



# **effie** AWARDS

**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

<b>CARPE DIEM - SERVICES</b> <b>SILVER</b>		<b>SILVER</b>	<b>CORPORATE REPUTATION</b> <b>BRONZE</b>	<b>FINANCE</b> <b>BRONZE</b>
<b>CALM</b>		<b>KFC</b>	<b>KFC</b>	<b>HSBC UK</b>
<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 Rediscovers Relevance in Changing Britain</i> HSBC
adam&eveDDB*		Mother London*	Mother London*	J Walter Thompson London* Grey London PHD (London) Mindshare
<b>GOVERNMENT, INSTITUTIONAL &amp; RECRUITMENT</b> <b>SILVER</b>		<b>BRONZE</b>	<b>POSITIVE CHANGE: ENVIRONMENTAL- NON PROFIT</b> <b>BRONZE</b>	<b>POSITIVE CHANGE: SOCIAL GOOD - NON PROFIT</b> <b>SILVER</b>
<b>Britain's Beer Alliance</b>		<b>NHS</b>	<b>Greenpeace</b>	<b>CALM</b>
<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*
<b>POSITIVE CHANGE: SOCIAL GOOD - NON PROFIT</b> <b>SILVER</b>		<b>RESTAURANTS</b> <b>GOLD</b>	<b>SMALL BUDGETS</b> <b>GOLD</b>	<b>SUSTAINED SUCCESS - PRODUCTS</b> <b>BRONZE</b>
<b>NHS</b>		<b>KFC</b>	<b>CALM</b>	<b>Ella's Kitchen</b>
<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*
<b>TRANSPORTATION</b> <b>GOLD</b>				
<b>Virgin Trains West Coast</b>				
<i>Putting the original Virgin back in Virgin Trains</i> Virgin Trains West Coast				
Anomaly* Manning Gottlieb OMD TMW				