

GLOBAL / WINNERS & FINALISTS



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WINNERS

Effie honors the most significant achievement in marketing communications: Ideas That Work.

The Global Effie Awards honor the year's most effective global marketing ideas - ideas that work in multiple worldwide markets.

2017 Global Effie winners were chosen after two rigorous rounds of judging in multiple cities across the globe. Top global marketers gathered in Singapore, São Paulo, London and New York City to select the most effective global marketing communication efforts of the year.

Those selected as winners represent cases that best demonstrated that their objectives were challenging and the results achieved were significant in the context of the Global competition. This year, Effie Worldwide offered two ways to enter the Global Effie Awards. The new Multi Market Track is open to all efforts that have run in at least three markets, while the original Multi-Region track accepts entries that have run in at least four markets and two regions.

Award levels - gold, silver and bronze - were announced and presented at the Effie UK Awards Gala on Wednesday, May 17 in London. Winners are also celebrated at the 2017 North American Effie Awards Gala on Thursday, June 1 in New York City.

Congratulations to this year's winners.

**Indicates lead agency.*

GLOBAL: MULTI REGION	
Transportation, Travel & Tourism	Fast Moving Consumer Goods (FMCG)
GOLD	SILVER
Airbnb	Pedigree
<i>Don't Go There, Live There.</i>	<i>Feed the good</i>
Airbnb Inc.	Mars Petcare Global
TBWA\Chiat\Day Los Angeles* Starcom*	BBDO New York* BBDO Moscow Clemenger BBDO Almap BBDO Mediacom Global

GLOBAL: MULTI MARKET		
Fast Moving Consumer Goods (FMCG)		
GOLD	SILVER	SILVER
Always	Lifebuoy	Pedigree
<i>Girl Emojis - #LikeAGirl</i>	<i>Help a child reach 5</i>	<i>Feed the good</i>
P&G	Unilever	Mars Petcare Global
Starcom (London)* Leo Burnett/Arc* MSLGROUP Starcom (Chicago)	MullenLowe Group Singapore* MullenLowe Lintas Group India* MullenLowe SSP3 Colombia	BBDO New York* BBDO Moscow Clemenger BBDO Almap BBDO Mediacom Global

FINALISTS

Global Effie Award finalists are selected based on scores from the first round of rigorous judging. Making the shortlist of finalists is a significant achievement. Finalist status signifies that a case is among the most effective examples of how brands successfully connect with their target audience globally.

Additionally, all finalists and winners will receive points toward the **Effie Effectiveness Index®** - the annual worldwide ranking of marketing communications effectiveness for agencies, marketers, and brands. Finalists of the 2017 Global Effie Awards will receive credit in the 2018 Effie Index (announced early 2018).

Congratulations to this year's finalists.

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GLOBAL: MULTI REGION

Retail

Amazon Prime

The quest to the heart of Amazon Prime

Amazon

Joint*
Hakuhodo

GLOBAL: MULTI MARKET

Media, Entertainment & Leisure

Fast Moving Consumer Goods (FMCG)

Halo 5: Guardians

Hunt the Truth

Microsoft

twofifteenmccann*
m:united // McCann
Empower Media Team

Coca-Cola Middle East

Finding Light in the Dark

Coca-Cola Middle East

FP7/DXB*
Memac Ogilvy & Mather
Dubai*
UM MENA

Surf Excel

When Embracing Dirt Became An Act Of Faith

Unilever

MullenLowe Lintas

MAGGI

Every Woman Is A Force Of Change

Nestle Middle East

Publicis ME, Dubai*
MEC MENA
Film Masters