

EFFIE EUROPE FINALISTS 2021

Category	Campaign title	Brand	Agency	Country
Automotive	Upgrade Your Tomorrow with Ford	Upgrade your Tomorrow with Ford	Ogilvy & Social Lab	Belgium
Brand Experience	HBO Stories	HBO Europe s.r.o /HBO Nordics AB	Konektor Social	Czech Republic
	Sound Tasting	Argeta	Luna \TBWA	Slovenia
Brand Re-Vitalisation	Setting New Sustainable Foundations for Growth	Nespresso	McCann Paris	France
Business-to-Business	Upgrade Your Tomorrow with Ford	Upgrade Your Tomorrow with Ford	Ogilvy & Social Lab	Belgium
Commerce & Shopper	Upgrade Your Tomorrow with Ford	Upgrade Your Tomorrow with Ford	Ogilvy & Social Lab	Belgium
Crisis Response/Critical Pivot	#SupportLocal	Argeta	Luna \TBWA	Slovenia
	Upgrade Your Tomorrow with Ford	Upgrade Your Tomorrow with Ford	Ogilvy & Social Lab	Belgium
FMCG	Canon Truthmark	Canon	Uncle Grey	Denmark
Marketing Innovation Solutions	“Breakfast Battle” from PepsiCo and Pyaterochka	PepsiCo (J7, Chudo, Bio Max, Domik v Derevne)	BBDO Moscow	Russia
	“People’s Exclusive” feat. Timothy and Nadezhda Babkina from PepsiCo and Pyaterochka	Lay’s & Pepsi	BBDO Moscow	Russia
	Dogvertising	Pedigree Dentastix	MediaCom Zagreb	Croatia
	J7 Fresh Taste. Hot News from Cold Juice	J7 Fresh Taste	PepsiCo	Russia
	Canon Truthmark	Canon	Uncle Grey	Denmark
	We Showed UK that Size Matters... When It Comes to Snacks!	Wotsits Giants	PepsiCo	United Kingdom

EFFIE EUROPE FINALISTS 2021

Positive Change Europe: Environmental Good - Brands	Food Waste Reduction	IKEA Russia	Instinct (BBDO Group)	Russia
	Real Change	Persil	MullenLowe London	United Kingdom
	Fossil-Free Living Within One Generation	Vattenfall	NORD DDB Stockholm	Sweden
	IKEA: For a Safe Home	IKEA	Triad Advertising	Czech Republic
Positive Change Europe: Environmental Good - Non-Profit	The Last Older Person to Die in Loneliness	Foundation BBK	LLYC	Spain
Positive Change Europe: Social Good - Brands	#Support Local	Argeta	Luna \TBWA	Slovenia
	Slovak Telekom – How to win Clients During the Biggest Global Crisis	Slovak Telekom	Slovak Telekom	Slovakia
	Builg & Talk: Fun Free ways to Tackle Online Safety with Kids	The LEGO Group	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	Havas Sports & Entertainment	France
	Undercover Avatar	Association L'Enfant Bleu	Havas Sports & Entertainment	France
	The Real March for Life	Magna Fundraising	Istropolitana Ogilvy	Slovakia
	The Fake Fake News	Ministry of Culture	McCann Riga; White Label	Latvia
Retail	Cycling Struggles	Isadore	Chainring Studios	Slovakia

EFFIE EUROPE FINALISTS 2021

	How Aldi Keeps on Winning Christmas with Kevin the Carrot	Aldi Retail	McCann Manchester	United Kingdom
	IKEA: For a Safe Home	IKEA	Triad Advertising	Czech Republic
Small Budget	Undercover Avatar	Association L'Enfant Bleu	Havas Sports & Entertainment	France
	Canon Truthmark	Canon	Uncle Grey	Denmark
Sustained Success	How We Doubled Sales in a Static Market	Sanex Zero%	Contrapunto BBDO & Wavemaker	Spain
	How Taking an Alternative Path Took Aldi from Shame to Pride	Aldi Sud	McCann Manchester	United Kingdom

BEST OF EUROPE CATEGORIES

Category	Campaign title	Brand	Agency	Country
Best of Europe – Branded Content	Gigs for Brains	Beeline	Contrapunto Russia	Russia
Best of Europe – Critical Response/Critical Pivot	100% COVID-Free Journey	Poreč City Library	Studio Sonda	Croatia
Best of Europe - FMCG	Sleep Tight, Little Fighter!	Pampers	LEO BURNETT	Romania
Best of Europe – Internet & Telecom	The Online Park	Telekom	LEO BURNETT	Romania

EFFIE EUROPE FINALISTS 2021

Best of Europe – Media Innovation/Idea	Stranger 80's	Netflix Italy	GroupM Italy	Italy
Best of Europe - Media Leisure & Entertainment	Stranger 80's	Netflix Italy	GroupM Italy	Italy
	Trivial Pursuit Hotel	Board Game Trivial Pursuit	OMD Media Direction	Russia
Best of Europe – Positive Change	Birds Records	World Wildlife Fund Russia (WWF Russia)	BBDO Moscow	Russia
	Tomorrow's Water	Reckitt-Finish	Havas Turkey	Turkey
	Sleep Tight, Little Fighter!	Pampers	LEO BURNETT	Romania
Best of Europe – Products/Services Launch	Antti Tapani	Antti Tapani	Bond Creative Agency	Finland
Best of Europe - Retail	Black Friday 2020, The Common-Sense Edition	Fashion Days	LEO BURNETT	Romania
Best of Europe - Services	ASN Bank – Doing Good With Money	ASN Bank	Selmore Creative Agency	The Netherlands
Best of Europe – Small Budget	100% COVID-Free Journey	Poreč City Library	Studio Sonda	Croatia
	Life-Saving Pea Soup	Lidl Slovakia	Wiktor Leo Burnett	Slovakia
Best of Europe – Sustained Success	ALFA Beer	ALFA Beer	Soho Square Athens	Greece