

## EURO EFFIES FINALISTS 2017

| Category                     | Campaign   | Client                                       | Brand                       | Country        |
|------------------------------|--|--|-----------------------------|----------------|
| <b>Automotive</b>            | Investigation                                    | Daimler                                      | Mercedes-Benz               | France         |
| <b>Brand Experience</b>      | #CallBrussels                                    | Visit Brussels                               | Visit Brussels              | Belgium        |
|                              | The Swedish Number                               | Swedish Tourist Association                  | Swedish Tourist Association | Sweden         |
|                              | Stopover Buddy                                   | Icelandair                                   | Icelandair                  | United Kingdom |
| <b>Brand Re-vitalisation</b> | Get Closer                                       | Bose   | Bose                        | United Kingdom |
| <b>Branded Content</b>       | Man Cave   | Hornbach                                     | Hornbach                    | Germany        |
|                              | CokeTV   | The Coca-Cola Company                        | Coca-Cola                   | Germany        |
|                              | Booking Loves                                    | Booking.com                                  | Booking.com                 | Netherlands    |
| <b>Carpe Diem</b>            | Shame or Glory                                   | Sodastream                                   | Sodastream                  | Israel         |
|                              | Heldenkranz                                      | Hornbach                                     | Hornbach                    | Germany        |
|                              | Denmark vs. Trump - The Boomerang Effect         | SF   | SF                          | Denmark        |
| <b>Consumer Goods</b>        | Get Closer                                       | Bose   | Bose                        | United Kingdom |
| <b>David vs Goliath</b>      | Shame or Glory                                   | Sodastream                                   | Sodastream                  | Israel         |
|                              | Stopover Buddy                                   | Icelandair                                   | Icelandair                  | United Kingdom |
| <b>FMCG</b>                  | Noseblind 2.0                                    | Procter & Gamble International Operations SA | Febreze                     | Germany        |
|                              | Release the Beast - a global relaunch of Doubles | Unilever                                     | Magnum                      | Spain          |
|                              | 23 shades, 23 stories                            | L'Oreal Paris                                | True Match                  | United Kingdom |
|                              | Can you recognize the stars of tomorrow?         | Ferrero Česká s.r.o.                         | Kinder Chocolate            | Czech Republic |
|                              | Love At First Taste                              | Unilever                                     | Knorr                       | United Kingdom |



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|  |   |                             |                             |                |
|--|---|-----------------------------|-----------------------------|----------------|
| <b>Government, Institutional &amp; Recruitment</b> | #JointheHerd  | WildAid                     | WildAid                     | United Kingdom |
|  | Denmark vs. Trump - The Boomerang Effect            | SF                          | SF                          | Denmark        |
| <b>IT / Telco</b>                                  | Huawei #BePresent                                   | Huawei                      | Huawei                      | Poland         |
|  | WINGO Porn Campaign                                 | Swisscom (Schweiz) AG       | WINGO                       | Switzerland    |
| <b>Leisure &amp; Entertainment</b>                 | You never know someone until you dance with them    | UBISOFT                     | JUST DANCE                  | France         |
|  | The Swedish Number                                  | Swedish Tourist Association | Swedish Tourist Association | Sweden         |
|  | Stopover Buddy                                      | Icelandair                  | Icelandair                  | United Kingdom |
|  | Booking Loves                                       | Booking.com                 | Booking.com                 | Netherlands    |
| <b>Long-term Effectiveness</b>                     | Individual Expressionism - leveraging art & fashion | Bolia.com                   | Bolia.com                   | Denmark        |
| <b>Media Innovation</b>                            | #CallBrussels                                       | Visit Brussels              | Visit Brussels              | Belgium        |
|  | 23 shades, 23 stories                               | L'Oreal Paris               | True Match                  | United Kingdom |
| <b>Product / Service launch</b>                    | This is OneBlade™: Launching a category of One      | Philips                     | Philips                     | United Kingdom |
|  | In the service of good taste                        | Delica AG                   | Café Royal                  | Switzerland    |
|  | Wanna Melon?  | Kofola Czechoslovakia       | Kofola                      | Slovakia       |
| <b>Retail</b>                                      | If I Were a Toy                                     | Smyths Toys Superstores     | Smyths Toys Superstores     | United Kingdom |
|  | Kevin The Carrot - Making Christmas Amazing         | Aldi Stores UK & Ireland    | Aldi                        | United Kingdom |
| <b>Services</b>                                    | LOVE YOUR IMPERFECTIONS 2                           | MEETIC GROUP                | MEETIC                      | France         |
| <b>Small budget</b>                                | #CallBrussels                                       | Visit Brussels              | Visit Brussels              | Belgium        |
|  | Look Beyond Borders                                 | Amnesty International       | Amnesty International       | Poland         |



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|   |  |                             |                             |                |
|---|--|-----------------------------|-----------------------------|----------------|
|   |  | Poland                      |                             |                |
| #JointheHerd                              |  | WildAid                     | WildAid                     | United Kingdom |
| Gillette Club                             |  | P&G                         | Gillette                    | United Kingdom |
| The Swedish Number                        |  | Swedish Tourist Association | Swedish Tourist Association | Sweden         |
| Can you recognize the stars of tomorrow?  |  | Ferrero Česká s.r.o.        | Kinder Chocolate            | Czech Republic |
| 100 Days of Polar Night Magic             |  | Visit Finland + Finnair     | Visit Finland + Finnair     | Finland        |
| Pre-order the Future                      |  | Neste                       | Neste                       | Finland        |
| Stopover Buddy                            |  | Icelandair                  | Icelandair                  | United Kingdom |
| Building a big brand, with a small budget |  | Bolia.com                   | Bolia.com                   | Denmark        |