



Aug 30, 2018 Australia

## 2018 Effie Awards Australia Winners Announced: Host/Havas, Defence Force Recruitment Take Top Honour

- CHE Proximity named Effective Agency of the Year
- Host/Havas awarded Grand Effie for "How transforming the Defence Force's approach to recruitment delivered record returns" - Defence Force Recruitment
- 10 Gold Effies awarded overall
- ALDI Australia awarded The Effective Advertiser Award

August 30, 2018 -- CHE Proximity has been named Effective Agency of the Year at the 2018 Australian Effie Awards, scooping one Gold and five Silver awards across two clients, Swann Insurance and Velocity Frequent Flyer.

Two Golds were presented to Richards Rose for Mitsubishi Motors campaign "Moving from #6 to #3: How Mitsubishi is having the time of its life."

Two Golds were also presented to Ogilvy Australia for Kimberly Clark Australia campaign "Let's Move On."

One Gold went to Host/Havas for Defence Force Recruitment campaign "How transforming the Defence Force's approach to recruitment delivered record returns", which also went on to claim the coveted Grand Effie.

The judges commented that the Host/Havas campaign stepped beyond the traditional model and

positioned the Australian Defence Force as a 21st Century employer through an “exceptionally impressive and well told story.”

“It’s so hard to change a person’s mindset, let alone get tangible behaviour or action, such as enlisting, and yet this campaign has done that,” the judges said.

The ceremony, which took place at ICC’s Parkside Ballroom in Darling Harbour in Sydney on Thursday night, delivered a further 14 Silver and 14 Bronze awards. This brings the total number of agencies awarded for outstanding measurable results to 16 and the number of clients to 21.

Additional Gold winners include:

- TBWA\Sydney for M.J. Bale campaign “Coolest Suit on the Planet”
- The Works for Optus campaign “Bolt, a marathon story: a long term strategy for a world class network
- The Monkeys for Beam Suntory campaign “How questioning the unquestionable breathed new life into Canadian Club
- The Monkeys for Meat & Livestock Australia campaign “How bringing people together delivered record profits for Lamb
- CHE Proximity for Swann Insurance campaign “Inconvenience Stores - Turning an everyday errand, into another reason to ride”

Commenting on the Effective Advertiser Award which was presented to ALDI Australia, the judges said: “ALDI is a very impressive example of effectiveness through total alignment of purpose. It’s very clear that the organisation is totally aligned with their marketing department and that the marketing department is totally aligned with their agency.”

Mark Green, Chair of The Communications Council, said that each year, the quality of the cases raises the bar for creatives and strategic thinkers, and delivers increasing value to clients’ businesses.

Adding: “One decade on, the Effies remain one of the most important dates in our industry’s calendar. These awards have one of the most rigorous judging processes, so even to become an Effies finalist is a huge achievement. Congratulations to all our winners and finalists.”

The full list of winners is below and at <https://www.effies.com.au/winners-.aspx>.

All case studies are available online at [effies.com.au](https://www.effies.com.au).

## **GOLD:**

**Retail/Etail:** TBWA\Sydney - M.J. Bale - Coolest Suit on the Planet

**Other Consumer Goods:** Richards Rose - Mitsubishi Motors - Moving from #6 to #3: How Mitsubishi is having the time of its life

**Health and Wellbeing:** Ogilvy Australia - Kimberly Clark Australia - Let’s Move On

**Other Services:** The Works - Optus - Bolt, a marathon story: a long term strategy for a world class network

**Return on Investment:** Richards Rose - Mitsubishi Motors - Moving from #6 to #3: How Mitsubishi is having the time of its life

**Return on Investment:** The Monkeys - Beam Suntory - How questioning the unquestionable breathed new life into Canadian Club

**Insight & Strategic Thinking:** Ogilvy Australia - Kimberly Clark Australia - Let’s Move On

**Marketing Solutions Other Than Advertising & PR:** CHE Proximity - Swann Insurance - Inconvenience Stores - Turning an everyday errand, into another reason to ride

**Long Term Effects:** Host/Havas - Defence Force Recruitment - How transforming the Defence Force’s approach to recruitment delivered record returns

**Long Term Effects:** The Monkeys - Meat & Livestock Australia - How bringing people together delivered record profits for Lamb

## SILVER:

**Retail/Etail:** BMF – ALDI Australia – Good Different: How ALDI defied gravity by going long

**Beverages:** The Monkeys – Beam Suntory – How questioning the unquestionable breathed new life into Canadian Club

**Financial Services:** CHE Proximity – Swann Insurance – Inconvenience Stores – Turning an everyday errand, into another reason to ride

**Travel, Leisure and Media:** Bashful – P&O – The Best Way To See the Best Of the South Pacific

**Travel, Leisure and Media:** CHE Proximity – Velocity Frequent Flyer – The Billion Point Giveaway

**Return on Investment:** AJF Partnership – Officeworks – How Officeworks outsmarted the competition over the back-to-school season

**Short Term Effects:** BMF – ALDI Australia – The More The Merrier – How ALDI continues to win over Aussies at Christmas

**Most Original Thinking:** BMF – Aldi Australia – Good Different: How ALDI defied gravity by going long

**Most Original Thinking:** CHE Proximity – Swann Insurance – Inconvenience Stores – Turning an everyday errand, into another reason to ride

**Small Budget:** CHE Proximity – Swann Insurance – Inconvenience Stores – Turning an everyday errand, into another reason to ride

**Digitally Led Ideas:** CHE Proximity – Velocity Frequent Flyer – The Billion Point Giveaway

**Insight & Strategic Thinking:** BMF – Aldi Australia – Good Different: How ALDI defied gravity by going long

**Media-Led Idea:** GTB – Ford Motor Company – How we sold a Muscle car to the Masses

**Long Term Effects:** GTB – Ford Motor Company – Tough is not Enough

## BRONZE:

**Retail/Etail:** Clemenger BBDO Melbourne – Myer – Myer 6 Second Sale

**Food, Confectionery & Snacks:** J. Walter Thompson Melbourne – Simplot – Have you eaten? How Leggo's reignited Australia's lost passion for Italian food

**Food, Confectionery & Snacks:** Y&R New Zealand – Kraft Heinz Australia – Geoff

**Other Consumer Goods:** Clemenger BBDO Melbourne – Mercedes-Benz – How and aging A-Class became the most in-demand model for Mercedes-Benz

**Travel, Leisure and Media:** Ipswich City Council – Ipswich City Council – Discover Ipswich Destination Marketing

**Best State Campaign:** Clemenger BBDO Melbourne – Visit Victoria – Have A Wander: Rethinking Regional Victoria For Melbournians

**Short Term Effects:** TBWA\Sydney – M.J. Bale – Coolest Suit on the Planet

**Most Original Thinking:** Ogilvy Australia – Kimberly Clark Australia – Let's Move On

**Most Original Thinking:** whiteGREY – David Sheldrick Wildlife Trust – Hello in Elephant: Translating an endangered language to help save an endangered species

**Most Original Thinking:** BWM Dentsu – BabyLove – Premmie Proud

**Small Budget:** Clemenger BBDO Melbourne – Myer – Myer 6 Second Sale

**PR Led Campaign:** TBWA \ Sydney – M.J. Bale – Coolest Suit on the Planet

**Insight & Strategic Thinking:** BWM Dentsu – BabyLove – Premmie Proud

**Long Term Effects:** AJF Partnership – Officeworks – How Officeworks made bigger things happen

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#### **About Effie Awards Australia**

The Effie Awards honour 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 recognise any and all forms of marketing communications that contribute to a brand's success.