

## EURO EFFIES FINALISTS 2018

Category	Campaign	Client	Brand	Country
<b>Automotive</b>	Toyota 'We Choose Hybrid' Launch	Toyota Europe	Toyota Hybrids	United Kingdom
<b>Best demonstration of Integrated Effectiveness</b>	Colorista L'Oréal Paris	L'Oréal Paris	Colorista	France
	Toyota 'We Choose Hybrid' Launch	Toyota Europe	Toyota Hybrids	United Kingdom
<b>Brand Experience</b>	The Mud Soldier	Visitt Flanders	Flanders Fields	Belgium
<b>Brand Re-vitalisation</b>	Getting real about underarms	Unilever	Dove Antiperspirants	United Kingdom
	No One Lives Like You: Shifting the Meaning of Home	Bolia.com	Bolia.com	Denmark
	#KeepGoing	L'Oréal Paris	Fitness	France
<b>Branded Content</b>	Ford Performance	Ford Motor Company	Psychology of Performance	United Kingdom
<b>Carpe Diem</b>	The Forgotten day of Freedom	O2	O2 Slovakia brand	Slovakia
	Machine conversations	KONE Oyj	KONE elevators	Finland
<b>Consumer Goods</b>	Hauwei Mate 10	Huawei	Huawei Mate 10	Poland
	Never Waste a Good Crisis: Leveraging Financial Chaos as a Growth Catalyst	Bolia.com	Bolia.com	Denmark
	#LET'S WOW Campaign	LIDL Stiftung & Co. KG	#LET'S WOW Campaign	Germany
<b>FMCG</b>	#KeepGoing	L'Oréal Paris	Fitness	France
	Colorista L'Oréal Paris	L'Oréal Paris	Colorista	France
	MAGNUM PINTS	Unilever	Magnum	Spain
	Getting real about underarms	Unilever	Dove Antiperspirants	United Kingdom
	M&M's Christmas	Mars	M&M's	France
	AXE Leather & Cookies	Unilever Deutschland GmbH	AXE Leather & Cookies	Germany
	Raffaello against Loneliness	Ferrero	Raffaello	Czech Republic
	Changing beer climate	Carlsberg Ukraine	Lvivske beer	Ukraine
toothpaste for gums	Glaxosmithkline (gsk)	Parodontax	United Kingdom	
<b>General healthcare</b>	Break the chains	GlaxoSmithKline Consumer	Painkillers	Poland



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<b>&amp; OTC products</b>		Healthcare Sp. z o. o.		
	toothpaste for gums	Glaxosmithkline (gsk)	Parodontax	United Kingdom
<b>Government, Institutional &amp; Recruitment</b>	Belgium. Uniquely Phenomenal	FPS Chancellery of the Prime Minister	Belgium	Belgium
<b>IT / Telco</b>	The Forgotten day of Freedom	O2	O2 Slovakia brand	Slovakia
<b>Leisure &amp; Entertainment</b>	Belgium. Uniquely Phenomenal	FPS Chancellery of the Prime Minister	Belgium	Belgium
<b>Long-term Effectiveness</b>	WYGS Noseblind	Procter & Gamble International Operations S.A.	Febreze	Germany
	Canary Islands "The 7 islands that became 47"	PROMOTUR TURISMO DE CANARIAS S.A	CANARY ISLANDS	Italy
<b>Media Innovation</b>	BMW X2 Snapalizer	BMW Group	BMW X2 Snapalizer	Germany
<b>Products/Services Launch</b>	The launch of LEVEL for IAG	International Airlines Group (IAG)	LEVEL	United Kingdom
	Sebastian - Twisted	Coty	Sebastian - Twisted	France
	Machine conversations	KONE Oyj	KONE elevators	Finland
<b>Retail</b>	Well done, Mom!	PEPCO	Home deco, clothes, toys	Poland
<b>Services</b>	Current Account Packages	Addiko Bank AG	Addiko Bank	Croatia
<b>Small Budget</b>	The Mud Soldier	Visitt Flanders	Flanders Fields	Belgium
	Sebastian - Twisted	Coty	Sebastian - Twisted	France
	Raffaello against Loneliness	Ferrero	Raffaello	Czech Republic