

EFFIE EUROPE FINALISTS 2024

| Category | Entry | Product/Brand | Leading Agencies | Contributing Agencies | Country |
|--|---|---|---|--|----------|
| Best of Europe: Brand Experience | McDrip – refashioning the McJob | McDrip | NORD DDB Helsinki | OMD (Finland) VAIN Fashion Group Oy | Finland |
| | Unfollow Self:Hate | ING | Jam Session Agency | Dentsu Romania Bread Content McCann PR Romania | Romania |
| | LEGO LION | LEGO | Red Lemon Media | Momart Well PR V4Good | Hungary |
| Best of Europe: Corporate Reputation | Protecting homes and the women inside them: How Allianz Ireland used an unexpected charity partner to transform their corporate reputation. | Allianz Ireland | Forsman & Bodenfors Dublin / Essence MediaCom Ireland | Teneo | Ireland |
| Best of Europe: Crisis Response / Critical Pivot | Grains of Hope | Soledarity. Ukrainian Rock-Solid Strength | UNITED24 | | Ukraine |
| Best of Europe: Electronics, Gaming & E-Sports | Share your Power | Samsung | Cheil Centrade | | Romania |
| Best of Europe: Food & Beverage | Lost the Pot | Pot Noodle | U-Studio/OLIVER | | UK |
| | An Ode to Bakers | Argeta | Luna \TBWA | MEDIA PUBLIKUM D.O.O. | Slovenia |
| | Lipton Tek Dem – Where Did This Tea Come From? | Tea | Medina Turgul DDB | | Turkiye |
| Best of Europe: Government & Public Service | Grains of Hope | Soledarity. Ukrainian Rock-Solid Strength | UNITED24 | | Ukraine |
| Best of Europe: Health & Wellness | SAFE TO PLAY HUB | Durex | VML Romania | ZENITH ROMANIA | Romania |

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| Best of Europe: Marketing Innovation Solutions | Lay's, a sacred and untouchable recipe...Until now | Lays / Pepsi Spain | TBWA Spain | OMD Spain | Spain |
| Best of Europe: Media Strategy & Idea | Keys For Peace | CMI: Martti Ahtisaari Peace Foundation | TBWA/Helsinki | Def Agency | Finland |
| Best of Europe: Media, Entertainment & Leisure | TikTok Comes with Benefits (TikTok Faydası Çok) | TikTok | Tribal Worldwide İstanbul | | Turkiye |
| Best of Europe: Positive Change - Brand | DEAR INFLUENCERS | DOVE | Ogilvy Greece | | Greece |
| | SAFE TO PLAY HUB | Durex | VML Romania | ZENITH ROMANIA | Romania |
| Best of Europe: Positive Change - Non-profit | Have a Word | Mayor of London | OGILVY UK | | UK |
| | Czech Insurance Association: Slow down, it's too early | Czech Insurance Association | McCann Prague | Hero & Outlaw | Czechia |
| | Making a Big Difference With a Little Budget | Breast Cancer Ireland | Core | The Engine Room Saturday Films | Ireland |
| Best of Europe: Product/Service Launch | Sardinian Soul | Ichnusa | LePub | | Italy |
| Best of Europe: Retail | Little Lions | Food retailer's own-brand products | TBWA Belgium | Mindshare Belgium | Belgium |
| | MAJORICA. THE PEARL OF EFFECTIVENESS. | MAJORICA. THE PEARL OF EFFECTIVENESS. | McCann Worldgroup Spain | | Spain |
| | Little Big Talents | Konsum | ZOO agencija | | Croatia |
| | Grandma's Recipe for Success: IKEA celebrates the new third age and boosts store visit frequency | IKEA | McCann Tel Aviv | | Israel |
| Best of Europe: Seasonal/Current Events | KOTSOVOLOS BLACK FRIDAY | KOTSOVOLOS BLACK FRIDAY | THE NEWTONS LABORATORY | FILMIKI PRODUCTIONS Bounce Audio | Greece |
| Best of Europe: Services | FREE TO BE YOURSELF | BCR | BCR | | Romania |
| | Many Paths of Wisdom for the Young | Akbank Youth Platform | Akbank T.A.Ş. | Nople UNITE Publicis (Istanbul) Future Bright Research | Turkiye |

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| | BLIK GOES MAINSTREAM | BLIK | Change Serviceplan / Spark Foundry Poland | Liquidthread | Poland |
| | Tiny little happiness - Srećičica | Tiny little happiness - Srećičica | Leo Burnett (Belgrade) | Žiška OMD | Serbia |
| Best of Europe: Small Budget | McDrip – refashioning the McJob | McDrip | NORD DDB Helsinki | OMD (Finland)² VAIN Fashion Group Oy | Finland |
| | Dogcation: How a travel agency got pet owners out traveling with a 627% ROMI | Nordic Leisure Travel Group (Spies) | Robert / Boisen & Like-minded | Gobsmack Productions | Denmark |
| Best of Europe: Social Media | Lost the Pot | Pot Noodle | U-Studio/OLIVER | | UK |
| | DEAR INFLUENCERS | DOVE | Ogilvy Greece | | Greece |
| Best of Europe: Sustained Success | Sardinian Soul | Ichnusa | LePub | | Italy |
| | Big Enough to Make a Difference | Big Enough to Make a Difference | NORD DDB | | Sweden |
| | From Members to Monsters | Irish League of Credit Unions | Core | | Ireland |
| Best of Europe: Travel, Transport & Tourism | Dogcation: How a travel agency got pet owners out traveling with a 627% ROMI | Nordic Leisure Travel Group (Spies) | Robert / Boisen & Like-minded | Gobsmack Productions | Denmark |
| | AEGEAN AIRLINES 'Been there' | AEGEAN AIRLINES | Ogilvy Greece | | Greece |

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| Multi-Market: Artificial Intelligence (AI) | Creative Fast AID | Agency Selfpromo | TRIAD Bratislava | | Slovakia |
| Multi-Market: Automotive | Renault 5 E-Tech Electric | Renault 5 E-Tech Electric | Renault (France) | | France |
| Multi-Market: Business-to-business | Creative Fast AID | Agency Selfpromo | TRIAD Bratislava | | Slovakia |
| Multi-Market: FMCG | NIVEA MEN Skin Compliments | NIVEA MEN Anti-Age Power Serum | Publicis ONE TOUCH | | Germany |
| Multi-Market: Food & Beverage | Magnum Stick to the Original: Fighting against Private Labels | Magnum Ice Cream | LOLA MullenLowe Mindshare Worldwide | Golin Proppa | UK |
| | SCHWEPPEES TAKE YOUR TIME | SCHWEPPEES | TBWA Paris | | France |
| | Heineken H150 Anniversary Campaign | Heineken | Dentsu (UK & Ireland) | | UK |
| Multi-Market: Health & Wellness | The Mermaid | Gyno-Canesbalance | LOLA MullenLowe | MAMMA TEAM PIJAMA STUDIO | Spain |
| Multi-Market: Media Strategy & Idea | Magnum Stick to the Original: Fighting against Private Labels | Magnum Ice Cream | LOLA MullenLowe | | UK |
| | Industrial Emissions Face Mist | Industrial Emissions Face Mist | NORD DDB | House | Sweden |
| Multi-Market: Retail | LEGO: Parents of Girls | LEGO | Mustard s.r.o. | IPG Mediabrands CZ, s.r.o. / Initiative Junior | Czechia |
| Multi-Market: Small Budget | Sweden (Not Switzerland) | Visit Sweden | Forsman & Bodenfors | | Sweden |
| | The Mermaid | Gyno-Canesbalance | LOLA MullenLowe | MAMMA TEAM PIJAMA STUDIO | Spain |
| Multi-market: Social Media | How Being the Pirates of Social Media Sustained Serious Commercial Growth | Aldi Sud | McCANN Manchester | | UK |
| | #TURNYOURBACK | Personal Care | DAVID Madrid / OGILVY UK | DAVID São Paulo | Spain |
| Multi-Market: Sustained Success | How Being the Pirates of Social Media Sustained Serious Commercial Growth | Aldi Sud | McCANN Manchester | | UK |

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| Multi-Market: Travel, Transport & Tourism | Sweden (not Switzerland) | Visit Sweden | Forsman & Bodenfors | | Sweden |
| | Making easyJet easy to think of and easy to buy | easyJet | VCCP | | UK |
| | Andalusian Crush | Turismo de Andalucía | Ogilvy Madrid | Hogarth Spain ROMA IPG MEDIA BRANDS (Spain) Beat Music | Spain |
| Positive Change: Environmental - Brands | Windy Retreats | Andel | Robert / Boisen & Like-minded | Gobsmack Productions | Denmark |
| | Industrial Emissions Face Mist | Industrial Emissions Face Mist | NORD DDB | | Sweden |
| | Heinz - Picture A World Without Soil | Heinz | Revolt Communications Ltd | Marco de Comunicaciones Carat. The Kitchen Kraft Heinz The storylab. | UK |
| Positive Change: Social Good - Brands | A Piece of Me | KPN | Dentsu Creative | | Netherlands |
| | #ShareWithCare - Message from Ella | Deutsche Telekom | adam&eveBerlin GmbH / DDB Group Germany | Mindshare GmbH emetriq GmbH | Germany |
| | HOW BOX HOUSES SAVED HUMAN HOUSES | Nova Post, Come Back Alive | BetterSvit | Media First Ukraine | Ukraine |
| | #TURNYOURBACK | Personal Care | DAVID Madrid / OGILVY UK | | Spain |
| | Donation is in our blood | Image campaign | MUW Saatchi & Saatchi | | Slovakia |
| | Where to Settle | Where to Settle | McCANN | Dentsu, Assembly | Poland |
| | Samsung - Technology with Purpose: Unfear & Unnoise | Galaxy Buds2 Pro Wireless Earbuds | Cheil Spain | | Spain |
| | Survived parcels | Logistics | Gusev Art Lab | | Ukraine |
| | BIO-Spam Your Property Manager | Getlini EKO landfill | White Label / McCann Riga | Mindshare Latvia Golin Riga | Latvia |
| | Disconnect to reconnect by SPP | SPP energies | THIS IS LOCCO | | Slovakia |

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| Positive Change: Social Good - Non-Profit | Mission Talita | Talita | Åkestam Holst NoA | North Kingdom NoA ¹² Universal Music Publishing (Sweden) Esportal | Sweden |
| | Mental health is a big issue; this is how Every Mind Matters is making it smaller. | Department of Health & Social Care (DHSC) | MullenLowe UK / Wavemaker | Freuds+ Topham Guerin OmniGov @ MGOMD Paragon DCX | UK |
| | Trafficking Incorporated | Talita | Åkestam Holst NoA | | Sweden |
| | Zorganes | Organ Donation | Agence de le Biomedecine | | France |
| | Play, Learn, Sparkle! | Educational Solution | McCann Kyiv | Universal McCann G.E.M | Ukraine |
| | Breaking The Silence | Mayor of London | OGILVY UK | Wavemaker UK Ridley Scott Associates | UK |
| | FOMO FOREVER | Danish Cancer Society & TrygFonden | Robert / Boisen & Like-minded | Gobsmack Productions | Denmark |
| | The big shake up | Aktion Deutschland Hilft e.V. | Aktion Deutschland hilft e.V | | Germany |
| | The Dictionary of Stolen Words | European Commission | THIS IS LOCCO | Hitchhiker films | Slovakia |
| | Children in need must be seen | Children in need must be seen | Respect APP | SK PR STRATEGIES s.r.o. | Slovakia |
| | Protect All Families | Accept | Publicis Romania | Digitas Romania | Romania |
| The loneliness is not seen, it's felt | Fundación La Caixa | MANIFIESTO | | Spain | |