

# effie awards united kingdom

## case study samples

Effie champions the practice and practitioners of marketing effectiveness. Below, we feature examples of successful cases from the past Effie Awards UK competitions. We encourage you to review these case studies in preparation for your entry.

Please note that as part of Effie's publication policies, entrants have the opportunity to edit their submitted case study to redact sensitive information from the published version. Edited case studies are designated by a note in the bottom right-hand corner of the case study PDF.

Reviewing these past winning case studies is encouraged; however, please keep in mind that some detailed information reviewed by judges may have been cut from the published version. For example, the published case study may have specific objectives or results removed. Additionally, Effie does not endorse a single, specific formula to follow when it comes to crafting an effective entry. Different situations call for different methods of storytelling, objectives, metrics, etc.

When writing your entry, thoroughly review the questions and detailed instructions within the entry form template and review all entry resources for further guidance.

### **Effie Case Study Database**

To see additional winners, visit Effie's [Case Study Database](#).

All visitors have access to the 90-word summaries and credited companies and individuals. Subscribers also have access to play the case video and, where publication permission was given, to read the written case study. Annual and Single-use subscriptions are available; visit our [subscriptions page](#) to learn more.

### **Entering the Effie Awards UK**

In addition to reading these winning cases, entrants are advised to thoroughly review the 2019 Effie UK [entry materials](#). These materials will help you prepare your effective work for the competition.

You can review all Effie UK entry materials here:

- [Effie UK Programme Page](#)
- [Entry Materials and Resources](#)

Please contact Mateja Simic ([mateja@effie.org](mailto:mateja@effie.org)) with questions.

# case study #1

INSPIRING THE FUTURE – REDRAW THE BALANCE

MullenLowe London / Education & Employers

2017 Gold / Small Budgets

**READ THE CASE STUDY**

**Watch the creative reel**

**View the case summary and credits**



# case study #2

## THREE - SORRY FOR THE #HOLIDAYSPAM

Wieden+Kennedy / Mindshare / Three /  
Hutchison 3G UK Ltd  
2016 Gold / Internet/Telecom

**READ THE CASE STUDY**

Watch the creative reel

View the case summary and credits



**Sorry for all  
the holiday spam**

Now our customers can use their  
phones abroad at no extra cost.  
To see where, visit [stopholidayspam.com](http://stopholidayspam.com)

#holidayspam



Three.co.uk

Use your UK allowance in XX destinations worldwide. Some limits apply - see Three.co.uk/Reelathome.  
Pay As You Go customers need an Add-on.

# case study #3

**JOHN LEWIS – BUSTER THE BOXER: JOHN LEWIS' MOST EFFECTIVE CHRISTMAS EVER**

adam&eveDDB / John Lewis

John Lewis

2018 Gold / Retail

**READ THE CASE STUDY**

Watch the creative reel

View the case summary and credits



# case study #4

## McDONALD'S – HOW TEN YEARS OF BUILDING TRUST BUILT THE BOTTOM LINE

Leo Burnett London / McDonald's

McDonald's

2018 Silver / Sustained Success - Services

**READ THE CASE STUDY**

Watch the creative reel

View the case summary and credits

