

EFFIE EUROPE FINALISTS 2020

Category	Campaign title	Brand	Country
Automotive	There's nothing like a Niro	Kia Motors Europe	Germany
	For The Many, Not The Few	Volkswagen AG	United Kingdom
Best demonstration of Integrated Effectiveness	Santa fired all the dear	Bolt Technology	Ukraine
Brand Content	Ralph Lauren - The Elite Case	Ralph Lauren	France
Consumer Goods	Make Yourself Heard	Yamaha Music Europe GmbH	Germany
	Rebuilding LEGO's Holiday Sales	The Lego Group	Denmark
	Bring on the Future: How a brand repositioning secured Kaspersky's future in the cybersecurity category	Kaspersky	United Kingdom
David vs. Goliath	Santa fired all the dear	Bolt Technology	Ukraine
FMCG	Dove Antiperspirants: The Big Switch	UNILEVER	United Kingdom
General healthcare & OTC products	From Sudocrem to super-crem	Teva Pharmaceuticals	United Kingdom
Government, Institutional & Recruitment	Choose Your Future – European Elections - European Parliament	EU Parliament	Belgium
IT / Telco	Joice + Teenagers = hangout on top	Vodafone	Ukraine
	Santa fired all the dear	Bolt Technology	Ukraine
Marketing & Business Solutions	How PepsiCo and Pyaterochka bet on black – and it payed off	PepsiCo Russia	Russia
	Apartmenteka	IKEA	Russia
	"Ecology. We care"	M.video Management	Russia
	Smart Wi-Fi for Romania	Telekom Romania	Romania
Positive Change	Take Back Furniture	IKEA	Russia

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Europe: Environmental Good - Brands			
Positive Change Europe: Environmental Good - Non-Profit	Birds Records	WWF Russia	Russia
Positive Change Europe: Social Good - Brands	STORYTIME	Telekom Romania	Romania
	#TimeToRead	Curtea Veche Publishing	Romania
	Making age a non-issue	L'Oreal Group	United Kingdom
	Savings Therapy	VUB Bank	Slovakia
	Livesaving pea soup	Lidl Slovakia	Slovakia
Positive Change Europe: Social Good - Non-Profit	40,000 Strong	Help for Heroes	United Kingdom
	You can do it in the front. You can do it in the back.	Road Traffic Safety Directorate (CSDD)	Latvia
Small Budget	Email like we ride	Harley Davidson	United Kingdom
	Santa fired all the dear	Bolt Technology	Ukraine
Sustained Success	How Aldi keeps on winning Christmas with Kevin the Carrot	Aldi Stores	United Kingdom
	Taking 0.0 to the parts other beers cannot reach.	Heineken	Italy

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BEST OF EUROPE CATEGORIES

Category	Campaign title	Brand	Country
Best of Europe - Automotive	The New Big: Ford Trucks F-Max	FORD OTOSAN	Turkey
Best of Europe – Brand Experience	World's first Minutes & GB Exchange from Tele2	Tele2 Russia	Russia
	IKEA Apartmenteka	IKEA	Russia
Best of Europe - FMCG	9 million reasons	GlaxoSmithKline Consumer Healthcare Sp. z o. o.	Poland
	Time to Grow. Time to Speak	Mars LLC	Russia
Best of Europe - Positive Change	Dare to sponsor	Special Olympics	Belgium
	Everyone can help find missing people	VimpelCom	Russia
	Ça va // Are you okay ?	Enfance et Partage	France
	True Colors of Slovakia	Pernod Ricard (Slovakia)	Slovakia
Best of Europe - Retail	HATERS GONNA HATE, USE THEM AS BAIT. KFC'S NEW FRIES CAMPAIGN, 2018	KFC	United Kingdom
	Aldi Ireland	ALDI Stores	Ireland
Best of Europe - Internet & Telecom	Don't let Yourself Be Fooled	Telekom Romania	Romania
	Moscow Underground WiFi: Tele2 ads against advertising	Tele2 Russia	Russia
	World's first Minutes & GB Exchange from Tele2	Tele2 Russia	Russia
Best of Europe - Media Innovation/Idea	Photo Ark	National Geographic Channel	Russia
	An innovative Osteoarthritis diagnostic tool Osteoscan by Voltaren based on AI	GSK Consumer Healthcare	Russia
Best of Europe - Media, Leisure & Entertainment	Happy Losing!	Hasbro	Russia
	King TOTO	TOTO	The Netherlands
Best of Europe -	IKEA Apartmenteka	IKEA	Russia

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Services			
Best of Europe - Small Budget	Ça va // Are you okay ?	Enfance et Partage	France
	True Colors of Slovakia	Pernod Ricard (Slovakia)	Slovakia
Best of Europe - Sustained Success	The "Other Rules" platform sustained success	Tele2 Russia	Russia