



# IKEA and Rethink pick up the 2020 Grand Effie.

Congratulations to the Grand Effie Winners.



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## IKEA and Rethink win 2020 Grand Effie after live contest at the Canadian Effectiveness Summit. Cossette named Effie Agency of the Year

The winner of the Grand Effie award is the IKEA 'Bedtime' campaign, created by independent agency Rethink.

IKEA's campaign emerged as the winner at last week's virtual Canadian Effectiveness Summit. It triumphed after all the Gold winners in the 2020 Effie Canada Awards battled it out, sharing their effectiveness cases to the live virtual audience, before the jury shared its decision.

Rethink was also selected as the Effie Independent Agency of the Year, landing Silver Effie Awards for Government of Ontario, IKEA, and A&W, and Bronze for WestJet, IKEA and Kraft Heinz, in addition to the Grand Effie and Gold for IKEA.

A trio from Rethink accepted their awards, with Caleb Goodman, Managing Partner commenting: "We're in this to create the best work of our careers, every day. This is our promise to our Clients and Rethinkers".

Cossette was crowned Effie Agency of the Year, after winning four Gold awards for SickKids Foundation, two Silver awards for McDonald's, and a Bronze each for SickKids Foundation and McDonald's.

Cat Wiles, Chief Strategy Officer at Cossette commented: "It's a moment to celebrate the value of

creativity. We're very lucky to get to work with brave clients like SickKids & McDonald's who share our belief in the power of creativity to unlock and unleash remarkable business results".

With 4 Effie gold wins, and bronze success, the Effie Brand of the Year was named as SickKids Foundation.

[See the full winner list >](#)