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Yorkshire Tea wins the Grand Effie at the 2023 Effie Awards UK

Five brands awarded Gold – CALM, Mayor of London, Pot Noodle, Tesco and Yorkshire Tea

LONDON, 9th November 2023 -- Effie UK, which recognises and celebrates the most effective marketing of the year, is proud to unveil the winners of the 2023 Effie Awards UK competition.

Twenty-one Gold, Silver and Bronze winners were chosen this year for solving a marketing challenge effectively, connecting with the target audience and achieving outstanding results.

Yorkshire Tea scooped the Grand Effie for the most effective marketing campaign in the UK, and also a Gold for its long-running brand campaign, 'Where Everything's Done Proper'. Four other brands were also awarded Gold: CALM, Mayor of London, Pot Noodle and Tesco.

Eight brands – Dell, Heinz Pasta Sauces, McDonald's, Santander, Tesco, TV Licensing, Vodafone and The Woolmark Company – received Silver Awards. Effie UK also handed out eight Bronze awards to: Capita for the British Army, DFS, H&M, Merlin Entertainments, Noah's Ark Children's Hospice, Renault UK, Tesco and TUI.

This year, six of the Gold, Silver and Bronze awards winners were from the Positive Change category – a demonstration of brands reaping the rewards for making useful contributions to society. The same category also generated the most shortlisted entries among this year's 40 finalists – the event's largest number of finalists ever. A further four winners, including the Grand Effie winner, came from the Sustained Success

category – sending out a strong message about the power of long term thinking to drive business success.

The 2023 Effie Awards UK were announced at a special celebration held at Christ Church Spitalfields on November 9, and this year featured winners from a broader range of marketing disciplines than ever before. Winning entries came from eCRM, PR-led activity, shopper marketing strategy and social media activation, alongside more traditional entrants from advertising. Winners also spanned both national and regional campaigns, highlighting that local, small-budget marketing can be highly effective.

Juliet Haygarth, Managing Director, Effie UK, said: “It’s not easy to make effective marketing day in and day out. Nor is it easy to win an Effie. With more entries than ever, this year’s competition was hotly contested and has produced a strong set of winners that are testament to the talent, tenacity and innovation of marketers in the UK. We’re proud to shine a spotlight on a diverse set of work that demonstrates the tangible impact marketing can have, no matter what the challenge.”

The winners’ details in full are:

GRAND EFFIE

Brand: Yorkshire Tea
Agency: Lucky Generals

GOLD

Category: Positive Change: Social Good – Non-profit
Brand: CALM
Lead agency: adam&eveDDB

Category: Positive Change: Social Good – Non-profit
Brand: Mayor of London
Lead agency: Ogilvy UK

Category: Social Media
Brand: Pot Noodle
Lead agency: U-Studio/Oliver

Category: Positive Change: Social Good – Brands
Brand: Tesco
Lead agency: Essence Mediacom

Category: Sustained Success – Products
Brand: Yorkshire Tea
Lead agency: Lucky Generals

SILVER

Category: Positive Change: Social Good - Brands
Brand: Dell
Lead agency: VMLY&R New York

Category: New Product of Service Introductions & Line Extensions
Brand: Heinz Pasta Sauces
Lead agency: Wunderman Thompson Spain

Category: Sustained Success – Services
Brand: McDonald’s
Lead agency: Leo Burnett UK

Category: Sustained Success – Services
Brand: Santander
Lead agency: House 337

Category: Seasonal Marketing
Brand: Tesco
Lead agency: BBH London

Category: Government Institutional & Third Sector
Brand: TV Licensing
Lead agency: RAPP UK

Category: Positive Change: Social Good - Brands
Brand: Vodafone
Lead agency: Ogilvy UK

Category: Positive Change: Social Goods – Brands
Brand: The Woolmark Company
Lead agency: 20something

BRONZE

Category: Government Institutional & Third Sector
Brand: Capita for the British Army
Lead agency: Accenture Song

Category: Retail
Brand: DFS
Lead agency: Pablo London

Category: Sustained Success – Products
Brand: H&M
Lead agency: Digitas

Category: Renaissance
Brand: Merlin Entertainments
Lead agency: Creature London

Category: Healthcare
Brand: Noah's Ark Children's Hospice
Lead agency: Oliver

Category: Seasonal Marketing
Brand: Renault UK
Lead agency: Publicis Poke

Category: Retail
Brand: Tesco
Lead agency: BBH London

Category: Travel Transport & Tourism
Brand: TUI
Lead agency: Leo Burnett London

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