

EURO EFFIES FINALISTS 2017

Category	Campaign	Client	Brand	Country
Automotive	Investigation	Daimler	Mercedes-Benz	France
Brand Experience	#CallBrussels	Visit Brussels	Visit Brussels	Belgium
	The Swedish Number	Swedish Tourist Association	Swedish Tourist Association	Sweden
	Stopover Buddy	Icelandair	Icelandair	United Kingdom
Brand Re-vitalisation	Get Closer	Bose	Bose	United Kingdom
Branded Content	Man Cave	Hornbach	Hornbach	Germany
	CokeTV	The Coca-Cola Company	Coca-Cola	Germany
	Booking Loves	Booking.com	Booking.com	Netherlands
Carpe Diem	Shame or Glory	Sodastream	Sodastream	Israel
	Heldenkranz	Hornbach	Hornbach	Germany
	Denmark vs. Trump - The Boomerang Effect	SF	SF	Denmark
Consumer Goods	Get Closer	Bose	Bose	United Kingdom
David vs Goliath	Shame or Glory	Sodastream	Sodastream	Israel
	Stopover Buddy	Icelandair	Icelandair	United Kingdom
FMCG	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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Government, Institutional & Recruitment	#JointheHerd	WildAid	WildAid	United Kingdom
	Denmark vs. Trump - The Boomerang Effect	SF	SF	Denmark
IT / Telco	Huawei #BePresent	Huawei	Huawei	Poland
	WINGO Porn Campaign	Swisscom (Schweiz) AG	WINGO	Switzerland
Leisure & Entertainment	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
Media Innovation	#CallBrussels	Visit Brussels	Visit Brussels	Belgium
	23 shades, 23 stories	L'Oreal Paris	True Match	United Kingdom
Product / Service launch	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
Retail	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
Services	LOVE YOUR IMPERFECTIONS 2	MEETIC GROUP	MEETIC	France
Small budget	#CallBrussels	Visit Brussels	Visit Brussels	Belgium
	Look Beyond Borders	Amnesty International Poland	Amnesty International	Poland
	#JointheHerd	WildAid	WildAid	United Kingdom
	Gillette Club	P&G	Gillette	United Kingdom

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	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