



Oct 17, 2018 Europe

## 2018 Euro Effie Awards Winners Announced

*Brussels, 17 October 2018* -- The 2018 EACA Euro Effies winners were announced in Brussels. Ogilvy won the Agency of the Year Award, and the Grand Effie for outstanding work was presented to Ogilvy Social Lab for their campaign The Mud Soldier for Visit Flanders.

At this year's Euro Effies, 15 campaigns from 7 countries across Europe were awarded 20 trophies. The winners were selected by an international jury of senior agency and client representatives chaired by Adrian Farina, Senior Vice President Marketing at Visa.

Farina commented, "I'm honored to chair the Euro Effies this year. An effectiveness award is in my view the most important recognition that a marketing campaign can aspire to get, as it values the most important role of our work: the ability to drive tangible outcomes for the business."

Belgium and France won four awards each; United Kingdom, three; Slovakia and Spain, two each. Agencies from Germany and Denmark walked away with one Euro Effie Award apiece.

Ogilvy was awarded the Agency of the Year title following six entries for Unilever, Visit Flanders, and FPS Chancellery of the Prime Minister of Belgium, which achieved a high first round average score and went on to win two Golds (Brand Experience and Small Budget), one Silver in the Leisure & Entertainment category and two Bronzes (Government, Institutional & Recruitment and Brand Re-vitalisation).

Brian McCarter, Head of Planning at Ogilvy EMEA commented: "The Euro Effies are important because they add to the body of knowledge about what works in marketing communications. At a time when so much about our industry is in flux, knowing what works and proving a return on marketing investment is critical. We love that the Euro Effies recognise effectiveness no matter where it comes from, what form it takes, or how large or small the investment. We're honoured to have been recognised this year for our work for a global FMCG giant and a small regional tourist association."

The prestigious Grand Effie for outstanding work was presented to Ogilvy Social Lab & Visit Flanders for their campaign The Mud Soldier, which forged an emotional connection between the tragic anniversary of the WWI battle of Passchendaele and potential visitors. Visit Flanders launched The Mud Soldier to attract tourists back to Flanders Fields. A statue placed in London gradually disappeared under the rain, marking the centenary of the battle of Passchendaele.

The Positive Change Euro Effie Awards were also presented for effective work in two categories: Social Good: Brands and Social Good: Non-Profit. Three campaigns from three different countries were each awarded a Gold Effie: Wunderman Antwerp & Child Focus for Child Focus – Closer than you think, Mullen Lowe London & Art Fund for How A Little Charity Grew Its Revenues And Saved More Art By Thinking Big and Jung von Matt & EDEKA for The most German supermarket.

[Click here to see the full list of winners.](#)

The Euro Effie Awards are organised by the European Association of Communications Agencies (EACA) with the support of Google, The European Publishers' Council, WARC, Adforum.com, Procter & Gamble, Nielsen, creativebrief, FirstRental & Viva Xpress Logistics.

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#### **About the Euro Effie Awards**

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