



Oct 01, 2020 United States

# Burger King's "Whopper Detour" wins the Grand Effie at the virtual 2020 Effie US Summit & Awards Gala

*Burger King named most Effective Marketer & Brand, IPG is most effective holding company, Wieden + Kennedy earns title of most effective independent agency in US*

NEW YORK, October 1, 2020 -- Burger King's "Whopper Detour" won the Grand Effie at the virtual Ideas That Work: 2020 Effie US Summit & Awards Gala this evening.

The campaign, created by FCB/New York and FCB/RED, won the top prize for marketing effectiveness for a 2018 effort that relied on geofencing to redirect customers to McDonald's to get a Whopper for one cent using the chain's redesigned mobile app. When drivers approached McDonald's locations, they received a mobile notification with the one-cent Whopper promotion. When they placed the order, the app then directed them away from McDonald's towards the nearest Burger King. The effort led to Burger King hitting #1 in the iOS/Android app stores, generating \$15m incremental value and an astounding 37:1 ROI. Alison Brod Marketing & Communications, MullenLowe U.S., O Positive, and Mackcut contributed to the work.

Burger King's "Whopper Detour" becomes the first Grand Effie winner from the Commerce & Shopper category, a competition that recognizes the most effective integrated campaigns designed to engage shoppers and guide the purchase process. "Whopper Detour" also won Effies in the Marketing Innovation

Solutions, E-Commerce and Omni-Channel Shopper Solution categories.

The Grand Effie was chosen from the nine highest-scoring Gold Effie Award winners, including “DNA Discounts,” by Aeromexico, Ogilvy Mexico and Ogilvy Colombia; “New Coke-Stranger Things,” by The Coca-Cola Company/Coca-Cola and Wieden+Kennedy; “Scent By Glade,” by SC Johnson/Glade and Ogilvy; “Lysol Laundry,” by Reckitt Benckiser/Lysol and McCann New York; “Changing the Game,” by Microsoft and McCann New York; “Back-to-School Essentials,” by Sandy Hook Promise and BBDO New York; “Gracie,” by Street Grace & BBDO Atlanta; and “Stop Traffick,” by Street Grace and BBDO Atlanta.

Grand Jury co-chair **Raja Rajamannar, Chief Marketing & Communications Officer at Mastercard**, said: “The decision was very clear. This campaign stood out at many levels. It literally checked off every single box that we were looking for, which forms the criteria for evaluating the best campaign. The idea was great. The execution was great. And the results were terrific.”

Added co-chair **Andrea Diquez, CEO of Saatchi & Saatchi NY**, “I agree. It proved that creativity can build business. It was such a brave idea and it was so well executed; incredibly creative. It was just a winner from the beginning.”

Effie Worldwide also announced the results of the 2020 US Effie rankings, which reflect the total points from finalist and winning entries from the awards competition.

The highest ranking from the 2020 Effie Awards US competition are:

**Most Effective Marketers:** 1) Burger King 2) Street Grace 3) Mars Inc

**Most Effective Brands:** 1) Burger King 2) Street Grace 3) Microsoft

**Most Effective Holding Companies:** 1) IPG 2) Omnicom 3) WPP

**Most Effective Agency Networks:** 1) McCann Worldgroup 2) BBDO Worldwide 3) MullenLowe Group

**Most Effective Independent Agencies:** 1) Wieden+Kennedy 2) Alison Brod Marketing & Communications 3) Mackcut and O Positive (tie)

**Most Effective Agency Offices:** 1) McCann New York 2) MullenLowe U.S. Boston 3) BBDO New York

“Congratulations to all of this year’s Effie winners. We are proud to celebrate the success and collaboration of the teams who produced work that not only captured the imagination but delivered impressive results,” said **Traci Alford, President & CEO of Effie Worldwide**. “Effectiveness matters more than ever and there is much that can be learned from the work celebrated at the Effies this year. Thank you to our industry for continuing to raise the bar with exceptional creativity and innovation that drives growth and has a positive impact on our businesses and communities.”

The winners were announced on the last day of the 2020 US Effie Summit & Awards Gala.

Also revealed were the winners of the **2020 Global Effie Awards: Multi-Region**: Dove “Project #ShowUs,” from Razorfish, won a Silver; Dove “The Big Switch,” from Ogilvy UK, won a Bronze; and Tourism New Zealand “Good Morning World,” from Special Group New Zealand, won a Silver. The 2020 Global Effie Awards: Multi-Region was sponsored by **Facebook**.

To view the full list of 2020 Effie US winners and more, [click here](#).

## 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](http://effie.org).