



*EFFIE AWARDS EUROPE 2021*

**WINNERS**

# 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 virtually at the 25<sup>th</sup> Annual Effie Awards Gala on the 1<sup>st</sup> of December 2021.

**Congratulations to this year's winners and to Havas Group for scooping the Agency of the Year title!**

## BEST OF EUROPE

### BEST OF EUROPE – BRANDED CONTENT

#### BRONZE

VimpelCom

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Gigs for Brains

---

Contrapunto Russia

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Russia

### BEST OF EUROPE – CRISIS RESPONSE/CRITICAL PIVOT

#### SILVER

Poreč City Library

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100% COVID Free Journey

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Studio Sonda

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Croatia

### BEST OF EUROPE – FMCG

#### SILVER

Procter and Gamble

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Sleep Tight, Little Fighter!

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LEO BURNETT Romania

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Romania

### BEST OF EUROPE – INTERNET & TELECOM

#### BRONZE

Telekom Romania

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The Online Park

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LEO BURNETT Romania

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Romania

**BEST OF EUROPE – MEDIA INNOVATION/IDEA**

**BRONZE**

*Netflix Italy*

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*Stranger 80's*

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*GroupM Italy*

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*Italy*

**BEST OF EUROPE – MEDIA, LEISURE & ENTERTAINMENT**

**GOLD**

*Hasbro*

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*Trivial Pursuit Hotel*

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*OMD Media Direction*

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*Russia*

**SILVER**

*Netflix Italy*

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*Stranger 80's*

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*GroupM Italy*

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*Italy*

**BEST OF EUROPE – POSITIVE CHANGE**

**GOLD**

*Reckitt Turkey*

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*Tomorrow's Water*

---

*Havas Turkey*

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*Turkey*

**SILVER**

*Procter and Gamble*

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*Sleep Tight, Little Fighter!*

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*LEO BURNETT Romania*

---

*Romania*

**BRONZE**

*WWF Russia*

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*Birds Records*

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*BBDO Moscow*

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*Russia*

**BEST OF EUROPE – PRODUCTS/SERVICES LAUNCH**

BRONZE

*S-RYHMÄ*

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*Antti Tapani*

*Bond Creative Agency*

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*Finland*

**BEST OF EUROPE – RETAIL**

BRONZE

*Fashion Days*

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*BLACK FRIDAY 2020, THE COMMON-SENSE*

*EDITION*

*LEO BURNETT Romania*

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*Romania*

**BEST OF EUROPE – SERVICES**

BRONZE

*ASN Bank*

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*ASN Bank – Doing Good with Money*

*Selmore Creative Agency*

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*The Netherlands*

**BEST OF EUROPE – SMALL BUDGET**

BRONZE

*Poreč City Library*

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*100% COVID Free Journey*

*Studio Sonda*

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*Croatia*

BRONZE

*Lidl Slovakia*

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*Lifesaving pea soup*

*Wiktor Leo Burnett*

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*Slovakia*

**BEST OF EUROPE – SUSTAINED SUCCESS**

SILVER

*Athenian Brewery SA*

*ALFA BEER*

*Soho Square Athens*

*Greece*

## STANDARD CATEGORIES

**BRAND RE-VISALISATION**

BRONZE

*NESPRESSO*

*Setting New Sustainable Foundations for Growth*

*McCann Paris*

*France*

**COMMERCE & E-SHOPPER**

BRONZE

*Ford Motor Company (Belgium&Luxemburg)*

*Upgrade Your Tomorrow with Ford*

*Ogilvy & Social Lab*

*Belgium*

**FMCG**

SILVER

*Canon Nordics*

*Canon Truthmark*

*Uncle Grey*

*Denmark*

**MARKETING INNOVATION SOLUTIONS**

SILVER

*Mars Croatia*

*Dogvertising*

*MediaCom Zagreb*

*Croatia*

BRONZE

PepsiCo

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*We Showed UK that Size Matters... When It Comes  
to Snacks!*

PepsiCo

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United Kingdom

BRONZE

Canon Nordics

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Canon Truthmark

Uncle Grey

---

Denmark

POSITIVE CHANGE EUROPE: ENVIRONMENTAL GOOD - BRANDS

BRONZE

Unilever

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Real Change

MullenLowe London

---

United Kingdom

BRONZE

Vattenfall AB

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*Fossil-free living within one generation*

NORD DDB Stockholm

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Sweden

POSITIVE CHANGE EUROPE: SOCIAL GOOD - BRANDS

GOLD

The LEGO Group

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*Build & Talk: Fun Free Ways to Tackle Online Safety  
with Kids*

The LEGO Group

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Denmark

BRONZE

IKEA Česká Republika

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*IKEA: For a Safe Home*

Triad Advertising

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Czech Republic

POSITIVE CHANGE EUROPE: SOCIAL GOOD – NON-PROFIT

GOLD

Association L'Enfant Bleu

Undercover Avatar

Havas Sports & Entertainment

France

BRONZE

Foundation BBK

The Last Older Person to Die in Loneliness

LLYC

Spain

BRONZE

Magna

The Real March for Life

Istropolitana Ogilvy

Slovakia

RETAIL

GOLD

Isadore

Cycling Struggles

Chainring Studios

Slovakia

SILVER

IKEA Česká Republika

IKEA: For a Safe Home

Triad Advertising

Czech Republic

SMALL BUDGET

SILVER

Association L'Enfant Bleu

Undercover Avatar

Havas Sports & Entertainment

France

SILVER

Canon Nordics

---

Canon Truthmark

---

Uncle Grey

---

Denmark

SUSTAINED SUCCESS

SILVER

Sanex

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How We Doubled Sales in a Static Market

Contrapunto BBDO & Wavemaker

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Spain

SILVER

Aldi UK Ltd.

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How Taking an Alternative Path Took Aldi from

Shame to Pride

McCann Manchester

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United Kingdom

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Procter & Gamble, The European Interactive Digital Advertising Alliance (EDAA), The European Publishers' Council, Adforum.com & Viva Xpress Logistics.

