



10 Proven Strategies For Positive Change

Effie's Global Blueprint: Proven Paths To Success



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Effie Worldwide Marks 10 Years of Positive Change with Insights from a Decade of Award-Winning Campaigns

NEW YORK, Date 19, 2024 — Effie Worldwide is celebrating a significant milestone: ten years of championing campaigns that make a difference. Launched in collaboration with the World Economic Forum, the Positive Change category was designed to influence marketers to drive consumers toward more sustainable choices. Over the past decade, Effie has honored bold campaigns around the world that have gone beyond traditional marketing to create real social and environmental impact.

To mark this ten-year anniversary, Effie Worldwide has released a special retrospective on the Positive Change category winners, offering insights from some of the most effective global campaigns. This collection draws from Gold and Grand Effie-winning cases across more than 125 markets, showcasing best practices that blend brand success with social responsibility.

Insights from the campaigns reveal ten core strategies that are essential to achieving lasting positive impact. These include the importance of authenticity, the power of partnerships, the need for engaging marginalized communities, and leveraging technology to drive wider audience engagement.

Among the standout campaigns celebrated in this retrospective is Lifebuoy's "Help A Child Reach 5" initiative, which tackled child health in India by shifting hand washing habits at the community level, leading to a 75% drop in diarrhea rates in targeted villages. Tesco's "Together this Ramadan" campaign leveraged cultural representation to resonate with Muslim customers, sparking a 275% rise in social media

engagement. And Michelob ULTRA's "Contract for Change" highlighted the potential for long-term transformation, partnering with farmers to triple organic barley acreage by 2023.

"For brands looking to align positive impact with performance, this retrospective offers a treasure trove of inspiration and proven tactics to drive meaningful change," said Traci Alford, Global CEO of Effie Worldwide. "We're inspired by the brands that are willing to step up and make a difference, and we're committed to offering insights that help marketers around the globe make an impact."

[View the full report here.](#)