



effieAWARDS

UNITED KINGDOM

2019 WINNERS



WINNERS

The Effie Awards honor the most effective marketing efforts globally.

Following two rounds of judging, those selected as Effie Award winners represent cases that best demonstrated how they effectively solved a marketing challenge, connected with their target audience, and achieved the results to show it worked. Award levels – gold, silver and bronze – were announced and presented at the Effie Awards Gala on Thursday, 19 September in London.

Congratulations to this year's winners.

* Indicates lead agency

CARPE DIEM - SERVICES		CORPORATE REPUTATION	FINANCE
SILVER	SILVER	BRONZE	BRONZE
CALM	KFC	KFC	HSBC UK
<i>Project 84</i> C.A.L.M.	<i>FCK we're sorry - turning a moment of crisis into an opportunity for positive brand fame</i> KFC UK&I	<i>From Chicken Crisis to Chicken Comeback</i> KFC UK&I	<i>A Global Citizen Rediscovered Relevance in Changing Britain</i> HSBC
adam&eveDDB*	Mother London*	Mother London*	J Walter Thompson London* Grey London PHD (London) Mindshare
GOVERNMENT, INSTITUTIONAL & RECRUITMENT		POSITIVE CHANGE: ENVIRONMENTAL- NON PROFIT	POSITIVE CHANGE: SOCIAL GOOD - NON PROFIT
SILVER	BRONZE	BRONZE	SILVER
Britain's Beer Alliance	NHS	Greenpeace	CALM
<i>Long Live the Local</i> Britain's Beer Alliance	<i>We are the NHS</i> NHS England	<i>There's a Rang-tan in my Bedroom</i> Greenpeace	<i>Project 84</i> C.A.L.M.
Havas London* Havas Media One Green Bean Ekino Hanover	MullenLowe London*	Mother London* Weber Shandwick (UK)	adam&eveDDB*
POSITIVE CHANGE: SOCIAL GOOD - NON PROFIT	RESTAURANTS		SUSTAINED SUCCESS - PRODUCTS
SILVER	GOLD		BRONZE
NHS	KFC	CALM	Ella's Kitchen
<i>We are the NHS</i> NHS England	<i>Haters gonna hate, use them as bait. KFC's New Fries Campaign, 2018</i> KFC UK&I	<i>Project 84</i> C.A.L.M.	<i>Ella's Kitchen; serving, not selling to parents</i> Ella's Kitchen
MullenLowe London*	Mother London*	adam&eveDDB*	Havas London*
TRANSPORTATION			
GOLD			
Virgin Trains West Coast			
<i>Putting the original Virgin back in Virgin Trains</i> Virgin Trains West Coast			
Anomaly* Manning Gottlieb OMD TMW			