

EFFIE EUROPE FINALISTS 2019

Category	Campaign title	Brand	Country
Automotive	The Kia Stinger. Long live driving.	Kia Stinger	Germany
	The Pace: The World's Most Remixed Track	Jaguar	United Kingdom
	Hyundai Tucson	Hyundai Tucson	Germany
	Telling Personal Campaign Stories On The Fly	Toyota AYGO	United Kingdom
Best demonstration of Integrated Effectiveness	The Pace: The World's Most Remixed Track	Jaguar	United Kingdom
	A ball can start priceless moments	Payment system	Ukraine
	The Arrivals	SAS	Denmark
Brand Experience	The Pace: The World's Most Remixed Track	Jaguar	United Kingdom
	Let's write the future.	Electrification	Switzerland
Brand Re-vitalisation	Eat Like A Pro	Beko Cooking and Cooling Solutions	Spain
	Let's write the future.	Electrification	Switzerland
Branded Content	12 Hours of Blue	Fresenius FX Dialysers	Germany
	The Crew 2	The Crew - Ubisoft	France
Carpe Diem	The Land of Free Press	Helsingin Sanomat	Finland
Consumer Goods	Eat Like A Pro	Beko Cooking and Cooling Solutions	Spain
Entertainment, Sport & Leisure	The Crew 2	The Crew - Ubisoft	France
	Building fan relationships at speed	Formula 1	United Kingdom
	Play Unified	Unified sports	Belgium
FMCG	Oreo - Do you speak Oreo?	Oreo	France
	FANTaxYOU	FANTA	Belgium
	Lasko Challenge	Lasko beer	Slovenia
	Magic Retouch by L'Oréal Paris	L'Oréal Paris Magic Retouch	France
	The Journey from Kitten to Cat	Royal Canin	Denmark
	The Baileys Turnaround Story	Baileys	United Kingdom

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Media Innovation	Let's write the future.	Electrification	Switzerland
Products/Services Launch	L OREAL PARIS ELSEVE DREAM LENGTH	L'Oreal Paris ELSEVE DREAM LENGTH	France
Retail	How Aldi made Saving Feel Amazing	Aldi UK & Ireland	United Kingdom
	Winning Christmas by getting a carrot to talk turkey	Aldi UK & Ireland	United Kingdom
Services	PayPal - My Uncle	PayPal	France
Small Budget	IBM	IBM Blockchain	France
	Burger that won the lipstick market	MAYBELLINE SUPERSTAY	Czech Republic
	The Arrivals	SAS	Denmark
	Play Unified	Unified sports	Belgium
Sustained Success	Canary Islands "Islands of Interest"	Tourism Destination Brand	Spain
	'Like Brands' 2011-2018	Aldi UK & Ireland	United Kingdom
Travel & Tourism	The Arrivals	SAS	Denmark