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Effie Awards Finland Celebrates 15th Anniversary and 2016 Winners

The most effective marketing campaigns in the 2016 Effie Awards Finland competition were recognized and celebrated at the Gala on January 26, 2017, hosted by MTL.

Valio and hasan & partners took home the Grand Effie for their tribute to the late Lemmy Kilmister. The Motörhead frontman sadly passed away shortly after filming a commercial for Valio, while the ad was in production. In response, the team turned the campaign into a tribute to the rock music legend. The video, "I don't drink milk and I never will," has been viewed nearly 88 million times online. Other Gold winners include Neste's "Pre-order the Future" campaign, and the Ministry for Foreign Affairs' "Finland Emojis" campaign, which also won Silver.

Tuula Kallio, Head of the Jury, was joined by 24 other marketing professionals representing clients, agencies, educational institutions and media agencies. Speaking on this year's competition, Kallio said, "The jury was faced with a challenging and fascinating task, and the standard of the entries was extremely high. Many of the campaigns generated new visibility through highly successful content and influencer marketing. The degree of creativity involved in the campaigns was what set the winning entries apart from the competition. The consumer market remains well-represented, with few submissions in the B2B category."

"The best campaigns were able to push the boundaries of their category and, without a doubt, generate significant added value. Technology was heavily present in all digital activity but there was relatively little in the way of truly stand-out, creative solutions. We were delighted to see so many campaigns with an

international scope. The submissions we received send a clear message that Finnish brands are increasingly unafraid to take a principled stand,"Kallio explained.

For the second year, Sanoma Media Finland was the primary partner of the Effie Awards Finland program. Sanna Kolamo, B2B Marketing Director at Sanoma Media Finland and a member of the 2017 jury, said, "The winning entries stood out for their ability to pin down the links between the objectives, strategy and results, to find that red thread and showcase what was unique about their work. We received a record number of entries this year, which sends an extremely positive signal. We are confident that we have been able to add a new contribution to the debate about the effectiveness of marketing. The clients and agencies know that good advertising generates growth."

For more information, click [here >](#)