



EACA EURO EFFIE AWARDS WINNERS 2018

Best demonstration of Integrated Effectiveness

Colour	Campaign	Agency	Client	Country
	Colorista L'Oréal Paris	McCann Paris	L'Oréal Paris	France

Brand Experience

Colour	Campaign	Agency	Client	Country
	The Mud Soldier	Ogilvy & Social.Lab Belgium	Visit Flanders	Belgium

Brand Re-vitalisation

Colour	Campaign	Agency	Client	Country
	Getting real about underarms	Ogilvy & Mather	Unilever	United Kingdom

Carpe Diem

Colour	Campaign	Agency	Client	Country
	The Forgotten day of Freedom	TRIAD Advertising	O2	Slovakia

Consumer Goods

Colour	Campaign	Agency	Client	Country
	Never Waste a Good Crisis: Leveraging Financial Chaos as a Growth Catalyst	UncleGrey	Bolia.com	Denmark

FMCG

Colour	Campaign	Agency	Client	Country
	Toothpaste for gums	Grey London	Glaxosmithkline (gsk)	United Kingdom
	Magnum Pints	Lola MullenLowe	Unilever	Spain
	#KeepGoing	McCann Paris	Cereal Partners Worldwide: Nestle and General Mills S.A	France
	Colorista L'Oréal Paris	McCann Paris	L'Oréal Paris	France

General healthcare & OTC products

Colour	Campaign	Agency	Client	Country
	Toothpaste for gums	Grey London	Glaxosmithkline (gsk)	United Kingdom



Government, Institutional & Recruitment				
Colour	Campaign	Agency	Client	Country
	Belgium. Uniquely Phenomenal	Ogilvy & Social.Lab Belgium	FPS Chancellery of the Prime Minister	Belgium
IT/Telco				
Colour	Campaign	Agency	Client	Country
	The Forgotten day of Freedom	TRIAD Advertising	O2	Slovakia
Leisure & Entertainment				
Colour	Campaign	Agency	Client	Country
	Belgium. Uniquely Phenomenal	Ogilvy & Social.Lab Belgium	FPS Chancellery of the Prime Minister	Belgium
Long-term Effectiveness				
Colour	Campaign	Agency	Client	Country
	Canary Islands "The 7 islands that became 47"	DEC BBDO	PROMOTUR TURISMO DE CANARIAS S.A	Spain
	WYGS Noseblind	Grey Germany	Procter & Gamble International Operations S.A.	Germany
Products/Services Launch				
Colour	Campaign	Agency	Client	Country
	Sebastian - Twisted	Proximity BBDO	Coty	France
Small Budget				
Colour	Campaign	Agency	Client	Country
	The Mud Soldier	Ogilvy & Social.Lab Belgium	Visit Flanders	Belgium
Positive Change Europe Social Good - Brands				
Colour	Campaign	Agency	Client	Country
	The most German supermarket	Jung von Matt	EDEKA	Germany
Positive Change Europe Social Good – Non-Profit				
Colour	Campaign	Agency	Client	Country



	How A Little Charity Grew Its Revenues And Saved More Art By Thinking Big	Mullen Lowe London	Art Fund	United Kingdom
	Child Focus - Closer than you think	Wunderman Antwerp	Child Focus	Belgium
Grand Prix				
The Mud Soldier				
Agency of the Year				
Ogilvy				