

## **EACA Euro Effies 2015 – the winners Grey Group EMEA is Agency of the Year**

*Brussels, 21 October 2015:* The 2015 EACA Euro Effies winners were announced in Brussels' Cercle de Lorraine business club last night. Grey Group EMEA won the Euro Effies Agency of the Year Award, while the Grand Prix for outstanding work was presented to DDB Berlin and Deutsche Telekom for the campaign "Travel & Surf".

20 winners from 5 countries across Europe were selected by an international jury of senior agency and client representatives chaired by Josep Hernandez, Senior Director of Communications Planning at Mondelez International, with the United Kingdom winning 9 awards, Germany 7 and Denmark 2. Agencies from Spain and France walked away with one Euro Effie Award each.

Grey scooped Agency of the Year with 14 entries from P & G, McCormick, Deichmann, United Biscuits and Bolia.com, achieving a high first round average score and further success with 3 Gold awards (FMCG and Small Budget (2)), 4 Silvers (Brand Experience, Consumer Goods, Long-term Effectiveness and Product/Service Launch) and 2 Bronzes (FMCG and Retail). The agency was also rewarded with €100,000-worth of free advertising spots from Euro Effies partner, Euronews.

David Patton, President and CEO of Grey Group EMEA, commented: "We are very proud to have won Euro Effies Agency of the Year Award. Grey is committed to producing famously effective work and this is further proof of that commitment, from one of the most prestigious Awards in the industry. I am particularly pleased that the winning work was spread across three European offices demonstrating the international strength of Grey and reinforcing our creative and strategic qualities."

The prestigious Grand Prix for outstanding work was presented to DDB Berlin GmbH and Deutsche Telekom for their campaign "Travel & Surf". Through their humorous mockumentary, "Wi-Fi Dogs", they changed roaming behaviour and grew their user base. Delivering the message of "Look for the fun. Not for the Wi-Fi", the campaign relaxed phone users who live in fear of a big bill when travelling.

For the first time, the Euro Effie Awards presented the [FEPE International](#) Out Of Home Award to Swiss agency Rod Kommunikation and the Swiss Federal Office of Public Health for their "LOVE LIFE – no regrets" campaign. The Award recognised their exceptional use of Out of Home where they created a number of print ads to raise awareness on HIV and safer sex. The posters were distributed around the country making the campaign the most talked about in Switzerland and Lichtenstein in 2014.

[Click here to see the full list of winners.](#)

The Euro Effies Awards are produced in partnership with Euronews and supported by the European Publishers' Council, FEPE, Procter & Gamble, AdForum, WARC, Viva Xpress Logistics, Nielsen, Bacardi-Martini and creativebrief.

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*Notes to Editors*

**About the Euro Effie Awards**

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**About EACA**

The European Association of Communications Agencies (EACA) is a Brussels-based organisation which represents full-service advertising and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies. For more information, visit [www.eaca.eu](http://www.eaca.eu). Connect with us on [Facebook](#), [Twitter](#) & [LinkedIn](#).