

Media Release
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Publicis Mojo Cleans Up at Advertising Effectiveness Awards

At last night's 2008 CAANZ Effie Awards, Publicis Mojo was awarded the Agency Effectiveness award which recognises the most significant contribution made by an agency to the success of its clients.

Arguably the most important award of all, Publicis Mojo Executive Creative Director Lachlan McPherson says "Winning 3 Gold and one Silver Effie as well as Advertising Effectiveness Agency, on the back of winning 2 Gold Canne awards for the same work, proves that great creative communications really do work".

Publicis Mojo won the Agency Effectiveness Award on the back of:

Gold for New Product or Service – Lion Nathan - Steinlager Pure - Keep It Pure

Gold for Paradigm Shift – Speights – The Great Beer Delivery

Gold for FMCG – Lion Nathan – Speights – The Great Beer Delivery

Silver for Return on Investment – Lion Nathan – Steinlager – Keep It pure

With Publicis Mojo's client Lion Nathan winning Most Effective Communication of the Year, it was a hugely successful night for the Publicis Mojo team.

"Obviously this was a huge team effort between the client and the agency and Lion Nathan has been a brilliant client in the development of these successful campaigns. Developing work that truly delivers to the bottom line for our clients is the biggest reward of all" says Publicis Groupe Managing Partner Kay Boyle.

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