



May 30, 2019 United States

“It's a Tide Ad” by Procter & Gamble & Saatchi & Saatchi New York wins Grand Effie at the 2019 Effie Awards U.S.

Apple, Dove, IBM, Mastercard and Nike honored as part of Effie’s 50th Anniversary with Media Arts Lab, Ogilvy, McCann Worldgroup and Wieden+Kennedy

New York (May 30, 2019) – Effie celebrated its 50th year as the global authority on marketing effectiveness by announcing the recipients of its anniversary ‘5 for 50’ Award and the winners of the 2019 Effie Awards U.S. and Global Effie competitions at its annual gala at Cipriani 42nd Street. The coveted Grand Effie (best in show) was presented to Procter & Gamble and Saatchi & Saatchi New York, along with contributors Hearts & Science, Taylor Strategy, MKTG and MMC for “It’s a Tide Ad.”

“‘It’s a Tide Ad’ had insight, magic, effervescence, surprise, extraordinary execution and great numbers,” said Grand Effie Juror, David Lubars, Chief Creative Officer BBDO Worldwide and Chairman BBDO North America. “When all of these things come together in a seemingly effortless way, it’s a winner.”

Grand Effie contenders (top scoring Gold Effie winners) also included:

- Chicago Sun-Times & Ogilvy “The Blank Page”
- Diageo North America & TracyLocke “Diageo Pretty Simple Drinks”
- Gerber & co-lead agencies Terri & Sandy and Ogilvy “Anything for Baby” with Edible, Hornall Anderson and Hogarth
- Kellogg’s Rice Krispies Treats & co-lead agencies Leo Burnett/Arc and Starcom “Write-on Wrappers”

- with Google and Krispr
- National Safety Council & Energy BBDO “Prescribed to Death” with PHD and Ketchum
- Tourism Australia & Droga5 “Dundee: A tourism campaign in disguise” with UM and Kovert Creative
- Unilever’s Axe & co-lead agencies Team Unilever Shopper and Geometry “Axe Start His Journey” with Mirum Shopper
- WeCounterHate & POSSIBLE-Seattle for “Life After Hate” with Spredfast and Hearby Sound

‘5 for 50’ winners

The ‘5 for 50’ Effie was created to mark Effie’s 50th Anniversary. Entrants were required to have won more than one Effie Award over more than one year and demonstrated that they most effectively adapted, stayed relevant and sustained business success for the brand over time.

The five 5 for 50 Effie Award recipients are:

- Apple & Media Arts Lab “From the brink of bankruptcy to one of the world’s most beloved brands” with OMD USA
- Unilever's Dove & Ogilvy “Dove - Campaign for Real Beauty” with Edelman USA
- IBM & Ogilvy “IBM. A leading brand. A lasting brand.”
- Mastercard & McCann Worldgroup “22 Years of Priceless”
- Nike & Wieden+Kennedy “NIKE JUST DO IT”

“Congratulations to all of this year’s Effie winners, who are now a part of Effie history,” said Traci Alford, President & CEO of Effie Worldwide. “We are proud to celebrate the success of such great brands and teams as Effie continues to evolve with the industry to ensure that effectiveness sits at the heart of what marketers do best, which is deliver growth.”

Global Effie Winners

Global Effie Award winners for the year’s most effective marketing ideas that worked in multiple markets worldwide were announced at the Gala. Dubai Properties and co lead agencies FP7/McCann Dubai and Magna Global UAE won a Silver Global Effie, Apple and TBWA\Media Arts Lab won a Bronze Global Effie with OMD Worldwide, and Arla Foods’ Puck with co-lead agencies FP7 McCann Dubai and PHD (UAE) won a Bronze Global Effie.

To deliver on its education mission, Effie held its first-ever Summit in the U.S. on the drivers of marketing effectiveness today, launched the Effie Academy certification program earlier this year, and enjoyed increased engagement of college students participating in the 2019 Effie Collegiate Brand Challenge, sponsored by Subaru of America, Inc. The organization expanded to 53 programs worldwide and benchmarked the most effective marketers in the world for its 9th annual Effie Index rankings.

Effie United States rankings reflect points accumulated from finalist and winning cases from the 2019 Effie Awards U.S. competition and will be factored into the 2020 Global Effie Index. The most effective marketers from the 2019 Effie Awards U.S. competition are:

Marketers: 1st Procter & Gamble, 2nd Mondelez International, 3rd Diageo, McDonald’s & Tourism Australia (three way tie)

Brands: 1st McDonald’s & Tourism Australia (tie), 2nd National Safety Council, 3rd Tide

Holding Companies: 1st IPG, 2nd WPP, 3rd Omnicom

Agency Networks: 1st McCann Worldgroup, 2nd Ogilvy, 3rd Droga5

Agency Offices: 1st Droga5 (NY), 2nd Ogilvy (NY), 3rd Geometry (NY)

Independent Agencies: 1st Droga5, 2nd Terri & Sandy, 3rd 22squared & Swellshark (tie)

Effie case studies are rigorously examined, debated and evaluated by seasoned industry leaders over at least two rounds of judging. A complete list of Gold, Silver and Bronze winners for the Effie Awards U.S. is available [here](#).

About Effie

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as global symbol of achievement, while serving as a

resource to steer the future of marketing success. For more details, visit effie.org.

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