



May 31, 2019

2019 Global Effie Awards and '5 for 50' Effies Announced at the 50th Annual Effie Awards Gala

Apple, Dove, IBM, Mastercard and Nike honored with Media Arts Lab, Ogilvy, McCann Worldgroup and Wieden+Kennedy

New York (May 31, 2019) – Effie celebrated its 50th year as the global authority on marketing effectiveness by announcing the recipients of its anniversary '5 for 50' Award and the winners of the 2019 Effie Awards U.S. and Global Effie competitions at its annual gala last night at Cipriani 42nd Street.

The '5 for 50' Effie was created to mark Effie's 50th Anniversary. Entrants were required to have won more

than one Effie Award over more than one year and demonstrated that they most effectively adapted, stayed relevant and sustained business success for the brand over time.

The five 5 for 50 Effie Award recipients are:

- Apple & Media Arts Lab “From the brink of bankruptcy to one of the world’s most beloved brands” with OMD USA
- Unilever & Ogilvy “Dove - Campaign for Real Beauty” with Edelman USA
- IBM & Ogilvy “IBM. A leading brand. A lasting brand.”
- Mastercard & McCann Worldgroup “22 Years of Priceless”
- Nike & Wieden+Kennedy “NIKE JUST DO IT”

“Congratulations to all of this year’s Effie winners, who are now a part of Effie history,” said Traci Alford, President & CEO of Effie Worldwide. “We are proud to celebrate the success of such great brands and teams as Effie continues to evolve with the industry to ensure that effectiveness sits at the heart of what marketers do best, which is deliver growth.”

Global Effie Winners

Global Effie Award winners for the year’s most effective marketing ideas that worked in multiple markets worldwide were announced at the Gala. Dubai Properties and co lead agencies FP7/McCann Dubai and Magna Global UAE won a Silver Global Effie, Apple and TBWA\Media Arts Lab won a Bronze Global Effie with OMD Worldwide, and Arla Foods’ Puck with co-lead agencies FP7 McCann Dubai and PHD (UAE) won a Bronze Global Effie.

To deliver on its education mission, Effie held its first-ever Summit in the U.S. on the drivers of marketing effectiveness today, launched the Effie Academy certification program earlier this year, and enjoyed increased engagement of college students participating in the 2019 Effie Collegiate Brand Challenge, sponsored by Subaru of America, Inc. The organization expanded to 53 programs worldwide and benchmarked the most effective marketers in the world for its 9th annual Effie Index rankings.

The coveted Grand Effie (best in show) for the Effie United States competition was presented to Procter & Gamble and Saatchi & Saatchi New York, along with contributors Hearts & Science, Taylor Strategy, MKTG and MMC for “It’s a Tide Ad.”

Effie case studies are rigorously examined, debated and evaluated by seasoned industry leaders over at least two rounds of judging. A complete list of winners, as well as the opportunity to read the winning case studies, is available on effie.org.

About Effie

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the Effie Index. Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.

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