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## 2015 Effie Awards Australia Winners Announced

Saatchi & Saatchi Sydney has been named Effie Australia's Effective Agency of the Year at the 2015 Effie Awards Australia, scooping two of the evening's four Gold awards and also a Silver for Luxottica's OPSM campaign, "The most important story you will ever read to your child."

The remaining two Gold awards were presented to Showpony Advertising for SA Health's Aboriginal Immunization campaign and to The Works for Beam Suntory's Canadian Club campaign "Keeping Australians 'Over Beer' for 5 years" - which also went on to claim the coveted Grand Effie.

Positioning Canadian Club as a refreshing alternative to beer, this winning campaign for Beam Suntory consistently increased the Ready To Drink market by poaching beer drinkers to try the Canadian Club with a campaign built around an insight into "Beer Boredom."

The ceremony, which took place at Doltone House- Jones Bay Wharf in Sydney on September 4, delivered another 10 Silver and 18 Bronze awards, bringing the total number of agencies awarded for outstanding measurable results to 22 and the number of clients to 24.

A new award this year, Effie Australia's Effective Advertiser of the Year, was presented to Meat & Livestock

Australia for the organization's long track record producing highly effective marketing and advertising campaigns which consistently create desire and ultimately demand for its products. Judges also praised the client's long-term 'partnership' approach to agency relationships.

Anthony Freedman, Chairman of the Effie Awards Australia, said: "The Effies are important to clients and agencies because they recognize the result of commercial creativity. It is important that we celebrate the impact and therefore the value of our work, which has the power to transform client businesses as the winning cases tonight have demonstrated. Congratulations to all of the winners and finalists."

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

Healthcare:

- Saatchi & Saatchi Sydney - Luxottica - The most important story you will ever read to your child

Most Original Thinking:

- Saatchi & Saatchi Sydney - Luxottica - The most important story you will ever read to your child

Small Budget:

- Showpony Advertising - SA Health - Aboriginal Immunization Long Term Effects
- The Works - Canadian Club (Beam Suntory) - Keeping Australian's 'Over Beer' for 5 years

All case studies are available [here](#).

The Communications Council would like to thank its sponsors and supporters for their generous support, including: Healthcare Communications Council, The Digital Edge, The Monkeys Cobbler, Trapdoor Productions, B&T, and Un Ltd.

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