



May 15, 2018 Switzerland

## 2018 Swiss Effie Awards Presented

On Tuesday evening, 15 May 2018, the coveted **Swiss Effie Awards** were presented at tpc / Fernsehstudio 1 in Zurich, sponsored by Admeira and LSA. Gold, Silver, and Bronze trophies were awarded in 12 categories. New this year were the "Media" and "Brand Campaign" categories, as well as a special award for "Influencer Campaign." Five Gold, 3 Silver, 11 Bronze and 16 Effie certificates went to the most effective communication campaigns of the last two years, with each of the communication/media agencies and client teams receiving awards.

After an exclusive introduction by philosopher and journalist Ludwig Hasler, "Glanz & Gloria" presenter Nicole Berchtold conducted the award ceremony charmingly and efficiently. In front of about 400 guests, five Gold Effies were awarded to Mini-Migros (Brand Experience), Kids by Vögele Shoes (Activation), CSS Autumn campaign (Media), Die Mobilier (Evergreen) and LOVE LIFE (Comeback).

A special award for the most successful influencer campaign went to the Microsoft Influencer Campaign 2017.

The most awarded agencies were Jung von Matt, with 6 Effies and the year's special award, and Notch Interactive, Rod Kommunikation and Wirz Communications with 2 Effies each. MediaCom was the media agency for 6 of the winners. Winning three Effies, Migros was the most successful client in the competition.

This was the second year the Swiss Effies presented awards based on campaign type (in the past, awards were categorized by industry type). Two new categories (Media and Brand Partnerships), a further increase in the quality of the judging process, and a newly introduced annual special prize show that Effie is constantly evolving.

"Despite or perhaps because of the revision, Effie has always enjoyed a high credibility and popularity...We can proudly say that Effie is more relevant than ever. The quality of submissions has been steadily increasing for years. Both in terms of processing and the effective quality of the work. (One) can only make assumptions about the reasons for it. However, we are very pleased and confirmed by this development," sums up Roman Hirsbrunner, LSA President 2016-2018 and members of the Swiss Effie Leadership Committee 2018.

LEADING SWISS AGENCIES, the organizer of the Swiss Effie Awards, would like to thank the host sponsor Admeira, the category sponsors Media Focus, APG / SGA, iab Switzerland, WEMF, & Winkler Livecom, as well as the media partners Handelszeitung and personally and SWA for the friendly support.

## WINNERS

### GOLD

Comeback

"LOVE LIFE"

Federal Office of Public Health BAG, Bern / Rod Communication

Evergreen

"THE MOBILIAR - WHAT ALWAYS COMES"

The furniture / Wirz Communications

Activation

"KIDS BY VÖGELE SHOES"

Karl Vögele / Contexta

Brand Experience

"MINI-MIGROS: FASCINATING BRAND LAND FOR THE MOST RECENT MIGROS CHILDREN"

Migros Cooperative Association / Hotz 'n' Plotz

Media

"AUTUMN CAMPAIGN 2017"

CSS Insurance, Lucerne / MediaCom (media agency), Notch Interactive (communication agency)

### SILVER

Comeback

"TCS - MOBILITY CAMPAIGN 2017"

Touring Club Switzerland / Jung von Matt / Limmat

Activation

"GRAUBÜNDEN - VILLAGE PHONE 2016"

Grisons Holidays / Jung von Matt / Limmat

Brand Campaign

"EMMI LUZERNER - THE MILDE"

Emmi / Jung von Matt / Limmat

### BRONZE

New New

"CREDIT SUISSE | LOCATION "VIVA KIDS / DIGIPIGI" "

Credit Suisse (Switzerland) / Rod Communications

New New

"MIGUSTO - THE COOKING CLUB OF THE MIGROS."

Migros Cooperative Alliance / Y & R Group Switzerland (advertising agency), Process (branding agency)

Comeback

"#GOTTHEPOWER"

Emmi Switzerland / Ogilvy & Mather

Activation

"CSS AUTUMN CAMPAIGN"

CSS Versicherung, Lucerne / Notch Interactive (communication agency), MediaCom (media agency)

Doing good

"MADE VISIBLE®"

Touring Club Switzerland TCS / Farner Consulting

Content Hero

"FOOBY - CONTENT HERO"

Coop / VIRTUE Switzerland

Content Hero

"GRAUBÜNDEN - MOUNTAIN VILLAGE 2017"

Grisons Holidays / Jung von Matt / Limmat

Brand Experience

"NOVOTEL - ROOM67"

AccorHotels Switzerland / Jung von Matt / Limmat

Brand Partnerships

"HELSANA / ENGAGEMENT FOUNDATION THEODORA"

Helsana Insurance AG / FCB Zurich

Brand Campaign

"MELECTRONICS - BRAND CAMPAIGN"

Migros Cooperative Alliance / Wirz Communications

Media

"SWISS LIFE - 50+ PERFORMANCE"

Swiss Life Ltd / Jung von Matt / Limmat