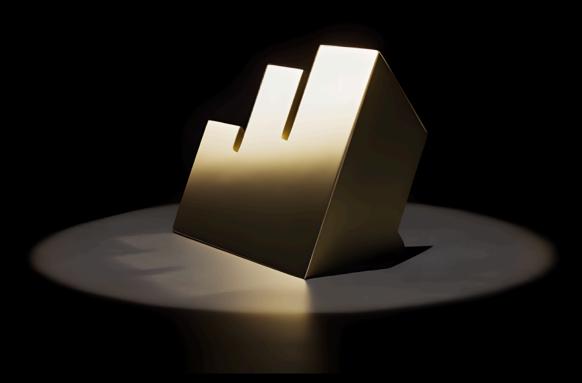


2025 WINNERS



WINNERS

Effie Awarding Ideas That Work® is the award that recognizes ideas that work and contribute to a brand's success by highlighting its business results.

With 13 golds, 17 silvers, 33 bronzes, professionalism competes at an international level. Congratulations to all the winners of the 2025 Effie® Awards Europe!

No Grand Effie Winner has been awarded this year.

Below are the awards assigned:

AGENCY NETWORK OF THE YEAR



MCCANN

DEPENDENT AGENCY



Bettersvit



BEST OF EUROPE

Media Strategy & Idea

HOUSE-BOXES

Nova Post

BetterSvit

Media First Ukraine



BEST OF EUROPE

Positive Change - Brand

HOW NOVA POST PACKED THE SKY

Nova Post

BetterSvit

Media First Ukraine



BEST OF EUROPE

Positive Change - Non-profit

Greenpeace The Dead Sea Best of Europe

Greenpeace (Denmark)

&Co. / NoA



BEST OF EUROPE

Seasonal/Current Events

Finding Samaritans Amongst the Kneenest of Listeners

Dublin Samaritans

Droga5



BEST OF EUROPE

Small Budget

The Dead Sea Best of Europe

Greenpeace

&Co. / NoA

BEST OF EUROPE



Sustained Success

Making the everyday wonderful when the world turned anything but

IKEA

Mother

BEST OF EUROPE



Marketing Innovation Solutions

The SSE500

SSE Riga Alumni Association Fundraising

White Label

McCANN RIGA

BEST OF EUROPE



Media Strategy & Idea

The SSE500

SSE Riga Alumni Association Fundraising

White Label

McCANN RIGA





MULTI-MARKET

Consumer Goods & Telecom

Rainbow Wool - Gay Sheep as Purpose-Driven Business Boosters

Rainbow Wool

SERVICEPLAN GERMANY

MEDIAPLUS GERMANY



MULTI-MARKET

Food & Beverage

Nothing Cracks Like Magnum: Turning Sound into the Loudest Proof of Quality

MAGNUM

LOLA MullenLowe



MULTI-MARKET

Social Media

WHEN LIFE GIVES YOU FASHION ADVICE, TURN IT INTO SAVED LIVES

UNITED24 Medevac

HyperNormal



POSITIVE CHANGE

Social Good - Brands

Daisy vs Scammers

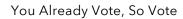
Virgin Media O2

VCCP



POSITIVE CHANGE

Social Good - Non-Profit



My Life My Say

OGILVY UK





BEST OF EUROPE

Food & Beverage

Why?

AQUA Carpatica Kids

Cohn & Jansen Creative Network





Health & Wellness

#TakeYourMomToMamo

Regina Maria

Punk Agency

BEST OF EUROPE



Health & Wellness

I Don't Go to Specsavers: how subverting an iconic idea supercharged growth

Specsavers

Specsavers Creative

MG OMD

BEST OF EUROPE



Influencer Marketing

Unexpected Heroes

Procter & Gamble Romania

LEO BURNETT BUCHAREST



BEST OF EUROPE

Marketing Innovation Solutions

#TakeYourMomToMamo

Regina Maria

Punk Agency





Media Strategy & Idea

Unexpected Heroes

Procter & Gamble Romania

LEO BURNETT BUCHAREST

BEST OF EUROPE



Positive	e Chang	e - Brand
		<u> </u>

It's time to stop!

Bingo Group

Via Media

BEST OF EUROPE



Sustained Success

When promotions become culture: The four-decade effectiveness of "A Salary for Life" by Nescafé

NESCAFÉ

McCANN Worldgroup Spain



MULTI-MARKET

Health Effectiveness

Rare Disease Connect in Neurology (RDCN)

UCB

Ogilvy Health UK



Marketing Innovation Solutions

Room For Everyone (WhereToStart)

Mastercard

McCANN Poland

McCANN PRAGUE, INTERNATIONAL ADVERTISING AGENCY



Media Strategy & Idea

Nothing Cracks Like Magnum: Turning Sound into the Loudest Proof of Quality

MAGNUM

LOLA MullenLowe



MULTI-MARKET

Services

Room For Everyone (WhereToStart)

Mastercard

McCANN Poland

McCANN Prague, INTERNATIONAL ADVERTISING AGENCY





MULTI-MARKET

Small Budget
Nearest Bomb Shelter
Nearest Bomb Shelter
Bickerstaff.734

MULTI-MARKET



Travel, Transport & Tourism

Halloween's Irish soul: resurrecting a lost legacy

Tourism Ireland

Publicis London

POSITIVE CHANGE



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Deal with the trash

Mcdonalds (Sweden)

NORD DDB Sweden

POSITIVE CHANGE



Environmental - Non-Profit

The Recycling Dance

RetuRO SGR

LEO BURNETT



POSITIVE CHANGE

	Social Good - Non-Profit
Pensum_GPT	
Dansklærerforeningen	
Marketsquare	





Crisis Response / Critical Pivot



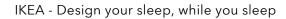
The Other War Heroes

Pet food

McCann Kyiv



Experiential Marketing. *Updated



IKEA

MRM Spain



BEST OF EUROPE

Food & Beverage

Refreshing the Legend: How Zlatý Bažant Radler Rode Back to Fame

Zlatý Bažant

THIS IS LOCCO



BEST OF EUROPE

Influencer Marketing

The Don't Die Bag

Dr Max Pharmacy

THIS IS LOCCO





BEST OF EUROPE

Crisis Response / Critical Pivot

The Other War Heroes

Pet food

McCann Kyiv



effie

Experiential Marketing. *Updated

IKEA - Design your sleep, while you sleep

IKEA

MRM Spain

BEST OF EUROPE



Food & Beverage

Refreshing the Legend: How Zlatý Bažant Radler Rode Back to Fame

Zlatý Bažant

THIS IS LOCCO

BEST OF EUROPE



The Don't Die Bag

Dr Max Pharmacy

THIS IS LOCCO



BEST OF EUROPE

Influencer Marketing

The Wavy Cut

Pepsico / Lay's Gourmet

Sips And Bites

OMD Spain

BEST OF EUROPE



Media Strategy & Idea

Windy Retreats

Andel

Robert/Boisen & Like-minded

BEST OF EUROPE



Media, Entertainment & Leisure

Stream BIG: from catch-up platform to full-fledged streaming service

VTM GO

Joe Public & Springbok

BEST OF EUROPE



Positive Change - Non-profit

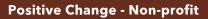
Fighting To Remember

Zikaron Basalon

McCANN Tel Aviv









The Street of Life

Organ donation awareness

Noble Graphics



Positive Change - Non-profit



This Is All I Can Afford

Student Housing Crisis Awareness Project

Happy People Project

BEST OF EUROPE



Retail

Take care of your Froggu

Żabka (Little Frog)

180heartbeats + Jung v. Matt

BEST OF EUROPE



Seasonal/Current Events

The Wavy Cut

PepsiCo Spain

Sips And Bites

OMD Spain



BEST OF EUROPE

Seasonal/Current Events

Vodafone Xmas campaign - The two rival toy store owners

Vodafone

Bold Ideas

BEST OF EUROPE



Social Media

Forgive me, I watched it without you

PepsiCo Romania

LEO BURNETT BUCHAREST

BEST OF EUROPE



Sustained Success

Äh, nu tar vi helg - Let's call it a weekend

Willys Sweden

NORD DDB Sweden

BEST OF EUROPE



Travel, Transport & Tourism

Costa Sanremo - The Sound of Wonder

Costa Crociere

LePub

effic

MULTI-MARKET

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Nissan Juke - Love-it or Love-to-hate-it

Nissan AMIEO

TBWA G1/Nissan United





Business-to-business

New Energy

Scania

Åkestam Holst NoA

MULTI-MARKET

effie

Food & Beverage

With The Color You Want

Fanta

OGILVY UK

MULTI-MARKET



Health Effectiveness

A Constant in the Complexity

Darzalex

McCANN Health London, an IPG Health Company





MULTI-MARKET

Media Strategy & Idea

Pass It On - Use Your Vote - European Elections 2024

European Parliament, Directorate-General for Communication

&Co. / NoA



Media, Entertainment & Leisure

Rogue Shadow Ops

Activision Blizzard

Twitch Brand Partnership Studio



MULTI-MARKET

Product/Service Launch

Hardware Prison Break: Galaxy AI's Fight to Redefine What Smartphones Can Do

Galaxy S24 | S24+ | S24 Ultra Smartphones

BBH



MULTI-MARKET

Get It Fixed

Jem & Fix

Uncle Grey





MULTI-MARKET

Retail

Wake-up! It's Time For A Better Sleep

IKEA

Ogilvy Social.Lab Brussels

Mindshare (Belgium)

MULTI-MARKET

	Services
	Rethink Through The Noise
	Lombard Odier
	VML
effie	

MULTI-MARKET

Services
XTB Where Your Money Works
ХТВ
McCANN Poland



POSITIVE CHANGE

	Environmental - Brands	
Bipa is Starving		
Getilini EKO		
White Label		
McCANN Riga		





POSITIVE CHANGE

Environmental - Brands

Sell it, Send it, Cash it In – How An Post Became the Everyday Enabler of Circular Living

An Post

Boys & Girls

Core

POSITIVE CHANGE



Social Good - Brands

IN-FRIDGE PROMO

Lidl Romania

MRM Romania

POSITIVE CHANGE



Social Good - Brands

Minefield Honey: Harvesting Hope

KERNEL

Saatchi&Saatchi Ukraine

POSITIVE CHANGE



Social Good - Brands

The Drying Flag

Blood Donations

White Label

McCANN Riga



POSITIVE CHANGE

Social Good - Non-Profit

Drawing out the silence

Psykiatrifonden

Uncle Grey