KANTAR

effie AWARDS BELGIUM

ATTENTION PLEASE, BELGIUM!



How to earn it, own it And compound it.

Independent analysis by Kantar
in partnership with Effie Awards Belgium

WITH YOU TODAY!

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This year, we evaluated

267

Effie Belgium 2026 creative assets

Across

37

Cases

19

Categories

Building on the analysis of

600+

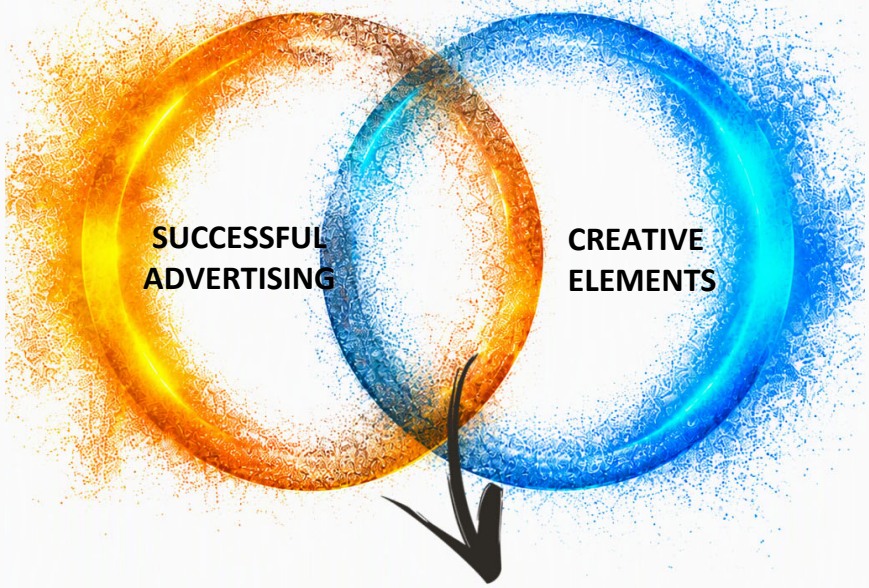
Effie Belgium creative assets from 2022-2026

EVALUATED WITH KANTAR LINK AI

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LINK AI is Kantar's AI-powered creative evaluation solution. Trained on Kantar's extensive validated database of advertising, it predicts how an execution is likely to perform across a broad range of audience outcomes.

HOW KANTAR LINK AI HELPS US UNDERSTAND CREATIVE EFFECTIVENESS



WHERE THE MAGIC HAPPENS!

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EFFIE BELGIUM 2026 GOLD WINNERS STAND OUT

Reported advantage in average percentile scores between Gold-winning assets and all finalist assets

MEANINGFUL
+12

Does the brand meet people's needs and connects emotionally?

DIFFERENCE
+30

Does the brand feel unique or ahead of the rest?

AWARENESS IMPACT
+5

Will the advertising help the brand come to mind?



DEMAND POWER
+13



A key brand equity metric that measures consumer demand based purely on brand perceptions

WHAT EFFIE BELGIUM CREATIVE ASSETS REVEALED ABOUT CREATIVE EFFECTIVENESS

1 **EARN IT**
Efficient routes to earning attention

2 **OWN IT**
Ensure attention belongs to the brand

3 **COMPOUND THE IMPACT**
Multi-channel synergies connected campaign systems

SPECIAL FOCUS ON
CREATOR CONTENT



1 EFFICIENT ROUTES TO EARNING ATTENTION

1 EFFICIENT ROUTES TO EARNING ATTENTION

Effie finalist creatives are strong attention earners, with intended humour achieve higher average percentile scores than creatives without:

ACTIVE INVOLVEMENT

TOP **30%**

EXPRESSIVENESS

TOP **30%**

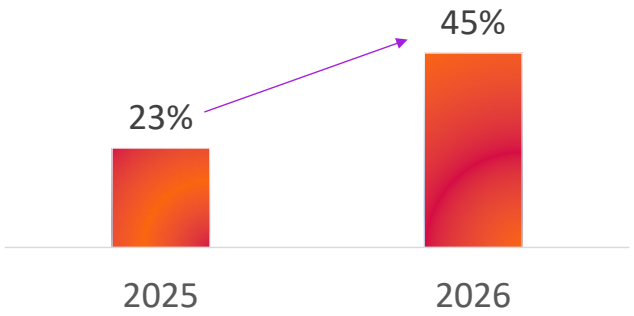


Recurring attention drivers in Effie Belgium finalist creative:

1. HUMOUR
2. RECOGNISABLE TALENT
3. CREATIVE DISTINCTIVENESS

HUMOUR
is an attention accelerator

Almost half of this year's finalist assets use intended humour, confirming its continued prominence in Belgian creativity.



Percentage of Effie Belgium creatives containing intended humour

Effie finalist creatives with humour achieve higher average percentile scores than creatives without:

+9
ACTIVE INVOLVEMENT

+22
EXPRESSIVENESS

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While humour earns a reaction, the joke still has to land....



Humour that is **enjoyed** and **understood** achieves higher average percentile scores than overall humorous creatives

+37
CUT-THROUGH POTENTIAL

CASE SPOTLIGHT:



ALBERT HEIJN - ***SWAPPEN***
2026 Bronze Effie
TVC - Dutch

Category***: Successful Introduction***
Agencies***: Happiness Anywhere + Essence Mediacom & Dentsu Benelux***

ALBERT HEIJN MAKES BEHAVIOURAL CHANGE FEEL LIGHT, SOCIAL AND ENJOYABLE

ACTIVE INVOLVEMENT

TOP **9%**

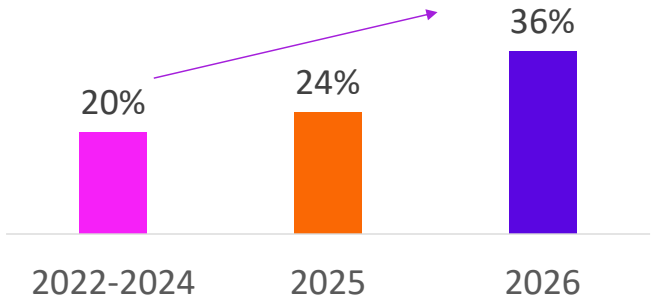
EXPRESSIVENESS

TOP **9%**

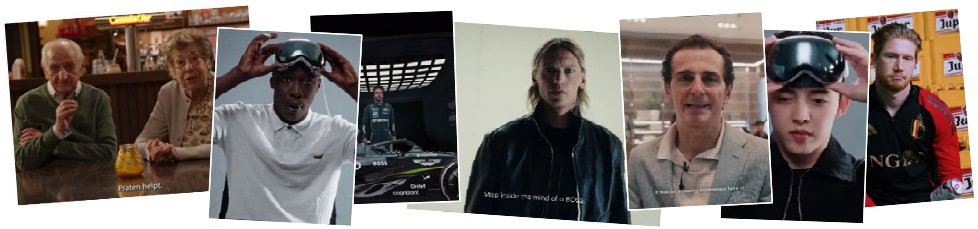
LINK AI predicted performance

RECOGNISABLE TALENT creates human connection

Recognisable talent appears increasingly often in Effie Belgium creatives



Percentage of Effie Belgium creatives using recognisable talent



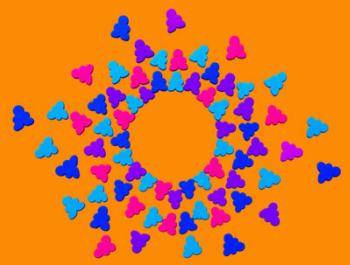


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Familiarity gives audiences a reason to lean in

Effie Belgium creatives featuring recognisable talent achieve higher average percentile scores than creatives without:

+23
ACTIVE INVOLVEMENT



+12
ENJOYMENT

+8
APPEAL

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CASE SPOTLIGHT:



KOM OP TEGEN KANKER / #WhatTheSmoke & #RIProken -
The long game: building a smoke-free generation
2026 Gold Effie
Online - Dutch

Category***: Sustained Success***
Agencies***: BBDO + Reputation & SpaceFWD***



#RIP ROKEN USES FAMILIAR PERSONALITIES TO MAINTAIN A MOVEMENT CONNECTED TO YOUTH CULTURE

ACTIVE INVOLVEMENT
TOP **1%**

EXPRESSIVENESS
TOP **21%**

ENJOYMENT
TOP **15%**

RELEVANCE
TOP **7%**

LINK AI predicted performance

CREATIVE DISTINCTIVENESS helps stands out



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A distinctive ad.
A more distinctive brand impression.

Effie finalist assets with high creative distinctiveness achieve higher average percentile scores than creatives with low creative distinctiveness:

+47
ACTIVE INVOLVEMENT

+52
BRAND DIFFERENCE

+26
EXPRESSIVENESS

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CASE SPOTLIGHT:

yuki



Yuki - ***Altijd in Sync***
2026 Bronze Effie
TVC - French

Category***: Business to Business***
Agencies***: The Other Agency***

YUKI CREATES A DISTINCTIVE CREATIVE WORLD, MAKING A FUNCTIONAL B2B MESSAGE HARD TO IGNORE

AD DISTINCTIVENESS

TOP **25%**

ACTIVE INVOLVEMENT

TOP **7%**

EXPRESSIVENESS

TOP **24%**

BRAND DIFFERENCE

TOP **30%**

LINK AI predicted performance

They may remember the ad.

But will they remember you?




2
ENSURE ATTENTION BELONGS TO THE BRAND

2 ENSURE ATTENTION BELONGS TO THE BRAND

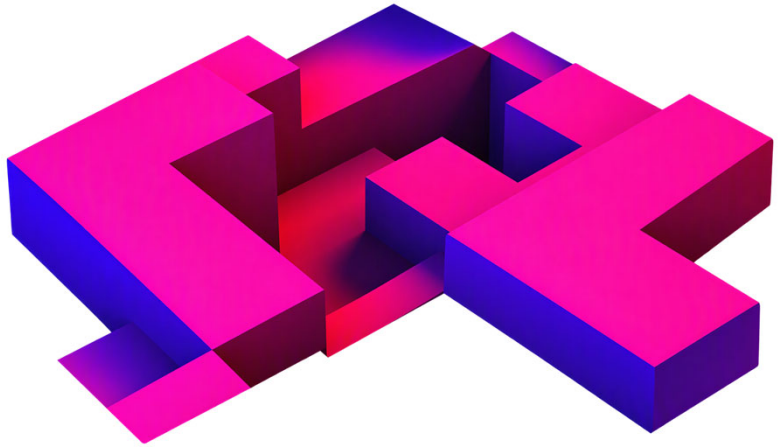
Effie Belgium 2026 finalist creatives

+ 10

percentile points on

BRANDING

2026 vs. 2025



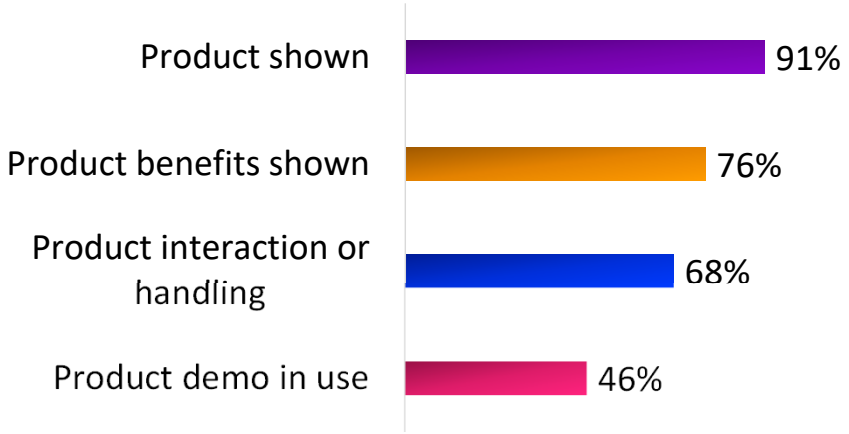
Two recurring routes to brand ownership in Effie Belgium finalist creative:

1 MAKE THE PRODUCT ESSENTIAL TO THE IDEA

2 BUILD RECOGNITION THROUGH CONSISTENCY

BRING THE PRODUCT TO LIFE

The product is your most concrete route from entertainment to brand ownership.



Percentage of well-branded Effie Belgium 2026 creatives with specific product actions

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Give the product a role, not just visibility.

Effie finalist creatives with a product demonstration achieve higher average percentile scores than creatives without.

+28
BRANDING

+21
RELEVANCE

+26
PERSUASION

+32
AFFINITY

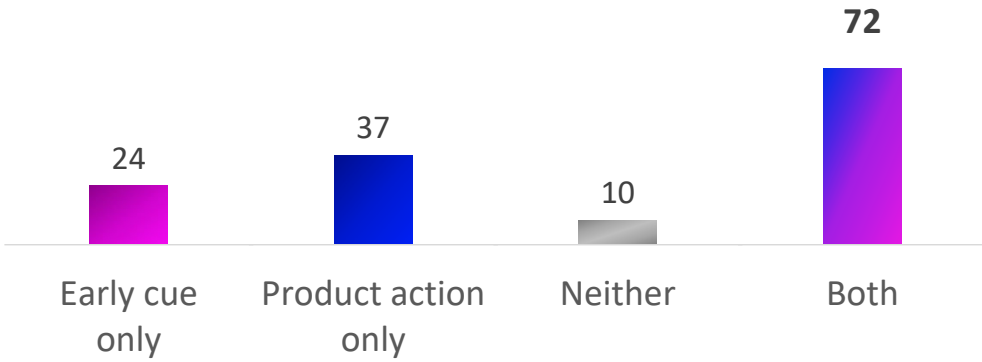
Make the brand identifiable. Make the product integral.



Stronger branding when both work together.

Visibility vs. Integration

Brand connection is significantly stronger in creatives where early brand ownership and product integration work together



Average branding percentile by level of product integration

CASE SPOTLIGHT:



APEROL - ***Worth the Detour***
2026 Bronze Effie
TVC

Category***: Branded Customer Experience***
Agencies***: Publicis Groupe + Mindshare Belgium & Butik***

APEROL MAKES THE BRAND INDISPENSABLE TO THE ENTERTAINMENT

BRANDING

TOP **30%**

CUT-THROUGH POTENTIAL

TOP **25%**

SHORT-TERM SALES LIKELIHOOD

TOP **20%**

LINK AI predicted performance

BUILD RECOGNITION THROUGH CONSISTENCY



Change the execution. Preserve the brand world.

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Consistent campaigns show broad brand-building advantages

Effie Belgium finalist creatives within a consistent campaign achieve higher average percentile scores than creatives without

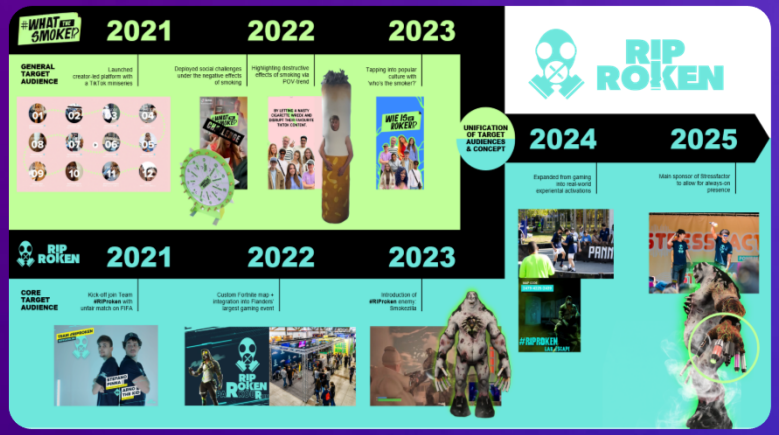
+6
MEANINGFUL

+5
DIFFERENT

+5
DEMAND POWER

+5
BRANDING

CASE SPOTLIGHT:





KOM OP TEGEN KANKER / #WhatTheSmoke & #RIProken -
The long game: building a smoke-free generation
2026 Gold Effie
Online - Dutch

Category***: Sustained Success***
Agencies***: BBDO + Reputation & SpaceFWD***

#RIP ROKEN STAYS RECOGNISABLE BY EVOLVING WITHIN YOUTH CULTURE

BRANDING

TOP **30%**

RELEVANCE

TOP **30%**

ACTION LIKELIHOOD

TOP **1%**

LINK AI predicted performance


But what happens to
brand ownership
when someone else
tells the story?

SPOTLIGHT ON

CREATOR CONTENT



Creator content is becoming part of the marketing mainstream

30%

of Effie Belgium 2026 campaigns used creator content


ZEEMAN
Zeeman verkoopt
Diamanten!


Jij kunt een

Creator content is built to connect……

Effie Belgium creator content achieves higher average percentile scores than non-creator content

+26
ACTIVE INVOLVEMENT

+25
EXPRESSIVENESS

+14
ENJOYMENT

+36
DYNAMIC

…but creators should be creative brand partners



Only

27%

of creator content connects to the brand

Source: Kantar Context Lab

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Creator effectiveness is multidimensional

Five connected dimensions explain how creators drive impact for brands

Together, these dimensions contribution to three practical expressions of creator performance:

Viral Power, Brand Power and **Sales Power**

EXPLORE MORE

Kantar's Creator Game Plam

THE FIVE DIMENSIONS THAT DRIVE CREATOR EFFECTIVENESS



Brand Building

Does it strengthen the brand?



Sales Contribution

Could it support sales?



Cultural Relevance

Does it connect with the community?



Algorithmic Advantage

Is it built to earn platform visibility?



Engagement Potential

Does it invite interaction?

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CASE SPOTLIGHT:

CÔTE D'OR × BISCOFF USE BALANCED CREATOR PROFILES TO TURN A LAUNCH INTO A SHARED DISCOVERY





Côte d'Or - ***Côte d'Or x Biscoff Two Belgian Icons***
2026 Bronze Effie
Creator Content

Category***: Successful Introduction***
Agencies***: Ogilvy Social.Lab Brussels + Amphion, Publicis Groupe Belgium, Whyte Corporate Affairs & Bullet Proof***

SALES POWER
TOP **30%**

VIRAL POWER
TOP **29%**

BRAND POWER
TOP **26%**

LINK AI predicted performance

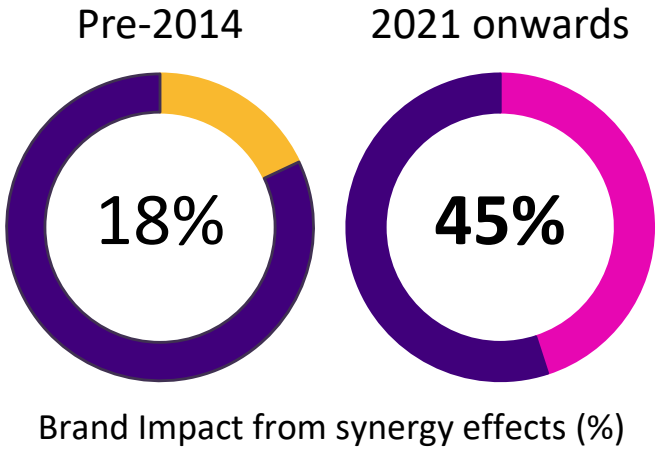
General



COMPUND THE IMPACT THROUGH MULTI-CHANNEL SYNERGIES

3 COMPUND THE IMPACT THROUGH MULTI-CHANNEL SYNERGIES

Connected campaigns create value beyond isolated executions



Brand Impact from synergy effects (%)

Source: LIFT+ Database

Individual executions win moments.

Connected campaigns make them add up.



Connection comes from complementary roles, not repetition

1. **PRESERVE**
   Keep the idea and brand recognisable.
2. **ADAPT**
   Fit the expression to the channel.
3. **ACCUMULATE**
   Build reach, memory and response.

Different expressions.
One recognisable campaign effect.

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A perfectly optimised asset still needs a campaign with scale.

Optimising individual assets is not enough. A connected campaign also needs the reach and scale to make its idea count across relevant moments.

Are we only making each execution more efficient, or making the whole campaign more effective?



External reference: IPA Effectiveness Conference 2025, "Go Big or Go Home", Les Binet and Will Davis.

CASE SPOTLIGHT:



Côte d'Or - ***Côte d'Or x Biscoff***
Two Belgian Icons
2026 Bronze Effie
TVC - French

Category: ***Successful Introduction***
Agencies: ***Ogilvy Social.Lab Brussels + Amphion, Publicis Groupe Belgium, Whyte Corporate Affairs & Bullet Proof***



CÔTE D'OR × BISCOFF TURNS A PRODUCT LAUNCH INTO A CONNECTED DISCOVERY SYSTEM

CUT-THROUGH POTENTIAL

TOP **17%**

SHORT-TERM SALES LIKELIHOOD

TOP **9%**

BRANDING

TOP **9%**

DEMAND POWER

TOP **13%**

LINK AI predicted performance



WHERE NEXT?

EXPLORE THIS YEAR'S WORK

Attention Please, Belgium

How to earn it, own it and compound it.



DOWNLOAD 2026 BOOKLET

THANK YOU!

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Continue exploring Kantar's creative-effectiveness insights and Effie Belgium's most inspiring work.

EXPLORE PREVIOUS BELGIAN EDITIONS

2025

Belgian connections: Creativity That Resonates

EXPLORE 2025

2024

The Secrets Behind Ideas That Work: A Belgian Brew of Creativity

EXPLORE 2024

DISCOVER LINK AI →

Test and optimise creative with **Kantar LINK AI**

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