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## Effie UK announces 2022 Awards Finalists

Shortlist dominated by brands creating Sustained Success and Positive Change

LONDON, 16 August 2022 – The Effies has announced the 27 finalists that will go through to the final round of judging for its 2022 Effie Awards UK competition.

This year, the Sustained Success and Positive Change categories picked up the most shortlisted entries as brands reap the rewards for maintaining long-term strategies and making useful contributions to society.

[View the 2022 Effie Awards UK Finalists here.](#)

Creating Positive Change has built effectiveness results for shortlisted entries ITV's "Eat Them To Defeat Them" campaign and NHS England's "Live 1000 Lives", along with Futurebrand's revamp of cricket for the England & Wales Cricket Board with "The Hundred" tournament, Havas Lynx's campaign for anti-opioid medication Naloxone, and Brook's anti-cyberflashing initiative by Grey London.

Grey London is the most shortlisted agency with four nods, closely followed by adam&eveDDB and Havas with three nods each. Newcomers to the Effie Awards UK shortlist include Deliveroo and Gousto, both shortlisted in Delivery Services category.

Finalists were determined by the Round One jury, comprised of senior marketing leaders at brands, agencies and media owners.

The award levels — Grand, Gold, Silver and Bronze — will be announced at the **Ideas That Work: 2022 Effie UK Leadership Summit & Awards Celebration** in October. The celebration will showcase the best of our industry, along with debates and discussions analysing how marketers can best drive effectiveness in the year ahead.

#### 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](https://www.effie.org).