Effie Europe Finalists 2026

Best of Europe Categories

Category	Entry Title	Client/Brand	Lead Agency(s)	Contributing Agency(s)	Country
Best of Europe: Automotive	Why Škoda?	Škoda (Spain)	Jungle PS21, PHD MEDIA (Spain)	Meme, True PR	Spain
	Is This Castrol?	Castrol	VML Türkiye	Mindshare Türkiye	Turkiye
Best of Europe: Beverages	Reinventing Beer in the Country That Defined It	Plzeňský prazdroj/Proud	VCCP Prague	Publicis Groupe (Czechia), BTL Partner & Media, Cocoon	Czechia
Best of Europe: Brand Content & Entertainment	Queen of the Night	PepsiCo Romania/Pepsi Romania	Leo Bucharest	OMD Romania, est.now	Romania
	Who Will Become Tomorrow's Chemists in Ukraine?	Henkel Ukraine	BetterSvit, Media First Ukraine	MI Health	Ukraine
Best of Europe: Brand Integration & Partnerships	EME - Brand Integration	McDonald's	TBWA Spain &14, OMD	EME STUDIOS, TRUE PR, Publicis, LLYC	Spain
Best of Europe: Business Achievement	Recipe for Friendship	McDonald's Poland	TBWA Warsaw	OMD Poland, dentsu Poland, 24/7Communication, CPC Brand Consultants	Poland
Best of Europe: Business-to-business	Minefield Honey: Harvesting Hope	KERNEL/Ministry of Foreign Affairs of Ukraine	Saatchi & Saatchi		Ukraine
Best of Europe: Commerce & Shopper	COMFY Mobile: from top 2 in terms of volume to leader in terms of profitability - the window of opportunity strategy	COMFY	Netpeak		Cyprus
	Fries Compensation	KFC Spain	Arena Media Spain, Jungle PS21		Spain
	Puffy - You Might Want to Sleep on It	Puffy	Concept	Riders Film, Audio Kollektive, Tonic Effects Post Production	Turkiye
Best of Europe: Consumer Goods &	The Million Euro Question	O2	TRIAD		Slovakia
	The Fibre Forecast	National Broadband Ireland (NBI)	Core	Murray Consultants, CMS Marketing	Ireland

Telecom	The Tumbara Era	TURKCELL/Turkcell Tumbara	RAFINERI	Depo Film, Staff - Media, DCMP Compositing Studio	Turkiye
Best of Europe: Crisis Response / Critical Pivot	Ebike Center Uphills Won't Stop Cycling	Ebike Center	hasan & partners	Hopkins	Finland
	A Crumble of Patience	Bambi/Plazma	McCann Beograd, COMMUNIS		Serbia
Best of Europe: Experiential Marketing	TheVR's Famous Order	Progress Promotion Kft. (McDonald's)/McDonald's	feat. Kft		Hungary
	How the oldest bank got the youngest leaders	Česká spořitelna/Future Mindset Board	VML, OAK Prague	WPP Media Czechia	Czechia
Best of Europe: Food	Serving up some bragging rights	Smartmat NV/Foodbag	Joe Public Belgium, Springbok		Belgium
Best of Europe: Government & Public Service	Real engineering problem	TalTech University of Technology	Tank Creative Agency	Initiative Estonia	Estonia
	Minefield Honey: Harvesting Hope	KERNEL/Ministry of Foreign Affairs of Ukraine	Saatchi & Saatchi	Starcom	Ukraine
	You have what it takes	Försvarsmaken – Swedish Armed Forces	NORD DDB Stockholm	House Agency	Sweden
	Stop Bullying	Greek Ministry of Education, Religious Affairs and Sports/Stop-Bullyin.gov.gr	OGILVY	Onassis Foundation	Greece
Best of Europe: Health & Wellness	Menopause - Listening Helps	Médis	Stream and Tough Guy	Arena Media Portugal	Portugal
	From fast fixes to fighting bias: how Nurofen regained category leadership in pain relief	Reckitt/Nurofen	McCann London	Golin, Zenith, McCann Health, Omnicom Production	United Kingdom
	The Most Ignored Sponsor	REGINA MARIA	Punk Agency	MEDIA-TIQUE, Bad Habits	Romania
Best of Europe: Influencer Marketing	Unfamous Orders	KFC Spain	Arena Media Spain, Jungle PS21		Spain
	CELEBRATING PREEMIES' VICTORIES	Procter & Gamble/PAMPERS	Leo Bucharest	Starcom Worldwide, GRF+	Romania
Best of Europe: Marketing Innovation Solutions	The Tumbara Era	TURKCELL	RAFINERI	Depo Film, Staff - Media, DCMP Compositing Studio	Turkiye
Best of Europe: Media Idea / Innovation	The Book Fact Checker	Cărturești	VML Romania	WPP Media Romania	Romania
	The Magnum Crack Hunt	The Magnum Ice Cream Company/Magnum	Saatchi & Saatchi + The Geeks	WPP Media	Romania
	Kebab Fried Chicken	KFC Spain	Arena Media Spain, Jungle PS21		Spain
	● LIVE YOUR WONDER	Costa Crociere	LePub	Mercurio Cinematografica, MSL Italia	Italy
Best of Europe: Media, Entertainment, Sports & Leisure	How we doubled the Paralympics viewership in Czechia	Český paralympijský výbor, z.s./Czech Paralympic Committee	VML		Czechia
	The Everyday Tactician: How getting a football club promoted helped Xbox take a step closer to the future of gaming.	Xbox	McCann London		United Kingdom
	Das ist Typisch Dänisch	Danske Spil/Oddset	Robert Boisen & Like-minded	WWP Media	Denmark
	The Million Euro Question	O2	TRIAD		Slovakia

Best of Europe: Positive Change - Brand	Making Energy Clear	YASNO (ТОВ Д.СОЛЮШНС)/YASNO	YASNO (ТОВ Д.СОЛЮШНС)		Ukraine
	The Most Ignored Sponsor	REGINA MARIA	Punk Agency	MEDIA-TIQUE, Bad Habits	Romania
	Signs of Inclusion	Mastercard (Slovenia), Association of the Deaf and Hard of Hearing of Slovenia	Povem d.o.o	MEDIANA D.O.O., CNJ d.o.o., MEDIA PUBLIKUM D.O.O., Deadline d.o.o.	Slovenia
	The Wedding Rice	WIKIFARMER/The Wedding Rice by Wikifarmer	McCann Athens		Greece
	CELEBRATING PREEMIES' VICTORIES	Procter & Gamble Romania/PAMPERS	Leo Bucharest	Starcom Worldwide, GRF+	Romania
	The Independence Notebook	Silpo	Gres Todorchuk	Drama Queen Agency	Ukraine
	Il Nostro Impegno 2024	Heineken/Ichnusa	LePub		Italy
	GHOST TOWN	Carrefour/CARREFOURSA	TBWA Istanbul	Organic Film, Momentum Istanbul, Publicis Media Istanbul	Turkiye
Best of Europe: Positive Change - Non-profit	Food For Thought	UNHCR (UN Refugee Agency) Bulgaria	All channels communication LTD	RAZKAZ STUDIO	Bulgaria
	How we doubled the Paralympics viewership in Czechia	Český paralympijský výbor, z.s./Czech Paralympic Committee	VML		Czechia
	Missed Birthdays: Revealing a generation of lost potential	Campaign Against Living Miserably	adam&eveTBWA	the7stars	United Kingdom
Best of Europe: Product/Service Launch	Home Is Closer Than You Think	Kaufland Hrvatska k.d.	Cvoke	OMD Zagreb	Croatia
	Turkcell-Powered 5G	TURKCELL	RAFINERI	Norr Film, IPD, DMCP, Staff Media	Turkiye
	The Great Effect, Even Long After	Solo	VML (Turkiye)		Turkiye
Best of Europe: Retail	GHOST TOWN	Carrefour/CARREFOURSA	TBWA Istanbul	Organic Film, Momentum Istanbul, Publicis Media Istanbul	Turkiye
	Ebike Center Uphills Won´t Stop Cycling	Ebike Center	hasan & partners	Hopkins	Finland
	Wherever Life Goes	IKEA (Sweden)	Åkestam Holst NoA		Sweden
Best of Europe: Services	XTB Where Your Money Works	XTB	McCann Poland	McCann WorldGroup, Media Context	Poland
	KB and Mastercard: How Cha-ching Campaign Delivered Record Client Acquisition	Komerční Banka a.s., Mastercard Europe SA	GGWP s.r.o	Squad.Buzz s.r.o., Separation Films s.r.o.	Czechia
	Vamos Donde Vas	MAPFRE	McCann Spain	UM (Spain)	Spain
	The Question That Became Media	Canva	Influera		Turkiye
Best of Europe: Small Budget	Making Energy Clear	YASNO (ТОВ Д.СОЛЮШНС)	YASNO (ТОВ Д.СОЛЮШНС)		Ukraine
	Real engineering problem	TalTech University of Technology	Tank Creative Agency	Initiative Estonia	Estonia
	The Kidney Pass	Way Out West/Way Out West Festival	NORD	HOUSE, MOD – More Organ Donation	Sweden
	Eco-Illogical	SEO/BirdLife	Darwin & Verne	Acentoenlacé, The Lobby Studios	Spain
	5 years of Bejby Blue	Tatra banka	THIS IS LOCCO	Zenith Slovakia	Slovakia

Best of Europe: Sustained Success (3+)	Rediscovering the joy of flying. How Iberia quadrupled its brand value in five years.	IBERIA LINEAS AREAS, SL	McCann Spain	La Gata, Havas Media Spain, Madre no hay más que una	Spain
	Long Live Earth	Lantmännen	NORD DDB Stockholm	House Agency, Publicis, Bleck films, Camp David	Sweden
	Building Brand Lore	KFC Spain	Arena Media Spain, Jungle PS21		Spain
	Homestyle x Gourmet Chefs – A Sustained Success Story	McDonald's Denmark	OMD Denmark, NORD CPH	Annalect Nordics, SPOILED Productions	Denmark
Best of Europe: Topical / Annual Events.	The Most Joyful Piece of Easter	Silpo	Banda agency		Ukraine
Best of Europe: Travel, Transport & Tourism	Rediscovering the joy of flying. How Iberia quadrupled its brand value in five years.	IBERIA LINEAS AREAS, SL	McCann Spain	Havas Media Spain, La Gata, Madre no hay más que una	Spain
	The power of localising not faux-localising	Uber	Mother		United Kingdom

Multi-Market Categories

Category	Entry Title	Client/Brand	Lead Agency(s)	Contributing Agency(s)	Country
Multi-market: Automotive	From complexity to confidence	ŠKODA AUTO Czech Republic	AMV BBDO	PHD	United Kingdom
	DON'T BE BRAVE, BE SMART	STELLANTIS AUTO S.A.S./SPOTICAR	Herezie	Publicis Media	France
Multi-market: Beverages	Corona Cero: From the Surf to the Slopes	AB InBev Ltd./Corona Cero	Grey Advertising	draftLine Europe, Wink, 3PM Agency / Weber Shandwick, Octagon	United Kingdom
	NESCAFÉ 3in1 “Back in the Game”	Nestlé/NESCAFÉ	PUBLICIS CONSEIL	WPP - Open Mind, Prodigious	France
Multi-market: Brand Content & Entertainment	Canon - Unsung Heroes	Canon Nordics	Uncle Grey	MEDIA AGENCY CLAY	Denmark
	Pickle it Forward	McDonald's (Nordics)	NORD	OMD (Nordics), House Agency, SPOILED Productions, Digital Fans	Sweden
Multi-market: Brand Integration	The Swedish Prescription	Visit Sweden	Prime Weber Shandwick	FLX/Crazy Pictrues, WPP, WPP	Sweden
Multi-market: Business Achievement	Before It's Too Late	Slovak University of Agriculture in Nitra	JANDL, marketing a reklama, s.r.o.	KIMONO Production	Slovakia
Multi-Market: Business-to-business	The Faroe Islands Space Program	SKF	NORD DDB	House Agency	Sweden
Multi-market: Consumer Goods & Telecom	The campaign "The Light Holds On"	DTEK	DTEK		Ukraine
Multi-Market: Crisis Response / Critical Pivot	The campaign "The Light Holds On"	DTEK	DTEK		Ukraine
	The campaign "The Light Holds On"	DTEK	DTEK		Ukraine

Multi-Market: Experiential Marketing	House Of Magnum: When Food Became The New Luxury, Magnum's Craftsmanship Made Ice Cream Haute Couture.	The Magnum Ice Cream Company/Magnum Ice Cream	LOLA Madrid	Zenith Global, Golin Ketchum	Spain
Multi-market: Fast Moving Consumer Goods (FMCG)	Feed Your Pet Like A PRO	Nestlé/Purina PetCare Europe	AFG EUROPE	DSM (Digital Sports Management), Omnicom Content Experience Spain (CRAFT), PUBLICISPRODUCTION SPAIN (Nestle Purina Content Studio), OpenMind UK, part of WPP Media	Spain
Multi-Market: Food	House Of Magnum: When Food Became The New Luxury, Magnum's Craftsmanship Made Ice Cream Haute Couture.	The Magnum Ice Cream Company/Magnum Ice Cream	LOLA Madrid	Zenith Global, Golin Ketchum	Spain
	Unwrap The Summer: How Cornetto Turned a Ritual into A Summer Signal	The Magnum Ice Cream Company/Cornetto	LOLA Madrid		Spain
	Pink Lady Europe	Pink Lady	ROMANCE	Havas City Marseille	France
Multi-Market: Health & Wellness	Here for You After: How ellaOne turned shame into empowerment and helped women reclaim control of their reproductive health.	Perrigo/ellaOne	VML VML	Publicis Media Publicis Media	United Kingdom
Multi-Market: Media, Entertainment & Leisure	All for the crown – rekindling the love for an iconic mobile game	Supercell/Clash Royale	Uncommon Creative Studio	The Romans	Sweden
Multi-Market: Product/Service Launch	The Swedish Prescription	Visit Sweden	Prime Weber Shandwick	FLX/Crazy Pictrues, WPP, WPP	Sweden
Multi-Market: Retail	Lidl Kingdoms: Where High Quality Meets Low Price	Lidl Lietuva (Lithuania)	Not Perfect Vilnius		Lithuania
Multi-Market: Services	Rethink Stability | How A Bold Bank Outperformed The Swiss Safe Harbour Effect	Lombard Odier	VML UK	Framestore, Havas Paris	United Kingdom
Multi-Market: Small Budget	Before It's Too Late	Slovak University of Agriculture in Nitra	JANDL, marketing a reklama, s.r.o.	KIMONO Production	Slovakia
Multi-Market: Sustained Success	Rethink Everything | The Billion-Franc Idea	Lombard Odier	VML UK	Framestore, Havas Paris, WPP Media UK Limited	United Kingdom
Multi-market: Topical / Annual Events.	Watch It On A Samsung	Samsung electronics/Samsung	BBH Singapore	Mischief, Heckler, Starcom	Singapore
	Corona Cero: From the Surf to the Slopes	AB InBev Ltd./Corona Cero	Grey Advertising	draftLine Europe, Wink, 3PM Agency / Weber Shandwick, Octagon	United Kingdom
	Unwrap The Summer: How Cornetto Turned a Ritual into A Summer Signal	The Magnum Ice Cream Company/Cornetto	LOLA Madrid		Spain
Multi-Market: Travel, Transport & Tourism	Plot twist: How Marriott Bonvoy turned a simple human insight into triple-digit demand growth	Marriott Bonvoy	Publicis London, Spark Foundry (UK)		United Kingdom
	Not a campaign, a creative system for the modern era of algorithmic media.	easyJet	VCCP	T&P, Kepler, route1.io, Girl&Bear	United Kingdom
	The Swedish Prescription	Visit Sweden	Prime Weber Shandwick	FLX/Crazy Pictrues, WPP, WPP	Sweden

	Icelandair: The Real Unreal	IcelandAir	FleishmanHillard, Hvita Husid	KUBB&CO, Launch online, Republik Productions	United Kingdom

Special Categories

Category	Entry Title	Client/Brand	Lead Agency(s)	Contributing Agency(s)	Country
Positive Change: Environmental - Brands	Dirty Business	Channel 4	OMD UK	Biscuit Filmworks UK, Revolver	United Kingdom
Positive Change: Social Good - Brands	Graduates of Cyberbullying	Slovak Telekom	MUW Saatchi & Saatchi, Wavemaker		Slovakia
	To the Mothers Who Keep Going	Philips/Philips Avent	OMD Optimum Media		Ukraine
	ZBOR	BCR/ Erste	Cohn&Jansen Creative Network	GRF+, Wavemaker, Publicis Media (Romania), Digitas	Romania
	The Milion Euro Question	O2	TRIAD		Slovakia
	Don't skip the sleep	Vodafone Ukraine	Leo Kyiv, Data Science Publicis Groupe Ukraine		Ukraine
	The Swedish Prescription	Visit Sweden	Prime Weber Shandwick, FLX/Crazy Pictrues		Sweden
	Everyone Except	KPN	Dentsu Creative Amsterdam	HPB | Het PR Bureau, Dark Alley Pictures, We Agency, Mindshare | WPP media	Netherlands
	Orange Safer Phone	Orange France	PUBLICIS CONSEIL	Publicis Consultants	France
	Axa Three Words	AXA France	Publicis Conseil	Wavemaker France, Publicis Consultants	France
Positive Change: Social Good - Non-Profit	ANOMALOUS COLLABORATION	UNICEF UKRAINE/State Emergency Service of Ukraine	Rockets. Growth R&D		Ukraine
	Culture+	Otvorena Kultura/Open Culture	TRIAD	SKPR Strategies	Slovakia
	The Stage Belongs to Veterans	“Theater of Veterans”	Saatchi & Saatchi		Ukraine
	Hey, a bike! The Two Words That Taught Drivers to See Motorcycles	BESIP (Czech national road-safety programme), part of Ministry of Transport, Czech Insurance Association	Triad Advertising Prague, Advocado Films	World of Online, Topic PR, Media age	Czechia
	Lucie	GUSTAVE ROUSSY	PUBLICIS CONSEIL	Publicis Media, Prodigious, Hamlet	France
Civic Engagement & Democracy Effie	You Already Vote, So Vote	My Life My Say	OGILVY UK		United Kingdom
	The Book Fact Checker	Cărturești	VML Romania	WPP Media Romania	Romania
	From a Country of Fear to a Country of Hope: The Price of a Vote (A szavazat ára)	DE! Akcióközösség Egyesület (DE! Action Community)	ACG	Odesa Films Ltd.	Hungary

	What Beats Disinformation Isn't Always a Fact-Check. It's a Person Who Gets There First.	UNITED24 Media	UNITED24 media	HyperNormal	Ukraine
Single-market: Health Effectiveness	The Pink Oath	Pink Train Foundation/Pupkultura	White Label, McCANN Riga		Latvia
	Lucie	GUSTAVE ROUSSY	Publicis Conseil	Publicis Media, Prodigious, Hamlet	France
	The 4th Trimester	REGINA MARIA	Punk Agency	Media Tique, Bad Habits	Romania
Multi-Market: Health Effectiveness	Joy in Unexpected Moments	SANOFI, Regeneron Pharmaceuticals/Dupixent	Havas Lynx		United Kingdom
Multi-Market: Decades of Sustained Success	25 years of The Good Side Of Bread	Atlantic Grupa/Argeta	Luna \TBWA, Publicis Slovenia	Pro Media Group, Aragon, VALICON	Slovenia
Single-Market: Decades of Sustained Success	The Value of Have a Break	Nestle/Kitkat	VML UK, OpenMind UK, part of WPP Media		United Kingdom
	Demining childhood	UNICEF / State Emergency Service of Ukraine	McCann Kyiv, One Health agency	Not Sleeping Patron, Ogilvy Ukraine, ROCKETS GROWTH R D, CULTURAL PLATFORM ZAKARPATTYA NGO	Ukraine
	On Christmas Eve, Something Appears in Lviv...	Carlsberg Ukraine/Lvivske Rizdviane	McCann Kyiv		Ukraine
	Kevin the Carrot, Staying Fresh for 10yrs.	Aldi/Aldi Sud	McCANN Manchester	Craft	United Kingdom
	A Salary for Life	Nestlé España/NESCAFÉ	McCann spain, OGILVY Spain		Spain
Single-Market: Influencer Marketing	You Already Vote, So Vote	My Life My Say	OGILVY UK		United Kingdom
	Failing at the finish	Iespejama Misija/Mission Possible	White Label, McCANN Riga	White Label, McCANN Riga	Latvia