

EFFIE EUROPE 2022

WINNERS

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Effie Awards Europe honours the most effective marketing efforts of the year. After the judging sessions, those selected as winners represent cases that best demonstrated how they effectively solved a marketing challenge, connected with their target audience, and achieved the results to show it worked. Award levels – Gold, Silver and Bronze – were announced and presented virtually at the 26th Annual Effie Awards Gala on the 30th November 2022.

GRAND EFFIE & AGENCY OF THE YEAR



GRAND EFFIE

Pringles

Meet Frank: How a Zombie got gamers to fall in love with Pringles

Kellogg's EMEA

Grey London

AGENCY OF THE YEAR

Ogilvy

Best of Europe



BRAND EXPERIENCE

Tatra Banka

Beby Blue - Your digital persona

Tatra Banka

THISISLOCCO

BRAND EXPERIENCE

Tazz

When Chef judges, Tazz delivers.

HCL Online Advertising

Jam Session Agency



BUSINESS-TO-BUSINESS

Three Ireland

The Connected Island

Three Ireland

Boys & Girls

Core Media

CORPORATE REPUTATION

BCR

Financial Intelligence

BCR

Cohn & Jansen Creative Network

CORPORATE REPUTATION

McDonald's

Hopeless generations

McDonald's

NORD DDB Stockholm

CRISIS RESPONSE / CRITICAL PIVOT

Burger King France – Lockdown

Burger King France – Lockdown

Burger King France

Buzzman





FM CG

Finlayson

Finlayson: Bed Peace

Finlayson

IVALO Creative Agency



FM CG

Pantene

Indossa I Tuoi Capelli ("Wear Your Hair")

Procter & Gamble

Carat Italy

Hogarth Spain



FM CG

Ferrero

Kinder Halloween 2021

Ferrero Romania

Lion Communication



FM CG

M AM OS BEER

M AM OS BEER

Athenian Brewery

Soho Square Athens



FM CG

PIRINSKO

OUTSIDE WITH PIRINSKO

Carlsberg Bulgaria
Noble Graphics



FM CG

Cruzcampo

Heavily Accented

Heineken
Ogilvy & Mather Spain



GOVERNMENT & PUBLIC SERVICE

150 NAMES OF LESYA UKRAINKA

150 names of Lesya Ukrainka: How to make a literature classic the top celebrity of the country

Ministry of Culture and Information Policy of Ukraine
Postmen (Ukraine)

GOVERNMENT & PUBLIC SERVICE

Bulgarian Elections 2021

Bulgaria is your right

Bulgarians in USA
The Smarts





MEDIA STRATEGY & IDEA

Tazz

When cravings hit, Tazz delivers.

HCL Online Advertising

Jam Session Agency



MEDIA STRATEGY & IDEA

Lacta

Don't Ever Leave Me

Mondelez

Ogilvy Greece



MEDIA, ENTERTAINMENT & LEISURE

Storytel

Random

Storytel

Storytel



POSITIVE CHANGE

ZERNA PRAVDY

Grains of Truth

OO International Charitable Foundation of the Holodomor Museum

Postmen (Ukraine)



POSITIVE CHANGE

Cruzcampo

Heavily Accented

Heineken

Ogilvy & Mather Spain



POSITIVE CHANGE

McDonald's

Hopeless generations

McDonald's

NORD DDB Stockholm



POSITIVE CHANGE

IKEA

IKEA: for a safe home

IKEA Česká republika

TRIAD



POSITIVE CHANGE

Breakthrough Cancer Research

The Shop That Nearly Wasn't

Breakthrough Cancer Research

The Brill Building



POSITIVE CHANGE

Reckitt-Finish

Water Index

Reckitt Turkey
Havas Turkey



POSITIVE CHANGE

Børns Vilkår Empty Chairs

Børns Vilkår Empty Chairs

Børns Vilkår
Uncle Grey



POSITIVE CHANGE

3D Printer

Dagoma – Toy Rescue

DAGOMA
TBWA Paris



POSITIVE CHANGE

Lacta

Don't Ever Leave Me

Mondelez
Ogilvy Greece



Women's Rights Center

Stop Femicide!

Women's Rights Center

Dziadek do orzechów
OTO Film

RETAIL



Carrefour

Little Box of Greens

Carrefour

Persuade

RETAIL



Zeeman

Zeeman – Lucht

Zeeman

WAVEMAKER Italia M&C
Saatchi S.p.A. Italia

RETAIL



KFC France

KFC Crispy

KFC France

Havas Paris

SM ALL BUDGET



The Football Association of the Czech Republic

I want to whistle - recruitment campaign with a good eye on the goal

The Football Association

McCann Prague

SM ALL BUDGET



Breakthrough Cancer Research

The Shop That Nearly Wasn't

Breakthrough Cancer Research

The Brill Building

SM ALL BUDGET



Børns Vilkår Empty Chairs

Børns Vilkår Empty Chairs

Børns Vilkår

Uncle Grey

SM ALL BUDGET



3D Printer

Dagoma – Toy Rescue

DAGOMA

TBWA Paris



SUSTAINED SUCCESS

Special Olympics Belgium

Road to Sustained Success

Special Olympics Belgium

LDV United



SUSTAINED SUCCESS

ŠKODA

The Power of One Little Word

ŠKODA (Ireland)

Boys & Girls

PHD Media



SUSTAINED SUCCESS

Aldi UK

Aldi 2010-2020: How taking an alternative path took Aldi from Shame to Pride

Aldi UK Ltd.

McCann Manchester

Multi-Market and Positive Change



AUTOMOTIVE

Nissan LEAF

The EVangelists

Nissan AMIEO

TBWA G1

Nissan United



FM CG

Colgate

Finding the strength of a smile

Colgate Palmolive Europe

VLMY&R



FM CG

Milka

Tender tastes better

Mondelez Europe GmbH

Ogilvy Berlin



FM CG

Pringles

Meet Frank: How a Zombie got gamers to fall in love with Pringles

Kellogg's EM EA

Grey London



HEALTH & WELLNESS

Bisolvon

Don't hide the cough, fight it.

Sanofi

Saatchi & Saatchi Düsseldorf



MEDIA STRATEGY & IDEA

Milka

Tender words: using empathy to fuel media strategy

Mondelez Europe GmbH

Ogilvy Berlin



POSITIVE CHANGE: SOCIAL GOOD – BRANDS

Fashion Days

The Important Choices

Fashion Days

Human Advertising



POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

Parental Bereavement Petition Campaign

Acreditar - Parental Bereavement Petition Campaign

Acreditar - Associação de Pais e Amigos das Crianças com Cancro

Tux&Gill

S.P.G.C. – Sociedade Promotora de Gestão e Comércio Lda



POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

Børns Vilkår Empty Chairs

Børns Vilkår Empty Chairs

Børns Vilkår

Uncle Grey



POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

Accept

Come Out With Me

ACCEPT Romania

Publicis Romania



POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

Laska

LASKA UPCYCLE M ERCH

Laska Charity Store

BickerStaff.734



POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

NRJRadio & Pink Ribbon

M ixForBoobs

NRJ

Ogilvy Social.Lab



POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

ANAIS

GUILT GIFTS PUPPETRY

Asociatia ANAIS

Cheil Centrade



POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

NHS England

We are the NHS: Live 1000 Lives

NHS England

MullenLowe Group UK



POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

Call Girls

Call Girls

Talita

Åkestam Holst (NOA)



POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

Flutwein

floodwine – our worst vintage

Ahrwein e.V.

Seven.One AdFactory GmbH

WallDecaux



RETAIL

IKEA

IKEA safe exit

IKEA

TRIAD



SUSTAINED SUCCESS

Aldi UK

Kevin versus John: How a humble carrot usurped a national treasure to win the UK's Christmas Ad crown

Aldi UK Ltd.

McCann Manchester



TRAVEL, TRANSPORT & TOURISM

Airbnb

All around the (Russian) World

State Agency of Ukraine for arts and art education

Bickerstaff.734