

HAVE YOU EVER LIED IN AN AWARD VIDEO?

The advertising industry has an amazing ability to stretch the truth when entering work into creative award shows.

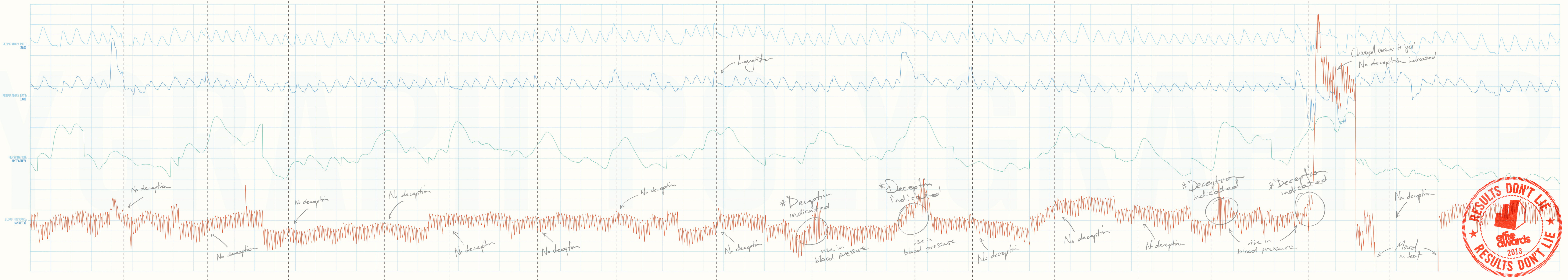
The Effie Awards, however, are different. Only work that achieves real business results for real clients brings home the metal.

So to encourage agencies to enter the 2013 Effie Awards in New Zealand, we interviewed the country's top ECDs and CEOs about their most 'successful' campaigns from the last year.

Only, we had a police-trained polygraph examiner perform the interviews.

We then sent out the actual polygraph test results to agencies around New Zealand.

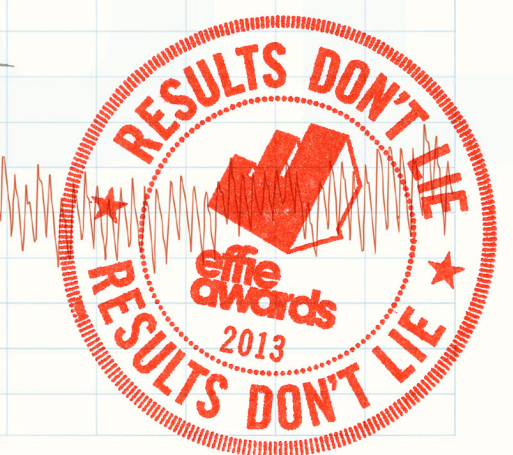
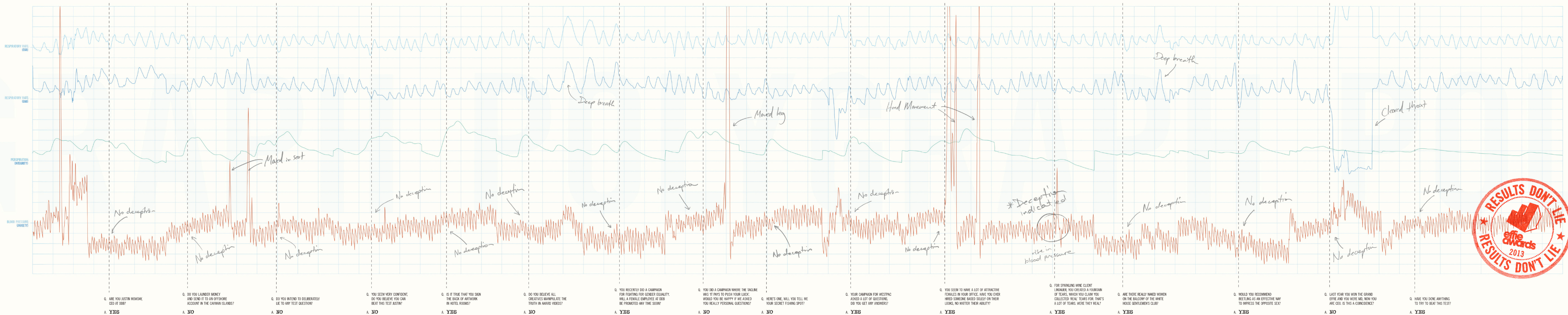
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|---------------------|---------------|-----------------------|----------------------------|-----------|---------------------------|-----------|------------|
| POLYGRAPH SUBJECT: | DANIEL BARNES | AGENCY: | BARNES, CATMUR AND FRIENDS | POSITION: | CREATIVE MANAGING PARTNER | DATE: | 14/06/2013 |
| POLYGRAPH EXAMINER: | GAVIN WILLSON | TIME START: | 7:58.30AM | END: | 8:06.31AM | DURATION: | 08:01 |
| | | CLIFF PRESSURE START: | 73 | END: | 79 | | |



- Q. ARE YOU DANIEL BARNES, CREATIVE MANAGING PARTNER AT BARNES, CATMUR AND FRIENDS?
A. YES
- Q. ARE YOU A LITTLE GIRL?
A. NO
- Q. DO YOU INTEND TO DELIBERATELY LIE TO ANY TEST QUESTION?
A. NO
- Q. WOULD YOU RATHER BE WEARING TIGHT LEATHER PANTS AND SCREAMING INTO A MICROPHONE THAN DOING THIS TEST?
A. NO
- Q. DOES PAUL CATMUR EVER SMILE?
A. NO
- Q. IN YOUR OPINION IS IT EASIER TO WIN AN AWARD IF YOU HAVE FRIENDS ON THAT JURY?
A. NO
- Q. DO YOU THINK A POLYGRAPH TEST IS MORE ENGAGING THAN AN ONLINE HONESTY BOX?
A. NO
- Q. YOU PUT THE WORLD'S HOTTEST CHILLI SAUCE ON A PIZZA FOR YOUR CLIENT HELL PIZZA, DID THIS SELL MORE MILK THAN PIZZA?
A. NO
- Q. DO YOU REGARD YOUR WORK COLLEAGUES AS "FRIENDS"?
A. YES
- Q. YOU SELL PROMOTIONAL HATS, CAPS AND MUGS ON YOUR COMPANY'S WEBSITE, IS THIS A RELIABLE REVENUE STREAM?
A. YES
- Q. WILL WE BE SEEING YOU AT THIS YEAR'S EFFIES?
A. YES
- Q. DO YOU THINK A CAMPAIGN CAN BE CREATIVE AND EFFECTIVE AT THE SAME TIME?
A. YES
- Q. HAVE YOU DONE ANYTHING TO TRY TO BEAT THIS TEST?
A. NO
- Q. DO YOU THINK YOU ARE BETTER LOOKING THAN PAUL CATMUR?
A. NO
- Q. YOUR SON WORKS AT DBB, DO YOU EVER TRY TO EXTRACT SENSITIVE INFORMATION FROM HIM?
A. NO
- Q. HAVE YOU EVER CLAIMED ANY EXPENSES BACK THAT WERE OF A PERSONAL NATURE?
A. NO



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| POLYGRAPH SUBJECT: | JUSTIN MOWDAY | AGENCY: | DDB | POSITION: | CHIEF EXECUTIVE OFFICER | DATE: | 14/06/2013 |
| POLYGRAPH EXAMINER: | GAVIN WILLSON | TIME START: | 8:45.40AM | END: | 8:54.18AM | DURATION: | 08:38 |
| | | CUFF PRESSURE START: | 82 | END: | 86 | | |



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| POLYGRAPH SUBJECT: | PHILIP 'DUSTER' ANDREW | AGENCY: | CLEMENGER BBDO | POSITION: | EXECUTIVE CREATIVE DIRECTOR | DATE: | 14/06/2013 |
| POLYGRAPH EXAMINER: | GAVIN WILLSON | TIME START: | 2:02.06PM | END: | 2:11.11PM | DURATION: | 09:03 |
| | | | | CUFF PRESSURE START: | 76 | END: | 76 |

