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## Effie Awards UK Announces 2016 Finalists

LONDON (22 March 2016) – Championing the practice and practitioners of marketing effectiveness in the United Kingdom, Effie UK is pleased to announce the 2016 finalists. Winners will be revealed at the Effie Awards UK Ceremony on 19th May 2016 at the BAFTA in London.

Of the many agency/brand teams that entered the inaugural Effie Awards UK competition, 13 have been shortlisted as finalists. Alistair Macrow, Chief Marketing and Communications Officer of McDonald's UK, and the Jury Chair for the 2016 Effie Awards UK competition, commented: "I would like to congratulate all the finalists on this incredible achievement. Feedback from the jury members has been overwhelmingly positive, with a number of cases setting the benchmark for effectiveness. It has been my privilege to be involved with Effie UK in its launch year and I look forward to celebrating all the finalists and revealing the winners in May."

Neal Davies, President and CEO of Effie Worldwide adds, "Being included on a finalist shortlist is a significant achievement, but to get there, having been judged by industry peers and recognised as an example of effective marketing communications, is hugely significant. Every finalist team—whether they are the client or the agency—should be proud to have made this shortlist.

And of course, being a finalist also means valuable points for the Effie Effectiveness Index – the annual global ranking of marketing communications effectiveness for agencies, networks, holding companies, clients and brands."

Effie Awards has launched in the UK as a result of an ongoing strategic alliance between Effie Worldwide

and the International Advertising Association (IAA). Felix Tataru, IAA Chairman and World President-Elect stated, "We are delighted to see the Effie Awards UK launch so strongly under the leadership of the IAA. This partnership has been the perfect combination to showcase brands and common goals that raise standards in our industry. I am excited to find out the winners on 19th May. It will be a night of great celebration for the finalists, winners and the industry!"

The 2016 Effie Awards UK Finalists are:

adam&eveDDB & John Lewis  
*"Monty the Penguin"*

adam&eveDDB & Volkswagen Commercial Vehicles  
*"Working With You: The power of partnering with UK businesses"*

AMVBBDO & Currys PC World  
*"How an underdog won the 2014 football World Cup by changing the playing field"*

Grey London, Manning Gottlieb OMD & Sixt Rent a Car  
*"Sixt: How 'Drive Smug' drives sales"*

Grey London & McVitie's  
*"A Sweet Solution To The Masterbrand Challenge"*

JWT, PHD & Kenco  
*"Rebooting Kenco by giving young Hondurans a way out of gang life"*

Leo Burnett, OMD & NSPCC  
*"We fought the law and we won: How the NSPCC changed the law with just £30,000"*

TBWA London & Lidl UK  
*"How surprising advertising yielded surprising results"*

MullenLowe London, MEC UK & The Electoral Commission  
*"Loss Aversion Trumps Voter Apathy"*

MullenLowe London & MicroLoan Foundation  
*"Rethinking the value exchange"*

MullenLowe London & MicroLoan Foundation  
*"Giving emotional value to a media space"*

Wieden + Kennedy, MJZ & Lurpak  
*"Go Freestyle"*

Wieden + Kennedy, Mindshare & Three  
*"Sorry for the #holidayspam"*

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## Effie UK

Around the world, the Effie Awards are known by advertisers and agencies globally as the pre-eminent effectiveness award in the industry, and recognise any and all forms of marketing communication that contribute to a brand's success. In the UK, the Effies were launched in 2015.

Effies are devoted to championing and improving the practice and practitioners of marketing

effectiveness. We aim to spotlight marketing ideas that work and encourage thoughtful dialogue around the drivers of marketing effectiveness, while serving as an educational resource for the industry.

All Effie Awards UK finalists and winners will be included in the annual Effie Effectiveness Index rankings. The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers, and brands by analysing finalist and winner data from all Effie Awards competitions worldwide. For more details, visit [www.effieuk.org](http://www.effieuk.org) and follow the Effies on [Twitter](#) and [Facebook](#).

#### **International Advertising Association**

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit [www.iaaglobal.org](http://www.iaaglobal.org)