**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 3ȋn1

**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 3ȋn1

**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:** Ciucaș

**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