	ustralian Effie Awards Winner	s	
Retail / Etai	il Sponsor: emma		
	Agency	Client	Title of Campaign
	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning
Food Spor	nsor: emma Agency	Client	Title of Campaign
	Agency	Ollent	Lambnesia - An 8 year old idea smashes all
246	вмғ	Meat & Livestock Australia	sales results records
51	DDB Sydney	McDonald's Australia	Value which puts a McSmile on your face
	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning
Beverages	Sponsor: Commonwealth Ba		
0.7	Agency	Client	Title of Campaign
87	GPY&R Melbourne	Schweppes	The Cocktail Revolution How Communication Allowed Dare to go
65	AJF Partnership	Lion - Dare Iced Coffee	Mental
- 03	Clemenger BBDO	Lion Bare icea conce	Welledi
259	Melbourne	CUB - Victoria Bitter	Reviving a dying Australian icon
Other Cons	umer Goods Sponsor: Trap	door Productions	
	Agency	Client	Title of Campaign
	Whybin\TBWA Sydney	MJ Bale	Grazed on Greatness
Healthcare	Sponsor: Healthcare Commi	Unications Council	Title of Compaign
224	Agency Ward6	Gilead	Title of Campaign
	pwardo ervices Sponsor: The Digital I	I	Beyond HIV
Entry No.	-	Client	Title of Campaign
	Whybin\TBWA Sydney	RaboDirect	Steal Back Your Dreams
			Why should the banks have things all their
	303Lowe	Aussie	own way
Other Servi	ces Sponsor: Trapdoor Prod		Territoria de la companya della companya della companya de la companya della comp
	Agency	Client	Title of Campaign
74	Havas WW Sydney & One Green Bean	Virgin Mobile Australia	How Doug Pitt helped Virgin Mobile redefine retention marketing
	Whybin\TBWA Sydney	Virgin Mobile Australia NRMA Insurance	Car Creation
	sure and Media Sponsor: em		Car Greation
	Agency	Client	Title of Campaign
			How big thinking got Aussies back to
5	Iris Sydney	Christchurch & Canterbury Tourism	Christchurch
			The Kiwi Sceptics: How Branded Content Sold
187	HOST	Air New Zealand	Seats
106	Naked Communications	Art Carias Hatals	The Overstay Checkout: Overstay you're welcome
	Melbourne nt, Corporate and Social Serv	Art Series Hotels	welcome
Covernine	Agency	Client	Title of Campaign
			I Was Here for World Humanitarian 2012 - a
262	D	The United Nations	different kind of donation
	Droga5		
195	Saatchi & Saatchi	Greenpeace	Getting John West to Change its Tuna
195	Saatchi & Saatchi Campaign Sponsor: Common	wealth Bank	
195 Best State (Saatchi & Saatchi Campaign Sponsor: Common Agency	wealth Bank Client	Title of Campaign
195 Best State (Saatchi & Saatchi Campaign Sponsor: Common	wealth Bank	Title of Campaign Dumb Ways to Die
195 Best State (Saatchi & Saatchi Campaign Sponsor: Common Agency	wealth Bank Client	Title of Campaign
195 Best State (Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne	wealth Bank Client Metro Trains	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive.
195 Best State (94 104 271	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me"
195 Best State (94 104 271 107	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive.
195 Best State (94 104 271 107	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance ital Edge	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation
195 Best State (94 104 271 107 Return on I	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign
195 Best State (94 104 271 107 Return on I	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation
195 Best State (94 104 271 107 Return on I 120 162 140	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Whybin\TBWA Sydney Clemenger BBDO Sydney	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness
195 Best State (94 104 271 107 Return on I 120 162 140	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning
195 Best State (94 104 271 107 Return on I 120 162 140	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Whybin\TBWA Sydney Clemenger BBDO Sydney	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign
195 Best State (94 104 271 107 Return on I 120 162 140 Short Term	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising Agency	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau Client Client	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign Lambnesia - An 8 year old idea smashes all
195 Best State (94 104 271 107 Return on I 120 162 140 Short Term	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising Agency BMF	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau Client Meat & Livestock Australia	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign Lambnesia - An 8 year old idea smashes all sales results records
195 Best State (94 104 271 107 Return on I 120 162 140 Short Term 247 95	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising Agency BMF McCann Melbourne	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau Client Meat & Livestock Australia Metro Trains	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign Lambnesia - An 8 year old idea smashes all sales results records Dumb Ways to Die
195 Best State (94 104 271 107 Return on I 120 162 140 Short Term 247 95 145	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising Agency BMF	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau Client Meat & Livestock Australia Metro Trains V8 Supercars	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign Lambnesia - An 8 year old idea smashes all sales results records
195 Best State (94 104 271 107 Return on I 120 162 140 Short Term 247 95 145	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising Agency BMF McCann Melbourne GPY&R Brisbane	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau Client Meat & Livestock Australia Metro Trains V8 Supercars	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign Lambnesia - An 8 year old idea smashes all sales results records Dumb Ways to Die
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195 Best State (94 104 271 107 Return on I 120 162 140 Short Term 247 95 145 Most Origin 183 141	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising Agency BMF McCann Melbourne GPY&R Brisbane pal Thinking Sponsor: Millwar Agency Naked Communications Melbourne Clemenger BBDO Sydney	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau Client Meat & Livestock Australia Metro Trains V8 Supercars d Brown Client Art Series Hotels Hungry Jack's	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign Lambnesia - An 8 year old idea smashes all sales results records Dumb Ways to Die Facebook Powered Slot Cars Title of Campaign The Overstay Checkout: Overstay you're
195 Best State (94 104 271 107 Return on I 120 162 140 Short Term 247 95 145 Most Origin 183 141	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising Agency BMF McCann Melbourne GPY&R Brisbane nal Thinking Sponsor: Millwar Agency Naked Communications Melbourne Clemenger BBDO Sydney uct or Service Sponsor: Ads	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau Client Meat & Livestock Australia Metro Trains V8 Supercars d Brown Client Art Series Hotels Hungry Jack's tream	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign Lambnesia - An 8 year old idea smashes all sales results records Dumb Ways to Die Facebook Powered Slot Cars Title of Campaign The Overstay Checkout: Overstay you're welcome Shaking up the category and winning
195 Best State (94 104 271 107 Return on I 120 162 140 Short Term 247 95 145 Most Origin 183 141 New Produ	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising Agency BMF McCann Melbourne GPY&R Brisbane Pal Thinking Sponsor: Millware Agency Naked Communications Melbourne Clemenger BBDO Sydney Lot or Service Sponsor: Ads Agency	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau Client Meat & Livestock Australia Metro Trains V8 Supercars d Brown Client Art Series Hotels Hungry Jack's Itream Client Client	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign Lambnesia - An 8 year old idea smashes all sales results records Dumb Ways to Die Facebook Powered Slot Cars Title of Campaign The Overstay Checkout: Overstay you're welcome Shaking up the category and winning Title of Campaign
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195 Best State (194) 104 271 107 Return on I 120 162 140 Short Term 247 95 145 Most Origin 183 141 New Produ 63	Saatchi & Saatchi Campaign Sponsor: Common Agency McCann Melbourne Whybin\TBWA Sydney JWT & The Campaign Palace Whybin\TBWA Sydney nvestment Sponsor: The Dig Agency Whybin\TBWA Sydney Clemenger BBDO Sydney Effects Sponsor: Advertising Agency BMF McCann Melbourne GPY&R Brisbane I Thinking Sponsor: Millwar Agency Naked Communications Melbourne Clemenger BBDO Sydney uct or Service Sponsor: Ads Agency DraftFCB The Works	Wealth Bank Client Metro Trains Taronga Conservation Society NSW Rural Fire Service NRMA Insurance Ital Edge Client MJ Bale NRMA Insurance Hungry Jack's Standards Bureau Client Meat & Livestock Australia Metro Trains V8 Supercars d Brown Client Art Series Hotels Hungry Jack's Itream Client Client	Title of Campaign Dumb Ways to Die Taronga Zoo - Ensuring Wildlife Thrive, Not Just Survive. Overcoming "It won't happen to me" Car Creation Title of Campaign Grazed on Greatness Car Creation Shaking up the category and winning Title of Campaign Lambnesia - An 8 year old idea smashes all sales results records Dumb Ways to Die Facebook Powered Slot Cars Title of Campaign The Overstay Checkout: Overstay you're welcome Shaking up the category and winning Title of Campaign The Overstay Checkout: Overstay you're welcome Shaking up the category and winning Title of Campaign Nothing Beats the power of Black and White
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	Naked Communications		The Overstay Checkout: Overstay you're			
185	Melbourne	Art Series Hotels	welcome			
98	McCann Melbourne	Metro Trains	Dumb Ways to Die			
142	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning			
Small Budget (Between \$500K - \$1 Million) Sponsor: Millward Brown						
	Agency	Client	Title of Campaign			
			How big thinking got Aussies back to			
	Iris Sydney	Christchurch & Canterbury Tourism	Christchurch			
Digital Platt	Digital Platforms Sponsor: Adstream					
	Agency	Client	Title of Campaign			
143	Clemenger BBDO Sydney	Hungry Jack's	Shaking up the category and winning			
243	DDB Sydney & OMD	Telstra	Telstra AO Digital Performance Platform			
The Effective	The Effective Agency of the Year Sponsor: Commonwealth Bank					
	Agency	Client	Title of Campaign			
	Whybin\TBWA Sydney					
The Grand	The Grand Effie Sponsor: Millward Brown					
	Agency	Client	Title of Campaign			
	Whybin\TBWA Sydney	NRMA Insurance	Car Creation			

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David	
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