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## Effie UK announces 2023 awards finalists after receiving a record-breaking number of submissions

Effie UK has announced its 2023 Effie Awards UK finalists, having received more submissions from a broader sweep of entrants than any other year. [These 40 shortlisted entries](#) have been through to the final round of judging, with the winner announcements and celebration taking place on 9 November 2023.

The Positive Change category is the most hotly contested, with eight entries competing – more than any other category. Among the finalists are not-for-profits CALM and Mayor of London, alongside high-profile brands such as Ariel, Tesco and Vodafone – showing how widespread the idea of purposeful campaigns now is, and how businesses are taking their powers of influence seriously.

Reflecting the increased importance of long-term investment and future-facing innovation to drive growth, other categories with fierce competition are Sustained Success, and New Product or Service, both with four finalists.

Havas London is the most short-listed agency, in the running for four awards.

Juliet Haygarth, Managing Director of Effie UK, said: "With more entries than ever, and a particularly high standard of submissions, the judges did not have an easy time deciding on these shortlists. So we extend our thanks to the whole panel for their hard work, and offer our congratulations to every finalist for getting

this far – it’s a real achievement.”

All submissions go through several rounds of rigorous judging, with juries comprising of senior marketing leaders from a diverse range of disciplines at brands, agencies and media owners. The final rounds of judging will decide the winners and award levels – Gold, Silver and Bronze – as well choosing the Grand Effie recipient.

The Gold, Silver and Bronze award winners, and the winner of the ultimate Grand Effie will be announced at the Effie UK 2023 Awards Celebration, which takes place on 9 November. Tickets for the event are available [here](#).

The full list of 2023 Effie Awards UK finalists can be viewed [here](#).