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Effie Canada Inaugural Awards Gala

Effie Canada showcases industry's best work

The first-ever winners of Effie Canada were announced at its glittering gala event, hosted by the ICA June 6th at Liberty Grand Governor's Ballroom.

Sid Lee took home the Grand Effie for its "You Should Play 6/49" work for the Lotto 6/49 brand with Loto-Québec.

Ogilvy Canada won the most awards on the night, with nine in total – two Gold, two Silver, and five Bronze.

The agency's "Cobalt Card Launch: You Do You" work for American Express and the Huggies (Kimberly-Clark Canada) campaign "No Baby Unhugged" both achieved Gold awards.

Cossette was the most-awarded agency behind Ogilvy, winning six awards for campaigns including SickKids and McDonald's.

Other winners included John St. with a Gold for its "#Haulers" work with No Frills, and Anomaly with two Silvers for Budweiser and Oh Henry!

Rethink also landed two Silvers for its campaigns for A&W, Camp Jefferson won a Silver for Koodo, and TAXI also captured Silver for Canadian Tire.

The awards followed a rigorous judging process that involved more than 80 judges across three cities.

Brent Nelson, the Chief Strategy Officer for Leo Burnett North America, and Chair of the Effie Canada jury, said: "The first Effie Canada provided a fitting showcase for the best the industry has to offer. The high calibre of the winners is evidence of the excellence of Canadian advertising and its ability to compete with the best in the world."

Effie Canada was created to mark the evolution of the CASSIE Awards, which honored marketing ROI in Canada since 1993. Merging with the global Effie Awards program, Effie Canada is part of an internationally recognized and celebrated competition that puts Canadian agencies and brands onto the world stage in a bigger and better way.

Full list of winners:

Gold/Grand Effie

- Lotto 6/49 - Integrated year 3, Loto-Quebec, Sid Lee

Gold

- No Frills - #HAULERS, Loblaw Companies Ltd. john st.
- Huggies - No Baby Unhugged, Kimberly-Clark Canada, Ogilvy
- SickKids VS - All In, SickKids Foundation, Cossette
- Cobalt Card Launch: You do You, American Express, Ogilvy

Silver

- June's HIV Positive Eatery, Break Bread Smash Stigma, Casey House, Bensimon Byrne / Narrative / OneMethod
- TESTED for Life in Canada, Canadian Tire, TAXI
- Better Ingredients Brand Platform, A&W, Rethink
- A&W Beyond Meat Burger Launch, A&W, Rethink
- Shock-Free Data, Koodo, Camp Jefferson
- Sugar-Crisp Spout, Post Foods, Canada Ogilvy
- SickKids Family Tree, SickKids Foundation, Cossette
- No Frills - #HAULERS, Loblaw Companies Ltd. , john st.
- Cobalt Card Launch: You do You, American Express, Ogilvy
- Budweiser Gold - Let it Shine, ABInBev, Anomaly
- SickKids Family Tree, SickKids Foundation, Cossette
- Oh Henry! 4:25, The Hershey Company, Canada Anomaly

Bronze

- June's HIV Positive Eatery - Break Bread Smash Stigma (2 Bronze), Casey House, Bensimon Byrne / Narrative / OneMethod
- Oh Henry! 4:25, The Hershey Company, Canada Anomaly
- Big Mac x Bacon Collaboration, McDonald's Restaurants of Canada Ltd., Cossette
- SickKids VS - All In, SickKids Foundation, Cossette
- SickKids Family Tree, SickKids Foundation, Cossette
- Huggies - No Baby Unhugged, Kimberly-Clark, Canada Ogilvy
- I Just Bought a Boat, Mercy Ships Canada, Geometry Global
- Sugar-Crisp Spout (2 Bronze), Post Foods Canada, Ogilvy
- CIBC Aventura. The Traveller's Travel Card, CIBC, Juniper Park\TBWA Communications
- MOTRIN - Tina's Uterus, Johnson & Johnson Inc., OneMethod
- Duceppe Repositioning, Duceppe, Publicis Montreal
- Reactine Pollen Alerts Integrated Campaign, Johnson & Johnson Inc., UM Canada
- Baby Dove, Beautifully Real Moms, Unilever Ogilvy
- Ask Tough Questions, Questrade, No Fixed Address
- Van Houtte, the Van Who Brings Coffee to life, Van Houtte, Sid Lee

- Kleenex - Made for Doers, Kimberly-Clark Canada, Ogilvy
- I've Changed, Tourisme Montréal, LG2