



Oct 09, 2014 APAC

## Effective Collaboration Wins Grand Effie and Two Golds at Effie New Zealand Gala

'*Catch a Million - How Tui got people watching the crowds as well as the cricket*' was a standout campaign that had consumers talking about the Tui brand all summer long in New Zealand. The case was rewarded with the Grand Effie in front of 500 communications industry professionals and their clients at last night's CAANZ New Zealand Effie Awards, held in association with TVNZ & ANZA.

Saatchi & Saatchi, ApolloNation, SparkPHD, and client DB Breweries collaborated on the Tui case which, in addition to winning the coveted Grand Effie, won \$100,000 of TVNZ air time. Their *Tui Catch a Million* case also won Gold in the Most Effective PR/Experiential and Fast Moving Consumer Goods (FMCG) categories.

"The case stood out for its simplicity, its infectiousness and clear ability to deliver great results," said international judge Paul Feldwick.

Other top winning teams included: DDB and Sky Television for their case "Bring Down the King"; Barnes, Catmur & friends and Hell Pizza for "Rabbit Pizza Billboard"; and FCB New Zealand and Health Promotion Agency (HPA) for "Say Yeah, Nah".

CAANZ CEO Paul Head said "Effie is the most coveted award of its kind in New Zealand due to its rigorous

judging and international credibility. To win an award of any color last night is a significant achievement that proves the value that communication agencies add to their client's business. Congratulations to all the finalists and winners.”

The 2014 Effie New Zealand Awards are organized by CAANZ in association with TVNZ and ANZA and sponsors: NZME., Nielsen and The Radio Bureau with support from FUZED Printers.

For Effie New Zealand case studies and images, please visit: [www.caanz.co.nz](http://www.caanz.co.nz)

For more information, please contact Kelly Gilkison on (021) 0293 5373 or at [kelly@caanz.co.nz](mailto:kelly@caanz.co.nz)

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About Effie Worldwide Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).