



Oct 01, 2020 Global: Multi-Region

# Dove and Tourism New Zealand Top the 2020 Global Effies

*Multi-region efforts from Ogilvy UK, Razorfish and Special Group New Zealand honored*

**NEW YORK (Oct. 1, 2020)** -- Dove and Tourism New Zealand were announced as the Silver and Bronze winners of the 2020 Global Effie Awards: Multi-Region.

Unilever's Dove "Project #ShowUs," created by Razorfish in partnership with Getty Images, GirlGaze, Mindshare and Golin PR, won a Silver Effie for a campaign that curated a library of images that shatter female beauty stereotypes.

Dove was also honored with a Bronze Effie for a user generated deodorant campaign called "The Big Switch." Created by Ogilvy UK, the campaign asked non-Dove users to sample the deodorant in a consumer trial that included more than 5000 women in 17 countries. Noting 90% would switch, the campaign featured participant testimonials shot on their smartphones.

Tourism New Zealand won a Silver Effie for an integrated campaign that featured 365 videos of real New Zealanders greeting viewers with "Good Morning World" to showcase their part of the country for an entire year. The videos were distributed on digital and social channels each morning in different time zones across Tourism New Zealand's key markets globally. The effort was created by Special Group New Zealand, with contributing partners Special Group Australia, Blue 449 Australia and Mindshare New Zealand.

Two finalists in the competition were: Diageo's Baileys "From A Forgotten Icon To A Global Treat" from Mother London, and WWF's "Plastic Diet" from Grey Malaysia.

“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.”

To be eligible for the Global: Multi-Region Effie, an entry needs to have run in at least four countries and at least two worldwide regions. The award levels of the Global winners, presented in partnership with **Facebook**, were revealed on the last day of the Ideas That Work: 2020 Effie Summit & Awards Gala.

To view the 2020 Global Effie Awards 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).