Press Release

EACA Euro Effies® 2013 winners announced
Grey EMEA wins Agency of the Year Award

Brussels, 19 September 2013: The 2013 EACA Euro Effies winners were announced in Brussels' Salle de la Madeleine last night. Winners from 8 countries across Europe were awarded a Euro Effie for their effective and creative work. Germany won 8 out of 19 awards, followed by the United Kingdom with 3 and Denmark with 2. Agencies from Austria, Belgium, Netherlands, Sweden and Switzerland walked away with one Euro Effie Award each.

For the second year in a row and the sixth time in the history of the Awards, Grey EMEA was recognised for their outstanding work with the prestigious Agency of the Year Award. Grey EMEA was also rewarded with €100,000-worth of free advertising spots from Euro Effies partner Euronews. The agency network won 3 Euro Effies with campaigns created by UncleGrey in Denmark (2) and INGO in Sweden. David Patton, President and CEO of Grey EMEA commented: "The Euro Effies are held in high esteem across our industry, so to win Agency of the Year two years in a row is not only a great honour, it is also testament to the quality and commitment of the superb employees and clients we have at Grey."

Golds were awarded to The Brooklyn Brothers & Islenska for their "Honorary Islander" campaign, Geometry Global and VisitScotland for their "Brave" campaign, Ogilvy & Mather and Reed Messe Vienna for the Model Makers Fair campaign "Stratos Jump", VCCP for easyJet's "Europe by easyJet" and UncleGrey and Bestseller for ONLY's brand re-launch "The Liberation".

Silver awards went to Swedish agency INGO and Barilla (support agency OMD) for "Discover a new taste from Wasa", UncleGrey and Bestseller for ONLY's "The Liberation" campaign, Saatchi & Saatchi Brussels' "Quit Smoking with Barça" campaign for the European Commission-DG SANCO (media agency: ZenithOptimedia), DDB Team Blue (support agency: Mediacom) for Volkswagen Golf's campaign "The One", Wieden + Kennedy Amsterdam (media agency: Mediacom London) and Electronic Arts for EA Sports FIFA13 "Join the Club", OMD International & Gutenberg Networks and the Canadian Tourism Commission for their "Upgrade to Canada" and Jung von Matt AG (media agency: MEC GmbH) and Daimler AG for Mercedes-Benz's "Invisible Drive".

Bronze awards went to Scholz & Friends and Adam Opel AG (support agency: Carat) for their "Opel Mokka Launch Campaign", INNOCEAN Worldwide Europe GmbH and Hyundai Motors Europe's GmbH (media agency: Havas Media) campaign "Hyundai i40 'Think Again'", DDB Tribal Group GmbH and Deutsche Telekom's (support agency: Mediacom) "Move On" campaign, SelectNY and Wella Professionals (support agencies: Ketchum & Proximity Digital Agency) for Illumina Color's "See color in a new light", Young & Rubicam Group Geneva with the United Nations High Commissioner for Refugees' campaign "Dilemmas" and Wieden + Kennedy

Amsterdam and Electronic Arts (media agency: Mediacom London) for EA Sports FIFA13 “Playing the Long Game: FIFA '09-FIFA'13”.

A special award for best innovative use in print sponsored by Print Power went to German agency thjnk and Audi AG for their “Audi Brand Campaign”. They created a number of print ads and a 16-page insert which were booked into major publications throughout the EU5 countries.

Although a Grand Prix was not awarded this year, the jury was impressed with the creativity of the “Stratos Jump” campaign by Ogilvy & Mather, awarding it a “Petit” Grand Prix.

This year’s international jury of senior agency and advertiser representatives was chaired by Georges-Edouard Dias, former Head of Digital, L’Oreal.

The Euro Effies Awards are produced in partnership with Euronews and supported by the European Publishers’ Council, Print Power, TIME & Fortune magazines, Procter & Gamble, AdForum, WARC, Viva Xpress Logistics, Nielsen, Bacardi-Martini and creativebrief.

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For further information, please contact:

Nathalie Shammah
Communications & Events Manager
T: +32 2 740 07 12
F: +32 2 740 07 17
E: nathalie.shammah@eaca.be
W: www.eaca.be

Dominic Lyle
Director General
T: +32 2 740 07 11
F: +32 2 740 07 17
E: dominic.lyle@eaca.be
W: www.eaca.be

Notes to Editors

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.

For more information, visit www.euro-effie.com.

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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.

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EACA EURO EFFIES WINNERS 2013

FMCG				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Silver	Discover a new taste from Wasa	INGO	Barilla	Sweden
Consumer Goods				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Silver	The Liberation	UncleGrey	Bestseller	Denmark
General Healthcare & OTC Products				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Silver	Quit Smoking With Barça	Saatchi & Saatchi Brussels	European Commission - DG SANCO	Belgium
Automotive				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Bronze	Opel Mokka Launch Campaign	Scholz & Friends	Adam Opel AG	Germany
Silver	The One	DDB Team Blue	Volkswagen	Germany
Bronze	Hyundai i40 "Think Again"	INNOCEAN Worldwide Europe GmbH	Hyundai Motor Europe GmbH	Germany
IT/Telco				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Bronze	Move On	DDB Tribal Group GmbH	Deutsche Telekom AG	Germany
Leisure & Entertainment				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Gold	Honorary Islander	The Brooklyn Brothers & Islenska	Iceland	United Kingdom
Silver	Join the Club	Wieden + Kennedy Amsterdam	Electronic Arts	Netherlands
Gold	Brave	Geometry Global	VisitScotland	Germany
Silver	Upgrade to Canada	OMD International & Gutenberg Networks	Canadian Tourism Commission	United Kingdom

euro effie awards

Product/Service Launch				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Bronze	See colour in a new light	SelectNY	Wella Professionals	Germany
Most effective use of social media marketing				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Gold	Stratos Jump	Ogilvy & Mather	Reed Messe Vienna	Austria
Best demonstration of Integrated Effectiveness				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Gold	Europe by easyJet	VCCP	easyJet	United Kingdom
Small Budget				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Gold	The Liberation	UncleGrey	Bestseller	Denmark
Silver	Invisible Drive	Jung von Matt AG	Daimler AG	Germany
Bronze	Dilemmas	Young & Rubicam Group Geneva	United Nations High Commissioner for Refugees	Switzerland
Long-term Effectiveness				
Colour	**Campaign**	**Agency**	**Client**	**Country**
Bronze	Playing the Long Game: FIFA '09-FIFA'13	Wieden + Kennedy Amsterdam	Electronic Arts	Netherlands
Best innovative use of print Award				
	Campaign	**Agency**	**Client**	**Country**
	Audi Brand Campaign	thjnk	Audi AG	Germany
Agency of the Year				
Grey EMEA				

EUROPEAN ASSOCIATION OF COMMUNICATIONS AGENCIES