

ANEXĂ FINALIȘTI - EFFIE 2020

PACKAGED FOOD

Campaign: Unisol ești

Brand: Unisol

Client: Bunge

Lead Agency: Most Wanted Ideas

Contributing Agencies: Circles Colab | Optimum Media Direction

Campaign: Welcome the "Peace of Mind" at Your Table

Brand: Napolact

Client: Friesland Campina

Lead Agency: Propaganda

Contributing Agencies: V8 Interactive | Wavemaker România | FRONTLINE MARKETING | Strada Film

Campaign: Eduard, the Urban Farmer

Brand: Edenia Foods

Client: Macromex

Lead Agency: Saatchi & Saatchi + The Geeks

Contributing Agency: STARCOM

SNACKS, CONFECTIONERY AND DESERTS

Campaign: Which Lay's is Yours?

Brand: Lay's

Client: PepsiCo România

Lead Agency: Friends\TBWA

Contributing Agency: OMD România

Campaign: What Do You Put on TUC?

Brand: TUC

Client: Mondelez

Lead Agency: Minio Studio

Contributing Agencies: New Frame | Land of Web | Fork Vision | Isobar România



PERSONAL CARE PRODUCTS & SERVICES

Campaign: Gillette Skinguard "Life without Irritations"

Brand: Gillette

Client: Procter & Gamble România

Lead Agencies: Leo Burnett România & Graffiti PR

Contributing Agency: Mediacom România

Campaign: TATitlon

Brand: Pampers

Client: Procter & Gamble România

Lead Agency: Jazz Communication

Contributing Agencies: Graffiti Public Relations | Mediacom România

HOUSEHOLD SUPPLIES & SERVICES

Campaign: I CAN because I POD

Brand: Ariel

Client: Procter & Gamble România

Lead Agency: GraffitiPR

Contributing Agency: Mediacom România

BEVERAGES – ALCOHOL

Campaign: The Unconditional Supporter of Football

Brand: Timișoreana

Client: ASAHI ROMÂNIA

Lead Agency: Publicis România

Contributing Agencies: Kaleidoscope-Proximity | Media Investment | MSL The Practice România

Campaign: RETRO 1st of May

Brand: URSUS

Client: Ursus Breweries

Lead Agency: LEO BURNETT

Contributing Agencies: Kubis Interactive | MSL The Practice | Media Investment



BEVERAGES– NON-ALCOHOL

Campaign: #backontrack

Brand: Mountain Dew

Client: PepsiCo

Lead Agencies: Propaganda & Tribal Worldwide

Contributing Agency: OMD România

Campaign: Homeland of Mineral Waters

Brand: Aqua Carpatica

Client: Valvis Holding

Lead Agency: Cohn & Jansen WT

Contributing Agencies: TPS Engage | Media Investment

RETAIL

Campaign: Proofs of Love

Brand: Carrefour

Client: Carrefour

Lead Agency: Publicis România

Campaign: Animaterra 2 - The Fantastic World

Brand: Animaterra 2

Client: Kaufland România

Lead Agency: Kaufland România

Contributing Agencies: LEO BURNETT | UM România | 50s Digital

RESTAURANTS

Campaign: Burger King - Welcome Home Whopper

Brand: Burger King

Client: Amrest România

Lead Agency: Publicis România

Contributing Agencies: MSL The Practice | Zenith



E-COMMERCE

Campaign: OLX - NO TWO JOBS ARE THE SAME

Brand: OLX Jobs

Client: OLX Group

Lead Agency: Publicis România

Campaign: GET THE WHOLE STORY ON AUTOVIT.RO

Brand: Autovit.ro

Client: OLX Group

Lead Agency: Publicis România

FINANCIAL SERVICES

Campaign: Intelligent Payments

Brand: George

Client: BCR

Lead Agency: Cohn & Jansen WT

Contributing Agency: Wavemaker România

Campaign: Do The Easy Thing

Brand: ING Bank

Client: ING Bank

Lead Agency: HEADVERTISING

Contributing Agencies: MMS COMMUNICATIONS România | Proximity

CORPORATE REPUTATION

Campaign: The Money School

Brand: BCR

Client: BCR

Lead Agency: Cohn & Jansen WT

Contributing Agency: Wavemaker România



TELECOMMUNICATIONS

Campaign: Smart Wi-Fi
Brand: Telekom
Client: Telekom România
Lead Agency: Leo Burnett România
Contributing Agency: Media Investment

Campaign: Holo Kid - 5G Testing
Brand: Vodafone
Client: VODAFONE ROMÂNIA
Lead Agency: VODAFONE ROMÂNIA
Contributing Agency: McCann Worldgroup România

Campaign: ORANGE LOVE + HBO
Brand: ORANGE
Client: Orange România
Lead Agency: Publicis România
Contributing Agency: Initiative Media

MEDICAL SERVICES & HEALTHCARE PRODUCTS

Campaign: The Right Condom
Brand: Durex
Client: Reckitt Benckiser România
Lead Agencies: Minio Studio & Zenith
Contributing Agencies: Fulg Media, Land of Web, Ceva Mărunt

Campaign: Drama Queen
Brand: Magnevie Stress Resist
Client: SANOFI ROMÂNIA
Lead Agency: Publicis România
Contributing Agency: MINDSHARE ROMÂNIA



OTHER PRODUCTS & SERVICES

Campaign: #TimeToRead
Brand: Curtea Veche Publishing
Client: Curtea Veche Publishing
Lead Agency: LEO BURNETT
Contributing Agencies: MSL The Practice | STARCOM

DAVID VS. GOLIATH

Campaign: #NotJustMondays
Brand: 5 to go
Client: 5 to go
Lead Agency: The Onion Media

NEW BRAND INTRODUCTION

Campaign: PLANT LINE LAUNCH
Brand: Plant Line
Client: Unilever South Central Europe
Lead Agency: THE CIRCUS
Contributing Agencies: MINDSHARE ROMÂNIA | IMAGE PR | The Hub Partners

SHOPPER MARKETING

Campaign: Rompetrol Go
Brand: Rompetrol Go
Client: Rompetrol
Lead Agency: GMP+WEBSTYLER



Campaign: The Unconditional Supporter of Football
Brand: Timișoreana
Client: ASAHI ROMÂNIA
Lead Agency: Publicis România
Contributing Agencies: MSL The Practice România | Kaleidoscope-Proximity | Media Investment

SEASONAL MARKETING

Campaign: The Banknote Concerts
Brand: SAMSUNG
Client: SAMSUNG ROMÂNIA
Lead Agency: LEO BURNETT
Contributing Agency: MSL The Practice

Campaign: SANTA'S CALLING
Brand: Kinder
Client: Ferrero România
Lead Agency: Publicis România
Contributing Agencies: STARCOM | Media post Hit Mail

Campaign: The Gift of Listening
Brand: Coca-Cola
Client: The Coca-Cola Company Romania
Lead Agency: Publicis România
Contributing Agencies: Universal McCann România | Publicis Events

Campaign: Retro 1st of May
Brand: URSUS
Client: Ursus Breweries
Lead Agency: LEO BURNETT
Contributing Agencies: KubisInteractive | Media Investment | MSL The Practice

Campaign: The Banknote Concerts
Brand: SAMSUNG
Client: SAMSUNG ROMÂNIA
Lead Agency: LEO BURNETT
Contributing Agency: MSL The Practice

Campaign: Untold Haunted Camping, protected by the KFC Garlic Sauce
Brand: KFC
Client: KFC
Lead Agency: Mainstage The Agency
Contributing Agency: United Media | Golin

Campaign: HoloKid - 5G Testing
Brand: Vodafone
Client: VODAFONE ROMÂNIA
Lead Agency: VODAFONE ROMÂNIA
Contributing Agency: McCann Worldgroup România

Campaign: RETRO MUSIC BATTLE
Brand: URSUS
Client: Ursus Breweries
Lead Agency: Leo Burnett România

Campaign: SANTA'S CALLING
Brand: Kinder
Client: Ferrero România
Lead Agency: Publicis România
Contributing Agencies: STARCOM | Media post Hit Mail

Campaign: La Casa de Papel Season 3 - The 'Bella Ciao' Live Stunt
Brand: Netflix
Client: Netflix
Lead Agency: Jazz Communication
Contributing Agency: MSL The Practice România



Campaign: Drama Queen
Brand: Magnevie Stress Resist
Client: SANOFI ROMÂNIA
Lead Agency: Publicis România
Contributing Agency: MINDSHARE ROMÂNIA

Campaign: The Gift of Listening
Brand: Coca-Cola
Client: The Coca-Cola Company Romania
Lead Agency: Publicis România
Contributing Agencies: Universal McCann România | Publicis Events

Campaign: George Street Art Gallery upgrades the city
Brand: George
Client: BCR
Lead Agency: Mainstage The Agency
Contributing Agencies: One Night Gallery | Wavemaker România | Cohn & Jansen WT

Campaign: STORYTIME
Brand: Telekom
Client: Telekom România
Lead Agency: LEO BURNETT
Contributing Agency: MediaInvestment

BRANDED CONTENT& ENTERTAINMENT

Campaign: SOMETHING RANDOM
Brand: KFC
Client: KFC
Lead Agency: MRM // McCann România
Contributing Agencies: Universal McCann România | GolinRomânia

Campaign: Eduard, the Urban Farmer
Brand: Edenia Foods
Client: Macromex
Lead Agency: Saatchi & Saatchi + The Geeks
Contributing Agency: STARCOM



Campaign: RETRO MUSIC BATTLE

Brand: URSUS

Client: Ursus Breweries

Lead Agency: Leo Burnett România

Contributing Agencies: Kubis Interactive | Media Investment | MSL The Practice

Campaign: Gillette Skinguard "Life without Irritations"

Brand: Gillette

Client: Procter & Gamble România

Lead Agencies: LEO BURNETT & Graffiti PR

Contributing Agency: Mediacom România

ENGAGED COMMUNITIES

Campaign: STAR KRAX X JUNIMEA – BRANDED MEMES PARTNERSHIP

Brand: STAR KRAX

Client: PepsiCo

Lead Agency: Friends\TBWA

Contributing Agency: OMD România

Campaign: #TimeToRead

Brand: Curtea Veche Publishing

Client: Curtea Veche Publishing

Lead Agency: LEO BURNETT

Contributing Agency: MSL The Practice

Campaign: #backontrack

Brand: Mountain Dew

Client: PepsiCo

Lead Agencies: Propaganda& Tribal Worldwide

Contributing Agency: OMD România

Campaign: Burger King - Welcome Home Whopper

Brand: Burger King

Client: Amrest România

Lead Agency: Publicis România

Contributing Agencies: MSL The Practice | Zenith



Campaign: The Right Condom
Brand: Durex
Client: Reckitt Benckiser România
Lead Agencies: Zenith & Minio Studio
Contributing Agencies: Fulg Media, Land of Web, CevaMărunt

BRANDED UTILITY

Campaign: Rompetrol Go - Utility App
Brand: Rompetrol Go
Client: Rompetrol
Lead Agency: GMP+WEBSTYLER

Campaign: The Banknote Concerts
Brand: SAMSUNG
Client: SAMSUNG ROMÂNIA
Lead Agency: LEO BURNETT
Contributing Agency: MSL The Practice România

Campaign: STORYTIME
Brand: Telekom
Client: Telekom România
Lead Agency: LEO BURNETT
Contributing Agency: Media Investment

Campaign: THE BURNOUT HOTLINE
Brand: Telekom
Client: Telekom România
Lead Agency: LEO BURNETT
Contributing Agency: Media Investment

MARKETING INNOVATION

Campaign: Rompetrol Go - mobile app
Brand: Rompetrol Go
Client: Rompetrol
Lead Agency: GMP+WEBSTYLER



CARPE DIEM

Campaign: The Banknote Concerts

Brand: SAMSUNG

Client: SAMSUNG ROMÂNIA

Lead Agency: LEO BURNETT

Contributing Agencies: MSL The Practice | STARCOM

Campaign: The Gift of Listening

Brand: Coca-Cola

Client: The Coca-Cola Company România

Lead Agency: Publicis România

Contributing Agencies: Universal McCann România | Publicis Events

POSITIVE CHANGE: SOCIAL GOOD - BRANDS

Campaign: #TimeToRead

Brand: Curtea Veche Publishing

Client: Curtea Veche Publishing

Lead Agency: LEO BURNETT

Contributing Agencies: MSL The Practice | STARCOM

Campaign: THE BURNOUT HOTLINE

Brand: Telekom

Client: Telekom România

Lead Agency: LEO BURNETT

Contributing Agency: Media Investment

POSITIVE CHANGE: SOCIAL GOOD - NON-PROFIT

Campaign: IRREPARABLE TRAUMA

Brand: ROMANIAN POLICE

Client: Romanian Police - Traffic Police Directorate

Lead Agency: Mercury360

Contributing Agencies: Road Accidents Victims' Association | Autovit.ro



Campaign: Vote Not Trade

Brand: Funky Citizens

Client: Funky Citizens

Lead Agency: Kubis Interactive