



Sep 01, 2020 United Kingdom

## Effie UK reveals 2020 Effie Awards winners

**UNITED KINGDOM (September 1)** -- Effie UK, which recognises and celebrates the most effective marketing efforts of the year, is proud to unveil the winners of the 2020 Effie Awards.

Karmarama and MediaCom's 'Your Army Needs You' campaign for the British Army and its recruitment partner Capita won in two categories – Government, Institution & Third sector and also Change: Social Good - Non-profit.

Karmarama also won, this time with PHD London in the Internet Telecoms & Utility category, for 'Subverting the Category Rule Book to Transform a Business' for confused.com.

Engine UK and Carat UK won for 'The Bank of AntandDec' for Santander in Finance. Engine UK also won for 'Modern Slavery: Hiding in Plain Sight' for the Cabinet Office in the Government Institutional & Third Sector category.

Mullen Lowe won for 'Stirring Souls and Selling Bowls the Wagamama Way' for Wagamama in Media Strategy & Idea, and for 'We Are Nurses. We Are Positive Change' for NHS England in Positive Change: Social Good - Non-profit.

The other category winner was: Mother London for 'The UK's Number 1 Chicken Shop' for KFC in the Restaurants category.

Determined by rigorous judging by industry leaders, the 2020 Effie UK winners represent cases that

effectively solve a marketing challenge, connect with their target audience, and achieve results to prove it worked.

Juliet Haygarth, Managing Director, Effie UK, said: "Back in March, we thought long and hard about whether we should have an awards programme this year, but in the end we decided celebrating and championing effectiveness has never been more important than right now.

"No Effie awards winners, means no insights from the some of the very best, most effective work around. Congratulations to all the winners, it's a tremendous spread of great thinking that drove impressive results in the real world."

The awards levels achieved by each of the 2020 winners will be revealed at the virtual 2020 Effie UK Leadership Summit & Awards Celebration on September 23 and 24.

More details on the 2020 winners can be found on [a dedicated page on the Effie UK website](#).

More information about the virtual 2020 Effie UK Leadership Summit & Awards Celebration is [available here](#).

#### The winners' details in full:

Category: Finance  
Client/Brand: Santander  
Lead agency: Engine UK and Carat UK  
Work: 'The Bank of Antandec'  
Contributing companies: Vidsy and Data2Decisions

Category: Government Institutional & Third Sector  
Client/Brand: British Army and Capita  
Lead agency: Karmarama, MediaCom  
Work: 'Your Army Needs You'  
Contributing companies: n/a

Category: Government Institutional & Third Sector  
Client/Brand: Cabinet Office  
Lead agency: Engine UK  
Work: 'Modern Slavery: Hiding in Plain Sight'  
Contributing companies: n/a

Category: Internet Telecom & Utilities  
Client/Brand: confused.com  
Lead agency: Karmarama, PHD (London)  
Work: 'Subverting the Category Rule Book to Transform a Business'  
Contributing companies: n/a

Category: Media Strategy & Idea  
Client/Brand: Wagamama  
Lead agency: Mullen Lowe (London)  
Work: 'Stirring Souls and Selling Bowls the Wagamama Way'  
Contributing companies: 7stars, Holmes & Cook

Category: Positive Change: Social Good - Non-profit  
Client/Brand: British Army and Capita  
Lead agency: Karmarma and MediaCom  
Work: 'Your Army Needs You'  
Contributing companies: n/a

Category: Positive Change: Social Good - Non-profit  
Client/Brand: NHS England  
Lead agency: Mullen Lowe (London)  
Work: 'We Are Nurses. We Are the NHS'  
Contributing companies: n/a

Category: Restaurants  
Client/Brand: KFC

Lead agency: Mother London  
Word: 'The UK's Number 1 Chicken Shop'  
Contributing companies: n/a

[To view the full list of 2020 Winners & Finalists, click here >](#)