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

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

For more information, please contact Kelly Gilkison on (021) 0293 5373 or at kelly@caanz.co.nz

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

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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
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