



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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