



EFFIE AWARDS EUROPE WINNERS 2019

Automotive

Colour	Campaign	Agency	Client	Country
	Hyundai Tucson	Innocean Worldwide Europe	Hyundai Motor Europe	Germany
	Telling Personal Campaign Stories on the fly	The & Partnership	Toyota Europe	United Kingdom

Best Demonstration of Integrated Effectiveness

Colour	Campaign	Agency	Client	Country
	The Arrivals	&Co./ NoA	SAS	Denmark

Brand Experience

Colour	Campaign	Agency	Client	Country
	ABB - Let's write the future.	Serviceplan Switzerland	ABB Asea Brown Boveri Ltd	Switzerland

Brand Re-Vitalisation

Colour	Campaign	Agency	Client	Country
	Eat Like a Pro	McCann Worldgroup Spain	BEKO Global	Spain

Branded Content

Colour	Campaign	Agency	Client	Country
	The Crew 2	BBDO Paris	Ubisoft	France

Consumer Goods

Colour	Campaign	Agency	Client	Country
	Eat Like a Pro	McCann Worldgroup Spain	BEKO Global	Spain

FMCG

Colour	Campaign	Agency	Client	Country
	Do You Speak Oreo?	Buzzman	Oreo	France
	Magic Retouch by L'Oréal Paris	McCann Paris	L'Oréal Group	France
	The Baileys turnaround story	Mother	Diageo Global	United Kingdom
	Lasko Challenge	Luna/TBWA	Pivovarna Laško Union	Slovenia

Entertainment, Sport, & Leisure				
Colour	Campaign	Agency	Client	Country
	Play Unified	LDV United & Q&A Communicatie	Special Olympics Belgium and Netherlands	Belgium/ The Netherlands
	Building Fan Relationships at Speed	Ogilvy UK	Formula1	United Kingdom
	The Crew 2	BBDO Paris	Ubisoft	France
Product/Services Launch				
Colour	Campaign	Agency	Client	Country
	L'Oreal Paris ELSEVE DREAM LENGTH	McCann Paris & McCann Germany	L'Oreal Paris	France
Retail				
Colour	Campaign	Agency	Client	Country
	Winning Christmas by getting a carrot to talk turkey	McCann UK	Aldi UK Ltd.	United Kingdom
	How Aldi made Saving Feel Amazing	McCann UK	Aldi UK Ltd.	United Kingdom
Small Budget				
Colour	Colour	Colour	Colour	Colour
	Play Unified	LDV United & Q&A Communicatie	Special Olympics Belgium and Netherlands	Belgium/ The Netherlands
	The Arrivals	&Co./ NoA	SAS	Denmark
Sustained Success				
Colour	Campaign	Agency	Client	Country
	'Like Brands' 2011-2018	McCann UK	Aldi UK Ltd.	United Kingdom
Marketing & Business Solutions				
Colour	Campaign	Agency	Client	Country
	Alepa Block Wish	SOK Media	HOK-Elanto	Finland
	RTMC In-house Digital Marketing Solution	Ogilvy Social Lab & Philips	Philips	Belgium

**Positive Change Europe
Environmental Good – Non-profit**

Colour	Campaign	Agency	Client	Country
	Paint it Back (Boranka)	Imago Ogilvy	Scout Association of Croatia	Croatia

**Positive Change Europe
Social Good – Brands**

Colour	Campaign	Agency	Client	Country
	Add Granny to Friends	McCann Moscow	Tele2	Russia
	ABSOLUT - True Colors of Slovakia	Triad Advertising	Pernod Ricard	Slovakia

Positive Change Europe- Social Good- Non-Profit

Colour	Campaign	Agency	Client	Country
	Play Unified	LDV United & Q&A Communicatie	Special Olympics Belgium and Netherlands	Belgium/ The Netherlands
	Dare to Sponsor	LDV United	Special Olympics Belgium	Belgium
	The Virtual Crash Billboard	Serviceplan France	Direction Interdépartementale de l'Équipement d'Ile de France	France
	We are the NHS	MullenLowe London	NHS	United Kingdom

Best of the Best- Brand Experience

Colour	Campaign	Agency	Client	Country
	IKEA In Neighborhood	Agencja Warszawa	IKEA Poland	Poland
	How SNICKERS® turned a product news into a real sensation	BBDO Moscow	Mars LLC	Russia
	Rennovative Test Drive	Wavemaker Turkey	Renault Mais	Turkey

Best of the Best: Consumer Goods & Telecom

Colour	Campaign	Agency	Client	Country
	#NETLIBERATION from Telekom	Leo Burnett Romania	Telekom	Romania
	Vip Be NEO	Leo Burnett Romania	VIP Mobile	Romania
	McCANN Moscow	Launch of "The other rules" brand platform	Tele2	Russia

Best of the Best- FMCG

Colour	Campaign	Agency	Client	Country
	THE STEP	Soho Square Athens	Athenian Brewery	Greece
	The Sheepman	McCann Worldgroup	DODONI S.A	Greece
	FROM THE START	Ogilvy Greece	Mondelez	Greece

Best of the Best- Positive Change

Colour	Campaign	Agency	Client	Country
	To the last tree standing	Ogilvy Sp. z o.o.	Greenpeace (Poland)	Poland
	Bedtime Fairy Tales	Grey Ljubljana	A1 Slovenija	Slovenia

Best of the Best- Products/Services Launch

Colour	Campaign	Agency	Client	Country
	Theraflu Flu Tracker based on Big Data analysis	MediaCom	GSK Consumer Healthcare	Russia
	Alepa Block Wish	SOK Media	HOK-Elanto	Finland

Best of the Best- Media Innovation/Idea

Colour	Campaign	Agency	Client	Country
	The Land of Free Press	TBWA\Helsinki	Helsingin Sanomat	Finland
	Vloggers' SWAP	Leo Burnett Romania	Telekom Romania	Romania
	What's the colour of air at your home?	Ogilvy Poland	Philips	Poland

Best of the Best- Services

Colour	Campaign	Agency	Client	Country
	Kevin the Carrot 2016 and 2017: How Aldi UK won Christmas with the help of a humble carrot	McCann UK	Aldi UK	United Kingdom
	Help French People to Eat a Little Bit Better Every Day	ROMANCE AGENCY	Intermarché	France



	Boursorama Banque – Average	Buzzman	Boursorama Banque	France
	TWO BUFFOONS	The Newtons Laboratory	Piraeus Bank	Greece

Best of the Best- Small Budget

Colour	Campaign	Agency	Client	Country
	Boys react to tampons	Isobar France	Johnson & Johnson	France

Best of the Best- Sustained Success

Colour	Campaign	Agency	Client	Country
	Making The Everyday a Long-term Success	Mother	IKEA UK	United Kingdom

Grand Effie

'Like Brands' 2011-2018

Agency of the Year

McCann Worldgroup