

## EFFIE EUROPE FINALISTS 2021

Category	Campaign title	Brand	Country
Automotive	Upgrade Your Tomorrow with Ford	Ford Motor Company	Belgium
Brand Experience	HBO Stories	HBO Europe/HBO Nordics	Czech Republic
	Sound Tasting	Argeta	Slovenia
Brand Re-vitalisation	Setting New Sustainable Foundations for Growth	Nespresso	France
Business-to-Business	Upgrade Your Tomorrow with Ford	Ford Motor Company	Belgium
Commerce & Shopper	Upgrade Your Tomorrow with Ford	Ford Motor Company	Belgium
Crisis Response/ Critical Pivot	#SupportLocal	Argeta	Slovenia
	Upgrade Your Tomorrow with Ford	Ford Motor Company	Belgium
FMCG	Canon Truthmark	Canon	Denmark
Marketing Innovation Solutions	"Breakfast Battle" from PepsiCo and Pyaterochka	PepsiCo	Russia
	"People's Exclusive" feat. Timothy and Nadezhda Babkina from PepsiCo and Pyaterochka	Lay's & Pepsi	Russia
	Dogvertising	Pedigree Dentastix	Croatia
	J7 Fresh Taste. Hot News from Cold Juice	J7 Fresh Taste	Russia
	Canon Truthmark	Canon	Denmark
	We Showed UK that Size Matters... When It Comes to Snacks!	Wotsits Giants	United Kingdom
	Food Waste Reduction	IKEA Russia	Russia

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Positive Change Europe: Environmental Good - Brands	Real Change	Persil	United Kingdom
	Fossil-Free Living Within One Generation	Vattenfall	Sweden
	IKEA: For a Safe Home	IKEA	Czech Republic
Positive Change Europe: Environmental Good - Non-Profit	The Last Older Person to Die in Loneliness	Foundation BBK	Spain
Positive Change Europe: Social Good - Brands	#Support Local	Argeta	Slovenia
	Slovak Telekom – How to win Clients During the Biggest Global Crisis	Slovak Telekom	Slovakia
	Build & Talk: Fun Free ways to Tackle Online Safety with Kids	The LEGO Group	Denmark
Positive Change Europe: Social Good - Non-Profit	Let's Give Them as Much as They Give Us	La Société Protectrice des Animaux	France
	Undercover Avatar	Association L'Enfant Bleu	France
	The Real March for Life	Magna Fundraising	Slovakia
	The Fake Fake News	Ministry of Culture	Latvia
Retail	Cycling Struggles	Isadore	Slovakia
	How Aldi Keeps on Winning Christmas with Kevin the Carrot	Aldi Retail	United Kingdom
	IKEA: For a Safe Home	IKEA	Czech Republic
Small Budget	Undercover Avatar	Association L'Enfant Bleu	France
	Canon Truthmark	Canon	Denmark
Sustained Success	How We Doubled Sales in a Static Market	Sanex Zero%	Spain

## EFFIE EUROPE FINALISTS 2021

	<i>How Taking an Alternative Path Took Aldi from Shame to Pride</i>	<i>Aldi UK</i>	<i>United Kingdom</i>
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### BEST OF EUROPE CATEGORIES

<i>Category</i>	<i>Campaign title</i>	<i>Brand</i>	<i>Country</i>
<i>Best of Europe – Branded Content</i>	<i>Gigs for Brains</i>	<i>Beeline</i>	<i>Russia</i>
<i>Best of Europe – Critical Response/ Critical Pivot</i>	<i>100% COVID-Free Journey</i>	<i>Poreč City Library</i>	<i>Croatia</i>
<i>Best of Europe - FMCG</i>	<i>Sleep Tight, Little Fighter!</i>	<i>Pampers</i>	<i>Romania</i>
<i>Best of Europe – Internet &amp; Telecom</i>	<i>The Online Park</i>	<i>Telekom</i>	<i>Romania</i>
<i>Best of Europe – Media Innovation/Idea</i>	<i>Stranger 80's</i>	<i>Netflix Italy</i>	<i>Italy</i>
<i>Best of Europe - Media Leisure &amp; Entertainment</i>	<i>Stranger 80's</i>	<i>Netflix Italy</i>	<i>Italy</i>
	<i>Trivial Pursuit Hotel</i>	<i>Board Game Trivial Pursuit</i>	<i>Russia</i>

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<i>Best of Europe – Positive Change</i>	<i>Birds Records</i>	<i>World Wildlife Fund Russia (WWF Russia)</i>	<i>Russia</i>
	<i>Tomorrow's Water</i>	<i>Reckitt-Finish</i>	<i>Turkey</i>
	<i>Sleep Tight, Little Fighter!</i>	<i>Pampers</i>	<i>Romania</i>
<i>Best of Europe – Products/Services Launch</i>	<i>Antti Tapani</i>	<i>Antti Tapani</i>	<i>Finland</i>
<i>Best of Europe - Retail</i>	<i>Black Friday 2020, The Common-Sense Edition</i>	<i>Fashion Days</i>	<i>Romania</i>
<i>Best of Europe - Services</i>	<i>ASN Bank – Doing Good With Money</i>	<i>ASN Bank</i>	<i>The Netherlands</i>
<i>Best of Europe – Small Budget</i>	<i>100% COVID-Free Journey</i>	<i>Poreč City Library</i>	<i>Croatia</i>
	<i>Life-Saving Pea Soup</i>	<i>Lidl Slovakia</i>	<i>Slovakia</i>
<i>Best of Europe – Sustained Success</i>	<i>ALFA Beer</i>	<i>ALFA Beer</i>	<i>Greece</i>