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Effie Awards Belgium Presents 14 Awards; Special Olympics And Telenet Earn Gold

Brussels, 25 September 2019 - 14 cases were awarded at the prestigious Effie Awards Belgium gala - which celebrated its 30th anniversary this year. Four Silver (for Delhaize, De Standaard, Jupiler and Ketnet) and two Gold (Special Olympics and Telenet) were awarded.

Every year, the Effie Awards honor the most effective marketing and communication campaigns in terms of impact and results. This year the Effie jury awarded a Gold, Silver or Bronze award to 14 of the entered cases.

"This year's harvest is again very rich," explains Mira De Maeyer, General Manager of Perrigo Belgium and Jury Chairman of the Effie Awards. "Not only do a lot of cases succeed in proving the impact of communication investments, a number of cases stood out this year. The four Silver Effie Awards have each started a movement in society in their own way. Great to notice that marketing communication can be used for this! The two Gold Awards, on the other hand, are awards for excellent cases from advertisers that we saw on the Effie stage. An Effie Award clearly makes sense in more. "

In addition, six Mentions of Excellence were awarded in Media Use to the winning cases that also had a special touchpoint strategy. The sophisticated mix and optimal use of different channels contributed strongly to the effectiveness of these cases.

Jury expanded

To judge the large number of cases submitted, the jury was expanded to 30 members, which was deemed very positive by the jury chairman. "More jury members led to more diversity and more depth. You felt a lot of commitment and dynamism at the jury, which was a mix between newcomers and experienced Effie jury members. The discussions were animated, but also very constructive and always respectful. "

TBWA Effie Beast

On the occasion of the 30th anniversary, a special recognition was also presented. TBWA was chosen as **Effie Beast** for the quantity and quality of the submitted cases during the past 30 years and the continuity therein. The jury (consisting of Marc Frederix, Lydia Desloover, Josephine Overeem and Fred Bouchar) represented Effie's history and knowledge in the market.

Effie Effectiveness Forum

For the awards ceremony this year in Bozar, Effie Belgium organized an 'Effie Effectiveness Forum' in which all finalists presented their cases to colleagues and other professionals from the marketing and communication world. This year, for the first time, spectators were able to ask questions to those who presented the cases, which led to interaction and additional learnings.

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This press release was translated from Dutch and lightly edited for clarity. Read the original press release [here](#).