



EACA EURO EFFIE AWARDS WINNERS 2016

Automotive

Colour	Campaign	Agency	Client	Country
	The new Opel Astra. Upsets the luxury class	Scholz & Friends	Adam Opel AG	Germany

Best Demonstration of Integrated Effectiveness

Colour	Campaign	Agency	Client	Country
	Ask Guðmundur: World's First Human Search Engine	The Brooklyn Brothers & Íslenska	Promote Iceland	United Kingdom

Brand Experience

Colour	Campaign	Agency	Client	Country
	Volvo LifePaint	GREY London	Volvo Cars UK	United Kingdom

Brand Revitalisation

Colour	Campaign	Agency	Client	Country
	ups united problem solvers™	Ogilvy & Mather	United Parcel Service of America, Inc (UPS)	United Kingdom
	Coffee vs Gangs	J. Walter Thompson	Jacobs Douwe Egberts	United Kingdom

David vs. Goliath

Colour	Campaign	Agency	Client	Country
	Touch. Made Powerful	WPP Team Huawei / Ogilvy	Huawei	United Kingdom
	Ask Guðmundur: World's First Human Search Engine	The Brooklyn Brothers & Íslenska	Promote Iceland	United Kingdom

FMCG

Colour	Campaign	Agency	Client	Country
	WYGS Noseblind	Grey Düsseldorf GmbH	Procter & Gamble International Operations S.A.	Germany
	Mini Babybel	Y&R Paris	Bel	France



Government & Institution				
Colour	Campaign	Agency	Client	Country
	The Missing Millions - Giving Expats Their Voice	Ogilvy & Mather	Cabinet Office	United Kingdom
Leisure & Entertainment				
Colour	Campaign	Agency	Client	Country
	Ask Guðmundur: World's First Human Search Engine	The Brooklyn Brothers & Íslenska	Promote Iceland	United Kingdom
Long-Term Effectiveness				
Colour	Campaign	Agency	Client	Country
	No One Lives Like You	UncleGrey	Bolia.com	Denmark
	Sensodyne: solving a real problem	GREY London	GSK Sensodyne	United Kingdom
Media Innovation				
Colour	Campaign	Agency	Client	Country
	#whereveryouare	Kemmler Kemmler	Zalando	Germany
	Volvo LifePaint	GREY London	Volvo Cars UK	United Kingdom
Product/Service Launch				
Colour	Campaign	Agency	Client	Country
	Pink and Black	LOLA-MULLENLOWE S.L.U	Unilever	Spain
	Touch. Made Powerful	WPP Team Huawei / Ogilvy	Huawei	United Kingdom
Services				
Colour	Campaign	Agency	Client	Country
	ups united problem solvers™	Ogilvy & Mather	United Parcel Service of America, Inc (UPS)	United Kingdom
	A Mortgage You Can Live With	Ogilvy Dublin	Ulster Bank	Ireland
	MasterCard Rugby World Cup 2015: 44 Days of Crazy	McCann London	MasterCard	United Kingdom
	Love Your Imperfections 1	Buzzman	Meetic Group (Meetic/Match)	France



Small Budget				
Colour	Campaign	Agency	Client	Country
	A Mortgage You Can Live With	Ogilvy Dublin	Ulster Bank	Ireland
	How proving ineffectiveness was hugely effective	DDFH&B	Irish Breeze	Ireland
	Ask Guðmundur: World's First Human Search Engine	The Brooklyn Brothers & Íslenska	Promote Iceland	United Kingdom
	Kofola	Zaraguza	Kofola Ceskoslovensko	Slovakia
	Volvo LifePaint	GREY London	Volvo Cars UK	United Kingdom
Grand Prix				
Ask Guðmundur: World's First Human Search Engine				
Agency of the Year				
Ogilvy & Mather EMEA				