



EACA EURO EFFIE AWARDS WINNERS 2017

Brand Experience

Colour	Campaign	Agency	Client	Country
	Stopover Buddy	The Brooklyn Brothers & Íslenska	Icelandair	United Kingdom
	The Swedish Number	INGO	Swedish Tourist Association	Sweden
	#CallBrussels	AIR	Visit Brussels	Belgium

Brand Re-vitalisation

Colour	Campaign	Agency	Client	Country
	Get Closer	Grey London	Bose	United Kingdom

Carpe Diem

Colour	Campaign	Agency	Client	Country
	Shame or Glory	Allenby Concept House	Sodastream	Israel

Consumer Goods

Colour	Campaign	Agency	Client	Country
	Get Closer	Grey London	Bose	United Kingdom

David vs. Goliath

Colour	Campaign	Agency	Client	Country
	Stopover Buddy	The Brooklyn Brothers & Íslenska	Icelandair	United Kingdom

FMCG

Colour	Campaign	Agency	Client	Country
	Love At First Taste	MullenLowe Group	Unilever	United Kingdom

Government, Institutional & Recruitment

Colour	Campaign	Agency	Client	Country
	#JointheHerd	Grey London	WildAid	United Kingdom

IT / Telco

Colour	Campaign	Agency	Client	Country
	Huawei #BePresent	Maxus Warszawa & LH	Huawei	Poland



Leisure & Entertainment				
Colour	Campaign	Agency	Client	Country
	Stopover Buddy	The Brooklyn Brothers & Íslenska	Icelandair	United Kingdom
	The Swedish Number	INGO	Swedish Tourist Association	Sweden
	You never know someone until you dance with them	CLM BBDO & Proximity BBDO	UBISOFT	France
Long-term Effectiveness				
Colour	Campaign	Agency	Client	Country
	Individual Expressionism - leveraging art & fashion to drive growth	Uncle Grey	Bolia.com	Denmark
Media Innovation				
Colour	Campaign	Agency	Client	Country
	#CallBrussels	AIR	Visit Brussels	Belgium
Products/Services Launch				
Colour	Campaign	Agency	Client	Country
	"This is OneBlade": Launching a category of One	Ogilvy & Mather London	Philips	United Kingdom
	Wanna Melon?	Zaraguza	Kofola Czechoslovakia	Slovakia
	In the service of good taste	Serviceplan Suisse AG	Delica AG	Switzerland
Retail				
Colour	Campaign	Agency	Client	Country
	Kevin The Carrot - Making Christmas Amazing	McCann UK	Aldi Stores UK & Ireland	United Kingdom
	If I Were a Toy	McCann Manchester	Smyths Toys Superstores	United Kingdom
Services				
Colour	Campaign	Agency	Client	Country
	LOVE YOUR IMPERFECTIONS 2	Buzzman	MEETIC GROUP	France
Small Budget				



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	Stopover Buddy	The Brooklyn Brothers & Íslenska	Icelandair	United Kingdom
	Building a big brand, with commercial creativity	Uncle Grey	Bolia.com	Denmark
	Look Beyond Borders	DDB&tribal Warszawa	Amnesty International Poland	Poland
	The Swedish Number	INGO	Swedish Tourist Association	Sweden
Positive Change Europe Environmental Good - Non-Profit				
Colour	Campaign	Agency	Client	Country
	#JoinTheHerd	Grey London	WildAid	United Kingdom
Positive Change Europe Social Good - Brands				
Colour	Campaign	Agency	Client	Country
	Sea Hero Quest	Mediacom	Deutsche Telekom	Germany
	Striking Lessons	Leo Burnett Lisboa	Brisa	Portugal
	#DiningForBrussels	FamousGrey & Famous Relations	De Tijd/L'Echo	Belgium
Positive Change Europe Social Good - Non-Profit				
Colour	Campaign	Agency	Client	Country
	Redraw The Balance	MullenLowe London	Inspiring The Future	United Kingdom
	Mein Kampf – against racism	Ogilvy & Mather Berlin	Gesicht Zeigen! Für ein weltoffenes Deutschland e.V.	Germany
Grand Prix				
Kevin The Carrot - Making Christmas Amazing				
Agency of the Year				
Grey Europe				