



May 21, 2019 5 for 50

Effie Announces '5 For 50' Shortlist

Global Award Marks Effie's 50th Anniversary and Recognizes Brands with Enduring Success

NEW YORK (May 21, 2019) – Effie announced today the finalists of the global '5 for 50' Effie Award, which recognizes brands that have made Effie history and continue to grow, be effective and future-focused. The award marks the nonprofit's 50th year as the leading global authority on marketing effectiveness.

"Effie's '5 for 50' finalists have created effective work that continues to stand the test of time and is recognized throughout every corner of the world," said Traci Alford, President & CEO of Effie Worldwide. "The 11 shortlisted brands have won Effie trophies in every color through the years. Many have accepted the Grand Effie and ranked high in the Effie Index. All of our shortlisted campaigns deserve to be recognized for results that affect our economies, culture and the next generation of effective marketers. Congratulations to them all."

The 11 '5 for 50' Effie finalists include:

Apple "From the brink of bankruptcy to one of the world's most beloved brands" with Media Arts Lab and OMD

APU Cement "As strong as you" with Carne Prime Advertising House, Unacem, Brand Lab, Dinamo, BPN Media Connection, Llorente & Cuenca S.A (Peru)

Unilever's Dove "Dove - Campaign for Real Beauty" with Ogilvy and Edelman USA

IBM "IBM. A leading brand. A lasting brand." with Ogilvy

Unilever's Lifebuoy "Giving the deadly fight against germs a Lifebuoy" with MullenLowe Lintas Group (India)

L'Oreal Paris "L'Oréal Paris: No.1 and worth it" with McCann London, McCann Paris and McCann New York

Mastercard "22 Years of Priceless" with McCann Worldgroup

Nike "NIKE JUST DO IT" with Wieden+Kennedy

Mars Chocolate North America's Snickers "A universal insight. Famous work. A satisfyingly effective combination." with BBDO, AMV BBDO, BBDO China, Clemenger BBDO, Proximity China, BBDO Moscow, IMPACT BBDO CAIRO, Impact BBDO Dubai, BBDO Düsseldorf, BBDO Japan, BBDO MEXICO, Graffiti BBDO, MediaCom, Mediacom Worldwide, Starcom, The Marketing Arm, Weber Shandwick and Fanscape

Subaru "A Brand Built on Love" with Carmichael Lynch

Truth Initiative "truth: using youth culture to revolutionize smoking prevention," with 72andSunny, CP+B and Arnold

The five winners of the '5 for 50' award will be recognized at the 50th Annual Effie Awards Gala in New York City on May 30. To be eligible to enter for the '5 for 50' Effie, a brand must have won more than one Effie Award over more than one year and demonstrated that they most effectively adapted, stayed relevant and sustained business success for the brand over time. More information is available at effie.org/5for50.

About Effie

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the [Effie Index](#). Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit effie.org.

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