

Media Release

Thursday 9<sup>th</sup> October 2014

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## Effective collaboration catches Grand Effie and two golds

*'Catch a Million – How Tui got people watching the crowds as well as the cricket'* was a standout campaign that had consumers talking about and enjoying the Tui brand all summer long. It was richly rewarded in front of 500 communications industry professionals and their clients at last night's CAANZ New Zealand Effie Awards, held in association with TVNZ & ANZA to celebrate NZ's most effective marketing and communications campaigns.

Saatchi & Saatchi, ApolloNation and SparkPHD collaborated on this successful campaign which caught the coveted Grand Effie, along with \$100,000 of TVNZ air time as an additional catch for client DB Breweries. Their *Tui Catch a Million* campaign also snatched a gold Effie in the Most Effective PR/Experiential campaign and the Fast Moving Consumer Goods (FMCG) categories.

"This campaign was a clear winner amongst the judging panel. The campaign stood out for its simplicity, its infectiousness and clear ability to deliver great results. It was a great concept based on a close understanding of the consumer. The campaign not only did a solid job in selling product, it captured the imagination and stole the show for summer" commented international judge Paul Feldwick.

Points accumulated from these awards, together with their tally of finalist points from both the Tui campaigns and another entry for Heineken's *'Export Citrus'* earned DB Breweries the title of Most Effective Client for 2014, which awards the client rather than their individual brands.

Most Effective Agency of the Year went to FCB New Zealand who blew the competition out of the water with their impressive haul of awards which included a gold Effie for their *'Yeah, Nah'* campaign for client Health Promotion Agency (HPA). FCB also won 4 silver Effie awards for clients Noel Leeming Group, Electricity Authority, Statistics NZ and HPA and 7 bronze Effies. Saatchi & Saatchi finished second with 54 points and Colenso BBDO/Proximity New Zealand, in third place on 52 points.

CAANZ CEO Paul Head said “Effie is the most coveted award of its kind in New Zealand due to its rigorous judging and international credibility. To win an award of any colour last night is a significant achievement that proves the value that communication agencies add to their clients business. Congratulations to all the finalists and winners.”

ENDS

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### Further Information

2014 Effie Awards are proudly brought to you by CAANZ in association with TVNZ and ANZA and sponsors: NZME., Nielsen and The Radio Bureau with support from FUZED Printers.

For case studies and images, please visit: [www.caanz.co.nz](http://www.caanz.co.nz)

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### MAJOR AWARD WINNERS

**Category:** Grand Effie  
**Agency:** Saatchi & Saatchi and ApolloNation and SparkPHD  
**Advertiser:** DB Breweries  
**Campaign:** Catch A Million – How Tui got people watching the crowds as well as the cricket

**Category:** Most Effective Client of the Year  
**Winner:** DB Breweries

**Category:** Most Effective Agency of the Year  
**Winner:** FCB New Zealand

### GOLD EFFIE AWARD WINNERS

**Category:** Fast Moving Consumer Goods (FMG)  
**Agency:** Saatchi & Saatchi and ApolloNation and SparkPHD  
**Advertiser:** DB Breweries  
**Campaign:** Catch a Million – How Tui got people watching the crowds as well as the cricket

**Category:** Most Effective PR/Experiential Campaign  
**Agency:** DDB  
**Advertiser:** SKY Television  
**Campaign:** Bring Down The King

**Category:** Most Effective PR/Experiential Campaign  
**Agency:** Saatchi & Saatchi and ApolloNation and SparkPHD  
**Advertiser:** DB Breweries  
**Campaign:** Catch a Million – How Tui got people watching the crowds as well as the cricket

### GOLD EFFIE AWARD WINNERS continued

**Category:** Limited Budget: Less than \$300,000  
**Agency:** Barnes, Catmur & Friends  
**Advertiser:** Hell Pizza  
**Campaign:** Rabbit Pizza Billboard

**Category:** Best Strategic Thinking  
**Agency:** Clemenger BBDO  
**Advertiser:** New Zealand Transport Agency  
**Campaign:** Mistakes

**Category:** Best Strategic Thinking  
**Agency:** FCB New Zealand  
**Advertiser:** Health Promotion Agency (HPA)  
**Campaign:** Say Yeah, Nah

### SILVER EFFIE AWARD WINNERS

**Category:** Retail/Etail  
**Agency:** .99  
**Advertiser:** Foodstuffs (New Zealand) Limited  
**Campaign:** New World Little Shop

**Category:** Social Marketing/ Public Service  
**Agency:** Clemenger BBDO  
**Advertiser:** New Zealand Transport Agency  
**Campaign:** Mistakes

**Category:** Social Marketing/Public Service  
**Agency:** Saatchi & Saatchi  
**Advertiser:** New Zealand Defence Force  
**Campaign:** Getting to the answer faster: how the use of Choice Modelling helped NZDF recruit top Officer talent

**Category:** Most Progressive Campaign  
**Agency:** Colenso BBDO/Proximity New Zealand  
**Advertiser:** Burger King  
**Campaign:** Motel Burger King

**Category:** Most Progressive Campaign  
**Agency:** DDB  
**Advertiser:** SKY Television  
**Campaign:** Bring Down The King

**Category:** Most Effective PR/Experiential  
**Agency:** Colenso BBDO/Proximity New Zealand  
**Advertiser:** Burger King  
**Campaign:** Motel Burger King

**SILVER EFFIE AWARD WINNERS continued**

**Category:** Charity/Not for Profit  
**Agency:** .99  
**Advertiser:** Leukaemia and Blood Cancer NZ (LBC)  
**Campaign:** Shave For A Cure

**Category:** Limited Budget: Less than \$300,000  
**Agency:** FCB New Zealand  
**Advertiser:** Noel Leeming Group  
**Campaign:** People's Story

**Category:** Sustained Success  
**Agency:** FCB New Zealand  
**Advertiser:** Electricity Authority  
**Campaign:** Getting New Zealand's Number

**Category:** Most Effective Integrated Campaign  
**Agency:** FCB New Zealand  
**Advertiser:** Health Promotion Agency (HPA)  
**Campaign:** Say Yeah, Nah

**Category:** Most Effective Integrated Campaign  
**Agency:** Y&R New Zealand  
**Advertiser:** Danone Nutricia - Karicare Toddler  
**Campaign:** Karicare- Made With Love In

**Category:** Most Effective Digital/Social Media Campaign  
**Agency:** FCB New Zealand  
**Advertiser:** Statistics New Zealand  
**Campaign:** Engaging disenfranchised youth in the 2013 Census

**Category:** Most Effective Digital/Social Media Campaign  
**Agency:** Saatchi & Saatchi  
**Advertiser:** ASB Bank Ltd  
**Campaign:** ASB's Like Loan: One of the world's most innovative social media ideas

**Category:** Best Strategic Thinking  
**Agency:** Saatchi & Saatchi  
**Advertiser:** New Zealand Defence Force  
**Campaign:** NZDF Officer Recruitment: a fast-track to success

**BRONZE EFFIE AWARD WINNERS**

**Category:** New Product or Service  
**Agency:** Barnes, Catmur & Friends  
**Advertiser:** Hell Pizza  
**Campaign:** Rabbit Pizza Billboard

**BRONZE EFFIE AWARD WINNERS continued**

**Category:** New Product or Service  
**Agency:** FCB New Zealand  
**Advertiser:** Sony New Zealand Ltd  
**Campaign:** Message in a Bottle

**Category:** Consumer Durables  
**Agency:** FCB New Zealand  
**Advertiser:** Sony New Zealand Ltd  
**Campaign:** Message in a Bottle

**Category:** Consumer Durables  
**Agency:** Ogilvy & Mather New Zealand  
**Advertiser:** Holden New Zealand  
**Campaign:** Holden Barina

**Category:** Retail/Etail  
**Agency:** DDB  
**Advertiser:** The Warehouse Group  
**Campaign:** Bringing Back The Doubters

**Category:** Retail/Etail  
**Agency:** FCB New Zealand  
**Advertiser:** Noel Leeming Group  
**Campaign:** People's Story

**Category:** Social Marketing/Public Service  
**Agency:** FCB New Zealand  
**Advertiser:** Health Promotion Agency (HPA)  
**Campaign:** Say Yeah, Nah

**Category:** Social Marketing/Public Service  
**Agency:** FCB New Zealand  
**Advertiser:** Maritime New Zealand  
**Campaign:** Partners in Safety: Saving lives like they did in the 80's

**Category:** Social Marketing/Public Service  
**Agency:** FCB New Zealand  
**Advertiser:** Statistics New Zealand  
**Campaign:** Engaging disenfranchised youths in the 2013 Census

**Category:** Fast Moving Consumer Goods (FMCG)  
**Agency:** Colenso BBDO/Proximity New Zealand  
**Advertiser:** George Weston Foods  
**Campaign:** Are you a Burgen Virgin

**Category:** Fast Moving Consumer Goods (FMCG)  
**Agency:** Y&R New Zealand  
**Advertiser:** Danone Nutricia – Karicare Toddler  
**Campaign:** Karicare – Made With Love In

**BRONZE EFFIE AWARD WINNERS continued**

**Category:** Consumer Services  
**Agency:** Saatchi & Saatchi  
**Advertiser:** ASB Bank Ltd  
**Campaign:** ASB's Like Loan: Using the power of many to create New Zealand's lowest home loan rate

**Category:** Consumer Services  
**Agency:** Special Group Ltd  
**Advertiser:** AA Insurance  
**Campaign:** AA Insurance – Who has keys to your house?

**Category:** Consumer Services  
**Agency:** Whybin\TBWA  
**Advertiser:** ANZ  
**Campaign:** Debt Consolidation

**Category:** Most Progressive Campaign  
**Agency:** FCB New Zealand  
**Advertiser:** Sony New Zealand Ltd  
**Campaign:** Message in a bottle

**Category:** Most Progressive Campaign  
**Agency:** Colenso BBDO/ Proximity New Zealand  
**Advertiser:** MARS  
**Campaign:** Share For Dogs

**Category:** Most Effective PR/Experiential Campaign  
**Agency:** Barnes, Catmur & Friends  
**Advertiser:** Hell Pizza  
**Campaign:** Rabbit Pizza Billboard

**Category:** Most Effective PR/Experiential Campaign  
**Agency:** FCB New Zealand  
**Advertiser:** Sony New Zealand Ltd  
**Campaign:** Message in a bottle

**Category:** Charity/Not For Profit  
**Agency:** Colenso BBDO/Proximity New Zealand  
**Advertiser:** MARS  
**Campaign:** Share For Dogs

**Category:** Charity/Not For Profit  
**Agency:** DDB  
**Advertiser:** Paw Justice  
**Campaign:** A World without Animals

**BRONZE EFFIE AWARD WINNERS continued**

**Category:** Limited Budget: Less than \$300,000  
**Agency:** .99  
**Advertiser:** Leukaemia and Blood Cancer NZ (LBC)  
**Campaign:** Shave For A Cure

**Category:** Limited Budget: Less than \$300,000  
**Agency:** FCB New Zealand  
**Advertiser:** Sony New Zealand Ltd  
**Campaign:** Message in a Bottle

**Category:** Limited Budget: Less than \$300,000  
**Agency:** Whybin\TBWA  
**Advertiser:** ANZ  
**Campaign:** Debt Consolidation

**Category:** Sustained Success  
**Agency:** DDB  
**Advertiser:** STIHL New Zealand  
**Campaign:** You'll Only Need One

**Category:** Sustained Success  
**Agency:** Ogilvy & Mather New Zealand  
**Advertiser:** Energy Efficiency Conservation Authority (EECA)  
**Campaign:** The Energy Spot

**Category:** Most Effective Integrated Campaign  
**Agency:** .99  
**Advertiser:** Foodstuffs (New Zealand) Limited  
**Campaign:** New World Little Shop

**Category:** Most Effective Digital/Social Media Campaign  
**Agency:** DDB  
**Advertiser:** Paw Justice  
**Campaign:** A World without Animals

**Category:** Most Effective Digital/Social Media Campaign  
**Agency:** Touchcast and OMD and Clemenger BBDO  
**Advertiser:** Education New Zealand  
**Campaign:** Odds On NZ

**Category:** Most Effective Digital/Social Media Campaign  
**Agency:** Ogilvy & Mather New Zealand  
**Advertiser:** Holden New Zealand  
**Campaign:** Holden Shortland Street

**BRONZE EFFIE AWARD WINNERS continued**

**Category:** Best Strategic Thinking  
**Agency:** Barnes, Catmur & Friends  
**Advertiser:** Hell Pizza  
**Campaign:** Rabbit Pizza Billboard

**Category:** Best Strategic Thinking  
**Agency:** Colenso BBDO/Proximity New Zealand  
**Advertiser:** MARS  
**Campaign:** Share for Dogs

**Category:** Best Strategic Thinking  
**Agency:** Saatchi & Saatchi  
**Advertiser:** ASB Bank Ltd  
**Campaign:** ASB's Like Loan: Using social strategy to create a world first home loan offer

**Category:** Best Strategic Thinking  
**Agency:** Y&R New Zealand  
**Advertiser:** Danone Nutricia – Karicare Toddler  
**Campaign:** Karicare – Made With Love In