



Dec 20, 2022 Europe

## Effie Awards Europe 2022 Winners Announced

*Brussels, 1 December 2022:* The winners of the 2022 Effie Awards Europe were announced yesterday, during the virtual Awards Gala. Fifteen outstanding entries were awarded the Gold Effie, Grey London scooped the Grand Effie and Ogilvy got the Agency of the Year title.

Over 100 industry professionals from more than 20 European countries contributed their time to identify this year's winners. The jury, co-chaired by Carmen Fernández de Alarcón, CEO of Havas Spain and Magda Kosińska, Marketing Director for Central and Eastern Europe at Philips Domestic Appliances, awarded 56 trophies to 41 agencies from 20 countries across Europe.

Ogilvy was awarded the Agency of the Year title, winning 3 Golds, 3 Silvers and a Bronze trophy for their outstanding work for Mondelez, Heineken and NRJ & Pink Ribbon Belgium.

Patou Nuytemans, CEO Europe, Africa & Middle East, said: "Effie Europe helps us prove that creative ideas, as shortcut solutions to big brand challenges, can drive disproportionate impact for brands, people and the planet. Demonstrating the commercial value of what we do as an industry is especially important in the current economic climate when communication budgets need to work even harder. And sometimes – when brands and agencies hold hands – we even succeed in contributing to making the world a slightly better place. Congratulations to all the Effie winners. We are proud to be one of them."

The prestigious Grand Effie for outstanding work was presented to Grey London for their "Meet Frank: How a Zombie got gamers to fall in love with Pringles" campaign for Kellogg's EMEA. To get gamer attention, change perception and drive volume for Pringles, the agency went beyond traditional advertising to create disruption at scale. They created their own gaming character, broke it out the game and into the

world live on Twitch. Then, they transformed him into an influencer that gamers loved!

Vincent Garel, Chief Strategy Officer & Executive Vice-President, TBWA\Groupe France and the Grand Jury Moderator, commented: *"This Grand Effie delivers on the rare ambition of creating an entirely new lasting business pillar and central usage occasion for the brand. The campaign powerfully anchors the brand in contemporary consumer behavior and embraces innovative, cross-channel creativity and cross-format storytelling for maximum engagement. The results are outstanding and very convincingly presented. In a nutshell, this case sets a fantastic standard for what contemporary communications should aim for."*

[Check out the list of winners.](#)

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

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### **About the Effie Awards Europe**

Introduced in 1996, the [Effie Awards Europe](#) were the first pan-European marketing communications awards to be judged based on 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](#), [LinkedIn](#) and [Facebook](#).

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