



New Zealand Effie Awards

2009 RESULTS

Best in Show			
Agency	Entry Title	Advertiser	Metal
Ogilvy	Call to arms & Join the movement	Kiwibank	
Most Effective Agency of the Year			
Agency	Entry Title	Advertiser	Metal
ColensoBBDO			
Most Effective Client of the Year			
Frucor Beverages			
Healthy Eating Active Lifestyles			
Agency	Entry Title	Advertiser	Metal
DDB NZ Ltd	My Greatest Feat	McDonalds	
Charity/ Not for Profit			
Agency	Entry Title	Advertiser	Metal
Special	Vote for me. Green Party Election Campaign 08	The Green Party	Gold
Saatchi	Westpac Rescue Chopper: Finding New Heights	Westpac	Bronze
Social Marketing/ Public Service			
Agency	Entry Title	Advertiser	Metal
GSL Network	National Cervical Screening Programme	Ministry of Health National Screening Unit	Silver
Retail/ Etail			
Agency	Entry Title	Advertiser	Metal
.99	World of Difference	Foodstuffs	Bronze
DraftFCB	PAK'nSAVE	Foodstuffs	Bronze
Fast Moving Consumer Goods (FMCG)			
Agency	Entry Title	Advertiser	Metal
ColensoBBDO	The Big V	Frucor Beverages	Gold
ColensoBBDO	Leaner and Meaner	Frucor Beverages	Gold
ColensoBBDO	Kapiti Art Project	Fonterra Brands	Silver
Publicis Mojo	Steinlager Pure - David vs. Goliath	Lion Nathan	Bronze
Saatchi	Take a Small Step	Griffins	Bronze
Consumer Durables			
Agency	Entry Title	Advertiser	Metal
Clemenger BBDO	Dulux Colours of New Zealand	Dulux New Zealand	Silver
JWT-NZ	Ford Fiesta "This is now" Launch 2009	Ford	Silver
TBWATEquilaDigital	Jersey Swap	adidas	Bronze
Consumer Services			
Agency	Entry Title	Advertiser	Metal
Saatchi	Test Drive	Telecom	Silver
Saatchi	Westpac Rescue Chopper: Finding New Heights	Westpac	Silver
DDB NZ Ltd	New Zealand Cricket India Tour	New Zealand Cricket	Bronze
Y&R	Power Savers	Winter Power Group	Bronze
Corporate Reputation/ Image			
Agency	Entry Title	Advertiser	Metal
DDB NZ Ltd	My Greatest Feat	McDonalds	Gold
Special	Vote for me. Green Party Election Campaign 08	The Green Party	Gold
ColensoBBDO	Yellow Treehouse	Yellow	Silver
New Product or Service			
Agency	Entry Title	Advertiser	Metal
Publicis Mojo	Don't mess with nature	Lion Nathan	Gold
ColensoBBDO	Primo Extremo	Fonterra Brands	Silver
DDB NZ Ltd	My Sky HDi	Sky Television	Silver
OMD	A Seriously Good Launch	Heinz Watties NZ	Bronze
Return on Investment			
Agency	Entry Title	Advertiser	Metal
Publicis Mojo	Don't mess with nature	Lion Nathan	Gold
ColensoBBDO	Yellow Treehouse	Yellow	Silver
Ogilvy	Call to arms & Join the movement	Kiwibank	Bronze
Y&R	Power Savers	Winter Power Group	Bronze



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Single Channel Focus Campaign			
Agency	Entry Title	Advertiser	Metal
Saatchi	The real" NZ Army"	NZDF	Silver
ColensoBBDO	Goody on a stick	Fonterra Brands	Bronze
insight nz	Neulastim DM	Roche	Bronze
Y & R	Vita-Weat	Arnott's New Zealand Ltd	Bronze
Most Integrated Campaign			
Agency	Entry Title	Advertiser	Metal
Special	Vote for me. Green Party Election Campaign 08	The Green Party	Gold
.99	Nothing to Hide	Air New Zealand	Silver
ColensoBBDO	Yellow Treehouse	Yellow	Silver
Saatchi	Test Drive	Telecom	Bronze
ColensoBBDO	The V Republic	Frucor Beverages	Bronze
ColensoBBDO	Kapiti Art Project	Fonterra Brands	Bronze
Paradigm Shift			
Agency	Entry Title	Advertiser	Metal
.99	Nothing to Hide	Air New Zealand	Silver
ColensoBBDO	Yellow Treehouse	Yellow	Bronze
Special	Vote for me. Green Party Election Campaign 08	The Green Party	Bronze
Grand EFFIE for Sustained Success			
Agency	Entry Title	Advertiser	Metal
Ogilvy	Call to arms & Join the movement	Kiwibank	Gold
Y&R	Electoral Enrolment 2002-2008	Electoral Enrolment Centre	Silver
M	Get Better Work Stories	NZ Police	Bronze
Saatchi	Irresistible to Men since 1889	DB Breweries	Bronze
Effective Use of PR/ Experiential in a Marketing Campaign			
Agency	Entry Title	Advertiser	Metal
New Zealand Sponsorship Agency	The Telecom Tree	Telecom New Zealand	Silver

Congratulations!