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## MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA & GREY CANADA WIN GRAND EFFIE AT THE 2016 NORTH AMERICAN EFFIE AWARDS

*Effie Index Reveals that Procter & Gamble, WPP, and Ogilvy & Mather are the Most Effective Marketers in North America (US & Canada)*

New York (June 2, 2016) – The most effective marketers of 2016 were announced tonight at the 48th Annual North American Effie Awards Gala in New York. *Groceries not guns* from Moms Demand Action for Gun Sense in America and Grey Canada, with contributing agencies The Field, Spy Films, Rooster Post and Alter Ego, were presented with the Grand Effie trophy (best in show). North American rankings for the Effie Index were also revealed at the end of the gala. Since 1968, the Effie Awards have honored marketing ideas that work.

The Effie Index revealed Procter & Gamble is the most effective marketer in North America for the sixth

consecutive year. The other most effective companies in the Effie Index include: a three way tie between CVS Health, **truth** and Walmart (brand), WPP (holding group), Ogilvy & Mather (agency network), Ogilvy & Mather New York (agency office) and San Francisco-based Heat (independent agency).

According to the Grand Effie winner's entry, "The conversation on gun control in the USA is fraught with partisan politics, civil rights debates, constitutional issues, media spin and the influence of lobby groups and industry of which the NRA is the most notable, powerful and well funded. By pivoting the target from Government to Corporate America, "Groceries Not Guns" wielded the power of smart phone carrying - Facebook-posting American mothers to help change the gun carry policies of the nation's largest retailers. The impact included an explosion of awareness, public engagement and policy changes, resulting in 15,763 no-carry zones frequented by over 7 million Americans each day."

"The Grand Effie winner had an ambitious goal to influence legislation by strategically going after corporate America," said Carla Serrano, Chief Executive Officer, Publicis New York. "There's a lot to learn about how this case reframed the gun control debate and galvanized a million moms in an effective way."

The North American Grand Effie Award winner was debated hours before the Effie Awards ceremony by the Grand Effie Jury. Grand Effie Finalists (the top scoring Gold Effie Award winners) included Groceries not guns, along with:

- Abbott Nutrition's Similac and Publicis North America for *In Support of New Moms*, with contributing agencies Mindshare and MSLGROUP.
- CVS Health and BBDO New York for *Cigarettes Out. Health In.* with contributing agencies Mindshare, Edelman and The Marketing Arm.
- Gerber, Ogilvy & Mather and Terri & Sandy (co-lead agencies) for *Gerber's Chew University*.
- GlaxoSmithKline and Epsilon for *FLONASE Allergy Relief Over-the-Counter Launch* with contributing agencies Geometry Global and Brand Union.
- Taco Bell and Deutsch LA for *Breakfast Defect from the Routine Republic* with contributing agencies Starcom, DigitasLBI and Edelman.
- Unilever and Team Unilever Shopper for *CVS Love Your Skin* for brands Dove, Vaseline, Simple with contributing agencies Shopper2Buyer, Lunchbox and Barrows.

The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers and brands by analyzing finalist and winner data from worldwide Effie Awards competitions. The North American Index rankings reflect finalist and winning work that ran in the US or Canada from the 2016 North American, Global and Positive Change Effie Awards competitions.

"Winning an Effie is something to be relished and celebrated. It means that a campaign has met a certain gold standard – a benchmark of success recognized all over the globe. Quite rightly, it is an achievement and an honor that lives on in trophy cabinets and on résumés," said Neal Davies, CEO and President of Effie Worldwide. "But beyond even that, success in the Effie Index means that marketers or agencies have proven that they have created an effectiveness culture that has delivered results consistently. Having been named the most effective marketer for the sixth consecutive year, Procter & Gamble has clearly done just that. Well done to them. I also offer my sincere congratulations to WPP, CVS Health, Ogilvy & Mather, Heat, Walmart and **truth** for topping this year's North American rankings. These are tremendous achievements of which they should all feel proud."

North American winning and finalist case studies are rigorously examined, debated and evaluated by seasoned industry leaders over at least two rounds of judging. More information on the Effie Index, as well as the Global Effie Index rankings, which were announced last month, can be found on [www.effieindex.com](http://www.effieindex.com).

Notable specialty categories from this year's competition include the **Positive Change Effie Awards** (sponsored by in/PACT), **Media Effie Awards** (sponsored by AOL) and the **Health Effie Awards**. The Positive Change Effie is a collaboration between the World Economic Forum (WEF) and Effie Worldwide which honors effective marketing communications that incorporate sustainable strategies and make a positive difference for brands and for the environment. Arnold Worldwide and Solar City won a Silver Positive Change Effie.

The complete list of Gold, Silver and Bronze winners for the North American Effie Awards, as well as the opportunity to read the winning case studies, is available on [www.effie.org](http://www.effie.org).

[Download the full winners list >](#)

#### **About Effie Worldwide**

Effie Worldwide is a 501 (c)(3) nonprofit organization championing the practice and practitioners of marketing effectiveness. Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the Effie Effectiveness Index, ranking the most effective companies and brands globally and the Effie Case Database. For more details, visit [www.effie.org](http://www.effie.org). Follow @effieawards on Twitter for updates on Effie information, programs and news.

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