

EURO EFFIES FINALISTS 2018

| Category | Campaign | Client | Brand | Country |
|---|--|---------------------------|---------------------------|----------------|
| Automotive | Toyota 'We Choose Hybrid' Launch | Toyota Europe | Toyota Hybrids | United Kingdom |
| Best demonstration of Integrated Effectiveness | Colorista L'Oréal Paris | L'Oréal Paris | Colorista | France |
| | Toyota 'We Choose Hybrid' Launch | Toyota Europe | Toyota Hybrids | United Kingdom |
| Brand Experience | The Mud Soldier | Visitt Flanders | Flanders Fields | Belgium |
| Brand Re-vitalisation | Getting real about underarms | Unilever | Dove Antiperspirants | United Kingdom |
| | No One Lives Like You: Shifting the Meaning of Home | Bolia.com | Bolia.com | Denmark |
| | #KeepGoing | Nestlé | Fitness | France |
| Branded Content | Ford Performance | Ford Motor Company | Psychology of Performance | United Kingdom |
| Carpe Diem | The Forgotten day of Freedom | O2 | O2 Slovakia brand | Slovakia |
| | Machine conversations | KONE Oyj | KONE elevators | Finland |
| Consumer Goods | Hauwei Mate 10 | Huawei | Huawei Mate 10 | Poland |
| | Never Waste a Good Crisis: Leveraging Financial Chaos as a Growth Catalyst | Bolia.com | Bolia.com | Denmark |
| | #LET'S WOW Campaign | LIDL Stiftung & Co. KG | #LET'S WOW Campaign | Germany |
| FMCG | #KeepGoing | Nestlé | Fitness | France |
| | Colorista L'Oréal Paris | L'Oréal Paris | Colorista | France |
| | MAGNUM PINTS | Unilever | Magnum | Spain |
| | Getting real about underarms | Unilever | Dove Antiperspirants | United Kingdom |
| | M&M's Christmas | Mars | M&M's | France |
| | AXE Leather & Cookies | Unilever Deutschland GmbH | AXE Leather & Cookies | Germany |
| | Raffaello against Loneliness | Ferrero | Raffaello | Czech Republic |
| | Changing beer climate | Carlsberg Ukraine | Lvivske beer | Ukraine |
| toothpaste for gums | Glaxosmithkline (gsk) | Parodontax | United Kingdom | |
| General healthcare | Break the chains | GlaxoSmithKline Consumer | Painkillers | Poland |



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| & OTC products | | Healthcare Sp. z o. o. | | |
| | toothpaste for gums | Glaxosmithkline (gsk) | Parodontax | United Kingdom |
| Government, Institutional & Recruitment | Belgium. Uniquely Phenomenal | FPS Chancellery of the Prime Minister | Belgium | Belgium |
| IT / Telco | The Forgotten day of Freedom | O2 | O2 Slovakia brand | Slovakia |
| Leisure & Entertainment | Belgium. Uniquely Phenomenal | FPS Chancellery of the Prime Minister | Belgium | Belgium |
| Long-term Effectiveness | WYGS Noseblind | Procter & Gamble International Operations S.A. | Febreze | Germany |
| | Canary Islands "The 7 islands that became 47" | PROMOTUR TURISMO DE CANARIAS S.A | CANARY ISLANDS | Italy |
| Media Innovation | BMW X2 Snapalizer | BMW Group | BMW X2 Snapalizer | Germany |
| Products/Services Launch | The launch of LEVEL for IAG | International Airlines Group (IAG) | LEVEL | United Kingdom |
| | Sebastian - Twisted | Coty | Sebastian - Twisted | France |
| | Machine conversations | KONE Oyj | KONE elevators | Finland |
| Retail | Well done, Mom! | PEPCO | Home deco, clothes, toys | Poland |
| Services | Current Account Packages | Addiko Bank AG | Addiko Bank | Croatia |
| Small Budget | The Mud Soldier | Visitt Flanders | Flanders Fields | Belgium |
| | Sebastian - Twisted | Coty | Sebastian - Twisted | France |
| | Raffaello against Loneliness | Ferrero | Raffaello | Czech Republic |