

# Creative Effectiveness Winner 2017



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>Creative Effectiveness Grand Prix</b>				
BREWTROLEUM	DB BREWERIES/HEINEKEN	BREWTROLEUM	COLENSO BBDO, Auckland	NEW ZEALAND
<b>Creative Effectiveness Spike</b>				
#MACITBETTER	MCDONALDS AUSTRALIA	MCDONALDS BIG MAC	DDB SYDNEY	AUSTRALIA