



Nov 17, 2020 Netherlands

## 13 Winners Awarded in 2020 Effie Awards Netherlands Competition

A unique virtual Effie Awards Netherlands ceremony was held on November 17, with Humbert Tan as presenter and Effie winners in attendance!

A total of 13 cases were awarded in the 2020 competition: seven Bronze, three Silver, and one Gold Effie, awarded to ASN Bank.

In this special year, the Effie jury also created a special recognition for advertisers who reacted to the challenges of the pandemic with courage and speed.

Congratulations to all winners on your Effie Awards!

### Gold:

Campaign: Do good with money  
Advertiser: ASN Bank  
Agency: Selmore Creative Agency

### Silver:

Campaign: Zeeman Sneaker  
Advertiser: Zeeman

Office: Persuade with M. Ganbaroo PR

Campaign: The solution is at the end of your fork  
Advertiser: National Week Without Meat Foundation;  
Agency: Green Food Lab B.V.

Campaign: Flying, I'm going to teach you  
Advertiser: Ministry of Defense  
Agency: Steam with M. Initiative Media, Maximum,

#### Bronze:

Campaign: Albert Heijn. The unforgettable Christmas of 2019.  
Advertiser: Albert Heijn  
Agency: TBWA \ NEBOKO with Dentsu Aegis Network, Boomerang Agency, MPG, \ Vidiboko, Holyfools, Kapsalon, Jelier & Schaaf, Captcha, Postoffice

Campaign: How NERF is conquering teenage hearts again  
Advertiser: Hasbro Netherlands - Nerf  
Agency: Dept with OMD Netherlands, Fantube

Campaign: Win in 7 seconds  
Advertiser: Kia Motors Netherlands  
Agency: XXS Amsterdam

Campaign: The Glasses Instructor  
Advertiser: Ministry of Infrastructure and Water Management  
Agency: Roorda Advertising Agency

Campaign: Rich but low in money. From bricks to balance with the ABN AMRO Equity Mortgage  
Advertiser: ABN AMRO  
Agency: N = 5 with Mediacom, Storm Digital, De Haaien, Zandbeek

Campaign: Nice and busy Maggi!  
Advertiser: Nestlé Nederland BV  
Agency: Universal Media

Campaign: From the gardens of Holland & Barrett; a brand and product promise in one  
Advertiser: Holland & Barrett  
Agency: Joe Public Take-Away Advertising with Match my Brand

#### COVID Leffie

Campaign: Kruidvat remains Kruidvat  
Advertiser: Kruidvat  
Agency: DDB Unlimited  
is M. Own make

Campaign: How the entire automotive industry was mobilized for our healthcare heroes  
Advertiser: auto.nl, Louwman Group  
Agency: (M) Media, Wavemaker

[Watch a recording of the virtual event here.](#)

#### About Effie Awards Netherlands

The Effies are the most prestigious professional awards for the marketing and advertising industry worldwide. Effie Awards competitions are held in more than 50 countries. Effie is owned and operated by Effie Worldwide Inc., based in New York (US) and has been awarded in the Netherlands since 1983. Contributors for the Effie must demonstrate that a marketing effort played an important or decisive role in achieving an extraordinary marketing result. Effie Awards Netherlands is organized by the VEA, Association of Communication Advice Agencies and the BVA, Bond van Advertateurs.

For more information about Effie, please contact:  
Sylvie Visser-Witkamp, VEA

Tel: 06-52090980  
Email