



## New Zealand Effie Awards 2011 RESULTS

Most Effective Campaign of the Year			
Agency	Entry Title	Advertiser	Metal
DraftFCB	The Journal: sooner, better, more convenient treatment for	Ministry of Health	Gold
Most Effective Agency of the Year			
Agency	Entry Title	Advertiser	Metal
DraftFCB			
Most Effective Client of the Year			
Ministry of Health			
Charity/ Not for Profit			
Agency	Entry Title	Advertiser	Metal
Colenso BBDO	Westpac Rescue Chopper Appeal	Westpac NZ	Bronze
Publicis Mojo Auckland	ACM Angels	Auckland City Mission	Bronze
Social Marketing/ Public Service			
Agency	Entry Title	Advertiser	Metal
DraftFCB	Influencers	Alcohol Advisory Council of New Zealand	Gold
DraftFCB	The Journal: sooner, better, more convenient treatment for	Ministry of Health	Gold
DraftFCB	Campaign for Action on Family Violence: Influencers	Ministry of Social Development/Families	Bronze
Retail/ Etail sponsored by The New Zealand Herald			
Agency	Entry Title	Advertiser	Metal
DDB	What Would You Do For A Ticket	New Zealand Lotteries	Bronze
Fast Moving Consumer Goods (FMCG) sponsored by Fairfax Media			
Agency	Entry Title	Advertiser	Metal
Colenso BBDO	Max It Jobs	Frucor Beverages NZ/PepsiCo	Silver
DDB	What Would You Do For A Ticket	New Zealand Lotteries	Silver
Colenso BBDO	V Pomparkour	Frucor Beverages NZ	Bronze
DDB	Walking On Air	New Zealand Lotteries	Bronze
Consumer Durables sponsored by Admedia & Fastline			
Agency	Entry Title	Advertiser	Metal
Colenso BBDO	Live A Haier Life	Fisher & Paykel	Silver
Consumer Services sponsored by Fairfax Media			
Agency	Entry Title	Advertiser	Metal
DDB	ANZ - Perfect World: It Ain't Perfect, But Its Ours	ANZ National Bank Limited	Bronze
DDB	Walking On Air	New Zealand Lotteries	Bronze
New Product or Service Launch			
Agency	Entry Title	Advertiser	Metal
Republik	Fujikistan	Fuji Xerox	Silver
Limited Budget: Less than \$300,000			
Agency	Entry Title	Advertiser	Metal
Republik	Fujikistan	Fuji Xerox	Gold
Barnes, Catmur & Friends	Department of Advertising Standards and Regulations	Advertising Standards Authority	Bronze
Most Effective Integrated Campaign sponsored by The Radio Bureau			
Agency	Entry Title	Advertiser	Metal
Colenso BBDO	Beer - The Untold Story	DB Breweries	Gold
Colenso BBDO	V Pomparkour	Frucor Beverages NZ	Silver
DDB	ANZ - Welcome the World: Giving a sponsorship back to NZ	ANZ National Bank Limited	Bronze



## New Zealand Effie Awards 2011 RESULTS

Most Effective Campaign of the Year			
Agency	Entry Title	Advertiser	Metal
Most Effective Digital or Social Media Campaign sponsored by Web Drive			
Agency	Entry Title	Advertiser	Metal
DraftFCB	The Journal: sooner, better, more convenient treatment for	Ministry of Health	Gold
Strategy Design & Advertising	Share an Idea	Christchurch City Council	Bronze
Hardest Challenge			
Agency	Entry Title	Advertiser	Metal
DraftFCB	Influencers	Alcohol Advisory Council of New Zealand	Silver
Colenso BBDO	Live A Haier Life	Fisher & Paykel	Bronze
DDB	A Glass And A Half Of Smoothness	Cadbury Dairy Milk	Bronze
Best Strategic Thinking			
Agency	Entry Title	Advertiser	Metal
DraftFCB	Influencers	Alcohol Advisory Council of New Zealand	Silver
Sugar Advertising	Less is More	Honda New Zealand	Silver
Most Effective PR or Experiential Campaign sponsored by EMANZ			
Agency	Entry Title	Advertiser	Metal
.99	Reinventing long-haul travel	Air New Zealand	Silver
DDB	Sharing the Joy of Christmas	Cadbury Dairy Milk	Bronze
Team Toyota	Top to Bottom	Toyota	Bronze
Sustained Success sponsored by Fairfax Media			
Agency	Entry Title	Advertiser	Metal
Colenso BBDO	V The Energy to do Extraordinary Things	Frucor Beverages NZ	Gold
DraftFCB	Getting through Depression	Ministry of Health	Gold
GSL Network	Four years of life saving conversations; how smear tests became	National Screening Unit, Ministry of Health	Bronze

# *Congratulations!*