B2B

Entry No.	Agency	Client	Title of Campaign	State
071	BMF, IKON, Commonwealth Bank	Commonwealth Bank Australia	Talking Asset Finance	NSW

Category Total: 1

H. Travel, Leisure & Media

Entry No.	Agency	Client	Title of Campaign	State
046	Publicis Mojo Melbourne	Tourism Victoria	How Melbourne used a red thread to grow visitation in a declining domestic market	VIC
125	CumminsNitro Brisbane	Tourism Queensland - Islands of the Great Barrier Reef	The Best Job in the World	QLD

Category Total: 2

I. Government, Corporate and Social Services (Includes NGO's)

Entry No.	Agency	Client	Title of Campaign	State
008	Gatecrasher Advertising	Office of Crime Prevention, Government of WA	Hoons Campaign	WA
047	Publicis Mojo Melbourne	Tourism Victoria	How Melbourne used a red thread to grow visitation in a declining domestic market	VIC
048	Clemenger BBDO Adelaide	Motor Accident Commission (SA)	Creepers	SA
069	BMF	The Australian Electoral Commission	A Representative Federal Election	NSW
078	Clemenger BBDO Sydney	Roads & Traffic Authority	Speeding. No one thinks big of you.	NSW
094	McCann Erickson Brisbane	Queensland Water Commission	Target 140	QLD
106	Grey Melbourne	Transport Accident Commission	Making Massive Inroads into The Victorian Road Toll	VIC
113	Leo Burnett Sydney	WWF- Australia	Earth Hour	NSW
127	CumminsNitro Brisbane	Tourism Queensland - Islands of the Great Barrier Reef	The Best Job in the World	QLD

Category Total: 9

J. Return on Investment

Entry No.	Agency	Client	Title of Campaign	State
014	George Patterson Y&R Brisbane	Maunsell AECOM	Maunsell AECOM - Recruitment Campaign	QLD
019	Hark Attack	Kimberly-Clark Australia	Viva Paper Towels	NSW
032	Goodby, Silverstein & Partners	Commonwealth Bank Australia	The Commonwealth Bank "Home Loans" Campaign	INT
052	CumminsNitro Brisbane	Personalised Plates Queensland	GET UR 7C	QLD
056	SMART Sydney	Coca Cola MOTHER	The MOTHER of all re-launches	NSW
066	BMF, IKON, Commonwealth Bank	Commonwealth Bank Australia	Talking Asset Finance	NSW
080	Clemenger BBDO Sydney	Cereal Partners Worldwide	Uncle Tobys Oats - Finding a new answer within	NSW
102	M&C Saatchi Sydney	Optus	Optus Vs. Telstra	NSW

Category Total: 8

K. Long Term Effects

Entry No.	Agency	Client	Title of Campaign	State
042	Belgiovine Williams Mackay	Telstra BigPond	Father and Son	NSW
090	Ogilvy Sydney	Panadol. GSK	It's My Choice' The Story of Leadership Defence and what could have been	NSW
105	Saatchi & Saatchi Healthcare	AECL	Cooking up a Storm	NSW
131	303	Department of Health WA	GO FOR 2&5	WA

Category Total: 4

L. Most Original Thinking

Entry No.	Agency	Client	Title of Campaign	State
058	The Campaign Palace	Berlei, Pacific Brands	The Berlei Uplifting Tour of Australia	NSW
060	Clemenger BBDO Melbourne	Patties Foods (Four'N Twenty)	Four'N Twenty Magic Salad Plate	VIC
064	M&C Saatchi Sydney	Woolworths	An Olympic Idea without an Olympic Sponsorship	NSW
076	Clemenger BBDO Sydney	Roads & Traffic Authority	Speeding. No one thinks big of you.	NSW
083	Ogilvy Sydney	Hyundai	Hyundai iLoad. A tough van for a tough market.	NSW
112	Leo Burnett Sydney	WWF - Australia	Earth Hour	NSW
120	Three Drunk Monkeys	Zapruder's Other Films	The Gruen Transfer	NSW
124	CumminsNitro Brisbane	Tourism Queensland - Islands of Great Barrier Reef	The Best Job in the World	QLD

Category Total: 8

M. New Product or Service

Entry No.	Agency	Client	Title of Campaign	State
033	JWT Sydney	Johnson & Johnson Listerine	Listerine Smart Rinse: Launching a New Product to Create a New Category	NSW
075	Ursa Communications	Pfizer Australia	How Champix Outsmarted Cigarettes	NSW
082	Ogilvy Sydney	Hyundai	Hyundai i30: How a small car took on a big category	NSW
091	BMF	Goodman Fielder	Wonder Performance - For teens only	NSW
093	Goodby, Silverstein & Partners	Commonwealth Bank Australia	The Commonwealth Bank: Debit MasterCard "Warch your music grow" Campaign	INT
098	BCM Brisbane	Golden Circle	Golden Circle Preservative Free Chilled Juice	QLD

Category Total: 6

N. Small Budget

Entry No.	Agency	Client	Title of Campaign	State
015	George Patterson Y&R Brisbane	Maunsell AECOM	Maunsell AECOM - Recruitment Campaign	QLD
035	JWT Sydney / RMG Connect Sydney	Nestle Kit Kat Chunky	Kit Kat Chunky Cookies & Cream: Kit Kat Chunga	NSW
049	Clemenger BBDO Adelaide	SA Lotteries	Alarm Clock Amnesty	SA
050	CumminsNitro Brisbane	Personalised Plates Queensland	GET UR 7C	QLD
068	BMF	Commonwealth Bank Australia	"Everyone Loves A Free-bee"	NSW
072	BMF, IKON, Commonwealth Bank	Commonwealth Bank Australia	Talking Asset Finance	NSW
121	Three Drunk Monkeys	National Rugby League	NRL Key Signings	NSW

Category Total: 7**O. Best State Campaign**

Entry No.	Agency	Client	Title of Campaign	State
053	CumminsNitro Brisbane	Personalised Plates Queensland	GET UR 7C	QLD
077	Clemenger BBDO Sydney	Roads & Traffic Authority	Speeding. No one thinks big of you.	NSW
095	McCann Erickson Brisbane	Queensland Water Commission	Target 140	QLD
097	BCM Brisbane	Queensland Government - Queensland Transport	Share My Story	QLD
107	Grey Melbourne	Transport Accident Commission	Making Massive Inroads into The Victorian Road Toll	VIC
128	303	IKEA	Love where you live	WA

Category Total: 6**P. Multicultural/Indigenous**

Entry No.	Agency	Client	Title of Campaign	State
020	Loud Multicultural	Western Union Financial Services	South Asia and Middle East (SAME) Promotion	NSW
126	CumminsNitro Brisbane	Tourism Queensland - Islands of the Great Barrier Reef	The Best Job in the World	QLD

Category Total: 2**Finalists 81**