



Press Release

Effie Awards UK announces 2017 finalists

London, 9th March 2017 – The Effie Awards, in partnership with the International Advertising Association, are proud to champion the practice of marketing effectiveness in the United Kingdom for a second year running.

This year Effie Awards UK received a diverse portfolio of high calibre entries from a broad spectrum of agency/brand teams, showcasing exceptional standards of marketing effectiveness. After five days of judging we are delighted to announce that 26 cases have been selected as 2017 finalists. All of the 2017 finalists go forward to final round judging, scheduled to take place on March 22-24, with winners announced at the Effie Awards UK Ceremony on 17th May 2017 at BAFTA in London.

Nina Bibby, CMO of O2 (Telefonica UK) and this year's Effie UK Jury Chair commented: "This year we have seen some excellent cases of marketing effectiveness and an even wider pool of entries. I would like to extend my congratulations to those 26 finalists who have been selected and thank the members of our jury for their significant contribution to this year's awards. I am honoured to be part of an award that is dedicated to inspiring and educating our industry on what constitutes effective marketing. I hope all of our finalists will join us at the Effie UK awards ceremony on 17th May, where we will also announce this year's winners."

Neal Davies, President and CEO of Effie Worldwide also extended his congratulations to this year's finalists, adding "The UK is one of the most competitive markets for effectiveness and consistently produces a high standard of work, so achieving finalist status here is quite an accomplishment."

Achieving finalist status in the UK also means points towards the Effie Effectiveness Index – the annual global ranking of marketing communications effectiveness for agencies, networks, holding companies, clients and brands.

Effie Worldwide also continues its partnership this year with the International Advertising Association (IAA). Fredrik Borestom, IAA UK Chapter President had this to say, "Our relationship with Effie Worldwide continues to go from strength-to-strength. This year we reviewed some inspiring pieces of work that really set the bar for effectiveness in the UK and also demonstrated the impact our strategic partnership is having on the industry. I am certain the awards ceremony on 17th May will be a great night of celebration and I look forward to finding out who this year's winners are."

2017 Effie Awards UK Finalists are:

*Indicates lead agency

BEVERAGES - NON-ALCOHOL	BRAND EXPERIENCE	BRAND EXPERIENCE	BRAND EXPERIENCE
Tropicana <i>How a little glass created a lot of growth</i> AMV BBDO*	Bisto <i>From brand platform to lived experience: How Bisto brought strangers together for Sunday lunch</i> McCann London*; Carat UK; Weber Shandwick London	McDonald's <i>McDonald's Monopoly 2016</i> The Marketing Store*; Leo Burnett (United Kingdom); OMD (United Kingdom)	Knorr <i>Love at First Taste</i> MullenLowe London*; Edelman; PHD; Mindshare; IBM
FINANCE	FOOD	FOOD	GOVERNMENT, INSTITUTIONAL & RECRUITMENT
Nutmeg Saving & Investment Limited <i>No Nonsense Investing</i> AMVBBDO*	Knorr <i>Love at First Taste</i> MullenLowe London*; Edelman; PHD; Mindshare; IBM	McDonald's <i>McDonald's Monopoly 2016</i> Leo Burnett (United Kingdom)*; The Marketing Store*; OMD; Armadillo	Apprenticeships <i>Apprenticeships: In their own words...</i> FCB Inferno*; Mindshare UK
MEDIA IDEA	NEW PRODUCT OR SERVICE	OLYMPICS & PARALYMPICS	RENAISSANCE
Public Health England <i>Change4Life Sugar Smart</i> MEC UK*; M&C Saatchi; 23Red; Ogilvy One; Freuds	Hellmann's <i>Firing Up to Recruit a New Audience'</i> Ogilvy & Mather*; PHD	Maltesers <i>Looking on the Light Side of Disability</i> AMVBBDO*	DiG <i>Free The Kids</i> MullenLowe London*; Edelman; Project Dirt
RENAISSANCE	RETAIL	RETAIL	RETAIL
IKEA <i>IKEA</i> Mother London*	John Lewis <i>The Man on the Moon</i> adam&eveDDB*; Manning Gottlieb OMD	IKEA <i>IKEA</i> Mother London*	Sainsbury's <i>Sainsbury's – Mog's Christmas Calamity</i> AMVBBDO*
SEASONAL MARKETING	SEASONAL MARKETING	SMALL BUDGETS	SOCIAL GOOD - BRANDS
The Royal British Legion <i>The Story Behind the Poppy</i> Y&R London*	John Lewis <i>The Man on the Moon</i> adam&eveDDB*; Manning Gottlieb OMD	Inspiring the future <i>Redraw the Balance</i> MullenLowe London*	DiG <i>Free the Kids</i> MullenLowe London*; MullenLowe Profero; PHD; Edelman; Project Dirt
SOCIAL GOOD - BRANDS	SOCIAL GOOD - BRANDS	SOCIAL GOOD - BRANDS	SOCIAL GOOD – NON PROFIT
John Lewis <i>The Man on the Moon</i> adam&eveDDB*; Manning Gottlieb OMD	Pearson <i>The Alphabet of Illiteracy</i> FCB Inferno*; Weber Shandwick (United Kingdom)	Bisto <i>Using a brand platform for good: Sparing a thought – and a chair – for the elderly</i> McCann London*; Carat UK; Weber Shandwick London	Inspiring the future <i>Redraw the Balance</i> MullenLowe London*
SOCIAL GOOD – NON PROFIT	SOCIAL GOOD – NON PROFIT		
Public Health England <i>Change4Life Sugar Smart</i> MEC UK*; M&C Saatchi; 23Red; Ogilvy One; Freuds	The Big Issue / Change Please <i>Change where you buy your coffee, change the world</i> FCB Inferno*; Speed PR		

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Effie UK

Around the world, the Effie Awards are known by advertisers and agencies globally as the pre-eminent effectiveness award in the industry, and recognise any and all forms of marketing communication that contribute to a brand's success. In the UK, the Effies were launched in 2015.

Effies are devoted to championing and improving the practice and practitioners of marketing effectiveness. We aim to spotlight marketing ideas that work and encourage thoughtful dialogue around the drivers of marketing effectiveness, while serving as an educational resource for the industry.

All Effie Awards UK finalists and winners will be included in the annual [Effie Effectiveness Index](#) rankings. The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers, and brands by analysing finalist and winner data from all Effie Awards competitions worldwide. For more details, visit www.effieuk.org and follow the Effies on [Twitter](#) and [Facebook](#).

International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.