

KANTAR



effieAwards
Europe

THE SECRETS BEHIND IDEAS THAT WORK

Five lessons from Effie Europe winners on creating effective advertising

Introduction

In the ever-changing marketing landscape, one thing has remained constant: the pursuit of effectiveness. Effie Awards Europe has long been at the forefront of celebrating marketing effectiveness in many forms. Kantar has had a long-standing commitment to creative effectiveness; therefore, we are natural allies in the quest to make marketing deliver. Kantar is proud to join forces with Effie Awards Europe as their Strategic Insights Partner. This year's awards show an impressive line-up of work that achieved incredible goals amidst the permacrisis affecting society as well as the ad industry.

To uncover the 'why' behind this work that delivered in difficult circumstances, we evaluated 200 creative assets awarded by Effie Awards Europe in 2022 and 2023, using Kantar's [LINK AI solution](#). LINK AI is backed by 250,000 tests and trained on 35 million human interactions - the largest normative creative database in the world. It tells you how effective your digital or TV ad will be, in as little as 15 minutes, allowing you to make faster creative decisions with confidence. The results reinforce what we know about the brilliance of Effie winners; they are strong at cutting through clutter, creating memories for the brand, and setting the brands apart in people's minds.

Join us in learning from the best and peaking under the bonnet of what makes them work.

Congratulations to all the awarded agencies and organisations.

VĚRA ŠÍDLOVÁ

Global Creative Thought Leadership Director, Kantar

Five lessons from Effie Europe Winners

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1

Release your inner David

In a world of constant pressures, the sentence “Do more with less” echoes in most marketing budget discussions. Many brands find themselves in a David-and-Goliath-esque struggle - small brands with big ambitions facing market leaders with more renown and resources. Yet, several Effie winners prove that creativity can allow a smaller budget to punch way above its weight.

How do they achieve that? They use qualitative insight as the proverbial slingshot. They take the time to understand how people perceive their brand and what stands in the way of success. Their creative strategy springs from a focused human truth, understanding what perceptions they need to change and how.

Flip – a refurbished mobile device seller in Romania – understood they needed to grow the market of people willing to buy second-hand mobile phones. To do that, they had to drastically alter people’s perceptions of newness. They partnered with Jam Session Agency to create the ‘New is for now, smart is forever’ campaign that persuasively showed how a new phone loses lots of value in seconds.

This campaign landed in the top 30% on persuasive power and had tremendous positive impact on Flip, significantly raising the number of first-time buyers of second-hand phones on their platform.

A Goliath’s potential weakness can be a lack of differentiation. The real estate search portal Storia.ro used an insight about people often regretting their real estate purchase as an opportunity to set themselves apart in a largely undifferentiated category. In a song-filled campaign, Publicis Romania invented a quality of living index that differentiated it from larger competitors with bigger budgets. Similarly, the UK snacking brand Mini Cheddars and TBWA London identified the needs of a key target group essential for growth and connected with them thanks to an edgy South Park inspired campaign. All of these cases received a Gold in this year’s Effie awards, and they show that brands of small stature can go big by grounding their strategy in consumer insight.

Case spotlight

Campaign: New is for now, smart is forever

Brand: Flip

Agency: Jam Session Agency

Contributing agency: Difrnt Agency



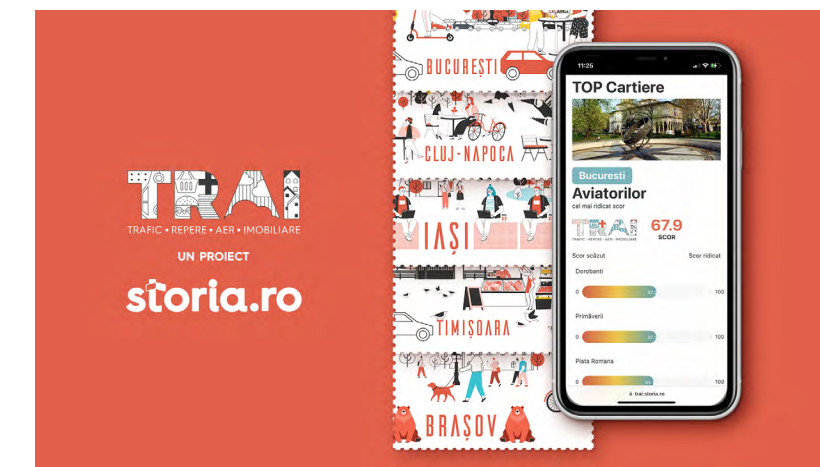
PERSUASION

TOP **30%**



1

Honourable mentions



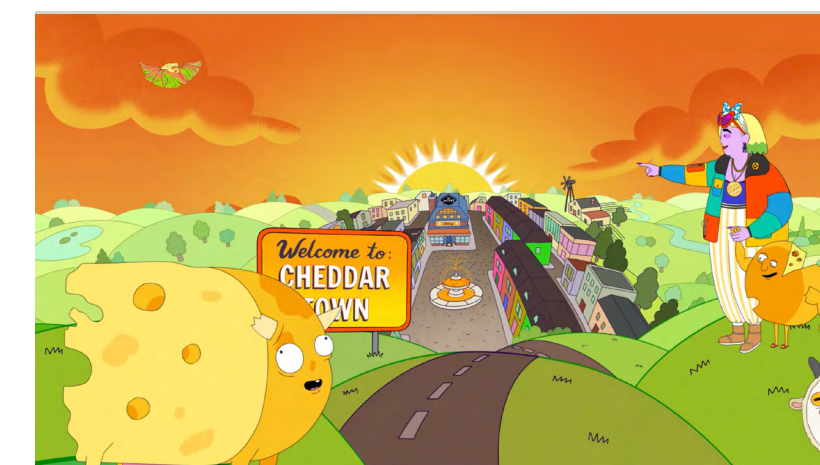
Campaign: T.R.A.I

Brand: Storia.ro

Agency: Publicis Romania

Contributing agencies:

Digitas Romania, Media Investment Romania, MSL The Practice



Campaign: Cheddar Town

Brand: Mini Cheddars

Agency: TBWA London

Contributing agency: MG OMD

2

Embrace your brand

Brands are more than logos and products; they inherently forge mental connections with people. Another secret behind the success of Effie winners is their ability to differentiate the brand from others. Their commitment to differentiation comes to life via various strategies, whether building off an existing association or bringing to life a part of the brand's own story that people may not be aware of. At any rate, these efforts are executed in a way that is refreshing and relevant to the audience and allows the brand to continue evolving the mental connections in people's minds.

Ogilvy Madrid's work on Cruzcampo's 'Heavily Accented' campaign tackled the brand's "love it or hate it" perception amongst consumers, some of whom looked down upon the brand because of its geographic origins. Instead of concealing its Andalusian roots, the campaign embraced them unapologetically. Thanks to deepfake technology, the campaign brings back iconic Andalusian singer Lola Flores, who talks about the importance of having an accent, both literally and metaphorically. This work marries tradition and technology beautifully, generating a strong ability to engage and entertain people, landing it in the top tertile for the ability to create branded memories for the brand and winning Silver and Gold in 2022.

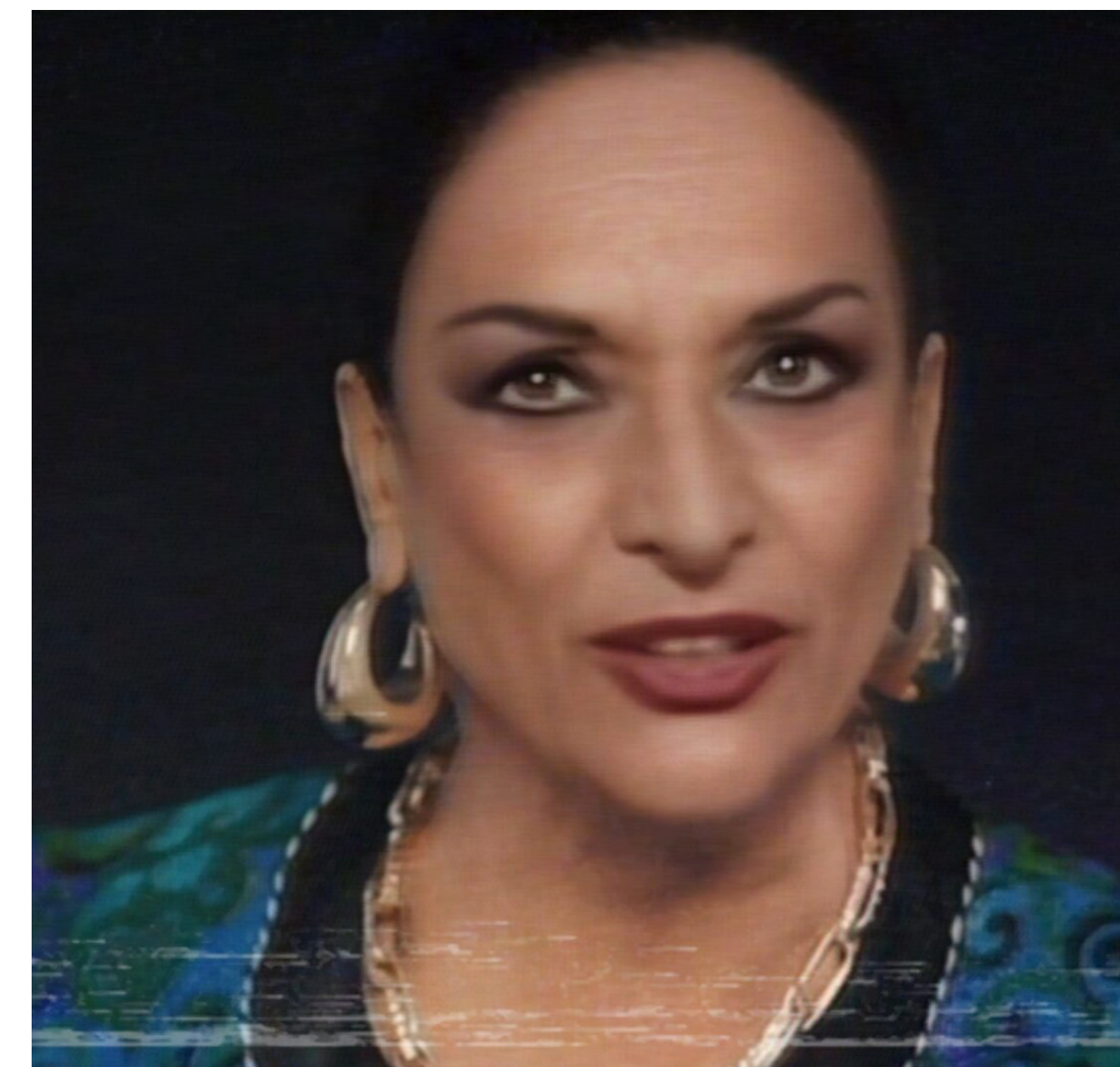
Case spotlight

Campaign: Heavily Accented

Brand: Cruzcampo

Agency: Ogilvy Madrid

Contributing agencies:
N Team Comunicación, Dentsu X Spain



INVOLVEMENT

TOP 20%

ENJOYMENT

TOP 30%

IMPACT

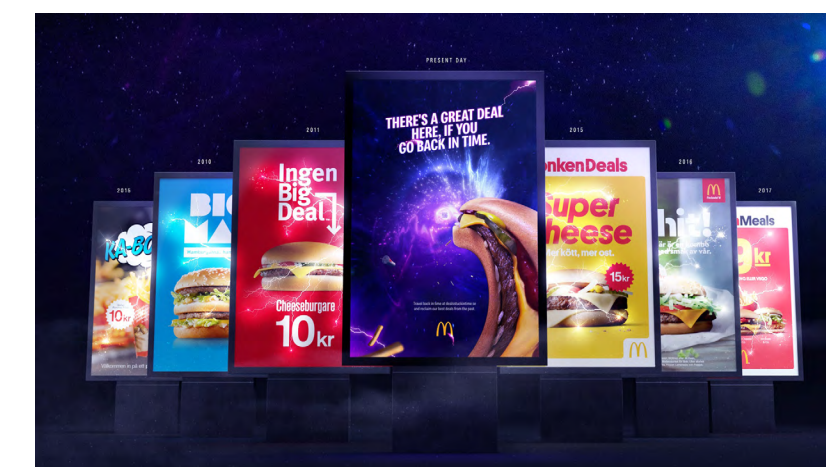
TOP 30%

2

Honourable mentions

Embracing what you stand for in people’s minds – and that other players in the category cannot claim as easily or at all – is a strong trend amongst 2023 winners. Consumers in Sweden were concerned about rising prices, especially in McDonald’s, a brand that they had thought of as affordable in the past. NORD DDB Stockholm came up with a clever activation strategy that earned it a Bronze and a Silver. Using out of home advertising and Google Maps, McDonald’s allowed people to search for ‘Deals stuck in time’ – actual prices of their meals at a certain point in time. If they found them, consumers could claim these deals via the McDonald’s app.

So, if you find what makes you tick, embrace it. And better yet, stick with it. As the Sustained Success Effie winners show, their commitment to a long-term strategy is underpinned by the campaigns’ strong ability to differentiate the brand in people’s minds, as they score +15 percentile points above average. 2022 winners, Aldi’s ‘Like brands’ campaign by McCann Manchester and Milka’s ‘Tender tastes better’ by Ogilvy Berlin, have become industry known examples of how to be consistently different and scale that across multiple markets.



Campaign: Deals stuck in time
Brand: McDonald’s
Agency: NORD DDB Stockholm
Contributing agencies: OMD Sweden, Prime Weber Shandwick



Campaign: Like brands
Brand: Aldi UK & Ireland
Agency: McCann Manchester
Contributing agency: Universal McCann



Campaign: Tender tastes better
Brand: Milka
Agency: Ogilvy Berlin
Contributing agencies: Wavemaker, Ogilvy Social.Lab

BEING CONSISTENTLY DIFFERENT PAYS OFF

SUSTAINED SUCCESS WINNERS EXCEL AT MAKING THE BRAND DIFFERENT

+15

ON BRAND DIFFERENCE



3

Shock with substance

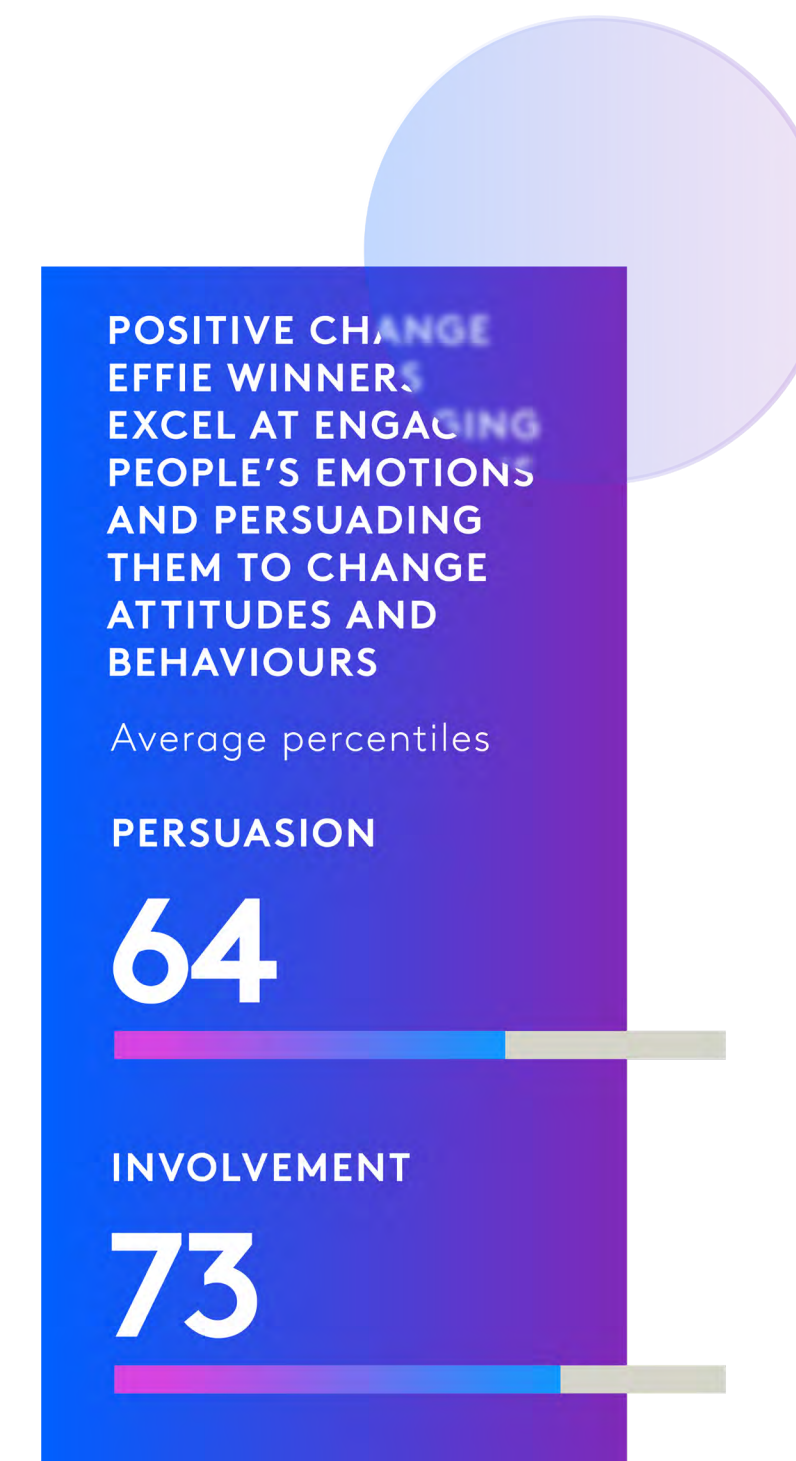
In an era where societal and environmental concerns loom large, campaigns striving for positive impact resonate deeply. Effie Awards Europe has two tracks that have become a showcase for campaigns that transcend commercial goals: Positive Change and Best of Europe: Positive Change. In 2023, Effie Awards Europe saw a 15% increase in entries in these tracks. So, what can we learn from ideas that aim to make a positive impact on society or the environment, and often do so on a shoestring budget?

LINK AI scores reveal an interesting pattern. Successful campaigns in this space grab attention, engage the audience and persuade them to change their attitudes. Many winners achieve this by shocking viewers in a way that empowers them to drive change. A Silver winner from 2022, IKEA and TRIAD Advertising, raised awareness of domestic violence, an issue exacerbated by pandemic lockdowns, via the 'For a safe home' campaign that shows a woman who is terrorised by an invisible force that creaks doors and smashes glass.

Many winners in this track strive to change laws, including two Gold winners from this year. The Romanian non-profit VIF (The Network to Prevent and Tackle Violence Against Women) and DDB Romania raised awareness of virginity testing via a campaign launched on high school exam day, that showed a girl seemingly walking into a high school exam but getting the harmful virginity test instead.

Another example of using shock factor to inspire law change comes from the detergent manufacturer Clovin and FCB&TheMilkman/The Rockets. To highlight that chemicals that interfere with hormonal systems are used in detergents and cosmetics, Clovin created a perfume aptly named 'My first poison' that contains the dose of disruptor a baby would typically consume within the first half year of breastfeeding.

Not all change comes from laws. The Mayor of London and Ogilvy UK created the 'Have a word' campaign that aimed to encourage people to become women's allies and speak up if they see harassment in the city, earning a Gold.



IN 2023...

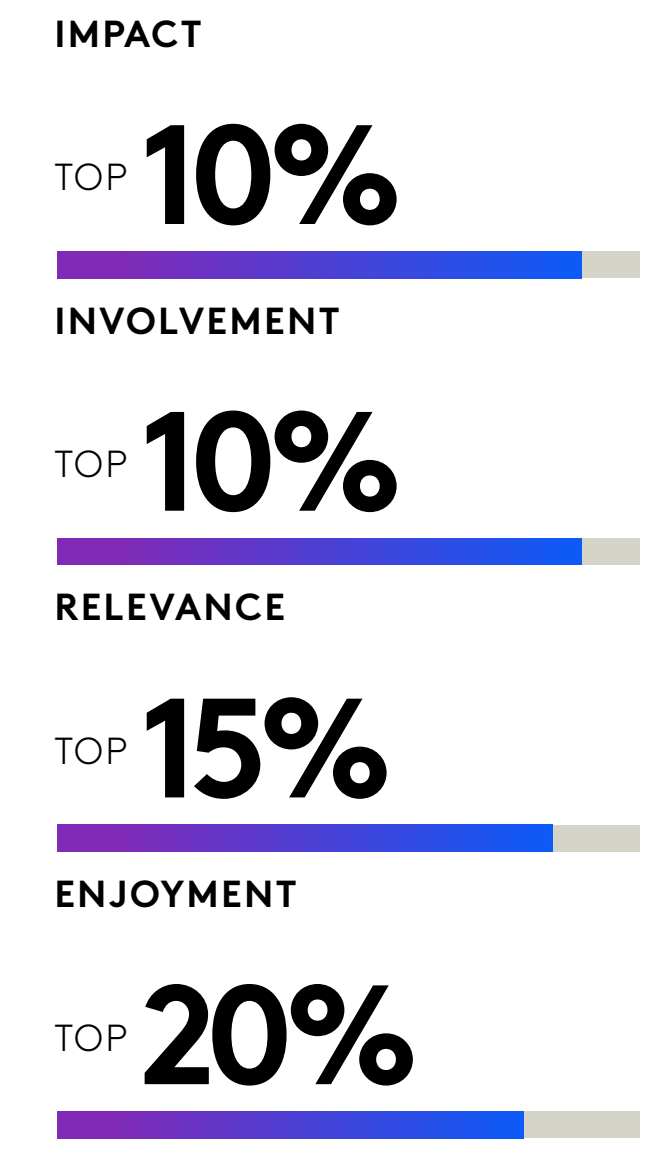


OF EFFIE AWARDS EUROPE ENTRIES WERE POSITIVE CHANGE CAMPAIGNS, COMPARED TO ONLY 12% PRE-COVID

3

Case spotlight

Campaign: Save Your Father's Day
Brand: The Danish Cancer Society
Agency: Robert / Boisen & Like-minded
Contributing agency: Gobsmack Productions



When you grow up and become an adult it is important not to be too afraid

Is there actually something uncomfortable with what I'm telling you?

And remember to visit the doctor.

Talking about the seven signs for cancer doesn't have to be tough.

While all the positive change winners tackle serious topics, this year's Silver winner shows that it is not necessary to stick to a serious tone. The Danish Cancer Society and Robert / Boisen & Like-minded addressed the fact that men tend to underestimate potential cancer symptoms and delay seeing a doctor by turning the tables on "the talk." Aptly named 'Save your Father's Day' and launched shortly before the holiday, the campaign opened a conversation about a serious health issue in a light-hearted manner, landing it at the top of the database in involvement and enjoyment as well as delivering the message in a relevant manner.

Honourable mentions



Campaign: #UnExaminable

Brand: VIF - The Network to Prevent and Tackle Violence Against Women

Agency: DDB Romania

Contributing agencies: Porter Novelli Public Relations, Media Investment, ABIS STUDIO



Campaign: Have a word

Brand: Mayor of London

Agency: Ogilvy UK

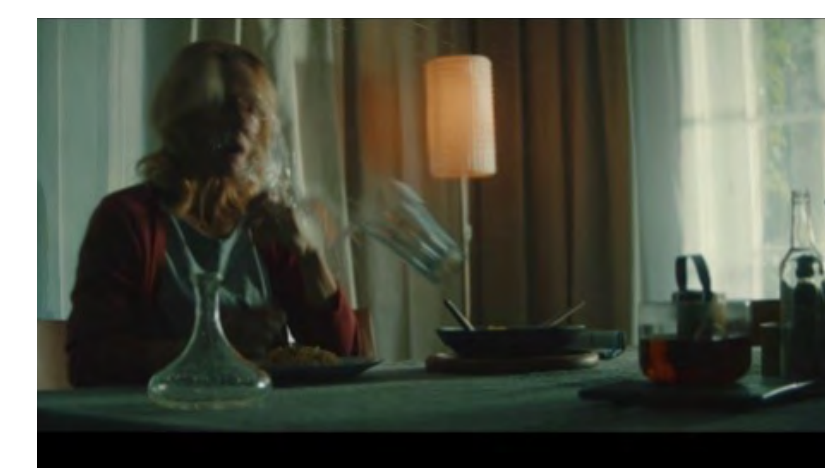
Contributing agencies: Hogarth Worldwide Ltd, Spindle Productions



Campaign: Stop Endocrine Disruptors

Brand: Clovin

Agencies: FCB&TheMilkman, The Rockets



Campaign: For a safe home

Brand: IKEA

Agency: TRIAD Advertising

Contributing agencies: Dentsu Czech Republic, Bistro Films

4

Create cultural moments

Many Effie winners transcend media channels and become embedded in the broader cultural fabric. They become the song stuck in your head, the talk of the town or the content you watch in your free time. They are the thing that you are interested in and entertained by, rather than an interruption that's got you ferociously looking for the skip button. While there is no recipe for becoming a part of culture, there are certain ingredients the winners use brilliantly that we can learn from.

Music is a powerful vehicle amongst Effie winners. As Kantar's broader database shows, when music is connected to the message, the creative tends to stand out more and engage the audience better. For example, Magnum and LOLA MullenLowe brought together legendary Kylie Minogue and South Korean dance music icon Peggy Gou to reinvent the iconic music video 'Can't Get you Out of My Head.' By remixing classic pop and K-pop, the piece celebrated Magnum's new product range of remixed flavours and won a Silver this year.

MUSIC CAN HELP DELIVER MEMORIES

AD DISTINCTIVENESS

+8



EXPRESSIVENESS

+9



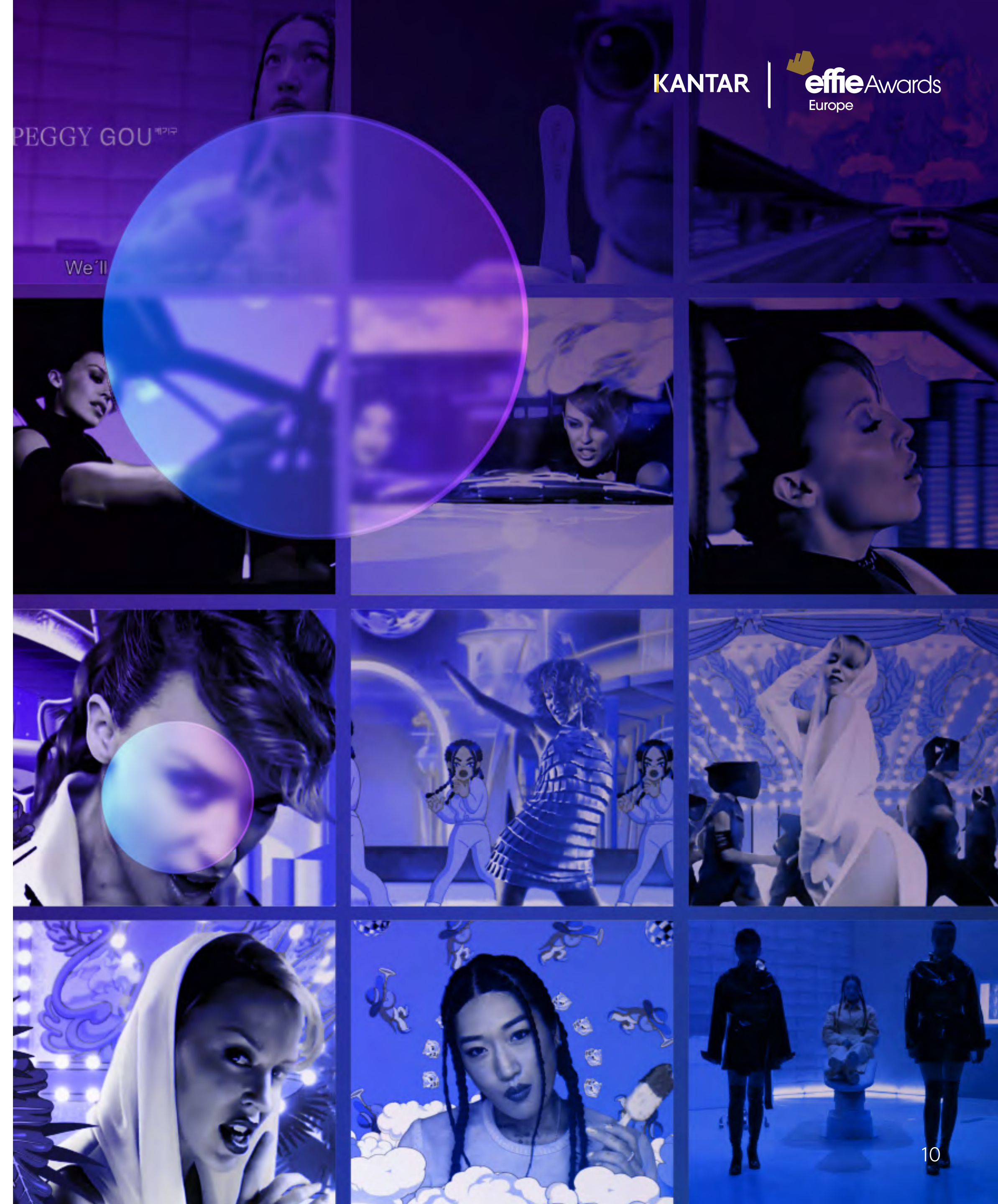
INVOLVEMENT

+8



Average percentile difference between ads with music connected to message vs. those with music not connected to the message

Source: Kantar Link Database



4

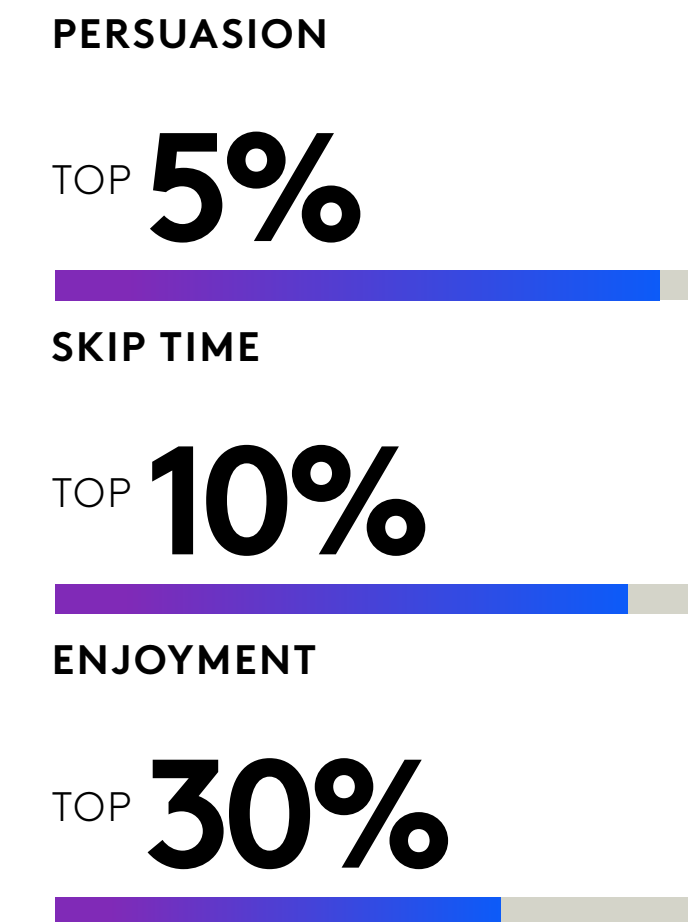
Case spotlight

Campaign: #MixForBoobs

Brand: NRJ Radio & Pink Ribbon

Agency: Ogilvy & Social.Lab

A stand-out example topping LINK AI charts is the '#MixForBoobs' partnership between Pink Ribbon and the NRJ radio station in Belgium. Built around the insight that breast self-exam movements resemble the scratching movements a DJ makes on the turntable. The 2022 Bronze winner by Ogilvy & Social.Lab combined audio and visual elements for maximum impact. A catchy acapella music track with lyrics about breast exams couples with boob-shaped vinyl turntable instead of the featured artists' breasts brought the topic to life in a fun way. The campaign also showed strong ability to keep viewers watching, landing in top 10% on skip time. This was brilliantly leveraged on TikTok, where it was launched as a challenge and people could create their own content using the audio and visual elements.



4

Honourable mentions



Campaign: Trapped in the 90s
Brand: IKEA
Agency: McCann Spain
Contributing agency: Iprospect



Campaign: Classics Can Be Remix
Brand: Magnum
Agency: LOLA MullenLowe
Contributing agencies: Golin, 1st Avenue Machine, Mindshare



Campaign: Letter Theft
Brand: Hornbach
Agency: HeimatTBWA

Brands can impact culture through means other than music. 2023 Gold winners IKEA and McCann Spain hypnotised the Gen Z audience by creating a reality show on IKEA's YouTube channel called 'Trapped in the 90s.' The show featured Gen Z influencers who were living in a house that was stripped of all of the modern elements that IKEA offers. The participants competed in challenges in which they could win products from IKEA's new launches that often became the cause of drama in the house.

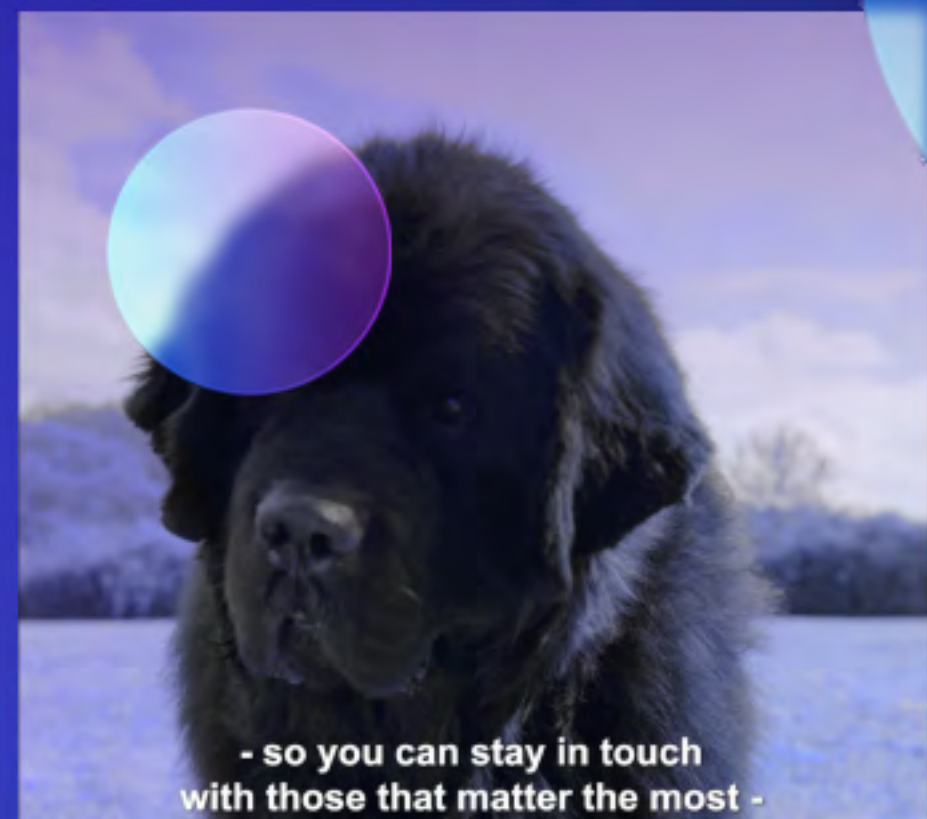
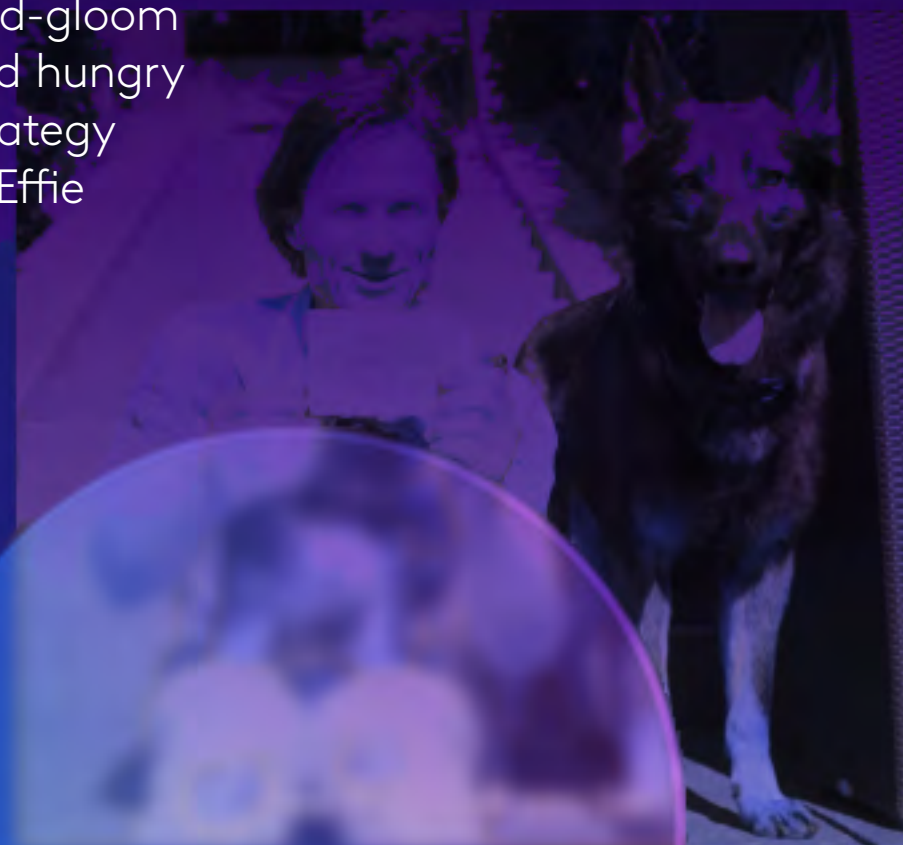
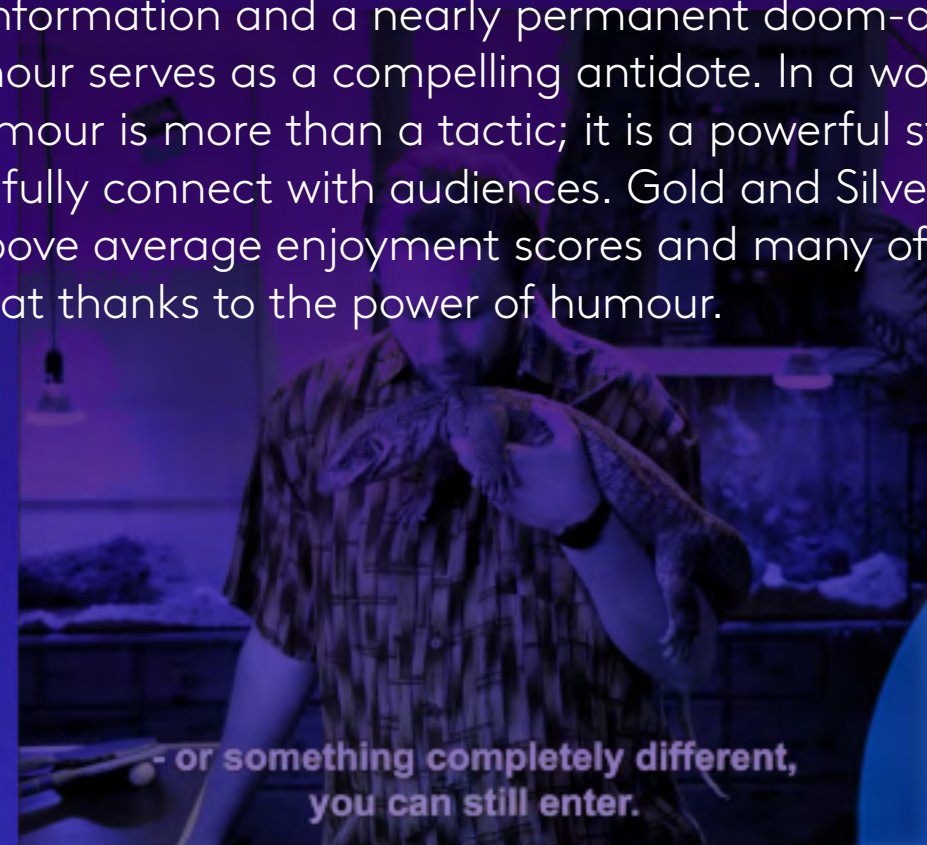
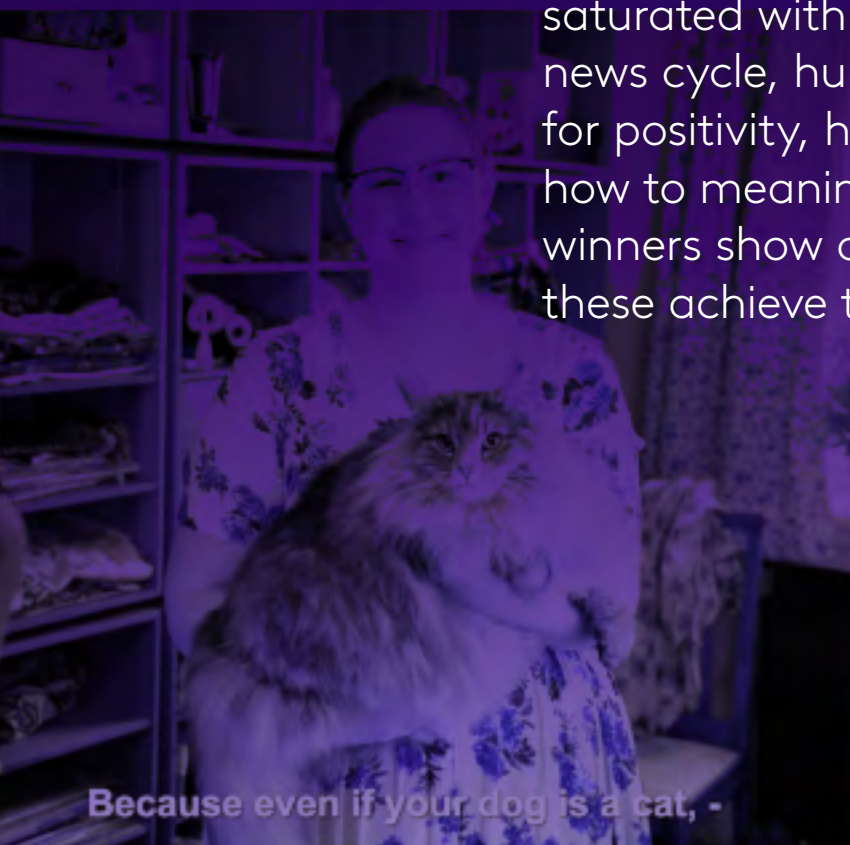
Creating a cultural moment doesn't always need a reality show film crew. Hornbach managed to create buzz around Europe with its 'Letter Theft', where individual letters from the lettering above its entrance went missing in several branches around Europe. Tiptoeing around whether the theft was real or planted, Hornbach engaged people in the mystery and only later revealed what happened to the stolen letters and how different creators were using them for DIY work in their gardens, art installations and more. A mysterious stunt that reinforced Hornbach's positioning and earned it a Bronze.



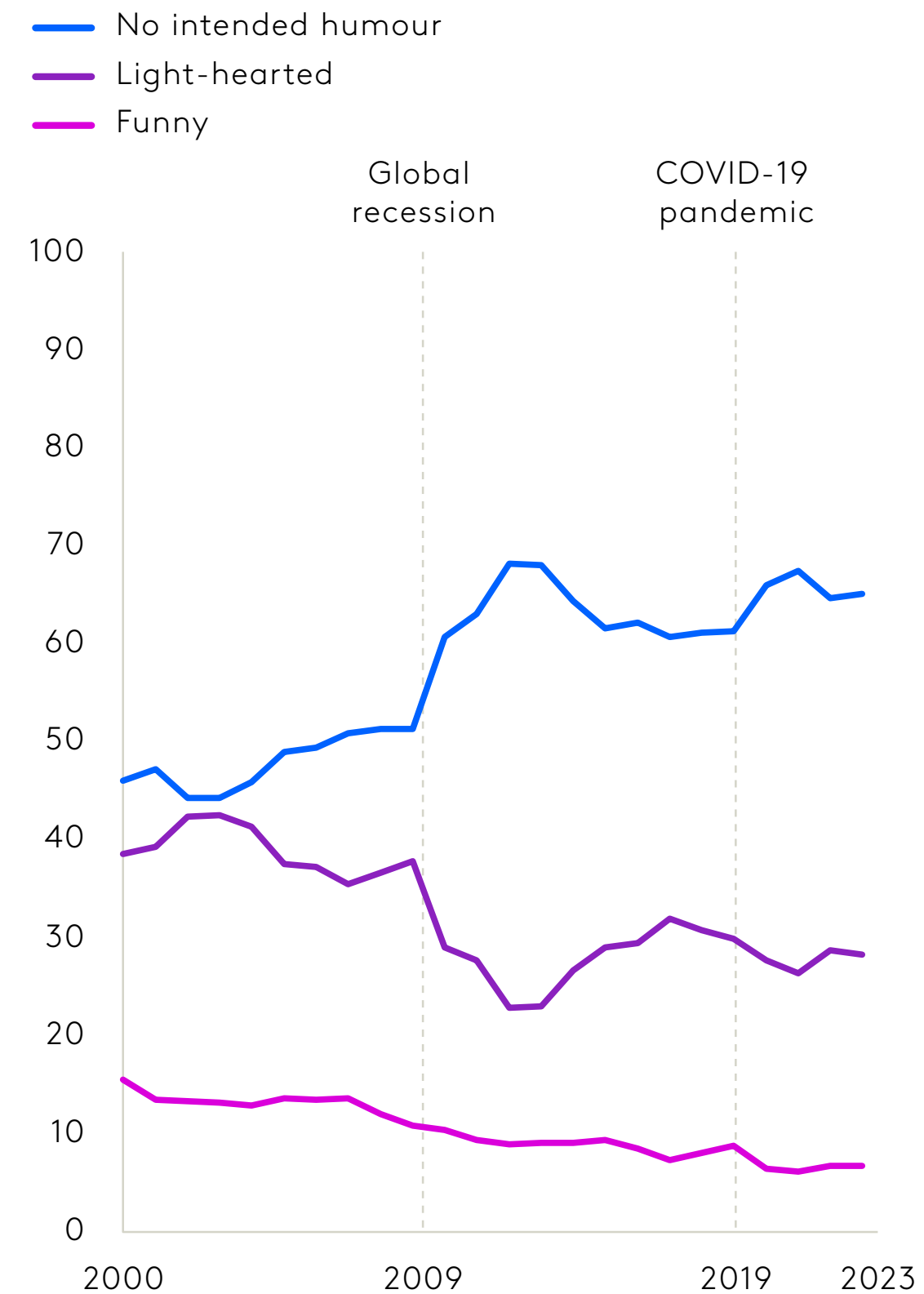
5

Bring funny (business) back

Humour in advertising has experienced a long period of decline. However, there are signs of its resurgence as marketers rediscover the potency of laughter in connecting with audiences. In an era saturated with information and a nearly permanent doom-and-gloom news cycle, humour serves as a compelling antidote. In a world hungry for positivity, humour is more than a tactic; it is a powerful strategy how to meaningfully connect with audiences. Gold and Silver Effie winners show above average enjoyment scores and many of these achieve that thanks to the power of humour.



HUMOUR HAS BEEN IN DECLINE, WITH SIGNS OF RECOVERY



Source: Kantar Link database

SILVER AND GOLD EFFIE WINNERS ARE

+12PP

MORE ENJOYABLE THAN AVERAGE CREATIVE

5

Case spotlight

Campaign: Dogcation

Brand: Nordic Leisure Travel Group (Spies)

Agency: Robert / Boisen & Like-minded

Contributing agency: Gobsmack Productions



IMPACT

TOP **10%**



ENJOYMENT

TOP **15%**



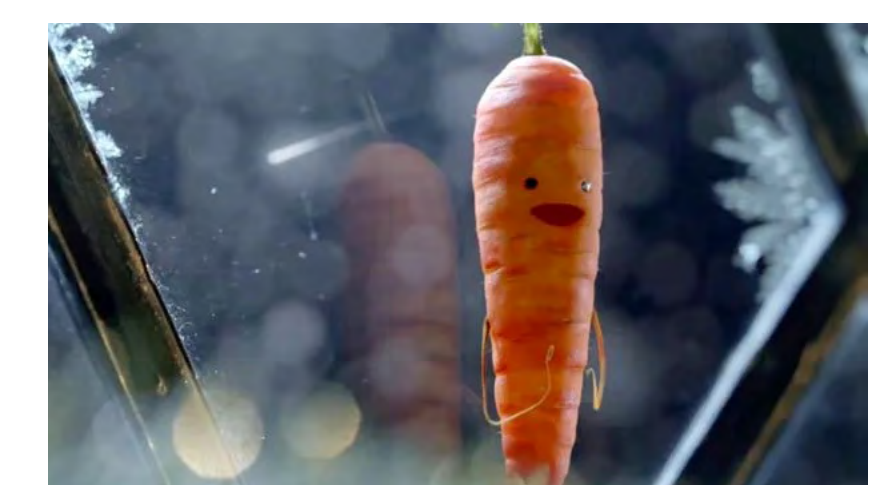
How do you alleviate the guilt pet owners feel when travelling without their dogs? Guilt so strong that 48% of Scandinavian pet owners have considered cancelling vacations due to the emotional burden of leaving their pets behind. Robert / Boisen & Like-minded and Spies – the travel agency behind the campaign – launched ‘Dogcation,’ a competition to win an exclusive pet care programme, so that the pet owner could take a well-deserved vacation without needing to worry. The humour permeated the campaign from laugh-out-loud social media content all the way to the Long-Distance Fetch device and delivered stellar business results and two Silvers and one Bronze to boot.

5

Honourable mentions

Humour comes in many shapes and sizes, and it can be effective in any category. While the pharma category isn't exactly known for leaving people in the funny kind of stitches, the cough medicine brand Bisolvon shows that laughter can be effective. The 2022 Bronze winner 'Don't hide the cough' work by Saatchi & Saatchi Düsseldorf uses over the top humour. It shows the absurd lengths people may go through to hide their cough from others.

McCann Manchester's Aldi Christmas campaigns featuring Kevin the Carrot have won Effie Europe awards in successive years and prove how light-hearted humour can become a holiday atmosphere staple that people in the British Isles now anticipate. In 2022, ŠKODA Ireland, Boys+Girls and PHD Media won Silver and demonstrated the power of relatable humour. 'The Power of One Little Word' showed the everyday, funny, typically Irish hardships and how ŠKODA can help you withstand them. The campaign showcased that in spite of ŠKODA not being made in Ireland, it is a car made for Ireland. The message is clear: humour is making a shy comeback and there is room for more.



Campaign: Kevin the carrot
Brand: Aldi UK & Ireland
Agency: McCann Manchester
Contributing agency: Universal McCann



Campaign: Don't hide the cough
Brand: Bisolvon
Agency: Saatchi & Saatchi Düsseldorf
Contributing agencies: PHD Media, MediaMonks, Go Ignite Consulting



Campaign: Made for Ireland
Brand: ŠKODA
Agencies: Boys+Girls, PHD Media



Five lessons from Effie Europe Winners

- 1 RELEASE YOUR INNER DAVID**

Invest in identifying how people see you and what is the key barrier to growth. With a laser-focused strategy, creativity can make smaller budgets punch above their weight.
- 2 EMBRACE YOUR BRAND**

Leverage a key aspect from your brand's heritage or existing associations to set yourself apart from others. Commit to this via a long-term strategy to strengthen your brand.
- 3 SHOCK WITH SUBSTANCE**

To drive positive change, go beyond shock for shock's sake. Surprising audiences in an informative manner successfully engages hearts and changes minds.
- 4 CREATE CULTURAL MOMENTS**

Intrigue and captivate audiences with content that transcends marketing. Create the song stuck in their heads, the show they can't wait to watch or a music video they can't turn away from.
- 5 BRING FUNNY (BUSINESS) BACK**

Make people smile. Humour is effectiveness dynamite, under-used in the broader marketing landscape.

GET IN TOUCH

If you would like to discover more about how LINK AI can help you create award winning advertising, [get in touch today](#).

ABOUT EACA

The European Association of Communications Agencies (EACA) represents more than 2,500 communications agencies and agency associations from nearly 30 European countries that directly employ more than 120,000 people. EACA members include advertising, media, digital, branding and PR agencies. EACA promotes honest, effective advertising, high professional standards and awareness of the contribution of advertising in a free-market economy and encourages close co-operation between agencies, advertisers, and media in European advertising bodies. EACA works closely with EU institutions to ensure freedom to advertise responsibly and creatively.

For more information, visit www.eaca.eu

Connect with us on   

ABOUT THE EFFIE AWARDS EUROPE

Introduced in 1996, the [Effie Awards Europe](#) were the first pan-European marketing communications awards to be judged based on effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. Effie recognises the most effective brands, marketers and agencies in Europe and is considered as global symbol of achievement, while serving as a resource to steer the future of marketing success. EFFIE® and EFFIE EUROPE® are registered trademarks of Effie Worldwide, Inc. and are under license to EACA.

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ABOUT KANTAR

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

For more information, visit www.kantar.com

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