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2015 EACA Euro Effies – The Winners

The 2015 Euro Effie winners were announced in Brussels' at the Cercle de Lorraine business club on October 20. Grey Group EMEA won the Euro Effie Agency of the Year Award, while the Grand Effie was presented to DDB Berlin and Deutsche Telekom for the campaign "Travel & Surf."

20 winners from 5 countries across Europe were selected by an international jury of senior agency and client representatives chaired by Josep Hernandez, Senior Director of Communications Planning at Mondelez International. There were 9 winners from the United Kingdom, 7 from Germany, 2 from Denmark, and one each for Spain and France.

Grey scooped Agency of the Year with entries from P & G, McCormick, Deichmann, United Biscuits and Bolia.com, achieving a high first round average score and further success with 3 Gold Effies (FMCG and 2 in Small Budget), 4 Silver Effies (Brand Experience, Consumer Goods, Long-term Effectiveness and Product/Service Launch) and 2 Bronze Effies (FMCG and Retail). The agency was also rewarded with €100,000-worth of free advertising spots from Euro Effies partner, Euronews.

David Patton, President and CEO of Grey Group EMEA, commented: "We are very proud to have won the Euro Effie Agency of the Year Award. Grey is committed to producing famously effective work and this is

further proof of that commitment, from one of the most prestigious awards in the industry. I am particularly pleased that the winning work was spread across three European offices demonstrating the international strength of Grey and reinforcing our creative and strategic qualities.”

The prestigious Grand Effie for outstanding work was presented to DDB Berlin GmbH and Deutsche Telekom for their campaign “Travel & Surf.” Through their humorous mockumentary, “Wi-Fi Dogs,” they changed roaming behavior and grew their user base. Delivering the message of “Look for the fun. Not for the Wi-Fi,” the campaign relaxed phone users who live in fear of a big bill when travelling.

The full list of winners can be found [here](#).

The Euro Effies Awards are produced in partnership with Euronews and supported by the European Publishers’ Council, FEPE, Procter & Gamble, AdForum, WARC, Viva Xpress Logistics, Nielsen, Bacardi-Martini and creativebrief.

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