

EFFWORKS

GLOBAL

2022



Blunt truths

sharper  
strategies 10-14 October



# Welcome

**Pip Hulbert**

UK CEO,  
Wunderman  
Thompson  
Chair, IPA  
Effectiveness  
Leadership  
Group



**Janet Hull**  
**OBE**

Director of  
Marketing  
Strategy,  
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# Effectiveness Leadership Group 2022



Melissa Reeve  
ASOS



Naomi Walkland  
Bumble



Emma Hill  
Cardano



Kiel Petersen  
Diageo



Anouschka Elliott  
Goldman Sachs



Tom Wallis  
Gousto



James Sallows  
GSK Consumer Health



Becky Moffat  
HSBC



Charlotte May  
Legal & General



Kamran Durrani  
LEGO



Marty Carroll  
NatWest



Olena Topilnytska  
Nestle Purina



James Hankins  
Sage



John Perella  
Tesco



Ian Pring  
Transport for London



Neil Rycraft  
Visa



Pawan Kumar Marella  
Unilever



Ruth Pignal-Jacquard  
Virgin Media O2



Les Binet  
adam&eveDDB



Tom White  
AMV BBDO



Ben Quigley  
Different Narrative



Christophe Castagnera  
Imagination



Simon Gill  
IPG/ MRM



Grace Kite  
Magic Numbers



Stephen Maher  
MBAstack



Harjot Singh  
McCann WorldGroup EMEA



Sue Unerman  
MediaCom



Jo Arden  
Ogilvy



Simon James  
Publicis Sapient



Lorna Hawtin  
TBWA \ MCR



Lucas Brown  
Total Media



Neil Barrie  
21<sup>st</sup> Century Brand



Enyi Nwosu  
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WPP



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Kevin O'Farrell  
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Gerald Breatnach  
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Mimi Turner  
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Andy Pang  
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Orlando Wood  
System 1



Matt Hill  
Thinkbox



Chris Dunne  
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Rob Sanders  
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Daniel Flynn  
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Maria Grey  
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Kirsty Walker  
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Crystal Kwan  
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Jana De Vos  
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# Our partner sponsors



# Satellite events on Tuesday

Sponsors	Date	Title	Format
System1	4 October	Triple Jeopardy of Attention	Virtual
Analytic Partners	11 October	The Rules of Recession-Proofing: Invest in Brand to drive Performance	Virtual
Neustar	11 October	Don't Let Inflation Throttle Your Marketing ROI	In-person
Twitter	11 October	#RealTalk: How to use tone, topics, and communities to maximise the effectiveness of your campaign messaging	Virtual
WARC	11 October	The Anatomy of Effectiveness	Virtual

# 2022 Awards on Monday



## Looks good on the mantelpiece Looks even better on the bottom line

Why are the IPA Effectiveness Awards so coveted? Because the brands and agencies that won last night know it's proof that what they do works. Now each of the 28 winners is ready to share the inside story about its marketing communications. The hard evidence. So if you want to see what investing in effective marketing could do for you, go to [ipa.co.uk/effectiveness2022](http://ipa.co.uk/effectiveness2022) #EFWorks

### The IPA Effectiveness Awards 2022 winners

#### GRAND PRIZE

**Cadbury** by VCCP

#### GOLD

**Aldi UK** by McCann Manchester & UM Manchester  
**Cadbury** by VCCP  
**ITV and VegPower** by adam&eveDDB  
**KFC** by Mother & Mindshare  
**McDonald's** by Leo Burnett London & OMD UK  
**McDonald's** by Wieden + Kennedy New York  
**Schnackos** by adam&eveDDB  
**SickKids** by Cossette, Canada

#### SILVER

**Baileys** by craig + bridget & Mother  
**Bourbon** by Spark Foundry  
**British Beer and Pub Association** by Havas London & Havas Media  
**Cazoo** by Engine & Cazoo  
**Sandy Hook Promise** by BBDO NY  
**Tesco** by BBH & MediaCom  
**Waitrose & Partners** by adam&eveDDB & Manning Gottlieb OMD



Scan the QR code to find out more about this year's winners

#### BRONZE

**Barclays** by BBH  
**Census 2021** by M&C Saatchi & Manning Gottlieb OMD  
**Cherries from Chile** by ASOEX (Chilean Fresh Fruit Exporters Association)  
**Domino's** by VCCP  
**Dove** by Ogilvy UK  
**eye Sleep** by Crestare  
**Hargreaves Lansdown** by McCann Demand  
**Lamb** by The Monkeys Australia, part of Accenture Song  
**Medicines Sans Frontières UK** by M.I. Media  
**PERGRAPHICA's** by True  
**Rugby League World Cup 2021** by McCann Manchester & UM Manchester  
**Vodafone** by Grey London  
**Volkswagen** by adam&eveDDB & PHD Media

#### SPECIAL PRIZES

**Cadbury** — Best Demonstration of Purpose (For-Profit)  
**ITV and VegPower** — President's Prize for Behavioural Change  
**PERGRAPHICA's** — Best ESG  
**Sandy Hook Promise** — Best Small Budget  
**SickKids** — Best Demonstration of Purpose (Not-For-Profit)  
**Tesco** — The Channon Prize for Best New Learning

**adam&eveDDB** — Effectiveness Company of the Year  
**McDonald's** — The Broadest Prize for Best Dedication to Effectiveness  
**OMD Group** — Effectiveness Network of the Year

Sponsored by



# Marketing Effectiveness in the Digital Era

- Marketing Marketing
- Managing Marketing
- Measuring Marketing

# Setting the context

**EFWORKS**  
**GLOBAL**  
**2022**

**New ground-breaking evidence**

**for brand-breaking times**

EFWorks Global is back. More ground-breaking research, evidence and insight when marketers, brands and agencies have never needed it more. Including five new pieces of R&D that you can't hear anywhere else, award winning case studies and visionary keynotes. It's the essential two-day conference for anyone who has a brand to build. With two days of Partner and Agency events either side of it. Oh, and Sir John Hegarty and Les Binet.

10-14 October

Book now at [ipa.co.uk/effworksglobal2022](https://ipa.co.uk/effworksglobal2022)

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