



effie Awards

Global Best of the Best

2023 Global Grand
Contenders



2023 Global Best of the Best Effie Awards

Global Grand Effie Contenders

Effie celebrates all forms of marketing effectiveness and has built a network that spans over 55 programs, reaching 125+ markets worldwide. The Global Best of the Best Effie Awards invite all Gold and Grand Effie winners from around the world each year to compete on a global stage.

The Global Grand contenders included here have successfully moved through a rigorous first round of judging to contend for the Global Grand Effie in their respective categories. The Global Grand and Iridium winners will be announced and celebrated at our virtual celebration on December 7, 2023.

* Indicates lead agency

INDUSTRY CATEGORIES

CONSUMER GOODS & TELECOM

Samsung

4 Features. 4 Films. 4 Genres.

Samsung MENA

Leo Burnett Middle East*
Starcom Middle East

FASHION & ACCESSORIES

YES

YES - I'M A WOMAN
(Polish #MeToo Movement)

YES

180heartbeats + Jung v Matt*
Massive Music
MEDIAHUB
F 25
Stratosfera

FAST MOVING CONSUMER GOODS

Colgate

Protecting the World's
Biggest Brand with a Smile

Colgate-Palmolive

WPP Red Fuse*
Wavemaker United States
DesignBridge

eos

Bless Your F*ing Cooch

eos Products

Mischief @ No Fixed Address*
Makeout

FINANCE

Argenta

Argenta - I Don't Save, I Invest

Argenta

LDV United*

Banco Itaú

Chat Account

Banco Itaú Argentina

Grey Argentina*
Initiative

FOOD & BEVERAGE

Cris-Sal

Unlucky Sponsor

Ecuasal

Paradais DDB*

Cruzcampo

Heavily Accented

Heineken

Ogilvy Spain*
NTEAM COMUNICACION
Dentsu X Spain

Extra Gum

For When It's Time: Extra Gum's Pandemic Comeback

Mars Wrigley

Energy BBDO*
MediaCom
ICF Next
The Mars Agency

Pringles

Meet Frank: How a Zombie Got Gamers to Fall in Love With Pringles

Kellogg's

Grey London*
Carat
ZEAL Creative

Uncle Tobys Oats

Waking Aussies Up to Goodness

Nestlé

Ogilvy Australia*
Forward
UM
Edison

GOVERNMENT, INSTITUTIONAL & RECRUITMENT

UAE Government Media Office

Empty Plates

UAE Government Media Office

Saatchi & Saatchi Middle East*
Prodigious Middle East

HEALTH & WELLNESS

Dulco with Dulcobis and DulcoSoft Junior variants

Break the Taboo

Opella Healthcare a Sanofi company

FCB Health Spark*
PHD Media Direction Sp. z o.o / PHD

IKEA

Don't Sleep On It

IKEA (Saudi Arabia)

Leo Burnett Middle East*

NON-PROFIT

New Zealand Blood Service

Unseen Emergencies

New Zealand Blood Service

YoungShand*
Film Construction
Radiate
The Industry Group
Network PR

PRODUCT / SERVICE LAUNCH

-196

Ridiculous! How -196 Defied the Hottest Trends to Become Beam Suntory's Most Successful Launch Ever.

Beam Suntory Australia

The Monkeys*
Liquid Ideas
PHD Australia
Fuel Sydney
Mr Positive

Home Box

The Hidden Room

Home Box

Leo Burnett Middle East*
Liwa Content.Driven*

RESTAURANTS

KFC France*Crispiness*

KFC France

Havas Paris*
Carat France**McDonald's***McDonald's Famous Orders*

McDonald's US

Wieden & Kennedy NY*
The Narrative Group
Alma DDB
Burrell
IW Group

RETAIL

7-Eleven*Putting the '11' Back
Into 7-Eleven*

7-Eleven

Dentsu Creative*
MJZ
Cartel
The Mill**Turners***Tina from Turners*

Turners Auto Retail

Turners Auto Retail*
Lassoo Media
Stitch

SPECIALTY CATEGORIES

BUSINESS-TO-BUSINESS

Yapı Kredi*POS Cepte (POS in Your Pocket)
with Yapı Kredi*

Yapı Kredi Bankası A.Ş.

RAFINER!*
Mindshare Turkey
The Gang
Ingage

COMMERCE & SHOPPER

Medalla Light*Sounds From Home*

Cervecera de Puerto Rico

DDB Latina Puerto Rico*

DAVID VS. GOLIATH

Project Chaiwala*Milaap: Two Worlds Divided By One
Sport, Brought Together By One Blend*

Project Chaiwala

Leo Burnett Middle East*

EXPERIENTIAL MARKETING

Cadbury Celebrations*My SRK Ad*

Mondelēz India Pvt. Ltd.

Ogilvy India*
Wavemaker India**Whisper***Changing the Education System to Keep Girls in School*

P&G India

Leo Burnett India*
Network18
UNESCO
MediaCom India
MSL India

MARKETING INNOVATION SOLUTIONS

Data Center CR*From Hydro To Crypto*

Data Center CR

Interaction*

MEDIA IDEA / INNOVATION

Kinokuniya*Time to Read*

Kinokuniya Book Store

Saatchi & Saatchi Middle East*
Prodigious

SMALL BUDGETS

Business Iceland

Sweatpant Boots

Business Iceland

SS+K*
M&C Saatchi Group*
Peel Iceland
M&C Saatchi Talk
M&C Saatchi Sport & Entertainment
North America

Coors Light

Iceman to Canton

Molson Coors Beverage Company

Alma DDB*
ICF Next
O Positive
Animal Music
Moving Forward Studios Inc.

KIA

The First Car Showroom Inside a Bus

Excel
Kia Motors

Ogilvy El Salvador*
Ogilvy United States
Garage Films
La Brujula

SOCIAL MEDIA

Applebee's

Fancy Like Applebee's

Applebee's

Grey New York*
Current Global
Initiative Media (NY)
Townhouse

Dove

Moms Make You Sweat

Unilever Argentina

SLAP*

Magalu

Lu From Magalu: The Biggest Virtual Influencer in the World

Magazine Luiza

Ogilvy Brasil*
OAK
Sentimental Filme
Comando S
Globo

SUSTAINED SUCCESS / SERVICES & PRODUCTS

Aldi Sud

Kevin Versus John: How a Humble Carrot Usurped a National Treasure to Win the UK's Christmas Ad crown.

Aldi UK Ltd.

McCann Manchester*
UM

Anusol

Bum's The Word: How Anusol Smashed Taboos and Unlocked Record Growth

CHURCH & DWIGHT UK

The Gate London*

KFC

The Right Way to Build a Brand

KFC UK&I

Mother London*

TOPICAL / ANNUAL EVENTS

Kujawski

For Health in the Category!

Bunge Poland

Think ECO*
PZL
Starcom Poland

McDonald's

How We Got Customers Lovin' It And Kept Them Lovin' It, No Matter What

McDonald's (United Kingdom)

Leo Burnett London*
OMD (United Kingdom)

Tesco

Wearing In, Not Wearing Out: Six Years of Food Love Stories (and Counting)

Tesco

BBH London*
MediaCom (United Kingdom)

Lebanese Transparency Association (LTA)

The Currency of Corruption

Transparency International
Lebanon (TI-LB)

Leo Burnett Middle East*

POSITIVE CHANGE CATEGORIES

ENVIRONMENTAL - BRANDS

SOCIAL GOOD - BRANDS

Michelob ULTRA

Contract for Change

Michelob ULTRA

FCB Chicago*
FCB New York
Lord + Thomas

Carling Black Label

Bride Armour

AB InBev (South Africa)

Ogilvy South Africa*
M Sports

Dove

Reverse Selfie

Unilever (Dove)

Ogilvy UK*
Edelman
Mindshare United States

SOCIAL GOOD - BRANDS

ITV

Eat Them to Defeat Them by ITV and VegPower: How a Big, Silly Idea Solved a Big, Serious Problem

ITV
VegPower

adam&eveDDB*
Goodstuff

Lacta

Don't Ever Leave Me

Mondelēz

Ogilvy Greece*
Foss Productions

Procter & Gamble

Widen the Screen

P&G

Grey New York*
Cartwright
Hill & Knowlton
Townhouse
Carat US

SOCIAL GOOD - NON-PROFIT

ABAAD

Priority Too

ABAAD Resource Center for Gender Equality

Leo Burnett Middle East*
Eyedia Production

Børns Vilkår & Egmont Fonden

Empty Chairs

Børns Vilkår

Uncle Grey*

Flutwein

#flutwein - Our Worst Vintage

Ahr - a wineregion needs Help for Rebuilding e.V.

Seven.One AdFactory GmbH*
White Rabbit Budapest*
WallDecaux

Fundación Rescatáme

PET INTERNS

Fundación Rescatáme

Geometry Colombia*

Grupo Estratégico PAE

Morning After Island

GE PAE

Ogilvy Honduras*
14 al Centro Latam
Ogilvy Mexico
Ogilvy United States

UN Women

The Missing Peace

UN Women Lebanon

Leo Burnett Middle East*