



Sep 18, 2013 Europe

## 2013 Euro Effie Winners Announced

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The 2013 EACA Euro Effies winners were announced in Brussels' Salle de la Madeleine last night. Winners from 8 countries across Europe were awarded a Euro Effie for their effective work. Germany won 8 out of 19 awards, followed by the United Kingdom with 3 and Denmark with 2. Agencies from Austria, Belgium, Netherlands, Sweden and Switzerland walked away with one Euro Effie Award each.

For the second year in a row and the sixth time in the history of the Awards, Grey EMEA was recognized for their outstanding work with the prestigious Agency of the Year Award. Grey EMEA was also rewarded with €100,000-worth of free advertising spots from Euro Effies partner Euronews. The agency network won 3 Euro Effies with campaigns created by UncleGrey in Denmark (2) and INGO in Sweden. David Patton, President and CEO of Grey EMEA commented: "The Euro Effies are held in high esteem across our industry, so to win Agency of the Year two years in a row is not only a great honor, it is also testament to the quality and commitment of the superb employees and clients we have at Grey."

Gold awards were awarded to The Brooklyn Brothers & Islenska for their "Honorary Islander" campaign, Geometry Global and VisitScotland for their "Brave" campaign, Ogilvy & Mather and Reed Messe Vienna for the Model Makers Fair campaign "Stratos Jump", VCCP for easyJet's "Europe by easyJet" and UncleGrey and Bestseller for ONLY's brand re-launch "The Liberation".

Silver awards went to Swedish agency INGO and Barilla (support agency OMD) for "Discover a new taste

from Wasa”, UncleGrey and Bestseller for ONLY’s “The Liberation” campaign, Saatchi & Saatchi Brussels’ “Quit Smoking with Barça” campaign for the European Commission-DG SANCO (media agency: ZenithOptimedia), DDB Team Blue (support agency: Mediacom) for Volkswagen Golf’s campaign “The One”, Wieden + Kennedy Amsterdam (media agency: Mediacom London) and Electronic Arts for EA Sports FIFA13 “Join the Club”, OMD International & Gutenberg Networks and the Canadian Tourism Commission for their “Upgrade to Canada” and Jung von Matt AG (media agency: MEC GmbH) and Daimler AG for Mercedes-Benz’s “Invisible Drive”.

Bronze awards went to Scholz & Friends and Adam Opel AG (support agency: Carat) for their “Opel Mokka Launch Campaign”, INNOCEAN Worldwide Europe GmbH and Hyundai Motors Europe’s GmbH (media agency: Havas Media) campaign “Hyundai i40 ‘Think Again’”, DDB Tribal Group GmbH and Deutsche Telekom’s (support agency: Mediacom) “Move On” campaign, SelectNY and Wella Professionals (support agencies: Ketchum & Proximity Digital Agency) for Illumina Color’s “See color in a new light”, Young & Rubicam Group Geneva with the United Nations High Commissioner for Refugees’ campaign “Dilemmas” and Wieden + Kennedy Amsterdam and Electronic Arts (media agency: Mediacom London) for EA Sports FIFA13 “Playing the Long Game: FIFA ‘09-FIFA’13”.

A special award for best innovative use in print sponsored by Print Power went to German agency thjnk and Audi AG for their “Audi Brand Campaign”. They created a number of print ads and a 16-page insert which were booked into major publications throughout the EU5 countries.

Although a Grand Prix was not awarded this year, special recognition was given to the “Stratos Jump” campaign by Ogilvy & Mather.

This year’s international jury of senior agency and advertiser representatives was chaired by Georges-Edouard Dias, former Head of Digital, L’Oreal.

The Euro Effies Awards are produced in partnership with Euronews and supported by the European Publishers’ Council, Print Power, TIME & Fortune magazines, Procter & Gamble, AdForum, WARC, Viva Xpress Logistics, Nielsen, Bacardi-Martini and creativebrief.

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### **About Effie Worldwide**

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East/North Africa Effie, the Asia Pacific Effie and more than 40 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.