

# 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

<b>Best of Europe: Marketing Innovation Solutions</b>	Lay's, a sacred and untouchable recipe...Until now	Lays	TBWA Spain	OMD Spain	Spain
<b>Best of Europe: Media Strategy &amp; Idea</b>	Keys For Peace	CMI: Martti Ahtisaari Peace Foundation	TBWA/Helsinki	Def Agency	Finland
<b>Best of Europe: Media, Entertainment &amp; Leisure</b>	TikTok Comes with Benefits (TikTok Faydası Çok)	TikTok	Tribal Worldwide İstanbul		Turkiye
<b>Best of Europe: Positive Change - Brand</b>	DEAR INFLUENCERS	DOVE	Ogilvy Greece		Greece
	SAFE TO PLAY HUB	Durex	VML Romania	ZENITH ROMANIA	Romania
<b>Best of Europe: Positive Change - Non-profit</b>	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
<b>Best of Europe: Product/Service Launch</b>	Sardinian Soul	Ichnusa	LePub		Italy
<b>Best of Europe: Retail</b>	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
<b>Best of Europe: Seasonal/Current Events</b>	KOTSOVOLOS BLACK FRIDAY	KOTSOVOLOS BLACK FRIDAY	THE NEWTONS LABORATORY	FILMIKI PRODUCTIONS Bounce Audio	Greece
<b>Best of Europe: Services</b>	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

	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
<b>Best of Europe: Small Budget</b>	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
<b>Best of Europe: Social Media</b>	Lost the Pot	Pot Noodle	U-Studio/OLIVER		UK
	DEAR INFLUENCERS	DOVE	Ogilvy Greece		Greece
<b>Best of Europe: Sustained Success</b>	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
<b>Best of Europe: Travel, Transport &amp; Tourism</b>	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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<b>Multi-Market: Artificial Intelligence (AI)</b>	Creative Fast AID	Agency Selfpromo	TRIAD Bratislava		Slovakia
<b>Multi-Market: Automotive</b>	Renault 5 E-Tech Electric	Renault 5 E-Tech Electric	Renault (France)		France
<b>Multi-Market: Business-to-business</b>	Creative Fast AID	Agency Selfpromo	TRIAD Bratislava		Slovakia
<b>Multi-Market: FMCG</b>	NIVEA MEN Skin Compliments	NIVEA MEN Anti-Age Power Serum	Publicis ONE TOUCH		Germany
<b>Multi-Market: Food &amp; Beverage</b>	Magnum Stick to the Original: Fighting against Private Labels	Magnum Ice Cream	LOLA MullenLowe Mindshare Worldwide	Golin Proppa	UK
	SCHWEPPEs TAKE YOUR TIME	SCHWEPPEs	TBWA Paris		France
	Heineken H150 Anniversary Campaign	Heineken	Dentsu (UK & Ireland)		UK
<b>Multi-Market: Health &amp; Wellness</b>	The Mermaid	Gyno-Canesbalance	LOLA MullenLowe	MAMMA TEAM PIJAMA STUDIO	Spain
<b>Multi-Market: Media Strategy &amp; Idea</b>	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
<b>Multi-Market: Retail</b>	LEGO: Parents of Girls	LEGO	Mustard s.r.o.	IPG Mediabrands CZ, s.r.o. / Initiative Junior	Czechia
<b>Multi-Market: Small Budget</b>	Sweden (Not Switzerland)	Visit Sweden	Forsman & Bodenfors		Sweden
	The Mermaid	Gyno-Canesbalance	LOLA MullenLowe	MAMMA TEAM PIJAMA STUDIO	Spain
<b>Multi-market: Social Media</b>	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
<b>Multi-Market: Sustained Success</b>	How Being the Pirates of Social Media Sustained Serious Commercial Growth	Aldi Sud	McCANN Manchester		UK

<b>Multi-Market: Travel, Transport &amp; Tourism</b>	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
<b>Positive Change: Environmental - Brands</b>	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
<b>Positive Change: Social Good - Brands</b>	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		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	

<b>Positive Change: Social Good - Non-Profit</b>	Mission Talita	Talita	Åkestam Holst NoA	North Kingdom NoA <sup>12</sup> 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	