



Oct 30, 2020 Australia

2020 Effie Awards Australia Winners Announced

- The Monkeys named Most Effective Agency of the Year
- BMF & ALDI Australia awarded Grand Effie for 'ALDI Good Different'
- ALDI Australia awarded Most Effective Advertiser of the Year for the third consecutive year
- Five Gold Effies awarded overall

The Monkeys has been named Most Effective Agency of the Year at the 2020 Effie Awards Australia ceremony, scooping four Golds, two Silvers and one Bronze across three clients, Beam Suntory, NRMA Insurance and Telstra.

One Gold was awarded to BMF and ALDI Australia for 'ALDI Good Different', which also went on to win the coveted Grand Effie.

The judges said the campaign is “the gold standard of a long idea that has driven impressive results over the long term”.

“It’s a masterclass in explaining the business challenge and objective setting,” the judges said, adding “but most of all, ‘ALDI Good Different’ is bigger than an advertising idea, it works all the way down to a retail press ad, the idea and personality is always present and always working hard”.

The virtual Effie Awards show, held on Friday afternoon, 30 October, delivered a further eight Silver and 22 Bronze awards, bringing the total number of agencies awarded for outstanding measurable results to 11 and the number of clients to 15.

Commenting on the Most Effective Advertiser Award, which was presented to ALDI Australia, the judges said they love the ‘we grow, you grow’ approach to partners and the confident, yet humble explanation of success.

“‘ALDI Good Different’ is a business and brand philosophy that shines through the huge body of short and long term advertising work,” the judges said.

The judges described the submission as “extremely impressive on all counts of creativity, courage and consistency, year-in, year-out in a very competitive industry”.

Chairman of Advertising Council Australia Mark Green said: “Once again this year we’ve seen how the power of great creative ideas can translate into outstanding commercial success stories.

“And with the onset of an Australian recession in the wake of the COVID pandemic, the Effies have taken on even more significance as agencies and clients deal with the increasing challenge of making sure every advertising dollar contributes to driving the bottom line. More than ever, all the winners and finalists deserve huge congratulations.”

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

Beverages

The Monkeys & Beam Suntory - "How Canadian Club became the boss of summer"

Financial Services

The Monkeys & NRMA Insurance - "Every Home is Worth Protecting"

Return on Investment

The Monkeys & Beam Suntory - "How Canadian Club’s Greatest Challenge delivered its Greatest ROI"

Insight & Strategic Thinking

The Monkeys & NRMA Insurance - "Snapping Australians out of their home apathy"

Long-Term Effects

BMF & ALDI Australia - "ALDI Good Different"

[View the full list of winners >](#)

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[This press release originally appeared on the Effie Awards Australia website >](#)