



effieAwards

Europe

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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

INDEPENDENT AGENCY OF THE YEAR



Bettersvit

GOLD EFFIE



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

GOLD EFFIE



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



GOLD EFFIE



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

GOLD EFFIE



POSITIVE CHANGE

Social Good - Non-Profit

You Already Vote, So Vote

My Life My Say

OGILVY UK

SILVER EFFIE



BEST OF EUROPE

Food & Beverage

Why?

AQUA Carpatica Kids

Cohn & Jansen Creative Network

BEST OF EUROPE

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



SILVER EFFIE



BEST OF EUROPE

Marketing Innovation Solutions

#TakeYourMomToMamo

Regina Maria

Punk Agency

BEST OF EUROPE

Media Strategy & Idea

Unexpected Heroes

Procter & Gamble Romania

LEO BURNETT BUCHAREST



BEST OF EUROPE

Positive Change - Brand

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



SILVER EFFIE



MULTI-MARKET

Health Effectiveness

Rare Disease Connect in Neurology (RDCN)

UCB

Ogilvy Health UK

MULTI-MARKET

Marketing Innovation Solutions

Room For Everyone (WhereToStart)

Mastercard

McCANN Poland

McCANN PRAGUE, INTERNATIONAL ADVERTISING AGENCY

MULTI-MARKET

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



SILVER EFFIE



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

Environmental - Brands

Deal with the trash

Mcdonalds (Sweden)

NORD DDB Sweden

POSITIVE CHANGE

Environmental - Non-Profit

The Recycling Dance

RetuRO SGR

LEO BURNETT

SILVER EFFIE



POSITIVE CHANGE

Social Good - Non-Profit
Pensum_GPT
Dansklærerforeningen
Marketsquare

BRONZE EFFIE



BEST OF EUROPE

Crisis Response / Critical Pivot

The Other War Heroes

Pet food

McCann Kyiv

BEST OF EUROPE

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

Influencer Marketing

The Don't Die Bag

Dr Max Pharmacy

THIS IS LOCCO



BRONZE EFFIE



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BRONZE EFFIE



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

BRONZE EFFIE



BEST OF EUROPE

Positive Change - Non-profit

The Street of Life

Organ donation awareness

Noble Graphics



BEST OF EUROPE

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

Žabka (Little Frog)

180heartbeats + Jung v. Matt



BEST OF EUROPE

Seasonal/Current Events

The Wavy Cut

PepsiCo Spain

Sips And Bites

OMD Spain

BRONZE EFFIE



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

BRONZE EFFIE



MULTI-MARKET

Automotive

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

Nissan AMIEO

TBWA G1/Nissan United

MULTI-MARKET

Business-to-business

New Energy

Scania

Åkestam Holst NoA

MULTI-MARKET

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



BRONZE EFFIE



MULTI-MARKET

Media Strategy & Idea

Pass It On - Use Your Vote - European Elections 2024

European Parliament, Directorate-General for Communication

&Co. / NoA

MULTI-MARKET

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

Retail

Get It Fixed

Jem & Fix

Uncle Grey



BRONZE EFFIE



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

MULTI-MARKET

Services

- XTB Where Your Money Works
- XTB
- McCANN Poland

POSITIVE CHANGE

Environmental - Brands

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



BRONZE EFFIE



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

BRONZE EFFIE



POSITIVE CHANGE

Social Good - Non-Profit

Drawing out the silence

Psykiatrifonden

Uncle Grey