



effie Awards

Global Best of the Best

2023 Winners



2023 Global Best of the Best Effie Awards

Global Grand Effie

The 2023 Global Best of the Best Effie Awards invited all 2022 Gold and Grand Effie winners from our 55 programs in 125+ markets to compete for the opportunity to be crowned the world's most effective work.

The Global Grand winners listed here have proven that they are truly Ideas that Work®, and represent cases that best demonstrated how they effectively solved a marketing challenge, connected with their target audience and achieved the desired results.

We congratulate all the campaigns listed below on your 2023 win.

* Indicates lead agency

IRIDIUM AWARD

McDonald's

McDonald's Famous Orders

McDonald's US

Wieden+Kennedy NY*

The Narrative Group

Alma DDB

Burrell

IW Group

GLOBAL GRAND WINNERS: INDUSTRY CATEGORIES

FOOD & BEVERAGE

Extra Gum

For When It's Time: Extra Gum's Pandemic Comeback

Mars Wrigley

Energy BBDO*

MediaCom

ICF Next

The Mars Agency

PRODUCT / SERVICE LAUNCH

-196

Ridiculous! How -196 Defied the Hottest Trends to Become Beam Suntory's Most Successful Launch Ever.

Beam Suntory Australia

The Monkeys*

Liquid Ideas

PHD Australia

Fuel Sydney

Mr Positive

RESTAURANTS

McDonald's

McDonald's Famous Orders

McDonald's US

Wieden+Kennedy NY*

The Narrative Group

Alma DDB

Burrell

IW Group

GLOBAL GRAND WINNERS: SPECIALTY CATEGORIES

COMMERCE & SHOPPER

Medalla Light

Sounds From Home

Cervecera de Puerto Rico

DDB Latina Puerto Rico*

EXPERIENTIAL MARKETING - BRAND EXPERIENCE

Cadbury Celebrations

My SRK Ad

Mondelēz India Pvt. Ltd.

Ogilvy India*
Wavemaker India

EXPERIENTIAL MARKETING - BRAND EXPERIENCE - HEALTH

Whisper

Changing the Education System to Keep Girls in School

P&G India

Leo Burnett India*
Network18
UNESCO
MediaCom India
MSL India

SMALL BUDGETS

KIA

The First Car Showroom Inside a Bus

Excel
Kia Motors

Ogilvy El Salvador*
Ogilvy United States
Garage Films
La Brujula

SOCIAL MEDIA

Magalu

Lu From Magalu: The Biggest Virtual Influencer in the World

Magazine Luiza

Ogilvy Brasil*
OAK
Sentimental Filme
Comando S
Globo

SUSTAINED SUCCESS - SERVICE

Aldi Sud

Kevin versus John: How a Humble Carrot Usurped a National Treasure to Win the UK's Christmas Ad crown.

Aldi UK & Ireland

McCann Manchester*
UM

TOPICAL / ANNUAL EVENTS

Lebanese Transparency Association (LTA)

The Currency of Corruption

Transparency International Lebanon (TI-LB)

Leo Burnett Middle East*

GLOBAL GRAND WINNERS: POSITIVE CHANGE CATEGORIES

SOCIAL GOOD - BRANDS

Dove

Reverse Selfie

Unilever

Ogilvy UK*
Edelman
Mindshare United States

SOCIAL GOOD - NON-PROFIT

Flutwein

#flutwein - Our Worst Vintage

Ahr - a wineregion needs Help for Rebuilding e.V.

Seven.One AdFactory GmbH*
White Rabbit Budapest*
WallDecaux