

## EFFIE EUROPE FINALISTS 2022

Category	Campaign title	Agency	Brand	Country
Automotive	The Evangelists	TBWA G1/Nissan United	Nissan LEAF	France
	Spark	TBWA Paris	Peugeot Cars	France
	Peugeot - Lions Of Our Times	OPEn	Peugeot Cars	France
Brand Experience	Food From the Farm Cookbook	mReaction	Kramp	United Kingdom
Commerce & Shopper	Spark	TBWA Paris	Peugeot Cars	France
FMCG	Meet Frank: How a Zombie got gamers to fall in	Grey London	Pringles	United Kingdom
	Hair removal on your terms	Grey London	Braun IPL	United Kingdom
	Tender tastes better	Ogilvy Berlin	Milka	Germany
	Rewrite the Rules	Publicis Groupe- Leo Burnett Middle East Lebanon	Always	Lebanon
	The skincare breakthrough	Publicis ONE TOUCH	NIVEA Cellular Luminous631	Germany
	Finding the Strength of a Smile	VLMY&R	Colgate	France
Health and Wellness	Don't hide the cough, fight it.	Saatchi & Saatchi Düsseldorf	Bisolvon	Germany
	The Merger for mental health	TRIAD Bratislava	UNIQA	Slovakia
Media Strategy & Idea	WhatsApp View Once: Private Moments You Only View Once	Media.Monks & Mindshare Media Ltd	WhatsApp: View Once	United Kingdom
	Tender words: using empathy to fuel media	Ogilvy Berlin	Milka	Germany
Positive Change Europe: Environmental Good - Non-Profit	#We Breathe It In	LLC "АДПРО Україна"; Isobar Ukraine)	#We Breathe It In	Ukraine
	The Important Choices	Human Advertising	Fashion Days	Bulgaria
	LOVE YOURSELF	Leo Burnett Romania	Fashion Days	Romania

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<b>Positive Change Europe: Social Good – Brands</b>	Act for Good	Lion Communication	Carrefour	Romania
	Run like a kid	One Health agency	DobroRun	Ukraine
	Dagoma - Toys Rescue	TBWA Paris	3D Printer	France
<b>Positive Change Europe: Social Good - Non-Profit</b>	Call Girls	Åkestam Holst (NOA)	Call Girls	Sweden
	You are not alone.	Bonfire	ALONE	Ireland
	#FortInsieme (Strong together)	Carat I & Hogarth Spain	Pantene	Italy
	GUILT GIFTS PUPPETRY	Cheil Centrade	ANAIŠ	Romania
	Come out with me	Lion Communication	Accept	Romania
	Bihar, Choosing Tomorrow	LLYC.	Bihar, Choosing	Spain
	We are the NHS: Live 1000 Lives	MullenLowe Group UK	NHS England	United Kingdom
	Mix4Boobs	Ogilvy & Social.Lab	NRJ Radio & Pink	Belgium
	Fighting stroke through the power of education	One Health agency	FAST Heroes Ukraine	Ukraine
	The Institute	Pastel Age	Autism Voice	Romania
	Acreditar - Parental Bereavement Petition Campaign	S. P. G. C. - Sociedade Promotora de Gestăo e Comérccio Lda; Tux&Gill	Parental Bereavement Petition Campaign	Portugal
	floodwine - our worst vintage	Seven.One AdFactory GmbH	Flutwein	Germany
	Børns Vilkår Empty Chairs	Uncle Grey	Børns Vilkår	Denmark
	LASKA UPCYCLE MERCH	Bickerstaff.734	Laska	Ukraine
The Strategy 2030	WARTO Communications	The Strategy 2030	Ukraine	
<b>Renaissance</b>	#littlebigcelebrations	Rockets. Growth R&D	Martini	Ukraine
<b>Retail</b>	#IKEAChangeMaker	Ogilvy & Social.Lab	IKEA	Belgium
	IKEA safe exit	Triad Advertising	IKEA	Czech Republic
<b>Services</b>	The Merger for mental health	TRIAD Bratislava	UNIQA	Slovakia
<b>Small Budget</b>	#littlebigcelebrations	Rockets. Growth R&D	Martini	Ukraine

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<b>Sustained Success</b>	Kevin versus John: How a humble carrot usurped a national treasure to win the UK's Christmas Ad crown	McCann Manchester	Aldi UK	United Kingdom
<b>Travel, Transport &amp; Tourism</b>	All around the (Russian) World	Bickerstaff.734	Airbnb	Ukraine

### BEST OF EUROPE CATEGORIES

Category	Campaign title	Agency	Brand	Country
<b>Best of Europe: Brand Experience</b>	When Chef judges, Tazz delivers.	Jam Session Agency	Tazz	Romania
	Beby Blue - Your digital persona	THIS IS LOCCO	Tatra Banka	Slovakia
<b>Best of Europe: Business-to-</b>	The Connected Island	Boys & Girls; Core Media	Three Ireland	Ireland
<b>Best of Europe: Corporate Reputation</b>	Financial Intelligence	Cohn & Jansen Creative	BCR	Romania
	Hopeless generations	NORD DDB Stockholm	McDonald's	Sweden
<b>Best of Europe: Crisis Response / Critical Pivot</b>	Burger King France - Lockdown	Buzzman	Burger King France - Lockdown	France
<b>Best of Europe: FMCG</b>	INDOSSA I TUOI CAPELLI ("Wear your Hair")	Hogarth Spain & Carat Italy	Pantene	Italy
	Finlayson: Bed Peace	IVALO Creative Agency	Finlayson	Finland
	Kinder Halloween 2021	Lion Communication	Ferrero	Romania
	OUTSIDE WITH PIRINSKO	Noble Graphics	PIRINSKO	Bulgaria
	Heavily Accented	Ogilvy & Mather Spain	Cruzcampo	Spain
	MAMOS BEER	Soho Square Athens	MAMOS BEER	Greece
<b>Best of Europe: Government &amp; Public Service</b>	150 names of Lesya Ukrainka. How to make a	Postmen (Ukraine)	150 NAMES OF	Ukraine
	Bulgaria is your right	The Smarts	Bulgarian Elections	Bulgaria

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<b>Best of Europe: Media Strategy &amp; Idea</b>	When cravings hit, Tazz delivers.	Jam Session Agency	Tazz	Romania
	Don't Ever Leave Me	Ogilvy Greece	Lacta	Grace
<b>Best of Europe: Media, Entertainment &amp; Leisure</b>	Random	Storytel	Storytel	Poland
<b>Best of Europe: Positive Change</b>	Stop femicide!	Dziadek do orzechów; OTO	Women's Right	Poland
	Water Index	Havas Turkey	Reckitt-Finish	Turkey
	Hopeless generations	NORD DDB Stockholm	McDonald's	Sweden
	Heavily Accented	Ogilvy & Mather Spain	Cruzcampo	Spain
	Don't Ever Leave Me	Ogilvy Greece	Lacta	Greece
	Grains of Truth	Postmen	ZERNA PRAVDY	Ukraine
	The Shop That Nearly Wasn't	The Brill Building	Breakthrough	Ireland
	IKEA: For a safe home	Triad Advertising	IKEA	Czech Republic
	Børns Vilkår	Uncle Grey	Børns Vilkår Empty	Denmark
	Dagoma - Toy Rescue	TBWA Paris	3D Printer	France
<b>Best of Europe: Retail</b>	KFC Crispy	Havas Paris	KFC France	France
	The Little Box of Greens	Lion Communication	Carrefour	Romania
	Zeeman - Lucht	Persuade	Zeeman	The Netherlands
<b>Best of Europe: Small Budget</b>	I want to whistle - recruitment campaign with a	McCann Prague	The Football	Czech Republic
	The Shop That Nearly Wasn't	The Brill Building	Breakthrough	Ireland
	Børns Vilkår	Uncle Grey	Børns Vilkår Empty	Denmark
	Dagoma - Toy Rescue	TBWA Paris	3D Printer	France
<b>Best of Europe: Sustained Success</b>	The Power of One Little Word	Boys & Girls	ŠKODA	Ireland
	Road to Sustained Success	LDV United	Special Olympics	Belgium
	Aldi 2010-2020: How taking an alternative path	McCann Manchester	Aldi UK	United Kingdom