



Nov 13, 2018 Netherlands

2018 Effie Awards Netherlands Winners Announced

On Tuesday, November 13, the 35th edition of the Effie Awards Netherlands was held. A total of 14 cases won prizes: nine Bronze, four Silver and one Gold Effie to Zeeman! In order to further expand the Effie Awards as an educational source of inspiration, all Effie cases can now be read online at effie.nl.

'Effie Cases'

Effie is not only an award show, but also an educational source of inspiration. This treasure trove of knowledge about effectiveness can be accessed in the 'Effie Cases' section of the Effie NL website. The database includes written cases, visual materials and jury reports. For the time being, the winning cases from 2018 can be read. In spring 2019, the database will be extended to include cases from the previous six years. Be inspired and ready for the Effie stage: view all entrants and winners at www.effie.nl/cases!

2018 Winners:

Gold

"Zeeman opens new eyes with the story behind the bargains" (Advertiser: Zeeman, Agency: Persuade)

Silver

- "Not because it has to, but because it is possible" (Advertiser: Tele2, Agencies: INDIE Amsterdam, iProspect, Mediacom and CODE D'AZUR)
- "Savvy climbers" (Advertiser: ABN AMRO, Agencies: N = 5, CODE D'AZUR and Universal Media)
- "Into the frame" (Advertiser: Porsche Netherlands, Agency: ACHTUNG! mcgarrybowen)
- "Less line madness. More care." (Advertiser: GGZ Nederland, Agencies: ETCETERA, DPPLR and OMD)

Bronze

- "Saturday is Škoda" (Advertiser: Škoda Netherlands, Agencies: Selmore Creative Agency, MediaCom and Fresh Fruit Digital)
- "Provide #deleven" (Advertiser: Anderzorg, Agency: XXS Amsterdam)
- "This makes money happy" (Advertiser: ASN Bank, Agencies: Selmore Creative Agency, Vizeum and Jalt)
- "Do What You Cannot" (Advertiser: Samsung Electronics Benelux, Agencies: Cheil Amsterdam and Starcom Netherlands)
- "OHRA makes insurance mobile" (Advertiser: OHRA, Agencies: Joe Public Take-Away Advertising in connection with Mindshare and Universal Media)
- "Do you let your boy be young enough?" (Advertiser: SIRE, Agencies: Gray Amsterdam, The Issuemakers, Chapter Amsterdam, A Bigger Circle, Skybox, Venture and MeMo2)
- "The Netherlands stands up against burglars" (Advertiser: National Government, Ministry of Justice & Security, Agencies: KesselsKramer, Initiative and HvdM)
- "Good Times Island" (Advertiser: McDonald's, Agencies: TBWA \ NEBOKO and OMD)
- "Everyone is entitled to Zorg en Zekerheid" (Advertiser: Zorg en Zekerheid, Agencies: Dawn, Zigt and Hagens PR)

LEffie

"Appie Today. The social channel of Albert Heijn" (Advertiser: Albert Heijn, Agencies: TBWA \ NEBOKO, VIRTUE, MPG and Wavemaker)

This is the second time the LEffie has been awarded. It is an independent prize that awards innovation and is separate from the Gold, Silver or Bronze Effie.

**** END OF PRESS RELEASE ****

About Effie:

The Effie Awards is the world's most prestigious professional competition for the marketing and advertising industry. The Effie Award is awarded internationally for effective communication in more than 50 countries. Effie Worldwide Inc. is based in New York (USA) and the awards have been present in the Netherlands since 1983. Effie Awards entrants must demonstrate that communication has played an important or decisive role in achieving an extraordinary marketing result. Effie Awards Netherlands is organized by the VEA, Association of Communication Consultancy and the BVA, Bond van Adverteerders.

For more information about Effie, please contact:

Sylvie Visser-Witkamp, VEA:

Tel: 06-52090980 or e-mail: sylvie@vea.nl

This press release has been translated from Dutch and lightly edited for clarity.