



Jan 14, 2021 Europe

## Effie Awards Europe 2020 winners announced; McCann Worldgroup Named Agency of the Year

Brussels, 14 January 2020: The winners of the 2020 Effie Awards Europe were announced today, during the virtual Awards Gala. McCann Worldgroup won the Agency of the Year Award, and TRIAD Advertising scooped the Grand Effie with their outstanding 'Savings Therapy' campaign for VUB Bank.

At this year's Effies, 35 trophies were awarded to 23 agencies from 13 countries across Europe. The winners were selected by an international jury of senior agency and client representatives co-chaired by Claudia Kuhn, Brand Building and Integrated Communication Manager at Procter and Gamble and Brian McCarter, Chief Strategy Officer, EMEA at Ogilvy.

McCann was awarded the Agency of the Year title winning eight trophies - 3 Bronzes, 3 Silvers and 2 Golds - for Tele2, Aldi, Help for Heroes and Teva Pharmaceuticals.

Harjot Singh, Global Chief Strategy Officer, McCann Worldgroup, commented: "This is a tremendous achievement. Despite the immense challenges of 2020 our strategy teams have remained resilient, completely focused to deliver effective and meaningful work for our clients. We are absolutely thrilled to have retained our Number 1 position in Europe with another record-breaking performance. Effectiveness is a critical measure of the value of our work and these awards are particularly important because they are a celebration of real, measurable impact- something we are consistently committed to. Our deep client partnerships based on a strong shared culture of trust and collaboration are at the heart of this achievement. We are honoured to share this award with our clients and our teams, particularly against the backdrop of the challenging conditions we have all been working in."

The prestigious Grand Effie for outstanding work was presented to TRIAD Advertising for their 'Savings Therapy' campaign for the VUB Bank. The campaign focused on getting people to save money while promoting Bank's saving products. The brand treated not saving money as just another bad habit and prepared a reverse therapy where you could get addicted to saving. During the campaign, Slovaks saved 3x more than previous year fulfilling the goals by 150%.

Hélène Dusseaux, Senior Director Brand Building & Communication at Procter & Gamble, who moderated the Grand Jury session said: "Especially this year, it was important for the jury of the Grand Effie to celebrate ideas that work, as a manifestation of support and encouragement for our industry. In awarding the Grand Effie, the jury wanted to acknowledge the high calibre of the creativity, but also its positive societal contribution. Tackling an enemy of overspending and impulsive shopping, this campaign helped people to develop healthier financial habits. The combination of those two aspects, good for the business and good for the community, made the effectiveness of this case rise to the top."

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

The Effie Awards Europe are organised by the European Association of Communications Agencies (EACA) in partnership with Procter & Gamble, European Interactive Digital Advertising Alliance (EDAA), The European Publishers' Council, Adforum.com and Viva Xpress Logistics.

For further information, please contact Kasia Gluzak, Communications & Events Manager [via email here](#).

#### About the Effie Awards Europe

Introduced in 1996, the Effie Awards Europe were the first pan-European marketing communications awards to be judged on the basis of effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. Effie recognises the most effective brands, marketers and agencies in Europe and is considered as global symbol of achievement, while serving as a resource to steer the future of marketing success. EFFIE® and EFFIE EUROPE® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA. All rights reserved. Find us on Twitter and Facebook.

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The European Association of Communications Agencies (EACA) represents more than 2 500 communications agencies and agency associations from nearly 30 European countries that directly employ more than 120 000 people. EACA members include advertising, media, digital, branding and PR agencies. EACA promotes honest, effective advertising, high professional standards and awareness of the contribution of advertising in a free-market economy and encourages close co-operation between agencies, advertisers and media in European advertising bodies. EACA works closely with EU institutions to ensure freedom to advertise responsibly and creatively. For more information, visit [www.eaca.eu](http://www.eaca.eu). Connect with us on [Twitter](#), [Facebook](#) & [LinkedIn](#).

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