



Dec 10, 2020 Belgium

13 Effies Awarded in 2020 Effie Awards Belgium Competition

Brussels, December 10, 2020 - 13 of the 19 2020 Effie Awards Belgium finalists received an award at the digital presentation. Four cases received a Silver Effie, and the remaining nine received Bronze.

Every year, the Effie Awards recognize the most effective marketing campaigns in terms of impact and results. This year, the Effie jury awarded a Silver or Bronze award to 13 of the registered cases.

"Also in this special year, the Effie Awards show signs of a great track record," explains Mira De Maeyer, CMO, VP, Marketing, Europe at Perrigo and Jury Chairman of the Effie Awards. "I particularly noticed that brands are succeeding in demonstrating the impact of more and more aspects of their communication mix. In the winning cases, we saw links with client service, with product design, with influencer marketing, ... Also striking is the fact that we again seeing a number of 'new' advertisers on stage. More and more brands are focusing on measuring the impact of their communication efforts and that is very nice to see."

2020 Effie Awards Belgium Winners

Silver:

"Refreshing a brand in a challenging market" by Media Markt & Wunderman Thompson

"Turning Your Spare Change Into Investment Money" by KBC Bank & Insurance & TBWA

"wtFOCK - Generation Woke engages its audience" by SBS Belgium & PHD Media Belgium Oona

"Leadership Internet" by VOO & Happiness Brussels

Bronze:

"From hard retailer to smart retailer" by LIDL & BBDO

"Insta in love" by Stand Up Against Cancer & FamousGrey

"Back to Life" by Delhaize & TBWA

"-60% Culture" by State of the Arts & BBDO

"Unpack your dreams" by Dreamland & mortar brigade

"Built for Belgian Roads" by Mitsubishi Motors & LDV United

"The gift of caring" by Neuhaus & WeWantMore

"From sympathetic challenger to credible accelerator" by Luminus & Havas Brussels

"Brussels... we all are" by STIB & mortar brigade

In addition, 5 Mentions of Excellence in Media Use were awarded, to the winning cases that had a special touchpoint strategy in addition to their Effie Award. The sophisticated mix of different channels and their optimal use contributed greatly to their effectiveness in these cases.

30-member jury

Just like last year, the jury consisted of 30 members, including advertisers, office staff, academics and teachers, as well as researchers. All judging took place digitally. "We preferred a physical meeting for obvious reasons, but decided two weeks before the jury day to have it take place digitally," says Mira De Maeyer, who last took over the chairmanship of the jury. "That went flawlessly, thanks to the great discipline of the jury members. The richness of the debates that characterize the Effie Awards was there again."

Digital Effie Effectiveness Forum and Ceremony

The Effie Awards Ceremony was held digitally, as was the Effie Effectiveness Forum, where all finalists presented their cases to colleagues and other professionals from the marketing and communication industry and answered questions.

"Despite the challenges that COVID-19 presented throughout the year, I am extremely satisfied with the professionalism of everyone who contributed to make this edition a success, showing the importance of proven marketing effectiveness," concluded Effie Director Lydia Desloover.

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This press release was translated from Dutch and lightly edited for clarity. [Read the original press release here >](#)