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Effie Worldwide Announces 2015 North American Effie Award Winners

IPG's Mullen Lowe and American Greetings Win the Grand Effie

Effie Index Reveals that Procter & Gamble, IBM, WPP, Ogilvy & Mather and Droga5 are the Most Effective Marketers in North America

New York (June 4, 2015) – Winners of the 2015 North American Effie Awards and rankings for the North American Effie Effectiveness Index (Effie Index) were revealed tonight at the 47th annual Effie Awards Gala in New York. The World's Toughest Job campaign from Mullen Lowe and American Greetings was revealed as the North American Grand Effie winner (best in show). Since 1968, the Effie Awards have honored marketing ideas that work.

According to the Effie Index, Procter & Gamble is the most effective marketer in North America for the 5th consecutive year. The top five most effective companies in the Effie Index include: IBM (brand), WPP (holding group), Ogilvy & Mather (agency network), Ogilvy & Mather New York (agency office) and Droga5 (independent agency).

According to the Grand Effie winner's entry, Mullen Lowe's challenge was to persuade people to make their mom a Mother's Day card using the American Greetings Cardstore. A significant challenge when data shows only 50% of people actually buys Mom a card. The Effie-winning work shook the indifference out of them by making them see Mom differently: as the amazing professional she is. With 21M+ views, the

earned media effort for #worldstoughestjob increased American Greetings Cardstore orders by 20%, user base by 40% and met sales goals for the entire year, not just the Mothers Day period for which it was designed.

"The American Greetings possessed what I feel the very best ideas have in common, inevitability and surprise," said Todd Waterbury, Chief Creative Officer of Target Corporation, and member of the 2015 Grand Effie Jury. "It found a completely original way of inspiring gratitude through reframing the experience and human truth of Motherhood that provoked emotion – and action."

The North American Effie Grand Award winner was debated hours before the Effie Awards ceremony by the **Grand Effie Jury**. Grand Effie Finalists (the top scoring Gold Effie Award winners) included the Grand Effie winner, along with:

- Big Heart Pet Brands and FCB/RED for Milk-Bone Brushing Chews Shopper Marketing Launch Campaign
- British Airways and Ogilvy & Mather for "Visit Mum"
- Newcastle Brown Ale, Heineken USA and Droga5 (with contributing agency Fast Horse) for "If We Made It"
- NBC Sports Group and The Brooklyn Brothers (with contributing agencies Maxus, Ignited and Civic Entertainment Group) for "NBC Sports Network: Barclays Premier League"
- Procter & Gamble's Always and Starcom MediaVest Group and Leo Burnett (with contributing agency MSLGROUP for "#LikeAGirl"
- Procter & Gamble's Old Spice and Wieden+Kennedy (with contributing agency Citizen Relations) for "Smellcome to Manhood"

The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers and brands by analyzing finalist and winner data from worldwide Effie Award competitions.

Topline Results of the North American Effie Index:

Most Effective Marketers: Procter & Gamble was followed by IBM (who moved up three spots in the rankings), Kimberly-Clark, Wal-Mart and American Greetings (the last two breaking into the top five for the first time).

Most Effective Brands: IBM returned as the top ranked Brand in North America primarily behind the success of its "#IBMFoodTruck" and "Made with IBM" campaigns. (IBM was last ranked #1 in North America in 2012). Always broke into the top five along with newcomers American Greetings, Newcastle Brown Ale and Samsung.

Most Effective Agency Holding Groups: WPP Group is the most effective Holding Group for the second time in four years. Publicis Groupe dropped one spot, while Omnicom, Interpublic, and MDC Partners ranked third, fourth and fifth respectively.

Most Effective Agency Networks: Ogilvy & Mather, regained its title as the most effective network in North America (the third time in five years), followed by last year's top ranked agency network, Starcom MediaVest Group. Leo Burnett Worldwide, BBDO Worldwide and Mullen Lowe Group respectively are ranked the third, fourth and fifth most effective agency networks.

Most Effective Agency Offices: Ogilvy & Mather New York topped the Most Effective Agency Office rankings in North America (for the third time in five years). Independent agency Droga5 (New York) jumped to second, while Leo Burnett/ Arc (Chicago) retained its third place ranking, followed by Starcom MediaVest Chicago and Grey New York.

Most Effective Independent Agencies: Droga5 is also the Most Effective Independent Agency in North America behind its overwhelming success for Newcastle Brown Ale and Honey Maid. Wieden+Kennedy's Portland office is ranked at number two, with Minneapolis-based Fast Horse breaking into the top five for the first time ever at number three. Wieden+Kennedy's New York office and Los Angeles-based CAA Marketing round out the top five.

"The Effie Effectiveness Index is the most important measure of marketing communications effectiveness we have in the industry," said Carolyn Everson, Vice President, Global Marketing Solutions, Facebook and Effie Worldwide Chair. "The Effie Awards celebrate the art of storytelling combined with the science of business results, and this year in North America we saw outstanding work that not only resonated with consumers, but also had a material impact on companies' bottom lines."

In order to be included in the Index, North American winning and finalist cases were rigorously evaluated by senior industry leaders over at least two rounds of judging.

The complete list of Gold, Silver and Bronze winners for the North American Effie Awards, as well as the opportunity to read the winning case studies, is available on www.effie.org.

[Download the full winners list](#)

About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization championing the practice and practitioners of marketing effectiveness. Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the Effie Effectiveness Index, ranking the most effective companies and brands globally and the Effie Case Database. For more details, visit www.effie.org. Follow @effieawards on Twitter for updates on Effie information, programs and news.

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