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Tesco wins the Grand Effie at the 2022 UK Effie Awards

Eight brands awarded Gold – from Aldi UK, Anusol and ITV to KFC, McDonald's, Mini Cheddars, Tesco and Very

LONDON, 20 October 2022 -- Effie UK, which recognises and celebrates the most effective marketing work of the year, has awarded a record eight Golds among the 15 winners of the 2022 Effie Awards.

Tesco scooped the Grand Effie for 'Wearing in, not Wearing out: Six Years of Food Love Stories (and counting)'. The judges praised the marketing team and agency for creating a rich and flexible platform that delivers a tangible impact to the brand and the wider business year after year.

This year's competition received another set of diverse entries with the judges particularly impressed by the high standard. Winners were selected for solving a marketing challenge effectively, connecting with the target audience and achieving outstanding results.

Gold awards also went to Aldi UK, Anusol, ITV, KFC, McDonald's, Mini Cheddars and Very. Several winners were noted for making great use of humour to connect with audiences, including ITV and Veg Power's 'Eat Them To Defeat Them', a supposedly silly idea designed to solve a serious problem, and Anusol's taboo-smashing and growth delivering, 'Bum's the Word'.

Five Silver awards were also handed out: Brook, the sexual health and wellbeing charity, which won in the small budgets category, B&Q, the British Beer and Pub Association, family history site Ancestry and pharmaceutical brand, Naloxone. The AA and NHS England each took a bronze award.

Two out of the three Silver-winning entries were campaigns aimed at mobilising the nation to influence the government. These were 'Long Live the Local' from the British Beer and Pub Association, and Brook's 'Never Without Consent'.

Karina Wilsher, Chair of the Effie UK Council and Partner and Global CEO at Anomaly, said: "This year we had more entries and winners from 'Sustained Success' and 'Positive Change' than ever before. This highlights more than ever the crucial role marketing can play, particularly during testing times. The UK industry has proved that even as we head into another challenging period, it is delivering ideas that work and showing innovation and resilience."

Juliet Haygarth, Managing Director, Effie UK, said: "The UK Effie judges are considered the toughest across our 56 international programmes, so to have awarded a record eight Golds says so much about the high standard of entries we received. It is even more fantastic given many of the campaigns launched during the tough second year of the pandemic."

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