



Oct 14, 2020 Global: Multi-Region

## Special Feature: 2020 Global Effie Awards Jury Spotlight, in Partnership with Facebook

The Global Effie Awards celebrate the most effective marketing efforts that have run across multiple regions worldwide. To be eligible, a campaign must run in at least four countries and two regions.

Dove and Tourism New Zealand **earned recognition** at this year's competition, organized in partnership with **Facebook**, taking home Silver and Bronze Effies during the Global Effies' first virtual awards celebration on October 1, 2020.

Winners were determined following two rounds of rigorous judging, with multiple sessions taking place around the world between July and August this year.

To celebrate and learn more about this year's most effective work, Facebook has unlocked access to the case studies from this year's **Global Effie winners**:

### Silver Effie

Category: Positive Change: Social Good – Brands

*Project #ShowUs*

Client: Unilever

Brand: Dove

Lead Agency: Razorfish

Contributing Companies: Getty Images, Girlgaze, Mindshare, Golin PR

[Read the case study >](#)

Silver Effie

Category: Transportation, Travel & Tourism

*Good Morning World*

Client / Brand: Tourism New Zealand

Lead Agency: Special Group New Zealand

Contributing Companies: Special Group Australia, Blue 449 Australia, Mindshare New Zealand

[Read the case study >](#)

**Bronze Effie**

Category: FMCG

*Dove Deodorants: The Big Switch*

Client: Unilever

Brand: Dove Antiperspirants

Lead Agency: Ogilvy UK

[Read the case study >](#)

The case studies and creative reels will be available for free through October 31, 2020. To learn more about the Effie Case Database, [click here >](#)

Over the coming weeks, in a special video series produced by our partners at Facebook, Global Effie judges will share their diverse perspectives on topics ranging from developing talent, to diversity in advertising, to the importance of creativity and effectiveness in challenging times.

First, take a closer look behind the scenes and into the judging room as we launch the first in a series of conversations with members of the 2020 Global Effie Awards Jury. Sharing insight and perspective from their experience on this year's jury, hear from:

- Yusuf Chuku, Global CSO, VMLY&R
- Peter DeBenedictis, CMO, MENA, Microsoft
- Agatha Kim, Executive Strategy Director, BETC
- Vishnu Mohan, Chairman, India & Southeast Asia, Havas
- Catherine Tan-Gillespie, Global CMO, KFC, Yum! Brands

[Watch it here >](#)

Up next: Developing Talent