The 2013 Grand Effie Award Goes to Whybin\TBWA Sydney Car Creation

- **Whybin\TBWA Sydney takes out The Grand Effie**
- **Nine Gold Effies awarded overall**
- **Whybin\TBWA Sydney takes out The Effective Agency of the Year**

The annual Australian Effie Awards, run by The Communications Council, celebrated 22 winning agencies and clients at last night's gala Effie dinner at the Sydney Convention Centre.

It was a very successful evening for Whybin\TBWA Sydney, which was awarded the prestigious Grand Effie for the NRMA Insurance Car Creation campaign. Proving its effectiveness across several categories, 'Car Creation' also took away Gold in 'Best State' and 'Other Services', while scoring a Silver Effie in the ROI category.

This campaign saw a working car built from the parts of cars that were not covered as standard by competitor insurance policies, helping to deliver 3.373 million enquiries to NRMA Car Insurance in the first 8 months following its launch, at an ROI of 129%.

By successfully selling a product at a premium in a highly competitive market, and using advertising to build the value story, this campaign proved to be a classic effectiveness submission. The Effie Judges congratulated this campaign on being clever at every stage, from comprehensive research and auditing to effectively dramatising the product benefit through an ambitious creative idea that delivered impressive results.

Winning not only the Grand Effie, but two Gold, two Silver and three Bronze Effies, Whybin\TBWA Sydney was also honoured as Effective Agency of the Year for exceptional results across four clients: NRMA Insurance, MJ Bale, Taronga Zoo and RaboDirect.

Chairman of the Australian Effie Awards, Matthew Melhuish said: "This awards program is about recognising excellent strategic thinking and bold creative ideas that really pay off – not every category presents an award, and since the Effies began five years ago, the bar for entries has been raised extremely high. It is so inspiring to be exposed to the new and effective strategies demonstrated in this year's showcase, and I'd like to congratulate all of this year's winners and finalists on their exceptional achievements."

The full list of Gold Effie winners by category is as follows –

Retail/Etail

- Clemenger BBDO Sydney - Hungry Jack's - Shaking up the category and winning

Food

- Clemenger BBDO Sydney - Hungry Jack's - Shaking up the category and winning

Beverages

- Clemenger BBDO Melbourne - CUB - Victoria Bitter- Reviving a dying Australian icon

Other Services

- Whybin\TBWA Sydney - NRMA Insurance - Car Creation

Best State Campaign

- Whybin\TBWA Sydney - NRMA Insurance - Car Creation

Return on Investment

- Clemenger BBDO Sydney - Hungry Jack's - Shaking up the category and winning

Most Original Thinking

- Naked Communications Melbourne - Art Series Hotels - The Overstay Checkout: Overstay you're welcome

- Clemenger BBDO Sydney - Hungry Jack's - Shaking up the category and winning

Small Budget under $500K

- Clemenger BBDO Sydney - Hungry Jack's - Shaking up the category and winning

In addition to the nine Gold Effies, 12 Silver and 17 Bronze Effies were also awarded. All case studies will be online at www.effies.com.au from tomorrow.

The Effies are jointly presented by The Communications Council and the Australian Association of National Advertisers (AANA).

Other sponsors and supporters include Millward Brown, Adstream, The Advertising Standards Bureau, B&T, Commonwealth Bank, emma, Healthcare Communications, The Digital Edge and Trapdoor Productions.

The Communications Council would like to thank all our sponsors for their generous support.

- Ends -

For further comment call
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About The Effie Awards
The Effie Awards honor Australia's most significant achievements in marketing communications: ideas that work. Known by advertisers and agencies globally as the pre-eminent award in the industry, the Effies recognize any and all forms of marketing communications that contribute to a brand's success.