

EFFIE EUROPE FINALISTS 2022

| Category | Campaign title | Agency | Brand | Country |
|---|--|--|----------------------------|----------------|
| Automotive | The Evangelists | TBWA G1/Nissan United | Nissan LEAF | France |
| | Spark | TBWA Paris | Peugeot Cars | France |
| | Peugeot - Lions Of Our Times | OPEn | Peugeot Cars | France |
| Brand Experience | Food From the Farm Cookbook | mReaction | Kramp | United Kingdom |
| Commerce & Shopper | Spark | TBWA Paris | Peugeot Cars | France |
| FMCG | Meet Frank: How a Zombie got gamers to fall in | Grey London | Pringles | United Kingdom |
| | Hair removal on your terms | Grey London | Braun IPL | United Kingdom |
| | Tender tastes better | Ogilvy Berlin | Milka | Germany |
| | Rewrite the Rules | Publicis Groupe- Leo Burnett Middle East Lebanon | Always | Lebanon |
| | The skincare breakthrough | Publicis ONE TOUCH | NIVEA Cellular Luminous631 | Germany |
| | Finding the Strength of a Smile | VLMY&R | Colgate | France |
| Health and Wellness | Don't hide the cough, fight it. | Saatchi & Saatchi Düsseldorf | Bisolvon | Germany |
| | The Merger for mental health | TRIAD Bratislava | UNIQA | Slovakia |
| Media Strategy & Idea | WhatsApp View Once: Private Moments You Only View Once | Media.Monks & Mindshare Media Ltd | WhatsApp: View Once | United Kingdom |
| | Tender words: using empathy to fuel media | Ogilvy Berlin | Milka | Germany |
| Positive Change Europe: Environmental Good - Non-Profit | #We Breathe It In | LLC "АДПРО Україна"; Isobar Ukraine) | #We Breathe It In | Ukraine |
| | The Important Choices | Human Advertising | Fashion Days | Bulgaria |
| | LOVE YOURSELF | Leo Burnett Romania | Fashion Days | Romania |

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| Positive Change Europe: Social Good – Brands | Act for Good | Lion Communication | Carrefour | Romania |
| | Run like a kid | One Health agency | DobroRun | Ukraine |
| | Dagoma - Toys Rescue | TBWA Paris | 3D Printer | France |
| Positive Change Europe: Social Good - Non-Profit | Call Girls | Åkestam Holst (NOA) | Call Girls | Sweden |
| | You are not alone. | Bonfire | ALONE | Ireland |
| | #FortInsieme (Strong together) | Carat I & Hogarth Spain | Pantene | Italy |
| | GUILT GIFTS PUPPETRY | Cheil Centrade | ANAIS | Romania |
| | Come out with me | Lion Communication | Accept | Romania |
| | Bihar, Choosing Tomorrow | LLYC. | Bihar, Choosing | Spain |
| | We are the NHS: Live 1000 Lives | MullenLowe Group UK | NHS England | United Kingdom |
| | Mix4Boobs | Ogilvy & Social.Lab | NRJ Radio & Pink | Belgium |
| | Fighting stroke through the power of education | One Health agency | FAST Heroes Ukraine | Ukraine |
| | The Institute | Pastel Age | Autism Voice | Romania |
| | Acreditar - Parental Bereavement Petition Campaign | S. P. G. C. - Sociedade Promotora de Gestão e Comércio Lda; Tux&Gill | Parental Bereavement Petition Campaign | Portugal |
| | floodwine - our worst vintage | Seven.One AdFactory GmbH | Flutwein | Germany |
| | Børns Vilkår Empty Chairs | Uncle Grey | Børns Vilkår | Denmark |
| | LASKA UPCYCLE MERCH | Bickerstaff.734 | Laska | Ukraine |
| The Strategy 2030 | WARTO Communications | The Strategy 2030 | Ukraine | |
| Renaissance | #littlebigcelebrations | Rockets. Growth R&D | Martini | Ukraine |
| Retail | #IKEAChangeMaker | Ogilvy & Social.Lab | IKEA | Belgium |
| | IKEA safe exit | Triad Advertising | IKEA | Czech Republic |
| Services | The Merger for mental health | TRIAD Bratislava | UNIQA | Slovakia |
| Small Budget | #littlebigcelebrations | Rockets. Growth R&D | Martini | Ukraine |

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| Sustained Success | Kevin versus John: How a humble carrot usurped a national treasure to win the UK's Christmas Ad crown | McCann Manchester | Aldi UK | United Kingdom |
| Travel, Transport & Tourism | All around the (Russian) World | Bickerstaff.734 | Airbnb | Ukraine |

BEST OF EUROPE CATEGORIES

| Category | Campaign title | Agency | Brand | Country |
|---|--|-----------------------------|-------------------------------|----------|
| Best of Europe: Brand Experience | When Chef judges, Tazz delivers. | Jam Session Agency | Tazz | Romania |
| | Beby Blue - Your digital persona | THIS IS LOCCO | Tatra Banka | Slovakia |
| Best of Europe: Business-to- | The Connected Island | Boys & Girls; Core Media | Three Ireland | Ireland |
| Best of Europe: Corporate Reputation | Financial Intelligence | Cohn & Jansen Creative | BCR | Romania |
| | Hopeless generations | NORD DDB Stockholm | McDonald's | Sweden |
| Best of Europe: Crisis Response / Critical Pivot | Burger King France - Lockdown | Buzzman | Burger King France - Lockdown | France |
| Best of Europe: FMCG | INDOSSA I TUOI CAPELLI ("Wear your Hair") | Hogarth Spain & Carat Italy | Pantene | Italy |
| | Finlayson: Bed Peace | IVALO Creative Agency | Finlayson | Finland |
| | Kinder Halloween 2021 | Lion Communication | Ferrero | Romania |
| | OUTSIDE WITH PIRINSKO | Noble Graphics | PIRINSKO | Bulgaria |
| | Heavily Accented | Ogilvy & Mather Spain | Cruzcampo | Spain |
| | MAMOS BEER | Soho Square Athens | MAMOS BEER | Greece |
| Best of Europe: Government & Public Service | 150 names of Lesya Ukrainka. How to make a | Postmen (Ukraine) | 150 NAMES OF | Ukraine |
| | Bulgaria is your right | The Smarts | Bulgarian Elections | Bulgaria |

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|---|---|--------------------------|--------------------|-----------------|
| Best of Europe: Media Strategy & Idea | When cravings hit, Tazz delivers. | Jam Session Agency | Tazz | Romania |
| | Don't Ever Leave Me | Ogilvy Greece | Lacta | Gracee |
| Best of Europe: Media, Entertainment & Leisure | Random | Storytel | Storytel | Poland |
| Best of Europe: Positive Change | Stop femicide! | Dziadek do orzechów; OTO | Women's Right | Poland |
| | Water Index | Havas Turkey | Reckitt-Finish | Turkey |
| | Hopeless generations | NORD DDB Stockholm | McDonald's | Sweden |
| | Heavily Accented | Ogilvy & Mather Spain | Cruzcampo | Spain |
| | Don't Ever Leave Me | Ogilvy Greece | Lacta | Greece |
| | Grains of Truth | Postmen | ZERNA PRAVDY | Ukraine |
| | The Shop That Nearly Wasn't | The Brill Building | Breakthrough | Ireland |
| | IKEA: For a safe home | Triad Advertising | IKEA | Czech Republic |
| | Børns Vilkår | Uncle Grey | Børns Vilkår Empty | Denmark |
| | Dagoma - Toy Rescue | TBWA Paris | 3D Printer | France |
| Best of Europe: Retail | KFC Crispy | Havas Paris | KFC France | France |
| | The Little Box of Greens | Lion Communication | Carrefour | Romania |
| | Zeeman - Lucht | Persuade | Zeeman | The Netherlands |
| Best of Europe: Small Budget | I want to whistle - recruitment campaign with a | McCann Prague | The Football | Czech Republic |
| | The Shop That Nearly Wasn't | The Brill Building | Breakthrough | Ireland |
| | Børns Vilkår | Uncle Grey | Børns Vilkår Empty | Denmark |
| | Dagoma - Toy Rescue | TBWA Paris | 3D Printer | France |
| Best of Europe: Sustained Success | The Power of One Little Word | Boys & Girls | ŠKODA | Ireland |
| | Road to Sustained Success | LDV United | Special Olympics | Belgium |
| | Aldi 2010-2020: How taking an alternative path | McCann Manchester | Aldi UK | United Kingdom |