Globe Media Group is proud to support the inaugural year of Effie Awards Canada. We believe that creativity and innovation drive businesses forward and we’re proud to be at the forefront of this essential conversation. We join in honouring the industry’s most effective campaigns, and celebrating Canadian creativity here and on the global stage.

Congratulations to all of this year’s Effie Canada winners and finalists.
Fifty years ago, the Effie Awards were launched by the New York American Marketing Association to honour the most effective advertising efforts. Today, the Effies are known by advertisers and agencies on six continents and more than 50 countries as the premier award in the industry, recognizing all forms of communication that contribute to a brand’s success. And now, Canada joins the growing community of countries around the world as we, for the first time, celebrate Canada’s Effie winners. It’s an exciting opportunity to have our collective work recognized on the global stage because, through the Global Effie Index, the Canadian marketing and advertising community will be able to gauge its success up against brands, clients and agencies from all around the world.

This follows a period of time during which brands and marketers have been challenged, more than ever before, to produce marketing campaigns that drive ever-increasing effectiveness in the marketplace. The power of the campaigns we’re celebrating, and the brilliant minds that produced them, will inspire the standards for the industry.

The Effie Awards brings together the best of what our industry has to offer and, as chair of our inaugural year, I couldn’t be prouder of this organization and our community, as we collectively continue to champion the practice and practitioners of marketing effectiveness.

We’re honoured to be here for the first ever Effie Awards Canada. Following multiple rounds of judging, each winner has demonstrated how to most effectively solve a marketing challenge, connect with their target audience, and achieve the results to prove it worked.

These are the campaigns that stood out in our market this year. Beyond the awards celebration there is so much to look forward to as we begin to share the lessons and successes widely and quickly amongst our marketing community. This wave of knowledge is a big part of what will make Effie a powerful platform that will continue to propel our industry.

I am excited to be part of an organization which stands for recognizing the best in effectiveness across our industry, as well as for creating a forum for everyone to learn what truly effective marketing communication looks like.

Enjoy!

- Mélanie Dunn

Chair of the Effie Canada Steering Committee
Global CEO of Cossette & President of V7 Québec
Letter From The President & CEO

Canada’s marketing sector, like the industry around the globe, is experiencing a period of rapid change that means we must transform the way we work. Now, more than ever, it is critical that we embrace challenges and learn to navigate the evolving landscape.

That’s one of the main reasons the ICA looked to partner with Effie Worldwide, because the Effie brand and platform is designed to lead, inspire and champion marketing effectiveness in a world of constant change. The creation of Effie Awards Canada allows us to show what we can do in Canada on a bigger, global stage as we connect to the Effie Worldwide network of more than 50 countries, putting our country’s Effie winners on equal footing with the very best in the world.

The winners in this inaugural year of Effie Canada demonstrate the real commercial power of campaigns that take brands down the road towards great results while building a smart, thoughtful, business case. With growing pressure on agencies to demonstrate their effectiveness, and even their continued relevance, this is an amazing opportunity. Looking forward, the ICA’s goal is to build on this wonderful platform that, for 50 years, has celebrated more than just great work, but has become a forum for the industry to recognize the marketers who are delivering meaningful business growth for their brands and clients.

I’d also like to pay tribute to my absolutely fantastic team for their commitment and hard work in delivering such a successful first year of Effie Canada. I’m really looking forward to working together and achieving new things with the awards in the years ahead. Thanks, also, to our Effie Awards Canada Steering Committee, chaired by Melanie Dunn, for its tremendous support, guidance and enthusiasm, and to Traci Alford, from Effie Worldwide, and her staff, for their brilliant guidance and support as we kicked off our first year.

Now, the most important bit. A massive congratulations to this year’s winners for recognition that has been so hard-earned. In these challenging times, it’s an inspiration to turn to such brave, progressive, pioneers as we look to grow and move our industry forward. There is so, so, much to be learned from your success.

All that’s left to say is let’s enjoy this great work, celebrate Canadian effectiveness with your team, partners and our community, and get ready with your best work for 2020.

– Scott Knox

Scott Knox
President & CEO
Institute of Communication Agencies

Products & Services
**DUCEPPE**

**DUCEPPE REPOSITIONING**

Withawanemic membership in decline, attendance and revenue in the theatre sector are down considerably - to say that times are tough for the theatre in Québec would be an understatement. In an effort to get back on the path to profitability, the Duceppe Theatre embarked on a repositioning effort designed to create debate, discussion and reflection using a depth of content previously unseen in this category. Themed, “A question of seeing the world differently,” Duceppe posed a question in relation to the nature of each play they put on. The campaign tackled big issues, including consent, the Israeli-Palestinian conflict, murder, passion killing, energy choices and more. As a result, Duceppe saw a 5% rise in membership and an incredible 500% growth in ticket sales.

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**American Express**

**COBALT CARD LAUNCH: YOU DO YOU**

In 2017, American Express launched the Cobalt Card to connect with millennials, an audience that dismissed Amex as their Grandad’s card. Positioning the Cobalt Card as the card that lets, “You do you,” the multifaceted campaign culminated in a launch event that included a pop-up restaurant promoted by multi-Michelin star chef, Gordon Ramsay. The campaign was one of the most successful launches in Amex’s recent history, with 84% more applicants in its first month than Amex’s two largest card launches in the last 10 years. It delivered card spend that was 14% higher than comparable Amex cards and improved brand equity and acquisition amongst a customer base that was almost 10 years younger than Amex’s average cardmember.
CIBC Aventura.
The Traveller's Travel Card.

CIBC
Rob Anisman
Jennifer Davidson
Angela Sarino
SVP, Chief Marketing Officer
VP, Marketing & Client Communications
Senior Director, Marketing Communications

JUNPER PARK/TBWA COMMUNICATIONS*
Graham Lang
Andy Linardatos
Hilton Main
Mark Tomblin
Shelby-Ann Scott
Chief Creative Officer
Group Creative Director
Group Creative Director
Chief Strategy Officer
VP, Group Account Director

MEDIACOM CANADA
Lisa Kahl
Kieran Miles
SVP, Business Director
Head of Strategy

CIBC AVENTURA. THE TRAVELLER’S TRAVEL CARD

Launched in 2013, Aventura differentiated itself by benefit (fly any airline, any seat). Over time, it lost its competitiveness and sales dropped. In a category with few differentiators between cards and a market where Canadians prefer the convenience of banking with one bank, Aventura needed to re-launch the brand in a distinctive way. Armed with the insight that the audience preferred to be seen as travellers who experience a deeper connection with a destination than just “tourists,” Aventura built a strategy around helping clients craft more meaningful travel experiences that reflect their personal preferences. A through-the-line program designed to inspire, inform and convert helped Aventura, for the first time – become the category’s top choice, lifting year-over-year account sales by 53%.

Fitness & Leisure

Go RVing

Against the backdrop of increasing gasoline prices and interest rates, the Go RVing team doubled down on their Bring Back Wildhood tagline, leaning into the notion that “We are all born campers.” The 2018 campaign asked consumers if, “the child you were would be happy with the RV lifestyle, leading to all-time gains across all KPIs, including brand health measures and online conversions and consideration across all key markets, contributing to a reversal in the decline of RV sales in Canada.

Healthcare - DTC

SickKids Foundation

SICKKIDS VS - ALL IN

The fight against childhood illness isn’t limited to patients and their families, but is something that involves the whole community. SickKids Foundation used this sentiment to rally the entire city of Toronto behind one goal: build a new SickKids. Using the momentum of their SickKids VS platform, they moved from the hospital to the streets, creating local neighbourhood versions of key content that tapped into the existing competitive spirit between Toronto’s neighborhoods. As a result of the campaign, SickKids Foundation generated $186 million in donations and exceeded a core goal - donor acquisition - by 30% when they added 6,479 monthly donors. They also proved that, while it may take a village to raise a child, it takes a whole city of villages to raise a children’s hospital.
When it comes to healthcare, efficacy reigns supreme. Motrin was at risk of being delisted and facing strong competition from category stalwarts. Motrin knew they had one shot to break through and drive up relevance with women 18-24. ‘Tina’s Uterus’ leveraged Instagram-friendly video content showing ‘pain employees’ brainstorming ways to cause Tina’s pain to dramatize the efficacy of Motrin while creating a powerful, relevant dialogue with their target audience. Using this bolder, more authentic approach paid off: the campaign generated an incredible 16% baseline driving a 15% increase during the first month of the program.

To connect their Gen Z audience to a nostalgic brand in a mature category, Sugar-Crisp designed a totally new way for their target - youth (specifically gamers) aged 18-24 - to eat Sugar-Crisp: the Sugar-Crisp Spout. The team knew that the target audience loved to snack while gaming, but eating cereal while gaming leads to sticky fingers, which impedes game play. The new “hands-free” device unlocks a delicious stream of Sugar-Crisp directly into the mouth. As part of the launch, a fake influencer was created to drive engagement with and demand for both the Spout and the brand. The result: the spout sells outs every time a new batch is introduced and the brand has seen a positive halo effect on sales, driving a 15% increase during the first month of the program.

With cannabis legalization approaching, the Oh Henry! team at Hershey knew more Canadians would soon be experiencing the munchies. While the millennial target audience already had access to established snack brands to satisfy their post-4:20 munchies, there was no tailor-made product for this particular type of hunger on the shelves. Capitalizing on this white space, the team at Hershey created Oh Henry! 4:25, a new bar for the hunger that hits 5 minutes after a 4:20 indulgence. The effectiveness of Oh Henry! 4:25 is evident in the results: a 0.2 point increase in household penetration among Canadian millennials, significant increases in brand health, and critical cultural impact, as exemplified by a #1 spot on Reddit and 400+ fan Instagram posts.
## Baby Dove

*BEAUTIFULLY REAL MOMS*
In an effort to increase their share of the baby care market, which was dominated by a key competitor, and leveraging the equity built by the Real Beauty campaign, Dove launched their Beautifully Real Moms campaign. The campaign was rooted in the insight around the pressures felt by moms to always be perfect. To promote their new baby care line, Baby Dove commissioned Pulitzer prize-winning photojournalists to document the lives of new moms and their babies through a series of photo essays. The result was a 4-point increase in market share and an 85% sales lift over its old line, in spite of premium pricing. Most importantly, those moms exposed to the campaign felt less pressure to be perfect.

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## Kleenex

*MADE FOR DOERS*
In an effort to increase their share of the market, Kleenex looked to shift perceptions about their product from simple tissue to a superior tool that helps Canadians get things done every day, especially in winter when getting things done is a source of Canadian pride. Using TV and online advertising and videos, Kleenex showed it was made for Canadians, helping them overcome whatever adversity winter brings. The campaign resulted in a 65% increase in awareness of the new product and an incredible 13% increase in same-store-sales - the best overall quarter in A&W's 50-year history.

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<td>Therese Brisson</td>
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<td>Tom Houde</td>
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<td>Digital &amp; Social, Senior Marketing Manager</td>
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<td>David Weaver</td>
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## U by Kotex

*IT’S ME, IT’S NOT MY PERIOD*
In 2017, U by Kotex decided to launch a new fitness line. The problem was the category was already heavily dominated by competitors so establishing share in the category, especially amongst a younger demographic and given Canada’s aging population, was critical. The “It’s Me, Not My Period” Campaign challenged broad reaching and deeply embedded societal prejudices in sports where stigma about “that time of the month” tends to dominate. The campaign leveraged TV, social posts, and online videos to encourage dialogue and force people to come face to face with their own period misconceptions. The result was an impressive 20% share gain within the first year of the product’s launch.

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<td>Pam Danowski</td>
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<td>Managing Director, Client Leadership</td>
<td>Meredith Menkas</td>
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## A&W

*BEYOND MEAT*
With 60% of millennials reducing their meat consumption, A&W wanted to be the first QSR to create demand for a veggie burger. After years of low interest, the veggie burger remained amongst the lowest selling products within burger QSRs. To create believable content that influenced people to come face-to-face with the reality of their own meat consumption choices, A&W leveraged the reactions of BBQ-fest attendees, capturing their surprise upon tasting the product and discovering it was plant-based. The campaign resulted in a 65% increase in awareness of the new product and an incredible 13% increase in same-store-sales - the best overall quarter in A&W's 50-year history.

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**McDonald’s**

**BIG MAC X BACON COLLABORATION**

With the Big Mac Bacon returning in 2019 for a limited time, McDonald’s wanted to ignite retail sales. Targeting young trendsetters, a challenging and elusive audience for the brand, the team focused on the idea that this target audience experiences food the same way they experience music and art— as a “mash-up” of different elements coming together. They positioned the limited offer launch of BMxB as a collaborative project between Big Mac and Bacon, designing a unique campaign that looked like an exclusive album drop. The campaign resonated with young Canadians; the result was a 13% increase in overall Big Mac sales and a significant increase in brand perception metrics among their younger target, making the brand more youthful and relevant.

**Sobeys**

**GET MORE SUMMER**

Looking for growth in Ontario—where the opportunity for growth was biggest—Sobeys took an ambitious stance, challenging Loblaw in their home province. To “win” the summer weekend grocery shop, Sobeys needed to encourage shoppers to spend more with each trip. To do this, they created a differentiated, emotionally-engaging campaign around the idea customers could, “Get More Summer” with Sobeys. The goal was to build their Ontario weekend basket size by 1% YOY and increase Ontario weekend sales by 2% YOY. As a result of the campaign, Sobeys actually surpassed their KPIs YOY by 2.1% in basket size and 3.8% in sales.
### June’s HIV Positive Eatery

**CASEY HOUSE**

**BENSIMON BYRNE / NARRATIVE / ONEMETHOD**

- Joseph Bonnici | Creative Director / Partner
- Dan Strasser | Creative Director
- Gints Bruveris | ACD / Art Director
- David Mueller | ACD / Copywriter
- Carly Ouellette | Art Director
- Aurora Stewart de Peña | Strategist

**NARRATIVE**

- Laura Serra | Creative Director
- Meredith Klapowich | Creative Director

**ONEMETHOD**

- Danielle Piscitello | Director of Social Media
- Courtney Dionne | Social Strategist

**BREAK BREAD SMASH STIGMA**

People with HIV face stigma fed by irrational fears and common misconceptions. Despite there being no risk of transmission, half of Canadians wouldn’t knowingly eat a meal prepared by an HIV-positive chef. Wanting to generate meaningful conversation to smash the stigma of HIV, Casey House created June’s HIV Positive Eatery, the first-ever restaurant run entirely by HIV positive chefs. June’s sparked a controversial global debate and built a new generation of advocates for Casey House and HIV. With over 2 million social impressions and another 900+ million media impressions, the pop-up restaurant spawned a documentary and cemented Casey House as a leader in the fight to end the stigma of HIV.

### Branded Utility

**Sugar-Crisp**

**POST FOODS CANADA**

- David Bagnaci | VP, Marketing
- Amy Bernstein | Senior Brand Manager, Kids & Value Portfolio
- Katherine Lorenzo | Associate Brand Manager, Kids & Value Portfolio

**OGILVY & MATHER**

- Brian Murray | Chief Creative Officer
- Michelle Lee | Planning Director
- Crystal Sales | Planner
- Mark Forward | Group Account Director
- Jamie Flatow | Account Coordinator
- Samir Mussa | Art Director
- Steve Muzzin | Senior Copywriter

**SPARK FOUNDRY**

To connect their Gen Z audience to a nostalgic brand in a mature category, Sugar-Crisp designed a totally new way for their target - youth (specifically gamers) aged 18-24 - to eat Sugar-Crisp: the Sugar-Crisp Spout. The team knew that the target audience loved to snack while gaming, but eating cereal while gaming leads to sticky fingers, which impedes game play. The new “hands-free” device unlocks a delicious stream of Sugar-Crisp directly into the mouth. As part of the launch, a fake influencer was created to drive engagement with and demand for both the Spout and the brand. The result: the spout sells outs every time a new batch is introduced and the brand has seen a positive halo effect on sales, driving a 15% increase during the first month of the program.
### Canadian Paralympic Committee

#### THE PARALYMPIC NETWORK

After years of struggling to get the coverage they deserved in traditional media channels, The Canadian Paralympic Committee turned a tight-knit community of passionate fans into a network of broadcasters. One of the biggest hurdles to watching the Paralympic Games is that much of the Games aren’t broadcasted via traditional television. To rectify this, the Paralympic Committee launched the “Become a Broadcaster”, social-sharing tool. The tool offered fans the opportunity they needed to watch the Games, enabling supporters to sign-up to livestream events to their social network. The tool, a first-of-its-kind offering, made the 2018 Winter Paralympics the most watched Paralympic Games in Canadian history.

### Carpe Diem - Products & Services

#### Oh Henry! 4:25

With cannabis legalization approaching, the Oh Henry! team at Hershey knew more Canadians would soon be experiencing the munchies. While the millennial target audience already had access to established snack brands to satisfy their post-4:20 munchies, there was no tailor-made product for this particular type of hunger on the shelves. Capitalizing on this white space, the team at Hershey created Oh Henry! 4:25, a new brand for the hunger that hits 5 minutes after a 4:20 indulgence. The effectiveness of Oh Henry! 4:25 is evident in the results: a 0.2 point increase in household penetration among Canadian millennials, significant increases in brand health, and critical cultural impact, exemplified by a #1 spot for the hunger that hits 5 minutes after a 4:20 indulgence. The Program was very well received, driving increased brand interest and resulting in market share growth of 4.1 points.

#### Sugar-Crisp

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#### Reactine

Facing a growing number of increasingly aggressive competitors, Reactine developed a powerful competitive advantage that better met the needs of allergy sufferers. Knowing that when allergies strike, sufferers just want relief and want it fast, Reactine launched its multi-platform, data-driven Pollen Alerts Program. The Program anticipated sufferers’ needs and delivered real-time customized pollen alerts when the need for allergy information and relief was greatest. The Program was very well received, driving increased brand interest and resulting in market share growth of 4.1 points.
Baby Dove

In an effort to increase their share of the baby care market, which was dominated by a key competitor, and leveraging the equity built by the Real Beauty campaign, Dove launched their Beautifully Real Moms campaign. The campaign was rooted in the insight around the pressures felt by moms to always be perfect. To promote their new baby care line, Baby Dove commissioned Pulitzer prize-winning photographers to document the lives of new moms and their babies through a series of photo essays. The result was a 4-point increase in market share and an 85% sales lift over its old line, in spite of premium pricing. Most importantly, those moms exposed to the campaign felt less pressure to be perfect.

No Frills

The grocery industry is a battleground - there’s very little annual growth and, for discount banners, there’s little differentiation and sometimes a stigma around discount stores. No Frills decided to “rebrand” their customers, not their store. At No Frills, Haulers Haul. Celebrating customers’ frugality, the campaign borrowed from cultural references that would appeal to a generation of younger grocery shoppers with stylish merch, tongue-in-cheek music videos, and over-the-top stunts. Campaign goals were surpassed on all measures: sales increased 1.9% year-over-year, franchise engagement went through the roof. Top-of-mind awareness grew 6%, and, critical to any retail organization, franchise engagement went through the roof.

SickKids Foundation

SickKids Foundation knew that people with a personal connection to SickKids are more likely to become donors. The challenge: how to show people who hadn’t had a sick child at the hospital that they also had a connection. Building on the idea that SickKids is more than a hospital - it’s a family - the Foundation’s Family Tree was born. An online hub that visualizes the way people are connected to SickKids, Family Tree gives SickKids advocates a platform to declare and share their personal connections to the hospital. Launched on Family Day weekend, a time when people are focused on those closest to them, Family Tree quickly made an impact. In a short period, Sick Kids acquired a staggering 13,974 net new leads, 550% above their goal at a cost per lead that was 81% below industry norms.

No Frills

LOBLAW COMPANIES LTD.

Uwe Stoeckmann - SVP, Marketing
Mary MacIsaac - Vice President, Marketing
Shelley Tanguay - Brand Marketing Director
David Becker - Senior Brand Manager

JOHN ST.*

Stephanie Hurst - President
Megan Towers - Executive Director of Strategy
Cher Campbell - Creative Director
Jennifer Munoz - Strategist

DENTSU MEDIA

Meira Giberson - Media Lead
Prashanth Kanagalingam - Media Planner

BEAUTIFULLY REAL MOMS

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FAMILY TREE

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June’s HIV Positive Eatery

People with HIV face stigma fed by irrational fears and common misconceptions. Despite there being no risk of transmission, half of Canadians wouldn’t knowingly eat a meal prepared by an HIV positive chef. Wanting to generate meaningful conversation to smash the stigma of HIV, Casey House created June’s HIV Positive Eatery, the first-ever restaurant run entirely by HIV positive chefs. June’s sparked a controversial global debate and built a new generation of advocates for Casey House and people living with HIV. With over 2 million social impressions and another 900+ million media impressions, the pop-up spawned a documentary and cemented Casey House as a leader in the fight to end the stigma of HIV.
**SickKids Foundation**

The tool, a first-of-its-kind offering, made the 2018 Winter Paralympics the most watched Paralympic Games in Canadian history. The tool offered fans the opportunity they needed to watch the Games, enabling supporters to sign-up to livestream events to their social network. The tool, a first-of-its-kind offering, made the 2018 Winter Paralympics the most watched Paralympic Games in Canadian history. The fight against childhood illness isn’t limited to patients and their families, but is something that involves the whole community. SickKids Foundation used this sentiment to rally the entire city of Toronto behind one goal: build a new SickKids. Using the momentum of their SickKids VS platform, they moved from the hospital to the streets, creating local neighbourhood versions of key content that tapped into the existing competitive spirit between Toronto’s neighborhoods. As a result of the campaign, SickKids Foundation generated $186 million in donations and exceeded a core goal - donor acquisition - by 30% when they added 6,479 monthly donors. They also proved that, while it may take a village to raise a child, it takes a whole city of villages to raise a children’s hospital.

**Canadian Paralympic Committee**

With 60% of millennials reducing their meat consumption, A&W wanted to be the first QSR to create demand for a veggie burger. After years of declining category.

**Juicy Fruit**

Juicy Fruit had an existing partnership with the NBA and the Toronto Raptors, but the sponsorship wasn’t being used to its full potential. Juicy Fruit had minimal presence on social media and was not a familiar brand with their target audience. Wanting to join the NBA fan community’s online conversation, Juicy Fruit created #GOAT. While the term GOAT refers to, "Greatest of All-Time" athletes in online discussions, a goat is also an animal who happens to chew, all the time, non-stop. They introduced Juicy the Goat - a literal play on a cultural term - hijacking the biggest online conversation in the NBA, creating a cultural icon for Juicy Fruit, making a connection with NBA fans, and increasing sales by 16% in a declining category.
Influencers

June’s HIV Positive Eatery

Casey House created June’s HIV Positive Eatery, the first-ever restaurant run entirely by HIV positive chefs. June’s sparked a controversial global debate and built a new generation of advocates for Casey House and HIV. With over 2 million social impressions and another 900+ million media impressions, the pop-up restaurant spawned a documentary and cemented Casey House as a leader in the fight to end the stigma of HIV.

Influencers

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President’s Choice

We grow up eating together. Why do we stop?

Positive Change – Social – Brands

**WHY DON’T WE EAT TOGETHER?**

As Canada’s leading food brand, President’s Choice feels a welcome responsibility to demonstrate the power of food to literally improve lives. Research shows that loneliness can be as detrimental to your lifespan as smoking and is something that affects as many as 40% of Canadian adults. By bringing people together over food, the PC team connected with a way for people to feel less lonely and fulfill their mandate to help Canadians live better lives. Rather than just talking about the benefits, PC wanted to create a movement to get people to Eat Together using a multi-faceted effort that culminated on June 22nd - National Eat Together Day. The result: Over 250,000 Canadians participated in Eat Together and brand trust and equity scores increased significantly.

**Kleenex**

MADE FOR DOERS

In fact, clear and gain valuable market share, Kleenex looked to shift perceptions about their product from simple tissue to a superior tool that helps Canadians get things done every day, especially in winter when getting things done is a source of Canadian pride. Using TV and online advertising and videos, Kleenex showed it was made for Canadians, helping them overcome whatever adversity winter brings. The campaign resulted in the turnaround of a brand that had been sliding in sales and market share since 2012, with an 8% increase in sales and a 2% increase in market share, marking the first positive growth in 4 years.

**SickKids Foundation**

FAMILY TREE

SickKids Foundation knew that people with a personal connection to SickKids are more likely to become donors. The challenge: how to show people who hadn’t had a sick child at the hospital that they also had a connection. Building on the idea that SickKids is more than a hospital - it’s a family - the Foundation’s Family Tree was born. An online hub that visualizes the way people are connected to SickKids, Family Tree gives SickKids advocates a platform to declare and share their personal connections to the hospital. Launched on Family Day weekend, a time when people are focused on those closest to them, Family Tree quickly made an impact. In a short period, Sick Kids acquired a staggering 13,974 net new leads, 550% above their goal at a cost per lead that was 81% below industry norms.

**CAMPBELL COMPANY OF CANADA**

Mallisa Mendoza
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Alessandra Burns
Karen Lee
Marjiae Weir
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**CROWDIATE INC.*

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**OMD**

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**JOHN ST.*

Megan Towers
Caitlin Elliot
Chas Campbell
Natasha Shadan
Mooren Boffil

**DENTSU MEDIA**

Kleenex

SickKids Foundation

BEHOLD THE SOUPER YOU.

BEHOLD THE SOUPER YOU.

It has been more than a decade since the heyday of Chunky Soup, those days of national fork vs. spoon debates and pro-athlete spokespeople. Since then, the brand - and the category - has faced decline. Chunky needed an epic turn-around for this iconic brand. Knowing their target adults. By bringing people together over food, the PC team connected with a way for people to feel less lonely and fulfill their mandate to help Canadians live better lives. Rather than just talking about the benefits, PC wanted to create a movement to get people to Eat Together using a multi-faceted effort that culminated on June 22nd - National Eat Together Day. The result: Over 250,000 Canadians participated in Eat Together and brand trust and equity scores increased significantly.

**KIMBERLY-CLARK CANADA**

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Noah Feferman
Elijah Di Gangi
Andy Ng
Anton Mwewa
Rosie Gantile
Tishan Canagasabry

**THINKINGBOX**

OMD

Finalist

Seasonal Marketing

Finalist

Seasonal Marketing

Bronze

Bronze
**Canadian Paralympic Committee**

**THE PARALYMPIC NETWORK**

After years of struggling to get the coverage they deserved in traditional media channels, The Canadian Paralympic Committee turned a tight-knit community of passionate fans into a network of broadcasters. One of the biggest hurdles to watching the Paralympic Games is that much of the coverage isn’t broadcasted via traditional television. To rectify this, the Paralympic Committee launched the “Become a Broadcaster” social sharing tool. The tool offered fans the opportunity they needed to watch the Games, enabling supporters to sign-up to livestream events to their social network. The tool, a first-of-its-kind offering, made the 2018 Winter Paralympics the most watched Paralympic Games in Canadian history.

**Mercy Ships Canada**

**I JUST BOUGHT A BOAT.**

Mercy Ships Canada is an international humanitarian organization committed to providing free quality health care for those who cannot afford it. Virtually unknown in Canada, they wanted to reach Canadians and have them engage with and donate to a charity they knew nothing about. To capture attention, their campaign focused on a key feature: the hospital is housed on a ship. Since 43% of Canadians are passionate about boats, their small budget ($51,350), Mercy Ships achieved more than 73 million overall impressions and turned the Canadian passion for boating into a 93% increase in donations.

**Sustained Success – Products**

**Huggies**

**NO BABY UNHUGGED**

“to turn around their newborn business, which had been declining for almost ten years, Huggies® leveraged the proven medical benefits of skin-to-skin contact for newborn babies to target new and expectant parents. The “No Baby Unhugged” campaign shone a light on the good hugs can do by developing hospital hugging programs (and inspiring moms to join), helping parents understand the power of hugs and, most importantly, helping all babies get the hugs they need. The campaign resulted in a reversal in historical declines in the business, and delivering a 16% increase in newborn diaper sales despite a flat birth rate.”

**Budweiser**

**BUD GOLD - LET IT SHINE**

Budweiser wanted to stand out for NHL fans - they wanted to “own” game-time goals. Thinking like a fan, Budweiser created their Goal-Synced Goal Light campaign and turned the now iconic Red Goal Light into gold. Through a mix of brand integration and sports partnership initiatives, Budweiser connected with fans by partnering with some of the most iconic goal scorers in the country, helping to carry the message. They worked with their existing broadcast partners, integrating their product onto every sports commentator’s desk during game time. The results were clear: earning over 78 million impressions, Budweiser sold over $700,000 worth of lights and firmly integrated itself into the cultural hockey conversation.
Sustained Success – Services

A&W

A&W

American Express

Canadian Tire

Canadian Tire Retail

Eva Salom
Jonathan Anderson
Andree Dillon
Megan Wilson
Karen Richardson

Tagline, “You should play 6/49” is used daily by Québecers, a saying that ensures this lottery remains relevant and tickets will be purchased for years to come.

Lotto 6/49

Loto-Québec

Marie-Claude Lalonde
Janie Thériault
Zoi Doucet

Tested for life in Canada

The Canadian retail landscape was facing an onslaught from US retailers. While Canadian Tire is a Canadian icon, trust and confidence in the brand was waning. Knowing that they were still considered “Canada’s Store,” the team developed “Tested” - a communications platform that highlighted how Canadian Tire meets the needs of life in Canada by having Canadians test their products. The campaign has broken through the clutter, demonstrating quality, restoring trust, and reinforcing Canadian Tire’s unique place in retail. Now a core brand asset, it has delivered six years of improved brand health and sustained sales growth.

Silver

Gold

Silver

Gold

Lotto 6/49 - Integrated Year 3

The perception that lotteries are a losing battle is difficult to shake, but Lotto 6/49 has turned their losing game into acts of celebration for everyday victories in life. While millennials had stopped buying lottery tickets, the 6/49 team knew they are an optimistic group. By turning those everyday moments of luck into the perfect occasion to buy a ticket, this long running campaign (executed over multiple channels and platforms), reversed decades of declining sales among 18 to 35-year-olds. Today, the tagline, “You should play 6/49” is used by Québécois, a saying that ensures this lottery remains relevant and tickets will be purchased for years to come.

Youth Marketing

American Express

American Express

David Barnes
Tina Santoro
Lauren Dineen-Duarte
Stephanie Clamens
Amanda Betli

Silver

Gold

Youth Marketing

Cobalt Card launch: You do you

In 2017, American Express launched the Cobalt Card to connect with millennials, an audience that dismissed Amex as their Grandad’s card. Positioning the Cobalt Card as the card that lets, “You do you,” the multifaceted campaign culminated in a launch event that included a pop-up restaurant promoted by multi-Michelin star chef, Gordon Ramsay. The campaign was one of the most successful launches in Amex’s recent history, with 84% more applicants in its first month than Amex’s two largest card launches in the last 10 years. It delivered card spend that was 14% higher than comparable Amex cards and improved brand equity and acquisition amongst a customer base that was almost 10 years younger than Amex’s average cardmember.
**BIG MAC X BACON COLLABORATION**

With the Big Mac Bacon returning in 2018 for a limited time, McDonald’s wanted to ignite retail sales. Targeting young trendsetters, a challenging and elusive audience for the brand, the team focused on the idea that this target audience experiences food the same way they experience music and art - as a “mash-up” of different elements coming together. They positioned the limited offer launch of BMxB as a collaborative project between Big Mac and Bacon, designing a unique campaign that looked like an exclusive album drop. The campaign resonated with young Canadians; the result was a 13% increase in overall Big Mac sales and a significant increase in brand perception metrics among their younger target, making the brand more youthful and relevant.

**Youth Marketing**

**Youth Marketing**

**Sugar-Crisp**

**BIG CRISP SPOUT**

Heedless of the brand’s audience to a nostalgic brand in a mature category, Sugar-Crisp designed a totally new way for their target - youth (specifically gamers) aged 18-24 - to eat Sugar-Crisp: the Sugar-Crisp Spout. The team knew that the target audience loved to snack while gaming, but eating cereal while gaming leads to sticky fingers, which impedes gameplay. The new “hands-free” device unlocks a delicious stream of Sugar-Crisp directly into the mouth. As part of the launch, a fake influencer was created to drive engagement with and demand for both the Spout and the brand. The result: the spout sells outs every time a new batch is introduced and the brand has seen a positive halo effect on sales, driving a 15% increase during the first month of the program.
2019 Grand Effie Jury

JURY CHAIR

Brent Nielsen
Chief Strategy Officer
Leo Burnett

JURY MEMBERS

David Allard
CMO
Samsung

Dom Caruso
President & CEO
BBDO

Matt Hassell
National CCO
Forsman & Bodenfors

Melanie Hollingsworth
Director, Consumer Insights & Analytics
Canopy Growth

Kevin Johnson
CEO
MediaCom

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Robyn Adelson
EVP, Strategy & Creative
Weber Shandwick

Cédric Audat
Associate Creative Director
John st.

Paloma Azulay
Global Creative Head
Tim Hortons

Hope Bagagzi
Marketing Officer
McDonald’s

Matt Ball
VP, Strategy
Wunderman Thompson

Scott Beffort
General Manager
Taxi

Sasha Bricel
Director of Brand Marketing
Tentree

Emma Brooks
Head of Marketing
Wattpad

Monique Brossard
SVP, Business Director
Mediacom

Danielle Brown
Chief Marketing Officer
Knx

François Canuel
Vice-President, General Manager & Client Leader
Tam-Tam/TBWA

Jason Chaney
Principal
Ad.Vice Inc.

Anne-Claude Chenier
VP, Creative Advertising
Cossette

Simon Crevet
Chief Creative Officer
The Hive

Flavia D’Onorio
SVP, Customer Service
SickKids Foundation

Lori Davison
VP, Brand Strategy & Communications
Full Punch

Jack Dayan
Head of Strategy
Sid Lee

Jeffrey De Silva
Executive Creative Director
Wunderman Thompson

Ali Ekomby
VP and Creative Director
Vector Media

Veronica Engelsbeerts
President
DDB

Jacquil Fischer
Managing Director
Humber College

Cole Fiot
Professor - Creative Advertising
Publicis

Samuel Fontaine
VP, Strategic Planning
Sid Lee

Elana Gorbatyuk
Chief Strategy Officer
BCLC

Karen Gray
Creative Director
Wasserman + Partners

Liam Greenlaw
Director, Corporate Marketing & Engagement
Mastercard

Kobi Guleren
Vice President of B2B, Partner & Product Marketing
UBC

Rick Hart
Senior Director, Brand and Marketing
Traffic

Angela Harvey
Head of Strategic Planning
Humber College

Robin Heisey
Professor, Advertising & Marketing
BBDO

Sarah Henderson
EVP, Head of Planning
Panza Pizza

Alyssa Huggins
VP, Marketing
Weston Bakeries

Andrea Hunt
Vice President, General Manager NA
John st.

Stephanie Hunt
President
Miami Ad School

Stephen Jurisic
Dean
Publicis

Mario Laberge
Creative Director
Juniper Park/TBWA

Graham Lang
Chief Creative Officer
Ogilvy

Michelle Lee
Director of Strategic Planning

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Alison Leung
Vice President, Marketing
WW Canada

Chris Saniga
Multi-Vertical Lead
Facebook

Andrew Saunders
Chief Revenue Officer
The Globe and Mail

Matt Shoom-Kirsh
COO
Taxi

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Congratulations to everyone involved in the inaugural Effie Awards Canada competition.

The Effies exist to lead, inspire and champion both the practice and you, the practitioners, of marketing effectiveness. Our industry is experiencing a period of rapid change that impacts the way we conduct business. It is critical that we embrace the challenges we face and learn how to navigate the evolving landscape and what effectiveness looks like as a result.

As our environment changes, one thing that consistently remains true is that the most effective campaigns have delivered exceptional outcomes across all four pillars of Effie’s method of assessment. Recognizing that effectiveness is situational, Effie celebrates all forms of marketing effectiveness as defined by the needs of the business, whether it be sales growth, increased awareness or brand affinity. This year’s winners have demonstrated that when real insights lead to big ideas and are executed strategically, brands are well-positioned to achieve significant, measurable success.

Thank you to the organizers of Effie Canada, the Institute of Communication Agencies (ICA) - led by Scott Knox, and thank you to all of this year’s entrants, judges, sponsors, committee members, and program supporters for your contribution to the Effies and to the evolution of marketing effectiveness in Canada.

For 50 years, the Effies have celebrated ideas that work. We are a forum for the industry and come together to recognize the marketers who are delivering meaningful business growth for their brands and clients around the world.

Looking through these pages, you will find that success is earned through agency, brand, media, and partner collaboration – perhaps the most critical ingredient for success and one that is definitely worth celebrating.

Congratulations, again, to all of this year’s Effie Canada winners on your achievement. In these changing times, we will continue to look to you to be brave, grow our businesses and move our industry forward. There is much to be learned from your success.

Welcome to the Effie Worldwide family & have a great celebration.

- Traci Alford

Traci Alford
President & CEO
Effie Worldwide

Congratulations to the 2019 Effie Award Canada winners!
Congratulations to the 2019 Effie Canada Winners!

YouGov is delighted to celebrate the best-in-class brands using data and audience insights to build creative, innovative, world-class campaigns.