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2016 Effie Awards Netherlands Winners Announced

Two Gold, seven Silver, and nine Bronze were awarded during the 2016 Effie Awards Netherlands Gala, held on November 1 at Concertgebouw in Amsterdam. Hosted by VEA (the Dutch Association of Communication Agencies) and BVA (the Dutch Advertisers Association), the ceremony was part of the annual 24Festival, formerly known as "24 Hours of Advertising."

Gold Effies were awarded at the celebration. Albert Heijn and TBWA\NEBOKO earned Gold for their campaign, "Moestuintjes, een groeiend succes" ("Vegetable gardens, a growing success"), and Hertog Jan - AB InBev and The Valley i.s.m Vizeum earned Gold for their campaign, "Uit Liefde voor Bier" ("For the Love of Beer").

Mary Hoogerbrugge, a member of the Effie Jury, commented, "The two cases won Gold Effies not only because they demonstrated excellent results, but also because they were doing the right thing. Albert Heijn and TBWA showed their courage with a loyalty campaign that has achieved long-lasting educational and social significance. "Uit Liefde voor Bier" from InBev and The Valley is a fantastic brand story that shows how a brand should remain consistent with its identity."

The jury, chaired by Tex Gunning of Leaseplan Corporation, ultimately selected 18 effective marketing campaigns to become Effie winners. To see the full list of winners, click [here](#)>