



Dec 06, 2022 Global Best of the Best

Effie Worldwide Announces 2022 Global Award Winners

Crayola's "Color Yourself Into The World" wins Iridium for the Most Effective Campaign Globally

NEW YORK, December 6, 2022 -- The Global Best of the Best Effies were announced alongside the 2022 Global Multi-Region Effies, sponsored by Meta, at the Global Effie Celebration, which was held virtually on Tuesday, December 6.

Global Best of the Best Effies

Crayola, DENTSU CREATIVE, and Golin PR's "Color Yourself into the World" won the Iridium Effie and was named the most effective campaign in the world at the second annual Global Best of the Best Effie Awards.

The work also won the Global Grand Effie Award in the Product/Service Launch category, and previously won a Gold Effie in the 2021 Effie Awards US competition. With the "Colors of the World" launch and "#TrueSelfie" campaign, Crayola enabled all children to access a power they had collectively been denied - the ability to accurately color themselves, their families, and their friends into the world.

The 2022 competition was open to 2021 Gold and Grand Effie winners from all regional and national Effie Awards programs around the world. Out of 60 Global Grand contenders, 12 emerged as Global Grand

Effie winners.

Entrants competed in two rounds of review by the Global Best of the Best and Global Grand Juries. See full list of winners below.

Traci Alford, Global CEO, Effie Worldwide said: "The Global Best of the Best Effies are just that. They represent the very best of our industry globally. Not only have this year's Global Grand winners proven themselves to be effective across Effie's framework and achieved top recognitions locally, but they have continued to impress and inspire global juries through two competitive rounds of review, proving that their ideas transcended borders. A big congratulations to this year's winning teams, and to Crayola for being awarded the most effective work worldwide."

Global Grand Effie Winners

The Global Grand Effies were awarded to:

- **Brand Experience-Services:** Sphera Group's KFC and McCann Worldgroup Romania "*Killer Discounts*," with UM Romania and Golin Romania

- **Consumer Goods & Telecom:** Spark New Zealand's Skinny and Colenso BBDO "*Friendvertising*," with PHD Media, Platform 29, Good Oil, and Liquid Studios

- **Finance:** United Commercial Bank, ACI Logistics and Grey Advertising Bangladesh for UCash & Shwapno's "*Project AgroBanking*"

- **Food & Beverage:** AB InBev's Cerveza Victoria and Ogilvy Mexico "*Incocuícatl*," with Media Monks Mexico, Mediacom Mexico, draftLine Mexico, and Trendsétera de Mexico

- **Government, Institutional & Recruitment:** New Zealand Government and Clemenger BBDO "*Unite Against COVID-19*," with OMD New Zealand

- **Media Idea / Innovation:** Tinder and 72andSunny Los Angeles "*Swipe Night*" with Missing Pieces, Cabin Editing Company, Q Dept, and MPC

- **Positive Change: Environmental – Brands:** Reckitt-Finish and Havas Turkey "*Water Index*," with Bee Istanbul, 3 Dots, Circus, and Cora Communications

- **Product/Service Launch:** Crayola, DENTSU CREATIVE, and Golin PR "*Color Yourself Into The World*," with Subvoyant

- **Restaurants:** Burger King and INGO Stockholm "*Moldy Whopper*," with DAVID Miami and Publicis

- **Sustained Success - Products:** Beam Suntory Australia's Canadian Club and The Monkeys "*How long-term brand building led to the 3 most successful years in Canadian Club history*"

- **Sustained Success - Services:** NRMA Insurance and The Monkeys "*How commitment to brand building drove one of the market's greatest comebacks*"

- **Transportation, Travel & Tourism:** Business Iceland, SS+K, and M&C Saatchi Group "*Looks Like You Need to Let it Out*," with Peel Iceland, M&C Saatchi Talk, M&C Saatchi Sport & Entertainment North America, and Skot Productions

The Global Best of the Best announcement kicked off with an analysis by Ipsos' Pedr Howard, SVP, Creative Excellence, of this year's Global Grand contenders. The presentation will be available on effie.org.

Global Multi-Region Effie Winners

Global Effie Award winners for the year's most effective marketing ideas that worked in multiple markets worldwide were also announced during the event.

Colgate Palmolive and WPP Red Fuse won the Gold Effie in the **Fast Moving Consumer Goods** category for Colgate's "*Protecting the world's biggest brand with a smile*," with Wavemaker and Design Bridge.

There were two Silver Effies awarded in the Positive Change categories – one for Social Good and one for Environmental.

Unilever and Lowe Lintas earned Silver in the **Social Good - Brands** category for Lifebuoy's "*H is for Handwashing*," with MullenLowe, MullenLowe Salt, and Weber Shandwick.

WWF Singapore and Grey Malaysia took home Silver in the **Environmental – Non-Profit** category for WWF's "*Plastic Diet*."

Traci Alford said: "Winning a Multi-Region Effie is incredibly difficult. To prove effectiveness across markets, languages, and cultures requires an insight that is strong enough to address a universal human truth that can change behavior. Each of this year's winners has not only done so successfully, but their impact will be felt for years to come. Congratulations to the 2022 Global Multi-Region Effie winners."

For Global Best of the Best Winner Showcase, [click here](#).

For the Global Multi-Region Winner & Finalist Showase, [click here](#).