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

BRONZE

Yorkshire Tea

FOOD

SILVER

Marmite

RENAISSANCE - SERVICES

SILVER

The Automobile Association

From Spark Plugs To Singalongs

Unilever

The Automobile Association

adam&eveDDB*

Carat

Oliver

Splendid

Agenda21

RENAISSANCE - PRODUCTS

SILVER

Beano

Marmite

The Marmite Gene Project

Unilever

Manning Gottlieb OMD

RETAIL

GOLD

Aldi UK

How Aldi won Christmas with the help of a humble carrot

Aldi Stores

McCann Manchester*

UM Manchester

Weber Shandwick

Red Consultancy

Gain Theory
<table>
<thead>
<tr>
<th>RETAIL</th>
<th>SEASONAL MARKETING</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>SILVER</td>
</tr>
<tr>
<td>BRONZE</td>
<td></td>
</tr>
</tbody>
</table>

### Retail Gold Award

**John Lewis**

_Buster the Boxer: John Lewis’ most effective Christmas ever_

John Lewis

adam&eveDDB*  
Manning Gottlieb OMD  
Marketshare

**Sainsbury’s**

_The Greatest Gift is Sharing_

Sainsbury’s

AMV BBDO*  
PHD Media

**Aldi UK**

_How Aldi won Christmas with the help of a humble carrot_

Aldi Stores

McCann Manchester*  
UM Manchester  
Weber Shandwick  
Red Consultancy  
Gain Theory

### Retail Bronze Award

**Glasgow School of Art**

_Ash to Art_

Glasgow School of Art

J. Walter Thompson*  
Brunswick Arts

**IKEA**

_Making The Everyday a Long-Term Success_

IKEA UK

Mother*  
Vizeum

**Lidl**

_How Lidl Grew A Lot_

Lidl UK

TBWA\London*  
Starcom  
Ebiquity

### Sustained Success Gold Award

**John Lewis**

_The gift that keeps on giving: John Lewis at Christmas_

John Lewis

adam&eveDDB*  
Manning Gottlieb OMD

**McDonald’s**

_How ten years of building trust built the bottom line_

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.

<table>
<thead>
<tr>
<th>BEAUTY &amp; PERSONAL CARE</th>
<th>BEVERAGES - ALCOHOL</th>
<th>DAVID VS. GOLIATH</th>
<th>FOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pampers</strong></td>
<td><strong>Heineken</strong></td>
<td><strong>Aldi UK</strong></td>
<td><strong>Skittles</strong></td>
</tr>
<tr>
<td><em>Pampers Advocacy</em></td>
<td><em>Worlds Apart</em></td>
<td><em>Aldi vs. Goliath (and his three brothers)</em></td>
<td><em>Breaking conventions with Pride</em></td>
</tr>
<tr>
<td><strong>P&amp;G</strong></td>
<td><strong>Heineken</strong></td>
<td><strong>Aldi Stores</strong></td>
<td><strong>Mars UK</strong></td>
</tr>
<tr>
<td><em>Saatchi &amp; Saatchi</em></td>
<td><em>Publicis London</em></td>
<td>*<em>McCann Manchester</em></td>
<td>*<em>adam&amp;eveDDB</em></td>
</tr>
<tr>
<td>MSL UK</td>
<td></td>
<td><strong>UM Manchester</strong></td>
<td><strong>Haygarth MediaCom</strong></td>
</tr>
<tr>
<td>Starcom</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEALTHCARE</th>
<th>MEDIA INNOVATION - EXISTING CHANNEL</th>
<th>POSITIVE CHANGE: SOCIAL GOOD - BRANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nytol</strong></td>
<td><strong>Freeview</strong></td>
<td><strong>TFL</strong></td>
</tr>
<tr>
<td><em>Saying Good Nytol to Sleeplessness</em></td>
<td><em>Using TV like TV.</em></td>
<td><em>Yes We Can – How TFL harnessed the power of the collective to achieve justice for victims of unwanted sexual behaviour</em></td>
</tr>
<tr>
<td><strong>Perrigo</strong></td>
<td><strong>Freeview</strong></td>
<td><strong>Transport for London</strong></td>
</tr>
<tr>
<td><em>Lucky Generals</em></td>
<td><em>Anomaly</em></td>
<td><strong>Wavemaker</strong></td>
</tr>
<tr>
<td>MZenithMedia</td>
<td><em>Wavemaker</em></td>
<td><strong>VCCP</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEASONAL MARKETING</th>
<th>SMALL BUDGETS</th>
<th>TRAVEL &amp; TOURISM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sainsbury's</strong></td>
<td><strong>Art Fund</strong></td>
<td><strong>Great Western Railway</strong></td>
</tr>
<tr>
<td><em>The Greatest Gift is Sharing</em></td>
<td><em>Student Art Pass</em></td>
<td><em>Five Go On A Great Western Adventure</em></td>
</tr>
<tr>
<td><strong>Sainsbury's</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMV BBDO*</td>
<td><em>Art Fund</em></td>
<td><strong>Great Western Railway</strong></td>
</tr>
<tr>
<td>PHD Media</td>
<td><em>MullenLowe London</em></td>
<td>*<em>Adam&amp;eveDDB</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Wavemaker</strong></td>
</tr>
</tbody>
</table>

* 2018 EFFIE AWARDS / UK / FINALISTS