



Dec 02, 2018 France

## Intermarché Wins Grand Effie at 25th annual Effie Awards France

*Intermarché wins Gold Effie in the Distribution category, a special prize for creation, and the 2018 Grand Effie for its campaign "Help the French eat a little better every day" produced by the Romance agency (media agency: Zenith)*

For the 2018 edition of Effie France organized by the AACC (Association of Communication Consulting Agencies) and the UDA, thirty communication campaigns were rewarded by a jury of professionals for their measured and proven effectiveness, including eleven Gold Effies. Each of them illustrates the major contribution of communication to business success. For the first time this year, the awards ceremony was also enriched by a learning session which encouraged dialogue between industry leaders.

Intermarché becomes the primary brand for its customers for the first time  
Intermarché (3rd French distributor) broke the conventions of the category by putting an end to the

grocery industry's price war. After having been a "complementary store" for a long time, Intermarché became the primary brand for its customers and recorded 16 consecutive months of market share growth.

The expectations of the French have changed, with one in two French people now aspiring to consume better and alternative places of consumption emerging (producers' shops, cooperative supermarkets, grocery stores without packaging, etc.). In this context, Intermarché wanted to modernize its image and reduce the importance of promotion.

The brand has made the brave choice to get out of the "price war" to engage in the fight for quality and "better eating." In 2017, Intermarché tripled the share of its investment in image, to the detriment of those devoted to promotion. More than a communication platform, "Helping French people eat a little better every day" has become the company's roadmap, from product innovation strategy to customer relations and point of sale.

The new communication, in particular the film "Love, love," played a decisive role for both clients and Intermarché members. It has also contributed to the pride of the thousands of employees who work in factories and stores. Thus, it has resulted in a historic increase of in-store traffic (13.3 million additional cash receipts in 2017 vs. 2016) and an increase of more than 4% in sales.

Three special prizes to showcase the great levers of effectiveness

For the 25th anniversary occasion, Effie France created three special prizes designed to highlight the various levers of communication effectiveness.

The Intermarché campaign "Help the French eat a little better every day," conducted by Romance and Zenith, won the prize for the impact of creation thanks to the decisive role of the film "Love, love" in achieving the outstanding results of the campaign.

Johnson & Johnson wins the special prize for optimization of the strategy for its "Clean - Boys react to tampons" campaign carried out by Isobar France and J3. In a declining tampon market and with particularly limited resources, Neff faced the challenge of generating brand preference for the 13-19 age group. By choosing to create a Snapchat account where girls can address the real issues regarding the use of tampons and by displaying a video showing the embarrassment of young boys in the face of tampons, Neff managed to strengthen its presence among 13-19 year olds.

Lacoste obtained the award for the originality of the device for its "Save our species" campaign produced by BETC and Havas Media. With this campaign, Lacoste made its logo, one of the ten most famous in the world, the mouthpiece of an environmental cause: the protection of endangered animal species. For the first time, in 85 years, the crocodile has given way to ten endangered species on its iconic polo, the number of polos produced per species corresponding to the number of specimens still present in the wild. This particularly original and audacious approach has been effective since the campaign has been a success with the general public as well as the media around the world. Polo shirts were sold in 24 hours and three out of four customers were new customers.

### **BETC: Agency of the Year**

Launched in 2011, the Effie Index is a ranking of agencies and finalist advertisers from the 50+ national and regional Effie competitions held annually around the world. The Effie Index is based on a scale of points linked to the prize won (Grand Prix, Gold, Silver, Bronze but also finalists). This is the only ranking that identifies agencies and advertisers who have developed the most effective campaigns of the year.

The effectiveness database for accessing all Effie award-winning campaigns around the world is available at: <http://www.effieindex.com/>

### **In 2018, a new application form and an unprecedented session of sharing experiences!**

In addition to the creation of three special awards, Effie continued to innovate in 2018 with the implementation of a new application form incorporating the Effie Worldwide standard. It places less emphasis on the work's merits and instead gives more room for evidence of effectiveness, indicators that link the campaign and the results obtained.

An experience-sharing session was also created this year and took place before the awards ceremony on December 3 at the Théâtre de Paris. It was designed to enable participants to discover the great levers of effective communication through the most inspiring campaigns and communication devices.

### **Effie: the global mark of effective communications**

This 25th edition of Effie France, organized by AACC and UDA, is part of a worldwide dynamic driven by the brand Effie Worldwide created in 1968 in the United States and deployed in over 50 countries.

Its mission is to identify and honor effective communications around the world.

The Effie France 2018 jury, chaired by Gérard Lopez (BVA) and composed of representatives of agencies, advertisers, the media and marketing professionals, has awarded thirty prizes, three special prizes and one Grand Prix. They were awarded on December 3, 2018 at the Paris theater, during an evening hosted by Thomas Misrachi. It brought together 800 communication professionals.

The descriptions and the main keys to the success of the eleven campaigns rewarded this year by a Gold Effie and campaigns that have been won Effie Awards since 1994 can be found at [www.effie.fr](http://www.effie.fr).

#### EFFIE, THE GLOBAL AUTHORITY ON MARKETING EFFECTIVENESS

About the Effie Award - Organized by the AACC (Association of Communication Consultants) and the UDA, the Effie Award is since 1994 the only prize that, in France, rewards advertisers and their agencies on the basis of the measured and proven effectiveness of their communication campaigns. Effie provides the unique opportunity to highlight the central role of communication in the life of companies.

This 25th edition of the Effie Award received support from

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  - The Advertising Regulatory Authority for Advertising (ARPP),
  - The Institute for Research and Advertising Studies (Irep),
  - The Union of Publishers of the Magazine Press (SEPM Marketing & Advertising),
  - The National Union of Television Advertising (SNPTV),
  - The National Daily Press Union (SPQN),
  - The Union of Internet Regulators (SRI),
  - The Union of Consulting and Media Buying Companies (Udecam),
- CB News, Facebook, IMD Group / Honeycomb, JCDecaux, Kantar, Mediapost Communication, YouTube Effie Award supporters, and Cap Tag also contributed to the success of this event.

#### About the AACC:

The Association of Communication Consulting Agencies is a professional union created in 1972, which gathers more than 200 companies which employ today nearly 12 000 employees. A federation of trades, the AACC is comprised of 7 delegations which cover all disciplines of the profession: Corporate, Customer Marketing, Digital, Production, Advertising, Health and Overseas. It has transversal commissions that work with member agencies on fundamental subjects: talent, legal, social law, finance, and sustainable development. Adherence to the AACC requires, among other obligations, the respect of strict professional rules that create the value of the AACC label. [www.aacc.fr](http://www.aacc.fr).

#### About UDA:

UDA is the representative organization of companies that use different communication techniques to promote their products, services, reputation or image. The UDA counts 6000 members among its 220 adherent companies of all sizes, all statutes and all sectors.

The UDA has three missions:

- Promote the freedom to communicate as a tool for economic growth and plurality of media.
- Promote responsible communication by developing and implementing fair and ethical practices.
- Develop effectiveness by allowing its members to optimize their communications investments.

[www.uda.fr](http://www.uda.fr)

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*This press release has been translated from French and lightly edited.*