



Oct 09, 2019 Italy

## Most Effective Marketing Campaigns of the Year Awarded at 2019 Effie Awards Italy Gala

*At Villa Necchi Campiglio, the most effective marketing campaigns were awarded - 4 Gold, 3 Silver, 5 Bronze, and a Grand Effie® - bringing Italian marketing effectiveness to an international stage.*

**Milan, 9 October 2019** - The awards ceremony for the first edition of the Effie® Awards Italy was held on October 8 in the iconic setting of Villa Necchi Campiglio in Milan. This important event, organized in collaboration with Google, Nielsen and Accenture, saw the participation of major players in the world of communication: from agencies to companies to academic institutions.

The award, brought to Italy by UNA - United Communication Companies and UPA- the Association that represents investor companies, is already active in 49 countries, and has the mission of awarding the most effective marketing campaigns.

The first Effie Awards Italy competition was open to all communications campaigns and received significant interest. The jury was comprised of 40 experts from the sector, representing the corporate world and agencies of all types - including media agencies, creative and those dedicated to promotion and events -

and chaired by Alberto Coperchini, Global VP, Media, Barilla Group.

The campaigns were evaluated according to Effie's four pillars of effectiveness, each given specific weight in the competition: the definition of objectives, strategy, creative and media execution, and the most important criterion, the results obtained. Effie's strict international principles and a selective evaluation process guided the awarding process. Winners and finalists will be included as part of the 2020 global Effie Index.

The "Buondi - L'Asteroido" campaign was selected from all the Gold-winning campaigns as the 2019 Grand Effie Award winner. The Grand jury met on October 7 to select the "most effective case of the year."

"As I have already said, effectiveness is one of the most important levers at the strategic level in the creation of a successful communication campaign. This year we have started an important journey that finds in this award one of its most prestigious events. We don't stop here; the Association is carrying out a series of initiatives that all look at the issue of effectiveness to continue to raise awareness of the market: we presented the manual The Good Race, we resumed the speech with Comunicare Domani, today we announce the Effie awards and we are already at work on the next step to continue creating debate on the topic," said Emanuele Nenna, President of UNA. "Being able to rely on partners like UPA with which to build a system is a source of pride and it is also the expression that the road is the right one. In interesting times like the current ones it is right to stop now and then to recognize the excellence of communication in Italy, which can and must have a strong representation also at the international level, in addition to playing a fundamental role in the development of the market", concluded Nenna.

"The introduction of the Effies in our market," emphasized the President of UPA, Lorenzo Sassoli de Bianchi, "allows us to fill an important gap in the path of enhancement of the Italian communication industry. Our country, always a protagonist in the field of creativity and innovative marketing, can now also compete on the level of effectiveness with the most significant players in communication at a global level. For companies that measure the concrete impacts of the campaigns and for the agencies that create them, the Effie Awards represent a new stimulating challenge to always do better, a just gratification for those who have done a good job and a push towards a solid growth of the market."

For the 2020 Effie Awards Italy competition, Assunta Timpone, Media Director of L'Oreal Italia, will succeed Alberto Coperchini as Jury President.

Winner list:

## GOLD

Campaign: "Accord Parfait: Because ALL of us are worth it"

Category: Beauty & Personal Care

Brand: Accord Parfait L'Oréal Paris Italia

Company: L'Oréal Paris Italia

Agency: McCann Worldgroup

Campaign: "No more empty desks"

Category: Small Budgets

Brand: Fare x bene Onlus

Company: Fare x bene Onlus

Agency: DLVBBDO

Campaign: "Buondi - L'Asteroido"

Category: Renaissance

Brand: Buondi Motta

Company: Bauli

Agency: PHD Italy

Campaign: "I POD and you?"

Category: Renaissance

Brand: DASH

Company: Procter & Gamble

Agency: Enfants terribles

## SILVER

Campaign: "Amaro Montenegro Human Spirit"  
Category: Beverages (Alcoholic and Non-Alcoholic)  
Brand: Amaro Montenegro  
Company: MONTENEGRO BONOMELLI FOOD DIVISION GROUP  
Agency: Armando Testa

Campaign: "De Gustibus Coca-Cola: the taste that unites us"  
Category: Beverages (Alcoholic and Non-Alcoholic)  
Brand: Coca-Cola  
Company: Coca-Cola  
Agency: McCann Worldgroup - Mediacom

Campaign: "Ok, Google turn on San Siro!"  
Category: Brand Experience  
Brand: Google Assistant  
Company: Google Italy S.r.l.  
Agency: OMD

## BRONZE

Campaign: "Bauli changes the way of living Christmas"  
Category: Food  
Brand: Pandoro Bauli  
Company: Bauli  
Agency: McCann Worldgroup - MRM

Campaign: "Virgin Active"  
Category: Entertainment and Leisure, Sports, Fitness  
Brand: Virgin Active Gym  
Company: Virgin Active  
Agency: VMLY&R

Campaign: "Tea can still surprise you"  
Category: Launch of New Products or Services  
Brand: FuzeTea  
Company: Coca-Cola  
Agency: McCann Worldgroup (Italy) - Mediacom

Campaign: "#LovesLove at Pride Milan 2018"  
Category: Corporate Reputation  
Brand: Coca-Cola  
Company: Coca-Cola  
Agency: Cohn & Wolfe - The Big Now

Campaign: "Infinity Pre Roll Campaign"  
Category: Media Idea  
Brand: Infinity  
Company: Infinity TV  
Agency: Webranking - GMG Production

## About Effie®

Effie is a global 501c3 non-profit whose purpose is to lead and evolve the forum for marketing 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. The organization recognizes the most effective brands, marketers and agencies, globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the Effie Index. Since 1968, Effie is known as global symbol of achievement, while serving as a resource to steer the future of marketing success. For more details, visit [effie.org](http://effie.org).

## UNA

UNA, United Communication Companies, was founded in 2019 by the incorporation of ASSOCOM and UNICOM. The objective of UNA is to represent a new, innovative and unique reality capable of responding to the latest needs of an ever richer and more buoyant market, an important project to give life to a completely new and highly diversified reality. It currently has about 180 member companies operating

throughout Italy from the world of creative and digital agencies, public relations agencies, media centers, events and the retail world. Within the Association live specific HUBs to ensure vertical work tables and best practice sharing. UNA is a member in all Audi, is registered with the EACA (European Association of Communication Companies) and ICCO (International Communications Consultancy Organization), is a founding member of Pubblicità Progresso and is a member of the IAP (Institute for Advertising Self-Regulation).

#### UPA

Founded in 1948, the Association brings together the most important and prestigious industrial, commercial and service companies that invest in advertising and communication on the national market. UPA is promoted and guided by its member companies to face and resolve common problems in the field of advertising and to represent the interests of the companies towards the government, advertising agencies, media, dealerships, consumers and all other stakeholders of the commercial communication market. All the activities and behaviors of the Association are based on transparency and responsibility, with constant attention to market innovation. UPA is committed to enhancing advertising in all its forms, and in particular to making its irreplaceable contribution to the economy known as a stimulus and accelerator of productive activity. UPA is a founding member of all the survey companies (Audi), of Progression Advertising, of the IAP (Institute of Advertising Self-Regulation and, internationally, of the WFA (World Federation of Advertisers). Through action in all these organizations, UPA pursues the ethical and professional improvement of advertising.

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*This press release was translated from Italian and lightly edited for clarity. Read the original release here.*