



## **VASELINE, DOVE AND KELLOGG'S NAMED GLOBAL EFFIE WINNERS AT INAUGURAL WORLD EFFIE FESTIVAL IN SINGAPORE**

***Unilever brands win two top Global Effie trophies, while Mindshare sweeps all three levels as winning Media partner***

**Singapore (February 29, 2008)**—Bartle Bogle Hegarty (BBH)'s "Keeping Skin Amazing" campaign for Unilever's Vaseline was awarded the Gold Global Effie at the inaugural World Effie Festival in Singapore today. Ogilvy & Mather's "Pro-Age" campaign for Unilever's Dove landed the Silver Global Effie, while JWT's "Drop a Jean Size Challenge" for Kellogg's Special K won the Bronze Global Effie. WPP's Mindshare swept the Global Effies, as the winning media agency partner for all three campaigns. In addition, WPP had the most Global Effie winners of any holding company- five total.

The Effies recognize ideas that work – the great ideas that achieve real results and the strategy that goes into creating them. Global Effie winning campaigns require a single brand idea running across at least four countries in two or more regions worldwide within the last three years. The World Effie Festival, a global celebration of creative effectiveness, was held on February 28 and 29 in Singapore. This is the first time the Global Effie has been presented outside of the United States since its inception five years ago.

"Unilever and Kellogg's, top winners in past Effie competitions, know what it takes to create effective global campaigns with strong underlying insight and universal appeal," said Mary Lee Keane, Executive Director of the Effie Awards.

“This year, the Global Effie is receiving special recognition by being awarded at the World Effie Festival, in front of a truly global audience.”

BBH’s “Keeping Skin Amazing” campaign repositioned Vaseline as the skin authority and ran in 15 countries around the world. Partnering with Mindshare for Media, Colangelo for Point of Sale and MBooth for PR, the brand (which was in a 30-year share decline) experienced double-digit growth as a result of the campaign.

Silver Global Effie winner Dove’s Pro-Age campaign sparked worldwide debate by challenging the idea that you have to be young to be beautiful. In less than a year after its launch, the Pro-Age product line has become a force to be reckoned with in the fiercely competitive anti-aging category. Ogilvy & Mather partnered with Edelman GmbH (Germany) for PR strategy and Mindshare for media strategy.

JWT’s Kellogg’s Special K “Drop a Jean Size Challenge” rallied hundreds of thousands of women across 15 nations of the world to eat 2 bowls of Special K a day for 2 weeks to squeeze back into their favorite denims. Results include the brand’s relevance growing beyond the breakfast and summer mindset, with global net sales doubling over the past four years. Contributing agencies to the Bronze Global Effie winning campaign included Cheetham Bell JWT (UK), Mindshare and K Agency (France).

### **About the Effie Awards**

The Effie Awards honor the most significant achievement in the business of marketing communications: ideas that work. Known by advertisers and agencies globally as the pre-eminent award in the industry, the Effies recognize any and all forms of consumer engagement that contribute to a brand’s success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the EURO Effie, the Asia Pacific Effie and more than 35 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org).