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## 2017 Effie Awards Australia Winners Announced

BMF was named Agency of the Year at the 2017 Effie Awards Australia Gala, held at ICC's Parkside Ballroom in Darling Harbour, Sydney on August 30. BMF earned one Gold, one Silver and one Bronze for their campaign with Football Federation Australia, "You've gotta have a team: Bringing the next generation of fans into the Hyundai A-League," three Silver for their effort with Australian Government - Department of Social Services, "The campaign that got millions of Australians to help prevent violence in future generations," two Silver for ALDI Australia's "The ALDI Christmas campaign that out-sold its Effie winning predecessor," and one Silver for their work with TAL Insurance, "Launching a brand nobody had heard of... in a category nobody likes."

Two Golds were presented to Leo Burnett Melbourne and headspace National Youth Mental Health Foundation for their campaign, "Reword: Changing Online Bullying Behaviour," one Gold to AFFINITY and Floridis for "Don't Ignore a Cough," and one Gold to AJF Partnership and Lion - Dare Ice Coffee for "How not thinking straight led to long term growth," which also went on to claim the coveted Grand Effie.

Dare successfully took on Australian iced coffee brands and international pick-me-ups by creating a new consumption occasion: becoming the habitual choice for whenever people are not thinking straight. Effie judges noted that the strategic challenge was significant given the breadth and strength of competition in the category. The objective was both clear and ambitious, and delivered outstanding growth and ROI.

A further 22 Silver and 15 Bronze trophies were awarded at the Gala, bringing the total number of agencies

awarded for outstanding measurable results to 25, and the number of clients to 24.

ANZ Australia was named Effie Australia's 2017 Advertiser of the Year. The jury said, "ANZ's entry very clearly expresses the steps they take to achieve advertising effectiveness. There may be nothing unique in their processes, but ANZ is a great example of a large Australian marketing team intent on achieving best practice. The effectiveness and creative awards they have achieved are testament to the culture and approach of the team at ANZ."

Jaimes Leggett, Chair of The Communications Council, said, "Now in their ninth year, the Effies have become one of the most important dates in our industry's calendar. Each year, the quality of the cases raises the bar for great creative and strategic thinking that delivers real value to clients' businesses. These awards have one of the most rigorous judging processes, led by Chairman of Judges, Colin Wilson-Brown through three stages of judging with 175 agency and marketing leaders. So, even to become an Effies finalist is a huge achievement - to take home metal is outstanding. Congratulations to all of our winners and finalists."

For the full list of winners, visit [here](#) >