

The 2023 Effie US Trends Report, in partnership with Ipsos



effie

FOREWORD BY EFFIE



Effie's philosophy is that if marketing isn't effective, it isn't marketing at all. As the largest global community of thinkers and practitioners of marketing effectiveness, we are on a mission to make marketing better. Effectiveness requires all the things that great marketing requires. Insight. Inspiration. Passion. Creativity. Rigor. Execution. All guided by a relentless everyday focus on effectiveness.

We are proud to continue our long-standing partnership with Ipsos. Through our partnership, we are able to bring rich analysis and tangible insights from the work we see throughout the Effie Awards US competition each year. The team at Ipsos shares our same passion for helping to make marketing - and marketers - more effective, and they have done a great job in bringing the 2022 Effie data to life in an inspiring and compelling way.

The Effie Report provides guidance and proven examples of effective marketing best practices that can be applied to your marketing programs. While it will not tell you how to win an Effie, it will provide guidance and insights to help inspire how you think about effectiveness every day.

Traci Alford, Global CEO, Effie Worldwide

Ideas That Work®



FOREWORD BY IPSOS



I am incredibly proud of the partnership that is being built together between Ipsos and Effie, with the US and Global lens at the heart, but now also active in 15 local markets and counting. We have so much in common between our organizations and the quest to help make stronger, more effective communications. Indeed, we have often joked at Ipsos that we wish we had come to the Effie positioning of 'Ideas that Work' before Effie did! It encapsulates what matters the most - we should not just celebrate creativity for the sake of creativity, but always remain focused on the impact and the effectiveness of the work.

At Ipsos we know and have long proven the power that great advertising has, and the impact multiplier that it can bring to any Marketing campaign. As our recent Ipsos publication MISFITS demonstrates, creativity in advertising remains absolutely critical and we aim to help every client harness that creativity to spark brand growth. Spoiler alert: what accelerates the effectiveness of creativity is coupling with a deep empathy for the most important people in all of this, the humans who view, experience and interact with the work we create.

Through the partnership with Effie, we can unpack what drives award winning, effective work. Here in this report, we aim to deliver a snapshot of Effie winners, distil out some pearls of wisdom, highlight best practices for Marketers and celebrate award-winning cases studies that bring the principles to life.

I hope the report is effective in delivering against these goals.

Pedr Howard, Head of Creative Excellence, Ipsos US



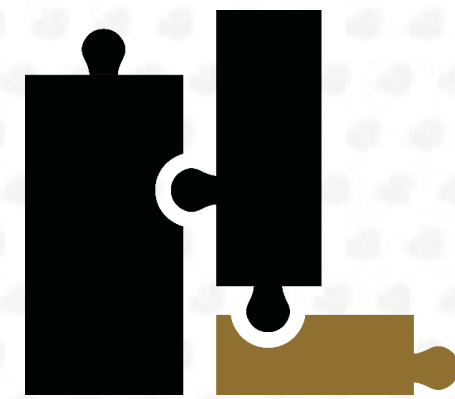
EXECUTIVE SUMMARY

THE 2023 US TRENDS REPORT, IN PARTNERSHIP WITH IPSOS ANALYZES EFFIE US 2022 WORK, FOCUSING ON THE FOUR PILLARS OF THE EFFIE FRAMEWORK WITH AN ADDITIONAL EMPHASIS ON CREATIVE CONTENT. HIGHLIGHTS ARE:



Pillar 1: Challenge, Context & Objectives **Pillar 4: Results**

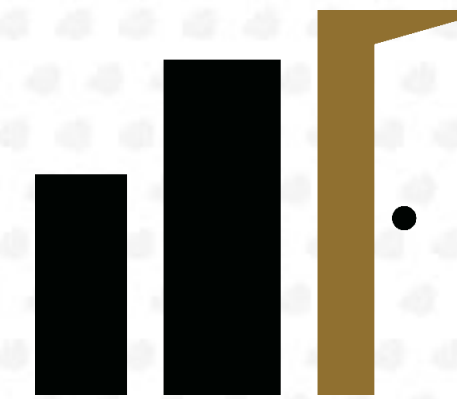
Our analysis shows that Effie winners set clear and specific objectives when building their campaigns, which enable them to effectively achieve measurable results.



Pillar 2: Insights & Strategy

Strategic research leads to more effective work. Winning campaigns understand the consumer by conducting more research and earlier in the process.

Brand purpose and effectiveness are not mutually exclusive, especially for Effie winners. They can and do deliver results.



Pillar 3: Bringing the Strategy & Idea to Life

There is no shortcut to effectiveness through the number of channels used or the amount of money spent.

However, what entrants do with what they have is the most differentiating.



Ipsos Creative Content Analysis

The key creative theme to effective campaigns continues to be challenging conventions.

Diversity, equity, and inclusion must be a sustained focus for advertisers. A review of the past few years shows that it is a work in progress.



TABLE OF CONTENTS

CHAPTER 1:

Challenge, Context, & Objectives and Results

CHAPTER 2:

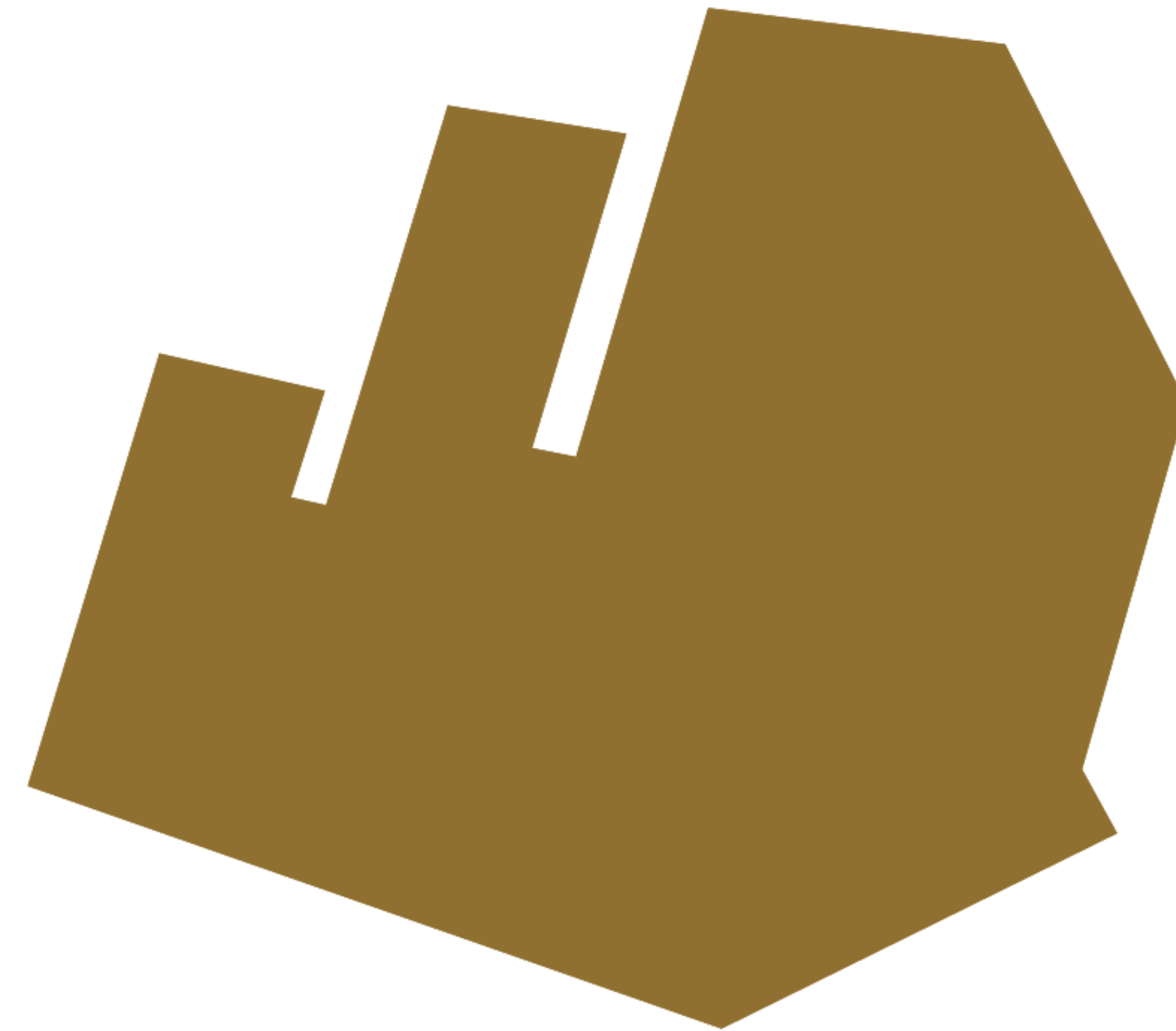
Insights & Strategy

CHAPTER 3:

Bringing the Strategy & Idea to Life

CHAPTER 4:

Creative Content Analysis



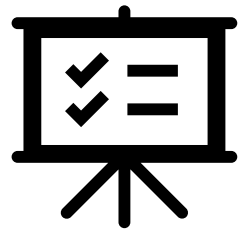
CHAPTER 1

Challenge, Context & Objectives and Results



CHAPTER 1: Challenge, Context & Objectives and Results

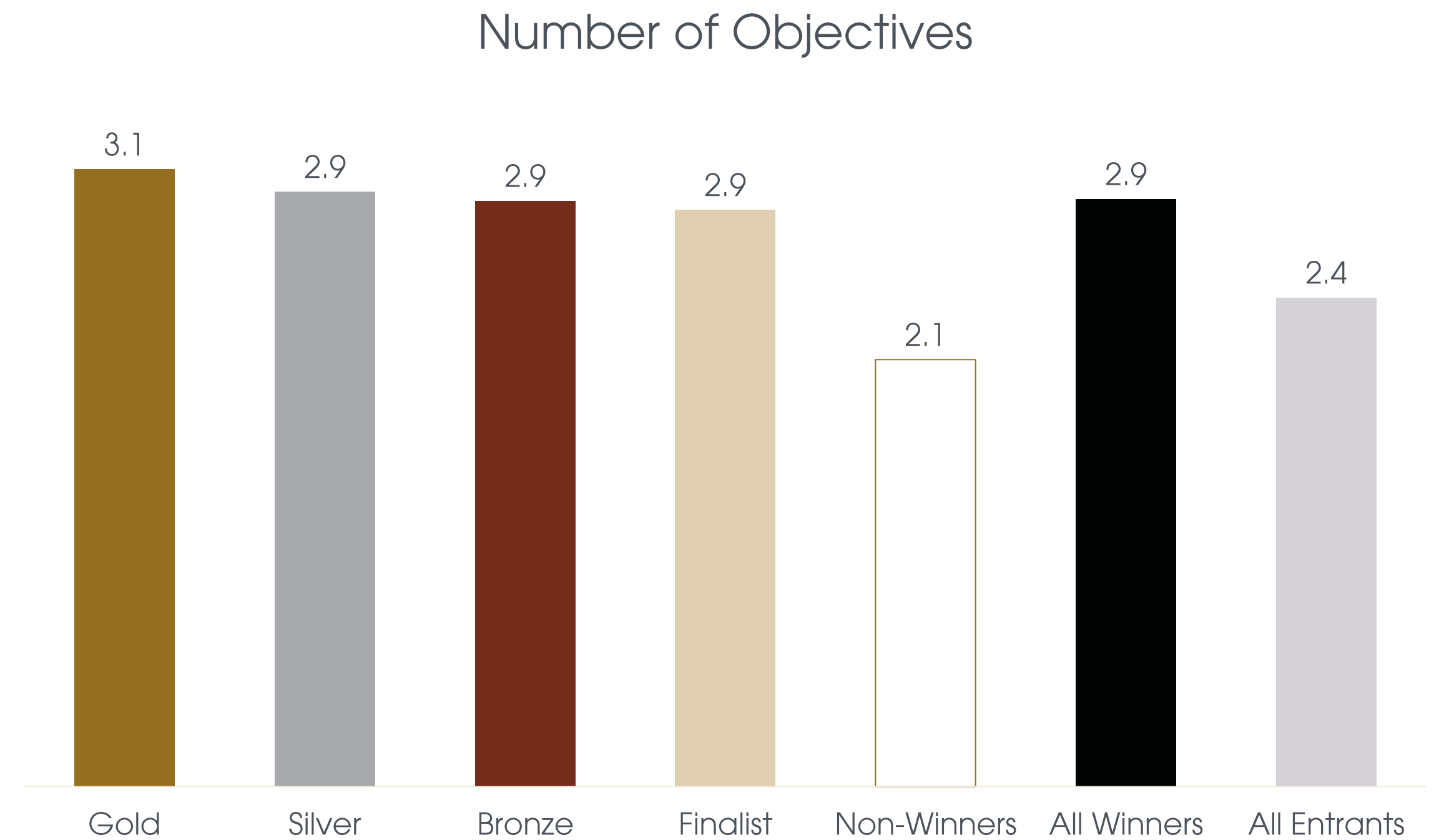
Winners deliver on clearly stated objectives



All campaigns should have clear objectives and effectiveness is defined by the ability to deliver on these objectives with measurable results.

Effie winners have on average more objectives than entrants and have met multiple objectives.

DATA FROM ALL EFFIE 2022 ENTRIES, OBJECTIVE TYPES



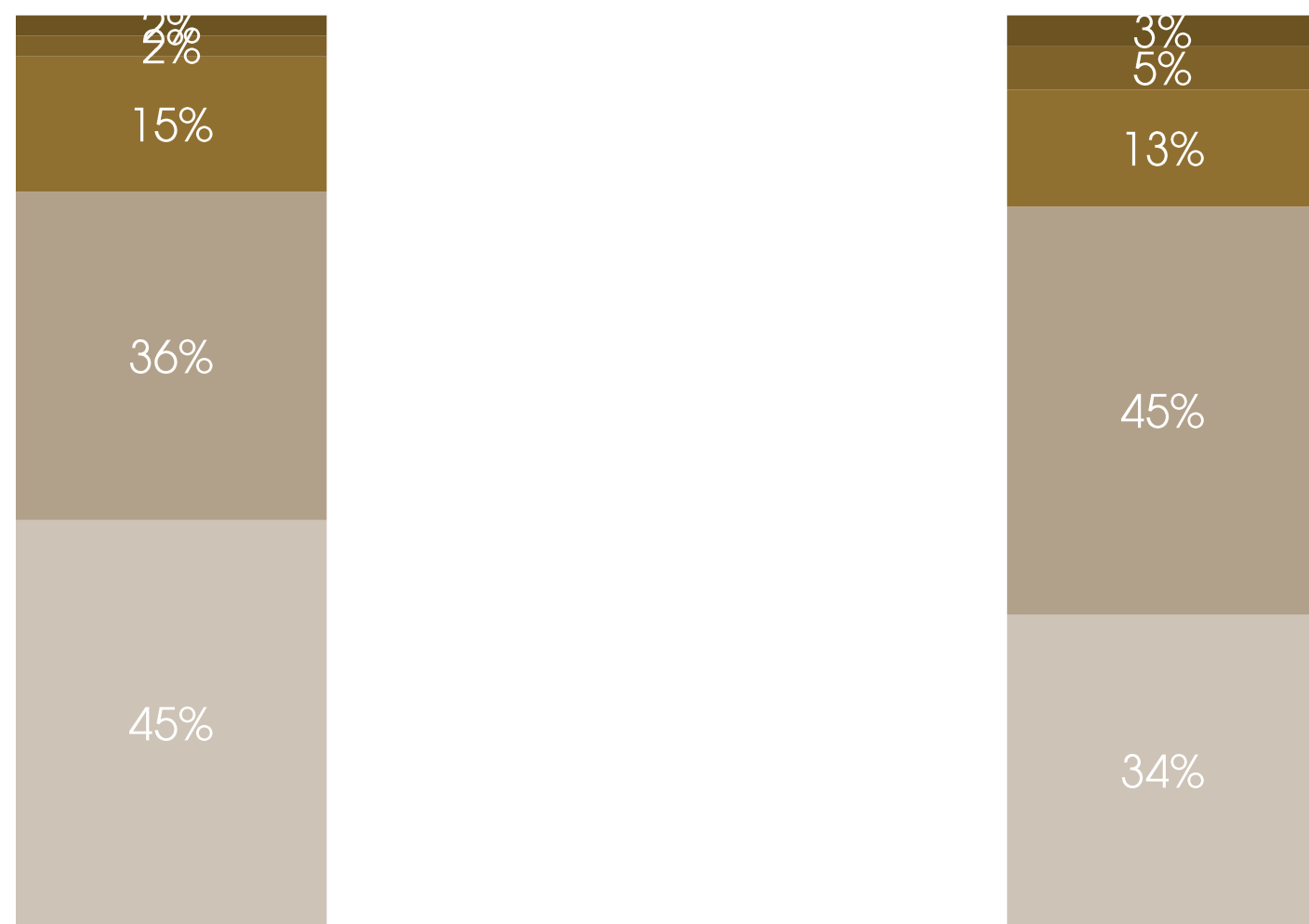
CHAPTER 1: Challenge, Context & Objectives and Results

Purchase and awareness are primary objectives

Winners focus on measurable business metrics like Purchase as their primary objective, followed by Awareness. This is in contrast to Non-Winners, where Awareness was chosen more often as the primary objective. Other objectives like Consideration also play a larger role when looking at all objectives beyond the primary.

Share of Objectives – First Choice

■ Purchase ■ Awareness ■ Consideration ■ Advocacy ■ Loyalty

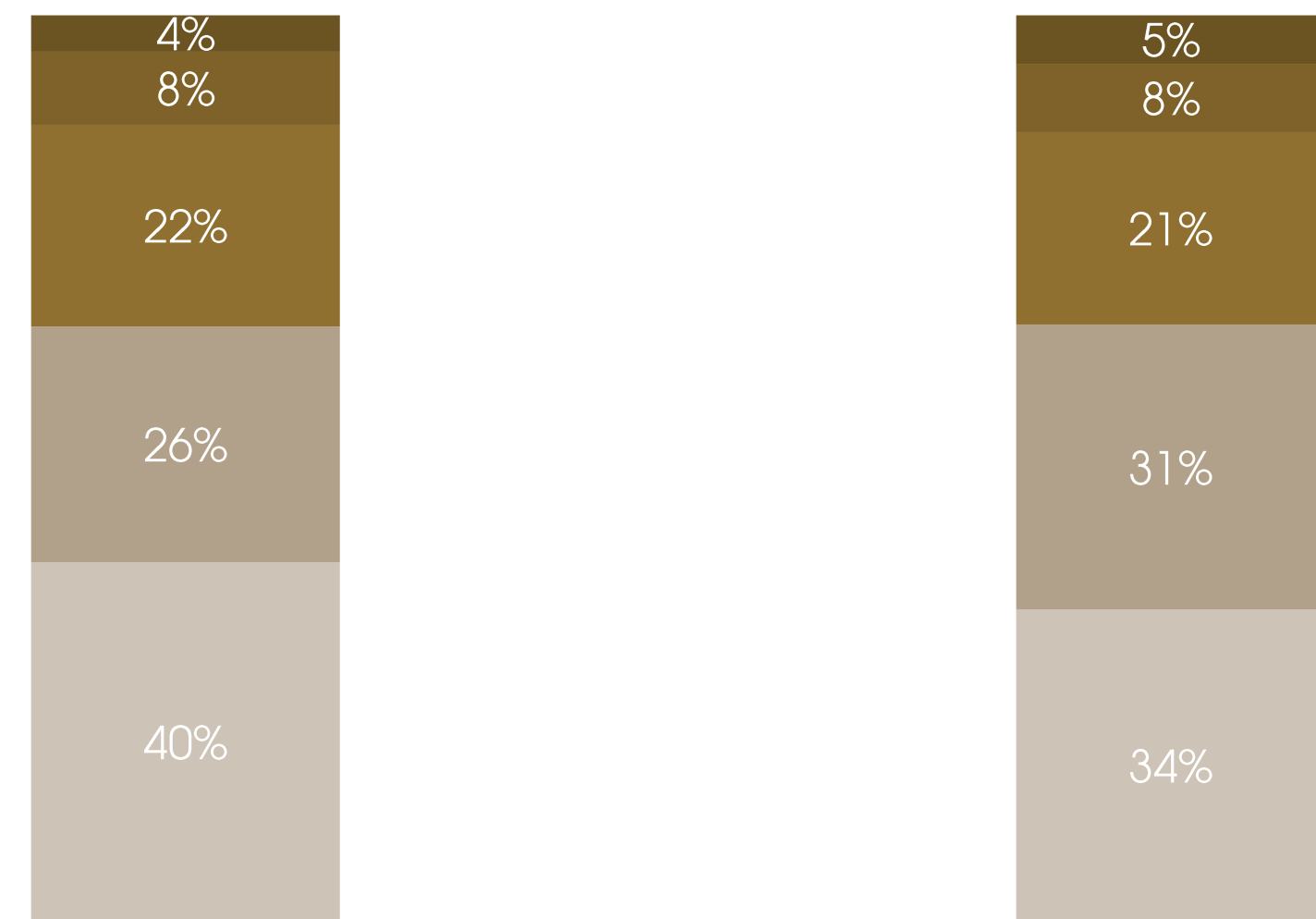


Winners

Non-Winners

Share of Total Objectives

■ Purchase ■ Awareness ■ Consideration ■ Advocacy ■ Loyalty



Winners

Non-Winners

DATA FROM ALL EFFIE 2022 ENTRIES, OBJECTIVE TYPES

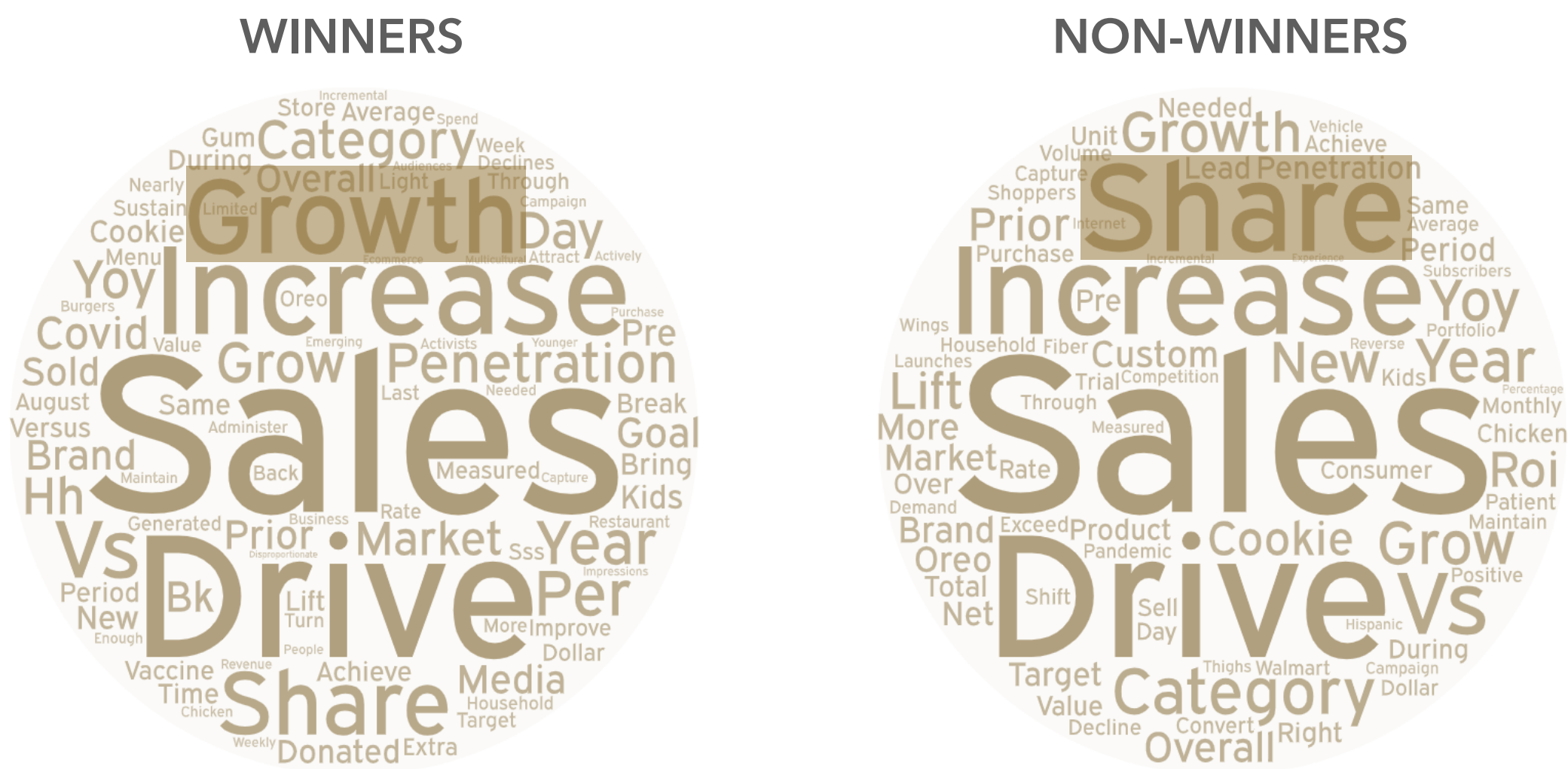


CHAPTER 1: Challenge, Context & Objectives and Results

Purchase objective in detail

PRIMARY OBJECTIVE: PURCHASE

Among ads with a Purchase objective, winners are more likely to focus on "growth," while non-winners have more mentions of competitor "share."

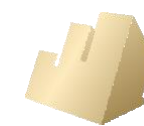


DATA FROM ALL EFFIE 2022 ENTRIES, PRIMARY OBJECTIVE TYPES AND PRIMARY STATED OBJECTIVES

EFFIE CASE STUDY

MERRELL – “TAKE A HIKE”

ACHIEVING SALES GROWTH BY BROADENING THE DEFINITION OF HIKING



GOLD: SINGLE-RETAILER PROGRAM - MASS MERCHANTS / COMMERCE & SHOPPER

CLIENT: MERRELL

Lead Agency: Blue Chip

Contributing: Optimus

Merrell has been a leader in hiking since 1981. So when millions of consumers were getting outside during the pandemic you would think we'd be the go-to-choice for the trail. But we weren't. Turns out younger consumers don't always consider traditional outdoor brands for their outdoor adventures.



We created an integrated shopper program successfully launching our new "fast hike" category at Dick's Sporting Goods. "Take A Hike" encouraged younger consumers to redefine hiking with every step, positioning Merrell as the brand that has your back for every kind of hike.

43%
GROWTH

DROVE 43% SALES GROWTH IN 2020 AND +31% IN 2019

5.2K
ORDERS

IN-MARKET MEDIA: 2.4M IMPRESSIONS | 40.1K ENGAGEMENTS
DSG MEDIA: 5.3M IMPRESSIONS | 5.2K WEBSITE ORDERS



CHAPTER 1: Challenge, Context & Objectives and Results

Awareness objective in detail

PRIMARY OBJECTIVE: AWARENESS

Among ads with an Awareness objective, winners are more likely to build in “earned media” as a part of their plan. Building awareness campaigns through earned media can be a great way to get reach.

WINNERS



NON-WINNERS



DATA FROM ALL EFFIE 2022 ENTRIES, PRIMARY OBJECTIVE TYPES AND PRIMARY STATED OBJECTIVES

EFFIE CASE STUDY

BUSINESS ICELAND – “SWEATPANT BOOTS”

BUILDING UPON PREVIOUS TOURISM CAMPAIGNS TO GROW REACH AND AWARENESS



GOLD: SMALL BUDGETS - SERVICES



SILVER: DAVID VS. GOLIATH

CLIENT: ISLANDSSTOFA

Lead Agencies: SS+K, M&C Saatchi

Contributing: Peel Iceland, M&C Saatchi Talk, M&C Saatchi Sport & Entertainment North America



To travel, people needed to overcome their lockdown mindset. Up against big-budgeted competitors, tourism-dependent Iceland offered cathartic motivation to make Iceland the top-of-mind preferred destination: an opportunity to turn the symbol of pandemic doldrums—sweatpants—into hiking boots. The only way to get them? Visit Iceland. The effort generated outsized reach, attracting mass press coverage and influencer engagement. Iceland surged to the #1 desired destination, increasing +10% in global rankings compared to competitors and significantly moving audiences with a lower willingness to travel, all while being vastly outspent by other countries.

892
MILLION

891,530,247 GLOBAL REACH
EARNED 109 PIECES OF MEDIA COVERAGE GLOBALLY. \$4,426,984 OF FREE EARNED MEDIA

10%

INCREASED PREFERENCE TO TRAVEL TO ICELAND BY 10%



CHAPTER 2

Insights & Strategy

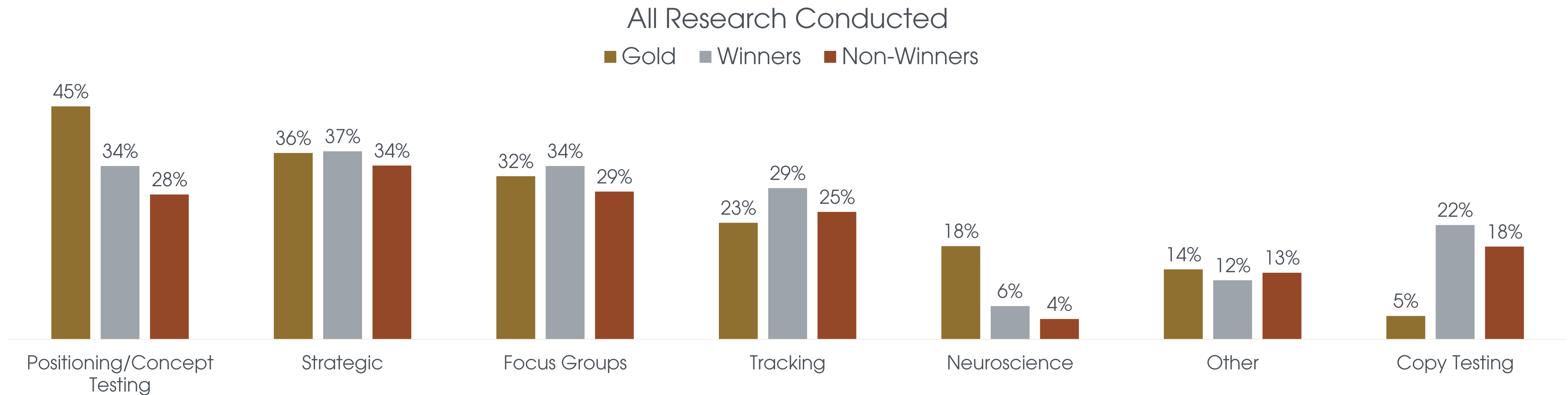


CHAPTER 2: Insights & Strategy

Winners did more research and started earlier

Winners conducted slightly more research than non-winners, with an average of 1.1 vs. 0.8 research methods used per entrant.

Gold winners used more positioning/concept testing and neuroscience. When looking at all Effie entrants, strategic research (segmentation, market structure, U&A) was the most common research method.



DATA FROM ALL EFFIE 2022 ENTRIES, ALL RESEARCH



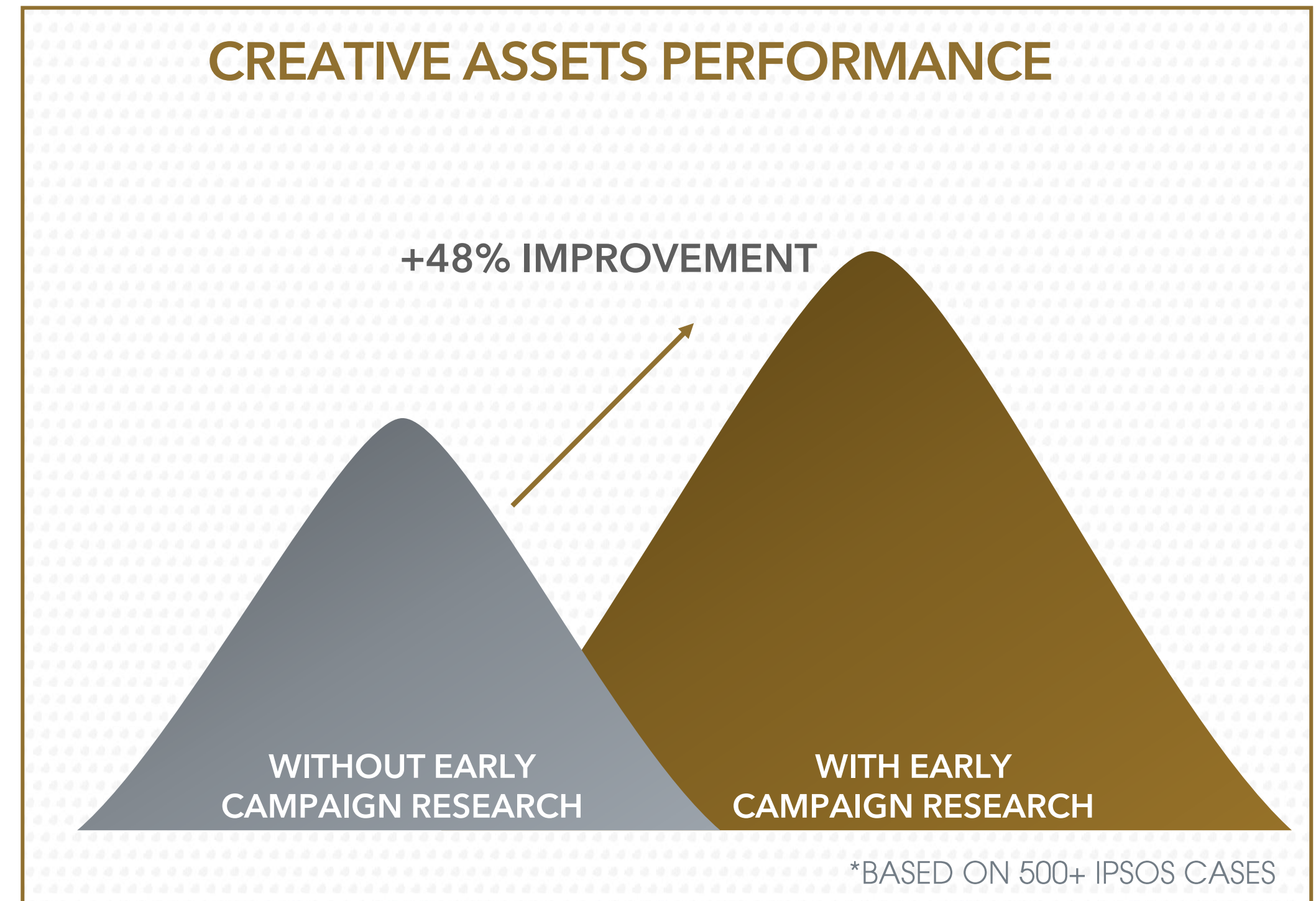
CHAPTER 2: Insights & Strategy

Strategic, early-stage research is essential in today's reality

Creative testing is often done “too late” in the process, missing the opportunity to develop, learn or co-create big ideas or creative content further.

Starting early to ensure communication is founded on relevant connections with consumers drastically improves creative impact

- Early-stage research produces successful creative **faster**
- Campaigns have a solid **foundation** with guidance on next steps and alignment across stakeholders
- **Increase returns on media spend** by improving creative quality



EFFIE CASE STUDY: Vrbo – “Vrbo reunites families as the world opens up”

Understanding the consumer means strategic, early-stage research

VRBO – “VRBO REUNITES FAMILIES AS THE WORLD OPENS UP”

CLIENT: VRBO, PART OF EXPEDIA GROUP

Lead Agencies: Fortnight Collective, Expedia Media Group

Contributing: Crispin Porter & Bogusky

Plagued by unprecedented cancellations and customer ire, the brand that invented the online vacation rental category had slipped to #2. Vrbo needed to turn around its brand and business during a pandemic that upended travel. Instead of targeting the general population, the “Your Together Awaits” platform introduced Vrbo to families as a facilitator of safe connection, recharging and unforgettable memories.

Vrbo went on to regain its leadership position due to outsized awareness growth, a best-in-class YouTube consideration lift, a 70% site visit increase and a 2x rise in gross bookings.



SILVER: TRAVEL & TOURISM



5
METHODS

VRBO USED 5 DIFFERENT RESEARCH METHODS TO UNCOVER A STRONG INSIGHT (PRIMARY - STRATEGIC RESEARCH, POSITIONING/CONCEPT TESTING, COPY TESTING, FOCUS GROUP, NEUROSCIENCE)

2x
RISE

2X RISE IN GROSS BOOKINGS



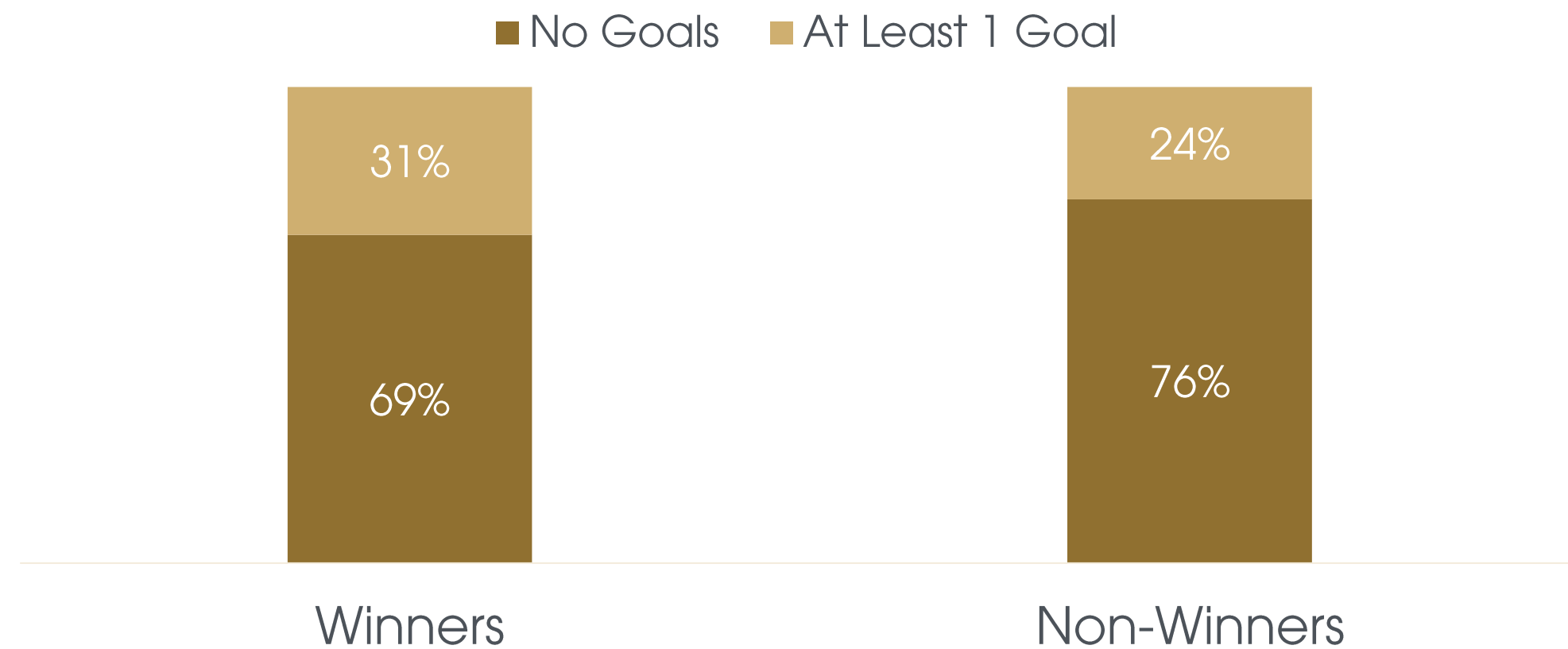
CHAPTER 2: Insights & Strategy

Winners focus more on brand purpose

Sustainable Development Goals (SDGs) were developed by the United Nations as a shared blueprint for peace and prosperity for people and the planet, now and into the future.

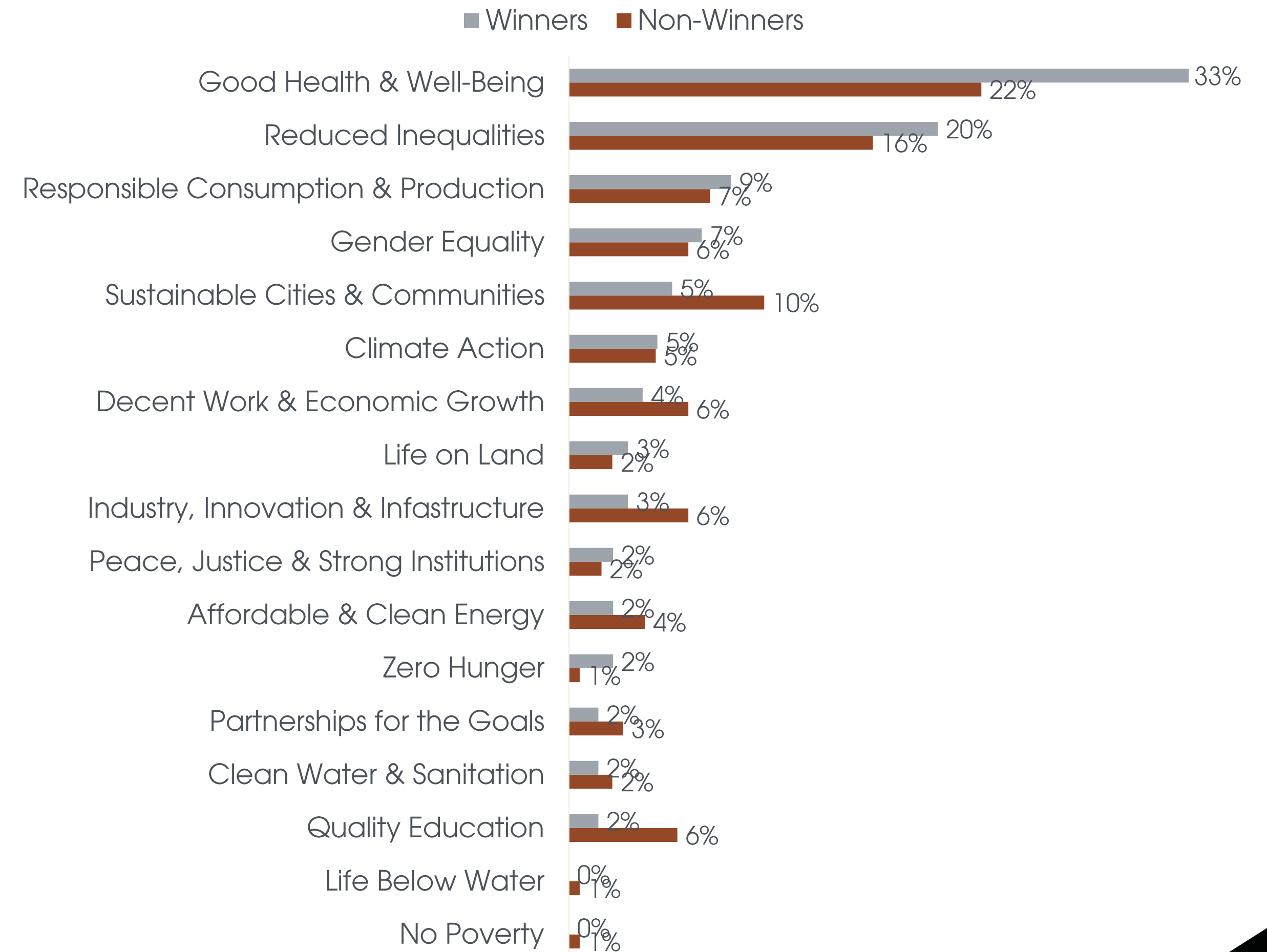
31% of Effie winners have at least 1 Sustainable Development Goal vs. 24% of non-winners.

Number of Sustainable Development Goals



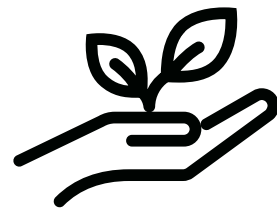
DATA FROM ALL EFFIE 2022 ENTRIES, DETAILS ON UN SDGS CAN BE FOUND AT [HTTPS://WWW.UN.ORG/SUSTAINABLEDEVELOPMENT/SUSTAINABLE-DEVELOPMENT-GOALS](https://www.un.org/sustainabledevelopment/sustainable-development-goals)

Types of Sustainable Development Goals



CHAPTER 2: Insights & Strategy

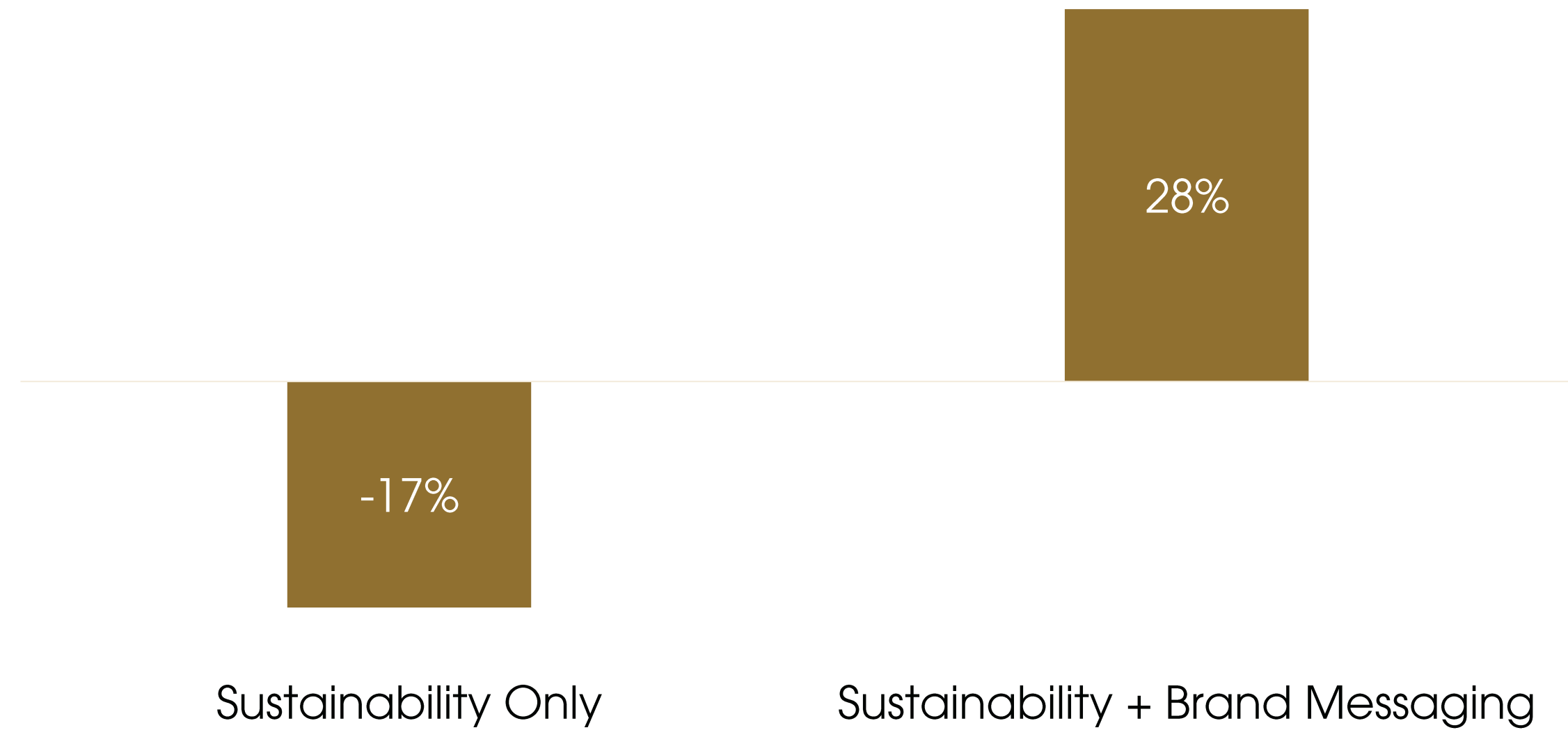
Ipsos finds that integrating sustainability with brand messaging leads to effectiveness



Ads that blend brand and environmental sustainability messages are strong performers, with an average difference of +54% on Ipsos' creative effectiveness index.

Ipsos also found that ads that show people attainable solutions that enable easy sustainable behavior have creative effectiveness of +8%, driven by choice intent.

Creative Effectiveness vs. Norm



NOTE: THE CREATIVE EFFECT INDEX IS AN IPSOS MEASURE THAT COMBINES BRAND ATTENTION AND BEHAVIOR CHANGE AND IT HAS BEEN VALIDATED TO SHORT-TERM AND LONG-TERM BUSINESS OUTCOMES.
SOURCE: IPSOS, [SUSTAINABILITY ADVERTISING: HOW EMPATHY AND CREDIBILITY CAN HELP YOU GET IT RIGHT](#), FEBRUARY 2023



EFFIE CASE STUDY: Finish - “Skip the Rinse”

Connecting product and purpose for sales growth

FINISH – “SKIP THE RINSE”

CLIENT: RECKITT

Lead Agency: Havas NY

Contributing: Zenith Media, Encore Worldwide

Household supplies are often very rational, with communications based on performance claims and efficacy. Brands are beginning to recognize the importance of cause marketing, but they haven’t always made a meaningful connection between product and purpose.

With #SkiptheRinse, Finish authentically tied its product to a meaningful mission - effectively communicating a powerful formula that led to behavior change while making a meaningful difference toward saving water. Not only did this drive a significant sales increase, but Finish was also finally able to gain market share and drive brand loyalty like never before.



SILVER: ENVIRONMENTAL - BRANDS / POSITIVE CHANGE



SILVER: HOUSEHOLD SUPPLIES



FINISH GREW SALES SIGNIFICANTLY AND GAINED MARKET SHARE – IT CHANGED CONSUMER BEHAVIOR TO HELP SAVE WATER



EFFIE CASE STUDY: Michelob ULTRA – “Contract for Change”

Being effective while committing to brand purpose for the long run

MICHELOB ULTRA – “CONTRACT FOR CHANGE”

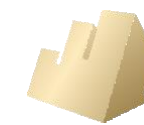
CLIENT: AB INBEV

Lead Agencies: FCB Chicago, FCB NY

Contributing: Lord + Thomas

When growth of Anheuser-Busch's first nationally-distributed organic beer– Michelob ULTRA Pure Gold–started to outstrip supply of organic ingredients, we confronted the shocking reality that only 1% of American farmland is organic. And that farm families wanting to go organic were facing insurmountable challenges.

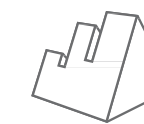
Enter Contract for Change, a revolutionary partnership with American growers and consumers that’s already helping 175 farms make the organic transition, is tripling organic barley acreage to allow Pure Gold to grow 25% by 2023 and is actively building a more sustainable agricultural system for all.



GOLD: ENVIRONMENTAL - BRANDS / POSITIVE CHANGE



SILVER: SOCIAL GOOD - BRANDS / POSITIVE CHANGE



FINALIST: BUSINESS/PRODUCT/SERVICE INNOVATION / MARKETING INNOVATION SOLUTIONS



TRIPLED AMERICA'S ORGANIC BARLEY ACREAGE AND INNOVATED A NEW PURPOSE-LED BUSINESS MODEL



CHAPTER 3

Bringing the Strategy & Idea to Life



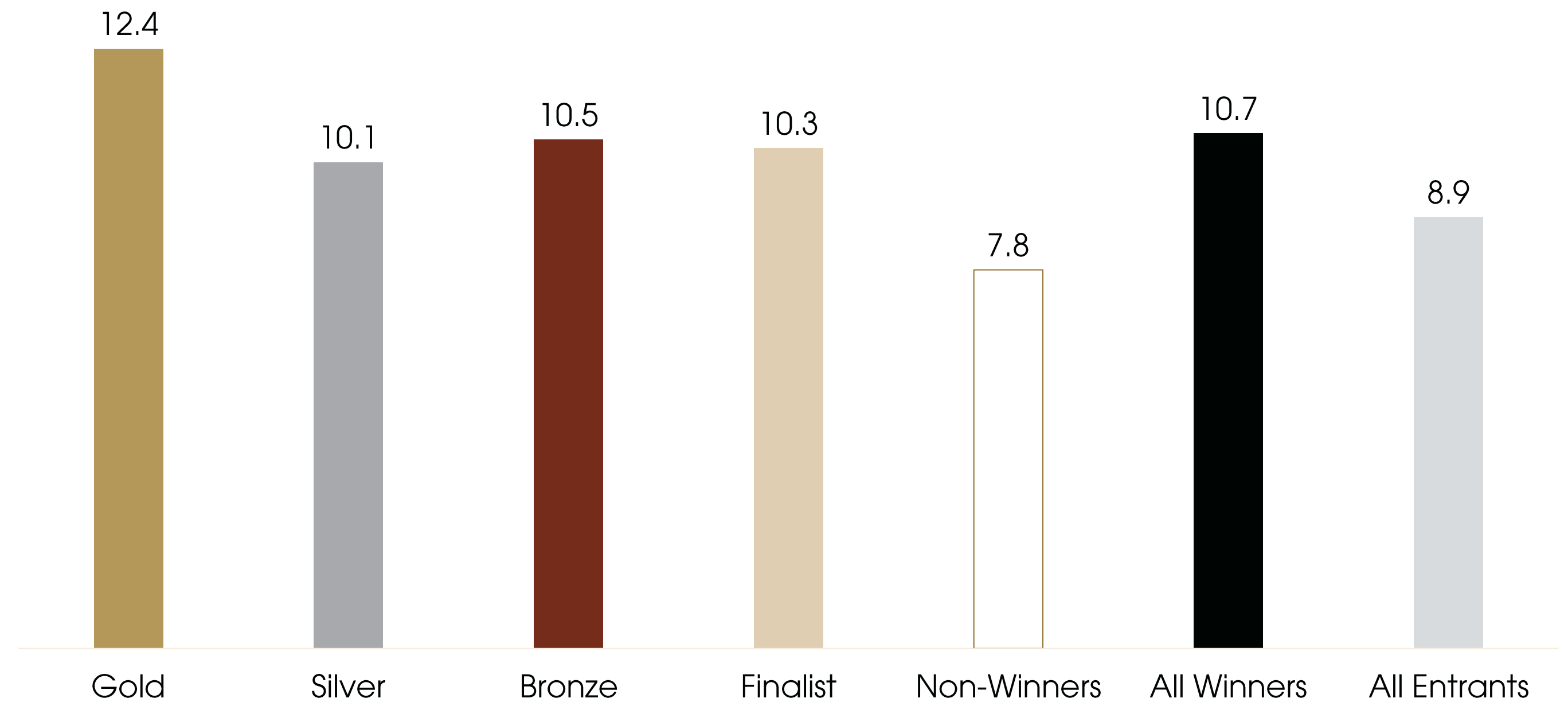
CHAPTER 3: Bringing the Strategy & Idea to Life

More channels for more effectiveness

The number of touchpoints used by marketers has grown significantly over the past decade, and the general trend through Effie history had been that more channels led to more effectiveness.

Gold winners used the most at 12.4 channels, while non-winners only use 7.8 touchpoints.

Average Number of Channels

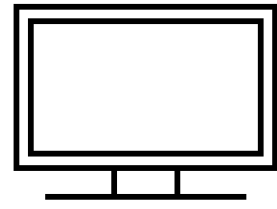


DATA FROM ALL EFFIE 2022 ENTRIES, SPECIFIC TOUCHPOINTS UTILIZED



CHAPTER 3: Bringing the Strategy & Idea to Life

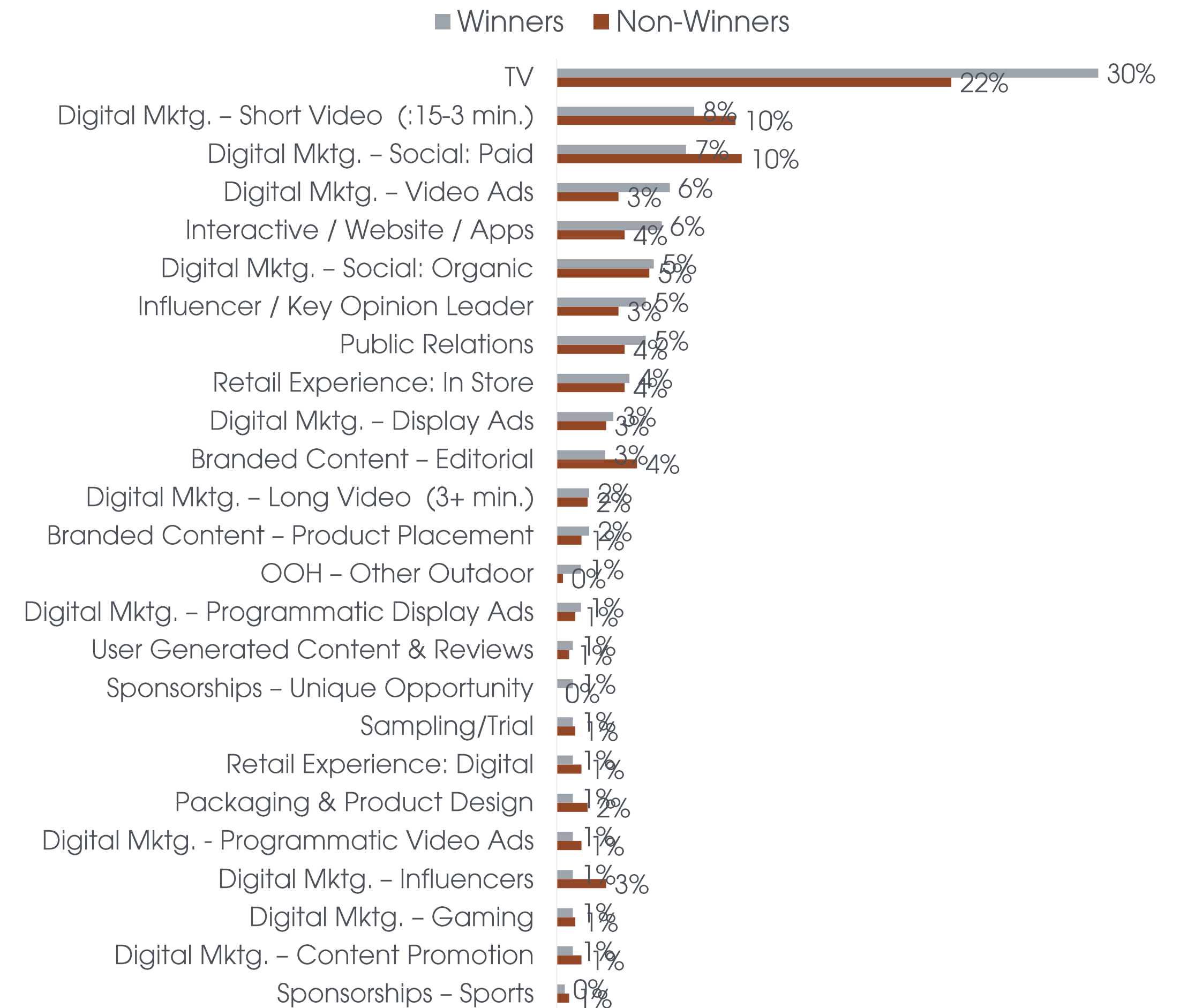
TV continues to be the primary medium



TV remains the top primary medium used by 30% of all winners and 22% of non-winners. It is followed by digital video ads.

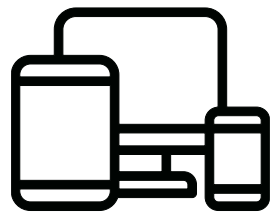
DATA FROM ALL EFFIE 2022 ENTRIES, MAIN COMMUNICATION TOUCHPOINT UTILIZED

Main Marketing Channel Used



CHAPTER 3: Bringing the Strategy & Idea to Life

Digital is widely used in campaigns

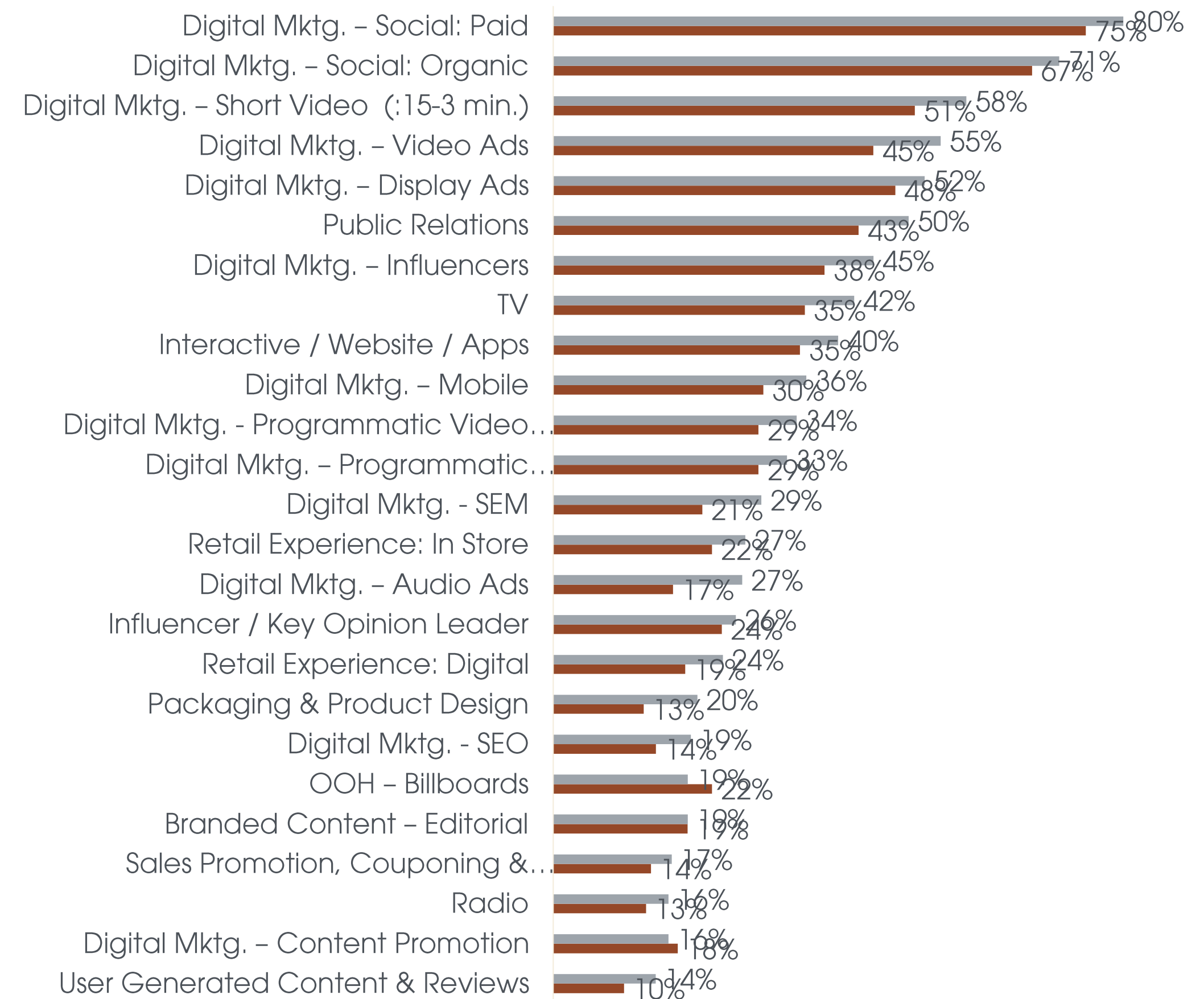


Different forms of digital marketing (including social media, video ads, display ads, influencers, etc.) are among the top touchpoints used by both winners and non-winners.

DATA FROM ALL EFFIE 2022 ENTRIES, COMMUNICATION TOUCHPOINTS UTILIZED

All Marketing Channels Used

■ Winners ■ Non-Winners



CHAPTER 3: Bringing the Strategy & Idea to Life

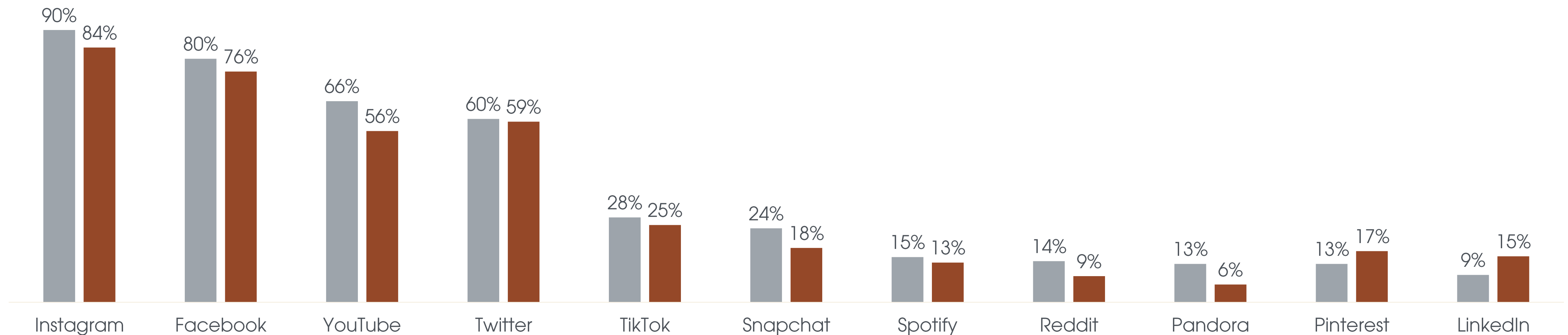
Social media platforms are integral to effective campaigns

Social media platforms are often a part of effective campaigns. Instagram, Facebook, YouTube, and Twitter were the most used platforms. TikTok and Snapchat were used by a quarter of entrants.

Winners used 4 social media platforms on average, while non-winners used 3 platforms.

Social Media Platforms

■ Winners ■ Non-Winners



DATA FROM ALL EFFIE 2022 ENTRIES, SPECIFIC SOCIAL PLATFORM USED



EFFIE CASE STUDY: Goldfish – “Go for the Handful”

Social media touchpoints are used successfully in this campaign

GOLDFISH – “GO FOR THE HANDFUL”

CLIENT: THE CAMPBELL SOUP COMPANY

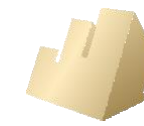
Lead Agency: Saatchi & Saatchi NY

Contributing: Spark Foundry NY, MSL

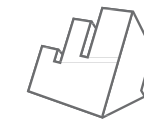
Goldfish has been kids’ favorite snack for decades. When Covid hit, on-the-go and school snacking disappeared overnight. Goldfish had to establish itself as a snack that’s not just for kids, but also for adults.

We found adults have their own way of eating goldfish: by the handful. So we challenged people to **#GoForTheHandful** and show us how many goldfish can fit in their hand. We partnered with NBA’s biggest hands, Boban Marjanović, to get the competition going on TikTok.

Result? Goldfish grew HHP, brand consideration and social engagement among 18-34.



GOLD: SOCIAL MEDIA - PRODUCTS / DIGITAL



FINALIST: INFLUENCER MARKETING / DIGITAL



4

USED 4 SOCIAL MEDIA TOUCHPOINTS AS PART OF 9 DIFFERENT CHANNELS OVERALL

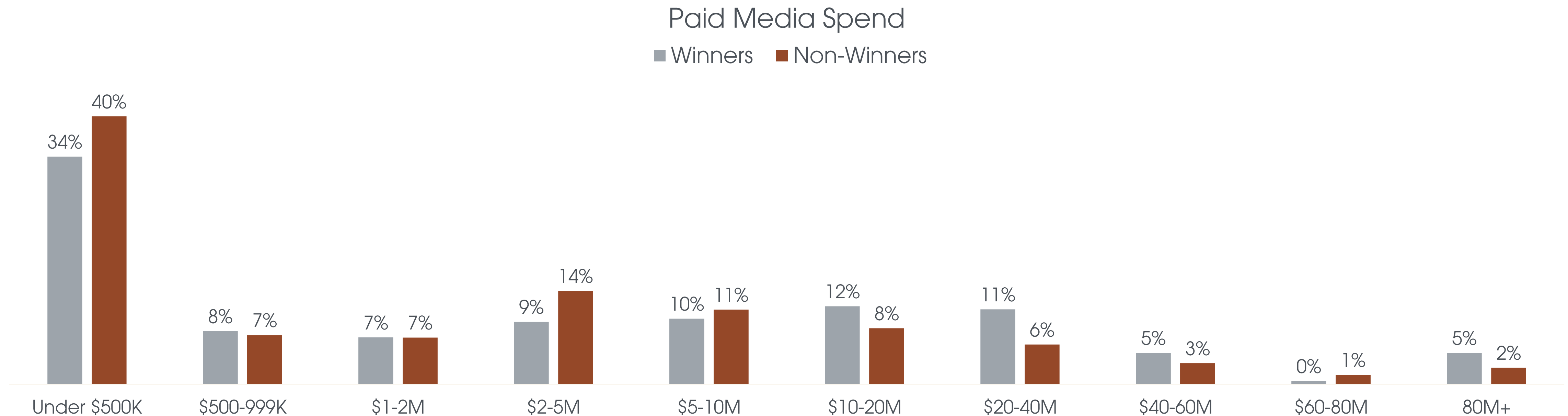
GOLDFISH BROUGHT NEW ADULT USERS INTO A BRAND HISTORICALLY KNOWN AS A KIDS' SNACK



CHAPTER 3: Bringing the Strategy & Idea to Life

For many winners, more is more

On average, winners spend more than non-winners. 32% of winners spent more than \$10M, while only 21% of non-winners did. However, it's possible to be effective on a small budget: 34% of winners spent under \$500k.



DATA FROM ALL EFFIE 2022 ENTRIES, CLAIMED MEDIA EXPENDITURE



EFFIE CASE STUDY: Eaton – “IT After Dark”

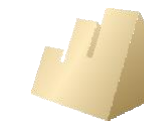
Effectiveness can be achieved with less

EATON – “IT AFTER DARK”

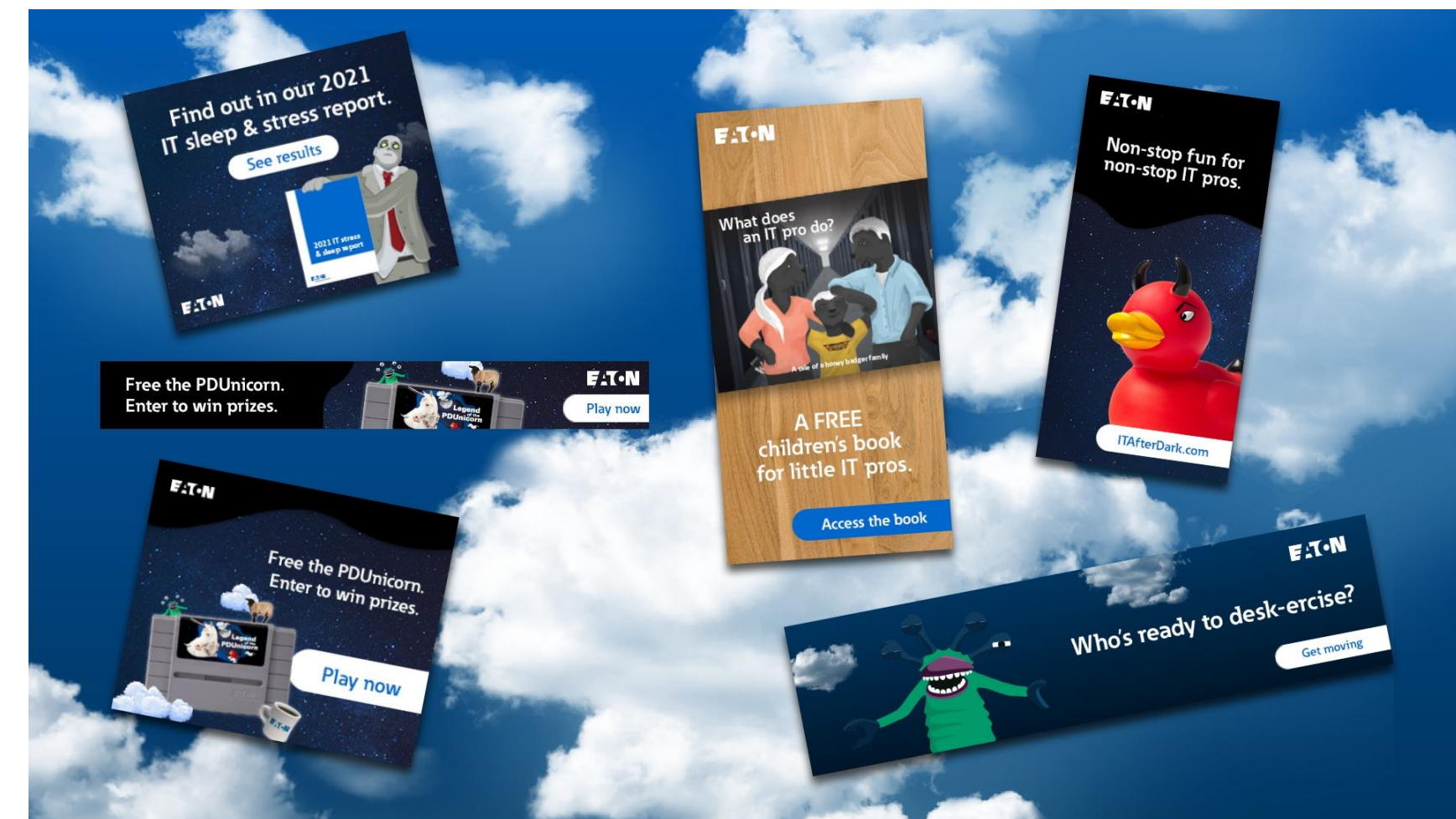
CLIENT: EATON CORPORATION

Lead Agency: Jack Morton Worldwide

As a provider of IT power management solutions, Eaton needed to become top-of-mind with IT professionals as the pandemic stretched IT pros’ workloads to a breaking point. 60% of IT pros were experiencing more work anxiety than pre-pandemic. IT After Dark, a content hub with games, de-stressing resources and time-saving tools, gave IT pros the one thing their long days (and nights) had lost – a break – and earned Eaton a place in their hearts and minds, setting an all-time high of 65% brand familiarity among new contacts.



GOLD: BUSINESS-TO-BUSINESS - SERVICES



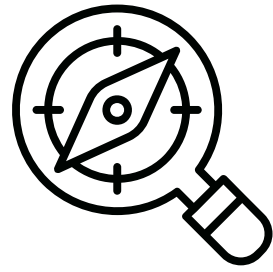
65%

BOOSTED BRAND FAMILIARITY AMONGST B2B AUDIENCE FROM 50% TO 65%, AN ALL-TIME HIGH



CHAPTER 3: Bringing the Strategy & Idea to Life

Winners have a challenger mindset

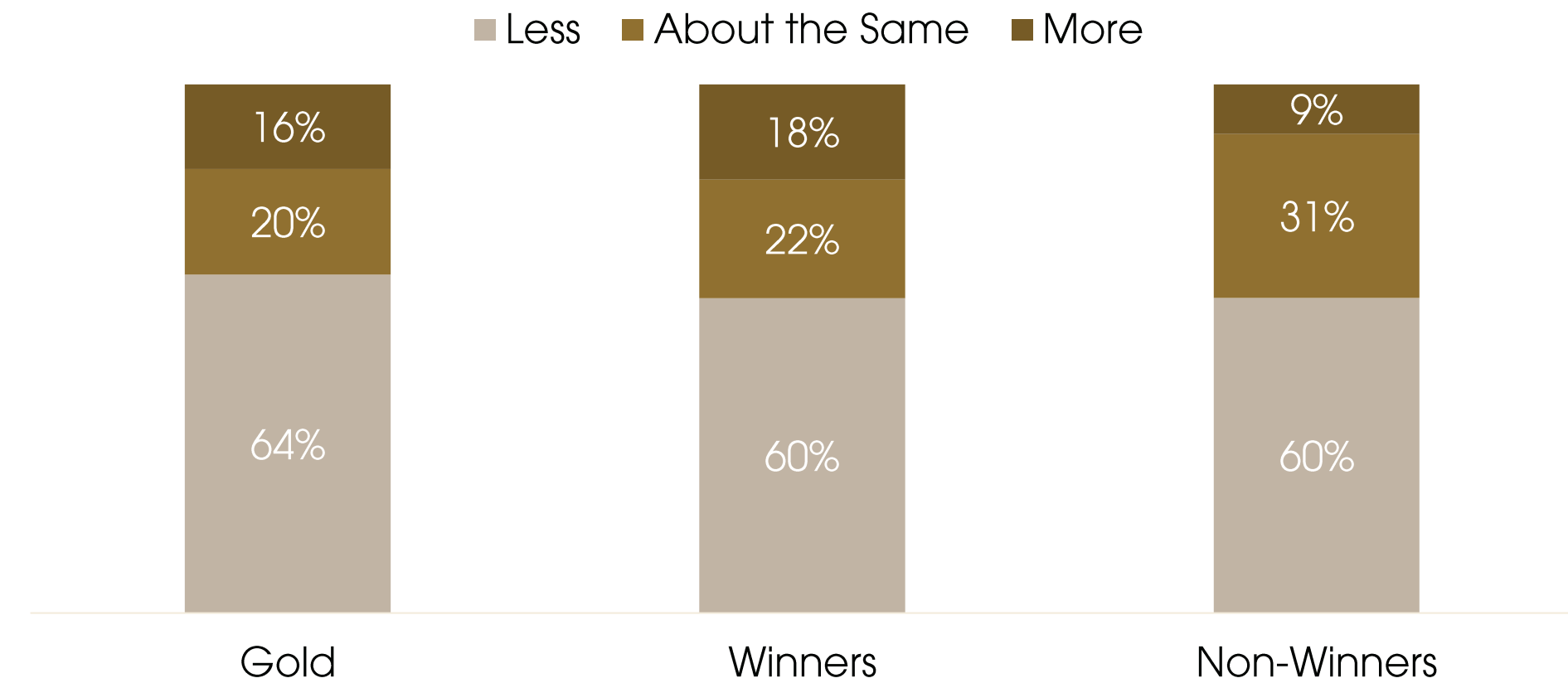


One way to look at disruption is via the lens of “having to do more with less.” 64% of Effie gold winners say they have less to spend than their competitors and while that might seem counterintuitive, for many brands they target the market leader and therefore need to have the mindset of a challenger brand... even if they are a billion-dollar brand in their own right.

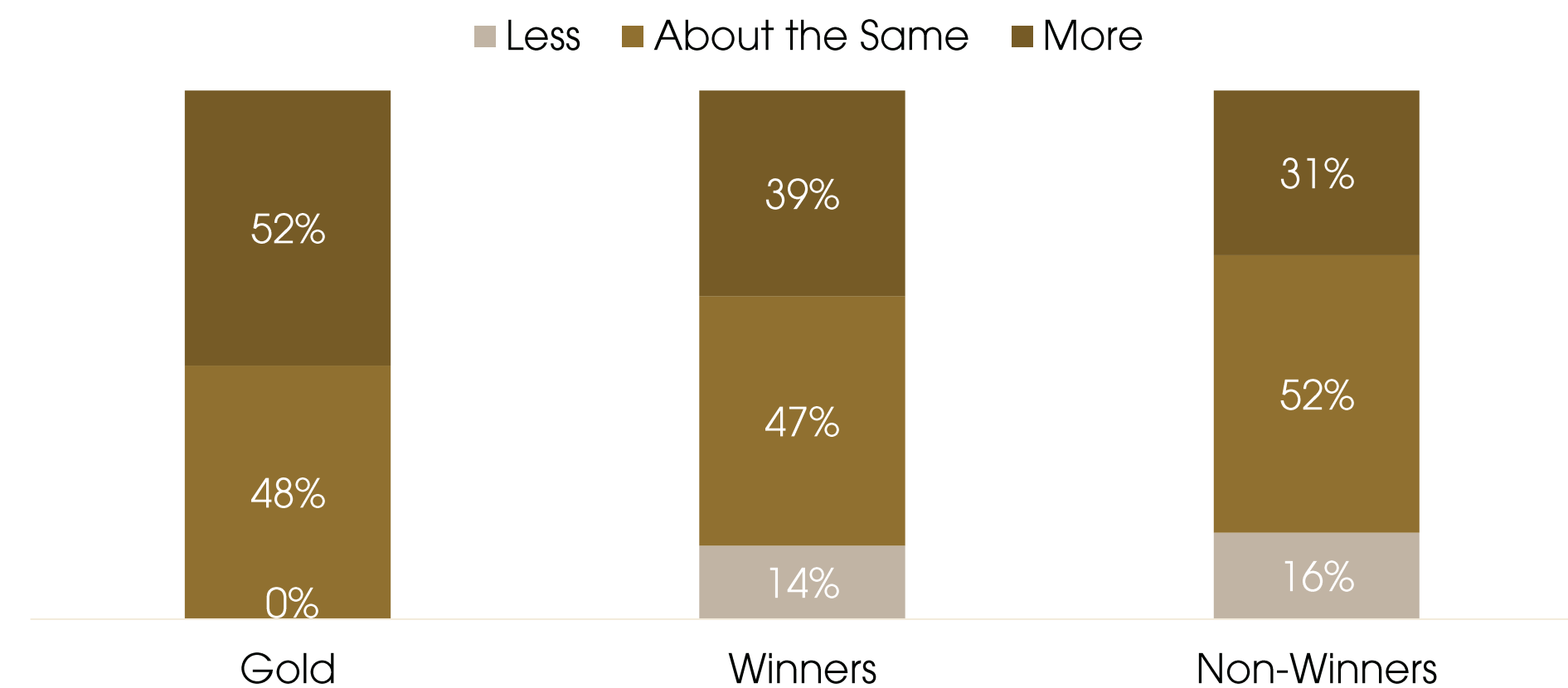
No gold winners said their brand budget this year was less than last year, while 52% said it was more.

DATA FROM ALL EFFIE 2022 ENTRIES, AD BUDGETS

Ad Budget Compared to Competitors



Ad Budget Compared to Prior Year Budget



CHAPTER 4

Creative Content Analysis

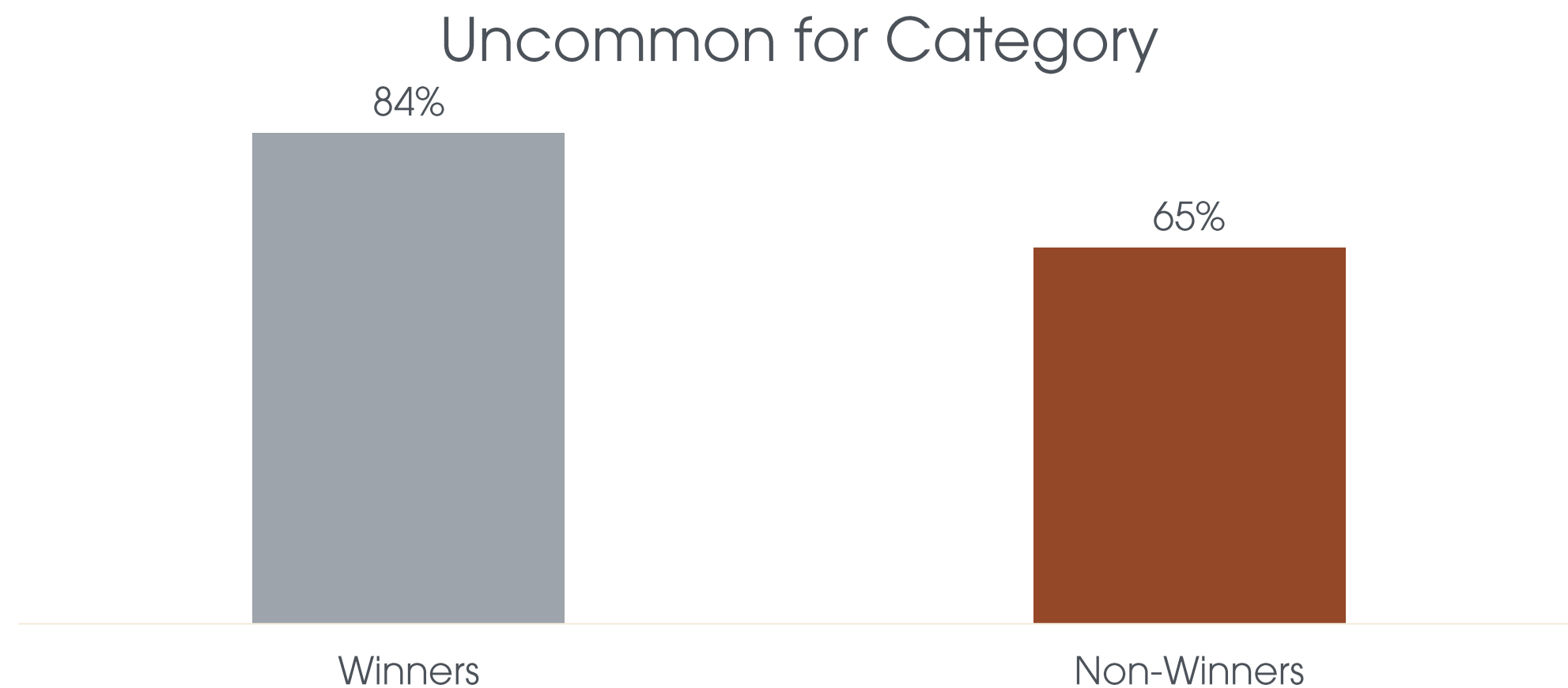


CHAPTER 4: Creative Content Analysis

Different is better. Challenge conventions

There is a clear association between taking a non-conforming approach and high achievement. 84% of all Effie winners had ads that challenged category conventions.

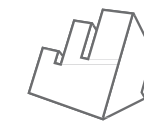
In 2022, 72% of all Effie entrants were considered uncommon for category, in line with the three-year average of ~70%.



DATA FROM ALL EFFIE 2022 ENTRIES, IPSOS CREATIVE CONTENT META-ANALYSIS

EFFIE CASE STUDY

ASPERCREME – “KICK PAIN IN THE ASPERCREME”



FINALIST: OTC/ HEALTH AND WELLNESS

CLIENT: SANOFI CONSUMER HEALTHCARE

Lead Agency: Terri & Sandy

Contributing: Saludem, A Daniel J. Edelman Company, Havas Media



In 2020, the arrival of formerly RX-only Voltaren blew up the sleepy topical pain relief category. Voltaren’s invasion was particularly disastrous for hopelessly old-fashioned Aspercreme, which was hemorrhaging share at twice the rate of its peers. But this brand refused to go down without a fight.

Thanks to a transformational campaign called “Kick Pain in the Aspercreme,” Aspercreme didn’t just weather the storm, it emerged stronger than ever, achieving the highest-selling weeks in brand history, outpacing category sales growth by nearly double, and halving its gap with the mighty Voltaren.

12.5%
GROWTH

SALES GREW BY 12.5% YEAR OVER YEAR, TRIPLE OF GOAL

90%

SALES GREW 90% FASTER THAN THE CATEGORY AND BRAND RECLAIMED MARKET SHARE

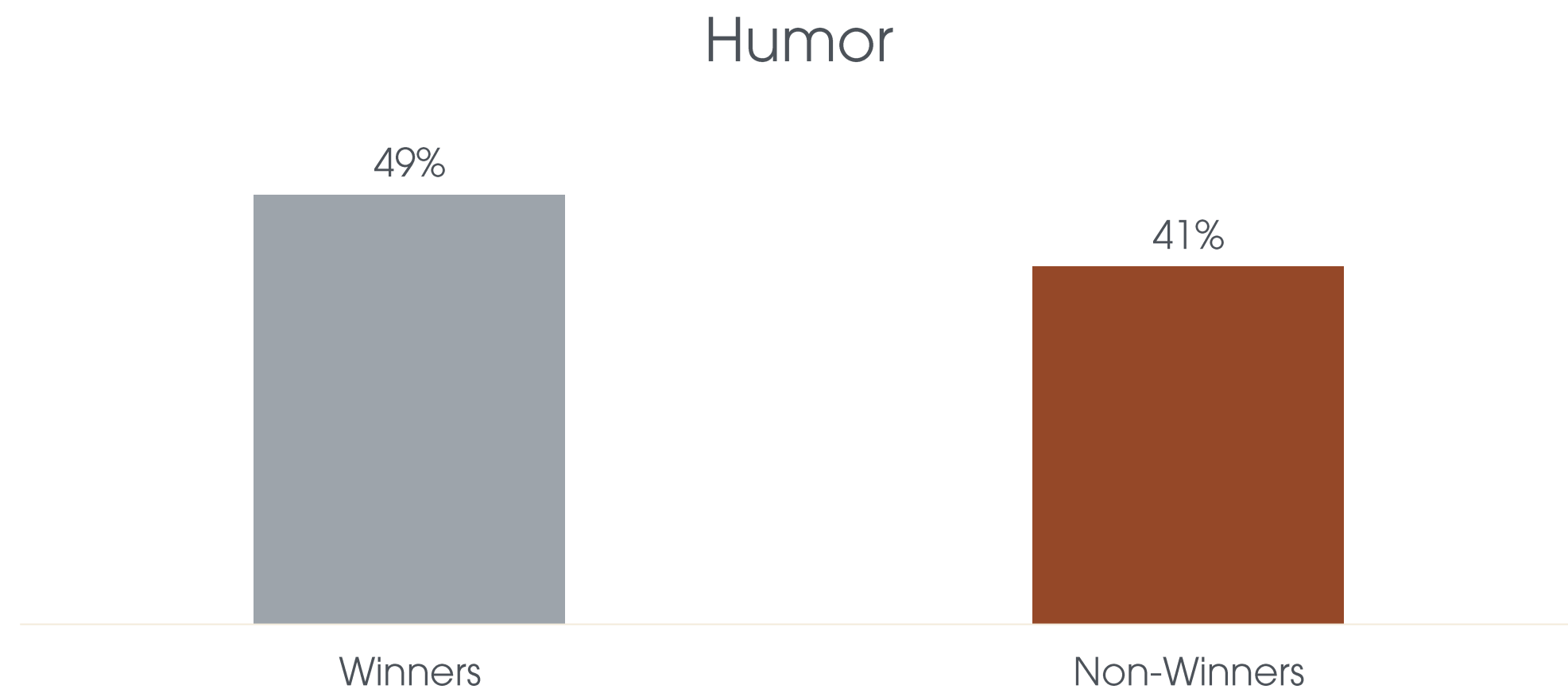


CHAPTER 4: Creative Content Analysis

Laughter is effective

Award-winning ads are funny. Almost 50% of Effie winners use humor vs. 41% of non-winners.

Ipsos advertising database learnings show that humor in ads results in +13 points on average for breakthrough.



DATA FROM ALL EFFIE 2022 ENTRIES, IPSOS CREATIVE CONTENT META-ANALYSIS
IPSOS DATABASE META-ANALYSIS OF 5,153 ADS FROM 2015-2020

EFFIE CASE STUDY

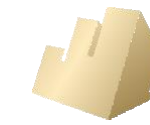
EXTRA GUM – “FOR WHEN IT'S TIME: EXTRA GUM'S PANDEMIC COMEBACK”



SILVER: CURRENT EVENTS



SILVER: BRAND CONTENT & ENTERTAINMENT - PRODUCTS



GOLD: TIMELY OPPORTUNITY - PRODUCTS

CLIENT: MARS WRIGLEY

Lead Agency: Energy BBDO

Contributing: MediaCom, ICF
Next, The Mars Agency



Extra Gum needed to kickstart brand recovery after the significant impact of prolonged COVID-19 social distancing. Rather than reinvent itself, the brand leaned into the problem and its core benefit in order to own the upcoming cultural moment of a post-vaccination social reemergence.

Extra out-performed category growth by 73.6%, broke earned media records by 7.6% and grew unaided brand awareness by 30%.

74%

POST LAUNCH SALES OUTPERFORMED CATEGORY GROWTH BY 74%, RESULTING IN HIGHEST SHARE FOR ANY BRAND SINCE EXTRA'S INCEPTION

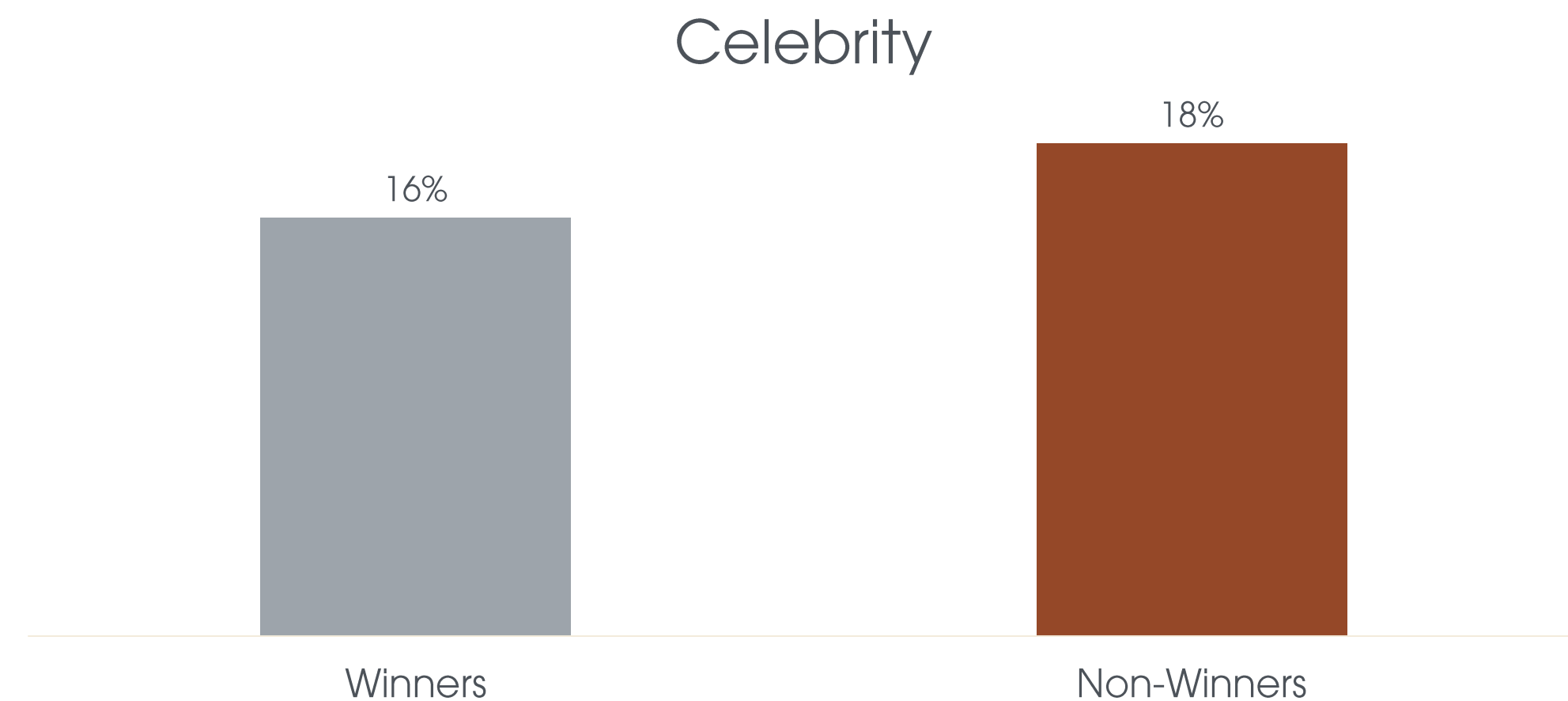


CHAPTER 4: Creative Content Analysis

Celebrities are not always needed for effectiveness

Less than 1 in 5 entrants used a celebrity in their campaign. Only 16% of Effie winners use a celebrity.

Ipsos database learnings show that celebrities can buy attention, but their use may lead to lower brand linkage and behavior change. However, performance is improved when celebrities are true to themselves or there's a credible connection between the celebrity and brand.



DATA FROM ALL EFFIE 2022 ENTRIES, IPSOS CREATIVE CONTENT META-ANALYSIS
IPSOS DATABASE META-ANALYSIS OF 5,153 ADS FROM 2015-2020

EFFIE CASE STUDY

MCDONALD'S – "MCDONALD'S FAMOUS ORDERS"

GOLD/GRAND CONTENDER: BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS
GOLD: YOUTH MARKETING - SERVICES **GOLD:** RESTAURANTS

CLIENT: MCDONALD'S

Lead Agency: Wieden + Kennedy NY

Contributing: The Narrative Group, ALMA DDB., IW Group, Burrell

In 2020, McDonald's found itself facing a critical issue - the new generation of multicultural youth had counted them out. Based on the insight: "we all have a go-to McDonald's order", famous orders turned going to McDonald's into a cultural event. We asked our most famous fans for their order (Travis Scott, J. Balvin, BTS, and Saweetie), and made it possible for their fans to order them. The results? A cultural property that youth flocked to and that brought in hundreds of millions of incremental sales.



1.2M MORE SERVED 1.2 MILLION MORE 18-24-YEAR-OLDS ON AVERAGE PER MONTH VS. 2019. CUSTOMERS WERE YOUNG AND MULTICULTURAL

\$280 MILLION BROUGHT IN ~\$280MM IN INCREMENTAL SALES



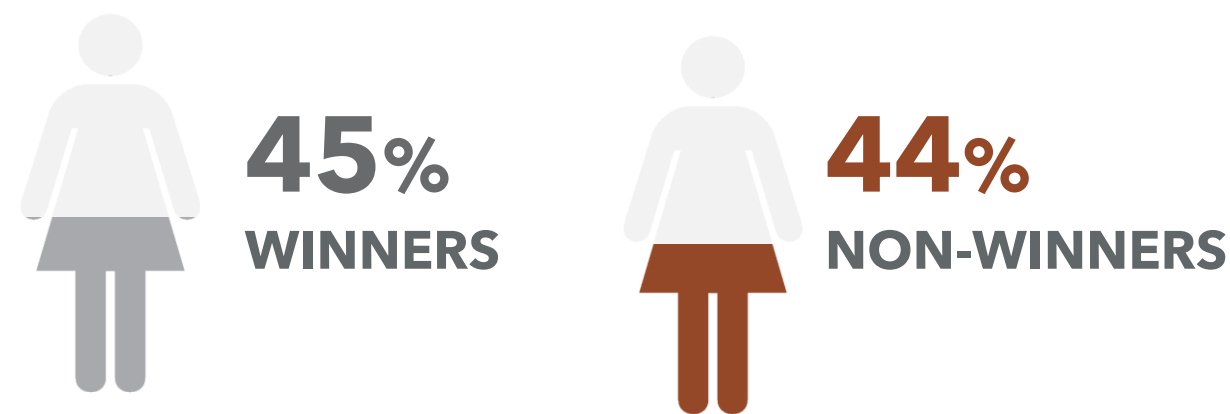
CHAPTER 4: Creative Content Analysis

Diversity, Equity, and Inclusion: Creative and effective ways to address taboo healthcare subjects for women

Women present



Women in a primary role

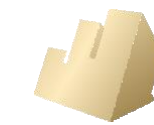


Women in a primary role and defying stereotypes



DATA FROM ALL EFFIE 2022 ENTRIES, IPSOS CREATIVE CONTENT META-ANALYSIS

EOS – “BLESS YOUR F*ING COOCH”



GOLD: ENGAGED COMMUNITY - PRODUCTS / DIGITAL



SILVER: PERSONAL CARE

CLIENT: EOS PRODUCTS

Lead Agency: Mischief @ No Fixed Address **Contributing:** Makeout

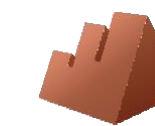
When EOS created a line of products made specifically for pubic use, we knew that launching in a market that considered the subject ‘taboo’ would be a challenge. Enter: TikTokker Carly Joy, who dropped a tutorial on how to “Bless your F*ing Cooch” with EOS shave cream. We teamed up to launch an official product featuring her verbatim instructions, resulting in 700 million+ earned impressions, 150k sold bottles, and a nearly 300% increase in quarterly growth rate and an outpouring of support from EOS fans. Taboo? Not on our watch.

700 MILLION

EARNED 700MM+ IMPRESSIONS, INCREASED SHAVE CREAM QUARTERLY GROWTH ~300% AND SOLD 150K BOTTLES INSTANTLY.



IMVEXXY – “LONG MAY SHE REIGN”



BRONZE: RX - CONSUMER/DTC / HEALTH & WELLNESS

CLIENT: THERAPEUTICSMD

Lead Agency: McCann NY **Contributing:** iProspect, GCI, Contrast Eye, No6

IMVEXXY’s ‘Long May She Reign’ did what no other brand has done: we told the world that menopausal vaginas matter. Our campaign imagines a world where the menopausal vagina is queen and deserves a lifetime of love - so she can rule the bedroom for the rest of her reign.

180% GROWTH

INCREASED OVERALL WEBSITE VISITS BY 180%. HULU SPOT INCREASED BRAND SEARCHES BY 30%. GREW BRAND AWARENESS, LEADING TO CONSIDERATION AND PURCHASE.



CHAPTER 4: Creative Content Analysis

Diversity, Equity, and Inclusion: There is still a need for more convention challenging roles

Black, Indigenous, or Person of Color Present

75%



WINNERS

67%



NON-WINNERS

Black, Indigenous, or Person of Color in a Primary Role

40%



WINNERS

35%



NON-WINNERS

Black, Indigenous, or Person of Color in a Primary Role and Defying Stereotypes

4%



WINNERS

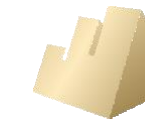
3%



NON-WINNERS

DATA FROM ALL EFFIE 2022 ENTRIES, IPSOS CREATIVE CONTENT META-ANALYSIS

P&G – “WIDEN THE SCREEN”



GOLD: SOCIAL GOOD - DIVERSITY, EQUITY & INCLUSION / POSITIVE CHANGE

CLIENT: PROCTER & GAMBLE

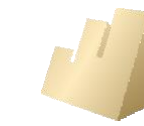
Lead Agency: Grey NY **Contributing:** Hill & Knowlton, Carat - United States, Townhouse, Cartwright

"As a corporate citizen and one of the largest advertisers, P&G has the responsibility to tell stories that are meaningful, equitable and authentic. When it came to Black stories, there was a fundamental failure in industry behavior on and behind the screen. P&G created "Widen the Screen", an expansive content creation, talent development, and partnership platform that celebrated creativity and enabled Black creators to share the full richness of Black life. The results: changing industry status quo and broadening the images we see, voices we hear, and stories we tell."



RAISING AWARENESS OF BLACK STORYTELLING GAP AND GROWING THE PIPELINE OF BLACK CREATORS.

MEDALLA LIGHT – “Sounds From Home”



GOLD/GRAND CONTENDER: NEW PRODUCT/SERVICE INTRODUCTION / COMMERCE & SHOPPER

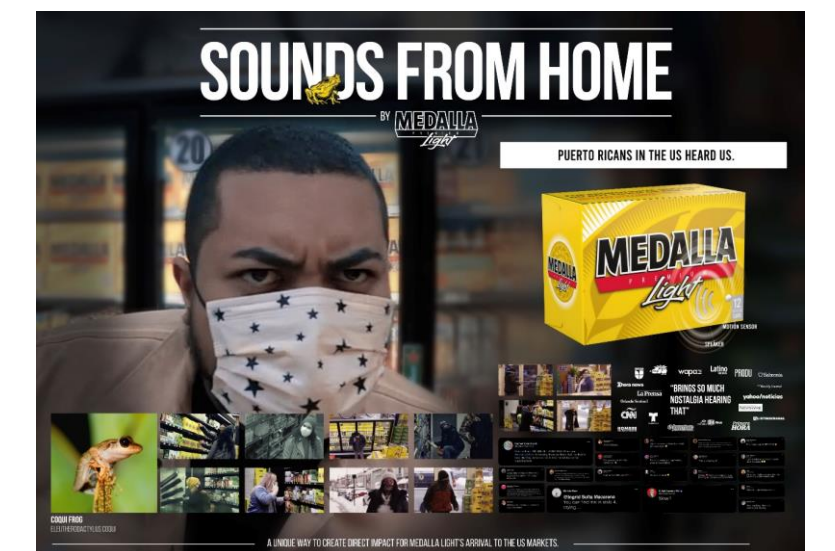
CLIENT: CERVECERA DE PUERTO RICO

Lead Agency: DDB Latina Puerto Rico

Medalla Light, Puerto Rico's national beer, needed to announce its arrival and drive sales among Puerto Ricans in 9 us markets. This is the story of how Medalla, with only a small fraction of American beer budgets, used a clever activation to connect directly with the Puerto Rican diaspora, generating sales 2x greater than projected and over \$2.1 million in earned media coverage. The strategy? To transform a beloved and uniquely Puerto Rican sound into an irresistible and inspiring call-to-action inside stores.



SILVER: MULTICULTURAL - PRODUCTS



2.1M

SOUND BASED ACTIVATION THAT DOUBLED THE PRODUCT'S SALES PROJECTIONS AND GENERATED 2.1 MILLION IN EARNED MEDIA.



CHAPTER 4: Creative Content Analysis

Diversity, Equity, and Inclusion remains a work in progress

More progress is needed:

2% of entrants included a person with a visible disability, and

2% of entrants included LGBTQ+ group members.

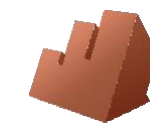
Data averaged over the past 3 years (2020-2022)

This Effie entry from Google demonstrates how effective a campaign focused on inclusivity can be.

DATA FROM ALL EFFIE 2022 ENTRIES, IPSOS CREATIVE CONTENT META-ANALYSIS

EFFIE CASE STUDY

GOOGLE – “SPACE TO BELONG: SUPPORTING INCLUSIVE SPACES IN RECOVERY”



BRONZE: SOCIAL GOOD - DIVERSITY, EQUITY & INCLUSION / POSITIVE CHANGE

CLIENT: GOOGLE

Lead Agencies: Google Brand Studio, Arts & Letters Creative Co

Contributing: JOINT Editorial, Lucky Day, Walker, 1000heads



For spaces that serve LGBTQ+ communities, the pandemic's effects weren't just economic: people were isolated from the spaces they rely on for belonging, strength and community. Google set out to put their allyship into action, supporting queer spaces on the road to recovery with grants; tools in google maps and search to help people discover safe, welcoming businesses; and documentary work designed to celebrate the magic these spaces bring and drive business. The campaign delivered on Google's commitment to build for everyone and drove new adoption of LGBTQ-friendly business tools.

89
MILLION

ACHIEVED 89M PAID MEDIA IMPRESSIONS. AMPLIFY CONTENT ABOUT INCLUSIVE SPACES TO DRIVE FAMILIARITY AND UNDERSTANDING AT SCALE. THE CAMPAIGN'S OVERALL U.S. ENGAGEMENT AVERAGED IN THE DOUBLE DIGITS.

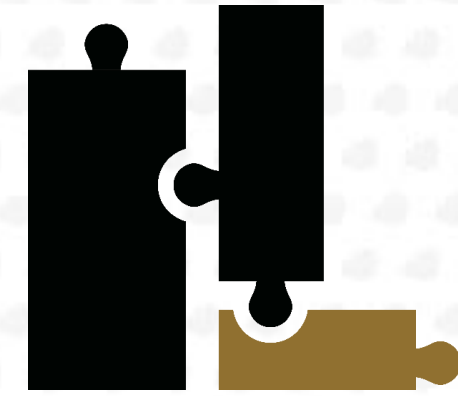


CONCLUSION



Pillar 1: Challenge, Context & Objectives Pillar 4: Results

- Effie winners set clear and specific objectives, which enable them to effectively achieve measurable results.
- Winners focus on quantifiable business metrics like Purchase as their primary objective.
- Effective campaigns also drive Awareness. Winners were thoughtful about integrating earned media.



Pillar 2: Insights & Strategy

- Strategic research leads to more effective work. Winning campaigns conducted more research and earlier in the process.
- Brand purpose and effectiveness are not mutually exclusive, especially for Effie winners. They can and do deliver results.



Pillar 3: Bringing the Strategy & Idea to Life

- There is no shortcut to effectiveness through the number of touchpoints used or the amount of money spent.
- Traditional and digital channels now live side-by-side in the marketer's toolkit.
- Spending more does not always drive more effective campaigns. In fact, some of the most effective campaigns spent the least.



Ipsos Creative Content Analysis

- The key creative theme to effective campaigns continues to be challenging conventions.
- There is no limit to creativity as it can be expressed in many ways.
- Diversity, equity, and inclusion must be a sustained focus for advertisers. A review of the past few years shows it remains a work in progress.



AUTHORS AND CONTRIBUTORS

FOR MORE INFORMATION ON THE DATA AND FINDINGS IN THIS REPORT, PLEASE CONTACT:



Claudia Oberlin

Senior Vice President

Creative Excellence, Ipsos

Claudia.Oberlin@ipsos.com



Shelley Yang

Director, Insights Activation

Creative Excellence, Ipsos

Shelley.Yang@ipsos.com



Sally Preston

Chief Revenue Officer

Effie Worldwide

sally@effie.org

©2023 EFFIE WORLDWIDE, INC. THE INFORMATION AVAILABLE IN THE 2023 EFFIE US TRENDS REPORT IS THE PROPERTY OF EFFIE® WORLDWIDE, INC. AND IS PROTECTED BY COPYRIGHT AND OTHER INTELLECTUAL PROPERTY LAWS.
©2023 IPSOS. ALL RIGHTS RESERVED. CONTAINS IPSOS' CONFIDENTIAL AND PROPRIETARY INFORMATION AND MAY NOT BE DISCLOSED OR REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF IPSOS.

