



GLOBAL EFFIE AWARDS / WINNERS & FINALISTS



**effie**AWARDS  
GLOBAL

® Effie is a registered trademark / service mark of Effie Worldwide, Inc.

Proudly sponsored by:

**facebook**

# WINNERS

The Global Effie Awards honor the year's most effective global marketing ideas that work in multiple worldwide markets.

2019 Global Effie Winners were chosen after two rigorous rounds of judging in multiple cities across the globe. Top global marketers gathered in London, New York City, São Paulo, and Singapore to select the most effective global marketing communication efforts of the year.

Those selected as winners represent cases that best demonstrated that their objectives were challenging, and the results achieved were significant in the context of the Global competition. This year, Effie Worldwide offered two ways to enter the Global Effie Awards. The Multi-Market track is open to all efforts that have run in at least five countries, while the Multi-Region track accepts entries that have run in at least four countries and two regions.

Award levels – gold, silver and bronze – will be announced and presented at the 50th Annual Effie Awards Gala on Thursday, May 30, in New York City.

Congratulations to this year's winners.

\* Indicates lead agency

GLOBAL: MULTI-MARKET		
ELECTRONICS (MULTI-MARKET)	FAST MOVING CONSUMER GOODS/FMCG (MULTI-MARKET)	OTHER PRODUCTS & SERVICES (MULTI-MARKET)
<b>iPad Pro</b>	<b>Puck</b>	<b>Dubai Properties</b>
<i>iPad Pro - What's a Computer?</i>	<i>Cook with Her: Challenging The Category By Challenging Stereotypes In The Kitchen</i>	<i>1JBR: It's Not For Everyone</i>
Apple Inc.	Arla Foods	Dubai Properties
TBWA \ Media Arts Lab* OMD	FP7 McCann Dubai* PHD (UAE)*	FP7 McCann Dubai* Magna Global UAE*

# FINALISTS

Global Effie Awards finalists are determined based on jury scores following a rigorous first round of judging. Becoming an Effie finalist is a significant achievement, indicating that a case is among the most effective examples of marketing communications.

Additionally, all finalists will receive points toward the Effie Index – the annual worldwide ranking of marketing communications effectiveness for agencies, advertisers, and brands. The 2019 finalists will be included in the 2020 Effie Index, announced in early 2020.

Congratulations to this year's finalists.

\* Indicates lead agency

GLOBAL: MULTI-REGION	
BRANDED CONTENT (MULTI-REGION)	MEDIA, ENTERTAINMENT & LEISURE (MULTI-REGION)
<b>McDonald's</b>	<b>Activision</b>
<i>Big Mac 50th Anniversary</i>	<i>Call of Duty: WWII Reassemble!</i>
McDonald's	Activision
Golin*	72andSunny*
The Marketing Store	OMD
Design by Disruption	Imperial Woodpecker
Osborne Coinage	
Moving Picture Company	

GLOBAL: MULTI-MARKET		
AUTOMOTIVE (MULTI-MARKET)	BUSINESS-TO-BUSINESS (MULTI-MARKET)	RETAIL (MULTI-MARKET)
<b>Toyota</b>	<b>Cotton Council International/ COTTON USA</b>	<b>Babyshop</b>
<i>Start Your Impossible</i>	<i>Look Closer At The Cotton The World Trusts</i>	<i>World Without Walls</i>
Toyota Motor Corporation	Cotton Council International/COTTON USA	Babyshop
Saatchi & Saatchi LA*	Cramer-Krasselt*	FP7 McCann Dubai*
Dentsu Aegis Network		

# FINAL ROUND JURY

## MODERATOR

### BEN RICHARDS

WW CSO  
*Ogilvy*

### MIKE BARRETT

President  
*Heat*

### KATE BOWER

President, Strategic Studio  
*Publicis*

### TOM BUDAY

SVP, Global Head, Marketing &  
Consumer Comms  
*Nestlé*

### KATE DAGGETT

Head, Creative, NA  
*Facebook*

### ASHLEY FOSTER

Creative Agency Partner  
*Facebook*

### BOON LAI

VP, Global Partner Marketing  
*Cisco*

### MICK MCCABE

Global CSO  
*Publicis*

### JOHN PETTY III

Director, Social Strategy  
*Wieden + Kennedy NY*

### TAHAAB RAIS

Regional Head, Strategy &  
Truth Central MENAT  
*FP7 McCann*

### KRISTI VANDENBOSCH

Former SVP, Global Head, Digital Center  
of Excellence  
*Redhouse at Revlon*

# ROUND ONE JURY

## LONDON JURY

### MODERATOR

#### Neal Davies

Chief Executive Officer  
*BBDO Dublin*

#### Helen Andrews

Managing Director  
*Wieden + Kennedy London*

#### Beth Bentley

Chief Strategy Officer  
*Portas*

#### Verra Budimlija

Chief Strategy Officer  
*Wavemaker UK*

#### Shekhar Deshpande

Head of Strategy, Global Accounts,  
EMEA  
*Facebook*

#### Hélène Dusseaux

Associate Director  
*Procter & Gamble Switzerland*

#### Andrew Geoghegan

Global Head of Consumer Planning  
*Diageo*

#### Dino Myers-Lampley

Former Managing Director  
*MullenLowe Medialhub*

#### Michael Nicholson

Strategy Director  
*1492 / TBWA*

#### Cat Paterson

Sr. Director, Brand & Commercial  
*PepsiCo*

#### Jamie Peate

Global Head of Retail Strategy  
*McCann Worldgroup*

#### Rachael Pettit

Regional Head of Marketing,  
UK, Northern & Eastern Europe  
*Uber*

#### Lex Robinson

Global Planning Director  
*Saatchi & Saatchi*

#### Jane Wakely

Chief Marketing Officer  
*Mars Global Petcare*

#### KJ Weir

Creative Agency Partner Manager,  
Global Sales, EMEA  
*Facebook*

## NEW YORK JURY

### MODERATOR

#### Ben Richards

WW CSO  
*Ogilvy*

#### Angela Alvarez

Managing Director  
*Zeno Group*

#### Begoña Aristy

VP, Marketing, Sabritas BU  
*PepsiCo Mexico Foods*

#### Jeffrey Castellano

Global Executive Creative Director  
*IBM*

#### Julie Chan

Global Lead, Consumer Engagement  
*Pfizer*

#### Rogério Colantuono

Global Strategy Director  
Area 23, An FCB Health Network  
Company

#### Jesse Dienstag

Executive Director, Head of Planning  
*Golin*

#### Kathleen Dunlop

Global Brand VP  
*Unilever*

#### Elana Gorbatyuk

SVP, Director, Strategy  
*Sid Lee*

#### Dominic Hanley

SVP, Global Strategy Director  
*Leo Burnett*

#### Ellen Healy

Sr Marketing Director, Global Consumer  
Engagement  
*PepsiCo*

#### Tom Hyde

Executive Director, Digital Strategy  
*TBWA \Chiat\Day NY*

#### Edlynn Laryea

Director, Global Neutrogena  
*Johnson & Johnson*

#### Hannah Law

Creative Agency Partner, Instagram  
*Facebook*

Proudly sponsored by:

**facebook**

# ROUND ONE JURY

**Pierre Lipton**

EVP, Global Executive Creative Director  
*McCann XBC*

**Sean Patrick**

SVP, Global Client Director  
*Craft WW*

**Alison Payne**

VP, Marketing, Mexican Beer Portfolio  
*Heineken USA*

**Christine Schoaf**

SVP, Global Innovation  
*Momentum Worldwide*

**Jessica Scholl**

Global Brand Leader, Aleve  
*Bayer Healthcare*

**Michael Stefanski**

VP, Global Integrated Marketing  
*MetLife*

**Dave Surgan**

Creative Agency Partner, Instagram  
*Facebook*

**Charlotte Tansill**

Executive Director  
*Ogilvy*

**Kieley Taylor**

Managing Partner, Global Head of Social  
*GroupM*

**Sarah Watson**

EVP, Global Strategy Director  
*McCann Worldgroup*

**Jessica Worthington**

Global Director, Comms Planning  
*Mindshare*

**SÃO PAULO JURY****MODERATOR****João Gabriel Fernandes**

VP, Strategic Planning  
*AlmapBBDO*

**Fernanda Antonelli**

CEO  
*W+K*

**Ana Cester**

Manager, Client Measurement Agency  
LATAM  
*Facebook*

**João Ciaco**

Director, Marketing Director  
*Fiat Brazil*

**Fabiano Coura**

VP, Managing Director  
*R/GA*

**Renata d'Avila**

CSO  
*Fbiz*

**Rodrigo Maroni**

VP, Strategic Planning  
*Africa*

**Debora Nitta**

Head of Agency  
*Facebook*

**Aloisio Pinto**

CSO  
*Dentsu Aegis Latin America*

**Erh Ray**

Partner & CEO  
*BETC/Havas*

**Theo Rocha**

Director, Creative Shop LATAM  
*Facebook*

**Hugo Rodrigues**

Chairman & CEO  
*WMcCann*

**Haruyo Rodolfo**

CEO  
*Wavemaker Mexico*

**Marcelo Salles Gomes**

EVP  
*Grupo M&M*

**Carolina Vieira**

Head of Acct Mgmt  
*DAVID Agency*

**Kevin Zung**

COO  
*WMcCann*

**SINGAPORE JURY****MODERATOR****Richard McCabe**

Regional Strategy Director, APAC  
*McCann Worldgroup*

**Eric Cruz**

Executive Creative Director  
*AKQA*

**Matthew Drury**

Agency Development Lead, APAC  
*Facebook*

**Rafael Guida**

Head of Southeast Asia, The Creative Shop,  
APAC  
*Facebook*

**Ranjit Jathanna**

CSO, APAC  
*Edelman*

**Priyanka Nath**

Digital Marketing Lead, Global Partner Marketing  
*Expedia Group*

**Venkat Raghavan**

Executive Director, Group Strategic Marketing & Comms  
*DBS Bank*

**Sindhuja Rai**

Director  
*Mondelez International*

**Rubin Suardi**

Principal Partner  
*Mindshare*

**Måns Tesch**

CSO, Asia Pacific, Middle East & Africa  
*Grey Group*

**Dominique Touchaud**

Assoc Brand Director, Brand Building Integrated Comms  
*Proctor & Gamble*

**Ben Wightman**

Head of Data Strategy, APAC  
*Dentsu Aegis Network*