



Nov 17, 2020 Netherlands

13 Winners Awarded in 2020 Effie Awards Netherlands Competition

A unique virtual Effie Awards Netherlands ceremony was held on November 17, with Humbert Tan as presenter and Effie winners in attendance!

A total of 13 cases were awarded in the 2020 competition: seven Bronze, three Silver, and one Gold Effie, awarded to ASN Bank.

In this special year, the Effie jury also created a special recognition for advertisers who reacted to the challenges of the pandemic with courage and speed.

Congratulations to all winners on your Effie Awards!

Gold:

Campaign: Do good with money
Advertiser: ASN Bank
Agency: Selmore Creative Agency

Silver:

Campaign: Zeeman Sneaker
Advertiser: Zeeman

Office: Persuade with M. Ganbaroo PR

Campaign: The solution is at the end of your fork
Advertiser: National Week Without Meat Foundation;
Agency: Green Food Lab B.V.

Campaign: Flying, I'm going to teach you
Advertiser: Ministry of Defense
Agency: Steam with M. Initiative Media, Maximum,

Bronze:

Campaign: Albert Heijn. The unforgettable Christmas of 2019.
Advertiser: Albert Heijn
Agency: TBWA \ NEBOKO with Dentsu Aegis Network, Boomerang Agency, MPG, \ Vidiboko, Holyfools, Kapsalon, Jelier & Schaaf, Captcha, Postoffice

Campaign: How NERF is conquering teenage hearts again
Advertiser: Hasbro Netherlands - Nerf
Agency: Dept with OMD Netherlands, Fantube

Campaign: Win in 7 seconds
Advertiser: Kia Motors Netherlands
Agency: XXS Amsterdam

Campaign: The Glasses Instructor
Advertiser: Ministry of Infrastructure and Water Management
Agency: Roorda Advertising Agency

Campaign: Rich but low in money. From bricks to balance with the ABN AMRO Equity Mortgage
Advertiser: ABN AMRO
Agency: N = 5 with Mediacom, Storm Digital, De Haaien, Zandbeek

Campaign: Nice and busy Maggi!
Advertiser: Nestlé Nederland BV
Agency: Universal Media

Campaign: From the gardens of Holland & Barrett; a brand and product promise in one
Advertiser: Holland & Barrett
Agency: Joe Public Take-Away Advertising with Match my Brand

COVID Leffie

Campaign: Kruidvat remains Kruidvat
Advertiser: Kruidvat
Agency: DDB Unlimited
is M. Own make

Campaign: How the entire automotive industry was mobilized for our healthcare heroes
Advertiser: auto.nl, Louwman Group
Agency: (M) Media, Wavemaker

[Watch a recording of the virtual event here.](#)

About Effie Awards Netherlands

The Effies are the most prestigious professional awards for the marketing and advertising industry worldwide. Effie Awards competitions are held in more than 50 countries. Effie is owned and operated by Effie Worldwide Inc., based in New York (US) and has been awarded in the Netherlands since 1983. Contributors for the Effie must demonstrate that a marketing effort played an important or decisive role in achieving an extraordinary marketing result. Effie Awards Netherlands is organized by the VEA, Association of Communication Advice Agencies and the BVA, Bond van Advertateurs.

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