

# 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

#### McDrip – Refashioning the McJob

McDonald's Finland

NORD DDB Helsinki

OMD Finland

#### Bronze

#### Unfollow Self:Hate

ING BANK, Sucursala Bucuresti

Jam Session Agency

Dentsu Romania

#### Bronze

#### LEGO Lion

LEGO Hungary

Red Lemon Media

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 Toik

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

Robert / Boisen & Like-minded

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

Robert / Boisen & Like-minded

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

Dentsu, Assembly

Gold

## A Piece of Me

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KPN

Dentsu Creative Amsterdam

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## Social Good - Non Profit

Bronze

### Breaking The Silence

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Mayor of London

OGILVY UK

Wavemaker UK; Ridley Scott Associates

Bronze

### The big shake up

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Aktion Deutschland Hilft e.V.

Havas Germany

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Bronze

### Children in need must be seen

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Úsmev ako dar

Respect APP

SK PR STRATEGIES s.r.o.

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Silver

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

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Department of Health and Social Care

MullenLowe UK

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

Silver

### Play, Learn, Sparkle!

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UNICEF Ukraine

McCann Kyiv

Universal McCann; G.E.M

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Silver

### Protect All Families

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Accept

Publicis Romania

Digitas Romania

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Gold

## Mission Talita

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Talita

Åkestam Holst NoA

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