



Anexă finaliști

Anexă CASTIGATORI - EFFIE 2022

Packaged Food

SILVER

Campaign: Ardealul - Women with Fainosag

Brand: Ardealul

Client: Orkla Foods SA

Lead Agency: McCann Worldgroup Romania

Contributing Companies: Griffin Advertising | FRONT LINE MARKETING | MMS COMMUNICATIONS ROMANIA SRL

Snacks & Desserts

GOLD

Campaign: Kinder Halloween

Brand: Ferrero

Client: Ferrero Romania

Lead Agency: Publicis

Contributing Companies: MSL The Practice | STARCOM

Personal Care Products & Services

SILVER

Campaign: TO WASH OR NOT TO WASH MY HAIR?

Brand: Head & Shoulders

Client: Procter & Gamble Romania

Lead Agency: LEO BURNETT

Contributing Companies: Graffiti PR | MediaCom

BRONZE

Campaign: SHOW WHO YOU KNOW YOU TRULY ARE #FACETHEPRESSURE

Brand: GILLETTE

Client: Procter & Gamble Romania

Lead Agency: LEO BURNETT

Contributing Companies: Graffiti PR & MediaCom

BRONZE

Campaign: TRUST THE SPECIALISTS

Brand: PAMPERS

Client: Procter and Gamble



Lead Agency: LEO BURNETT & Graffiti PR
Contributing Companies: MediaCom

Household supplies & services

BRONZE

Campaign: Elfi Corn Cob. The Romanian Wipe.

Brand: ELFI

Client: HARTIA ELFI

Lead Agency: Mainstage | The Agency

Contributing Companies: Sector 7 HUB

FINALIST

Campaign: WASHING THE BAD AWAY | #CeleRele să se spele

Brand: ARIEL

Client: Procter & Gamble Romania

Lead Agency: LEO BURNETT

Contributing Companies: Graffiti PR | MediaCom

FINALIST

Campaign: When there is a GOSPODINA, there also needs to be a GOSPODIN

Brand: Fairy, Procter & Gamble

Client: Procter & Gamble Romania

Lead Agency: Graffiti PR

Contributing Companies: MediaCom | Cult Market Research

Beverages - Alcohol

BRONZE

Campaign: LISTEN TO YOUR INNER BEAR

Brand: URSUS

Client: Ursus Breweries

Lead Agency: LEO BURNETT & Media Investment

Contributing Companies: MSL Practice

FINALIST

Campaign: Beck's Beginnings

Brand: Beck's

Client: Bergenbier SA

Lead Agency: VMLY&R

Contributing Companies: Optimum Media Direction Plan & Buy SRL | GOOD VIBES

FINALIST

Campaign: The Barbecue Beast



Brand: Neumarkt

Client: Heineken Romania

Lead Agency: McCann Worldgroup Romania

Contributing Companies: MRM // McCann Romania | Dentsu Romania

Beverages - Non-Alcohol

FINALIST

Campaign: THE BEST OF BOTH WORLD? BEERSODA, OF COURSE.

Brand: COOLER

Client: Ursus Breweries

Lead Agency: LEO BURNET

Contributing Companies: Screen Native | Media Investment Romania

Durables

BRONZE

Campaign: PLAYON WITH SAMSUNG

Brand: Samsung

Client: SAMSUNG ROMANIA

Lead Agency: Cheil Centrade

Contributing Companies: MSL The Practice | Starcom Romania

Retail

BRONZE

Campaign: Act For Good

Brand: Carrefour

Client: Carrefour Romania

Lead Agency: Publicis Romania

Contributing Companies: Havas Worldwide Bucharest | Graffiti PR | Funnel Agency | Jam Session Agency

BRONZE

Campaign: Reconquer your garden

Brand: Brico Depot

Client: BRICO DEPOT

Lead Agency: Headvertising

Contributing Companies: Wavemaker | Multi Media Est Romnaia | NPR Studio

FINALIST

Campaign: Origins



Brand: Carrefour
Client: Carrefour Romania
Lead Agency: Publicis Romania
Contributing Companies: Havas Worldwide Bucharest | Funnel Agency

FINALIST

Campaign: Open the Romanian Wine
Brand: Carrefour Romania
Client: Carrefour Romania
Lead Agency: Jam Session Agency
Contributing Companies: Graffiti PR | Funnel Agency | Havas Worldwide Bucharest | Publicis Romania

Restaurants

FINALIST

Campaign: Non-Spicy Strips
Brand: KFC
Client: KFC
Lead Agency: McCann Worldgroup Romania
Contributing Companies: UM Romania | Golin Romania

FINALIST

Campaign: Smart Menu
Brand: KFC
Client: KFC
Lead Agency: McCann Worldgroup Romania
Contributing Companies: UM Romania | Golin

FINALIST

Campaign: Summer Campaign - Together but still apart
Brand: KFC
Client: KFC
Lead Agency: McCann Worldgroup Romania
Contributing Companies: UM Romania | Golin

E-commerce

GOLD



Campaign: When cravings hit, Tazz delivers.

Brand: Tazz

Client: HCL Online Advertising

Lead Agency: Jam Session Agency

Contributing Companies: Conversion

SILVER

Campaign: LOVE YOURSELF // BLACK FRIDAY CAMPAIGN

Brand: FASHION DAYS

Client: Fashion Days

Lead Agency: Leo Burnett Romania

Contributing Companies: MSL The Practice Romania | Conversion

BRONZE

Campaign: Halfway done

Brand: Storia.ro

Client: Storia.ro

Lead Agency: Publicis Romania

Contributing Companies: MSL The Practice Romania | Media Investment Romania

BRONZE

Campaign: It's good to be distrusting

Brand: Autovit.ro

Client: Autovit.ro

Lead Agency: Publicis Romania

Contributing Companies: MSL The Practice

BRONZE

Campaign: eMAG - We also have clothes

Brand: eMAG Romania

Client: eMAG Romania

Lead Agency: McCann Worldgroup Romania

Contributing Companies: MRM Romania

BRONZE

Campaign: Design Therapy

Brand: The Home

Client: The Home (SC PAS CONCEPT SRL)

Lead Agency: Jam Session Agency

FINALIST

Campaign: Alistotel

Brand: Bringo

Client: Carrefour Romania



Lead Agency: Publicis Romania
Contributing Companies: Havas Worldwide Bucharest

FINALIST

Campaign: Move the world without moving at all
Brand: OLX
Client: OLX Group
Lead Agency: Publicis Romania
Contributing Companies: The Practice | Media Investment Romania | Asociatia de Tineret
Impreuna pentru Barcani

FINALIST

Campaign: Local ingredients for legendary cravings.
Brand: Tazz
Client: HCL Online Advertising
Lead Agency: Jam Session Agency
Contributing Companies: Conversion | Graffiti PR

Financial Services

GOLD

Campaign: Financial intelligence
Brand: BCR
Client: BCR
Lead Agency: COHN AND JANSEN CREATIVE NETWORK
Contributing Companies: Wavemaker | W Talent Management Hub | Grapefruit | Graffiti PR

SILVER

Campaign: The Very Personal Loan
Brand: ING
Client: ING BANK N.V. AMSTERDAM, Sucursala Bucuresti
Lead Agency: Jam Session Agency
Contributing Companies: MMS COMMUNICATIONS ROMANIA S.R.L. | Studioset

BRONZE

Campaign: First Bank Studios
Brand: First Bank
Client: First Bank
Lead Agency: CHEIL Worldwide



Contributing Companies: Chainsaw Europe Studio | Static VFX | OMD Romania | Cyclops Films

FINALIST

Campaign: Keep your close ones close

Brand: Provident

Client: Provident Financial

Lead Agency: Saatchi & Saatchi + The Geeks

Contributing Companies: Canopy | Initiative Media Romania

FINALIST

Campaign: STOP PAYING LIKE IN THE MIDDLE AGES

Brand: PAGO

Client: Pago

Lead Agency: Sector 7 HUB

FINALIST

Campaign: Liberated Shopping

Brand: ING

Client: ING BANK N.V. AMSTERDAM, Sucursala Bucuresti

Lead Agency: Jam Session Agency

Contributing Companies: MMS COMMUNICATIONS ROMANIA S.R.L. | 2029 production

Media & Entertainment

FINALIST

Campaign: 100 for 100

Brand: Opera Română

Client: Opera Națională București

Lead Agency: Publicis

Contributing Companies: MSL The Practice Romania

Telecommunications

SILVER

Campaign: Orange solves the end of the world

Brand: Orange



Client: Orange Romania
Lead Agency: Publicis
Contributing Companies: Initiative Media Romania

FINALIST

Campaign: Villages
Brand: Vodafone
Client: VODAFONE ROMANIA
Lead Agency: McCann Worldgroup Romania
Contributing Companies: MRM Romania

Other Products & Services

FINALIST

Campaign: Book a Vax
Brand: Curtea Veche Publishing
Client: Curtea Veche Publishing
Lead Agency: House of Arrows

FINALIST

Campaign: Some will hate it. Others will love it.
Brand: IAB MIXX Awards
Client: IAB
Lead Agency: VMLY&R
Contributing Companies: Diud

New Brand Introduction

FINALIST

Campaign: Unfished Launch in UE
Brand: Unfished
Client: Prefera Foods SA
Lead Agency: Minio Studio
Contributing Companies: Think Digital | Fulg Media

FINALIST

Campaign: Wet is better
Brand: WET
Client: Valvis Holding
Lead Agency: Cohn & Jansen Creative Network
Contributing Companies: Media Investment



Shopper Marketing

FINALIST

Campaign: Public Transport - a New Visa Card Payment Destination

Brand: Visa

Client: VISA Romania

Lead Agency: Publicis Romania

Contributing Companies: STARCOM

Seasonal Marketing

GOLD

Campaign: Kinder Halloween

Brand: Ferrero

Client: Ferrero Romania

Lead Agency: Publicis

Contributing Companies: MSL The Practice | STARCOM

SILVER

Campaign: Christmas Bucket

Brand: KFC

Client: KFC

Lead Agency: McCann Worldgroup Romania

Contributing Companies: UM Romania | Golin

SILVER

Campaign: Elfi Corn Cob. The Romanian Wipe.

Brand: ELFI

Client: HARTIA ELFI

Lead Agency: Mainstage | The Agency

Contributing Companies: Sector 7 HUB

BRONZE

Campaign: Open the Romanian Wine to the World

Brand: Carrefour

Client: Carrefour Romania

Lead Agency: Publicis Romania



Contributing Companies: Graffiti PR | Havas Worldwide Bucharest

BRONZE

Campaign: Move the world without moving at all

Brand: OLX

Client: OLX Group

Lead Agency: Publicis Romania

Contributing Companies: The Practice | Media Investment Romania | Asociatia de Tineret
Impreuna pentru Barcani

BRONZE

Campaign: FIZZ UP SUMMER

Brand: PEPSI

Client: PepsiCo Romania

Lead Agency: LEO BURNETT BUCHAREST

Contributing Companies: OMD_Romania | DDB Romania | Established Now | Viral Nation

Corporate Reputation

SILVER

Campaign: Financial Intelligence

Brand: BCR

Client: BCR

Lead Agency: COHN AND JANSEN CREATIVE NETWORK

Contributing Companies: Wavemaker | W Talent Management Hub | Grapefruit | Graffiti PR

FINALIST

Campaign: Act For Good

Brand: Carrefour

Client: Carrefour Romania

Lead Agency: Publicis Romania

Contributing Companies: Havas Worldwide Bucharest | Graffiti PR | Funnel Agency | Jam
Session Agency

Business to Business

BRONZE

Campaign: Visa's SMALL big Businesses

Brand: Visa

Client: Visa Romania

Lead Agency: Publicis Romania

Contributing Companies: STARCOM | MSL Practice



Brand Experience

BRONZE

Campaign: FIZZ UP STUDIOS

Brand: PEPSI

Client: PepsiCo Romania

Lead Agency: LEO BURNETT BUCHAREST

Contributing Companies: OMD Romania | DDB Romania | Established Now | Viral Nation

BRONZE

Campaign: 100 for 100

Brand: Opera Română

Client: Opera Națională București

Lead Agency: Publicis

Contributing Companies: MSL The Practice Romania

BRONZE

Campaign: When the Chef judges, Tazz delivers.

Brand: Tazz

Client: HCL Online Advertising

Lead Agency: Jam Session Agency

FINALIST

Campaign: HIT PLAY Show

Brand: Vodafone

Client: VODAFONE ROMANIA

Lead Agency: McCann Worldgroup Romania

Contributing Companies: MRM Romania

Branded Content & Entertainment

GOLD

Campaign: FIZZ UP STUDIOS

Brand: PEPSI

Client: PepsiCo Romania

Lead Agency: LEO BURNETT BUCHAREST

Contributing Companies: OMD_Romania | DDB Romania | Established Now | Viral Nation

SILVER

Campaign: TO WASH OR NOT TO WASH MY HAIR?

Brand: Head & Shoulders

Client: Procter & Gamble Romania

Lead Agency: LEO BURNETT



Contributing Companies: Graffiti PR | MediaCom

SILVER

Campaign: PLAYON WITH SAMSUNG

Brand: Samsung

Client: SAMSUNG ROMANIA

Lead Agency: Cheil Centrade

Contributing Companies: MSL The Practice | Starcom Romania

FINALIST

Campaign: When cravings hit, Tazz delivers.

Brand: Tazz

Client: HFCL Online Advertising

Lead Agency: Jam Session Agency

Contributing Companies: Conversion

FINALIST

Campaign: Kinder Halloween

Brand: Ferrero

Client: Ferrero Romania

Lead Agency: Publicis

Contributing Companies: MSL The Practice | STARCOM

FINALIST

Campaign: Wine Strangers

Brand: Carrefour Romania

Client: Carrefour Romania

Lead Agency: Jam Session Agency

Contributing Companies: Graffiti PR | Havas | Funnel Agency

FINALIST

Campaign: Craving Science Show

Brand: Carrefour Romania

Client: Carrefour Romania

Lead Agency: Jam Session Agency

Contributing Companies: Graffiti PR | Funnel Agency | Havas Romania | Saga Film

Engaged Communities

FINALIST

Campaign: 100 for 100

Brand: Opera Română

Client: Opera Națională București

Lead Agency: Publicis

Contributing Companies: MSL The Practice Romania

FINALIST



Campaign: Come out with me
Brand: Accept
Client: ACCEPT
Lead Agency: Publicis Romania
Contributing Companies: Global Records | TikTok

FINALIST

Campaign: Gaming Bootcamp
Brand: Vodafone
Client: VODAFONE ROMANIA
Lead Agency: McCann Romania

FINALIST

Campaign: When there is a GOSPODINA, there also needs to be a GOSPODIN
Brand: Fairy, Procter & Gamble
Client: Procter & Gamble Romania
Lead Agency: Graffiti PR
Contributing Companies: MediaCom | Cult Market Research

FINALIST

Campaign: Some will hate it. Others will love it.
Brand: IAB MIXX Awards
Client: IAB
Lead Agency: VMLY&R
Contributing Companies: Diud

FINALIST

Campaign: PLAYON WITH SAMSUNG
Brand: Samsung
Client: SAMSUNG ROMANIA
Lead Agency: Cheil Centrade
Contributing Companies: MSL The Practice | Starcom Romania

Branded Utility

SILVER

Campaign: Smart Forest
Brand: Vodafone
Client: VODAFONE ROMANIA
Lead Agency: McCann Worldgroup Romania
Contributing Companies: MRM Romania



BRONZE

Campaign: TRUST THE SPECIALISTS

Brand: PAMPERS

Client: Procter and Gamble

Lead Agency: LEO BURNETT & Graffiti PR

Contributing Companies: MediaCom

FINALIST

Campaign: Book a Vax

Brand: Curtea Veche Publishing

Client: Curtea Veche Publishing

Lead Agency: House of Arrows

Marketing Innovation

SILVER

Campaign: Local ingredients for legendary cravings.

Brand: Tazz

Client: HCL Online Advertising

Lead Agency: Jam Session Agency

Contributing Companies: Conversion | Graffiti PR

SILVER

Campaign: Elfi Corn Cob. The Romanian Wipe.

Brand: ELFI

Client: HARTIA ELFI

Lead Agency: Mainstage | The Agency

Contributing Companies: Sector 7 HUB

FINALIST

Campaign: Smart Forest

Brand: Vodafone

Client: VODAFONE ROMANIA

Lead Agency: McCann Worldgroup Romania

Contributing Companies: MRM Romania

Marketing Disruptors



SILVER

Campaign: Act For Good

Brand: Carrefour

Client: Carrefour Romania

Lead Agency: Publicis Romania

Contributing Companies: Havas Worldwide Bucharest | Graffiti PR | Funnel Agency | Jam Session Agency

SILVER

Campaign: STOP PAYING LIKE IN THE MIDDLE AGES

Brand: PAGO

Client: Pago

Lead Agency: Sector 7 HUB

BRONZE

Campaign: TO WASH OR NOT TO WASH MY HAIR?

Brand: Head & Shoulders

Client: Procter & Gamble Romania

Lead Agency: LEO BURNETT

Contributing Companies: Graffiti PR | MediaCom

BRONZE

Campaign: LOVE YOURSELF // BLACK FRIDAY CAMPAIGN

Brand: FASHION DAYS

Client: Fashion Days

Lead Agency: Leo Burnett Romania

Contributing Companies: MSL The Practice Romania | Conversion

FINALIST

Campaign: Alistotel

Brand: Bringo

Client: Carrefour Romania

Lead Agency: Publicis Romania

Contributing Companies: Havas Worldwide Bucharest

FINALIST

Campaign: LISTEN TO YOUR INNER BEAR

Brand: URSUS

Client: Ursus Breweries

Lead Agency: LEO BURNETT & Media Investment

Contributing Companies: MSL Practice

FINALIST

Campaign: When cravings hit, Tazz delivers.

Brand: Tazz



Client: HFCL Online Advertising
Lead Agency: Jam Session Agency
Contributing Companies: Conversion

Timely Opportunity

GOLD

Campaign: WASHING THE BAD AWAY | #CeleRele să se spele
Brand: ARIEL
Client: Procter & Gamble Romania
Lead Agency: LEO BURNETT
Contributing Companies: Graffiti PR | MediaCom

GOLD

Campaign: When the Chef judges, Tazz delivers.
Brand: Tazz
Client: HCL Online Advertising
Lead Agency: Jam Session Agency

BRONZE

Campaign: Home Menu - Anchoring McDonald's in the New Reality
Brand: McDonald's
Client: McDonald's Romania
Lead Agency: DDB Romania
Contributing Companies: Tribal Romania | OMD Romania

FINALIST

Campaign: Book a Vax
Brand: Curtea Veche Publishing
Client: Curtea Veche Publishing
Lead Agency: House of Arrows

FINALIST

Campaign: Open the Romanian Wine to the World
Brand: Carrefour
Client: Carrefour Romania
Lead Agency: Publicis Romania
Contributing Companies: Graffiti PR | Havas Worldwide Bucharest

FINALIST

Campaign: Savior of love
Brand: First Bank
Client: First Bank
Lead Agency: Centrade | Cheil
Contributing Companies: Chainsaw Europe Studio | Cyclops Gilms | OMD Romania



Sustained Success

SILVER

Campaign: The first intelligent banking

Brand: George

Client: BCR

Lead Agency: Cohn & Jansen Creative Network

Contributing Companies: Wavemaker (Romania) | Grapefruit | Mainstage The Agency | L2 Agency

SILVER

Campaign: TUC SUCCESS STORY

Brand: TUC

Client: MONDELEZ Romania

Lead Agency: Minio Studio

Contributing Companies: Carat Romania | STARCOM | The Good Company

BRONZE

Campaign: Eduard by Edenia

Brand: Edenia Foods

Client: Macromex

Lead Agency: Saatchi & Saatchi + The Geeks

Contributing Companies: STARCOM

FINALIST

Campaign: House Rules

Brand: Carrefour

Client: Carrefour Romania

Lead Agency: Publicis Romania

Contributing Companies: Havas Worldwide Bucharest | Funnel Agency

Positive Change: Social Good - Brands

GOLD

Campaign: Book a Vax

Brand: Curtea Veche Publishing

Client: Curtea Veche Publishing

Lead Agency: House of Arrows

SILVER

Campaign: Act For Good

Brand: Carrefour

Client: Carrefour Romania

Lead Agency: Publicis Romania



Contributing Companies: Havas Worldwide Bucharest | Graffiti PR | Funnel Agency | Jam Session Agency

BRONZE

Campaign: LOVE YOURSELF // BLACK FRIDAY CAMPAIGN

Brand: FASHION DAYS

Client: Fashion Days

Lead Agency: Leo Burnett Romania

Contributing Companies: MSL The Practice Romania | Conversion

BRONZE

Campaign: Villages

Brand: Vodafone

Client: VODAFONE ROMANIA

Lead Agency: McCann Worldgroup Romania

Contributing Companies: MRM Romania

BRONZE

Campaign: Smart Forest

Brand: Vodafone

Client: VODAFONE ROMANIA

Lead Agency: McCann Worldgroup Romania

Contributing Companies: MRM Romania

BRONZE

Campaign: When there is a GOSPODINA, there also needs to be a GOSPODIN

Brand: Fairy, Procter & Gamble

Client: Procter & Gamble Romania

Lead Agency: Graffiti PR

Contributing Companies: MediaCom | Cult Market Research

FINALIST

Campaign: Storysingning riddles

Brand: Kinder Felie de Lapte

Client: Ferrero Romania

Lead Agency: Saatchi & Saatchi + The Geeks

Contributing Companies: Starcom Romania | MSL The Practice

Positive Change: Social Good - Non-Profit

GOLD

Campaign: GUILT GIFTS PUPPETRY

Brand: ANAIS

Client: ANAIS

Lead Agency: Cheil Centrade



SILVER

Campaign: Come out with me

Brand: Accept

Client: ACCEPT

Lead Agency: Publicis Romania

Contributing Companies: Global Records | TikTok

SILVER

Campaign: The Institute

Brand: Autism Voice

Client: Autism Voice

Lead Agency: Pastel Age

Contributing Companies: Canopy | Music Gear | Glome Studio

BRONZE

Campaign: Real Life Estate

Brand: Samusocial Romania

Client: Samusocial din România

Lead Agency: Tribal Worldwide

Contributing Companies: OLX Group

FINALIST

Campaign: Unwanted Touches

Brand: Asociația Telefonul Copilului

Client: Asociația Telefonul Copilului

Lead Agency: Mercury360

Contributing Companies: Romanian Police - Prevention Division

GRAND EFFIE 2022

Campaign: Book a Vax

Brand: Curtea Veche Publishing

Client: Curtea Veche Publishing

Lead Agency: House of Arrows