



effieAWARDS

2018 UNITED KINGDOM / WINNERS & FINALISTS



WINNERS

The Effie Awards United Kingdom honours *Ideas That Work*. An annual programme, the competition attracts case studies from the most effective marketing communications efforts in the United Kingdom.

After two rounds of judging, those selected as winners represent cases that best demonstrated how they effectively solved a marketing challenge, connected with their target audience and achieved the results to show it worked.

Award levels – gold, silver and bronze – were announced and presented at the 2018 Effie Awards UK Gala on Wednesday, 19th September, in London.

Congratulations to this year's winners.

**Indicates lead agency.*

BEVERAGES - NON-ALCOHOL		FOOD	RENAISSANCE - SERVICES
BRONZE		SILVER	SILVER
Yorkshire Tea		Marmite	The Automobile Association
<i>Yorkshire Tea</i>		<i>The Marmite Gene Project</i>	<i>From Spark Plugs To Singalongs</i>
Yorkshire Tea		Unilever	The Automobile Association
Lucky Generals* Goodstuff		adam&eveDDB*	adam&eveDDB* Carat Oliver Splendid Agenda21
RENAISSANCE - PRODUCTS			RETAIL
SILVER	SILVER		GOLD
Beano	Marmite		Aldi UK
<i>Beano</i>	<i>The Marmite Gene Project</i>		<i>How Aldi won Christmas with the help of a humble carrot</i>
Beano Studios	Unilever		Aldi Stores
Red Brick Road* Passion Pictures Manning Gottlieb OMD	adam&eveDDB*		McCann Manchester* UM Manchester Weber Shandwick Red Consultancy Gain Theory

RETAIL		SEASONAL MARKETING
GOLD	BRONZE	SILVER
John Lewis <i>Buster the Boxer: John Lewis' most effective Christmas ever</i> John Lewis adam&eveDDB* Manning Gottlieb OMD Marketshare	Sainsbury's <i>The Greatest Gift is Sharing</i> Sainsbury's AMV BBDO* PHD Media	Aldi UK <i>How Aldi won Christmas with the help of a humble carrot</i> Aldi Stores McCann Manchester* UM Manchester Weber Shandwick Red Consultancy Gain Theory
SMALL BUDGETS	SUSTAINED SUCCESS - PRODUCTS	SUSTAINED SUCCESS - SERVICES
BRONZE	GOLD	GRAND
Glasgow School of Art <i>Ash to Art</i> Glasgow School of Art J. Walter Thompson* Brunswick Arts	IKEA <i>Making The Everyday a Long-Term Success</i> IKEA UK Mother* Vizeum	Lidl <i>How Lidl Grew A Lot</i> Lidl UK TBWA\London* Starcom Ebiquity
SUSTAINED SUCCESS - SERVICES		
GOLD	SILVER	
John Lewis <i>The gift that keeps on giving: John Lewis at Christmas</i> John Lewis adam&eveDDB* Manning Gottlieb OMD	McDonald's <i>How ten years of building trust built the bottom line</i> McDonald's UK Leo Burnett London* OMD	

FINALISTS

Effie Awards UK finalists are determined based on jury scores following a rigorous first round of judging. Becoming an Effie finalist is a significant achievement, indicating that a case is among the most effective examples of marketing communications.

Additionally, all finalists will receive points toward the **Effie Effectiveness Index®** – the annual worldwide ranking of marketing communications effectiveness for agencies, advertisers, and brands. Finalists of the 2018 Effie Awards UK will receive credit in the 2019 Effie Index.

Congratulations to this year's finalists.

**Indicates lead agency.*

BEAUTY & PERSONAL CARE	BEVERAGES - ALCOHOL	DAVID VS. GOLIATH	FOOD
Pampers	Heineken	Aldi UK	Skittles
<i>Pampers Advocacy</i>	<i>Worlds Apart</i>	<i>Aldi vs. Goliath (and his three brothers)</i>	<i>Breaking conventions with Pride</i>
P&G	Heineken	Aldi Stores	Mars UK
Saatchi & Saatchi* MSL UK Starcom	Publicis London*	McCann Manchester* UM Manchester	adam&eveDDB* Haygarth MediaCom
HEALTHCARE	MEDIA INNOVATION - EXISTING CHANNEL	POSITIVE CHANGE: SOCIAL GOOD - BRANDS	
Nytol	Freeview	TfL	
<i>Saying Good Nytol to Sleeplessness</i>	<i>Using TV like TV.</i>	<i>Yes We Can – How TfL harnessed the power of the collective to achieve justice for victims of unwanted sexual behaviour</i>	
Perrigo	Freeview	Transport for London	
Lucky Generals* ZenithMedia	Anomaly* Wavemaker	Wavemaker* VCCP*	
SEASONAL MARKETING	SMALL BUDGETS	TRAVEL & TOURISM	
Sainsbury's	Art Fund	Girlguiding UK	Great Western Railway
<i>The Greatest Gift is Sharing</i>	<i>Student Art Pass</i>	<i>Know Your Place Campaign</i>	<i>Five Go On A Great Western Adventure</i>
Sainsbury's	Art Fund	Girlguiding UK	Great Western Railway
AMV BBDO* PHD Media	MullenLowe London*	J. Walter Thompson* We Grow Startups	adam&eveDDB* Wavemaker