



May 23, 2024 United States

## First the Super Bowl, now the Grand Effie - Tubi wins top award at 2024 Effie Awards US

*Mischief @ No Fixed Address named Most Effective Agency; McDonald's is Most Effective Brand; IPG retains title of Most Effective Holding Company for third consecutive year*

**NEW YORK, May 23, 2024** – The campaign that got everyone reaching for their remote on advertising's biggest night has earned this year's Grand Effie in the United States. Tubi TV and Mischief @ No Fixed Address' "Tubi Takes Viewers Down A Super Bowl Rabbit Hole," with contributing agency, VaynerMedia, accepted the top recognition for marketing effectiveness at the Effie Awards US Gala, held on May 23 in New York.

"Tubi Takes Viewers Down A Super Bowl Rabbit Hole" saw challenger brand, Tubi, disrupt the 2023 Super Bowl - creating one spot showcasing the brand's distinctive point of view on content, and another that pranked a nation in 15 seconds. Through disruption, Tubi became the top trending brand on X (formerly Twitter), increased viewing time by 38%, almost doubled brand awareness, and drove successive quarters of record revenue growth.

"Tubi won the Grand this year because we absolutely loved falling down the rabbit hole with them. Their campaign encapsulated everything that we look for, from a very smart creative use of marketing tactics to wonderful efficiency and performance. It was a win across the board," said Sarah Larsen, Chief Marketing Officer for Samsung Home Entertainment and 2024 Grand Effie judge.

The campaign won Effies in the Marketing Disruptors, Media Innovation and Timely Opportunity categories.

Tubi and Mischief @ No Fixed Address also took home another two Effies for their B2B campaign.

The Grand Effie Contenders (top scoring Gold Effie Award winners), alongside Tubi were:

- Campbell Soup Company/Campbell's Condensed Soup, Leo Burnett Chicago and MSL Group for "Move Over Turkey, Campbell's Celebrates and Owns Sides Season," with Spark Foundry and The Mars Agency
- Foundation to Combat Antisemitism (FCAS), VML (entered as Wunderman Thompson) and Mindshare for "The Blue Square: Standing Up to Jewish Hate"
- McDonald's and Wieden+Kennedy New York for "The Cactus Plant Flea Market Box" with Starcom, Narrative Media Group, The Marketing Store, and Boxer
- Microsoft and McCann New York for "ADLaM: An Alphabet to Preserve a Culture," with NAFFA, Jamra Patel, Andrew Footit Design, and Craft
- Mondelēz International/OREO and VML (entered as VMLY&R Commerce) for "OREO Codes"
- Progressive Insurance and Arnold Worldwide for "Superstore"
- Tinder and Mischief @ No Fixed Address for "Brand"
- US Navy/America's Navy and VML (entered as VMLY&R) for "A Peek into the Real Navy"

[See the grand jury here.](#)

Two Golds and one Bronze Effie were awarded in the Sustained Success category, which recognizes effective work that has sustained measurable growth over three or more years. The Gold Effies went to Progressive Insurance and Arnold Worldwide for "Superstore" and eos and Mischief @ No Fixed Address for "eos Women's Shave." A Bronze Effie was awarded to FDA's Center for Tobacco Products and FCB New York for "The Real Cost – Teen Tobacco Prevention."

The Digital Effies introduced a new category for effective AI this year that produced three finalists and one winner, with a Bronze going to New York Lottery and McCann New York for "Picture a Win." A category for Retail Media was the other new category introduced in 2024, with one finalist and one winner, with Bronze going to General Mills' Nature Valley, Larabar, EPIC & Annie's and VML (VMLY&R Commerce) for "Press Play for Nature."

McDonald's had a big night, taking home six awards for three campaigns, including "The Cactus Plant Flea Market Box" with Wieden+Kennedy New York (2x Gold, 1x Silver), "Grimace's Birthday Gets Out of Hand" with Wieden+Kennedy New York and Starcom (2x Silver), and "HACER" with Alma DDB (1x Bronze).

All Gold winners from the competition are eligible to enter the 2025 Global Best of the Best Effies.

#### 2024 U.S. Rankings:

**Most Effective Marketers:** 1) Molson Coors 2) McDonald's 3) Fox Corporation and Kraft Heinz Company (tie)

**Most Effective Brands:** 1) McDonald's 2) Tubi 3) Tinder

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

**Most Effective Agency Networks:** 1) McCann Worldgroup 2) VMLY&R (VML) 3) Ogilvy

**Most Effective Agency Offices:** 1) Mischief @ No Fixed Address 2) Ogilvy New York 3) McCann New York

**Most Effective Independent Agencies:** 1) Mischief @ No Fixed Address 2) Wieden+Kennedy 3) GUT

The 2024 U.S. Rankings reveal the total points from finalist and winning entries in the competition. The Rankings will factor into the 2024 Global Effie Index, announced in early 2025.

"It's easy to forget that really great marketing requires so many ingredients to come together at the right time. And winning an Effie signifies that you've done it – with rigor in your objectives, a rich insight, outstanding creative execution, and results to prove it worked," said Traci Alford, Global CEO, Effie Worldwide.

She added, "This year's competition saw incredible diversity of brands and agencies and the results are a testament to our industry's talent, tenacity and innovation. The winning work gives insight to what effectiveness looks like today and inspiration for where we are heading. It is also clear evidence that effective marketing in the US is alive and well. Congratulations to all of this year's winning teams."

To view the full list of winners, [click here.](#)

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