



# effie Awards

Global Best of the Best

2025 Winners



# 2025 Global Best of the Best Effie Awards

## Global Grand Effie

The Global Best of the Best Effie Awards stands as the world's definitive effectiveness awards program.

The 2025 Global Best of the Best Effies invited all 2024 Gold and Grand Effie winners from across our worldwide network of 55+ programs, spanning 130 markets, to compete for the title of the most effective — the best of the best.

The Global Grand Effie winners featured here have demonstrated that their work delivered outstanding results. Having already achieved top honors in their local competitions, they have now undergone the rigorous evaluation of the Global Grand Juries to be recognized as the most effective in their respective categories. These winners represent the very best of our industry, showcasing how they successfully addressed marketing challenges, connected with their target audiences, and achieved measurable success. Among the Global Grand Effie winners, the Iridium winner stands out as the single most effective campaign of the year.

Congratulations to all of the winning teams on this extraordinary achievement!

\* Indicates lead agency

### IRIDIUM WINNER

**eos**

#### *Women's Shave*

eos Products

Mischief @ No Fixed Address\*

### GLOBAL GRAND WINNERS: INDUSTRY & SPECIALTY CATEGORIES

#### COMMERCE & SHOPPER MARKETING

**OREO**

#### *OREO Codes*

Mondelēz International

VML\*

#### EXPERIENTIAL MARKETING (BRAND EXPERIENCE)

**Flamin' Hot**

#### *Poker Face*

PepsiCo

ISLA\*

Primo Content

#### FINANCE

**ESAF Bank**

#### *Saving Her Savings*

ESAF Small Finance Bank

McCann Worldgroup India\*

#### NON-PROFIT

**Laut gegen Nazis**

#### *Rights Against the Right*

Laut gegen Nazis e.V.

Jung von Matt AG\*  
Redgert Comms GmbH  
02100 Digital GmbH

POSITIVE CHANGE: DIVERSITY, EQUITY & INCLUSION

**Piramal Finance**

*NEEYAT: India's Real Credit Score*

Piramal Finance

The Womb\*

POSITIVE CHANGE: SOCIAL GOOD - BRANDS

**KPN**

*A Piece of Me*

KPN

Dentsu Creative Amsterdam\*  
Wefilm  
Amp.Amsterdam // The Sonic Branding Company  
Hef PR Bureau  
Mindshare Netherlands

RETAIL

**ALDI Australia**

*Shop ALDI First*

ALDI Australia

BMF Australia\*

SUSTAINED SUCCESS - PRODUCTS

**eos**

*Women's Shave*

eos Products

Mischief @ No Fixed Address\*

SUSTAINED SUCCESS - SERVICES

**ANZ Bank New Zealand**

*From Dreaming Big to Knowing HOW*

ANZ Bank

TBWA\*

TIMELY OPPORTUNITY

**Tubi**

*Tubi Takes Viewers Down a Super Bowl Rabbit Hole*

Fox Corporation

Mischief @ No Fixed Address\*  
VaynerMedia

TOPICAL / ANNUAL EVENTS

**DoorDash**

*Self-Love Bouquet*

DoorDash  
Superette

GUT\*  
Craig Cutler Studios  
Unicorns & Unicorns  
MadBoxMade