



effieAwards

Europe **2023 Winners**



WINNERS

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 at the 27th Annual Effie Awards Gala on 5 December 2023.

GRAND EFFIE

Grand

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

Aldi UK and Ireland

McCann Manchester

UM

BEST OF EUROPE

Automotive

Silver

Škoda Zaterdag

Škoda

Selmore Creative Agency

Corporate Reputation

Bronze

McDonald's "Together let's go big"

McDonald's

TBWA Paris

Starcom France

Crisis Response / Critical Pivot

Bronze

Deposit made of Steel

FUIB

MullenLowe Adventa

Dievo

Food & Beverage

Gold

How a brand of mini stature beat the major players with cheesy humour

Pladis

PTBWA London

MG OMD

Government & Public Service

Bronze

LightUpUkraine

UNITED24

Gres Todorchuk

Silver

The last steel of Azovstal

UNITED24 / Azovstal Bracelets

Gres Todorchuk

SOVA jewelry house;
Nova Poshta; Rozetka

Health & Wellness

Bronze

Would you put an Effie up your nose?

Jadran Galenski Laboratorij d.d. / Meralys

Utorak. Biro za propagandu.

PHD Media

Marketing Innovation Solution

Gold

T.R.A.I.

OLX Group Romania / Storia.ro

Publicis Romania

Digitas Romania; Media Investment Romania; MSL The Practice

Media Strategy & Idea

Silver

Deals stuck in time

McDonald's (Sweden)

NORD DDB Stockholm

OMD Sweden;
Prime Weber Shandwick

Gold

Trapped in the '90s

IKEA

McCann Spain

Iprospect

Positive Change

Bronze

Fundraising Reinvented with the 1st charitable movie

Hospice - Casa Sperantei

Colorbitor

Kaufland Romania

Gold

#UnExaminable

VIF

DDB Romania

Porter Novelli Public Relations; Media Investment; ABIS STUDIO

Silver

Save Your Fathers Day: How an awkward conversation sparked cancer awareness amongst Danish dads

The Danish Cancer Society (PSA)

Robert / Boisen & Like-minded

Gobsmack Productions

Gold

Netherlands 6-minuteszone

Hartstichting (Netherlands Heart Foundation)

Triple Double

Bijl PR; Initiative; StudioM (former Weareblossom)

Product/Service Launch

Bronze

Something Will Come Up For Sure

Otoplus

TBWA Istanbul

Retail

Gold

NEW IS FOR NOW. SMART IS FOREVER.

Flip Technologies SRL / Flip Romania

Jam Session Agency

Difrnt Agency

Gold

Trapped in the '90s

IKEA

McCann Spain

Iprospect

Seasonal / Current Events

Bronze

Deals stuck in time

McDonald's (Sweden)

NORD DDB Stockholm

OMD sweden; Prime Weber Shandwick

Gold

#UnExaminable

VIF

DDB Romania

Porter Novelli Public Relations; Media Investment; ABIS STUDIO

Silver

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

Aldi UK & Ireland

McCann Manchester

UM

Silver

We instead of me

Galychyna

Bickerstaff.734

MOKO Ukraine

Services

Bronze

Argenta - I don't save, I invest

Argenta

LDV United

Bronze

Mata takes over Mak

McDonald's Polska

DDB Warszawa

OMD Sp. z o.o. OMD Sp. z o.o.

Small Budget

Bronze

Bookvertising

Nemira Publishing House

Saatchi Creative Hub

Silver

Save Your Fathers Day: How an awkward conversation sparked cancer awareness amongst Danish dads

The Danish Cancer Society (PSA)

Robert / Boisen & Like-minded

Gobsmack Productions

Sustained Success

Bronze

Fossil free living within one generation

Vattenfall

NORD DDB Stockholm

Gold

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

Aldi UK & Ireland

McCann Manchester

UM

Silver

Family Saga

Crédit Mutuel

Havas Paris

MULTI-MARKET

Brand Experience

Silver

Classics Can Be Remix

Unilever Foods & Refreshments Global
BV / Magnum Remix

LOLA MullenLowe

Golin, 1st Avenue Machine,
Mindshare

Food & Beverage

Silver

Magnum Classic

Unilever Foods & Refreshments Global
BV / Magnum Classic

LOLA MullenLowe

Golin, Mindshare, Proppa

Bronze

Argeta: An ode to bakers

ATLANTIC GRUPA, D. D. / Argeta

LUNA TBWA

Media Publikum, Promedia
Group, Aragon

Retail

Bronze

I love you but

IKEA

Ogilvy Social Lab

Oona, Mindshare Belgium

Small Budget

Silver

Dogcation: How a travel agency got pet owners out travelling with a 627% ROMI

Nordic Leisure Travel Group / Spies

Robert / Boisen & Like-minded

Gobsmack Productions

Social Media

Bronze

Dogcation: How a travel agency got pet owners out travelling with a 627% ROMI

Nordic Leisure Travel Group / Spies

Robert / Boisen & Like-minded

Gobsmack Productions

Bronze

Letter Theft

Hornbach Baumarkt AG / HORNBAACH

HeimatTBWA

Sustained Success

Bronze

Parodontax - the bleeding edge of oral health

Haleon / Parodontax (Corsodyl)

Grey London / Wunderman Thompson London

PublicisLEON

Silver

Transforming H&M's business by placing search at the heart of the customer experience

H&M

Digitas UK

PGD India

Travel, Transport & Tourism

Silver

Dogcation: How a travel agency got pet owners out travelling with a 627% ROMI

Nordic Leisure Travel Group / Spies

Robert / Boisen & Like-minded

Gobsmack Productions

POSITIVE CHANGE

Environmental - Brands

Bronze

Unplug Denmark

Norlys

Accenture Song

Orchestra, Help PR, WeCode, Red Cross

Gold

Stop Endocrine Disruptors

Clovin S.A.

FCB & The Milkman / The Rockets

Silver

No trash - No problem

Getlini EKO landfill

White Label / McCANN Riga

Mindshare Latvia, Golin Riga

Social Good - Brands

Bronze

Your place is in the kitchen only when you want it to be.

HCL Online Advertising / Tazz

Jam Session Agency

Conversion, Graffiti PR

Gold

Vodafone Discoverage

VODAFONE ROMANIA

McCann Worldgroup Romania

Bronze

Honestly...

UNIQA

TRIAD Bratislava

Silver

No trash - No problem

Getlini EKO landfill

White Label / McCANN Riga

Social Good - Non-Profit

Bronze

Victim Cardigan

Talita

Åkestam Holst NoA

BKRY NoA, NoA Ignite, HOPE Sthlm,
Other

Gold

Have a Word

Mayor of London

OGILVY UK

Hogarth Worldwide Ltd, Spindle
Productions

Silver

Cry for the Law

Teta&Teta

LOLA MullenLowe

Bronze

**We are life-changing careers.
We are the NHS.**

NHS England

MullenLowe UK

Silver

**Nastenka, the voice against russian
propaganda**

Zastúpenie Európskej komisie na Slovensku

THIS IS LOCCO

Hitchhiker films