



Oct 07, 2014 Europe

## 2014 Effie Netherlands Gala

One Gold, four Silver, and nine Bronze Effies were awarded at the Effie Netherlands Gala on Tuesday, October 7th held at the Stadsschouwburg Theater in Amsterdam as part of the fifth annual 24Festival. The event was hosted by our Effie Netherlands partner, the Dutch Association of Communication Agencies (VEA), in collaboration with the Dutch Advertisers Association (BVA). Dutch television celebrity Harm Edens presented.

This year the jury, under the chairmanship of Ben Knapen, reviewed cases in three categories: Behavior, Brand, and Awareness.

The Gold Effie was awarded to advertiser and agency team Triodos Bank and Dawn for their case, "Follow your heart. Use your head. Triodos Bank".

Silver Effies went to: Etcetera, Van Wanten Etcetera, and PHD for their case, "Essent ZekerDalen. Van switchen belonen naar loyaliteit bekronen," for Essent; Steam Advertising BV, and Maximum Communication for their case, "Werken bij Defensie. Je moet het maar kunnen," for Ministerie van Defensie; TBWA\NEBOKO, Tribal DDB, and OMD Nederland for their case, "McDonald's 2007-2013: Nederlands favoriete restaurant," for McDonald's; and Etcetera & Van Wanten and Mediacom for their case, "De turnaround van T-Mobile: Van grijze muis tot meest menselijke provider van Nederland," for T-Mobile.

For more information on Effie Netherlands' 2014 Gala, please visit their [website](#).

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About Effie Worldwide Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national [programs](#) across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. Effie initiatives include the [Effie Effectiveness Index](#), ranking the most effective companies and brands globally and the [Effie Case Database](#). For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](#) on Twitter for updates on Effie information, [programs](#) and [news](#).