

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 28th Annual Effie Awards Gala on 11 December 2024.

GRAND EFFIE

Grand
A Piece of Me
KPN
Dentsu Creative
Amp.Amsterdam // The Sonic Branding Company

AGENCY NETWORK OF THE YEAR

Agency Network of the Year
McCann Worldgroup

BEST OF EUROPE

Brand Experience		
Silver	Bronze	Bronze
McDrip – Refashioning the McJob	Unfollow Self:Hate	LEGO Lion
McDonald's Finland	ING BANK, Sucursala Bucuresti	LEGO Hungary
NORD DDB Helsinki	Jam Session Agency	Red Lemon Media
OMD Finland	Dentsu Romania	Momart;Well PR ;V4Good

Corporate Reputation
Bronze
Reputation Reimagined: Allianz Ireland's Strategic Alliance for Women's Safety
Allianz Ireland
Forsman & Bodenfors Dublin
Teneo

Crisis Response / Critical Pivot
Silver
Grains of Hope
United 24/Soledarity. Ukrainian Rock-Solid Strength
Gres Todorchuk
Silpo

Food & Beverage

Silver

An Ode to Bakers

Atlantic Grupa / Argeta

Luna\TBWA

MEDIA PUBLIKUM D.O.O.

Bronze

Lipton Tek Dem – Where Did This Tea Come From?

Lipton

Medina Turgul DDB

Gold

Lost the Pot

UNILEVER / Pot Noodle

U-Studio/OLIVER

Government & Public Service

Silver

Grains for Hope

United 24/Soledarity. Ukrainian Rock-Solid Strength

Gres Todorchuk

Silpo

Health & Wellness

Silver

SafeToPayHub

Reckitt Benckiser Romania / Durex

VML Romania

ZENITH ROMANIA

Marketing Innovation Solution

Silver

Lay's, a sacred and untouchable recipe...Until now

PepsiCo Spain / Lay's

TBWA\Spain

OMD Spain

Media Strategy & Idea

Gold

Keys for Peace

CMI: Martti Ahtisaari Peace Foundation

TBWA\Worldwide

Def Agency

Media, Entertainment & Leisure

Bronze

TikTok Comes with Benefits

Tik Tok

Tribal Worldwide Istanbul

Positive Change: Brands

Bronze

Dear Influencers

UNILEVER HELLAS / DOVE

Ogilvy Greece

Gold

SafeToPayHub

Reckitt Benckiser Romania / Durex

VML Romania

ZENITH ROMANIA

Positive Change: Non-Profit

Bronze

Making a Big Difference With a Little Budget

Breast Cancer Ireland

Core

The Engine Room

Gold

Have a Word

Mayor of London

Ogilvy UK

Bronze

Czech Insurance Association: Slow down, it's too early

Czech Insurance Association

McCann Prague

Hero & Outlaw

Product/Service Launch

Silver

Sardinian Sould

Ichnusa

LePub

Retail

Gold

Little Lions

Delhaize

TBWA\Belgium

Mindshare Belgium

Bronze

Little Big Talents

Konzum

Zoo Agencija

TCC Global

Silver

Majorca. The Pearl of Effectiveness

Majorica

McCann Spain

Seasonal/Current Event

Bronze

Kotsovolos. Black Friday

THE NEWTONS LABORATORY

Kotsovolos

Filmiki Production

Services

Bronze

Free to Be Yourself

BCR

Cohn & Jansen Creative Network

Wavemaker

Small budget

Gold

McDrip – refashioning the McJob

McDonald's Finland
NORD DDB Helsinki
OMD Finland

Silver

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

Nordic Leisure Travel Group (Spies)
Robert / Boisen & Like-minded

Social Media

Silver

Lost the Pot

UNILEVER / Pot Noodle
U-Studio/OLIVER

Bronze

Dear Influencers

UNILEVER HELLAS / DOVE
Ogilvy Greece

Sustained Success

Silver

Sardinian Souls

Ichnusa
LePub

Bronze

From Members to Monsters

Irish League of Credit Unions
Core

Silver

Enough to Make a Big Difference

McDonald's
NORD DDB
House

Best of Europe: Travel, Transport & Tourism

Gold

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

Nordic Leisure Travel Group (Spies)
Robert / Boisen & Like-minded

Gobsmack Productions

MULTI-MARKET

Food & Beverages

Gold

Magnum Stick to the Original: Fighting against Private Labels

- UNILEVER / Magnum Ice Cream
- LOLA MullenLowe / Mindshare Worldwide
- Golin

Media Strategy & Idea

Bronze

Industrial Emissions Face Mist

- Vattenfall
- NORD DBB
- House

Health & Wellness

Silver

The Mermaid

- Bayer
- LOLA MullenLowe
- Mamma Team

Small Budget

Gold

Sweden (Not Switzerland)

- Visit Sweden
- Forsman & Bodenfors
- Mindshare Sweden

Social Media

Gold

How Being the Pirates of Social Media Sustained Serious Commercial Growth

- Aldi UK Ltd.
- McCann Manchester

Bronze

#TURNYOURBACK

- UNILEVER
- DAVID Madrid / Ogilvy UK
- DAVID São Paulo

Sustained Success

Gold

How Being the Pirates of Social Media Sustained Serious Commercial Growth

Aldi UK Ltd.

McCann Manchester

Travel, Transports & Tourism

Silver

Sweden (Not Switzerland)

Visit Sweden

Forsman & Bodenfors

Mindshare Sweden

POSITIVE CHANGE

Environmental - Brands

Gold

Windy Retreats

Andel

Robert / Boisen & Like-minded

Gobsmack Productions

Social Good - Brands

Bronze

#TURNYOURBACK

UNILEVER

DAVID Madrid/Ogilvy UK

Bronze

Samsung - Technology with Purpose: Unfear & Unnoise

SAMSUNG ELECTRONICS IBERIA

Cheil Spain

Bronze

BIO-Spam Your Property Manager

Getlini EKO

White Label / McCann Riga

Mindshare Latvia; Golin Riga

Silver

#ShareWithCare - Message from Ella

Deutsche Telekom

adam&eveBerlin GmbH

Mindshare GmbH; emetriq GmbH

Silver

HOW BOX HOUSES SAVED HUMAN HOUSES

Nova Post

BetterSvit

Media First Ukraine

Silver

Where to Settle

Mastercard

McCANN Poland

Carat Polska

Gold

A Piece of Me

KPN

Dentsu Creative Amsterdam

Social Good - Non Profit

Bronze

Breaking The Silence

Mayor of London

OGILVY UK

Wavemaker UK; Ridley Scott Associates

Bronze

The big shake up

Aktion Deutschland Hilft e.V.

Havas Germany

Bronze

Children in need must be seen

Úsmev ako dar

Respect APP

SK PR STRATEGIES s.r.o.

Silver

Mental health is a big issue; this is how Every Mind Matters is making it smaller.

Department of Health and Social Care

MullenLowe UK, Wavemaker

Freuds+; Topham Guerin; OmniGov @ MGOMD; Paragon DCX

Silver

Play, Learn, Sparkle!

UNICEF Ukraine

McCann Kyiv

Universal McCann; G.E.M

Silver

Protect All Families

Accept

Publicis Romania

Digitas Romania

Gold

Mission Talita

Talita

Åkestam Holst NoA

North Kingdom NoA"; Universal Music Publishing (Sweden); Esportal