



# effie Awards

Global Best of the Best

Global Grand Contenders  
2025



# 2025 Global Best of the Best Effie Awards

## Global Grand Effie Contenders

Effie celebrates all forms of marketing effectiveness and has built a network that spans 60 global, regional, and local programs, reaching 125+ markets worldwide. The Global Best of the Best Effie Awards invite all Gold and Grand Effie winners from around the world to compete on a global stage each year. The Global Grand contenders, featured here, have successfully moved through a thorough first round of judging to contend for the Global Grand Effie in their respective categories. Congratulations to all of the contenders!

Stay tuned for the announcement of the Global Grand Effie winners, including the Iridium winner. More details coming soon.

\* Indicates lead agency

AUTOMOTIVE	BEVERAGES	BRAND CONTENT & ENTERTAINMENT
<b>Volkswagen Brazil</b>	<b>FYS</b>	<b>ING</b>
<i>Volkswagen 70 Years, a Cultural Icon Returning to the Hearts of Brazilians</i>	<i>FYS: Less Sugar and Less Marketing</i>	<i>Unfollow Self:Hate</i>
Volkswagen	Heineken Brazil	ING Bank N.V. Amsterdam, Sucursala Bucuresti
AlmapBBDO*	AlmapBBDO* iProspect Brazil	Jam Session Agency* Dentsu Romania Bread Content McCann PR Romania
BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS	BUSINESS ACHIEVEMENT	
<b>Dr. Max Pharmacy</b>	<b>McDonald's</b>	<b>Tinder</b>
<i>The Don't Die Bag</i>	<i>McDiploma</i>	<i>It Starts With a Swipe</i>
Dr. Max	MHK Restaurants Ltd.	Match Group
THIS IS LOCCO* GROOW DIGITAL	DDB Group Hong Kong* OMD Hong Kong	Mischief @ No Fixed Address*
COMMERCE & SHOPPER MARKETING		
<b>OREO</b>	<b>Pineapple</b>	<b>Samsung</b>
<i>OREO Codes</i>	<i>100% Pure Results: How Challenger Brand Pineapple Disrupted the Insurance Industry</i>	<i>Samsung Throwback Deals</i>
Mondelēz International	Pineapple	Samsung
VML*	Halo*	MRM Brazil*

**ENTERTAINMENT, SPORTS & LEISURE****DTEK*****DTEK x USYK: Fight for Light***

DTEK

Banda\*

**EXPERIENTIAL MARKETING (BRAND EXPERIENCE)****Flamin' Hot*****Poker Face***

PepsiCo

ISLA\*  
Primo Content**Żabka*****Take Care of Your Froggu***

Żabka

180heartbeats + Jung von Matt\*

**FASHION & ACCESSORIES****Adidas*****Typical German***

Adidas AG

Jung von Matt AG\*  
EssenceMediacom Deutschland  
Sizzer Amsterdam  
Katalyst Berlin  
Anorak Film GmbH**FINANCE****ESAF Bank*****Saving Her Savings***

ESAF Small Finance Bank

McCann Worldgroup India\*

**FOOD****Campbell's Condensed Soup*****Move Over Turkey, Campbell's Celebrates and Owns Sides Season***

The Campbell Soup Company

Leo Chicago\*  
MSL\*  
Spark Foundry  
Mars**GOVERNMENT, INSTITUTIONAL & RECRUITMENT****Department of Justice*****Threatening to Share Intimate Images is a Crime with Serious Consequences***

Department of Justice

Javelin\*  
PHD Media Ireland\***HSE*****Taking Back Control: Persuading People who Smoke to Quit a Toxic Relationship***

HSE Ireland

Publicis Dublin\*  
Core\*  
Ipsos B&A  
Coyne Research**MEDIA & ENTERTAINMENT****TikTok*****TikTok Comes with Benefits***

TikTok

Tribal Worldwide Istanbul\*

**MEDIA IDEA / INNOVATION****Dublin Samaritans*****Finding Samaritans Amongst the Keenest of Listeners***

Dublin Samaritans

Droga5 Dublin\*

**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

POSITIVE CHANGE:  
ENVIRONMENTAL - BRANDS

**Buckaroo**

*Walking Tall: Buckaroo Creates Sole Equality*

Buckaroo

McCann Worldgroup India\*

**Piramal Finance**

*NEEYAT: India's Real Credit Score*

Piramal Finance

The Womb\*

**WaterAid**

*Proud Legacy: Eradicating Menstrual Poverty*

WaterAid Colombia

VML Colombia\*  
Say Whisky  
Burson Cohn & Wolfe  
La Salvacion Studio S.a.s.  
Estudios Machina

**ANZ Bank New Zealand**

*The ANZ Good Energy Home Loan*

ANZ Bank

TBWA\*

POSITIVE CHANGE: SOCIAL GOOD - BRANDS

**2degrees**

*Teaching Kids the Good and Bad Things About First Phones*

2degrees

TBWA New Zealand\*  
OMD New Zealand

**Durex**

*Safe to Play Hub*

Reckitt Benckiser Romania

VML Romania\*  
Zenith Romania

**Ford**

*Make it Visible*

Ford of Britain and Ireland  
Lighthouse Club Construction Industry Charity

VML UK\*  
Mindshare UK\*  
Hogarth

**KPN**

*A Piece of Me*

KPN

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

**Microsoft**

*ADLaM: An Alphabet to Preserve a Culture*

Microsoft

McCann New York\*  
NAFFA  
Jamra Patel  
Andrew Footit Design  
Craft Worldwide

**Nova Post**

*How Nova Post Packed the Sky*

Nova Post  
Come Back Alive Foundation

BetterSvit\*  
Media First Ukraine

POSITIVE CHANGE: SOCIAL GOOD - NON-PROFIT

PRODUCT / SERVICE LAUNCH

**ASDRA**

*Absurd Promises*

ASDRA (Asociación Síndrome de Down de Argentina)

VML\*

**Mães da Sé**

*Avatars of Hope*

Mães da Sé

DRUID Creative Gaming\*

**H2Oh!**

*Gesticulators*

PepsiCo

ISLA\*  
Argentina Cine  
IPG Mediabrands S.A.

RESTAURANTS

**McDonald's**

*Appetizing McCombo, Going Head-to-Head with the Typical Colombian Lunch*

Arcos Dorados Columbia S.a.s

DDB Colombia\*

**McDonald's**

*The Cactus Plant Flea Market Box*

McDonald's

Wieden & Kennedy NY\*  
Starcom United States  
Narrative Media Group  
The Marketing Store  
Boxer

RETAIL

**ALDI Australia**

*Shop ALDI First*

ALDI Australia

BMF Australia\*

**O Boticário**

*Mother's Day O Boticário - Storms Pass, Love Remains*

Grupo Boticario

AlmapBBDO\*

SMALL BUDGETS

**Popeyes**

*Breaking the Popeyes Global Launch Record on a Shoestring Budget*

Tahua Partners

Pitchblack Partners\*  
Hearts & Science New Zealand

**Ujjivan Small Finance Bank**

*An Envelope for Women's Financial Fate*

Ujjivan Small Finance Bank

McCann Worldgroup India\*

SUSTAINED SUCCESS

**Aldi Sud**

*The Pirates of Social.*

Aldi

McCann Manchester\*  
Craft Manchester

**ANZ Bank New Zealand**

*From Dreaming Big to Knowing HOW*

ANZ Bank

TBWA\*

**eos**

*Women's Shave*

eos Products

Mischief @ No Fixed Address\*

**McCain**

*When the Chips are Down, Margins Matter: How Long-term Emotional Brand Building Delivered for McCain*

McCain Foods

adam&eveDDB London\*

TIMELY OPPORTUNITY

**Tubi**

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***Tubi Takes Viewers Down a Super Bowl Rabbit Hole***

Fox Corporation

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Mischief @ No Fixed Address\*  
VaynerMedia

**Vivo**

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***Vivo Fiber: At Your Home Cast***

Vivo

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VML Brazil\*  
Spark Influencer Marketing  
ESPN do Brasil Eventos Esportivos Ltda  
AT Films Ltda

TOPICAL / ANNUAL EVENTS

**DoorDash**

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***Self-Love Bouquet***

DoorDash  
Superette

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GUT\*  
Craig Cutler Studios  
Unicorns & Unicorns  
MadBoxMade

YOUTH

**Kids Help Phone**

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***Feel Out Loud***

Kids Help Phone

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McCann Canada\*  
Epitaph Group  
Merchant  
Craft Worldwide Canada  
Westside Studio