

Effie Awards UK announces 2017 winners

MullenLowe London, IKEA and Unilever win accolades as Effie UK's Most Effective Agency, Brand and Marketer of the Year

London, 17th May 2017 – Winners of the 2017 Effie UK programme were revealed tonight at the annual Awards Ceremony in London. Since 1968, the Effie Awards have honoured marketing ideas that work, and now celebrate marketing effectiveness in more than 40 markets globally. This is the second year of the UK competition.

All 2017 UK finalists were celebrated at BAFTA in London, with 14 moving on to become winners. MullenLowe London was named the Effie UK Agency of the Year. The evening also saw awards for Effie UK's Most Effective Brand with IKEA taking home this accolade, and Unilever taking the title of Effie UK's Most Effective Marketer of the Year. These special recognitions are based on a standard point model, which recognises all companies credited on a finalist or winning campaign.

“UK entries were rigorously evaluated by industry leaders over two rounds of judging – a jury which this year featured outstanding diversity. Effie aims to recruit a diverse jury, giving clients, agencies, media, trade bodies an opportunity to be involved in the selection of most effective work – as one of the ways for the industry to keep challenging itself. All the finalists should be extremely proud of their accomplishments.” commented Nina Bibby, Chief Marketing Officer of O2 (Telefonica UK), and the Jury Chair for the 2017 Effie Awards UK competition. Insights from this year's finalist and winning campaigns will be featured in a report produced in partnership with Kantar TNS. The report is scheduled to launch in Q3 2017, coinciding with the launch of the 2018 Effie UK Call for Entry.

“In what is now a global marketplace, where UK agencies are increasingly asked to contribute and lead multi-national campaign pitches, the global nature of the Effies gives a unique perspective that no other awards programme can match. Tying finalists and winners in the Effie Effectiveness Index which gives recognition on a global scale, the value of the international Effie network can't be matched. If you want to play on this global stage, then being shortlisted for an Effie is the best demonstration of the excellence of your work” added Fredrik Borestrom, Agency Development Partner at LinkedIn, and President of the UK Chapter of the International Advertising Association, who helps lead the Effie Awards in the UK.

The Awards Ceremony saw the recognition of the 2017 Global Effie finalists and winners. The top-winning Global Effie teams were TBWA\Chiat\Day Los Angeles and Starcom (Chicago) for “Don't Go There, Live There.”

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for Airbnb, and Starcom (London) and Leo Burnett/Arc for the Always “Girl Emojis - #LikeAGirl” campaign for P&G. The Global Effies also recognised three Silver winners: MullenLowe Group Singapore and MullenLowe Lintas Group India’s Lifebuoy “Help a child reach 5” for Unilever, and BBDO NY’s “Feed the good” Pedigree campaign for Mars Petcare Global, which took home a Silver in both the Multi-Region and Multi-Market tracks.

All of the 2017 UK and Global Effie finalists and winners will receive points towards their ranking in the 2018 Global [Effie Index](#). Visit [effieuk.org](#) and [globaleffie.org](#) for more information.

The 2017 Effie Awards UK competition was made possible by the generous support from the following sponsors: The Financial Times, Kantar TNS, LinkedIn and The Vision Network.

[Complete list of 2017 Effie Awards UK Gold, Silver and Bronze winners & finalists follows on next page](#)

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Effie UK

Around the world since 1968, 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 ([effieindex.com](#)) 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](#). For more details on the Global Effie Awards, visit [globaleffie.org](#).

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



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Complete list of 2017 Effie Awards UK Gold, Silver and Bronze winners & finalists

*Indicates lead agency (visit www.effieuk.org for more details)

Agency of the Year: MullenLowe London; Brand of the Year: IKEA; Marketer of the Year: Unilever

BEVERAGES - NON-ALCOHOL -BRONZE-	BRAND EXPERIENCE -FINALIST-	BRAND EXPERIENCE -FINALIST-
Tropicana/PepsiCo <i>How a little glass created a lot of growth</i> AMVBDDO*	Bisto/Premier Food <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), Armadillo
BRAND EXPERIENCE -SILVER-	FINANCE -FINALIST-	FOOD -SILVER-
Knorr/Unilever <i>Love at First Taste</i> MullenLowe London*; Edelman; PHD; Mindshare; IBMiX	Nutmeg Saving & Investment Limited <i>No Nonsense Investing</i> AMVBDDO*	Knorr/Unilever <i>Love at First Taste</i> MullenLowe London*; Edelman; PHD; Mindshare; IBMiX
FOOD -FINALIST-	GOVERNMENT, INSTITUTIONAL & RECRUITMENT -GOLD-	MEDIA IDEA -SILVER-
McDonald's <i>McDonald's Monopoly 2016</i> Leo Burnett (United Kingdom)*; The Marketing Store*; OMD; Armadillo	Apprenticeships/Department for Business, Energy and Industrial Strategy <i>Apprenticeships: In their own words...</i> FCB Inferno*; Mindshare UK	Public Health England <i>Change4Life Sugar Smart</i> MEC UK*; M&C Saatchi; 23Red; Ogilvy One; Freuds
NEW PRODUCT OR SERVICE -FINALIST-	OLYMPICS & PARALYMPICS -FINALIST-	RENAISSANCE -FINALIST-
Hellmann's/Unilever <i>Firing Up to Recruit a New Audience'</i> Ogilvy & Mather*; PHD	Maltesers/Mars <i>Looking on the Light Side of Disability</i> AMVBDDO*	DiG/Unilever <i>Free the Kids</i> MullenLowe London*; MullenLowe Profero; PHD; Edelman; Project Dirt
RENAISSANCE -GOLD-	RETAIL -BRONZE-	RETAIL -GOLD-
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*
RETAIL -BRONZE-	SEASONAL MARKETING -BRONZE-	SEASONAL MARKETING -GOLD-
Sainsbury's <i>Sainsbury's – Mag's Christmas Calamity</i> AMVBDDO*	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
SMALL BUDGETS -GOLD-	SOCIAL GOOD – BRANDS -FINALIST-	SOCIAL GOOD – BRANDS -FINALIST-
Inspiring the future/Education & Employers <i>Redraw the Balance</i> MullenLowe London*	DiG/Unilever <i>Free the Kids</i> MullenLowe London*; MullenLowe Profero; PHD; Edelman; Project Dirt	John Lewis <i>The Man on the Moon</i> adam&eveDDB*; Manning Gottlieb OMD
SOCIAL GOOD – BRANDS -FINALIST-	SOCIAL GOOD – BRANDS -FINALIST-	SOCIAL GOOD – NON PROFIT -FINALIST-
Pearson <i>The Alphabet of Illiteracy</i> FCB Inferno*; Weber Shandwick (United Kingdom)	Bisto/Premier Foods <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/Education & Employers <i>Redraw the Balance</i> MullenLowe London*
SOCIAL GOOD – NON PROFIT -GOLD-	SOCIAL GOOD – NON PROFIT -BRONZE-	
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*; Mongoose	