

# case study samples

On the following pages, five examples of successful cases from the Effie Europe competition are featured. We encourage teams to review these case studies and the feedback judges provided.

Please note that as part of Effie's publication policies, entrants have the opportunity to edit their submitted case study to redact sensitive information from the published version. Some of these sample case studies have been edited.

Reviewing these past winning case studies is encouraged; however, please keep in mind that some detailed information reviewed by judges may have been cut from the published version. For example, the published case study may have specific objectives or results removed. Additionally, Effie does not endorse a single, specific formula to follow when it comes to crafting an effective entry. Different situations call for different methods of storytelling, objectives, metrics, etc.

When writing your entry, thoroughly review the questions and detailed instructions within the entry form and review the entry resources for further guidance.

# case study #1

Kevin The Carrot - Making Christmas Amazing  
McCann Manchester / Aldi  
2017 Grand Effie Winner / Retail

[READ THE CASE STUDY.](#)



Judge Insight:

**“Good insight and implementation. A truly great example of a strong communication strategy.”**

**“Clear objectives. Detailed step by step communication approach.”**

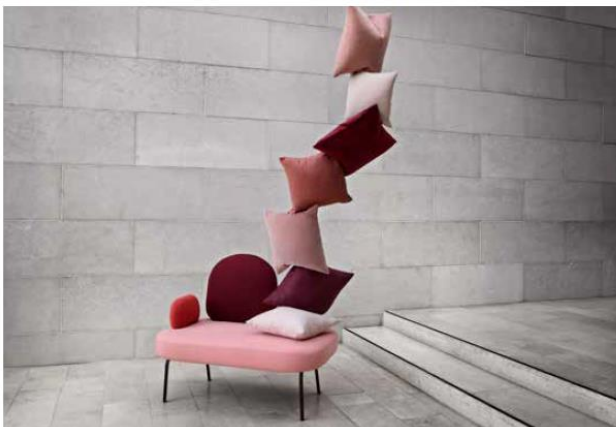
**“Creative and disruptive campaign!”**

**“Nicely done campaign with great results, especially in the UK. ROI is impressive!”**

# case study #2

[READ THE CASE STUDY.](#)

Individual Expressionism - leveraging art & fashion to drive growth  
UncleGrey / Bolia.com  
2017 Gold Winner / Sustained Success



## Judge Insight:

**“Wonderful work. Hats off to the client and the agency.”**

**“Interesting creative strategy and outstanding visuals.”**

**“Effectiveness of the long term brand campaign well proved.”**

**“Great context explanation, results covered from all angles, very logical entry where cause - effect chain is clear throughout the entry.”**

# case study #3

Look Beyond Borders  
DDB&tribal Warszawa / Amnesty International  
2017 Gold Winner / Small Budget

[READ THE CASE STUDY.](#)



## Judge Insight:

**“Clear objective for non-profit campaign. Incredibly well done creative and media strategy. Objectives more than reached.”**

**“Exceptionally strong insight, beautifully executed. And amazing results.”**

**“Liked seeing the KPIs. Strong creative, smart thinking.”**

**“A strong insight and a sublime creative idea creating a huge impact on people and a great starting point for a needed public discussion.”**



# case study #4

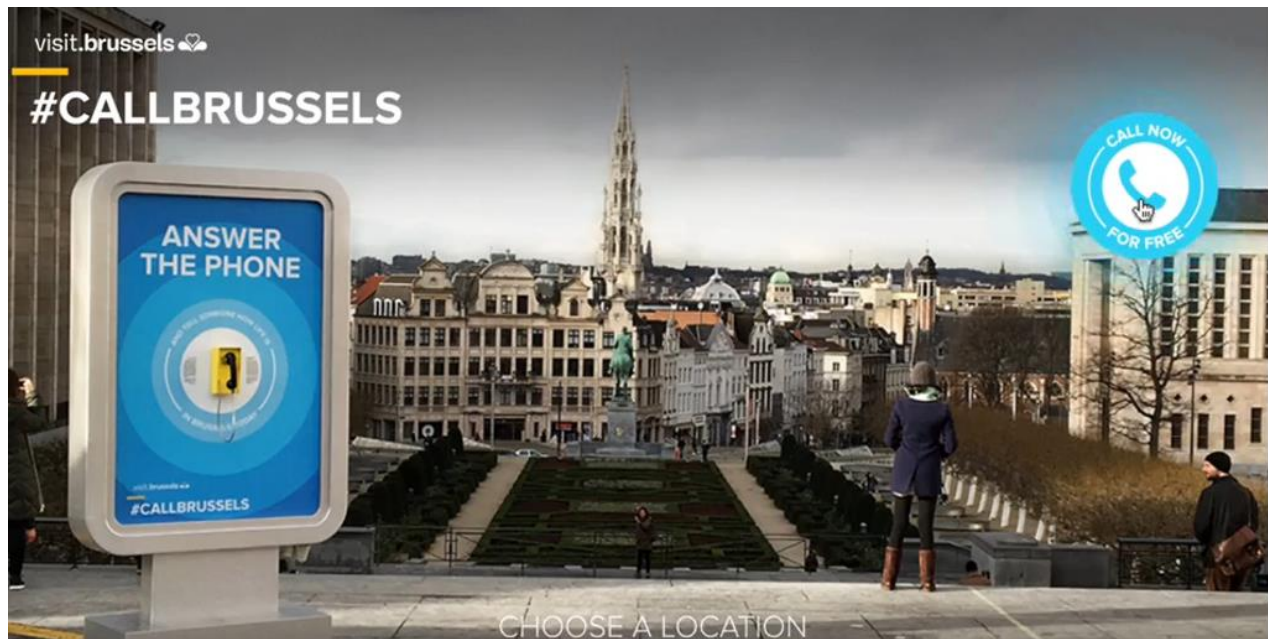
#CallBrussels

AIR / Visit Brussels

2017 Silver Winner / Media Innovation & Brand Experience

READ THE CASE STUDY.

READ THE RESULTS.



Judge Insight:

**“Real, honest and timely campaign well executed. Well done.”**

**“Challenge and objective well stated. Extremely good communication strategy.”**

**“Amazing and creative execution is what makes a difference in this case. Great job!”**

**“Great challenge in a highly sensitive situation. The case shows how creativity could change the way media are consumed and bring desired interaction.”**

# case study #5

Huawei #BePresent  
Maxus Warszawa Sp. z o.o. / Huawei  
2017 Silver Winner / IT/Telco

[READ THE CASE STUDY.](#)



## Judge Insight:

**“Well stated challenge and business objectives, creative strategy matching the given objectives based on a strong insight.”**

**“Campaign results prove that Huawei broke the stereotypical perception of the brand and resulted in increased consideration, brand desire and market shares.”**

**“Well-developed communication strategy across various markets.”**

**“Built on a great insight & perfect timing for an increasingly relevant message. Making a commodity relevant at a particularly competitive time of the year.”**