

Effie Europe Finalists 2025



Category	Entry Title	Client/Brand	Leading Agencies	Contributing Agencies	Country
Best of Europe: Automotive	Data-Driven Dealerships	CUPRA Deutschland / CUPRA	PHD Germany, PIA Media		Germany
Best of Europe: Crisis Response / Critical Pivot	DTEK x USYK. Fight for Light.	DTEK	Banda agency		Ukraine
	The Other War Heroes	Nestle / Pet food	McCann Kyiv	Zenith	Ukraine
	McDonald's Side By Side	McDonald's / QSR	TBWA Istanbul	Ptot Films, Organic Film, OMD Turkiye, Lorbi	Turkiye
Best of Europe: Experiential Marketing	IKEA - Design your sleep, while you sleep	IKEA Ibérica / IKEA	MRM Spain		Spain
Best of Europe: Food & Beverage	Why?	Valvis Holding / AQUA Carpatica Kids	Cohn & Jansen Creative Network	Media Investment	Romania
	Refreshing the Legend: How Zlatý Bažant Radler Rode Back to Fame	HEINEKEN Slovakia / Zlatý Bažant	THIS IS LOCCO		Slovakia
	Then, OBSESSO	OBSESSO / RTD Iced Coffee	Concept		Turkiye
	Twister	Pixiu Agency / Twister Pickle Mickle	Pixiu Agency	knockknock, 51 Digital, Magnum Ice Cream Company	Slovakia
Best of Europe: Health & Wellness	I Don't Go to Specsavers: how subverting an iconic idea supercharged growth	Specsavers	Specsavers Creative, MG OMD		United Kingdom
	#TakeYourMomToMamo	REGINA MARIA	Punk Agency	Mccann Health Brain & Heart, Bad Habits, MEDIA-TIQUE	Romania
Best of Europe: Influencer Marketing	Unexpected Heroes	Procter & Gamble Romania / Old Spice	LEO BURNETT BUCHAREST	Aggero, New View	Romania
	The Don't Die Bag	Dr.Max / Dr.Max Pharmacy	THIS IS LOCCO	GROOW DIGITAL	Slovakia
	The Wavy Cut	PepsiCo Spain / Lay's Gourmet	Sips And Bites, OMD Spain	(PROBABLY), Firma, 2.10 (TEAM RANDOMK SPORTS), Draft Punk	Spain

Best of Europe: Marketing Innovation Solutions	#TakeYourMomToMamo	REGINA MARIA	Punk Agency	Mccann Health Brain & Heart, Bad Habits, MEDIA-TIQUE	Romania
	The Uncomfortable Unboxing	Diageo / Alcohol	Publicis Groupe Hungary		Hungary
	The SSE500	SSE Riga Alumni Association / SSE Riga Alumni Association Fundraising	White Label, McCANN Riga		Latvia
	Then, OBSESSO	OBSESSO / RTD Iced Coffee	Concept		Turkiye
Best of Europe: Media Strategy & Idea	Finding Samaritans amongst the keenest of listeners	Dublin Samaritans	Droga5		Ireland
	HOUSE-BOXES	Nova Post / Nova Post, Come Back Alive	BetterSvit, Media First Ukraine		Ukraine
	PERIOD DRESS	TESCO STORE SR, a. s.	Istropolitana Ogilvy		Slovakia
	Unexpected Heroes	Procter & Gamble Romania / Old Spice	LEO BURNETT BUCHAREST	Aggero, New View	Romania
	DTEK x USYK. Fight for Light.	DTEK	Banda agency		Ukraine
	Windy Retreats	Andel	Robert/Boisen & Like-minded	Gobsmack Productions	Denmark
Best of Europe: Media, Entertainment & Leisure	Stream BIG: from catch-up platform to full-fledged streaming service	VTM GO	Joe Public & Springbok		Belgium
Best of Europe: Positive Change Brand	FOR MENstruation – Equality to Effectiveness	Delipap Oy / Vuokkoset For MENstruation	TBWA Helsinki		Finland
	HOW NOVA POST PACKED THE SKY	Nova Post / Nova Post, Come Back Alive	BetterSvit, Media First Ukraine		Ukraine
	It's time to stop!	Bingo / Bingo Group	Via Media, ViaMedia		Bosnia and Herzegovina
Best of Europe: Positive Change Non-profit	Be Brave, Be Healthy	Zagrebacka pivovara / Ožujsko beer	BBDO Zagreb	404, OMD Zagreb, CROATIA POLIKLINIKA	Croatia
	The Street of Life	The Documentalists Foundation / Organ donation awareness	Noble Graphics		Bulgaria
	This Is All I Can Afford	Turkish Education Foundation / Student Housing Crisis Awareness Project	Happy People Project	Good Boy Creative Production, Ingage, Mindshare Turkey, ArtıPR	Turkiye
	Fighting To Remember	Zikaron Basalon / Fighting to Remember - Zikaron Basalon	McCann Tel Aviv		Israel
	Greenpeace_The Dead Sea_Best of Europe	Greenpeace (Denmark) / Greenpeace	&Co. / NoA		Denmark
Best of Europe: Product/Service Launch	Full of LAV	LAV	BLAB		Turkiye

Best of Europe: Retail	Take care of your Froggu	Żabka Polska sp. z o.o. / Żabka (Little Frog)	180heartbeats + Jung v. Matt		Poland
	Äh, nu tar vi helg – Let’s call it a weekend	Willys / Äh, nu tar vi helg - Let’s call it a weekend	NORD DDB		Sweden
Best of Europe: Seasonal/Current Events	Refreshing the Legend: How Zlatý Bažant Radler Rode Back to Fame	HEINEKEN Slovakia / Zlatý Bažant	THIS IS LOCCO		Slovakia
	Vodafone Xmas campaign - The two rival toy store owners	Vodafone Hungary / Vodafone	Bold Ideas		Hungary
	The Wavy Cut	PepsiCo Spain / Lay's Gourmet	Sips And Bites, OMD Spain	(PROBABLY), Firma, 2.10 (TEAM RANDOMK SPORTS), Draft Punk	Spain
Best of Europe: Small Budget	The Street of Life	The Documentalists Foundation / Organ donation awareness	Noble Graphics		Bulgaria
	Greenpeace_The Dead Sea_Best of Europe	Greenpeace (Denmark) / Greenpeace	&Co. / NoA		Denmark
	Twister	Pixiu Agency / Twister Pickle Mickle	Pixiu Agency	knocknock, 51 Digital, Magnum Ice Cream Company	Turkiye
Best of Europe: Social Media	Better Late Than Never	IKEA / IKEA Family	Åkestam Holst NoA	Carat (Sweden)	Sweden
	Forgive me, I watched it without you	PepsiCo Romania / Lay's Romania	LEO BURNETT BUCHAREST	OMD Romania	Romania
Best of Europe: Sustained Success	Making the everyday wonderful when the world turned anything but	IKEA	Mother	MJZ London, HeLo, THE MISS JONES AGENCY	United kingdom
	Äh, nu tar vi helg - Let’s call it a weekend	Willys / Äh, nu tar vi helg - Let’s call it a weekend	NORD DDB		Sweden
	When promotions become culture: The four-decade effectiveness of “A Salary for Life” by Nescafé	Nestlé (Spain) / NESCAFÉ	McCann Worldgroup Spain, Ogilvy (Spain)		Spain
Best of Europe: Travel, Transport & Tourism	Costa Sanremo - The Sound of Wonder	Costa Crociere	LePub	Mercurio Cinematografica, Artled, Mindshare Italia, ThisisHello	Italy

Category	Entry Title	Client/Brand	Leading Agencies	Contributing Agencies	Country
Multi-market: Artificial Intelligence (AI)	MINI says hello to LUMIA	Bayerische Motoren Werke Aktiengesellschaft / MINI	SERVICEPLAN GERMANY, THE MARCOM ENGINE	MEDIAPLUS GERMANY	Germany
Multi-Market: Automotive	Nissan Juke - Love-it or Love-to-hate-it	Nissan AMIEO / Nissan Juke	TBWA G1/Nissan United		France

Multi-Market: Business-to-business	New Energy	Scania	Åkestam Holst NoA	Bleck films	Sweden
Multi-market: Consumer Goods & Telecom	Rainbow Wool - Gay Sheep as Purpose-Driven Business Boosters	Schäfferei Michael Stücker / Rainbow Wool	SERVICEPLAN GERMANY, MEDIAPLUS GERMANY	PLAN.NET GERMANY, Serviceplan Make, Tacsy, hmmh multimediahaus AG	Germany
	DTEK x USYK. Fight for Light.	DTEK	Banda agency		Ukraine
	EVERY DAY MAKE'AIR	Versuni (Philips Domestic Appliances) / Philips Airfryer	Media Direction (Poland)		Poland
Multi-market: Experiential Marketing	Lay's Flavour Battle	PepsiCo Europe / Lay's	Barrows (United Kingdom)	Nielsen	United Kingdom
Multi-Market: Fast Moving Consumer Goods (FMCG)	Taking the fast track to a more wonderful quick wash	Unilever / Persil / Skip	MullenLowe Global	Mindshare Worldwide	United Kingdom
Multi-Market: Food & Beverage	Nothing Cracks Like Magnum: Turning Sound into the Loudest Proof of Quality	Magnum Ice Cream Company / MAGNUM	LOLA MullenLowe	Mindshare Worldwide	Spain
	Made with the Best of Us	DR SCHAR / Schar	MRM Romania	McCANN Düsseldorf, MRM Spain	Romania
	Strength of Character	Mondelēz International (France) / Côte d'Or	Ogilvy Social.Lab Brussels, Ogilvy Paris	Publicis Groupe, Spark Foundry France, Hogarth Paris, Bulletproof	Belgium
	Play With The Color You Want	The Coca-Cola Company (EU) / Fanta	OGILVY UK	T&P, Sholz & Friends, VML SPAIN	United Kingdom
Multi-market: Health Effectiveness	A Constant in the Complexity	Johnson & Johnson Innovative Medicine	McCann Health London, an IPG Health Company		United Kingdom
	Rare Disease Connect in Neurology (RDCN)	UCB	Ogilvy Health UK		United Kingdom
Multi-Market: Marketing Innovation Solutions	Room For Everyone (WhereToStart)	Mastercard / Room For Everyone (WhereToStart)	McCann Poland, McCANN-ERICKSON PRAGUE spol. s.r.o., INTERNATIONAL ADVERTISING AGENCY	McCann WorldGroup, Craft Worldwide, Carat, Assembly	Poland
Multi-Market: Media Strategy & Idea	Pass It On - Use Your Vote - European Elections 2024	European Parliament, Directorate-General for Communication / The European Parliament	&Co. / NoA	ICF Next, Tipik Communication Agency, Havas International Paris, Kind Production	Denmark
	Nothing Cracks Like Magnum: Turning Sound into the Loudest Proof of Quality	Magnum Ice Cream Company / MAGNUM	LOLA MullenLowe	Mindshare Worldwide	Spain
	XTB Where Your Money Works	XTB / XTB Where your money works campaign	McCann Poland	McCann Worldgroup, Media Context	Poland
Multi-Market: Media, Entertainment & Leisure	Rogue Shadow Ops	Activision Blizzard / Rogue Shadow Ops	Twitch Brand Partnership Studio		United Kingdom

Multi-Market: Product/Service Launch	Hardware Prison Break: Galaxy AI's Fight to Redefine What Smartphones Can Do	Samsung Electronics Co., Ltd. Global HQ / Galaxy S24 S24+ S24 Ultra Smartphones	BBH		Singapore
	Novotel x PSG - La Suite Novotel by ALL.com	Novotel / La Suite Novotel by ALL.com	WE ARE SOCIAL		France
Multi-Market: Retail	Get It Fixed	jem & fix	Uncle Grey	DENTSU	Denmark
	Wake-up! It's Time For A Better Sleep	IKEA (Belgium) / IKEA	Ogilvy Social.Lab Brussels, Mindshare (Belgium)	OONA/BAAS	Belgium
Multi-Market: Services	Room For Everyone (WhereToStart)	Mastercard / Room For Everyone (WhereToStart)	McCann Poland, McCANN-ERICKSON PRAGUE spol. s.r.o., INTERNATIONAL ADVERTISING AGENCY	McCann WorldGroup, Craft Worldwide, Carat, Assembly	Poland
	XTB Where Your Money Works	XTB / XTB Where your money works campaign	McCann Poland	McCann Worldgroup, Media Context	Poland
	Rethink Through The Noise	Lombard Odier / Lombard	VMLVML	Wavemaker UK	Switzerland
Multi-Market: Small Budget	Nearest Bomb Shelter	Ukrainian pavilion at the 60th Venice Biennale / Nearest Bomb Shelter	Bickerstaff.734		Ukraine
	Real Not Perfect	Intellias / Real Not Perfect	Intellias	Beans Agency	Ukraine
Multi-market: Social Media	Rogue Shadow Ops	Activision / Rogue Shadow Ops	AMAZON EU		United Kingdom
	WHEN LIFE GIVES YOU FASHION ADVICE, TURN IT INTO SAVED LIVES	UNITED24 / UNITED24 Medevac	HyperNormal	Ministry of Health of Ukraine, UNITED24 media, Ministry of Digital Transformation of Ukraine	Ukraine
Multi-Market: Sustained Success	Get it Fixed	jem & fix	Uncle Grey	DENTSU	Denmark
	Corona Natural	AB InBev Ltd. / Corona Extra	draftLine Europe / AB Inbev	Wieden & Kennedy NY, Starcom Media	United Kingdom
	Kramp F&G	Kramp Groep BV / Kramp F&G	mreaction ltd		Netherlands
Multi-Market: Travel, Transport & Tourism	Halloween's Irish soul: resurrecting a lost legacy	Tourism Ireland Great Britain. / Tourism Ireland	Publicis London	OMD OMD OMD	United Kingdom
	Turkish Airlines - Fly by Sign	TURKISH AIRLINES	Tribal Worldwide İstanbul	WellCrea, MessageGate	Turkiye
Positive Change: Environmental Brands	Deal with the trash	Mcdonalds (Sweden) / Deal with the trash	NORD DDB	House, OMD sweden, Prime Weber Shadwick	Sweden
	Sell it, Send it, Cash it In — How An Post Became the Everyday Enabler of Circular Living	An Post / Prepaid packaging and Click and Post return solutions	Boys & Girls, Core	Boys and Girls	Ireland
	Bipa is Starving	Getlini EKO / Getlini EKO landfill	White Label, McCANN Riga	Mindshare Latvia	Latvia

	IBEROSTAR - You Do You*	Iberostar Beachfront Resorts	McCann Worldgroup Spain	Craft Worldwide Spain	Spain
Positive Change: Environmental Non-Profit	The Recycling Dance	RetuRO SGR	LEO BURNETT	Media Investment, MSL The Practice	Romania
Positive Change: Social Good - Brands	The Drying Flag	Latvian State Blood Donor Center / Blood Donations	White Label, McCANN Riga	Mindshare Baltics, Golin Riga	Latvia
	Champions of Europe	Novartis Slovakia / Breast cancer awareness	TRIAD Bratislava		Slovakia
	Minefield Honey: Harvesting Hope	KERNEL / Minefield Honey: Harvesting Hope	Saatchi&Saatchi Ukraine	Special Marketing Operation	Ukraine
	DONATION CHALLENGE	BOLT UKRAINE / BOLT	Rockets. Growth R&D	MANIFEST Production	Ukraine
	The Other War Heroes	Nestlé Ukraine / Pet food	McCann Kyiv	Zenith	Ukraine
	IN-FRIDGE PROMO	Lidl Romania	MRM Romania	McCann Romania, Initiative Media Romania	Romania
	Daisy vs Scammers	Virgin Media O2	VCCP	faith, Girl&Bear, Bernadette	United Kingdom
	Concocting Chemistry: How Henkel Makes Ukrainian Kids Fall in Love with Science	Henkel Ukraine / Henkel	BetterSvit, Media First Ukraine	MI Health	Ukraine
	Next	National Bank of Greece / Next by NBG	McCann Athens	MRM Mccann Athens	Greece
Positive Change: Social Good - Non-Profit	You Already Vote, So Vote	My Life My Say	OGILVY UK	Hogarth Worldwide Ltd	United Kingdom
	Drawing out the silence	Psykiatrifonden	Uncle Grey		Denmark
	For Your Breast Safety	NGO Pink Train Foundation / Breast cancer screening	White Label, McCANN Riga	Mindshare Latvia	Latvia
	Pensum_GPT	Dansklærerforeningen / Pensum_GPT	Marketsquare	Help PR	Denmark
	Unbannable Banner	Stand of Heroes Foundation / Unbannable Banner	Gres Todorchuk, ISD Group		Ukraine