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## Winners Announced at the 2019 Effie Awards UK Gala

C.A.L.M and adam&eveDDB take home the Grand Effie

LONDON (19 September 2019) -- Winners of the 2019 [Effie Awards UK](#) competition were celebrated tonight at their annual Awards Gala, held at Plaisterers' Hall in London.

Since 1968, the Effie Awards has honoured the most effective marketing efforts of the year. With over 50 programs worldwide, 2019 marks the fourth year of the competition in the United Kingdom, which was launched in 2015.

This year, 14 trophies were awarded across 10 categories, including one Grand Effie (best in show), three Gold, five Silver and five Bronze Effie Awards.

C.A.L.M. earned the title of Marketer of the Year and Mother London was named Agency of the Year.

"Winning an Effie Award is globally recognized as a symbol of achievement because it is recognition of work that gets real results and creates lasting impact on people, planet or profit," said Juliet Haygarth, Managing Director of Effie UK. "I offer my congratulations to all of this year's winners, who managed to do exactly that."

## The 2019 Effie Awards UK winners are:

*Listed by trophy level, marketer, lead agency, brand, campaign title, contributing compan(ies), and category.*

### Gold

- KFC UK&I and Mother London for KFC's "Haters gonna hate, use them as bait. KFC's New Fries Campaign, 2018" in Restaurants
- C.A.L.M. and adam&eveDDB, for CALM's "Project 84" in Small Budgets
- Virgin Trains West Coast and Anomaly for "Putting the original Virgin back in Virgin Trains" with Manning Gottlieb OMD and TMW in Transportation

### Silver

- C.A.L.M. and adam&eveDDB, for CALM's "Project 84" in Carpe Diem – Services
- KFC UK&I and Mother London for KFC's "FCK we're sorry – turning a moment of crisis into an opportunity for positive brand fame" in Carpe Diem Services
- Britain's Beer Alliance and Havas London for Britain Beer Alliance's "Long Live the Local" with Havas Media, One Green Bean, Ekino and Hanover in Government, Institutional & Recruitment
- C.A.L.M. and adam&eveDDB, for CALM's "Project 84" in Positive Change: Social Good – Non-Profit
- NHS England and MullenLowe London for NHS's "We are the NHS" in Positive Change: Social Good – Non-Profit

### Bronze

- KFC UK&I and Mother London for KFC's "From Chicken Crisis to Chicken Comeback" in Corporate Reputation
- HSBC and J Walter Thompson (London) for HSBC's "A Global Citizen Rediscovered Relevance in Changing Britain" with Grey London, PHD (London) and Mindshare in Finance
- NHS England and MullenLowe London for NHS's "We are the NHS" in Government, Institutional & Recruitment
- Greenpeace and Mother London for Greenpeace's "There's a Rang-tan in my Bedroom" with Weber Shandwick (UK) in Positive Change: Environmental – Non-Profit
- Ella's Kitchen and Havas London for "Ella's Kitchen; serving, not selling to parents" in Sustained Success - Products

The 2019 **Grand Effie** (best in show) was awarded to C.A.L.M. and adam&eveDDB for "Project 84," an initiative that got people talking about the difficult issue of male suicide and ultimately saved lives and led to UK's first Suicide Prevention Minister.

"Project 84 started an important and highly effective social conversation that ultimately contributed to policy change in the UK. Grand Effie winners C.A.L.M. and adam&eveDDB did tremendous work for which they should be very proud," said Haygarth.

The Grand Effie Jury, chaired by Direct Line Group's Mark Evans, met on 12 September at LinkedIn's London offices to select this year's winner.

Effie entries are rigorously debated and evaluated by seasoned marketing leaders over at least two rounds of judging. Entrants must excel across Effie's four pillars for marketing effectiveness to earn an award.

All 2019 Effie UK winners and finalists will receive points towards their rankings in the 2020 global **Effie Index**, which ranks the most effective advertisers, brands, holding companies and agencies.

The complete list of winners is available [here](#).

### About Effie

Effie is a global 501c3 non-profit whose purpose 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](http://effie.org).