

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

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	<i>Dogvertising</i>	<i>Pedigree Dentastix</i>	<i>MediaCom Zagreb</i>	<i>Croatia</i>
	<i>J7 Fresh Taste. Hot News from Cold Juice</i>	<i>J7 Fresh Taste</i>	<i>PepsiCo</i>	<i>Russia</i>
	<i>Canon Truthmark</i>	<i>Canon</i>	<i>Uncle Grey</i>	<i>Denmark</i>
	<i>We Showed UK that Size Matters... When It Comes to Snacks!</i>	<i>Wotsits Giants</i>	<i>PepsiCo</i>	<i>United Kingdom</i>
Positive Change Europe: Environmental Good - Brands	<i>Food Waste Reduction</i>	<i>IKEA Russia</i>	<i>Instinct (BBDO Group)</i>	<i>Russia</i>
	<i>Real Change</i>	<i>Persil</i>	<i>MullenLowe London</i>	<i>United Kingdom</i>
	<i>Fossil-Free Living Within One Generation</i>	<i>Vattenfall</i>	<i>NORD DDB Stockholm</i>	<i>Sweden</i>
	<i>IKEA: For a Safe Home</i>	<i>IKEA</i>	<i>Triad Advertising</i>	<i>Czech Republic</i>
Positive Change Europe: Environmental Good - Non-Profit	<i>The Last Older Person to Die in Loneliness</i>	<i>Foundation BBK</i>	<i>LLYC</i>	<i>Spain</i>
Positive Change Europe: Social Good - Brands	<i>#Support Local</i>	<i>Argeta</i>	<i>Luna \TBWA</i>	<i>Slovenia</i>
	<i>Slovak Telekom – How to win Clients During the Biggest Global Crisis</i>	<i>Slovak Telekom</i>	<i>Slovak Telekom</i>	<i>Slovakia</i>
	<i>Builg & Talk: Fun Free ways to Tackle Online Safety with Kids</i>	<i>The LEGO Group</i>	<i>The LEGO Group</i>	<i>Denmark</i>

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Positive Change Europe: Social Good - Non-Profit	<i>Let's Give Them as Much as They Give Us</i>	<i>La Société Protectrice des Animaux</i>	<i>Havas Sports & Entertainment</i>	<i>France</i>
	<i>Undercover Avatar</i>	<i>Association L'Enfant Bleu</i>	<i>Havas Sports & Entertainment</i>	<i>France</i>
	<i>The Real March for Life</i>	<i>Magna Fundraising</i>	<i>Istropolitana Ogilvy</i>	<i>Slovakia</i>
	<i>The Fake Fake News</i>	<i>Ministry of Culture</i>	<i>McCann Riga; White Label</i>	<i>Latvia</i>
Retail	<i>Cycling Struggles</i>	<i>Isadore</i>	<i>Chainring Studios</i>	<i>Slovakia</i>
	<i>How Aldi Keeps on Winning Christmas with Kevin the Carrot</i>	<i>Aldi Retail</i>	<i>McCann Manchester</i>	<i>United Kingdom</i>
	<i>IKEA: For a Safe Home</i>	<i>IKEA</i>	<i>Triad Advertising</i>	<i>Czech Republic</i>
Small Budget	<i>Undercover Avatar</i>	<i>Association L'Enfant Bleu</i>	<i>Havas Sports & Entertainment</i>	<i>France</i>
	<i>Canon Truthmark</i>	<i>Canon</i>	<i>Uncle Grey</i>	<i>Denmark</i>
Sustained Success	<i>How We Doubled Sales in a Static Market</i>	<i>Sanex Zero%</i>	<i>Contrapunto BBDO Barcelona & Wavemaker</i>	<i>Spain</i>

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

<i>Category</i>	<i>Campaign title</i>	<i>Brand</i>	<i>Agency</i>	<i>Country</i>
<i>Best of Europe – Branded Content</i>	<i>Gigs for Brains</i>	<i>Beeline</i>	<i>Contrapunto Russia</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>Studio Sonda</i>	<i>Croatia</i>
<i>Best of Europe - FMCG</i>	<i>Sleep Tight, Little Fighter!</i>	<i>Pampers</i>	<i>LEO BURNETT</i>	<i>Romania</i>
<i>Best of Europe – Internet & Telecom</i>	<i>The Online Park</i>	<i>Telekom</i>	<i>LEO BURNETT</i>	<i>Romania</i>
<i>Best of Europe – Media Innovation/Idea</i>	<i>Stranger 80's</i>	<i>Netflix Italy</i>	<i>GroupM Italy</i>	<i>Italy</i>
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Best of Europe - Media Leisure & Entertainment	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	Wiktór Leo Burnett	Slovakia
Best of Europe – Sustained Success	ALFA Beer	ALFA Beer	Soho Square Athens	Greece