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Burger King's 'The McWhopper Proposal' Wins the Grand Effie at the 2017 North American Effie Awards

North American Effie Rankings Reveal the Most Effective Marketers in North America (US & Canada)

New York (June 1, 2017) – Burger King's The McWhopper Proposal campaign from Y&R New Zealand with contributing agencies DAVID The Agency, ABPR, Code and Theory and Turner Duckworth was awarded the Grand Effie trophy (best in show) at the 2017 North American Effie Awards Gala. The rankings for the most effective North American holding companies, marketers, brand and agencies were also revealed at the end of the show. Since 1968, the Effie Awards have honored marketing ideas that work.

Tied for number one, the most effective marketers in North America are Unilever and PepsiCo. The additional highest ranking companies include: IBM (brand), IPG (holding group and the first time IPG has held the number one slot), Ogilvy & Mather (agency network), McCann New York, (agency office, jumping 12 spots from 2016) and Droga5 (independent agency). These rankings will be factored into next year's Global Effie Index.

According to the Grand Effie winner's entry, "In 2015, Burger King was outspent, underarmed and overwhelmed in the incredibly competitive fast food category. Our idea began with an open letter in the New York Times; a peace offering to our biggest rival. Immediately the McWhopper idea took on a life of its own, making headlines across the country. While the campaign twisted its way through popular culture, we continued to stoke the flames with iconic billboard placements, social influencers and a carefully

crafted media kit disguised as a website. Although the offer was declined, the campaign was an overwhelming success - shifting all brand measures, selling a truckload of burgers. Oh, and we helped World Peace, too. We publicly offered our biggest rival an olive branch, suggesting the ultimate burger mash-up: The McWhopper.”

“This year’s Grand Effie winner proved once again that when agencies and clients exhibit shared courage to support a bold, insightful idea, the results can indeed be both creatively outstanding and indisputably effective - even against the greatest odds,” said Vineet Mehra, EVP and CMO, Ancestry and member of the 2017 Grand Effie Jury and Effie Worldwide’s Board of Directors.

The North American Grand Effie 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 McWhopper Proposal** along with:

- Be the Match/space150 for **Be the Guy**.

- Seventh Generation/72andSunny for **How Seventh Generation turned the environment into a personal matter for millennial moms**.

- SimplyGo Mini/Ogilvy & Mather for **Breathless Choir - The triumph of the WHY over the WHAT**, with contributing agencies Carat London and FleishmanHillard

- Lockheed Martin/McCann New York for **Lockheed Martin Field Trip to Mars**, with contributing agencies Momentum Worldwide, Universal McCann and Weber Shandwick

- Donate Life America/The Martin Agency for **Even An Asshole Can Save A Life**

-Office Depot OfficeMax/McCann New York for **The Co-Worker Collection**, with contributing agencies Merkle and AGAIN Interactive

“An Effie Award is highly sought after for good reason because it’s not just about recognizing great work, it’s also about if the work delivered tangible, business results that we can celebrate,” said Daryl Lee, Global CEO, Universal McCann, Chairman of the Effie Worldwide Board of Directors. “The competition is fierce to win an Effie at any level. The winners this year once again represent the best of the industry. Take a look at the winners who are highest in the rankings, those who have sustained campaign success for years and have risen to the top of their categories to learn from the best.”

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 Awards competitions. The North American rankings reflect finalist and winning work from the 2017 North American Effie Awards competition and will be factored into the 2018 Global Effie Index.

The Most Effective Marketers in North America: Unilever/PepsiCo (tie), Mars, IBM

The Most Effective Agency Networks in North America: Ogilvy & Mather, McCann Worldgroup and BBDO

The Most Effective Independent Agencies in North America: Droga5, Periscope and VaynerMedia

The Most Effective Brands in North America: IBM, Extra Gum/JetBlue (tie) and Pepsi.

The Most Effective Agency Offices in North America: McCann New York, Ogilvy New York, Leo Burnett/Arc (Chicago)

Most Effective Holding Companies in North America: IPG, WPP and Omnicom

Sustained Success winners (products or service communications efforts that have experienced sustained success for 3 or more years) were recognized during the gala including: *Share Some Soul* (Kia Motors and David & Goliath), *Give Extra, Get Extra* (Extra Gum & Energy BBDO), *Hello, my name is Watson*. (IBM & Ogilvy & Mather), *Small Business Saturday* (American Express & DigitasLBI), *You Above All* (JetBlue Airways & MullenLowe U.S./MullenLowe MediaHub), *A Movement for Michigan* (Pure Michigan & McCann Detroit), *Tips from Former Smokers™* (U.S. Centers for Disease Control and Prevention & Arnold Worldwide).

North American winning and finalist case studies are rigorously examined, debated and evaluated by seasoned 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.

More information about this year's rankings is available at www.naeffierankings.com.

For the full list of 2017 North American Effie Winners, [click here >](#)

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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