

EFFIE EUROPE FINALISTS 2023

Multi-Market & Positive Change Categories

Category	Campaign title	Lead Agency(s)	Brand/Client	Country
Automotive	It's about time	INNOCEAN Worldwide Europe Berlin	Genesis Motor Europe	Germany
	Volkswagen ID. Buzz x Star Wars: Creating buzz with a galactic cooperation	Scholz & Friends Family GmbH	Volkswagen AG	Germany
	The New Toyota Aygo X: From Small to Tall	The&Partnership Europe	Toyota Europe	United Kingdom
Brand Experience	Classics Can Be Remix	LOLA MullenLowe	Unilever Foods & Refreshments Global BV/Magnum Remix	Spain
Food & Beverage	Magnum Classic	LOLA MullenLowe	Unilever Foods & Refreshments Global BV/Magnum Classic	Spain
	Argeta: An Ode To Bakers	LUNE TBWA	ATLANTIC GRUPA, D. D./Argeta	Slovenia
Marketing Innovation Solutions	Crunch Cancellation	TBWA Spain / Glassworks Barcelona SL	PepsiCo/Doritos	Spain
Positive Change: Environmental - Brands	Unplug Denmark	Accenture Song	Norlys	Denmark
	Stop Endocrine Disruptors	Mobile Rockets	Clovin S.A.	Poland
	The Green Search	Robert / Boisen & Like-minded	Andel	Denmark
	No trash - No problem	White Label / McCANN Riga	Getlini EKO	Latvia
Positive Change: Social Good – Brands	Your place is in the kitchen only when you want it to be	Jam Session Agency	HCL Online Advertising/Tazz	Romania

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	Definition of Love	JANDL, marketing a reklama, s.r.o.	Pernod Ricard/ABSOLUT	Slovakia
	Ursus Steps Up For The Bears Of Romania	LEO BURNETT	Ursus Breweries	Romania
	Vodafone Discoverage	McCann Worldgroup Romania	Vodafone Romania	Romania
	Respect for all that connects us	MUW Saatchi & Saatchi	Slovak Telekom	Slovakia
	Kinder Unmask Fears	Publicis Romania	Ferrero Romania	Romania
	Honestly...	TRIAD Bratislava	UNIQA	Slovakia
	No trash - No problem	White Label / McCANN Riga	Getlini EKO	Latvia
Positive Change: Social Good - Non-Profit	Essential Talks of Life	Åkestam Holst NoA	Suicide Zero	Sweden
	Victim Cardigan	Åkestam Holst NoA	Talita	Sweden
	“Watch Your Step!” Campaign to raise awareness of Ukrainians about landmine danger	East Europe Foundation	East Europe Foundation/ State Emergency Service of Ukraine	Ukraine
	Nothing is allowed anymore	Hvíta Húsid	VIRK Vocational Rehabilitation Fund	Iceland
	Children: Testimony of War	Istropolitana Ogilvy	Magna Slovakia/ Magna Fundraising	Slovakia
	Bayraktar for Ukraine	K2 Create	Zrzutka.pl	Poland
	Cry for the Law	MullenLowe LOLA	Teta&Teta	Spain
	We are life-changing careers. We are the NHS	MullenLowe UK	NHS England	United
	Have a Word	OGILVY UK	Mayor of London	United
	WikiTruth	Publicis Groupe Content / 2nd Lead: Publicis Groupe BENELUX / Amsterdam	Ukrainian Witness	Ukraine
	Nastenka, The Voice Against Russian Propaganda	THIS IS LOCCO	Zastúpenie Európskej komisie na Slovensku	Slovakia
Don't stand against all	White Label / McCANN Riga	Ministry of Culture of the Republic of Latvia	Latvia	

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Retail	Unexpected Encounters	BETC Paris	Lacoste	France
	I love you but	Ogilvy Social Lab	IKEA Belgium	Ikea
Services	Hamster – the new CEO of the bank shaking things up!	Bruketa&Zinic&Grey	Addiko Bank d.d.	Croatia
Small Budget	Dogcation: How a travel agency got pet owners out traveling with a 627% ROMI	Robert / Boisen & Like-minded	Nordic Leisure Travel Group	Denmark
Social Media	Letter Theft	Heimat TBWA	Hornbach Baumarkt AG/HORNBACH	Germany
	Dogcation: How a travel agency got pet owners out traveling with a 627% ROMI	Robert / Boisen & Like-minded	Nordic Leisure Travel Group	Denmark
Sustained Success	Transforming H&M's business by placing search at the heart of the customer experience	Digitas UK	H&M	United Kingdom
	Parodontax - the bleeding edge of oral health	Grey London / Wunderman Thompson London	Haleon/Parodontax	United Kingdom
Travel, Transport & Tourism	Dogcation: How a travel agency got pet owners out traveling with a 627% ROMI	Robert / Boisen & Like-minded	Nordic Leisure Travel Group	Denmark

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Best of Europe Categories

Category	Campaign title	Lead Agency(s)	Brand/Client	Country
Best of Europe: Automotive	Škoda Zaterdag	Selmore Creative Agency	Škoda	The Netherlands
Best of Europe: Brand Experience	Ronald McDonald House Roblox	NORD DDB Stockholm	Ronald McDonald House	Sweden
Best of Europe: Corporate Reputation	McDonald's "Together let's go big"	TBWA Paris	McDonald's	France
Best of Europe: Crisis Response / Critical Pivot	Deposit made of Steel	MullenLowe Adventa	FUIB	Ukraine
	Free The Leopards	Bickerstaff.734	Ministry of Foreign Affairs of Ukraine	Ukraine
Best of Europe: Electronics, Gaming & E-Sports	Arctic - Forgotten, The Most Sustainable Brand From Your Wardrobe	McCann Worldgroup Romania	Arctic	Romania
Best of Europe: Food & Beverage	Coca-Cola	EssenceMediaCom (Italia)	Coca Cola/ Coca Cola Zero	Italy
	How a brand of mini stature beat the major players with cheesy humour	TBWA London	Pladis/Mini Cheddars	United Kingdom
Best of Europe: Government & Public Service	LightUpUkraine	Gres Todorchuk PR	UNITED24	Ukraine
	The last steel of Azovstal	Gres Todorchuk PR	UNITED24	Ukraine
Best of Europe: Health & Wellness	Would you put an Effie up your nose?	Utorak. Biro za propagandu	Jadran Galenski Laboratorij d.d./Meralys	Croatia
Best of Europe: Marketing Innovation	T.R.A.I.	Publicis Romania	OLX Group Romania/OLX	Romania
Best of Europe: Media Strategy & Idea	Deals stuck in time	NORD DDB Stockholm	McDonald's (Sweden)	Sweden
	Trapped in the '90s	McCann Spain	IKEA	Spain

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Best of Europe: Positive Change	#UnExaminable	DDB Romania	VIF - The Network to Prevent and Tackle Violence Against Women	Romania
	13 Minutes	McCann Prague	Czech Insurance	Czech Republic
	ARCTIC - FORGOTTEN, THE MOST SUSTAINABLE	McCann Worldgroup Romania	Arctic	Romania
	Bookvertising	Saatchi Creative Hub	Nemira Publishing House	Romania
	Fundraising Reinvented with the 1st charitable	Colorbitor	Hospice - Casa Sperantei	Romania
	Netherlands 6-minuteszone	Triple Double	Hartstichting (Netherlands Heart Foundation)	The Netherlands
	Ronald McDonald House Roblox	NORD DDB Stockholm	Ronald McDonald House	Sweden
	Save Your Fathers Day: How an awkward conversation sparked cancer awareness amongst Danish dads	Robert / Boisen & Like-minded	The Danish Cancer Society (PSA)	Denmark
	The last steel of Azovstal	Gres Todorchuk PR	UNITED24/Azolstav Bracelets	Ukraine
	Train to Victory	Gres Todorchuk PR	Ukrainian Railways	Ukraine
Best of Europe: Product/Service	Something Will Come Up For Sure	TBWA Istanbul	Letgo/Otoplus	Turkiye
Best of Europe: Retail	McDonald's "Together let's go big"	TBWA Paris	McDonald's (France)	France
	New Is For Now. Smart Is Forever	Jam Session Agency	Flip Technologies SRL/ Flip Romania	Romania
	Trapped in the '90s	McCann Spain	IKEA	Spain
Best of Europe: Seasonal/Current Events	#UnExaminable	DDB Romania	VIF - The Network to Prevent and Tackle Violence Against Women	Romania
	Deals stuck in time	NORD DDB Stockholm	McDonald's (Sweden)	Sweden
	Kevin versus John - How a humble carrot	McCann Manchester	Aldi UK Ltd.	United Kingdom
	We instead of Me	Bickerstaff.734	Galychyna	Ukraine

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Best of Europe: Services	Argenta - I don't save, I invest	LDV United	Argenta	Belgium
	Mata takes over Mak	DDB Warszawa	McDonald's Polska	Poland
Best of Europe: Small Budget	Bookvertising	Saatchi Creative Hub	Nemira Publishing House	Romania
	Human Meat Plant-Based Burger	LOLA MullenLowe	OUMPH!	Spain
	Save Your Fathers Day: How an awkward conversation sparked cancer awareness amongst Danish dads	Robert / Boisen & Like-minded	The Danish Cancer Society (PSA)	Denmark
Best of Europe: Sustained Success	Consistency is key: How Tryg insurance tripled	Robert / Boisen & Like-minded	Tryg Insurance	Denmark
	Family Saga	Havas Paris	Crédit Mutuel	France
	Fossil free living within one generation	NORD DDB Stockholm	Vattenfall	Sweden
	From Israel's dairy company to an alternative	McCann Tel Aviv Israel	Tnuva	Israel
	Kevin versus John - How a humble carrot	McCann Manchester	Aldi UK Ltd.	United Kingdom