



Sep 04, 2014 APAC

Effie Australia's 2014 Awards Gala

AJF Partnership Awarded 2014 Grand Effie for ANPHA

September 4, 2014—AJF Partnership was awarded the 2014 Grand Effie award for the Australian National Preventive Health Agency (ANPHA) at this year's Australian Effie Awards run by The Communications Council.

Finding a new way to help people quit smoking, the campaign dramatizes the long-term suffering that a smoker and their family endure due to a smoking-related illness, compared with the short-term pain of quitting. Approximately 180,000 smokers made a quit attempt as a direct result of seeing the National Tobacco Campaign.

Continuing its success, AJF Partnership was also presented Effective Agency of the Year after claiming an additional Gold for the ANPHA campaign, a silver for Officeworks and two bronze awards for iSelect and Lion.

Seven Gold Effies were presented in total, with three awarded to Clemenger BBDO Melbourne for BONDS, and the final three were given to 303Lowe for Challenger, Host for The Coca-Cola Company, and Whybin\TBWA\ DAN Sydney for RaboDirect.

The ceremony, held at the City Recital Hall in Sydney, also delivered 14 silver and 17 bronze trophies, awarding a total of 18 agencies and 23 clients.

Chairman of the Australian Effie Awards, Matthew Melhuish said: "I'd like to thank and congratulate all of this year's winners and finalists for sharing their brilliant work with us. It is inspiring to be exposed to the world class strategies demonstrated in this year's showcase. This awards program really matters because it is about celebrating the proof that excellent strategic thinking and bold creative ideas can deliver exponentially. The bar for entries is also extremely high, making a win all the sweeter for that." The full list of Gold Effie winners by category is as follows:

Beverages

- Host – The Coca-Cola Company – How "Just Adding Zero" Sold Millions

Other Consumer Goods

- Clemenger BBDO Melbourne – BONDS – How BOOBS Made BONDS Serious

Financial Services

- 303Lowe – Challenger – Challenger Retirement on Paper

Government, Corporate and Social Services

- AJF Partnership – Australian National Preventative Health Agency – How Suffering Made People Quit

Most Original Thinking

- Clemenger BBDO Melbourne – BONDS – How BOOBS Made BONDS Serious

New Product or Service

- Clemenger BBDO Melbourne – BONDS – How BOOBS Made BONDS Serious

Long Term Effects

- Whybin\TBWA\ DAN Sydney – RaboDirect – Steal Back Your Dreams

All case studies will be online at www.effies.com.au from tomorrow.

The Communications Council would like to thank its sponsors and supporters for their generous support, including: Millward Brown, Healthcare Communications Council, The Digital Edge, Trapdoor Productions, B&T, and UN LTD.

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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. Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).