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## 2015 Effie Awards Netherlands Gala

One Gold Effie, six Silver Effies, and five Bronze Effies were awarded at this year's Effie Awards Netherlands Gala, presented by the Dutch Association of Communication Agencies (VEA).

The most effective advertising campaigns were awarded at the Concertgebouw in Amsterdam during the sixth edition of 24Festival, formerly known as "The 24 hours of Advertising." The Gold Effie Award was presented to Alfred International, UM, and Vijf890 for their campaign "How Jumbo surpassed the wildest expectations" for Jumbo Supermarkets.

Mary Hoogerbrugge, a member of the jury, said, "In a few years' time, Jumbo has become a strong brand for which communication clearly played a decisive role in its success. Jumbo became the crowd favorite thanks to their campaign which was familiar to many families, as well as the ambition that led Jumbo to a spectacular sales growth."

The jury was chaired by Ben Knapen, who also remarked of the Gold Effie winner, "What makes the case unique is the uncommon combination of playfulness and consistency. The role of communication has had a decisive role; the 'pay less' is clearly communicated, without having to create a negative association. Jumbo got emotional with its advertising content and has become a recognizable brand for a large group

of people."

The Silver Effie Awards were presented to: Selmore Creative Agency, Mediacom, and SKODA for "The 14% exercise;" J. Walter Thompson Amsterdam, Mindshare, Social Embassy, and Unilever Benelux for "Andrélon - Get more out of your hair;" Alfred International, UM, Vijf890, RTL Netherlands and Jumbo Supermarkets for "The Jumbo supermarket gave very land on his thunder;" Roorda ExPRtease and the Ministry of Health, Welfare, and Sport for "NIX works;" Carat, Chunk and Dare Creative, and Phillips for "Phillips Airfryer: The new frying;" and finally J. Walter Thompson Amsterdam, Social Embassy, Mindshare, and Unilever Netherlands for "Ruby with Zwitsal smell."

The Bronze Effies went to Alfred International and Allsecur for "Allsecur honked sleeping car drivers awake;" Etcetera and HAK for "How HAK from the pot and came on the plate;" ATTENTION Social InFluencers, MEC Netherlands, and FrieslandCampina Riedel for "Taste DubbelFriss Battle;" KOKORO Amsterdam and Simyo for "Simyo Friends Deal;" and finally Etcetera and Old Amsterdam for "Old Amsterdam cheese from dowdy to contemporary aged cheese with character."

For more information on Effie Netherlands please visit their website <http://www.effie.nl/>.