

EFFIE AWARDS EUROPE - WINNERS 2020

CATEGORY	CAMPAIGN TITLE	COLOUR	AGENCY	CLIENT	COUNTRY
Best of Europe: Automotive	The New Big: Ford Trucks F-Max	Silver	Happy People Project	FORD OTOSAN	Turkey
Best of Europe: Brand Experience	IKEA Apartmenteka	Silver	Instinct (BBDO Group)	IKEA	Russia
Best of Europe: Brand Experience	World's first Minutes & GB Exchange from Tele2	Gold	McCann Moscow	Tele2 Russia	Russia
Best of Europe: FMCG	Time to Grow. Time to Speak	Gold	BBDO Moscow	Mars LLC	Russia
Best of Europe: FMCG	9 million reasons	Bronze	Grey Warszawa, VMLY&R, Mediacom, Havas PR, LULU	GlaxoSmithKline Consumer Healthcare	Poland
Best of Europe: Internet & Telecom	Don't let Yourself Be Fooled	Bronze	Leo Burnett Romania	Telekom Romania	Romania
Best of Europe: Internet & Telecom	Moscow Underground WiFi: Tele2 ads against advertising	Bronze	McCann Moscow	Tele2 Russia	Russia
Best of Europe: Internet & Telecom	World's first Minutes & GB Exchange from Tele2	Bronze	McCann Moscow	Tele2 Russia	Russia
Best of Europe: Media Innovation/Idea	Photo Ark	Gold	Mindshare	Fox Network Group	Russia
Best of Europe: Media Innovation/Idea	An innovative Osteoarthritis diagnostic tool Osteoscan by Voltaren based on AI	Bronze	MediaCom	GSK Consumer Healthcare	Russia
Best of Europe: Media, Leisure & Entertainment	Happy Losing!	Bronze	OMD Media Direction Russia/Leo Burnett Moscow	Hasbro Gaming	Russia
Best of Europe: Media, Leisure & Entertainment	King TOTO	Gold	TBWAINEBOKO	TOTO	The Netherlands
Best of Europe: Positive Change	Everyone can help find missing people	Silver	Contrapunto Russia	VimpelCom	Russia
Best of Europe: Positive Change	Ça va // Are you okay ?	Gold	Innocean Worldwide France	Enfance et Partage	France
Best of Europe: Positive Change	Dare to sponsor	Silver	LDV United	Special Olympics Belgium	Belgium
Best of Europe: Positive Change	True Colors of Slovakia	Bronze	TRIAD Advertising	Pernod Ricard (Slovakia)	Slovakia
Best of Europe: Retail	Swap & Save 2.0	Silver	McCann Manchester	Aldi Ireland	United Kingdom
Best of Europe: Retail	HATERS GONNA HATE, USE THEM AS BAIT. KFC'S NEW FRIES CAMPAIGN, 2018	Bronze	Mother	KFC	United Kingdom
Best of Europe: Services	IKEA Apartmenteka	Bronze	Instinct (BBDO Group)	IKEA	Russia
Best of Europe: Small Budget	Ça va // Are you okay ?	Gold	Innocean Worldwide France	Enfance et Partage	France
Best of Europe: Small Budget	True Colors of Slovakia	Bronze	TRIAD Advertising	Pernod Ricard (Slovakia)	Slovakia
Best of Europe: Sustained Success	The "Other Rules" platform sustained success	Bronze	McCann Moscow	Tele2 Russia	Russia
Consumer Goods	Rebuilding LEGO's Holiday Sales	Bronze	LEGO Agency	The Lego Group	Denmark
Consumer Goods	Make Yourself Heard	Bronze	CarlNann GmbH	Yamaha Music Europe GmbH	Germany
General healthcare & OTC products	From Sudocrem to super-crem	Silver	McCann Health	Teva Pharmaceuticals	United Kingdom
Government, Institutional & Recruitment	Choose Your Future – European Elections 2019	Bronze	Ogilvy Social.Lab Brussels	EU Parliament	Belgium
IT / Telco	Santa fired all the dear	Gold	Rockets. Growth R&D	Bolt Technology	Ukraine
Marketing & Business Solutions	Apartmenteka	Gold	Instinct (BBDO Group)	IKEA	Russia
Positive Change Europe: Environmental Good - Non-Profit	Birds Records	Bronze	BBDO Moscow	World Wildlife Fund Russia	Russia
Positive Change Europe: Social Good - Brands	#TimeToRead	Silver	Leo Burnett Romania	Curtea Veche Publishing	Romania
Positive Change Europe: Social Good - Brands	Savings Therapy	Gold	TRIAD Advertising	VUB Bank	Slovakia
Positive Change Europe: Social Good - Non-Profit	40,000 Strong	Silver	McCann London	Help for Heroes	United Kingdom
Small Budget	Santa fired all the dear	Gold	Rockets. Growth R&D	Bolt Technology	Ukraine
Sustained Success	How Aldi keeps on winning Christmas with Kevin the Carrot	Gold	McCann Manchester	Aldi UK	United Kingdom
Sustained Success	Taking 0.0 to the parts other beers cannot reach.	Bronze	Publicis Italy	Heineken	Italy
GRAND EFFIE					
Positive Change Europe: Social Good - Brands	Savings Therapy	GRAND	TRIAD Advertising	VUB Bank	Slovakia

AGENCY OF THE YEAR

McCann Worldgroup