



Oct 13, 2020 Italy

## 4 Gold, 3 Silver, 10 Bronze and a Grand Effie: The Best Of Italian Communication Awarded at the Effie Awards Italy Gala

Grand Effie Awarded to Nutella Campaign with Ogilvy Italia

*From strategic definition, to implementation, to the measurement of results: the Effie Awards recognize the excellence of Italian marketing campaigns and open the doors to internationality.*

Milan, 13 October 2020 - The award ceremony of the Effie Awards Italy, now in its second year, was held today in the presence of the few guests permitted by safety regulations and broadcast live on YouTube, brought to Italy jointly by UNA, Imprese della Comunicazione Unite, and UPA, the Association that brings together the most important Italian investors in advertising and communication. The event, supported by main sponsors Google and Nielsen, recognized campaigns that stood out for the effectiveness of their marketing results and communications performance.

Despite the moment, made complex by the health emergency, the second Italian edition recorded an

important response in terms of entries. In part thanks to the many innovations introduced this year, such as the introduction of new categories including Digital Video Campaigns, PR Initiatives and Branded Entertainment, entries increased by 50% compared to the previous year.

Entries were judged by three juries of 70 industry experts, representing the corporate world and agencies in all its forms - from media, creative, PR, and promotional and events agencies - and chaired by Assunta Timpone, Media Director of L'Oreal Italia.

In line with the international model, the campaigns were evaluated according to four different criteria, each with specific weight, starting with the definition of objectives, strategy, both creative and media execution, and the most important criterion, results obtained. All winners and finalists will earn points toward the worldwide Effie Index and have the opportunity to participate in international competitions such as Effie Awards Europe and Global Best of the Best Effie Awards.

The prizes awarded are as follows:

\*Lead agency(s)

## GOLD

Campaign: Nutella Gemella  
Category: Brand Experience  
Brand: Nutella  
Company: Ferrero  
Agency: Ogilvy Italia

Campaign: #Stranger80s  
Category: Media & Entertainment Companies  
Brand: Stranger Things 3  
Company: Netflix USA  
Agency: GroupM\*, Dude

Campaign: #Stranger80s  
Category: Media Idea  
Brand: Stranger Things 3  
Company: Netflix USA  
Agency: GroupM\*, Dude

Campaign: Passion On Board - Fly to Your Passions  
Category: Small Budgets  
Brand: Air Dolomiti  
Company: Air Dolomiti  
Agency: Ogilvy Italia\*, Soho What, Dario Bologna

## SILVER

Campaign: Gillette Bomber Cup  
Category: Brand Experience  
Brand: Gillette  
Company: Procter & Gamble  
Agency: MKTG\*, Carat Italia\*, Wunderman Thompson Italia, PG Esports Italia, Tom's Hardware Italia

Campaign: Future Legend  
Category: Brand Experience  
Brand: Coca-Cola  
Company: Coca-Cola  
Agency: McCann Worldgroup Italia\*, MediaCom Italia\*, ON Stage, The Big Now / mcgarrybowen

Campaign: Campari Soda  
Category: Brand Pop  
Brand: Campari Soda  
Company: Davide Campari Milan  
Agency: Ogilvy Italia\*, MindShare Italia, GroupM Italia, The Family Production Film Italia, FM Photographer Italia

## BRONZE

Campaign: L'Oréal Revitalift Laser x3  
Category: Beauty & Personal Care  
Brand: L'Oréal Revitalift  
Company: L'Oréal Italia  
Agency: McCann Worldgroup Italia\*, Zenith Italy\*

Campaign: Future Legend  
Category: Brand Experience  
Brand: Coca-Cola  
Company: Coca-Cola  
Agency: McCann Worldgroup Italia\*, MediaCom Italia\*, ON Stage, The Big Now / mcgarrybowen

Campaign: Fanta Fun Tour 2019  
Category: Branded Content & Branded Integrated Partnerships  
Brand: Fanta  
Company: Coca-Cola Italy  
Agency: 2MuchTV - Monkey Trip Communication Italia\*, MediaCom Italia\*, McCann Worldgroup Italia, The Big Now / mcgarrybowen, Show Reel Media Group Italia

Campaign: Slaps  
Category: Corporate Reputation  
Brand: Corepla  
Company: Corepla  
Agency: Isobar Dentsu Aegis Network Group

Campaign: Share The Magic Of Christmas #Babbonataleseitù  
Category: Corporate Reputation  
Brand: Coca-Cola  
Company: Coca-Cola  
Agency: All Communication\*, McCann Worldgroup Italia, MediaCom Italia, Show Reel Agency, The Big Now / mcgarrybowen

Campaign: Eni +  
Category: Energy  
Brand: Eni  
Company: Eni  
Agency: TBWA Group

Campaign: Gold Card  
Category: Finance & Insurance  
Brand: American Express  
Company: American Express  
Agency: The Big Now / mcgarrybowen\*, Dentsu Aegis Network Italy

Campaign: Burn Racist Giga  
Category: Media Idea  
Brand: Burn Racist Giga  
Company: Rolling Stones  
Agency: Casa della Comunicazione\*, Serviceplan Group, Plan.Net Italia, Inmediato Mediaplus, Oltre Fargo

Campaign: Welcome Creators  
Category: Small Budgets  
Brand: Idroscalo Milano  
Company: CAP Group  
Agency: Deloitte Consulting\*, Uramaki | Digital Content

Campaign: Burger King - Bronx  
Category: Renaissance  
Brand: Burger King  
Company: Burger King Italy  
Agency: Leagas Delaney\*, Vizeum

The Grand Effie was awarded to the "Nutella Gemella" campaign by Ogilvy Italia.

"Effectiveness is the new currency of communication and marketing, especially in times like these when investment opportunities are more limited. I think that's why, in contrast to other awards, registrations for Effie are growing. We strongly wanted to bring this award to Italy, and seeing its value rise so quickly gratifies us a lot" declared Emanuele Nenna, President of UNA. "Working together with UPA is one of the reasons for success: the market feels represented and properly valued. Furthermore, the Effie international circuit guarantees a showcase in which to showcase Italian skills, which are still too often far from the spotlight. A good second edition of the award is the best premise for the 2021 edition, which we are already working on, to be that of consecration."

"The world of communication is constantly changing - says Lorenzo Sassoli de Bianchi, President of UPA - accelerated by the evolution of technology and changes in consumer attitudes. Even in a complex phase like the one we are experiencing, advertising is a fundamental lever for growth, for brand identity, for the commercial objectives of our companies. Effie, which reaches its second Italian edition overcoming the many obstacles caused by the health emergency, is an excellent training ground for measuring the effectiveness of communication. The partnership with UNA has allowed us, thanks to an accurate evaluation of the projects, to select the best campaigns, concrete examples of excellent creativity oriented to results and the market".

To review the recording of the awards ceremony, [click here](#).

After the second edition of Effie Awards Italy, we are already looking toward the 2021 edition. The President of the Jury for next year has also been announced: Graziana Pasqualotto, VP, OMD will assume the role held by Assunta Timpone, Media Director of L'Oreal Italia in 2020.

#### **About Effie**

Effie is a global 501c3 non-profit whose mission 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, Companies of the United Communications, was born in 2019 via incorporation of ASSOCOM and UNICOM. UNA's goal is to represent a new, innovative and unique reality capable of responding to the latest needs of an increasingly rich and vibrant market. An important project to give life to a completely new and highly diversified reality, it currently has about 180 associated 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 there are specific HUBs to ensure vertical working groups and sharing of best practices. UNA is a member of Audi, is registered with the EACA (European Association of Communication Enterprises) and ICCO (International Communications Consultancy Organization), is a founding member of Pubblicità Progresso and is a member of the IAP (Institute of Advertising Self-discipline).

#### **UPA**

Founded in 1948, the Association brings together the most important and prestigious industrial, commercial and service companies that invest in advertising and communication in the national market. UPA is promoted and guided by the companies that constitute it to address and solve common problems in the field of advertising, and to represent the interests of companies towards legislators, advertising agencies, the media, licensees, consumers and all other commercial communication market stakeholders. 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 as a stimulus and accelerator of production known. UPA is a founding member of all and survey companies (Audi), of Pubblicità Progresso, of the IAP (Institute of Advertising Self-discipline and, on an international level, of the WFA (World Federation of Advertisers) Through an active action in all these bodies, UPA pursues ethical improvement and professional advertising.

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