

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	Cereal Partners Worldwide: Nestle and General Mills S.A	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	Cereal Partners Worldwide: Nestle and General Mills S.A	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	



EURO EFFIES FINALISTS 2018

General healthcare & OTC products	Break the chains	GlaxoSmithKline Consumer Healthcare Sp. z o. o.	Painkillers	Poland
	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	Spain
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