

**The CAANZ EFFIE Awards Winners 2011**

Most Effective Campaign of the Year	The Journal: sooner, better, more convenient treatment for depression	DraftFCB & Ministry of Health	
Most Effective Agency of the Year			DraftFCB
Most Effective Client of the Year			Ministry of Health
<b>Agency</b>	<b>Title</b>	<b>Advertiser</b>	<b>Award</b>
<b>Charity/Not for Profit</b>			
Colenso BBDO	Westpac Rescue Chopper Appeal	Westpac NZ	Bronze
Publicis Mojo Auckland	ACM Angels	Auckland City Mission	Bronze
<b>Social Marketing/Public Service</b>			
DraftFCB	Influencers	Alcohol Advisory Council of New Zealand (ALAC)	Gold
DraftFCB	The Journal: sooner, better, more convenient treatment for depression	Ministry of Health	Gold
DraftFCB	Campaign for Action on Family Violence: Influencers	Ministry of Social Development/Families Commission	Bronze
<b>Retail/Etail sponsored by The New Zealand Herald</b>			
DDB	What Would You Do For A Ticket	New Zealand Lotteries	Bronze
<b>Fast Moving Consumer Goods (FMCG) sponsored by Fairfax Media</b>			
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
<b>Consumer Durables sponsored by Admedia &amp; Fastline</b>			
Colenso BBDO	Live A Haier Life	Fisher & Paykel	Silver
<b>Consumer Services sponsored by Fairfax Media</b>			
DDB	ANZ - Perfect World: It Ain't Perfect, But Its Ours	ANZ National Bank Limited	Bronze
DDB	Walking On Air	New Zealand Lotteries	Bronze
<b>New Product or Service Launch</b>			
Republik	Fujikistan	Fuji Xerox	Silver
<b>Limited Budget: less than \$300,000</b>			
Republik	Fujikistan	Fuji Xerox	Gold
Barnes, Catmur & Friends	Department of Advertising Standards and Regulations	Advertising Standards Authority	Bronze
<b>Most Effective Integrated Campaign sponsored by The Radio Bureau</b>			
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
<b>Most Effective Digital or Social Media Campaign sponsored by Web Drive</b>			
DraftFCB	The Journal: sooner, better, more convenient treatment for depression	Ministry of Health	Gold
Strategy Design & Advertising	Share an Idea	Christchurch City Council	Bronze
<b>Hardest Challenge</b>			
DraftFCB	Influencers	Alcohol Advisory Council of New Zealand (ALAC)	Silver
Colenso BBDO	Live A Haier Life	Fisher & Paykel	Bronze
DDB	A Glass And A Half Of Smoothness	Cadbury Dairy Milk	Bronze
<b>Best Strategic Thinking</b>			
DraftFCB	Influencers	Alcohol Advisory Council of New Zealand (ALAC)	Silver
Sugar Advertising	Less is More	Honda New Zealand	Silver
<b>Most Effective PR or Experiential Campaign sponsored by EMANZ</b>			
.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
<b>Sustained Success sponsored by Fairfax Media</b>			
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 part of the national dialogue	National Screening Unit, Ministry of Health	Bronze

IN ASSOCIATION WITH:



PROUDLY SUPPORTED BY:



The New Zealand Herald

