



Effie 2015 Winners & Nominees

PACKAGED FOOD

NOMINEE

Campaign: Napolact Sana, from the goodness of Ardeal

Client: Friesland Campina

Brand: Napolact

Entrant Agency: Propaganda

Second Agency: SeniorHyper

Media Agency: UM România

NO WINNER

SNACKS, CONFECTIONERY AND DESERTS

NOMINEES

Campaign: OF CORSO

Client: MACROMEX

Brand: CORSO

Entrant Agency: 23 Communication Ideas

Second Agency: Digital Star

Media Agency: Starcom Mediavest Group

Campaign: Revenge is sweet

Client: Kandia Dulce

Brand: ROM

Entrant Agency: McCann Worldgroup Bucharest

Media Agency: UM România

BRONZE

Campaign: OF CORSO

Client: MACROMEX

Brand: CORSO

Entrant Agency: 23 Communication Ideas

Second Agency: Digital Star

Media Agency: Starcom Mediavest Group

SILVER

Campaign: Revenge is sweet

Client: Kandia Dulce

Brand: ROM

Entrant Agency: McCann Worldgroup Bucharest



Media Agency: UM România

PERSONAL CARE PRODUCTS & SERVICES

NOMINEE

Campaign: Oral-B Campaign
Client: Procter & Gamble România
Brand: Oral-B Electric Toothbrush
Entrant Agency: Leo Burnett Group

NO WINNER

HOUSEHOLD SUPPLIES & SERVICES

NOMINEE

Campaign: Cif Cleans Romania
Client: Unilever South Central Europe (USCE)
Brand: Cif
Entrant Agency: McCann Worldgroup Bucharest
Media Agency: Mindshare

BRONZE

Campaign: Cif Cleans Romania
Client: Unilever South Central Europe (USCE)
Brand: Cif
Entrant Agency: McCann Worldgroup Bucharest
Media Agency: Mindshare

ALCOHOLIC BEVERAGES – BEERS

NOMINEES

Campaign: A Reward from the Brewer
Client: URSUS Breweries
Brand: Timișoreana
Entrant Agency: GMP Advertising



Campaign: Taking over economy beer leadership
Client: URSUS Breweries
Brand: Ciucaș
Entrant Agency: GMP Advertising

Campaign: Noroc. Gustul meșteșugit, nu nimerit!
Client: Bergenbier S.A.
Brand: Noroc
Entrant Agency: Leo Burnett Group
Media Agency: Initiative Media

BRONZE

Campaign: Taking over economy beer leadership
Client: URSUS Breweries
Brand: Ciucaș
Entrant Agency: GMP Advertising

SILVER

No Winner

GOLD

No Winner

NON-ALCOHOLIC BEVERAGES

NOMINEES

Campaign: Full-passion job
Client: Mondelez România
Brand: Jacobs 3în1
Entrant Agency: CohnandJansen JWT
Media Agency: Carat Media

Campaign: Purity Test
Client: Valvis Holding
Brand: Aqua Carpatica
Entrant Agency: CohnandJansen JWT
Media Agency: Media Investment

Campaign: Be on plus
Client: PepsiCO



Brand: PEPSI
Entrant Agency: Graffiti BBDO
Media Agency: OMD

BRONZE

Campaign: Be on plus
Client: PepsiCO
Brand: PEPSI
Entrant Agency: Graffiti BBDO
Media Agency: OMD

SILVER

Campaign: Full-passion job
Client: Mondelez România
Brand: Jacobs 3in1
Entrant Agency: CohnandJansen JWT
Media Agency: Carat Media

GOLD

Campaign: Purity Test
Client: Valvis Holding
Brand: Aqua Carpatica
Entrant Agency: CohnandJansen JWT
Media Agency: Media Investment

DURABLES

NOMINEES

Campaign: Urban Color
Client: Pegas
Brand: Pegas
Entrant Agency: Publicis România

Campaign: Success Made in Romania
Client: Dacia Automobile
Brand: Dacia
Entrant Agency: Graffiti BBDO
Media Agency: OMD



BRONZE

Campaign: Urban Color
Client: Pegas
Brand: Pegas
Entrant Agency: Publicis România

SILVER

Campaign: Success Made in Romania
Client: Dacia Automobile
Brand: Dacia
Entrant Agency: Graffiti BBDO
Media Agency: OMD

RETAIL

NOMINEES

Campaign: The BILLA Social Catalogue
Client: BILLA România
Brand: BILLA
Entrant Agency: Digital Star

Campaign: Carrefour - CopyStore
Client: Carrefour România
Brand: Carrefour România
Entrant Agency: Publicis România

Campaign: From house to home
Client: PRAKTIKER România
Brand: Praktiker
Entrant Agency: DDB România
Second Agency: Tribal Worldwide România

BRONZE

Campaign: The BILLA Social Catalogue
Client: BILLA România
Brand: BILLA
Entrant Agency: Digital Star

Campaign: From house to home
Client: PRAKTIKER România
Brand: Praktiker
Entrant Agency: DDB România
Second Agency: Tribal Worldwide România



SILVER

No Winner

GOLD

No Winner

FINANCIAL SERVICES

NOMINEES

Campaign: BRD Western Union
Client: BRD-Groupe Société Générale
Brand: BRD-Groupe Société Générale
Entrant Agency: Leo Burnett Group
Media Agency: Zenith Media

Campaign: BRD Mortgage Loan
Client: BRD-Groupe Société Générale
Brand: BRD-Groupe Société Générale
Entrant Agency: Leo Burnett Group
Media Agency: Zenith Media

Campaign: VISA - ANYTHING
Client: Visa Europe
Brand: Visa
Entrant Agency: Publicis România

Campaign: Personal Achievements Loan
Client: UniCredit Țiriac Bank
Brand: UniCredit Consumer Finance
Entrant Agency: McCann Worldgroup Bucharest
Media Agency: Mediacom

Campaign: M-Pesa Launch
Client: Vodafone România
Brand: Vodafone
Entrant Agency: McCann Worldgroup Bucharest
Media Agency: UM România

BRONZE

Campaign: BRD Western Union
Client: BRD-Groupe Société Générale
Brand: BRD-Groupe Société Générale
Entrant Agency: Leo Burnett Group
Media Agency: Zenith Media



Campaign: Personal Achievements Loan
Client: UniCredit Țiriac Bank
Brand: UniCredit Consumer Finance
Entrant Agency: McCann Worldgroup Bucharest
Media Agency: Mediacom

SILVER

No Winner

GOLD

Campaign: VISA - ANYTHING
Client: Visa Europe
Brand: Visa
Entrant Agency: Publicis România

MEDIA & ENTERTAINMENT

NOMINEE

Campaign: Family or the family?
Client: HBO România
Brand: HBO
Entrant Agency: Centrade Integrated
Media Agency: Media Investment

TELECOMMUNICATIONS VOICE OFFERS

NOMINEE

Campaign: Experiences together
Client: Telekom
Brand: Telekom
Entrant Agency: GMP Advertising
Second Agency: Webstyler

BRONZE

No Winner

SILVER



Campaign: Experiences together
Client: Telekom
Brand: Telekom
Entrant Agency: GMP Advertising
Second Agency: Webstyler

TELECOMMUNICATIONS INTERNET & DATA

NOMINEE

Campaign: Dance with Millidge and Doig
Client: Orange România
Brand: Orange
Submitted by: Orange România
Agencies: Wieden + Kennedy & Publicis România
Media Agency: Initiative Media

BRONZE

No Winner

SILVER

No Winner

GOLD

Campaign: Dance with Millidge and Doig
Client: Orange România
Brand: Orange
Submitted by: Orange România
Agencies: Wieden + Kennedy & Publicis România
Media Agency: Initiative Media

OTHERS

NOMINEES



Campaign: Place an ad on Mercador

Client: Allegro Online Services

Brand: Mercador

Entrant Agency: The Geeks

Second Agency: New Black

Media Agency: Optimum Media Direction Plan & Buy

Campaign: Mercador becomes OLX

Client: Allegro Online Services

Brand: OLX

Entrant Agency: The Geeks

Media Agency: Optimum Media Direction Plan & Buy

BRONZE

Campaign: Mercador becomes OLX

Client: Allegro Online Services

Brand: OLX

Entrant Agency: The Geeks

Media Agency: Optimum Media Direction Plan & Buy

SILVER

Campaign: Place an ad on Mercador

Client: Allegro Online Services

Brand: Mercador

Entrant Agency: The Geeks

Second Agency: New Black

Media Agency: Optimum Media Direction Plan & Buy

SUSTAINED SUCCESS

NOMINEES

Campaign: Entering top 3 beers in Romania

Client: URSUS Breweries

Brand: Ciucaş

Entrant Agency: GMP Advertising

Campaign: Vodafone Network

Client: Vodafone România

Brand: Vodafone

Entrant Agency: McCann Worldgroup Bucharest

Campaign: The Strong and Bitterish Taste

Client: Heineken România

Brand: Neumarkt

Entrant Agency: McCann Worldgroup Bucharest



Media Agency: Starcom Mediavest Group

BRONZE

No Winner

SILVER

Campaign: Entering top 3 beers in Romania

Client: URSUS Breweries

Brand: Ciucaș

Entrant Agency: GMP Advertising

Campaign: The Strong and Bitterish Taste

Client: Heineken România

Brand: Neumarkt

Entrant Agency: McCann Worldgroup Bucharest

Media Agency: Starcom Mediavest Group

GOLD

Campaign: Vodafone Network

Client: Vodafone România

Brand: Vodafone

Entrant Agency: McCann Worldgroup Bucharest

SHOPPER MARKETING

NOMINEES

Campaign: P&G The Cleaning Experts from Carrefour

Client: Procter & Gamble România

Brand: P&G Multibrand

Entrant Agency: Geometry Global România

Second Agency: New View

Campaign: P&G Smart Fun at Cora

Client: Procter & Gamble România

Brand: Pampers

Entrant Agency: Geometry Global România

Second Agency: New View

NO WINNER



BRAND EXPERIENCE

NOMINEES

Campaign: Dew the grind
Client: Pepsico
Brand: Mountain Dew
Entrant Agency: Kaleidoscope Proximity
Media Agency: Mediacom

Campaign: Turn On Magenta
Client: Telekom
Brand: Telekom
Entrant Agency: GMP Advertising
Second Agency: Webstyler

Campaign: Purity Test
Client: Valvis Holding
Brand: Aqua Carpatica
Entrant Agency: CohnandJansen JWT
Media Agency: Media Investment

Campaign: Come back, Romanian!
Client: Kandia Dulce
Brand: ROM
Entrant Agency: McCann Worldgroup Bucharest
Media Agency: UM România

BRONZE

Campaign: Purity Test
Client: Valvis Holding
Brand: Aqua Carpatica
Entrant Agency: CohnandJansen JWT
Media Agency: Media Investment

SILVER

Campaign: Turn On Magenta
Client: Telekom
Brand: Telekom
Entrant Agency: GMP Advertising
Second Agency: Webstyler

GOLD

No Winner



GOOD WORKS EFFIE – BRANDS (CSR)

NOMINEES

Campaign: The RGB News
Client: Observator / Antena 1, Antena 3 / Intact Media Group
Brand: Observator
Entrant Agency: Geometry Global România

Campaign: Țară, Țară vrem campioane!
Client: OMV Petrom
Brand: OMV Petrom
Entrant Agency: Leo Burnett Group
Media Agency: Optimedia
Credits: Media Pro Group

BRONZE

Campaign: The RGB News
Client: Observator / Antena 1, Antena 3 / Intact Media Group
Brand: Observator
Entrant Agency: Geometry Global România

SILVER

Campaign: Țară, Țară vrem campioane!
Client: OMV Petrom
Brand: OMV Petrom
Entrant Agency: Leo Burnett Group
Media Agency: Optimedia
Credits: Media Pro Group

MEDIA INNOVATION

NOMINEE

Campaign: Dorna - Windows of hope
Client: The Coca-Cola Company
Brand: Dorna
Entrant Agency: McCann Worldgroup Bucharest
Second Agency: McCann PR
Third Agency: MRM România
Media Agency: UM România

NO WINNER



SINGLE MEDIA COMPANY ACTIVATION

NOMINEES

Campaign: The RGB News
Client: Observator / Antena 1, Antena 3 / Intact Media Group
Brand: Observator
Entrant Agency: Geometry Global România

Campaign: The BILLA Social Catalogue
Client: BILLA România
Brand: BILLA
Entrant Agency: Digital Star

NO WINNER

GRAND EFFIE

NOMINEES

Campaign: Dance with Millidge and Doig
Client: Orange România
Brand: Orange
Submitted by: Orange România
Agencies: Wieden + Kennedy & Publicis România
Media Agency: Initiative Media

Campaign: Purity Test
Client: Valvis Holding
Brand: Aqua Carpatica
Entrant Agency: CohnandJansen JWT
Media Agency: Media Investment

Campaign: VISA - ANYTHING
Client: Visa Europe
Brand: Visa
Entrant Agency: Publicis România

GRAND EFFIE WINNER – EFFIE 2015

Campaign: Purity Test
Client: Valvis Holding
Brand: Aqua Carpatica
Entrant Agency: CohnandJansen JWT
Media Agency: Media Investment

