



EACA Euro Effie Awards 2013 Finalists announced

Brussels 18 June 2013: The first round jury have selected 40 campaigns to go through to the second and final round of the EACA Euro Effie Awards 2013, the gold standard in commercial communications effectiveness.

The finalists come from 30 agencies across 13 countries. Germany is at the top of the list with 13 campaigns, followed by United Kingdom with 11 campaigns and Netherlands with 3. Other selected campaigns come from Czech Republic, Denmark, Switzerland, Austria, Belgium, Croatia, France, Slovenia, Sweden and USA.

Chaired by Georges-Edouard Dias, former Chief Digital Officer at L'Oreal, the second round jury will meet on 28 June in Brussels to review the shortlisted campaigns, consider the evidence of results (80%) and creative work (20%) and decide the winners of this year's Euro Effie Awards. In addition, the jury will decide who will receive the Grand Prix.

The winners of this year's competition will be announced on the evening of **Wednesday 18 September 2013** at the Awards Gala in Salle de la Madeleine, Brussels. All winners will be published on the official website www.euro-effie.com on 19 September 2013.

The Euro Effies Awards are organised by EACA, in partnership with Euronews and supported by European and international media, advertisers and associations such as TIME and Fortune, WARC, PrintPower, Nielsen, AdForum, Procter & Gamble, European Publisher's Council, Viva Xpress International, creativebrief and Bacardi-Martini.

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About EACA

The **European Association of Communications Agencies (EACA)** is a Brussels-based organisation which represents full-service advertising and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies.

About the Euro Effie Awards

Introduced in 1996 to reward advertising that builds brands across borders, the **EURO EFFIES** were the first pan-European advertising awards to be judged on the basis of effectiveness. EFFIE® and EURO EFFIE® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA. All rights reserved. Learn more about EFFIE at www.effie.org



The Euro Effies 2013 Finalists

Category	Campaign	Agency	Client
FMCG	Lenor Clean-Sheet Week	Grey Worldwide GmbH	Procter & Gamble
	Impish Prank	Havas Worldwide Prague	Mondelez Czech Republic s.r.o.
	Legends driving real results in Croatia and Serbia	Passion Communications	Molson Coors
	Gecko Technology Emmentaler	Leo Burnett Schweiz AG	Emmentaler Switzerland
	Discover a new taste from Wasa	INGO	Barilla
Consumer Goods	The Liberation	UncleGrey	Bestseller
General Healthcare & OTC Products	Even Brighter	Drafftcb Germany GmbH	Beiersdorf AG
	The Whole Club Supports You	Saatchi & Saatchi Brussels	European Commission - DG SANCO
Automotive	Audi Brand Campaign	thjnk	Audi AG
	Opel Mokka Launch Campaign	Scholz & Friends	Adam Opel AG
	Kia cee'd "Live More Life"	INNOCEAN Worldwide Europe GmbH	Kia Motors Europe GmbH
	The One	DDB Team Blue	Volkswagen
	The pulse of a new generation	Jung von Matt AG	Daimler AG
	Hyundai i40 "Think Again"	INNOCEAN Worldwide Europe GmbH	Hyundai Motor Europe GmbH
	Legendary Opel 24 hours	Grey Worldwide Zagreb	Opel Southeast Europe Rep. Office Croatia
	Hyundai i30 "Prejudice"	INNOCEAN Worldwide Europe GmbH	Hyundai Motor Europe GmbH
Retail	From Media Store to collection of Specialist Shops	ETCETERA	Bol.com
	Genius	McCann London	Subway
IT/Telco	Move On	DDB Tribal Group GmbH	Deutsche Telekom AG
	02 Guru TV	VCCP	Telefonica
Services	High Performance Delivered	TBWA New York	Accenture
Leisure & Entertainment	Honorary Islander	The Brooklyn Brothers	Iceland
	Join the Club	Wieden + Kennedy Amsterdam	Electronic Arts
	"Brave" campaign	G2 Germany GmbH	VisitScotland
	Upgrade to Canada	OMD International	Sony



	PlayStation Plus	OMD International	Canadian Tourism Commission
	Europe by easyJet	VCCP	easyJet
Product/Service Launch	The 007 fragrance	Grey London	Procter & Gamble
	See colour in a new light	SelectNY	Wella Professionals
	Yoga	Saatchi & Saatchi Frankfurt	Lenovo EMEA
	BOSS Nuit pour femme	Grey London	HUGO BOSS
Most effective use of social media marketing	Stratos Jump	Ogilvy & Mather	Reef Messe Vienna
	Glass of Life	TBWA Corporate	O-I (Owens Illinois)
Best demonstration of Integrated Effectiveness	Europe by easyJet	VCCP	easyJet
Small Budget	The Liberation	UncleGrey	Bestseller
	Invisible Drive	Jung von Matt AG	Daimler AG
	Dilemmas	Young & Rubicam Group Geneva	United Nations High Commissioner for Refugees
	Cockta, Fresh'n'up your life!	Pristop d.o.o	Droga Kolinska / Atlantic Grupa d.d.
Long-term Effectiveness	Playing the Long Game: FIFA '09-FIFA'13	Wieden + Kennedy Amsterdam	Electronic Arts
	The Acid Wear campaign	Grey London	GSK