



May 15, 2019 Canada

## Effie Canada Announces Shortlist

Effie Canada, honouring the most effective marketing in the industry, has revealed its shortlist, in advance of the inaugural gala award show.

With judging now complete, after a process that involved more than 80 judges from across the Canadian marketing and advertising community, the shortlist includes 52 entries from more than 20 agencies and brands.

Leading the way in the nominations is Ogilvy Canada with six campaigns shortlisted in 12 categories, for clients including American Express, Kimberly-Clark Canada, and Unilever, followed by Cossette Communication, with six shortlisted entries for McDonald's and SickKids Foundation. Anomaly, john st. and Sid Lee were also shortlisted multiple times.

Effie Canada will announce the Gold, Silver and Bronze winners along with Finalists at its June 6th Gala, which is being held at the Liberty Grand Governor's Ballroom. Tickets are on sale now.

Effie Canada was launched in 2018/19 to build on the success of The CASSIE Awards in recognizing and celebrating Canada's most effective brands and agencies. Run by the Institute of Communication Agencies, Effie Canada is part of the wider Effie Worldwide program of awards.

Shortlisted campaigns:

Juicy Fruit - The Real #Goat  
Mars Wrigley Confectionary (Canada)  
Momentum Worldwide (Canada)

The Canadian Dream  
Chevrolet Canada  
Commonwealth//McCann

CIBC Aventura. The Traveller's travel card  
CIBC  
Juniper Park\TBWA Communications

No Frills - #HAULERS  
Loblaw Companies Ltd.  
john st.

Duceppe Repositioning  
Duceppe  
Publicis Montreal

SickKids VS - All In  
SickKids Foundation  
Cossette

SickKids Family Tree  
SickKids Foundation  
Cossette

Big Mac x Bacon Collaboration  
McDonald's Restaurants of Canada Ltd.  
Cossette

MOTRIN - Tina's Uterus  
Johnson & Johnson Inc.  
OneMethod

The Paralympic Network  
Canadian Paralympic Committee  
BBDO Toronto

Abuse Exposed  
Assaulted Women's Helpline (AWHL)  
Giants & Gentlemen

Sapporo Premium Beer - Return the Favour  
Sleeman Breweries  
The&Partnership (Canada)

Bring Back Wildhood  
Go Rving Canada  
doug&partners

June's HIV Positive Eatery - Break Bread Smash Stigma  
Casey House  
Bensimon Byrne / Narrative / OneMethod

Oh Henry! 4:25  
The Hershey Company Canada  
Anomaly

Huggies - No Baby Unhugged  
Kimberly-Clark Canada  
Ogilvy

Get More Summer  
Sobeys Inc.  
Gravity Partners Ltd.

Sugar-Crisp Spout  
Post Foods Canada  
Ogilvy

TESTED for Life in Canada  
Canadian Tire  
TAXI

Campbell's Chunky Soup - Behold The Souper You Campaign  
Campbell Company of Canada  
Campbell Company of Canada

Better Ingredients Brand Platform  
A&W  
Rethink

Reactine Pollen Alerts Integrated Campaign  
Johnson & Johnson Inc.  
UM Canada

Shock-Free Data  
Koodo  
Camp Jefferson

A&W Beyond Meat Burger Launch  
A&W  
Rethink

Baby Dove - Beautifully Real Moms  
Unilever  
Ogilvy

Cobalt Card Launch: You do You  
American Express  
Ogilvy

Lotto 6/49 - Integrated year 3  
Loto-Quebec  
Sid Lee

Van Houtte, the Van who brings coffee to life.  
Van Houtte  
Sid Lee

Kleenex - Made for Doers  
Kimberly-Clark Canada  
Ogilvy

U by Kotex - It's Me, It's Not My Period  
Kimberly-Clark Canada  
Ogilvy

I Just Bought a Boat  
Mercy Ships Canada  
Geometry Global

I've Changed  
Tourisme Montréal  
LG2

Bud Gold Campaign-Let It Shine  
ABInBev  
Anomaly

President's Choice - Why Don't We Eat Together?  
Loblaw Companies Ltd.  
john st.

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