



ANEXĂ FINALIȘTI - EFFIE 2021

PACKAGED FOOD

Campaign: THE BATTLE OF FAINOSAG – Ion vs Ionuț
Brand: Ardealul
Client: Orkla Foods
Lead Agency: McCann Worldgroup România
Contributing Agencies: Zenith România | Griffin Advertising

Campaign: Eduard, president of the block
Brand: Edenia
Client: Macromex
Lead Agency: Saatchi & Saatchi + The Geeks
Contributing Agency: STARCOM

Campaign: THE EMOTIONAL ANCHOR
Brand: HOCHLAND
Client: Hochland
Lead Agency: LEO BURNETT
Contributing Agencies: STARCOM | MSL The Practice

SNACKS & DESSERTS

Campaign: Heroes of Imaginary Worlds
Brand: Kinder Chocolate
Client: Ferrero România
Lead Agency: Publicis România
Contributing Agency: STARCOM

PERSONAL CARE PRODUCTS & SERVICES

Campaign: Always Open Talks
Brand: Always
Client: P&G România
Lead Agency: Graffiti PR
Contributing Agencies: GRUP ADVERTISING | MediaCom



Campaign: Let the #StoriesInsideUs be heard!
Brand: Libresse România
Client: ESSITY România
Lead Agencies: Xperience Media Lab & OMNIPERFORM Agency
Contributing Agencies: Zenith România | ACTIV AD

Campaign: The Real Experiment
Brand: P&G
Client: Procter and Gamble
Lead Agency: LEO BURNETT
Contributing Agencies: Graffiti PR | MediaCom

HOUSEHOLD SUPPLIES & SERVICES

Campaign: Strong & Soft 2
Brand: Pufina
Client: Pehart Grup
Lead Agency: Jazz Communication
Contributing Agencies: UM România | Promis Advertising

BEVERAGES – ALCOHOL

Campaign: Live Beyond What Ifs
Brand: Beck's
Client: Bergenbier SA
Lead Agency: Fractal Communications

Campaign: THE MOST BEER-SODA
Brand: URSUS
Client: Ursus Breweries
Lead Agency: LEO BURNETT
Contributing Agencies: Kubis | Media Investment

BEVERAGES - NON-ALCOHOL

Campaign: Everything Will Be Alright
Brand: Aqua Carpatica
Client: Valvis Holding
Lead Agency: Cohn & Jansen Creative Network
Contributing Agency: Screen Native



Campaign: Pepsi Retro Studio
Brand: Pepsi
Client: PepsiCo Romania
Lead Agencies: DDB România & Kubis
Contributing Agency: OMD România

DURABLES

Campaign: Thank Yourself Later
Brand: OSKAR
Client: PPG România
Lead Agency: Next Advertising

RETAIL

Campaign: House Rules
Brand: Carrefour
Client: Carrefour
Lead Agency: Publicis România

Campaign: Opening Romanian Wine
Brand: Carrefour
Client: Carrefour
Lead Agencies: Publicis România & Graffiti PR

Campaign: The Little Box of Greens
Brand: Carrefour
Client: Carrefour
Lead Agency: Publicis România
Contributing Agency: Graffiti PR

RESTAURANTS

Campaign: The Wings and Strips Anti-manifesto
Brand: KFC
Client: US FOOD NETWORK SA
Lead Agency: McCann Worldgroup România
Contributing Agency: UM România

E-COMMERCE



Campaign: We're just asking questions!

Brand: Catmobile.ro

Client: Catmobile.ro

Lead Agency: Sector 7 HUB

Contributing Agency: Dare Digital

Campaign: BLACK FRIDAY 2020, THE COMMON-SENSE EDITION

Brand: FASHION DAYS

Client: Fashion Days

Lead Agency: LEO BURNETT

Contributing Agencies: Publicis Events | MSL The Practice | Conversion

Campaign: OLX: You'll find a way

Brand: OLX

Client: OLX Group

Lead Agency: Publicis România

Contributing Agencies: MSL The Practice | Media Investment

ENERGY

Campaign: New Beginnings

Brand: ENGIE România

Client: ENGIE România

Lead Agency: Cheil Centrade

Contributing Agencies: Chainsaw Studio | Cyclop Film | United Media Services

Campaign: Rompetrol Go: Engage to Stay

Brand: Rompetrol Go

Client: Rompetrol

Lead Agency: GMP+WEBSTYLER

Contributing Agencies: United Media | Screen Native

FINANCIAL SERVICES

Campaign: We Stay Open

Brand: BCR

Client: BCR

Lead Agency: Cohn & Jansen Creative Network

Contributing Agencies: Wavemaker România

Campaign: First to make a difference

Brand: First Bank

Client: First Bank



Lead Agency: Cheil Centrade

Contributing Agencies: Chainsaw Studio | Multimedia Est | OMD România | DC Communication

Campaign: "This, this and this" from ING

Brand: ING

Client: ING Bank

Lead Agency: Jazz Communication

Contributing Agencies: Zenith România | Multi Media Est

Campaign: Stay@HomeBank

Brand: ING

Client: ING Bank

Lead Agency: Jazz Communication

Contributing Agencies: Zenith România | 2029 production | White Image

Campaign: Live the new priceless NCP

Brand: MASTERCARD

Client: MASTERCARD

Lead Agency: McCann Worldgroup România

Contributing Agencies: Golin | CaratRomânia

Campaign: The Alternative

Brand: NN România

Client: NN România

Lead Agencies: Cheil Centrade & Kubis

Contributing Agencies: Chainsaw Studio | Studioset | Zenith România

MEDIA & ENTERTAINMENT

Campaign: Tuff Money - The Morality Stoplight

Brand: HBO's Tuff Money (Bani Negri)

Client: HBO România

Lead Agency: Glitch Shop

Contributing Agencies: Mediacom România | Nexio | Exact Business Solutions | Studio Interrobang

Campaign: Keep Santa Safe

Brand: TikTok

Client: TikTok

Lead Agency: Publicis România

Contributing Agencies: Digitas România | TPS Engage | Hahaha production | Global Records



TELECOMMUNICATIONS

Campaign: NETWORK

Brand: ORANGE

Client: Orange România

Lead Agency: Publicis România

Contributing Agency: Initiative Media România

Campaign: Ghita switches to Telekom

Brand: Telekom

Client: Telekom România

Lead Agency: LEO BURNETT

Contributing Agencies: Media Investment | V+O

Campaign: Smart TV Stick launch

Brand: Telekom

Client: Telekom România

Lead Agency: LEO BURNETT

Contributing Agencies: Media Investment | V+O

MEDICAL SERVICES & HEALTHCARE PRODUCTS

Campaign: LISTEN TO YOUR BODY

Brand: REGINA MARIA

Client: REGINA MARIA

Lead Agency: CAP

Contributing Agency: MEDIA-TIQUE

DAVID VS. GOLIATH

Campaign: Tazz delivers (almost) anything

Brand: Tazz by eMAG

Client: HCL Online Advertising

Lead Agency: Jazz Communication

Contributing Agency: United Media Services

SPORTS MARKETING



Campaign: Romania plays!
Brand: Timișoreana
Client: ASAHI România
Lead Agency: Publicis România
Contributing Agency: Media Investment

SEASONAL MARKETING

Campaign: We're just asking questions!
Brand: Catmobile.ro
Client: Catmobile.ro
Lead Agency: Sector 7 HUB
Contributing Agency: Dare Digital

Campaign: Scare your bank!
Brand: First Bank
Client: First Bank
Lead Agency: Cheil Centrade
Contributing Agencies: Chainsaw Studio | Cyclop Film | OMD România | DC Communication

Campaign: Christmas Bucket
Brand: KFC
Client: US FOOD NETWORK SA
Lead Agency: McCann Worldgroup România
Contributing Agency: UM România

Campaign: #SmallReasonsToCelebrate
Brand: Pepsi
Client: PepsiCo
Lead Agencies: Kubis & OMD România

Campaign: A different X-mas Story: Calling Santa
Brand: Telekom
Client: Telekom România
Lead Agency: LEO BURNETT
Contributing Agencies: Media Investment | V+O

Campaign: Keep Santa Safe
Brand: TikTok
Client: TikTok
Lead Agency: Publicis România
Contributing Agencies: Digitas România | TPS Engage | Hahaha production | Global Records

CORPORATE REPUTATION



Campaign: We Stay Open
Brand: BCR
Client: BCR
Lead Agency: Cohn & Jansen Creative Network
Contributing Agency: Wavemaker România

BUSINESS TO BUSINESS

Campaign: Reopen on OLX
Brand: OLX
Client: OLX Group
Lead Agency: Publicis România
Contributing Agency: MSL The Practice

Campaign: #SmallBusinessesFan
Brand: Telekom
Client: Telekom România
Lead Agency: LEO BURNETT
Contributing Agencies: Media Investment | V+O

BRAND EXPERIENCE

Campaign: eMAG: A job for Santa
Brand: eMAG România
Client: eMAG România
Lead Agency: McCann Worldgroup România
Contributing Agency: MRM // McCann România

Campaign: Killer Discounts
Brand: KFC
Client: US FOOD NETWORK SA
Lead Agency: McCann Worldgroup România
Contributing Agency: UM România

Campaign: Heroes of Imaginary Worlds
Brand: Kinder Chocolate
Client: Ferrero România
Lead Agency: Publicis România
Contributing Agency: STARCOM

Campaign: OLX: You'll find a way
Brand: OLX
Client: OLX Group
Lead Agency: Publicis România



Contributing Agencies: MSL The Practice | Media Investment

Campaign: Rompetrol Go: Engage to Stay

Brand: Rompetrol Go

Client: Rompetrol

Lead Agency: GMP+WEBSTYLER

Contributing Agencies: United Media | Screen Native

Campaign: Keep Santa Safe

Brand: TikTok

Client: TikTok

Lead Agency: Publicis România

Contributing Agencies: Digitas România | TPS Engage | Hahaha production | Global Records

Campaign: Epic Birthday

Brand: URSUS

Client: Ursus Breweries

Lead Agencies: LEO BURNETT & Kubis

Contributing Agencies: Media Investment | MSL The Practice

BRANDED CONTENT & ENTERTAINMENT

Campaign: Eduard, president of the block

Brand: Edenia

Client: Macromex

Lead Agency: Saatchi & Saatchi + The Geeks

Contributing Agency: STARCOM

Campaign: The CROPPERS

Brand: KFC

Client: US FOOD NETWORK SA

Lead Agency: McCann Worldgroup România

Contributing Agencies: UM România

Campaign: Heroes of Imaginary Worlds

Brand: Kinder Chocolate

Client: Ferrero România

Lead Agency: Publicis România

Contributing Agency: STARCOM

Campaign: OLX: You'll find a way

Brand: OLX

Client: OLX Group

Lead Agency: Publicis România

Contributing Agencies: MSL The Practice | Media Investment



Campaign: Pepsi Retro Studio
Brand: Pepsi
Client: PepsiCo România
Lead Agencies: DDB România & Kubis
Contributing Agencies: OMD România

ENGAGED COMMUNITIES

Campaign: Killer Discounts
Brand: KFC
Client: US FOOD NETWORK SA
Lead Agency: McCann Worldgroup România
Contributing Agencies: UM România

Campaign: Sleep tight, little fighter!
Brand: P&G
Client: Procter and Gamble
Lead Agency: LEO BURNETT
Contributing Agencies: Graffiti PR | MediaCom

Campaign: Next Top Galaxy Idol
Brand: Samsung
Client: Samsung Electronics România
Lead Agency: Cheil Centrade

Campaign: Together, we are stronger
Brand: Vodafone
Client: Vodafone România
Lead Agency: McCann Worldgroup România

BRANDED UTILITY

Campaign: BLACK FRIDAY 2020, THE COMMON-SENSE EDITION
Brand: FASHION DAYS
Client: Fashion Days
Lead Agency: LEO BURNETT
Contributing Agencies: Publicis Events | MSL The Practice | Conversion

MARKETING DISRUPTORS

Campaign: BLACK FRIDAY 2020, THE COMMON-SENSE EDITION



Brand: FASHION DAYS

Client: Fashion Days

Lead Agency: LEO BURNETT

Contributing Agencies: Publicis Events | MSL The Practice | Conversion

Campaign: ROM BUZZ Launch

Brand: ROM Autentic

Client: Kandia Dulce

Lead Agency: McCann Worldgroup România

Contributing Agencies: MRM // McCann România | UM România

Campaign: Ghita switches to Telekom

Brand: Telekom

Client: Telekom România

Lead Agency: LEO BURNETT

Contributing Agencies: Media Investment | V+O

Campaign: THE MOST BEER SODA

Brand: URSUS

Client: Ursus Breweries

Lead Agency: LEO BURNETT

Contributing Agencies: Kubis | Media Investment

TIMELY OPPORTUNITY

Campaign: The Reunion Day

Brand: Bergenbier

Client: Bergenbier SA

Lead Agency: Cohn & Jansen Creative Network

Contributing Agencies: Zenith OptiMedia România | V8 Interactive

Campaign: eMAG: A job for Santa

Brand: eMAG România

Client: eMAG România

Lead Agency: McCann Worldgroup România

Contributing Agency: MRM // McCann România

Campaign: Stay@HomeBank

Brand: ING

Client: ING Bank

Lead Agency: Jazz Communication

Contributing Agencies: Zenith România | 2029 production | White Image

Campaign: Reopen on OLX

Brand: OLX



Client: OLX Group
Lead Agency: Publicis România
Contributing Agency: MSL The Practice

Campaign: Rompetrol Go: Engage to Stay
Brand: Rompetrol Go
Client: Rompetrol
Lead Agency: GMP+WEBSTYLER
Contributing Agencies: United Media | Screen Native

Campaign: #SmallBusinessesFan
Brand: Telekom
Client: Telekom România
Lead Agency: LEO BURNETT
Contributing Agencies: Media Investment | V+O

Campaign: The Online Park
Brand: Telekom
Client: Telekom România
Lead Agency: LEO BURNETT
Contributing Agencies: Media Investment | V+O

Campaign: Epic Birthday
Brand: URSUS
Client: Ursus Breweries
Lead Agencies: LEO BURNETT & Kubis
Contributing Agencies: Media Investment | MSL The Practice

SUSTAINED SUCCESS

Campaign: Strong & Soft
Brand: Pufina
Client: Pehart Grup
Lead Agency: Jazz Communication
Contributing Agencies: UM România | Promis Advertising | Connect Media | Headway

POSITIVE CHANGE: SOCIAL GOOD – BRANDS

Campaign: BLACK FRIDAY 2020, THE COMMON-SENSE EDITION
Brand: FASHION DAYS
Client: Fashion Days
Lead Agency: LEO BURNETT
Contributing Agencies: Publicis Events | MSL The Practice | Conversion



Campaign: Your rhythm puts back the rhythm in children's hearts

Brand: ING

Client: ING Bank

Lead Agency: Jazz Communication

Contributing Agencies: Zenith România

Campaign: Sleep tight, little fighter!

Brand: P&G

Client: Procter and Gamble

Lead Agency: LEO BURNETT

Contributing Agencies: Graffiti PR | MediaCom

Campaign: #SmallBusinessesFan

Brand: Telekom

Client: Telekom România

Lead Agency: LEO BURNETT

Contributing Agencies: Media Investment | V+O

Campaign: The Online Park

Brand: Telekom

Client: Telekom România

Lead Agency: LEO BURNETT

Contributing Agencies: Media Investment | V+O

Campaign: Together while separated

Brand: Timișoreana

Client: ASAHI România

Lead Agency: Publicis România

Contributing Agencies: MSL The Practice | Media Investment | Hahaha production | Multimedia Est

Campaign: Leave No Kid Behind

Brand: Vodafone

Client: Vodafone România

Lead Agency: McCann Worldgroup România

POSITIVE CHANGE: SOCIAL GOOD - NON-PROFIT

Campaign: Your birthday rewrites the story

Brand: Galantom

Client: Asociația Envision

Lead Agency: Jazz Communication

Contributing Agencies: Conan PR | Saga Film | Mavericks | United Media Services

Campaign: The NO-Forests Marathon



Brand: WWF

Client: WWF Romania

Lead Agencies: Kubis & Rogalski Damaschin