



Oct 16, 2019 Europe

2019 Effie Awards Europe Winners Announced

Brussels, 16 October 2019 -- The 2019 Effie Europe winners were announced in La Madeleine in Brussels last night. McCann Worldgroup won the Agency of the Year Award, as well as the Grand Effie for their outstanding campaign *'Like Brands' 2011-2018*.

The winners were selected by an international jury of senior agency and client representatives co-chaired by Bastien Schupp, Vice President, Global Brand Strategy and Marketing Communication at Groupe Renault and Harjot Singh, Chief Strategy Officer, Europe & UK at McCann Worldgroup.

"While most of us push to get the most creative campaigns out there, the only thing that really counts is their effectiveness. I am honoured to chair the jury of this prestigious award and look forward to reviewing powerful cases with my fellow marketers!," said Bastien Schupp.

Harjot Singh commented: "Effectiveness is the only measure of the value of our work. As the landscape of our industry changes and broadens the discourse on effectiveness must keep pace. It must be dynamic. The Effies are the most definitive, credible and recognized standard of the most compelling effectiveness stories for our industry. The new changes to the Effie program and the new categories that have been introduced as a result are all very exciting and timely. They have been made possible by the relentless hard work and deliberation from all members of the steering committee and I am very excited to see it all come to life in 2019."

McCann Worldgroup scooped up the Agency of the Year award, as well as the prestigious Grand Effie for

their outstanding 'Like Brands' 2011-2018 campaign for Aldi UK. An instant hit and a long-running success, Aldi UK aired over 100 *Like Brands* ads, and exported the idea to USA, Australia and Ireland. Yet, the real success of *Like Brands* laid in reversing Aldi's fortunes, winning it a special place in the hearts of UK shoppers by transforming consumer attitudes toward private labels.

[Click here to see the full list of winners.](#)

The Effie Europe - Steering Committee has met for the second time around the Effie Awards Gala celebrations to help steer the overall program, providing guidance across all program areas, such as the call for entry, learning initiatives, awards gala, categories and more. The organiser has the pleasure to announce three new committee members: Achim Rietze, Strategy Lead ZOO EMEA at Google; Vasileios Kourakis, Global Director Marketing ROI Consumer Products Division at L'Oréal and Szymon Gutkowski, Managing Director at DDB Warszawa.

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Facebook, Google, Procter & Gamble, The European Publishers' Council, WARC, Adforum.com, Nielsen, creativebrief & Viva Xpress Logistics.

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About the Effie Awards Europe

Introduced in 1996, the [Effie Awards Europe](#) were the first pan-European marketing communications awards to be judged on the basis of effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. Effie recognises the most effective brands, marketers and agencies in Europe and is considered as global symbol of achievement, while serving as a resource to steer the future of marketing success. EFFIE® and EFFIE EUROPE® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA. All rights reserved. Find us on [Twitter](#) and [Facebook](#).

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