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## 2019 Effie Awards Australia Winners Announced

- BMF named Most Effective Agency of the Year
- Clemenger BBDO Melbourne & Carlton & United Breweries awarded Grand Effie for "Overtaking the Classics to become Australia's favourite beer"
- Nine Gold Effies awarded overall

BMF has been named Most Effective Agency of the Year at the 2019 Effie Awards Australia, scooping two Gold, three Silver and three Bronze awards across three clients, ALDI Australia, Department of Social Services and George Weston Foods.

Two Golds were presented to The Brand Agency for Foodbank WA for "Turning a box of nothing into breakfast for WA kids".

Two Golds were also presented to News Corp Australia for The Heart Foundation Australia for "Australia's Worst Serial Killer".

One Gold went to Clemenger BBDO Melbourne for Carlton & United Breweries' campaign "Overtaking the

Classics to become Australia's favourite beer", which also went on to claim the coveted Grand Effie.

The Judges commented that "this is a classic case of how good marketing and advertising can still build a minor brand into a market leader."

"In 2015, XXXX Gold outsold Great Northern by a factor of six to one. Four years later, Great Northern became Australia's top-selling beer. This was achieved through well-considered insight, strategy and execution."

"The Great Northern case study is a model for all students of advertising."

The ceremony, which took place at ICC's Parkside Ballroom in Darling Harbour in Sydney on Thursday night, delivered a further 16 Silver and 14 Bronze awards. This brings the total number of agencies awarded for outstanding measurable results to 15 and the number of clients to 19.

Additional Gold winners include:

- The Monkeys for NRMA Insurance for "How reviving its original purpose reversed 8 years of decline for NRMA Insurance"
- DDB Sydney for McDonald's Australia for "I'm lovin' the short of it (as much as the long)"
- BMF for ALDI Australia for "Good Different Phase 2: Questioning the cult of Loyalty"
- BMF for ALDI Australia for "How a German supermarket became Australia's most trusted brand"

Commenting on the Most Effective Advertiser Award, which was presented to ALDI Australia, the judges said: "Good different is not just an advertising mantra, it is embedded in ALDI's DNA.

It is extraordinary that a German retailer is regarded as Australia's most trusted brand.

"As an advertiser, ALDI has trusted their agency, BMF, for many years to create good different campaigns. And, as their Effie awards record shows, they work".

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

"Eleven years 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," he added.

The full list of Gold Effie Winners by Category is as follows:

#### **Food, Confectionery & Snacks**

DDB Sydney - McDonald's Australia - I'm lovin' the short of it (as much as the long)

#### **Financial Services**

The Monkeys - NRMA Insurance - How reviving its original purpose reversed 8 years of decline for NRMA Insurance

#### **Best Smaller State Campaign**

The Brand Agency - Foodbank WA - Turning a box of nothing into breakfast for WA kids

#### **Short Term Effects**

News Corp Australia - The Heart Foundation Australia - Australia's Worst Serial Killer

#### **Most Original Thinking**

BMF - ALDI Australia - Good Different Phase 2: Questioning the cult of Loyalty

#### **Brand Value**

BMF - ALDI Australia - How a German supermarket became Australia's most trusted brand

#### **Not For Profit Organisations**

The Brand Agency - Foodbank WA - Turning a box of nothing into breakfast for WA kids

#### **Media Led Idea or Media Partnership**

News Corp Australia - The Heart Foundation Australia - Australia's Worst Serial Killer

## Long Term Effects

Clemenger BBDO Melbourne - Carlton & United Breweries - Overtaking the Classics to become Australia's favourite beer

All case studies will be online at [effies.com.au](http://effies.com.au) from 6 September 2019.

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Jo Libline

Events & Sponsorship Director

The Communications Council

+61 449 562 040

## About The Effie Awards

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.