



Dec 07, 2020 France

Winners of 27th Effie Awards France Competition Announced

JENNYFER & Buzzman, Gold winners in the Distribution category, were awarded the 2020 Grand Effie for their campaign, "Don't call me Jennyfer," on December 7, 2020, during a [virtual event](#) hosted by Charlotte Bricard.

At the 2020 edition of [Effie Awards France](#), organized by the AACC (Association of Consulting Agencies in Communication) and the Union des Marques, 27 communication campaigns were awarded by a jury of professionals for their measured and proven effectiveness, with seven winning Gold Effies. Each illustrates the major contribution of marketing toward business success. This edition also included a special program during which the winners of the Grand and Gold Effies deciphered the mechanics of the formidable effectiveness of their campaigns.

2020 Grand Effie: "Don't call me Jennyfer," the campaign that brought Jennyfer back to life
This campaign has functioned like a time machine for the brand, bringing Jennyfer from 1995 to 2020 in 6 months. A flagship brand of the 90s then supplanted by competitors, Jennyfer was losing market share when Sébastien Bismuth assumed the chairmanship two years ago. Handicapped by its aging image, the brand had become heavy to carry, including for its buyers. The mission for Buzzman consisted of supporting the reconquest of its core target of 10-24 year olds by improving awareness and brand image. While embracing its heritage, the brand reinvented itself as a rejection of determinisms and clichés for a new generation of young girls searching for their own identities. The campaign was built on the codes and customs of their adolescent audience, and engaged with them on the channels they favor: falsely vandalized influencers and shops created excitement around the stereotypes frequently associated with the brand, followed by the launch of a national poster campaign and a film released digitally.

Brand awareness is now higher than the market average, reaching 73% among 15-24 year olds, and the

buyers are coming back. In one year, the brand increased new buyers by 10% and purchase frequencies by 9.5%. At the same time, its market share increased by 17% in volume (source: Kantar - 08/2018 to 07/2019 vs 08/2017 to 07/2018).

Three special prizes to highlight the major drivers of effectiveness

Effie France also awarded 3 special prizes intended to promote the different drivers of effective marketing. The 30 Million Friends Foundation campaign, "We are the Champions," produced by Altmann + Pacreau and KR Wavemaker, won the **Creative Impact Award** for the decisive role of the film featuring the song by Queen. Intended to highlight the sad rate of euthanization of animals in France, this campaign enjoyed high visibility especially on social media. It shone a spotlight on the cause, provoking a bill integrating 10 concrete legislative tracks and the creation of a government mission on the welfare of companion animals.

The Back Market campaign "New is Old," produced by Marcel, earned the **Special Prize for the Optimization of Strategy**. Back Market, the first marketplace for high-tech products refurbished by certified professionals, intends to offer a sustainable alternative in a category that was not previously in question. The "New is Old" campaign reverses the balance of power against the new by removing the refurbished from its complex to go from "like new, less expensive" to "better than new, because it's less expensive."

By creating the conditions for trust, in one year the strategy enabled Back Market to see its level of overall awareness go from 15 to 30% (05/2020 vs 05/2019 – Source: YouGov), and its recommendation rate from 1.9 to 5.2 (between May and December 2019 – Source: YouGov). The Back Market start-up has grown from the leader in refurbished high-tech equipment sales to the second-largest online smartphone seller in France, with sales growth of 100% in 12 months (05/2020 vs 05/2019).

The Government Information Service campaign "3.9.19" by BETC and Dentsu won the **Device Originality Award**. Violence against women is a major national cause. Because the calling number (3919) is also a calendar date, BETC created an extraordinary communications device around this date, based on the mobilization of many personalities and media. Their campaign increased the awareness rate of the call number from 11 to 54% between July and September 2019 (Source: Harris Interactive), and the number of calls in September 2019 to exceed the usual level by 150%. BETC also earned the title of Most Effective Agency of the Year for the second consecutive year.

All 2020 Effie Awards France winners and finalists will earn points toward the **Effie Index**. Launched in 2011, the Effie Index is a global ranking of the most effective Effie-winning brands, marketers, and agencies.

The 2020 Effie Awards France jury was chaired by Gérard Lopez (BVA) and comprised of representatives from agencies, advertisers, media, and marketing.

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

[View the full winner list and case descriptions of the Gold-winning campaigns here.](#)

About Effie Awards France

Organized by the AACC (Association of Communication Consulting Agencies) and the Union des Marques since 1994, Effie Awards France is the only competition in France to reward advertisers and their agencies on the basis of proven marketing effectiveness. Effie offers the unique opportunity to highlight the central role of marketing in the success of companies.

This 27th edition of Effie Awards France received the support of 366, ARPP (Professional regulatory authority for advertising), Irep (Institute for Advertising Research and Studies, SEPM Marketing & Publicité (Syndicat des publishers of the magazine press), SNPTV (National Union of Television Advertising), Udecam (Union of consulting and media buying companies), but also that of CB News, Facebook, Iseg, JCDecaux and YouTube. These loyal Effie partners have contributed to the success of this year's virtual celebration. Learn more at www.effie.fr/

About AACC

The Association of Communication Consulting Agencies is a professional union, created in 1972, that brings together more than 200 companies employing nearly 12,000 people. As a federation of trades, the AACC is organized into 7 delegations which cover all the disciplines of the profession: Corporate, Customer, Marketing, Digital, Production, Advertising, Health and Overseas. It also has transversal committees which support member agencies on the fundamental subjects of talent, legal, employment law, finance, development and CSR. Membership in the AACC requires, among other obligations, compliance with strict professional rules that comprise the AACC label. Learn more at www.aacc.fr

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About the Union des Marques

The Union des Marques is the representative organization of brands. It has 6,600 members across 230 member companies of all sizes, statuses, and sectors, and represents more than 1,500 brands. Its mission is to promote the freedom to communicate by developing responsible communication and strengthening the effectiveness of marketing actions. The Union des Marques is a platform for inspiration and exchange, connection, support and representation. For more information: www.uniondesmarques.fr

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